EVERYBODY!

Please send an appropriate greeting card to the following list of my good friends announcing that The Billboard is being sent to them with my compliments.

THREE MONTHS $1.75—SIX MONTHS $3.00—ONE YEAR $5.00

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25 OPERA PLACE
CINCINNATI, OHIO
**HOT OFF THE RECORDS**

**Gillmore's Equity Farewell May Not Affect Four A Setup**

NEW YORK, Dec. 11.—Affiliates of Associated Actors and Artists of America, international union of performers, have notified Four A, the company's agents, that Gillmore's Equity may be pensioned and thereby retired from its $13,000 per year contract as executive director of the Four A set-up. Gillmore has been in charge of the set-up since 1924. The sale, according to Four A officials, does not affect Four A's policy of retaining Gillmore, who has been a member of the company since 1924. Gillmore will continue to serve in his present capacity, in charge of the set-up, until February 1, when the new contract with Gillmore will expire.

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**AEA Bodies OK $40 Minimum, Fed Actor Unit and Other Items**

NEW YORK, Dec. 11.—Quarterly meeting of Actors' Equity at the Astor yesterday, attended by 220, heard committee reports favorably on establishment of a new minimum wage and creation of a unit for Federal Theater Actors. The committee, under the chairmanship of John North, president, and the direction of Charles Ringling, president-elect, voted to set up a unit for Federal Theater Actors and the inclusion of a class for experimental theater groups. The committee also recommended that all contracts be filed with the union.

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**Ringlings Regain Complete Control of Circus Interests**

Purchase 100 per cent stock held outside family since 1929—John North, Robert and Mrs. Aubrey Ringling vice-presidents under new set-up, first named senior executives.

NEW YORK, Dec. 11.—John Ringling North, executive of the estate of his uncle, late John Ringling, yesterday afternoon confirmed reports that the Ringling family, formerly part owners, is now in complete control of the Ringling Bros.-Barnum & Bailey Combined Shows, Inc., according to Aubrey Ringling, president of the company. The change in ownership is due to the death of John North's uncle, who had been a part owner of the company since 1929.

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**World Fair Crowds May Mean Long Island's Comeback Chance**

JAMAICA, L. I., Dec. 11—Winter carriages, the end of the show season. Many of the big summer spots have shut, with others having dropped, Bensenville-Burleigh Park. All clubs are looking forward to the World's Fair as their big chance for profit.

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**Strip Tease Out But Spicy Songs Still In; on Records**

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

By M. W. H. GOEDEN

NEW YORK, Dec. 11.—The unprecedented rise in record sales during the past year is attributed, admittedly, to the satisfaction of a radio-ridden populace in "having the music they want when they want it." However, since the "Master's Voice" started selling again, second buyers have exhibited an interest in records that are not to their liking. The music they "want" to unwind the phonograph machine. It is True What They Say About Triple restaurant on The Way That Put the Diz in Diz, Bubble music for the supper list without success for the usual Grosz, "Annie Doesn't Live Here Anywhere." But after sending the jukebox to sleep and slumber, perhaps satisfied by the sudden turn of events in Annie's life, the elderly are sure to shut off the radio and sneer at that phonograph record that exists in sociological terms that "Annie Couldn't Take It Anymore."

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**New Truck Orders**

Presage Big Year

ST. LOUIS, Dec. 11.—According to the E. C. Doucet Company, the outlook for the 1938 outdoor season is exceedingly bright if the orders for new motor equipment are a criterion. President Doucet added that he already had orders for 96 new trucks to be delivered to outdoor standards at the end of March and April.

During the past three weeks trucks and equipment were delivered by Doucet to the following show people: A. C. Jaap, concessionaire; Mildred Burnham, Campbell Tent and Awning Company; William Pike, K. G. Amusement Company; Bob Goodwin, the Pilgrimage Company; P. Martin, Hennes Bros.; J. W. (Jim) Linville, Bartlett-Commission Company; John McCauliffe, Henry McCauliffe Bros.; Shows; Watkins and Schaefer, concessionaires; Frank Van Oostrum, Cottrell & Miller, Steiner, Fairly & Little Shows; Art W. Martin, Hennes Bros.; West Concession Company; M. C. Huston, Pacific Whaling Company; and Harry P. West, West Concession Company.
PAYNE WRONG ON KID SHOWS

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

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

NEW YORK, Dec. 11.—Strong criticism of programs radio advertisers and sponsors offer to children, currently receiving phase of broadcasting, Commission George Henry Payne, of the Federal Communications Commission, has been an ardent critic among these efforts in recent years. Industry leaders, seldom very articulate in defense of their product, have not answered. However, a survey made by The Billboard, thru staff men and correspondents in New York, Chicago, Los Angeles and Hollywood, San Francisco, New York, and others, gives evidence that Commission Payne and similarly minded critics of kids' programs are programs that aren't.

Surratt shows that adventure programs predominate, followed by educational programs. Blood and thunder stuff, which cannot be denied in any way and which type program provided ammunition for the radio attackers, is rapidly declining. Meanwhile, much of the blood stuff is mentioned and thought to be appreciated by children. It cannot be imagined that any finger pointing will be done at the expense of Old Nick. That's not Uncle Nick.

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

May Talk About

Upper Extra Scale

HOLLYWOOD, Dec. 11.—With one fact of exess reported urging an increase in the $25,000, upper senior branch Screen Actors' Guild will meet with Jack Warner, representing Warner's Winken, to discuss possible adjustments in its $10 weekly rate for picture production workers.

The proposal to increase the $50 minimum for extras and make the present second-rate scale $50 too was said to have resulted from complaints by producers on increasing the scale of the extra's minimum for $50.

J. M. Kimbell, assistant treasurer of the guild, said he had been told by his association's executive council that the average for the first eight months of the year was $37.25.

And, with the rate of $50, the

Subscription Series

For Kansas City

KANSAS CITY, Mo., Dec. 11.—Room Service spread $4,500 at its three performances in Music Hall of Municipal Auditorium last week. Figures were announced by James Nixon, vice director of the series.

Taxis were sold at the doors of the hotel and firm and $50 was received. Jack, $50, was the price.

Nixon has announced a new ticket-sale plan for Kansas City who planned to accept eight outstanding legitimate politicians at Music Hall at the close of the year. A 10 per cent reduction in price was being offered those who purchase tickets to the entire series, which includes Brother Run, You Can't Take It With You, Richard III, Show, the Women, The Men, Murder, Victoria.

University Show "Season On; Harvard and Penn Lead Van

NEW YORK, Dec. 11.—University of Pennsylvania's Mask and Wig's Golden Jubilee production, Fifty-Fifty, moved into the Center Theater for two performances last week and has been

paid in counterfeit money, and the production of a Mr. Bill Ruoff, executive of fans, now leading the gypsies to a new city, Rosedale, by Ted O'Neil, produced by Great Garabedian, played by George Elliott, directed by Louis Shaw, starring Clay A. Boland and M. Jaffe.

Dancing chorus really does routine music is passable and staging is good.

Louis C. Maude and George Elliott's "Kiddie Show," with compositions by Clay A. Boland and M. Jaffe, directed by George Elliott and produced by George Elliott.

For RECORDING

I. RAY ROBINSON and BAND-dance outfit heard on air from a studio in New York. An arrangement of the better, well-blended band of the hooper that was with arrangements also, and with taste. Good on the air and in the studio. The band should be able to do a better musical job on wax. After a Mr. Ruoff and his band are ready for a better known night spot or for theater and ballroom work.

Equity Scouts For New Leader

Gillmore refuses to recommend successor — Dullitz prospect, liberals say no

NEW YORK, Dec. 11.—Actors' Equity, now without leadership but belated by a Liberal Council, is casting about for a successor to Frank Gillmore, who refused to run for re-election. The Council, which consists of 10 members, calls Monday to choose someone. Both candidates, Dullitz and a two-term incumbent, are said to be good men, despite the fact that the opposition at the last Equity election was not a deliberate candidate after Walter Hampden refused to run.

Paul Dullitz, executive secretary of Actors Equity, has been considered by the last Equity election as one of the likely successors, but Gillmore's position is in no way the result of the Council, who feel they are strong enough to defeat the incumbent. Dullitz has been with the association some 15 years. He is said to have made no attempt to run.

American Actors Equity Association, the group, will engage in an effort to retain some Equity's lost prestige in the past A.

A. A. A. Touart, in his letter to the members of the Council, the Guild will engage in an effort to retain some Equity's lost prestige in the past A.

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ILGWU Amateur Players Offer Smash Hit Satirical Musical

NEW YORK, Dec. 11.—Two weeks ago the ILGWU Amateur Players presented a little but beautifully recondensed Labor Stage on 35th street a musical which was believed by this reviewer to have seen in at least five years—since Patricia, as a matter of experience. And I’m not at all sure but that Pinus to the ILGWU offers a far better even than that. Approaching in its material more nearly to the works of Gilbert and Sullivan than anything within the last twenty years (and that even liberal of the grand of The One Sing), it is in present structure an earnest to the ages to turn even its own naiveté to ruth. Making no attempt whatsoever to the amateur staging of the players, it’s the best musical in

The ILGWU Players, in case you’re somewhat less familiar with the name, are members of the International Ladies’ Garment Workers’ Union, having in Garment Center by day and rehearsing at night; and this, their second stage attempt, has been in preparation, according to rumors, for around a year. Spurred on by Charles Foulds, it runs a merry, witty and thoroughly entertaining picture of the labor-management situation in its satirical form. You can spot ardent right-wingers laughing as heartily as their Lefty companions. The Labor Stage for their fun where, and this, their co-workers take their fun where, and this, their co-workers take their fun where, and the whole thing is a splendidly danced by Harry Biggins and a troupe of chorus members, unmatched in the current Broadway musicals. The fine level of performance thrusts tremendous credit upon the revivalists who have come to you with a fresh from the theater—particulars are not available. Your money is well spent. Commercial musicals are enough to make a tip or two from it. Eugene Burr.

Hotel Man Starts ‘Go-to-Theater’ Week

NEW YORK, Dec. 11.—A movement to establish ‘Go-to-Theater’ Week has been started by J. B. Sullivan, manager of the Divine Hotels. Idea is already being bid on by Dan Walker, J. F. Holm and other producers, and E. S. Supranoff, editor of ‘The Stage.’ Coordinating headquarters at the Hotel Frenc, is to be announced in a petition to the mayor of New York will be signed by Mayor La Guardia to make the week official. First week of January has been tentatively selected for the initial celebration.

In a letter asking editorial support for the movement, Mr. Sullivan has somewhat similar program launched successfully in Chicago recently by Major Edward Kelly and indicates that letters or telegrams addressed to ‘Go-to-Theater’ Week Committee will be used.

Philly Stagehands Re-Elected

PHILADELPHIA, Dec. 11.—All officers of the Philadelphia local of the International Alliance of Theatrical Stage Employees were re-elected last week. The list of names, in alphabetical order, is as follows:

Michael J. Sweeney, financial secretary;
Robert A. Holme, business manager;
Edward J. O’Leary, assistant manager.

Mr. Sweeney is a member of the Illinois State Assembly and is known as the ‘man of the people’ by the trade unionists. The move was made in order to bring about a more democratic government in the local.

In view of the fact that the election is the last one for the year, it is expected that the new officers will have a busy time in the coming months.

Atlantic City, Dec. 11.—The Atlantic City Chamber of Commerce has announced the election of the following officers for the coming year:

John H. Johnson, president;
T. A. Smith, vice-president;
W. H. Hedges, secretary.

The elections were held at a meeting of the chamber’s executive committee.

QUALITY

STOCK TICKETS

FIVE ROLLS 2.00

FIFTY ROLLS 15.00

EIGHTY ROLLS 25.00

DOUBLE COUPONS

SPECIAL

FOR ONE DAY ONLY

10.000 25c 1,500

50c 500

10c 100

25c 50

100 10c

250 25c

500 50c

1000 1.00

ANY QUANTITY 1.00

FOR ONE DAY ONLY

The above prices are valid for the purchase of any quantity of tickets for any performance at the Atlantic City Theatre.

Atlantic City Theatre

A November day was the golden age of tickets. But one need a ticket to see the Atlantic now.

The Atlantic City Theatre

A November day was the golden age of tickets. But one need a ticket to see the Atlantic now.
MGM SEeks Radio Peace

Confer With Film Exhibitor On “Black Thursday” Headache

NEW YORK, Dec. 11.—Black Thursday, the day on which local radio stations go on the market, is slated for December 27, according to local film exhibitors who squawk that the MGM air show is “killing their business.” Organized independent managers are conferring with MGM executives and it is noted that further plans will be made if Wednesday and other evenings’ grosses drop a show. Further discussion is to be held later on the subject with other companies in the same position.

MGM gunmen are on the lookout to prevent any display of the air show effect on the air. While it is believed that exhibitors who have other peeks against producers over the air show competition, the mounting opposition has film moguls worried. A first-hand study is being made by R. L. Kuykendall, president of the Motion Picture Theater Owners, to determine reasons and causes. Should producers’ opposition intensify, their fire will probably not be directed against film producers, but sponsors as well.

Before the new premiere film MGM declared that it had made a survey and was satisfied that it would not affect the radio business. At that time MGM refused to divulge if there were plans to include a contract with sponsor, General Foods.

New Radio Car Cards Are Planned

NEW YORK, Dec. 11.—A plan to sell radio car cards through dealers is being made by the General Advertising Company. Projected style will consist of a seven-inch ad containing the entertainment apparatus’ features, with a section captioned by the name of the show, the schedule, and time.

Baron Collier firm is stressing two angles to sponsors, and observant note that the idea, if put in its full strength, will create more listeners, but I assume that the new programs, which are to follow from which to build an enormity of business, will go on the use of high-hatting dialogue to radio, the angle that the cards may “remind the public of the name of the show, and the result of the sponsors.”

The new program, called the “Radio Guide Section” (not the fan magazine) are offered at 25 cents per card monthly, to dealers, and a five-card set will boost an advertiser’s budget up to $50,000 monthly, with the entire set-up used.

Street Railways has signed a 13-week contract with WBN to plug its services and advertising with its media. Daily quarter hour is called Voice of the City.

Radio—A Woman’s Game

By BERNICE JUDY

Will Be a Feature of The Billboard Holiday Greetings Number

Dated January

December 18, 1937

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

NEW YORK, Dec. 11.—A “surprise” poll on radio and what people think of it, will be made in New York City-Chicago syndicate on January 2 to determine radio’s “most popular person” and a “most unheeded one-day affair, patterned after the famous New Year’s Poll.

Popularity test will not be announced beforehand, and the tests are being made in an attempt to eliminate “ballet stuffing.” It is understood that votes will be for individuals, but for performances or shows, which may contain several performances. Poll will be a national contest conducted among all clients of The Chicago Tribune syndicate.

Film star contest conducted a fort-night ago in the same fashion, with claimed total circulation of 200,000,000, and slated for the future. “In the King and Queen” took place on the MGM-Marxie office coffee show Thursday, December 9.

NEW YORK, Dec. 11.—Joey V. Grombach, radio producer, is going into league with Crosby Galbre. New producing firm will present “Johnny Cololeys” and “The Million Dollar Patrol” between 10:30 and 11:30 every evening, 11:45 also, and 11:55 for the next two years with Grombach.

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

CHICAGO, Dec. 11.—Wage and hour contract was signed Wednesday between the American Federation of Radio Artists and the Chicago Symphony Station WCTF here. This is the first station to sign an agreement with AFRA.

Contract boosts salaries from $20 to $30 per week for eight hours work and $15 per week from $25 to $30 for four hours work. The scale is to increase $4 per hour. A reduction of $2 per hour is planned for eight hours work daily, a two-week notice before remaining pay is reduced.$15 per week for four hours work is included in the service charge added to a sponsored show for the use of an announcer going to the station, remaining $15 per week being going to the station. Present contract expires December 10, 1938, and is subject to approval by the AFRA executive board and the American Federation of Radio Artists.

Reason for the short time limit is that AFRA expects to close other deals immediately, and want to be bound to any definite wage level at this time. Ray Jones, local secretary, left for New York Tuesday to close AFRA’s national board meeting and will return to Chicago early this week. The committee at work for the past several months on working conditions in radio in this city is now nearing completion and AFRA will swing into a wide-awake campaign with a new radio postwar production. The AFRA local postwar production will be the result of AFRA’s ownership of 10 radio commercial firms.

Representatives here for the AFRA-RCFL deal were Roy Jones and Philip Stahl of AFRA and Maynard Marquardt, manager of WCTF.

No Radio Plans At Baseball Meet

CHICAGO, Dec. 11.—Radio was not considered in the contract customs at the Major League Baseball Clubs’ meetings here Friday. One of which is that Keloog Company may sponsor all American League games in 1938, but reports from other quarters indicate that the clubs have not made any commitments. National Leaguers did not broach the subject of baseball on the ASL of C. McAwoy, the American League official, who has not yet made out a schedule of their radio intentions with him. He said that they would definite these until final word had been received from each team in each week or 10 days.

Brooklyn Club, which is reported to be an interested, is said to have a three-year agreement with the New York Yankees, with plan to have radio broadcasts of their games. Agreement is expected to be extended to next season on the basis of a fee for each home game.

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Note Improvement in Television Pictures

IBVINGTON, N. J., Dec. 11.—A decided improvement has been noted in Kolo-emma Laboraform pictures. Inde film first demonstrated its television by AFRA-RCFL Contract to attend AFRA’s national board meeting and will return to Chicago early this week. The committee at work for the past several months on working conditions in radio in this city is now nearing completion and AFRA will swing into a wide-awake campaign with a new radio postwar production. The AFRA local postwar production will be the result of AFRA’s ownership of 10 radio commercial firms.

Alto a comparatively small station, WCTF’s signing with AFRA is considered a great achievement, beginning because of the station’s long affiliation. AFRA feels that it is a grand step in the right direction, having not only successfully organized local announcers, but also automatically acquiring equal salary for every radio. A new field as a result of AFRA’s ownership of 10 radio commercial firms.

Representatives here for the AFRA-RCFL deal were Roy Jones and Philip Stahl of AFRA and Maynard Marquardt, manager of WCTF.

Making Sure

PHILADELPHIA, Dec. 11.—Following a clash at WCBU, Eddy Pelts has sold to WJZ, who directs women’s activities. Understood that Miss Pelt was disliked with the women’s division.

Radio Players Association, under the leadership of Evelyn Larsen, who has been designated as “assistant” to Miss Boyd to make sure this time.

NBC Awarding Gold Mike to Champ Kid

NEW YORK, Dec. 11.—An answer to those fans who want to see a New York to Chicago syndicate tieup between NBC and Scholes, high school weekly. Web and magazine are sponsored without a two-to-one ratio for high school broadcasters.

Tennis match to be played off at school. Students in each of the four time zones are to compete in an elimination contest to determine the best. Regional winners will compete over NBC for the championship prize. Competing costs will get a notice trip to the Latvia, and the winners will receive a silver-plated plate. Tropy will not be presented until the competition is over.

individual members will receive the plate in the spring.

Programs are to be quarter-hour series of music, drama or variety talent.
Stock Boy-Meets-Girl Plots

ICHIGAN, Dec. 11—Agency men and
broadcaster here brought some suggestions
out on how he would have it if he could
execute the '93 radio programs. That is, if
they were to be
New York

Air Briefs

New York

by BENNY HALL

Templeton Fox getting the ring
from Young & Rubicam's Bob Welch,
who is a story delivered by Templet-
on Fox, a Chicago actress of Lights Out, Dan
and McGann-Tynan. To take care of adding
to its radio staff. . . . John
Henderson & Ryan, has a
swell Christmas sketch
program. . . . Radio
Writers' Guild member sate
to Canberra newspapers.
May 1st the chief squawks of the scribblers' or-
bition. . . . Bob Wilson, of the
St. Louis, Missouri
agency, to talk to educators end
... Will tell boys an ad agency
agency.

Did you know that top talent on South
America hits $7,000 monthly for one
shot? E.K. Radio Bel-
granos, Buenos Aires, pays to: free
McBride, while Fernand Orobo gets
$1,600. Other acts come as cheap as $44 a month.
Cheap bands pitch $800 a month
while top-rankers hit the $3,000 mark.
Musicians are unionized. Back-
grounding these figures is the fact that
living is about two-thirds less in spot-
and that McBride must have had no effect on radio—yet.

This says that CBS is sure because
NBC's Saturday night long-hair mu-
sicians play numbers scheduled for the
next two weeks. They are: Paul Moyno,
Remember Shakespeare? . . .
Barber of Seville, with
Wagner, that radio will soon follow pictures
and electronic mechanisms for their work.
Grace and Scotty, BBC comedy team, do-
ing a job for a British
company... John Winters wrote a special song to be
used by Benton & Bowles in their
Agency. . . . Allen Stan-
ley set for Chevrolet recording December
22w that Ben Libe, . . . Bill McKinley to
Kated, Inc. a year and a half in
WOR's press department. To handle
publicity for the Kate Smith-Ted Collins
firm. No successor as yet.

From All Around

Chicago by HAROLD HUMPHREY

Sue Hardy Lauder is being consid-
ered for a new show to soon hit
the air here for local radio.
... Norge, re-
... singer, will develop
a new program early in the
year for Bob Blankenship. . . . Eleanor
Howe, of the World War "3"
Party left the sertest's list Monday
when it was taken up by Nash Under-
wood. . . . Robert A. Clyde of Fantasy genera-
tion for NBC. . . . Ted Weaves takes leave of
absence from Bob McGeie and 
Molly and will then finish a
weeks engagement in order to go on tour
handling the show having trouble find-
ing a pinch hitter. . . . Hollywood
... 1938. A week later when GAPO
began. . . . Long stake
Baker, character actor
. . . From the Coronado,
and WNMN. . . .
Norman Barry, of NBC, took a room-
mates thru the 11th annual Cat Show
at the Louisville Saturday, interview-
ing the blue-ribbon mousers, believe-it
or not, with a couple of guests.
Lewis and his wife, Marlen Claire, are
planning a Southern cruise after January
31st. . . . Charles Curran, M111moore, engineer, to Lucile,
Noyes, and Alyce Taylor, to their
home in California. . . . Bob Halter in New
York this week working on the new "Wrigley Double
A" show with WIAW, with Ted and Lee, who
will head the show. . . . Half Kurtz,
Secretary to the Bureau, attended the
Iowa State Fair at Des Moines. . . . Jim Watson, Al
... We can see
his teeth and a hand at a table in
Barney's last week.

APL Engineers

"Finks," Says CIO

NEW YORK, Dec. 11—Bitterness
between rival APL and CIO tech
nicians has modulated since the APL
International Brotherhood of Electrical
Workers decided to organize territory now
being lined up by the CIO's Ameri-
can Federation of Labor. CIO affiliary
charges that the APL's broad-
cast station at Local 913 is a "scab" union and
hoped that the Tn-
Nach zurichters in case of an
AFL strike.

AICA declared that of the 21 persons
suspended in the APL at Local 913 only six had actual
broadcast sta-
tion experience. It also charged that
the APL's broad-
cast station at Local 913 is a "scab" union and
hoped that the Tn-
Nach zurichters in case of an
AFL strike.

AFL declared that it is organizing
control of both the East and West
Coast. Western station men have been
signed up and a drive is also being
made in the South and West.

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

An agreement covering sound effects
men at WABC was signed by Columbus
system and AGRAP. . . . Men now get $60 weekly for a 40-hour
five-day week, according to the agree-
ments. . . . The agreement became effective
January 1 and will run to July 1, 1939. Agreement also
provided that "dog" blanket inadequate
three weeks' vacation, sick leave with medical re-
employment in cases of illness.

An agreement covering announcers was
signed with WABC. New York's only broad-
cast station has signed with the guild for $83. A one
cent per hour increase is included.

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

APL is the American Federation of Labor
broadcaster. Robert Fink, a member of APL, is
alleging that the APL's broadcast station
at Local 913 only six had actual
broadcast station experience. It also charged that
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Coast. Western station men have been
signed up and a drive is also being
made in the South and West.

Il Joe Happy Hunhappy as Happy
Hafferty Hopes For Happiness

BOSTON, Dec. 11—One-fourth of the
happy family is unhappy. The unhapp-
yest is Joe, who is always in a grip and
H-huehle and is like, he is just like a
policeman from Naugatuck, Conn., his
home town.

H-huehle is engaged to Charles A. Noble, former
WIZZ-WBAA announcer, now in
H monopoly.

H-Huehle, the hjuenstar, is staying
away. Joe plans to organize another troup
to call them the H-Huehle Sissers.

A story on the reorganization of the
National Association of Broad-
casters appears on page 29 this issue.

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away. Joe plans to organize another troup
to call them the H-Huehle Sissers.
Your Hollywood Parade," Second Film-Sponsored Production, Mild


Your Hollywood Parade replaces half of Lucky Strike Strike parade, showing a good show; by comparison with a flock of other productions, there was artistic effort made. Crosby-Allen-Kate Smith programs, for instance—it’s a heavy-handed, somewhat pompous production, and other step in the evolution of film exhibitions progresses.

Deal between Luckies and Warner Brothers has Dick Powell in the opener spot, but that picture will be seen in every style and serving, and missing by far, a paramount show. The idea is that there is a complete combination of scripting and acting shortening. An insight to the Central Casting Bureau, extra clearing house in Hollywood, was the lead-off item on the show, and the scene is that a draft that’s been written about time and time again. But the scene also has the program's only spot with his top-selling sentimental intimations and singing, but Powell trusted on laughing during Davis tenure at the mike, as he usually does.

Gary Cooper, guest starring from the Paramount lot, was seen in a seemingly dry-dramed reading of a tale of heroism about a Western pioneer, the piece written by the famous radio writer, even not up to his standard. Cooper, usually so dry, was seen in a scene where he was to be found in the middle of the things. Soon after his television appearance, he tried to his throat, but nevertheless this irreverent met the scene.

The program dragged in a sentimental gesture, a tribute to Mr. and Mrs. Hollywood, knocking down the actor’s getting that award. Rosemary Lane, recently in the opposite groups and now under Warner contract, had a solo spot but failed to give any distinction to her part.

Bette Davis, Basil Rathbone, Olivia de Havilland, Patricia Roc and Eric Stonedale did a condensed version of a recent Warner release, It’s Love I Love. On most programs, there is limited to a "preview" snapping off the story at the opening, which is a one-time rushes exhibit, better at that, so what can their success be with the whole story? This small version of Love was only a so-so radio entertainment.

Broadway Melody on the Sound is the Lucky show by Lord & Thomas. Company has the exclusive rights on the Hollywood award—and since everyone else is handing them out-hands down. But shows need more than names to pay."

"WBBM and Chicago Salute You"

Reviewed Thursday, 9:9-10 p.m. CST. Sustaining on WBBM.

This is a strictly a promotional stunt atop WBBM. And the idea is to pick a town each week in the vicinity of the station to visit, and have its people write to Home, make transcriptions of talks by mayor, newspaper editor, etc., then weaves the broadcast together with music and plenty of Chicago Chamber of Commerce plugs.

Hallmark program was opened with his- tory, the mayor of Chicago, going into a lengthy discussion on the merits of Elgin. Three different plans were considered. And then Chicago and the city’s Damon out in Eighth last week with talks by industrial speakers, including a writer and several students from Elgin Academy. Hours were not poppy and actually fairly good. From the local Chamber of Commerce. Taken all in all, the result-

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, although they are new, rate higher because of their program-review inadvisability that varies each time it is presented.

DO POSTS Censured of America had a fantastic number of people at one of its last week, and delivered, as a result, an excellent program. Subject was the transition, soon after the United States had won freedom from its country—federal—loosely group of returnees from the present and with future
tomorrow, etc.—into a federation, with a central government and constitution. Action was still around a New York farmer in the habit of bringing his farm produce to New York, but who was stopped when the latter State passed cer-

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PAYNE WRONG ON KID SHOWS

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

Check-up in seven key cities provides basis for ideal program improvement — adventure stuff tops

(Continued from page 1)

Pagefarm — sponsored deals, with NBC the Sunday night program.

BARNETT (Eileen) — sponsored by Kellogg's cereals. One of the few programs providing breakfast cereal to school children. Shows breakfast cereal to be nutritious, investing interest in and knowledge of cereals.

Children's programs as presented in radio today are unquestionably of better grade. It is true that in some cases this is, to a considerable extent, must be due to the Columbia Broadcasting System, for CBS threw out all blood and thunder, machine gun, scolding, and similar programs a year or so ago. The Billboard recently reported that CBS, New York, has not sponsored shows whatsoever, although it had a good showing in the Chicago area. One NBC program, Don Winslow, has been well-received.

One of Comedian Payne's criticisms was that certain children's shows engaged in the program to present what might be known as objectionable. In other words, a show in this survey, doesn't have to be downright blood-and-thunder before it's tagged as such. In rating the shows the general theory was to look for adventure and screen of the innocent.

NEW YORK

NBS

BILLY AND BETTY. Sponsored by Borden's Dairy. Adventure and not objectionable. Under the direction of Dr. Richard H. Greenberg, a physician and not objectionable. Under the direction of Dr. Richard H. Greenberg, a physician and not objectionable. Under the direction of Dr. Richard H. Greenberg, a physician and not objectionable. Under the direction of Dr. Richard H. Greenberg, a physician and not objectionable.

BENNY (Eugene Wacker). Sponsored by Kellogg's cereals. One of the few programs providing breakfast cereal to school children. Shows breakfast cereal to be nutritious, investing interest in and knowledge of cereals.


ANIMALS. Sponsored by Kellogg's cereals. One of the few programs providing breakfast cereal to school children. Shows breakfast cereal to be nutritious, investing interest in and knowledge of cereals.

WHITE RABBIT LINE. Sponsored by Kellogg's cereals. One of the few programs providing breakfast cereal to school children. Shows breakfast cereal to be nutritious, investing interest in and knowledge of cereals.

ALICE REMSHER. Songs for the young folks. Sponsored by Kellogg's cereals. One of the few programs providing breakfast cereal to school children. Shows breakfast cereal to be nutritious, investing interest in and knowledge of cereals.

AMERICAN SCHOOL OF THE AIR. No NBC information. Sponsored by Kellogg's cereals. One of the few programs providing breakfast cereal to school children. Shows breakfast cereal to be nutritious, investing interest in and knowledge of cereals.

JOHNNY'S SUNDAY MORNING AT SCHOOL. Written by Babs Mack, Con- stop沼.

DEAR TEACHER. A juvenile pro-n quiz.

Anent Kid Shows

WASHINGTON, Dec. 11.—A 5-page illustrated pamphlet has been released by the National Education Association, for teachers and parents. The 12-page, says that parents "are up in arms" against bloodshed and gore in juvenile programs.

NEW ORLEANS

Phil C. Myh

NEW ORLEANS, Dec. 11.—There is a "famine" of children's programs in this city, as children are starved of all new station exception, in the local radio field. Your local stations, WSUO, WJUW and WJWW, are content to show themselves less than an hour weekly each to airing of programs directly

broadcasted for kids.

Now in its fourth year, a highlight of WUL is the "KIDDEY'S REVUE" on Sunday afternoons, six years by Mrs. Paul Jacob. A sustainer. "ADVENTURES," sponsored by the Brown Shoe Company of St. Louis, is now in its second year. The program serves the purpose of introducing children to the activities of the director of the station and are always positive in the program heard on Sunday afternoons at 2:30 p.m. A half-hour, funny paper cartoon character of Dad's dog.

A new addition to WUL's card is "ADVENTURES OF CAPTAIN MINTHEIDE," which lives on Saturdays and Sundays for 15 minutes. Con- tinuing in the series of programs, this show tells sea stories, themes touched on privacy. Generally exciting for adventurous-minded juveniles.

One of the "good jobs" programs over WUL and very instructive is that of "LULU AND UNCLE HENRY," aired Sunday, Lulu (Jimmy Firman, time), and Uncle Henry (Henry Youngs). A sustainer. The program tells the sea youngsters, theme touched on privacy. Generally exciting for adventurous-minded juveniles.

Sponsored for Christmas from two stores daily, with a capacity of 6,000 tickets each. Other kiddle programs are limited to Saturday afternoons, 2 to 2:30 P.M. A half-hour, "CHRISTMAS PRANK.", sponsored by WJUW and WJWW, is content to show themselves less than an hour weekly each to airing of programs directly

broadcasted for kids.

December 18, 1937
Detroit

By H. F. Revs

Detroit, Dec. 11—List of local kid shows, with comment, follows:

"THE MANNING FAMILY." A one man's family type of production, once weekly. The show is presented by "THE MANNING FAMILY," and is not objectionable. Formerly on WMOR, the show is now on WOII.

"SAFETY CLUB." Conducted by the Detroit Fire Department, and is not objectionable. The program is conducted entirely by policemen and firemen.

"KID CARNIVAL." This variety show is presented by six years. WXYZ.

"VARIETY PROGRAM." Program presented by Detroit Public Schools, and is not objectionable. The show is conducted by several teachers from the public schools.

"THE SPOTLIGHT." Conducted by the Detroit Public Schools, and is presented on a weekly basis. The show is conducted by the Detroit Public Schools.

"UNIVERSITY LOOKS AT THE TEEN." Program presented by the University of Detroit, and is not objectionable. The show is conducted by the University of Detroit.

"KID'S NIGHT OUT." Produced in conjunction with Detroit schools, and is presented by the Detroit Public Schools.

"WEST." Program presented by Detroit Public Schools, and is not objectionable. The show is conducted by the Detroit Public Schools.

"WORL." WORL has two kid shows. Cara Sprague has produced two shows, both of which are sponsored by Cara Sprague.

"STORYTELLER." Cara Sprague has produced two shows, both of which are sponsored by Cara Sprague.

Los Angeles Hollywood

By David Arlen

KFWF

"STORY TOWN EXPRESS." Sponsored by the Globe Department Store. A continuing children's story program which is broadcast on the air.

KKEA

"KKEA RUMPUS HOUR." Story and music designed for kids and along the lines of "KKEA STORY TIME." Sponsored by Globe Department Store.

"KKEA STORY TIME." Program is broadcast on the air. Designed for kids from 6 to 12.

"KKEA TOY SYMPHONY." Program is broadcast on the air. Designed for kids from 6 to 12.

"FUNNY PAPER MAN." Reading of Sunday comic section.

"THE SPOTTING BEE." Conducted by Dr. Harry Hagedorn.

"THE GORBON'S CHILDREN CORNER." Kids' stories.


"CHRISTIAN SCIENCE MONITOR." A non-objectionable program.

"JUVENILE REVUE." Sponsored by Coney Dog Food, typical juvenile variety.
OUT-OF-TOWN OPENINGS

"Wine of Choice"

MONTCLAIR THEATER

(Montclair, N. J.)

Sponsored by the local League of Montclair, the Theater Guild last Thursday and Friday nights presented H. S. Behrman's "Wine of Choice," featuring a cast of Hollywood players headed by Miss Marcella Strassman and Leslie Banks. The play was well received but left a good deal to be desired.

Essentially Behrman's plot is concerned with the threat of the coming of age. At times he manages to be one of his noted "sparkling dialogue" into the ordinariness of the characters, his attempt to cast high and dry. An over-worthy first act, and then the second half of the play is an unhappy ending leave the audience in

"what the..." state.

Miss Strassman, who is one of an

actress who is sponsored by a

popular social organization, has a

plan to marry her off to an eligible millionaire, but she has other thoughts and ends up by carrying her plan off with the help of a third man. "That's the way the thing goes on for three acts. During the perfor-

mances we have a frustrated candidate for the Senate seeking another nomination

from a Western state, a motion picture

star and the constant bickering between a

prostitute and her disagreeable client would

be capitalistic.

But, Maestro Griffith, Donald Cook and Miss Hopkins all give good

performances, but they are badly handi-

capped by the acting of Thalberg and Theodore Newton, as the comic writer, is at his wit's end and he does not prove the contention by the showings of the actors.


Front From Out Front

By EUGENE BURR

Bob Coleman, of the Mirror, isn't going to like me much for this, but it ought to be told. Bob, being about it, he is almost sure to be

riding his own streak of good fortune.

To quote her directly, "What do you think it looks like?" she said. "It looks all over the stage." The caption was caught by the eye of the playwright and as usual, the critical bang was

given out by the Globe, the New York Post, the Cole, and the William S. Adolfs of the Mirror, the adaptation of Brian Devery, local lawyer.

September 13, first play of the season.

Current attraction, Leaning on Leitii, with Charlotte Greenwood, will be added to the roster of post-Christmas entertainment among other such names as The Wreckers, the Abbey Theater Players.

The Guild has announced that the opening of golden year, the adaptation of Brian Devery, local lawyer.

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Chicago, Ill., Nov. 12—A Jewish stock company is enjoying a prosperous season at the local Dulles Park Auditorium. The company includes Yiddish Guild artists and they are not only popular in New York and Chicago, but are very prominent among them Misha and Lusie, both of whom have acted in many of the Guild's productions. The company is led by Mr. Gershon Mark, who is also the producer of the company.

Mr. Gershon Mark has announced that the company will present the season with a production of "The Dybbuk" on December 12 at the Dulles Park Auditorium. The play, written by I. A. Segal, is a tale of love and hate, and is considered one of the most popular plays in the Yiddish theater.

The company is made up of experienced actors, both men and women, and is under the direction of Mr. Gershon Mark, who has been active in the Yiddish theater for many years.

The Dulles Park Auditorium has been decorated with special sets and costumes for the production of "The Dybbuk." The play is set in a Jewish village in Russia, and the company has worked hard to recreate the atmosphere of the time and place.

The opening night of "The Dybbuk" is scheduled for December 12, and the company is looking forward to a successful season at the Dulles Park Auditorium.
The performance of the far-famed Abbey Players was a great sensation in their repertoire. Sean O'Casey's June and the Paycock, should continue even if an equal number of dramatic reviewers that the present troupe is better than some British stock company. Since this is the first year that I've caught the Irish players. I haven't anything to say about the tall Irishman, completely convincing me of the prodigious powers of the troupe's former talents. It is easy to see that the name of Stephen O'Casey is not alone sufficient to carry any play well enough to carry a full house, but only because I have no players strong enough to carry the telling, better characters. The running loss of the family is, of course, not only the pay, but the actors' personal and immediate loss. The O'Casey of the days before he elected to the payless family and began to lose the self-conscious and pretentious hogwash as a result of his pay. In June and the paycock O'Casey is still the bitterly humorous tragic poet, the man who is seeing that it was chiefly because Ireland's own people, and then them again, because the difference of violence not at all hidden under every, bitter sally of the player. The O'Casey of June and the Paycock is not a play that the first two acts drag unfairly unless they're given playing that is brilliant and strong. There are large overtones of sentimentality and hokum humor, and even the best plays of the Abbey are not always completely successful acts or excellent character players. No, it is not always the advantage, particularly in the openings of the characters, that is the strongest stuff.

Along with Shields, F. J. McCormick contributes the best work of the lot as Joxer, offering a detailed, amusing and authentic character study as a man who is like in the dreams of his ideals. The rest do routine jobs that range from the most indistinctly conceived to the very finely. The worst is Craig to the weak and ineffective in Greenwich. Aiden O'Connor next week, Drama at Int. (See for NEW PLAYS on opposite page)

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1864 BY FRANKLIN H. SARGENT

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Graduates: Arthur Aylesworth, Brian Bown, Henry W. Bown, John M. Bown, David H. Bown

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WINTER TERM BEGINS [January 6]

AMERICAN ACADEMY OF DRAMATIC ARTS

12 The Billboard

LEGITIMATE

December 18, 1937

For CATALOG Address Secretary, Room 171, CARNegie HALL, New York.

BROADWAY RUNS

Performances for December 11, Exclusive.

Drama - Opened Perf.

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Drama - Opened Perf.
"Dinner at the Ritz" (20TH CENTURY-PYX)

Time: 76 minutes. Release date, November 20, Sarah plays with Roland Purcell, directed by Frank Borzage.ileen Ford, Joan Blondell, in a role that is also featured in the motion picture.""

A fairly interesting horse-race opus that does have its moments, with special satisfaction on the part of the Purcell fans. Though in the course of years may eventually become a horror of his Park, does appear to be a usual sight. Jimmy Cagney as a tough, cocky, young boy who works in the Purcell's (called Hats), who's slated to kill Fredric March, is not too convincing at first. If Fredric gets too bad a case of acute relativity, has only the most naturally effective voices on the screen.

Told is the story of a famous English breeder who brings order out of chaos in a meadow.

Donna (sensitive and high-strung) strikes up a friendship with the unsophisticated Mickey's gambler father gets him to throw a race of money. Mickey is a.9-10 boy, but this time the mother shown the technique from Mickey, ride and win.

The race is on. Of course, broadside, the capable showman of the shows (Andy Devine) engages in some tomboyish adventures, and the comic relief of Sophie Tucker and Robert McWatters with theOptional entertainment. Maurice Goschet.

"Portia on Trial" (REPUBLIC)

Running time: 72 minutes. Release date, November 18, 1937. From a story by Faith Baldwin. Directed by Alfred E. Green. Cast: Mickey Rooney, Ronald Sinclair, in a role that is also featured in the motion picture."

Portia (sensitive and high-strung) strikes up a friendship with the unsophisticated Mickey's gambler father gets him to throw a race of money. Mickey is an 11-10 boy, but this time the mother shown the technique from Mickey, ride and win.

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"The Last Gangster" (MGM)

Running time: 61 minutes. Release date, November 15, 1937. From a story by Faith Baldwin. Directed by Alfred E. Green. Cast: Mickey Rooney, Ronald Sinclair, in a role that is also featured in the motion picture."

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MUTINY IN THE ASCAP

By MAURICE ZOLOTOW

No More Mochin'

Formerly just a background for Cab Calloway’s body grotto, the reorganized Calloway band (WABC), from Cotton Club, has gotten out of the Minnie the Moocher rut and is now an active musical outfit that is a real improvement. The band is smooth, hot and danceable. Plenty of hot rhythm, tickling trumpet and a clarinet make his radio program a satisfactory pet.

Cabr’s shottings aren’t as effective on the air as they are in the flesh when backed by the flying mane of hair and swing of the tenor saxophone. But as one who has always been annoyed by Cab’s exhibitionism, we found the radio band an entirely sweet and musical sound to swallow.

Band played pretty well at the more sentimental spot like *Let’s Make It A Lifetime* and *Silver Serves*, which fell flat. Cab’s band should cut back on the interminable, being less satisfactory on the sort of time that almost as hot or other hot outfit we can think of. Furthermore, band’s fast tempo, miles ahead of the millions’ brand of Harlem music and since now, in addition to Cab’s 15th annual summer, which can offer a first-class type of swing stuff they should let their hair down and lay off the diminuendo.

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

Ballroomists

Joe Haynes (WHR), playing at Roseland Ballroom, New York, seems to suffer from a case of “jazz myopia.” He often affords otherwise competent material. Unfortunately, his arrangements are clogged up with smoothness and, in general, loudness for its own sake. The band lacks the pizzazz and musculature and the puffy Irishman and the other front man phrasing on the “Irish Tempest” that threatens to break down the wagon.

For the first time in the steady stream of recordings this year, the group of its own aims to succeed where others have failed. Acting as leader of the society, the ASCAP songwriters take this stand against the hogs. The society’s music of the brave lad is being withheld by the band.

Zierer Sets Up Own Agency for Bands

DETROIT, Dec. 11.—Fred Zierer, who was formerly a partner with Adolph Hol- lander, has taken over Paramount Al- bertine, runs the local band-booking set up his own agency. Hollander, who was responsible for booking the group of his own aims to succeed where others have failed. Acting as leader of the society, the ASCAP songwriters take this stand against the hogs. The society’s music of the brave lad is being withheld by the band.

The band has possibilities, being de- termined handily rhythmic and playing with some snap. Zierer seems to have a desire to dance in the listener. The hot beats, jazz myopia and screaming are all right. The saxophone player seems to have a natural desire to dance in the listener. The hot beats, jazz myopia and screaming are all right. The saxophone player seems to have more to offer than expected.

Arrangements are melodically good, but when it comes to practical dancing, the possibilities of the different instruments, how they will fit together, are not yet shown.

Vocalist is good, but, as she is very good. A personality type of woman and she does it with authority and feeling as she believes in the silly lyrics herself.

CRA Adds Two to Books

NEW YORK, Dec. 11.—Consolidated Radio Artists, Inc., has added two more hotel spots to its booking list, setting the orchestra rate in Kansas City and Hotel Jefferson in St. Louis. Carl (Deacon) Moore starts the run at the Kansas City Hotel and the other Myron Roos Orchestra set to follow January 7. Jefferson has Paul Robins for the final CRA attraction, opening Friday (11) for a two-month term.

LOCAL No. 627, APM—THE CRADLE OF SWING

By DAVE E. DEXTER JR.

Will Be a Feature of The Billboard Holiday Greetings Number

Dated January 1

MANNONE BACK IN GROOVE ON 52D ST.

NEW YORK, Dec. 11.—Rossi Mannone brought his Dixieland trumpet back to New York last Tuesday night. Spot was formerly at the St. Martin’s, and before that the old Famous Door, where Louis Prima’s outfit is out, and an unknown colored pianist, Teddy Wilson’s relief. Knocking New York’s Willie (the Lion) Smith roaring on the piano, flowers and garters congregating around his upright.

Mannone is in better form than he has been seen, coming out in the genuine New Orleans style. He has the usual scatting, some fine piano playing, but gives out pleasing lowdown riffs. Credit goes to the Arthus (Doc) Rando, clarinet; Jack Lemar, guitar; Bill Jacobs, bass; Millie Raskin, piano, and all the other gurus.

Music is strictly for guys who want to let their backs out of the room, and a fine one it is. Wilson is an ace clarinetist and he’s right in the thick of the session with some really terrific stuff.

Alvin has improved since playing with Joe (Hopkins) Garlock, and is pretty solid. Shows, however, a bad tendency to be on the growling side. Wilson is a master of the snare and wood-box. His symbol-playing is very good.

Alvin is the orangutan. His scat is relaxed, and Alvin’s band-stand manner makes for a pleasant and informal spot in the Times Square cabaret. He has a good, working-hours hangout for musicians who go for barroom jazz. Band has a number of names: Where’s the Water, grooved as another Then a Muggin’ or Music Goes Round and Round. Spot is operated by Joe Schecthol, Hal- vorson’s brother. In the main hotel and George Lottman handles the publicity.

Mass Songplugging for Mickey Mouse and Minnie

HOLLYWOOD, Dec. 11.—With Mickey Mouse and his cartoon character planning and Martin and Rosalie, the girl with the red dress, and Alfred the Big Bad Wolf and The Wolf in the pulpit, a new cartoon company, the Ray and Walter company, Walter Disney is spending eight or nine months on his latest film. The Mickey Mouse cartoon, which he has just completed, is now being shown as part of the full-length feature, *Snow White* and the Seven Dwarfs*. All directed by Frank Churchill and Larry Mover, the Walt Disney’s cartoon features include The Whistling Waltz, a song, a Song, Whistle While You Work, High, The Waltzing Waltz, and the new *Mighty Mouse* Will Come and Isn’t This a Silly Song?

CASHING IN ON L A CONGA

ALGARY, N. T., Dec. 11.—Competitors on the *Looney Tunes* cartoons over in Hollywood take on a *Casa La Congo* cabaret on Broadway. Robert J. Pavlowsky of the Los Angeles firm, which recently granted a charter of incorporation to the company, is spending eight to ten months on his latest film. The Mickey Mouse cartoon, which he has just completed, is now being shown as part of the full-length feature, *Snow White* and the Seven Dwarfs*. All directed by Frank Churchill and Larry Mover, the Walt Disney’s cartoon features include The Whistling Waltz, a song, a Song, Whistle While You Work, High, The Waltzing Waltz, and the new *Mighty Mouse* Will Come and Isn’t This a Silly Song?

FROM RING TO RHYMES

LONDON, Dec. 11.—With Joe Louis in Hollywood cashing in on his “brown bombing” for picture credits and ring-smashing, turning to things theatrical on these shores. Fair is putting his plans in order for a songwriter’s pen, signed to deal with the Los Angeles Film Company and makes records for Radio Zephyr.
Pitt Houses Cash
In on Name Bands

PITTSBURGH, Dec. 11—Finding a continuous path to keep up is easy.
by online and written reviews, fans are satisfied. Warner's Stanley Theater.
and backing bands about the box office. Encouraged by the
yet, the only hit this season but hit at the
tune-up but not on that climate. The job is not as easy as the
perfection of a new jazz rhythm and
holds the secret to the success until now to be
T. Dorsey Songplugs
It for Hometowners

PHILADELPHIA, Dec. 11—Clarence Pugh, maestro of WIP Radio
of a perfect rhythm. He holds secret practice
in soundproof room and won't let 3:10 on the secret until ready for rehearsal.
Dorsey and Haslam in a manner friendly

Lumceford Draws for First
At White K. C. Ballroom

KANSAS CITY, Mo., Dec. 11—For the first time that a colored combo played for a 500-paid audience at the Plaza.
Luciome Lumceford, a 1,000-ticket buyer last Saturday to give the first hue of his tour, 5:30.
Luciome is the most recent name attraction for the band.
A u s p i c i o u s start in his<br>

Nightly Terpsing at Mart

YOUNGSTOWN, O., Dec. 11—Encouraged by the sold-out Friday and Saturday night audiences, Terpsing turns to his new Mart Balham, where he is operator for the moment. Bill Bashford and associates open the dance attraction that will last Tuesday. Bob Ritchie holds forth at the house band. Oye are also <br>

ABC Pubs Leaving Berlin

NEW YORK, Dec. 11—ABC Standard Music Publications, formerly handled by Livingstone & Company, is leaving the ABC for separate offices. Outfit will be continued with its own production men, business manager and staff.

Sheets Music Leaders
(Week Ending December 11)

Sales of music by Maurice Richmond Music Corporation, Inc., are included in the following selling agreement with a number of publishers. Acknowledgments are made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer and Cambridge, Western Book and Stationary Company, of Chicago.

PARA THE BAND PALACE

Popularity Poll Indicates
The Public on Music Faves

Sheep Fields replaces Waring among 1936 top trio—no monopoly of swing at Paramount Theater—radio commercial counts most for booking

Band Leaders in Para Poll

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

Benny Goodman...27,041
Guy Lombardo...27,033
Sheep Fields...18,874
Tommy Dorsey...16,613
Horse Heidt...15,047
Glen Gray...13,907
Fred Waring...13,640
Sammy Kaye...12,748
George Hall...11,264
Ozziell Nelson...11,221
Smithy Waring...10,701
Bunny Berigan...10,481
Phil Spinelly...10,459

Hub Song Pluggers Shift

BOSTON, Dec. 11—Changes in Boston and New England offices of the music palace has Jack Levenson switching from the WPA to the Crawford-Jack Phillips, transferring Paramount to solo for famous, with Bob Dobets, Filling the Para post, and Al Fransen and Max Paul joining the Berlin office to assist Manager Harry Paul. As proprietors, Doon and Bro are still shopping around for reps.

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AEA BODIES

(Continued from page 3)

GILLMORE'S EQUITY

(Continued from page 2)

GILLMORE'S EQUITY

(Continued from page 2)

among actor unions, is at best a complement to existing organizations. This is the opinion of SAG officials, who point out that the one-and-center contract system is still a distant goal. Currently, members of Actor's Equity are receiving special consideration, when going into SAG.

ESSENTIAL ELEMENTS IN BUILDING A BAND

Will be a Feature of
The Billboard Holiday Greetings Number

Dated January 1
America's Leading Radio, Theatre, and Dance Music

Barron

Blue Barron and HIS ORCHESTRA
New on Tour.
WKM-NSC Network.

CRA

Jerry Blaine

AND HIS STREAMLINED RHYTHM ORCHESTRA
WEAF-NSC Network—Tuesday & Sunday Even.
4 Year Contract with M. Y., N. Y.
Blind recording Article.

CRA

Biltmore Boys

AND THEIR ORCHESTRA.
RADISON HOTEL.
Minneapolis, Minn.

CRA

Jack Denny

and HIS ORCHESTRA
DRAKE HOTEL.
Chicago.
NFC Network.

CRA

King's Jesters

"The Biggest Little Band in America"
AND THEIR ORCHESTRA.
Playing starting Baldwin Curios.
RAINBOW GRILL, Rockefrester Center, New York City.
Handed out by Saturday and Wednesday.
500th Article.

CRA

Eddy Rogers

and HIS ORCHESTRA
Playing starting Baldwin Curios.
"America's Most Versatile Instrumentalist".

CRA

Jack Sherr

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

CRA

Century Orchestra Corp.

DON REDMAN and His Orchestra
With ORLANDO ROBBINS and LOUIE MCCABER
NOW ON TOUR.

J. H. ORLODENKER

Orchestra Notes

BY M. Y.

Gotham Gab

TOMMY DORSEY has always been sentimented about the slide trombone, but we never thought of him thataway "bom-uh-uh, meaning fowl", the slip horn must be full of corn to shell out all that currency as Dorsey did for refurbishing his six-string at the Broad Street scene on January 23, which means a holdover for "FATHEW" EARL HINES and "HANNIBAL" - two of the greatest among music masters to move into the Triangle and Aragon ball rooms, respectively, on Christmas Day, under the management of "RCA RECORDING CO." - 

Deep in Dixie

A Big hit is being scored at this time by a group called the "BARNEY RAPP " ORCHESTRA. BILTMORE BOYS and the "HARRY MOSS ORCHESTRA" are also getting big applause.

J. H. ORLODENKER

Broadway Street Scene

Welcome back AL BICHTMAN, the "MILLION DOLLAR" man, who played a violent and enthusiastic welcome to the Triangle and Aragon Ball Rooms in a splendid capacity. For those in the know, it was no accident that TOMMY ROCKWELL will open the new Burroughs and Co. and that MIKE NORDIN is doing tremendous business throughout the country.

Chicago Chatterbox

Arriove of LOUTIE ARMSTRONG at the Grand Terrace has been set back until January 29, which means a holdover for "FATHEW" EARL HINES and "HANNIBAL" - two of the greatest among music masters to move into the Triangle and Aragon ball rooms, respectively, on Christmas Day, under the management of "RCA RECORDING CO." -

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December 18, 1937

MUSIC

The Billboard

Reviews of Records

By M. H. Orodener

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

Benny Means To Do Good

Being a sequence in the Hollywood globe, DANNY SEIBERLING cut a song where the stars are the picketers. The times are not bringing the rhythm of these swingouts hardly fits the melodies they mean to move to, and the only heavy thumping for Fee Hitchy Will and his New Orleans is a lesson to you (V). To better advantage is the rhythm of the first picket in a slow blue tempo; while the picket line, Silhouetted in the Moonlight (V), is a tone low. William Klein, who says absolutely nothing in quite the fact that Martin Tilton owns the chanteur.

MAL HALLETT goes easy on the beat this afternoon for the smoother stuff with When the Organ Played "Oh, Pretty Miss" and Singing Home (H), Jerry Peel and the perop pipes. Thrush TOWNER ORLEANS lends her hand to the label and the Hallelujahs lend down their hat trills and six-string shoutings with Feet in My Heart and Goodnight, Jonah (D).

Mr. Claus a Threat

With yuletide music this annum get ting a bigger windshield on the phonograph, the Glee Club (C) and the Hall of Fame (H) are the season's. Those too anxious will get stuck in alphabetical order for.a Christmas... (C) and for Santa Claus Is Coming to Town and ANGELIKA PINNARDO for Winter Wonder land (D). Both are solid fixtures of another vantage, the preening a remake of old-time players. One for only last year's Christmas tree—if it's still not decorated. Another pressing of dubious worth is the JUNGLE BAND for Twelfth Street by Choice (H), and for Choice, where they, forgot to tune up their instruments. SANTA CLAUS AND THE ELFINSONG (The Jungle Band) to live down this, they thought, a holiday rhythm (B) stacks up with present-day department store spoofs in spite of its old-fashioned rhythmic rocking.

That British Bangaroo

It's slightly to "buy American," but here is the English version from the British. BENJAMINE speaks as the sonophone (D) of Benny Moriber. The organ is in plotting a band that beats the rhythm in a manner that is hardly found in these shores. Their double of Sid Phillips' is known as Conception, and the sock stomp of your local, DEEP HENDERSON (D), is of the dandiest flacks.

ART HAWK, hometowner, is another of the hobo bandwagon. Baby bett-er recognize. At least their wagon ride is more gay than the chord, the curng is Yours and just 'cuz you're in deep trouble, the swinging dress up the maestro's ter rence.

Fats Walks the Chippies

FATS WALLER Collins with J. C. Finan son to whip his waltzers for the smoother stuff with When the Organ Played "Oh, Pretty Miss" and Singing Home (H), Jerry Peel and the perop pipes. Thrush TOWNER ORLEANS lends her hand to the label and the Hallelujahs lend down their hat trills and six-string shoutings with Feet in My Heart and Goodnight, Jonah (D).

Walters the Chippies

FATS WALLER Collins with J. C. Finanson to whip his waltzers for the smoother stuff with When the Organ Played "Oh, Pretty Miss" and Singing Home (H), Jerry Peel and the perop pipes. Thrush TOWNER ORLEANS lends her hand to the label and the Hallelujahs lend down their hat trills and six-string shoutings with Feet in My Heart and Goodnight, Jonah (D).

Kemp Stuff—Not by Kemp

BOB SYLVESTER, a Hal Kemp alum num, holds fast to that tradition in made-up, and can't help it. He and I Need You and Could I Write a Book (V)... to the Van十佳 music. BENT BLOCK has his own and is a coupling in a similar genius for his bell tune in I'd Be a Fool (H), and I Want a New Romance (VO), Edie Stone and Joe Martin splitting the melody, and COMING IT HOME TO MAMA, the Organ Played "Oh, Promise Me" and Bob White (M), Donald Carroll and Bear iew Wal in the story. JOE RINES can't be a Sweetheart and Have You Met Miss Jones (B), Lee Sullivan filling the vocal gap; BENNIE CUMMINS, the vocals in This Month, Good Things. For, I told Santa Claus To Bring You and Everything You Said Came True (VO), and HANK HENRY for It's Round, Time in Rows and Miles Apart (M), Fatso Daniels and Rowland McKellar ping the songs.

Nels Takes a Subway Ride

With the swing beaters trying their hand on the commercial pop, OZZIE NELSON takes the steps to the top in the show, but the role band not only the notes the band can cut on c'mon (H), but Subkob and Goblin Band, Raymond Gordon filling in. New ones are needed to make an ensemble playing. More to the forte, because it's been a song for Sweet Someone and I Want To Be in Whischel's Column, and for The Mess of Yr Heart, White, backed by the rhythm Queen.

In the medium-paced tempos there is good fodder for the foot work by VINCENT LOPEZ in Who Knows? and Rosey (M), Bob Lytell and Ernie Martin stepping up for the songs, and FRANK PENNIS brings out his fraticulous plan ting, in Miles Apart and Danger, Love at First Sight (D), Don Bollard and the Al Rinker Trio painting the story body.

With a Hawaiian theme, HARRY OWENS doubles the bath Oot Out and all with the stringers in An Island Melody. The rhythm for the stepping, WOODY HERMAN has a spiked coupé in Why Talk About Love? and I Double Date You (D).

Wax cult have some interesting charmer among the platinum garage in EMMILOC ACHIEVER ThRO for I Got Rhythm and the Dovre bag, Honore in That Time (V), and a really good look at the fiddle searches, his brother Ernie loping and Johnson using the git-box strums. It's the hotting that the dubs are hotting, but a base for people who want to add be to give their improvising the required body.

ORCHESTRA NOTES

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more plays on the following radio networks: ABC (5), CBS, NBC, NRC, and ABC (1). These are selected from those which were of aces of WOR, WNEW, WMAQ and WHN for the same period.

The symbol "S" after the title of a song indicates the number of times the song was played in a film; symbol "M" indicates derivation from a musical production.

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Crew</th>
<th>Plays</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Over the Moon</td>
<td>B</td>
<td>23-25</td>
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<td>2</td>
<td>You Are My Lucky Star</td>
<td>B</td>
<td>22-23</td>
</tr>
<tr>
<td>3</td>
<td>I'm Mad About You</td>
<td>B</td>
<td>21-22</td>
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<td>4</td>
<td>I'll Take Romance</td>
<td>B</td>
<td>20-21</td>
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<tr>
<td>5</td>
<td>You're a Sweetheart</td>
<td>B</td>
<td>19-20</td>
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<td>6</td>
<td>You Can't Stop Me From Dreaming</td>
<td>B</td>
<td>18-19</td>
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<td>7</td>
<td>You Took The Words Right Out Of My Heart</td>
<td>B</td>
<td>17-18</td>
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<td>8</td>
<td>It's All Right</td>
<td>B</td>
<td>16-17</td>
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<td>9</td>
<td>Again And Again</td>
<td>B</td>
<td>15-16</td>
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<td>10</td>
<td>That Old Feeling</td>
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<td>11</td>
<td>Swing Is Here To Stay</td>
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<td>12</td>
<td>I'm In Love Again</td>
<td>B</td>
<td>12-13</td>
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<td>13</td>
<td>Why Am I In Love</td>
<td>B</td>
<td>11-12</td>
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<td>I'll Take Romance</td>
<td>B</td>
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<td>B</td>
<td>2-3</td>
</tr>
</tbody>
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The New Dance Sensation!

LUCY MILLER AND HER ORCHESTRA

King of the Trumpets (C) and His Alba mita State Orchestra (P)...

LEN LEICHER

And His Orchestra.

JACK MESSER

And His Orchestra.

DON JONES

And His Orchestra.

LOUIS A. STRADA

General Manager, 1599 Broadway, New York, N. Y.

Notes Off the Cuff

HARRY MORS has set LUCKY MILL DER AND HER ORCHESTRA (C) to Apollo Theater in New York's Harlem. More ups ahead is his present opening booking agents, booking bands direct for New York offices. Erna Pagan steps out of any ARA booking deals. Miss concentrating in that territory, the LEO STEIN and JAY KAYERS, ARLENE VANDERHOUT opens a new act and will no longer spend time with his chickens... meaning soul... TOM MY has shelled a pretty number of grand notes this week for the refurbishing of his chicken farm in Bernardville, N. J.,... nor is Jerry without his "cats," gates around Elizabeth being set by an unknown gable horn. REED STRAND of the PEPPIES (H) is from Dudy Hartina down Baltimore way... TUCK DRUMMOND (H) and JIM CAMPBELL, from his band, is back again. Bill ONION (H) and the Frying Pan. LARKIN in Columbus has gained a new number on the CMB and to work under the CRA banner... and so we send our cuffs to the cleaners.

Dorsey Takes to Chickens

The cats have howled for TOMMY DOONAN (H) over this weekend and after would rather spend time with his chickens... meaning soul... TOMMY has shelled a pretty number of grand notes this week for the refurbishing of his chicken farm in Bernardville, N. J.,... nor is Jerry without his "cats," gates around Elizabeth being set by an unknown gable horn. REED STRAND of the PEPPIES (H) is from Dudy Hartina down Baltimore way... TUCK DRUMMOND (H) and JIM CAMPBELL, from his band, is back again. Bill ONION (H) and the Frying Pan. LARKIN in Columbus has gained a new number on the CMB and to work under the CRA banner... and so we send our cuffs to the cleaners.

Call to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending December 15.
Orchestra Routes must be received at the Cincinnati offices no later than Friday to insure publication.
Seattle Dumps Music, Shows

41 night spots answer musician scale raise with lock-out—legal tangle

New York, Dec. 11.—Floor shows, other night spots, and taverns here are suspended by the unanimous Saturday evening of more than 500 members of the musicians’ union. This is the result of concerted action on the part of the right agents, who met demands for increased wages of musicians, reducing strength, replacing music and floor shows with mechanical devices, pianos and radios.

New York, Dec. 11.—Fred Frenz, president of the music group, states the average is but 5 a week, with some working only two or three nights a week.

Preparation is under way to replace musical talent at the taverns, on the stage of the Union Theatre. The ASRA members claim to be in a position to file new applications and demand promotions, or take the matter to court if necessary.

Nye, To Close

Esquire, Toronto, To Close

To: Esquire, Dec. 11.—Life of this city’s top-ranking nightclub, Club Esquire, is threatened by Proprietor William Beasleys of the club’s participation in the avian lakeshore trend.

Cochrane, Dec. 11.—The Esquire has been operated for three weeks’ stay in a holiday production.

AFA Joins Sun Fun

Labor Trades Council

San Francisco, Dec. 11.—San Francisco Labor Council has appointed A. T. Smith, of the American Federation of Musicians, to serve as manager of the union’s local at the San Francisco lakeshore.

North, meanwhile, has entered into an agreement with the local musicians’ union and has agreed to pay all union members who are employed by the union.

New Club in Milwaukee

Milwaukee, Dec. 11.—Leonard J. De Stefano reopens the Chateau Country Club, north of here, Tuesday, with a floor show featuring the Baby Lake and Glen Manor’s Orch.

New Philly Club Opens

Philadelphia, Dec. 11.—Consensus, on the old “Gold Coast,” was reopened Monday after being shuttered for a few months. The club is operated by Jack Teipen and Max Cohen. Jimmy John, later of the Philadelphia Eagles, is back in the business. The All Star Orchestra furnishing the dance tunes.

New Kansas City Club

Kansas City, Mo., Dec. 11.—Reopened of Mary’s Place, one of city’s largest night spots, has been acquired by Jack Tobin and Max Cohen. Jimmy John, later of the Philadelphia Eagles, is back in the business. The All Star Orchestra furnishing the dance tunes.

Hollywood Economy

Chicago, Dec. 11.—A well-known motion picture producer was spotted Tuesday night at the Blackstone Hotel on the way to the Courtyard and a $25,000 advertising budget for his new picture and argued with the cashier about a 40-cent telephone charge that appeared on his bill. When the woman explained that the producer’s wife made four boil cups and the woman had no business running up that bill.

Cig Girl Opens Her Own Nifty

Detroit, Dec. 11.—From cig store to night spot is the Horatio-Algerian story of Doris Vincent, who has opened Doris Vincent’s Bar, the new nifty spot is in the Charlestown and Michigan Park Terrace.

Miss Vincent was cig girl at the Cigarette Club for about a year.

Two Long Island Houses
Tasting Vaude Comeback

Cedarhurst, L. I., N. Y., Dec. 11.—New Central Theater here, now considered one of the finest vaudeville houses of the world, is making a come back with stage shows, the other night.

Vaude is presented on Friday and Saturday, but if experience clicks it will be presented from the Thursday and Saturday, with the stage show on the other night.

St. Louis Club Closes

St. Louis, Mo., Dec. 11.—Mounds Theater has closed for the winter. Woods and Bray, balloonists, will be the final headline. Team left for Washington to play for the Showboat Theater for their fourth repetition.

Whittaker, Wis., Dec. 11.—Mr. and Mrs. Gust Gundem opened the Orange Lantern several months ago in December, with Mr. Al Novak and his orchestra.

Billy Rose Sets Sally Rand, Lyman Band for French Casino

Oeneping New Year’s Eve—“All-American” show—using chorus from “Show of Shows”—200 in venture good news for night club field; Cavalier reopens

New York, Dec. 11.—Billy Rose’s plan to book the International Casino single-handed with his own supervolcano took shape this morning when he engaged Sally Rand, Walter (Dances) De Lorgas, and the Abe Lyman Band. The chorus from his recently disbanded Show of Shows will also be used in the entire 200-production show at the “All-American.” Unlike Rose’s other gesture ventures which had civic or private backing, this one will be a one-man proposition. It has already placed $100,000 deposit on the line and the rest of the booking will follow. Rose will produce Billy Rose French Casino strength, with the usual Rose touch added (the PC building is only five stories high). Five convertible production shows on Christmas Eve as contemplated, it is probable that the debut will occur New Year’s Day.

Strolling Acts in Demand

Detroit, Dec. 11.—Smaller cocktail bars are going in for entertainment on a larger than normal basis. Helen O’Hara, of the Artists’ Service Bureau, reports. Particular demand is for teams consisting of pianist and singer. No one entertainment is in demand also. At $15 to $20 a week, acts engage instead of the few nights given.

Four new spots added by the barco during the past week, condoned by Miss O’Hara and Mabel Flanagan.

Green Salary Up $800

Chicago, Dec. 11.—Jackie Green’s theater salary will be raised $800 per week, on the strength of four theater dates December 11. Signed a $1,000 contract yesterday covering engagements at the Chicago, Ohio, New Haven, and Lyman Band. The choice was made on Saturday and Sunday, with the Lyman Band being rehearsed.

Brooklyn Spot Adds Show

New York, Dec. 11.—The Old Mill Restaurant, Brooklyn, placed Charles Martin as manager of its new dance and dinner service.

Helen Dennett Follows Miller

New York, Dec. 11.—Helen Dennett assume office of Jack Miller upon his retirement from the Coliseum Entertainment. CEB is now booking the Park Central Hotel exclusively.

There’s Nothing Wrong With Salaries, Except Maybe Payment

By PAUL DENIS

This other day Joe, the agent, told me that the so-and-so club was doing rotten business, but that Charlie, the owner, was paying off anyway. “You know,” Joe confessed in that genial confidential note, “you’re just not made for business. You ought to run something nice in The Billboard about Charlie.”

After he told me that, it didn’t sound so much like the club was doing rotten business.

That crack made me think. Really, it was comforting to think that Charlie had an act or two. I’ve heard of wealthy agents who are capable of, “you ought to run something nice in The Billboard about Charlie.”

After he told me that, it didn’t sound so much like the club was doing rotten business.

We could visualize, too, the agent breaking the latest news item from the Chicago, “You’re being paid this week.” And then the performer must cast mistsy eye downward, muttering, “Bless our little night club, Charlie and Joe.”

Yes, it must be nice for night club owners to pay performers. Why, even a proposition that enables them to pay commissions to performing artists makes for everybody happy. But that is where the fun is. We’re just finding, however, that pay situations must be handled with care. Not only that, but how are they going to figure the agent’s commission if they haven’t a getaway for it? Many night club owners, however, feel that salaries should be quoted, not paid. They think paying salaries would destroy the glamour of playing night clubs. They fear that those performers commercializing their art would be underrun to make wealthy periods, and they, worse than them, that the performer might spend their salary on the ponies, liquor and women. Therefore it might be better to let them tell by not paying them salaries at all.

Now that we’re thinking about it, maybe we should write an editorial padding it like Charlie who pay off talent. They’re dangerous radicals. That’s what they’re. They ought to go out and work where they belong.”


**Night Club Reviews**

**Paradise, New York**

Seeking a way out of the current night club slump, Nicky Blair's Paradise has brought in Rudy Vallee for three weeks and the famous light romance, "Pick Up," immediately and It looks like the names Vallee hue added to what will be another night club hit. Anyway, his success here will certainly encourage other spots to plump on same name.

Vallee comes in without his band, altho' four girls are on the bill, the girls, Allan, Elliott Daniel, augument the Jay Freeman house band while Vallee and company are on. The Vallee portion of the show running about 40 minutes, is spotted before the finale of the 915 show, which means the entire production runs about two hours. Two minutes badly for those patrons looking for a bargain this is the finest buy for the money today on Broadway.

Vallee, radiating that tremendous confidence and charming personality which has increasingly his ete, retains his dignity, except for some sly, dry comedy. And for regular light club patrons, usted to rowdy stuff, the Vallee style is unaccountable.

Opening: Vizzini, then Bob Elkins, an odd number sounding very Christmas-cally; then the spirited 26th song, returning later for Songs and Entertainments Don't Sing in the Middle Run, a satirical piece with naughty touchies, and then closed with All Points West, which is a eight-song-tale-song number requiring close attention. Pretty daring for night club patrons, but a few of them were tickled out too much; but Vallee puts it over.

Hazel and Carmela Casano are as neat a pair of spannish dancers as have found their place here in modern times. They make a sweet appearance in native costumes and has a heart-warming effect that brings spades in her routines. Both are talented dancers, looking sturdy grace and original music which is gay and catchy. Cole Bird is a single voice addition to a fancy farrel that carried team. "It's well suited for a smart hotel room.

Ned and Mirth (Nedoff and Mack), a couple of young folks who seek over novelty and military banding, and then return for surprising impersonations and comedy. A versatile comedian, Cyril Smith, does his novelty comic songs and comedy and keeps it going, too. His expressive style and vigorous delivery got attention and held it.

Then comes the show's "star of the show," the gendering, (tuneful) and sportily all the way. The girls, Jeanne Elizabeth, and Walter Long, now doubling at the Pallen. Her he is still an outstanding young tap artist. Jerri Withers, slender blonde with a pair of slick shafts, is now here. Earl Ferguson, pin-striped tap and a dance that draws a huge band. She is especially good in the "Look Out.

Terry Lawlor, also new, has no trouble clicking. A handsome young sidekick, redlaw, who has a voice of grace, his tones in arresting fashion. Has a clear voice, sweet, with a little joking and other things that should keep her on the ladder up. Lawlor is still doing a "star of the show.

**Cocoon Grove, Park Central Hotel, New York**

New show, Collipic, which opened Tuesday in this redecorated room, is one of the highlight, perhaps the highlight, of the night club season, and now that the Bobby Allen Band. The line of 12 Boots McKeon band owes its success chiefly to being the Peggy in town, in cabaret or theater. Their pep and ability run a long way to the success of their show; their appearance is one of the best features of the show.

The dance team of Theodore and Dorothy improve with every and their initial offering, a waltz titled The Dance of Tomorrow, has them engrossed in little and spams of unison and sweep, plus the regular graceful terp.-

F. Street production of the line, is an exciting sight of countries shape and size, and holds. Team shows up as one of the finest, smoothest artists of fast and Italian style.

Only holdovers are the Desville Boys with their sophisticated set of boating. The three fellows, dressed in formal look very neat and tall, bring them tide over whatever rough spots in lyrics or action might otherwise get in their way. Their style and manner of delivery takes away from the bit of their varied material with the aid of the punch. They are actually Dream-...
Monte Carlo, New York

Unpretentious yet cozy and with an atmosphere that is the nearest thing to the Monte Carlo in all America, the new Garfield basement bistro has weathered nearly numbers on the blues scene. Her guidance of Garston and Edouard. The former, former owner of the other side and who came over here last with the first French bistro of the French Garston. The original garret of the wide architectural expansion, the ad- 

vo, before the opening of the Monte Carlo, the atmosphere of the little dining room was furnished during dining hours only. Evenings service is available between 6 and 9, a slightly two-hour concert program is offered. It is a pace of Balogh's musical string quartet. The boys are young in this city, and their presence at the concert society is largely for students in the wide architectural expansion, the ad- 

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Café of All Nations, N. Y.

This is the dining room of the Somerset Bar and Grill and formerly the Benedictine Cafe, the spot is blossoming out as a cafe in the last few evenings. The double room is a success of Balogh, over the Somerset Bar and Grill and formerly the Benedictine Cafe, the spot is blossoming out as a cafe in the last few evenings. The double room is a success of Balogh, over the

Bavarian Rathskeller, Kansas City, Mo.

A spot which is different is called Bavarian Rathskeller customers personally, and Ed Rathskeller always gets the most of its customers, 60 customers in a room. For the entertainment, there are bands playing. The Rathskeller has always been a fine place for a good time when caught and painted. It was always painted and in fine condition. The Rathskeller is a fine place for a good time when caught and painted. It was always painted and in fine condition. The Rathskeller is a

Ferrin Joins Chicago Agency

Chicago, Dec. 9—Frank Ferrin, formerly vice-president of Midwest Recordings, Inc., Minneapolis, has taken up his duties as radio director of Heinnich & McDonald Agency here. In addition to his duties as president of Midwest Recordings, Inc., Minneapolis, has taken up his duties as radio director of Heinnich & McDonald Agency here. In addition to his duties as

DEAN HUDSON

AND FLORIDA CLUBMEN ORCHESTRA

Until December 23,

NORMANDY BALLOON, BOSTON.

HERBERT DEXTER & JERRY MCGINTY

The “Dexter”os Ventiloquists

With IRENE ST. CLAIR

Just Concluded Engagement

Park Central Hotel, N. Y.
1. **New Year's Eve Angles**

New York clubs are making the most of it, that's the big problem of the season. New York clubs seem to be charging slightly less than last year. Top seems to be $15 per person (International Casino, Rainbow Room, Waldorf Astoria, Ritz-Carlton and others). New York, however, will have certain rooms in the hotel for the cheaper crowd for as low as $25. Hence clubs are establishing a cover, leaving it to patrons to order supper or dinner at a less expensive venue and picking up the casual trade that drops in for a while and then leaves.

Some spots are using novel angles—mostly for publicity undoubtedly. The Hotel McAlpin runs a "New Year's Eve party for newspaper men," with the hotel's agents on the prowl to change. Newspaper men are invited to drop in for a drink at night. The St. Moritz features "Breakfast on the House" for those New-Year-Eve hanging over for the intersecting.

**Elevating the Consumer**

ADVERTISING agencies handling liquor accounts have been conferring in New York and have appointed a committee to scheme up ways for inducing customers to name their brand. This means the night club advertisers will soon be feeling the pressure along with the customers.

**Apple Ties—Profitable**

MARLBORO's new tie—long island, thru press agent Arthur Brandenberg of New York and New England Apple Institute for free samples to be given patrons in conjunction with demonstrations of the Big Apple. The club has been bringing over groups of three teams of Arthur Murray School Big Apple dancers (at $5 a show) and trying up the cash takings with giveaways of "Big Apple Sours." Shorts are hailed as Big Apple Venetals and have a good name with customers.

**Organ Music Gaming**

THE electric organ is making headway in the night club field. In Los Angeles, for example, such spots as the Paradise, Mona Lisa, Lloyds, Parie Inn, Young Club and Bawdies are using electric organ and other customers the hotels have been the leaders in experimenting with such small electric organs, seeing in the organs' relief bands at lower cost.

The only big liability of the organ, however, is the fact the music is not very danceable, being essentially concert music.

**Club Pays Beauty Cost**

THE Groover House, London, is probably the only night club that pays the same for hairdressing and dressing for its troops of girls. The spot believes that its girls must be immaculate, since patrons are so close that any blunders are magnified.

Jacques Charles, producer of the New York International Casino show, is another who believes even in the importance of night club performers being perfectly groomed.

**Costume Changes Important**

BILL HARDA, owner of the Gay Nineties, New York, is a strong believer in the importance of many costume changes for his performers. He points out that many costume changes give the patrons the impression they're seeing new people and also lend color and variety in other clubs, the show is not turned over.

Performers feel better and have more incentive in fresh, clean costumes, too.

**Milwaukee Law Enforced**

AS A COMPROMISE to placate saloon and restaurant employees union members who opposed a 1 a.m. closing for night spots, the common council of Milwaukee has voted for a 11 p.m. closing, consistent effective January 3. They will be permitted to open at 8 a.m. Hotels and restaurants will require permits approved by the police department and public health department to be able to open in order to reopen on the same time.

**Christmas Fund Tix-Ups**

BENJAMIN GAYE, Club Mayfair, and Tom Maren's Penthouse in Boston have announced benefits for the benefit of the night club programs. With their tickets paid, guests are encouraged to the Penthouse program, for which cash paid customers $5.25 for dinner and entertainment.

**Jerry Mann, Press agent for the Penthouse,** engineered the Penthouse show appearance.

**Good Publicity Angle**

JIMMY KELLY, New York, is trying a stunt for New Year's Eve. It has hired an open carriage to drive alcoholics around until they sober up.

**Monthly Pamphlets**

THE Village Barn and the Village Library, New York, issued monthly illustrated pamphlets for distribution among patrons and direct mailing to customers.

**Smart Band Leader Folders**

THE Union Hotel, New York, has printed some clever table song folders, plugging Jerry Haid. Since the band is called "Streamline Rhythm," the folders contain a sheet of music piece which viewers may write their photo when the folder is opened. In other words, the folder suggests the band's music is the best of its kind.

**Hot Chocolate" Unit Set**

CHICAGO, Dec. 11.—Variety Attractions, Inc., and John Selig Co. have organized a Hot Chocolate unit which is breaking in at the Capitol Gleaner, Sioux City. The first day, show will have a Negro talent line-up, including Clarence Muse, of the 'Buried Alive.' The unit will be at the Three Clinatas of the Big Apple Dancers and the Canons Stage Company. Company Manager E. George Wood reports that the show has been booked to Kool & Holler, and there's an option to Iowa and New York. Bill Wogan is ahead.

**Miami Bookings Heavy**

MIAMI BEACH, Dec. 11.—Southern Theatre Company will add six hotels and a park to its books by January 1, marking Christmas week, Hotels Alhambra, Stratford, Mayflower, and Carlton come under Southern's wing. Hotels Blackstock and Haines will line up New Year's Eve with what starts using eight acts, three during the day and five at night.

**Congress Casino Suit Dropped**

CHICAGO, Dec. 11.—Damage suit filed by the American Federation of Musicians here for Bobby Bernard, ename, against the Congress Club was dropped Thursday. Bob Lambert, manager of the Congress, testified that the contract between the club and Bernard allowed for permission for his opening performances. The suit was dropped for $750 and costs.

**Judge Awards Bernard a small sum to cover his expenses made in coming in from New York.**

**Club Talent**

New York:

GEORGE MIRSOFF, formerly of Tana and Kirsoff, Oriental dancers, will do a 1000-foot, 125-tonne steamer and a 17-foot, 25-tonne steamer into Jimmy Kelly's, Brooklyn.

HARRIET SUGDEN, leading the association of Associated Radio Artists, has lined up club bookings this month at the Waldorf Astoria, Kassel, Eldred Sheppard, Zeb Caren and the Three Speeds.

**DOLLY ARDEN:** to return the Odessa, October 24 after a 12-week run at the Plaza there. JACK STACKEY has moved from Vintage Grill, Lancaster, Pa. SUZANNE FRANCE has been reengaged by the Forest Hotel, near Milwaukee. PELIZ AND WILLIAM have joined Mary Ann. ROBERT KOLLE, formerly at the French Lick, now booking acts at the New York Club, Louisville, Ill. BURNT AND WRIGHT, returning to New York, are now open at the New York Club, New York, Dec. 19.

**EVELYN BAYNE** now doors at the New York for the next date until the S100 Club. DONNA DORR, singer and tap dancer, and MARY STEWART, formerly at the Senator, are rejoining Fred Wright at the New York. December 29. ANDY ANDERSON, Ontario dancer, opened the Sky Rocket, and JOE KHAN, formerly with the Apollo, is now at the Apollo Hotel, New York. December 29.

**ESTHER RALSTON** and Bill Hall at the Apollo Hotel, New York. December 29. JIMMY LEISER has left for England. (To be continued on front page)
Tybrl-Flavored Acts Are Out

The Same Difference

BOSTON, Dec. 11.—One of Louis Walter’s new secretaries answered the telephone and said, “No, you have the wrong number, but he’ll be back shortly.”

Chicagos Underscored

Vaudette Notes

KODAK BROOKS is dedicating his Chicago Tribune-Daily News syndicate and music daily position or possibly a daily column. He is now part owner and producer of Honolulu’s Royal Theatre, playing Missionary themes. Others in the company include the Honolulu Sisters, Noel Kondal, Elson Siskind, Raymond Traut, James Reheil, Countess Brothers, Kellein and Miller, Peggy Dean and Doris Ralston. Brooks will be used as an extra act with the Los Angeles Theatre. He is now playing the Chicago Christmas week...

RITSON SKEETON opens a two-week engagement at the Peabody and Boston’s New York week.

Acts Turn Skaters, as Ice Shows Invade Vaudeville, Nitecleres

Standard acts adapt routines for presentation in ice shows—ice ballets’ popularity growing—pickle-up vaude, cafe dates—fierce show mops up

CHICAGO, Dec. 11.—The growth of ice shows, which of late have been grabbing the attention of theaters and vaudeville dates, is proving a disaster to vaudeville acts. Instead of hiring the skaters for cutting in, some turn here and there are securing public wants novelty and interest in vaudeville routines for presentation on ice. Promoters of ice shows indicate a willingness themselves working in the new set-up, while plenty of ice skaters are available to risk in single or team specialties. And the more they see of the pros, the more experienced talent is sorely needed for fronts.

Tommy Sacco, booklet editor, is among the first here to capitalize on the current ice craze. He has just completed an ice unit, a line and acts, to sell it to Midwest towns. He reports the scarcity of good ice acts and sees room for vaudeville talent in this field.

Jay and Lou Seller, vaudecomedy ski act, are among the first to invade the ice field. The boys this week signed with the Chicago Arena which will have its initial date of the season at the Chicago Stadium Christmas Day. Sellers solved the problem of working on ice by propping their skis with rubber. This outfit is described as about suited for an ice floor. Burt Milton, their announcer, is expected to give a tour on the tour.

The Sellers show is the third ice show to play here within the last month. Business has been highly encouraging...

The Gay Ripples, an ice ballet, played the Chicago Arena this week to a small audience. Results were well in demand, indicating class appeal. The regular-ice shows...are expected to establish a new record for any ice shows on this coast. A St. Loeus, a program on the 13th, is expected to make a run for the house.

Meanwhile, Brandt says he already has a complete show lined up for the Windy City Theater. Brandt, and is only waiting for the union deal to go ahead. Brant will not divulge the names of the acts tentatively booked.

Recent rumors have had vaudeville coming in contact with the other theaters, but the Brant moves are the first indication of anything definite jilling within the greater New York area.

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Brandt Vaude Still on Fire

Waits on stagelands offer — N.Y. vaude revival still nothing but rumors

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Loew's State, New York
(November Thursday Evening, Dec. 1)
Bill is cut down to four acts again instead of the usual five, due to an overrunning film. The brood wise oft, but roster is strong and holds up well in every other department. The feature uses up all of 69 minutes. Headlining spot is held by the Leith Stevens Saturday-

NIGHT CLUBS-VAUDEVILLE
December 18, 1937

Vaudeville Reviews

Roxy, New York
(Reviewed Friday Evening, December 10)
I was able to see the show this week, coming on imme-

Palace, Akron, O.
(Reviewed Sunday Evening, December 18)

Ted Lewis Revue
Introduction of new talent in an un-

Orpheum, Los Angeles
(Reviewed Monday Evening, December 12)
An amusing, varied and lively bill,

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The Billboard

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NIGHT CLUBS—VAUDEVILLE

Savoy. Once in a While. Never in a Million Years, and encore with Cole Porter’s This Thing Called Love. Has a captivating voice, Chick Guss and Hall’s Orchestra. Like Hall, his arrangements are somewhat mannered. One of the ace vocalists in the country.

Mr. & Mrs. Shaddy have solved the show up with a brillianly performed piece. The number is one of those interpretative turns done to fat rhythms and glee pieces of rhythm work soaked solidly that the audience sticks to. The applause lingered after the turn was over. The work is Dally, and the audience aprendered an actor for a long time. He gives an impression of a Baptist preacher to anyone.

Dally, the vocalist, has a true voice with an undulating rhythm suite for tunes that are often hard to withstand. Make Rhythm, St. Louis Blues, good enough to enthrall with a novelty act.

Hyde and Russell, standard comedy team, in a variety of comic strength, and one of the old-fashioned comedy, with Hyde dragging out his mouse-skidding dance with a sidelong glance and occasional ball ride. It’s always good for a round of laughs. Girl is a Latvian beauty, and Hyde is unbelievablely measured by tunes and nonsense that combine well. Great interfusing of the musical are business as a unit, depending for their punch an understatement. Material gets even better.

A Flight of Life (Paramount). House ok.

Paul Ackerman.

Palace, Chicago

(Broadcast Friday afternoon, Dec. 16)

Ethel Waters Unveils

Bearing the drawn-out stage-band arm, the new Ethel Waters Swings, bright, sharp, unit rates screen-trailer ad, not as promising as the opening is fast and merry, the curtain unfolding to blend effects of the orchestra and a swiftly gaited routine by the company. Miss Waters makes her artistic appearance here leading an I’m Just the Right Number of a cast that merits a high mark for the evening act.

Next spotlyady meets that challenge are Richmond, and Shelly Williams, acrobatic dusters in full stride, to light the air with arrows that were set up a show-stopping hand. Boys used their freckles and personal types to lead a race of their band and are hard work at the last number.

Dayton at Midnight, work circles, follow with a brief and light-sprayed routine that, while not much in the book is still good. Eddie Malloy’s 16-piece orchestra, given the next spot, is entirely too long for a unit of this type. Rather than open with the lasting swing tune, the purpose of this number, the medley of pop tunes featuring the orchestra, makes for more satisfaction. The girls have occasion to make this a show and should give the customers some swingy relief with flagging their own gowns.

Butterbeans and Susie, old standard movie novelty well with their familiar comedy and song work. Man’s right-fitting, women’s right-reeling chorus, and the game, while worn, are classy.

Miss Waters returns for her individual selection and, as usual, mops up. She has lost nothing from her last appearance here and looks well. Now emerald for her individuality, however, this number is far from the gaiety in the opening number, an interpretation of her novelty that has nothing rhyme nor reason.

First to breathe life into the revue are the Joyce Brothers and Bevan, rhythmic a trio of swing dancers as they have graced this stage in the last number. Boys are young and personable and the girl is shapely and attractive. Dressed in three pieces, dotted with lace frills and closed to a bright hand. Betty Willard, next spot, earned the most applause. We have never seen her in her better delivery. Her figure is beginning to lose its curves, however, and she would do well to watch those curves. The next four numbers, an accomplishment considered a dream house.-.

As an Indian number by the girls introduces Brengle’s Golden Horn in tones pure that, while not much in the book is still good, not in the book is still good.

A schoolroom routine, staged for the benefit of Fredric Coe, in the line’s own swing dance and fitting this marcel’s act. His jugglers of figures and words and mass sentences still stick to their customers. He has the advantage on a stage and in full view of the audience. On screen, 52nd Street U.S.A. House black show opening direct.

Lucille and Bud Hughes (Formerly Bud and his Buddies) “SLIGHTLY DECEPTIVE”

This Week

STATE-OF-ART WATER

Chicago

November’s Latest Dance Sensation

NOW PARAMOUNT THEATRE

N.

Y.

BUFFY BURNS AND WHITE

“Romance and Rhythm”

NOW PLAYING STATE-LAKE THEATRE, CHICAGO

West

AL BORDE-LAUDER & SMITH

“SYMPHONY IN DANCE”

ROCHELLE AND RITA BALLETTTEAM

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More Vaude in Nebraska

LINCOLN. Neb. Dec. 13—Nebraska vaude people have become more numerous this season than ever in the history of vaude this season since the outlawing of Bank Night. Special replacement have been the Fox houses in McCook, Sidney and Grand Island. Great deal has been week-ending with flesh. Lincoln has been steady all year.

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New York’s Latest Dance Sensation

NOW PARAMOUNT THEATRE

N.

Y.

For your Nut or ADVICE REST.

Week

5th Week

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(The former Bud and His Buddies)

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Bridgeport Vaude Clicks

BRIDGEPORT, Dec. 11—Business has been so exceptional at the one-day (Sun-) vaude stand at the Low Globe and that the company has been renewed for many years, has been reopened and two shows were booked for a month. Reports here are that after Christmas the company will play vaude as a two or three-day stand.
REVIEWS OF ACTS

JUANITA AND HER CHAMPIONS
Reviewed at the Folly Theater, New York, Jan. 10, 1937
- Style-Imitation of the old-stye singers in a fast and dashing turn of plain and fancy skating.

DON AND BETTY REVUE
Reviewed at the Folly Theater, New York, Jan. 10, 1937
- Style-Dance floor, New York, Jan. 11

A HICKORY NUTS
Reviewed at the Elling Theater, New York, Jan. 10, 1937
- Style-Imitation of the old-stye singers in a fast and dashing turn of plain and fancy skating.

SHORT AND SHORTY
Reviewed at the Eltinge Theater, New York, Jan. 10, 1937
- Style-Imitation of the old-stye singers in a fast and dashing turn of plain and fancy skating.

DONALD McALISTER
Reviewed at the Folly Theater, New York, Jan. 10, 1937
- Style-Imitation of the old-stye singers in a fast and dashing turn of plain and fancy skating.

McNALLY'S BULLETIN No. 20
PRICE ONE DOLLAR

1937 MOVIES
- The Big Heart of the North, starring Betty Grable and John Wayne.
- The Adventures of Don Juan, starring John Gilbert and Greta Garbo.
- The Adventures of Don Juan, starring John Gilbert and Greta Garbo.

BETTER HEALTH FOR OUR BOYS AND GIRLS
- NEW CHI TAX PLAN
- MAY KAYO TWIN BILLS
- CHICAGO, Dec. 11—After several weeks of juggling local theater operators, agreements have been secured to open a spot in local tax committees and have promised to appear before the city council with a revised scale of fees which will amount to a total of $500,000 over the previous year. They are now paying $10,000.

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CHRISTMAS SEALS
- THE NATIONAL, STATE, AND LOCAL TUBERCULOSIS ASSOCIATIONS IN THE UNITED STATES

BUY AND USE
**VAUDEVILLE-BURLESQUE**

**The Billboard**

1937

**December 18, 1937**

**Western ‘Branch’ of I. H. Circuit in the East.**

A new Western ‘branch’ of the I. H. Burlesque circuit swings into action December 24 with the holding of two meeting places, in Chicago, Ill., and the 4400 Club in Detroit, Mich., under the auspices of the I. H. Fringe Circuit in the East.

W. T. Birmingham, general manager, George Young, Cleveland; Guston Allain, Toronto; Dewey Michaels, Buffalo; Arthur Clayton, Philadelphia; and Cleveland P. Woods, Pittsburgh, have been selected as the managers, with Frank W. Smith, St. Louis, and Jack Barger, Chicago, as vice presidents, and H. B. C. Sturgis, San Francisco, as secretary-treasurer.

The organization will be based on the principle of the Eastern branch, with the same officers and with the same officers and the same officers. The new branch will be in operation the entire year.

**Toronto Blue Noses Ease Off; Casino Grooves Up**

TORONTO, Dec. 11—Ritzy breaths were taken by the Casino club at its former haunt of some years ago, when the Casino club of Toronto, Ont., put up the show that will be shown at the Casino at the Nippon Club, which is now in operation under the direction of the Casino club of Toronto, Ont.

**New York: Co-Op Show**

DAVE BELL, of the Republic, threw a costume party to which the entire house staff and performers contributed. The event was a success—a big whoopee affair backstage the other night. One of the events at the party was a prize dance, won by Miss Patricia Kirkby. He was great host. Plenty of eats and drinks. Also dancing, which was very amusing. The guests included many of the leading radio and television personalities, and Miss Kirkby was especially welcome, as she is one of the most popular girls on the Riviera, having had two more here at the Club. Bell, on December 9 and 10, was followed by the Riviera, Cleveland.

**BEVERLY CARR is producing special shows and ensembles for the National Canteen on the French Riviera, Eglise, with the closing of the Canteen certified December 4 in Boston, operated by the Riviera Theatre along with the Riviera Theatre.**

**Cleveland Notes**

**December 11, 1937**

**What's in a Name?**

In the case of burlesque, plenty. It means activity and profit to producers and theater owners. It means livelihood to burlesque performers, Americans who want to go on their own way, asking of none.

In the case of Chicago there is little for sale. The entire city is sold on burlesque. The city is full of burlesque houses, and the burlesque houses are sold on the city. The city is full of burlesque performers, who want to go on their own way, asking of none.

The word “burlesque” is banned in New York. Attendance is off. Two theaters closed recently. Many standard performers are out of work or face a similar fate. The run of New York shows has declined, to a large degree the New York picture.

The word “burlesque” is often heard in Gotham, burlesque above shows, but except that they are called follies or girlie shows. Little if any actual difference is seen in the shows and the old burlesque shows.

It might do the city fathers some good to do a bit of thinking. Hearings alleged brains might reveal the fact that burlesque shows can be presented without offending all rules of decency and the old burlesque shows.

City fathers might also think of burlesque, who pay taxes, vote and who the well-paid politicians, also eat.

**Phillips and Calkins war for jurisdiction—answer due soon—Moss banned**

**New York.**

ASSOCIATION OF AMERICA at the Thursday meeting here the Board of Directors of the American Association of the Burlesque Artists League, 16 unions of the Pacific Coast, evidence presented is expected at Wednesday.

Presentation was the first of the three steps that are being taken to bring the board to the jurisdictional frames between the American Federation of Actors and the Burlesque Artists League, sister unions of the Four Hundred. The evidence presented is expected at Wednesday.

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**One Four P. official, subsequent to the Meck and Annetts decision, has been appointed to the post at the Chicago burlesque and dance department had gone about the business in a little way that in their supposed ban on burlesque did not have the desired effect. The new branch was set up an active theater business, which the shows were still burlesque in those houses still running, whereas others are running sex pictures.
With his resignation last week from the presidency of the Actors’ Equity Association Frank Gilmore rang down the curtain on 20 years of unswerving, loyal and intelligent leadership in the interests of the legitimate theater. Gilmore indicated in his letter of resignation that he is saddened by the occasion. We can well understand his state of mind. And it prevented him from expressing too realistically how he feels upon the occasion of withdrawing from the organization that will reflect to the end of its appointed time in the panorama of history, beauty, personality, integrity and foresight. Gilmore is sad because he realizes that the ravages of time have taken their toll and that like others who have trod the path he, too, has faced the decision of his own destiny and gave to others the arduous tasks that take too much of a toll from men whose health has been undermined by a too strict devotion to duty. But the legitimate theater is even more saddened because it has lost by Gilmore’s resignation from Equity the touch and influence of a gentleman, a leader with the constructive viewpoint always in mind and with a love for the theater that has not been excelled by any man we have yet encountered.

Gilmore will not be lost entirely to the legitimate theater. But from now on—thru his post in the Associated Actors and Artists of America—he will still have an opportunity to make his influence felt in the legitimate theater. In his new post,credit will be given him in the world of American theatre for the contribution he brings to the industry and to the American people.

E. E. SUGARMAN

As I See It

By DAVID VINE

Hugh Finigan . Moe asked Sam to lend him $100. Sam said he wouldn’t lend it to him providing he return it Saturday. Sam assured Sam that he would, but when Saturday came around he didn’t have the $100. So Moe pointed out that he had to borrow it from Joe. He didn’t say he had to return it by Wednesday. With this Moe took the $100 and paid Sam. Again when Wednesday came around he didn’t have the $100 to pay Joe. So he went back to Sam and said, “Sam, didn’t you pay me as promised last Saturday? Well, lend me another $100 and I’ll pay you!” One more Wednesday and the process got repeated. Moe would get it back by Saturday. Moe took it and paid Joe on Wednesday. So it came to just this: every Saturday he would get $100 and every Wednesday he would get $100 from Sam to pay Joe. This went on for months. He was nearly exhausted when by chance one day the three of them went to the street. As they were leaving, Moe said, “Look, boys, I want you both to do me a favor. Joe, every Saturday you give me $100, and Sam, every Wednesday you give Joe $100—and for God’s sake leave ME OUT OF IT!”

At the ASCN Audition... Eddie Gardner asks: “Are you the fellow with the falsetto voice?” The canalled ones answer: “No, with the false set of teeth.”

An actor broadcast: “I’m all right, I’m still playing all night time—with the cash.”

At the Hockey Game... Harry Burns swallows Benny Leonard: “I’ve never heard such music since the day I was born.” Benny retorts with: “Yeah, I’ll bet there was a lot of it then.”... incidentally, Bennett Leonard congratulates his stools on the $100 he bought out his two partners. Behind us: Jack White tells a friend of his: “Look out, Joe. She’ll double the cash.”

Lois Davis greets Lew Brown with that old line: “Who was that lady I saw you with yesterday?” Lew gives her the usual reply: “That wasn’t yesterday, that was the day before.”... Later, in a side street restaurant: “Is this place clean?” To which the waiter answers: “Yes, in a dirty sort of a way.”

Maybe I’ve Got Something There... When vaudeville was the creature of the day, it was divided into two types: the belt, and the vaudeville of the pinstripe. A new-a-day (which played the seasoned performers only) and the family time, where vaudeville performers learned the art. (Some of them never did—see in other words those who were left out.) When, however, the new-a-day (which played all the stars) and the new-a-day (which played the up to date performers) then the vaudeville picture that was so much to one who does a job well. Show business cannot easily forget what this man has done during the best years of his life to raise the standards of the profession. Thus the fact that he will soon leave the Equity picture when the outlook was dismal; when the actor had no real standing before the public and in the trade. His talent for negotiation and arbitration; his knowledge of the psychology of the public and his extraordinary mental power— all of these factors contributed towards making the struggle of Equity for recognition a booming success. Gilmore is a credit to the theater. He has given the field of the theatre the truest, fairest, most unselfish recognition, by a public alive to the qualities of a leader chosen by the actor to present his case to the managers and to the world. We have not always agreed in recent years with Gilmore’s policies, but our respect for him as a gentleman and an intelligent leader has never wavered. Equity will be happy to have him as president, but the place that he filled in the ranks of the organization will never be filled. It is our hope as the days, months and years pass that factional differences will fade in perspective and Gilmore will finally achieve the topmost place in Equity history that he deserves.

I looking at it from the angle of gossip white space in the booking ledgers, the vaudeville performer was looked down upon as an acting factor by legt, radio and films. Vaudevillians were classed then as tricksters with glittering personalities and stunt routines—but certainly not as actors. There was really no sound justification for this classification, but there is no denying the fact that the viewpoint or attitude existed. But the worm had to turn. With the wide-sweeping changes that took place in practically every branch of the show business, the stage is so different from the day the “ballyhoo” came. The vaudeville performer is more and more a part of the theater itself. The major branches discovered new and highly practical virtues in the magnetic personality of the vaudeville performer. Given proper scripts and capable direction, vaudevillians have proved in the major fields that they are excellent actors in the accepted sense of the word. There is, in fact, no longer a distinction in acceptance between the vaudeville and the product of the legitimate theater or studio microphone—except that the vaudeville performer has frequently proved to be more adaptable than the new techniques. What the vaudeville actor seemed to lack in ability to create deep characterizations he has more than balanced by his brilliant, blue-nosed acting and personal appearances. It is the personality of the sea-going year—Edgar Bergen and his charm, Charlie McCarthy—was a standard vaudeville act for years, rarely getting better than the dainty spot. Jack Benny was essentially a vaudeville act during most of his career. So were Fred Astaire, Kate Smith, Eddie Cantor, Bing Crosby, Al Jolson and most of the other leaders in films and radio.

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Chicago Chat

By NAT GREEN

After sitting thru several shows featuring amateurs with professional aspirations and watching dating mothers on their aspiring offspring we have sort of a “gone” feeling whenever the subject of amateurs is broached. And I wonder how many days a year in show business the show world needs them. But we unwillingly squirm thru a downright imposition on both the audience and the amateur artists. Novices who are about to make a public appearance are the parents of the children who are anxious to please the parents by giving the kids a chance to show what they can do. At a recent show there were six or eight acrobatic acts presented by youngsters ranging in age from five to eleven. It had been planned on the point of the point of helping to push the Jojo Dokes ahead in the event that he really was a clever comedian, actor, or what have you. The idea was that he would be the one to improve his work and the sponsor would know when he bought an afternoon slot or a night show where he would get away from his competition. And most important of all, I WOULD GET MY MORNING PROGRAM BACK AGAIN—I’M AFRAID.

Now if MCA enters picture production it will have covered the entire entertainment field, indeed. And when it does, there will be no need for a film that there is talk of the firm making picture shorts. Ray Kelb and Burt Snyder, of burlesque fame, are sequestering briefly in Chi... Big dinner in Des Moines last Friday night—it was the 25th anniversary celebration of the American Theatre Owners Association. We're not sure we know the exact number of members of our acquaintance that have found this out—to their sorrow. Paul O'Dowd, who had been given a much-deserved testimonial dinner at The Century of Progress, writes from Detroit that The Billboard sells so rapidly there that they are difficult to purchase. Thanks, Shannons. We have to speak to our circulation manager about that. It has been estimated that the population of the Chicago area will be 5,000,000 by 1938—which perhaps explains why some suitable theater men are going away with expansion plans.
Mixup Has Acts In the Doghouse

Corelli Pulls Equity, AFA turns — Petrollo threatens absentees with reprisals

CHICAGO, Dec. 15—In its initial fight for recognition, the Chicago Theater, for the first time in its history, has set a precedent for the industry. The threat of a walkout by the employees is a real possibility and the situation is by no means out of the way. The threat is a serious one and the management is faced with a difficult problem. It is stated that the employees are asking for increased wages and better working conditions.

Muzak To Pass To Warner Bros.

NEW YORK, Dec. 14—Muzak, the programmed music service of Warners Bros., is to be acquired by Warner Bros.—Dole Crimmson, the large music company, is reported to have offered $1,000,000 for the Muzak business. The deal is expected to be announced within a week.

Nashville Gazettes Give Radio Break

NASHVILLE, Dec. 13—Local radio stations are expecting greater publicity since a recent resignation of the management of the Nashville Gazette. The resignation was announced by Mr. J. H. O'Connell, editor of the Gazette, who has been with the newspaper for 25 years. The new editor is Mr. W. J. Dyer, who has been associated with the Gazette for 10 years.

Rowland Dismissal Protested

NEW YORK, Dec. 11—Protesting the dismissal of Edward Rowland from the Federal Theatre Project of the WPA, the International Alliance of Theatrical Stage Employees, Local 1, has asked the New York City Board of Education to investigate the matter. The Alliance is the largest union in the United States and represents over 200,000 members.

Labor Dept. Investigating Chi Milk Fund Circus Flop

CHICAGO, Dec. 11—The flop of the recent Milk Fund Circus here is being investigated by the Labor Department. Director Martin P. Durkin wants an explanation from Frank A. Lind, the producer of the show, and is cooperating with the American Federation of Labor and the United States Department of Labor. The Labor Department is also looking into the matter.
Brasfields Combine For Indoor Season

SYLVACOA, Ala., Dec. 11.—Rube Brasfield and John E. Mathews, who assembled their regular touring season three weeks ago in southeastern Missouri, have disposed of their old top and are now operating here under the management of a top-flightct present picture manager. They plan to remain here for a few days and then the purchase of a new top for the coming season, slated to open early in the spring. The new operation has more than four hundred square feet of stage space and will start upon the regular Utah vaudeville circuit.

JOHN D. FINCH writes from New York that his vaudeville standup routines have been taken up in new dance routines that will include some of his old favorites and some new ones. He will open the season in the fall at Bilby's Comedians next season. I'm studying a bit under the advice of my friend Johnny Mathison, who has instructed a number of present-day luminaries.

BILLY WEHLE, of Bilby's Comedians, writes from Winter Garden, Fla., that he and his partners have been having a rich jamboree, but it's so cold today (6) that we've broke camp and I am now getting the Bilby manager.

LION (BUD) DAVIES, formerly of the Grinnell Players and other New England companies, in his birthday is giving a Christmas program with three assistants at the Boston department store in the city. Details of his almanac will be published soon.

FRANK MILLER PLANS CIRCLE OF OCEAN TOWNS

CANTON, O., Dec. 11.—Frank Miller, general manager of Mr. Steve's Holiday Company, reports company's first in Canton. He is now giving a course of rotating stock in a half dozen eastern Ohio towns, with the assurance of several thousand theater operators that they will play one-night engagements if booked. The plan is to play six or seven stands, using the same bill and the same circuit in successive weeks with a new bill.

Circle stock in some instances, Miller says, will modify musical cabaret, which has been the current trend. He appeals, largely to the similarity in their makeup, to the theater operators to make their circuit ready to operate soon after the first of the year.

O'DELLS ON STAGE AND AIR IN LUBBOCK, TEX.

LUBBOCK, Tex., Dec. 11.—G. O. M. O'Dell has begun an indefinite stock engagement in Lubbock, part of the Lubbock Daily. His troupe is the first to appear here since the last of July. He is now with an enrollment of 3,500, and the natives here are in the habit of buying their cotton crop. Business is said to be as bad as ever.

In the O'Dell cast are Elsita and Shirley Pitts, Irvine and Lutie Holland, Jack and Joe Carr, Doris Dolore, Charles Kenyon, John Roberts, Jesse Bruce, Joe M. Woodin, and Jo Campbell, who formed the company in O'Dell's home, taking advantage of the Lubbock air and stage opportunities.

Frank Miller, president of the company, will return to Texas after a visit to Kansas City, where he spent a week with his stock under the management of the Texan Dramatic Company, under the direction of the director of several important stock companies in the Southland. He recently finished the annual production for the Mobile Police Department, and has a show set for Montgomery, Ala., to begin the first week in January, with other productions booked to follow in Birmingham, Mobile, and Selma, and several other towns. His program is varied enough to suit the taste of all audiences. He is making plans to give a new stock show in that area in the late spring.

KARL J. WALKER'S Gay New Yorkers, which began a run at the Beefsteak Club (Ala.), have closed their engagements and are now in Kansas City, N. C., on the stage. The troupe is under the management of Carl R. Morgan, and has a ten-week engagement there.

SHAKESPEAREANS MOVE WESTWARD

COLUMBIA, O., Dec. 11.—Shakespearean Repertory Company, with the Ben-Davis Theatre Company, which has been performing with this company for the past four weeks, is now on its 10th annual tour, will close its engagements in Five Points and will tour the West Coast after a 15-week swing through the Eastern States. In the next few weeks it will travel to the Midwest and the West. In the cast, besides Hendrickson and his daughter and several other members of the troupe, are Eliza Shirel, Don Veidt, John Veidt, Richard C. Veidt, Howard Whitfield, Grace Marshall, Robert Ode, Ed England and Martin Ode.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 11.—Henry Dunbar, who recently closed his North Down show, is visiting relatives in Memphis.

Harry Odlome, who has been with the Majestic Theatre for the past three years, is now flying the main drug here. Gillie says business with the troupe the past season was extraordinary.

Young's Comedians, after many weeks in Arkansas and Oklahoma, have invaded Texas.

E. G. Bickford, many weeks with Chick Boys, is a recent arrival here from San Antonio.

Bijou and Grace Bell, after closing with the Universal in Chicago, are now in Denver.

Mr. and Mrs. B. Morgan, after closing their show in Texas, are visiting their son, Sgt. Morgan, in Long Beach.

Clyde Masters, who recently closed his Mississippi tour, is now in the holidays with a new line of towns.

Jimmie Hull Players, who have been doing a regular stand in this city, have changed to three-nichers.

Clarence and Georgia, former chief cheer with the Town Hall Players here, was seen in the town of this week.

Gus Lary, former J. Morgan-Holley Players last season, is now in the south.

Mrs. L. Morgan, with the Morgan-Holleys, is now in the holidays with a new line of towns.

Ella Mae Burns has closed with the Western Theatre and is now at home in Boonesville, Mo.

Cody Thomas, after closing with the Kemper Players in Texas, is now in Kansas City.

Young's Comedians are making arrangements to open an indefinite engagement in a Texas city.

Margaret Batchler has closed with Angler Bros. No. 2 show and have gone to their home in Southern Iowa.

Monte Monteau's engagement at the Garden Theatre, Delphi, O. The Texans are a daily feature over WJW, Cincinnati.

Christy Obrecht Begins New Season in February

CHICAGO, Dec. 11.—In the Chicago repertory theatre this week reports that their repertory company has closed a successful 4th season in a small town that has been standing in the seat of the market for several years. The troupe, under the management of Jack Miller, is now in the market. They are now in the seat of the market for several years. The troupe, under the management of Jack Miller, is now in the market.
December 18, 1937

The Billboard

31

Minstrelsy

By BOB EMMET

(Cincinnati Office)

LIVE WIRE CLUB, of the Benefactors (N.Y.) Chapter of Commerce, will present its annual minstrel show December 17 in the Civic Auditorium, directed by Henry Hunkin, and music will be conducted by Jimmy Skillicorn.

CHARLES L. WALSH, endorser and general performer; born in Boston in 1962. First minstrel engagement with Friends & West. Subsequently engaged with other minstrels and in the radio stock and musical comedy. Present activities; occasional revues, music publishing in St. Petersburg, Fla., for the winter.

VOLUNTEER FIREMEN'S Drum and Bugle Corps, Chester, W. Va., will present its annual minstrel show December 17 in the First Baptist Church, directed by Henry Hunkin, and music will be conducted by Jimmy Skillicorn.

HARRY FRANKE, minstrel veteran known to millions of radio listeners as "Singer" Sam, writer of several books, and minstrel in the minstrel first part presented as a feature of the Cora-Cola "Bong Song" broadcast over CBS Friday night, December 3. Frank Crumit sang "Mandy and Me" and "Get Out of My Yard." Put over the old minstrel spirit in splendid fashion.

J. AUSTIN TRAINOR, former minstrel singer and songwriter, recently awarded the Canadian Drama Award for "The Great White Way," Trainor has been engaged in show business for over 40 years and his return to the stage was welcomed with enthusiasm.

MRS. ANNA PAINTER, mother of Al Painter, marathon dancer and roller skater, was in a serious automobile accident recently at Fort Myers, Fla. She is recovering in a Florida hospital. Mrs. Painter recently passed her 80th birthday.

SAM SIMON, St. Louis endorser, fan writer, inquired if Jack Murray and Betty Robertson are with the group. Robertson's collection will be published in this column from week to week.

New York. "Would like to read a line or two out of my old day's words," writes Kirby.

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Denver, Ind.

In the Chi Chat by Norton, it was mentioned in the 11 issue of The Billboard that the newspaper was making a project which was the first of its kind in the world. The project was aimed at providing a comprehensive overview of the various music genres and their contributions to the entertainment industry.

Act Blames
Agents in Chi
Circus

If you have looked into matters before bringing action in. As soon as I found out there was a time when one music was going to be ahead in one hour on my way out of Chicago, I was able to receive any money, we got a lot of good bookings which I am now member of the Chicago, the newspaper was going to be a success.

CIRCUS

New Castle, Pa.

Will you please present a bill to the Charlestown, Ind. fro the Chicago Tribune and many people are interested in your song. I am not sure of the time. You see, the facts are:

1. Bob
2. The act and played KAO since 1921. I tried to keep Archie's act.
3. I paid him 50 cents a week.

I would like to make the project.

COLUMBUS, O.

Recently The Mixer in Midway Conshah. The Billboard wondered if the same name given to the new agents and many people are interested in the name, the facts are:

1. The Mixer that I am the sole discoverer of this, the fact is:
2. The act has come to a point.
3. 'Famous Magi to Quit Lifting
4. My more dates to act and no one can dispute this fact.

Question About High Rigging

The idea was originated at Great Lakes Exposition, Cleveland. The past summer and newspapers gave me the results in the history of the fact.

Replies to Mixer

As Originator of Guess-Game Above

The Mixer, that I am the very discoverer of this.

The Mixer that I am the sole discoverer of this, the names are:

1. Columbus.
2. Lawrence, Mass.
3. Atlantic City, N. J.

Regarding the write-up in Midway Conshah. While the date of receiving the fact, your idea would not be more interesting if he would ask who the best of it was. I think the best would not be more interesting if he would ask who the best of it was. I think the best would not be more interesting if he would ask who the best of it was.

Question About High Rigging

The Mixer that I am the sole discoverer of this, the facts are:

1. The Mixer that I am the sole discoverer of this, the facts are:
2. Columbus.
3. Lawrence, Mass.
4. Atlantic City, N. J.
5. Savannah, Ga.

Regarding the write-up in Midway Conshah. While the date of receiving the fact, your idea would not be more interesting if he would ask who the best of it was. I think the best would not be more interesting if he would ask who the best of it was. I think the best would not be more interesting if he would ask who the best of it was.

New York.

I am writing for some information regarding the following matter, as I collected all of the information and would like to have the earliest copy that you can send me. This is what is commonly called "The Pig Poem". It has been published in the book of "The Pig Poem". It has been published in the book of "The Pig Poem". It has been published in the book of "The Pig Poem". It has been published in the book of "The Pig Poem"

Copy and Info
On "Pig Poem"

From GLOBE

My exposure of songwriters.

Hochst, N. M.

I have renewed interest in the Potomac Forum on November 18, and which also includes the publication of the known and struggling songwriters and their organizations.

Surprised at Response From songwriter

If you have any information about the unknown songs and their writers, I would like to care about their careers with me.

JACKIE DICK

For the Billboard, 3727, Cincinnati, O.

Saranac Lake
By T. BODWELL

Fred Schrader, of New York, is one of the more prominent producers and directors of the Paramount. He is the son of the famous director, who was the head of the Paramount.

Meanwhile, Fred Schrader has directed many successful productions, including "The Great Gatsby" and "The Sound of Music". His directorial skills and his ability to bring out the best in his casts have earned him a reputation as one of the most talented directors in the industry.

Fred Schrader has a keen sense of humor and is known for his dry wit and understated style. He has a talent for creating characters that are both memorable and relatable, and his films often delve into complex themes and emotions.

Saranac Lake is a cozy mountain town located in the Adirondack Mountains, and is known for its picturesque views and outdoor activities. Fred Schrader is a big fan of the area and has spent many weekends there with his family. He is often seen hiking or fishing in the nearby lakes and rivers.

Fred Schrader is a true New Yorker at heart, and his films often have a New York flavor. He is known for his love of jazz music and his appreciation for the city's cultural scene, and his films often reflect these influences.

Fred Schrader is a down-to-earth person, and is often seen shopping at local stores and enjoying the local cuisine. He is a huge supporter of the arts and is a frequent guest at the Saranac Lake Film Festival, which is held every year in the region.
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. Mail postmarked to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

**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 ($0.03 per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is best to seal them. Cards in unsealed envelopes and mailed under third-class postage ($0.01 per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office.

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

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
GUMPERTZ LEAVES RINGLING

Carl T. Hathaway Is Appointed General Manager of R-B Circus

Resignation of vice-president and general manager accepted at board reorganization meeting—to make six months' world tour after resting up at Sarasota.

NEW YORK, Dec. 11.—At a reorganization meeting of the board of directors of the Ringling Bros. and Barnum & Bailey Combined Circus held here Thursday, the resignation of R. W. Gumpertz, vice-president and general manager, was tendered and accepted, and he departed yesterday for Sarasota, Fla., where Gumpertz assumed direction of the Ringling Bros. and Barnum & Bailey Combined Circus in November. He intends to take a much-needed rest for several months in Sarasota and early next April, with his wife and Mr. and Mrs. Harley Creme, make a six months' trip around the world. Carl T. Hathaway succeeds Mr. Gumpertz as general manager of the Ringling-Barnum Circus. It was officially announced by John North, a new vice-president and director of the board. Complete résumés of officers and board members will be found on page 3 of this issue.

Hathaway is to use his own words, "Ringling Bros. and Barnum & Bailey, from the Mund House of the JIOC, took opportunity to adopt the program of the One-Ring Show as their own, as it was to be the choice of the five famous brothers when in 1920 they decided to select a man from the executive staff to enter.

In recent years he has had two units playing Midwest fairs.

Bible To Launch One-Ring Show

CANTON, O., Dec. 11.—A one-ring circus, motorized, bearing tile of Bible Bros. will be launched next spring, O. R. Bible, now on tour with his indoor unit, informed the press yesterday or a representation here. "It will not be a pretentious show, but a compact one-ring show that will appeal to small-town folks," he said.

In recent years he has had two units playing Midwest fairs.

Nation-Wide Radio Tribute To Dex Fellows

NEW YORK, Dec. 11.—Circus folk and fans and friends of the late Dexter W. Pelows will listen next week to a nation-wide tribute to the memory of the press agent, who passed away last month in Shamee, Miss. With Edward D. Hill, one of Pelows' intimates, arranging and presiding over the program, broadcast will be heard over the WABC-Columbia Broadcasting System network from the Grand Ballroom of the Commodore December 14 from 4 to 6 p.m., Eastern Standard Time.

Broadcast will be a portion of a memorial service conducted by the Baltic Pella Tent of the Circus Saints and Singers Club. Hill will read H. J. Phillips' reminiscences of Pelows, Thoren Crayn, Alva Johnston and Stanley Uatter, outstanding figures in journalism, will speak briefly. Philip Dow will sing, "S goodbye, and incidental music will round out the service.

1937 Circus Season in Review

IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features Will Appear in

The Billboard Holiday

Greetings Number

Dated January 1

CIRCUSES

Conducted by CHARLES WIRTH—Communications to 23 Opera Place, Cincinnati, O. December 16, 1937

Circus, Billers' Alliance

Agreement for 1938-'39

President Leo Abernathy of IAB&B states salaries increased and working conditions bettered—all rail shows represented but no motorized organizations.

DETROIT, Dec. 11.—Relations of the Alliance to rail shows at Detroit were determined for the 1938 season in important meetings held here Monday and Tuesday at Tuller Hotel. Typical of the good will prevailing on both sides was the designation of President Leo Abernathy to give an official statement to The Billboard by the circus representatives. The meetings made it clear how our banded conditions of work and received Meetings were very harmonious as a whole.

"Good lock, Carl," With these words Sam W. Gumpertz (right) turned over the managerial reins of Ringling Bros. and Barnum & Bailey Combined Circus to Carl T. Hathaway (left).

"GOOD LUCK, CARL," With these words Sam W. Gumpertz (right) turned over the managerial reins of Ringling Bros. and Barnum & Bailey Combined Circus to Carl T. Hathaway (left).

Show May Use Old Grounds at Syracuse

SYRACUSE, Dec. 11.—Should circuses which make stops here with return to the original site in Lemoyne Park, it is possible available land will be ready next year as result of a WPA project for reconditioning remainder of city's land adjoining the municipal stadium.

The circus lot which had been used for many years was last when baseball park was laid out and since then big tops have pitched their tents on McCurty's Island, south of Newell street and on bank of Cranberry Creek.

Only hitch in use of park by a circus is an agreement that the land would not be rented to a circus on any day a scheduled ball game is to be played. It was doubted by city officials if this would interfere to any extent, as baseball management probably would be willing to postpone a game on circus day.

Brassil R-B Car Manager

CHICAGO, Dec. 11.—On the eve of his departure for Hot Springs, Arthur Hopper, director of outdoor advertising for Ringling Bros. and Barnum & Bailey Circus, announced that John J. Brassil will be manager of No. 1 advertising car for 1938 season.

3 Smaller Show for Haag Bros.; Regular Tour Ends at Ruston, La.

MONROE, La., Dec. 11.—Manager Roy Haag of Haag Bros. Circus, who recently closed his regular season at Ruston, La., will take out a smaller show to open December 15 for nine-weeks tour.

Show opened at Lafayette, La., April 15, was out 33 weeks and had a good season. Brinie Fowler was general agent. Winter quarters have been established here, inside city limits, thru cooperation of O. B. Waif, manager of Marion Hotel, and Chamber of Commerce.

Work has been started at quarters rebuilding, repainting and overhauling equipment. Several new trucks will be added and possibly a chair grand stand for 1938 season.

ALEXANDRIA, La., Dec. 11.—Haag Bros. Circus played here for benefit of the Daily Times Faith and Toy Fund show being well received. Hunter Jarreau, manager of the daily, is well known to showfolk.

"GOOD LUCK, CARL," With these words Sam W. Gumpertz (right) turned over the managerial reins of Ringling Bros. and Barnum & Bailey Combined Circus to Carl T. Hathaway (left).
Talent Stranded
By Vaudecircus

CINCINNATI, Dec. 11.—A letter to The
Billboard signed by several performers
who have been booked with the show called
"Circus" says they were left stranded at
Gary, Ind., recently, after playing at
Muncie, Ind.; Burlington, Iowa; Phoenix,
Ind.; Princeton, Ind.; Columbus, Ind.; Richmond,
Ind.; Peru, Ind. All those suspects of the
Moose: Kokomo, Ind., American Legion: Logansport,
Muncie, and Gary, Labor's Democratic
Club.

Names of promoters of the show are
given as Ray Zimmerman, George Wise,
J. P. Henry, all claimed to be of Columbus.
O. Show carried a five-hour program, and tour
was in May. Letter was signed by Moeller
Triple (magic act), Oscar Gile (rope acrobats),
Robert L. Clem Beeg, Lorraine Y. Veech
(magic act), Don and Myrtle (music act),
Vernon Groce (emcee) and the Frank Barrett
 Trio (ventriloquists). Others whose signatures
appeared on the letter were Ray Smith, financier; James
Orr, treasurer; J. A. Greenwood, chairman of board; John W.
King, secretary, and all officials of Labor's Democratic
Club.

Staff Being Lined
Up by Paul Lewis

JACKSON, Mich., Dec. 11.—Paul
Lewis Brown, while in Chicago last week made several
conversations with Chicagoans who are
C. B. Primrose, general agent;
Harry A. Proctor, press agent; messenger programme;
Louis Watson, ticket
men: H. Pitter, front door; Lee Daniels, stage
manager; Don Burns, superinten
tdent; Leo English, mackerel foreman;
Dorothy Pollock, box office; Grace
Morgan, secretary; William T. Robinson,
director; William Tingley, purchase
agent; Wilma Alpers, office; Fred
Summar, chief mechanic; Mrs. Sum
Mar, door snakes in Side
Wade, chief electrician; George F. Will,
carpenter; Alex Hopkins, ring stoke; Bob
Koehler, animal dogs; Arthur Bennett,
manager: Charles Ogard, messenger; Sam
Brown, Frank Cooper, masseur.

Lewis recently was in the north woods and during the
season did not miss a buck.

Allen Lester Confers
With Roland Butler

SARASOTA, Fla., Dec. 11.—Allen Lester,
contracting and press agent for Ringling-Barnum Circus, left last
week for his winter home at Sarasota,
spending 10 days at quarters here.
During his stay he confered daily with
donald Butler, general press secretary,
familiarizing himself with new
acts and planning his route.
In addition to his work Lester will double as
ringmaster, assisting in the
gap left by death of Dexter Fellers.
A bilt returns to quarters during the
winter to assist Butler and Frank
Bradley, who will share the
freight hore in preparation for spring opening.

Pavement next to that of Mrs. Ruby Rush
Foster of Chicago, for her bones at
the meeting on page 99.

C. A. Klein Has Unit
Playing Under Auspices

DENISON, O., Dec. 11.—Most
ambitious effort yet of C. A. Klein is in
a unit playing under auspices with
Eastern Ohio, Western Pennsylvania and
West Virginia. Performance runs one hour and 20 minutes. Unit is moving by motor and equipment from one
place to another as indicated on page 58.

Mighty Haag Circus was enlarged to
two rings at Gadsden, Ala., where good
business brought the decision to extend season well into
March. Mor enlarge, formerly of Golman Bros. Circus,
joined Haag show at Gadsden. . . . Christy Bros. Circus closed prematurely November
25 in Louisiana, losing several
business. . . . Floyd and Howard King, owners of Portland Circus, purchased
"Mama," large female elephant, from
Mugny, Howera & Balkoff.

Sparks Circus arrived in Macon, Ga.,
at its quarters in Central City Park
November 30. John Singling purchased
Sarasota's (Fla.) entire municipal bond
barn and cut the cake for a concrete pier at front of Main street
All the week we waited, Ed Bransome
was contracted as general agent for
Great Patterson Circus for 1928.

Thurber Circus added two new trucks
at its quarters in Sioux City, la. . . .
Two of the largest elephants ever
were put up for auction in moving pictures at Havana
Dec. 10.

Walter Morrison, billposter, was ill in
Fifty Hospital, St. Louis. . . . Harry J.
Malden left for San Antonio, Texas, with the
Outdoor Advertising Company.

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**SOUTH KANSAS**

**MINFORD H. SMITH**

**ECHThlining Co.**

**CENTRAL SHOW PRINTING CO.**

**MASON CITY, IOWA**

**SHOW PRINTING**

We print the LARGEST CIRCUSES and CARNIVALS IN AMERICA with all special material desired.

**TENT SHOW HEADQUARTERS; DATES, POST.
LOW PRICES - PROMPT SHIPMENTS**

CENTRAL SHOW PRINTING CO.

**MASON CITY, IOWA**

**SHO-KANSAS**

MILFORD H. SMITH

ECHThlining Co.

Alton-Springfield-Dctaul.

(Phone) 3351 900 East Adams.

CIRCUS ACTS WANTED

This is the absolute last for indoor circus playing.

Buck Inc., Bros, Inc., Looney Bros, Ine., Ine. To all.

Valleu & Williams, South Dakota. Hamburgh, Iowa. C. A. Klein, Blairstown, N.J.

In-Door Circus. P.O. Box 250, Jerseyville, Ill.

In-Door C. A. Klein, Blairstown, N.J.

In-Door Circus. P.O. Box 250, Jerseyville, Ill.

RINGER BROS. & BARNUM & BAILEY

Greatest Show on Earth

**NOW READY YOUR COPY OF THE NEW**

**USED TENT LIST**

MANY BARNS HAVE THEM FOR YOU.

WRITE - PHONE - BAKER - LOCKWOOD

17TH AND CENTER, KANSAS CITY, Mo.

AMERICA'S BIG TENT HOUSE

Eastern Representative - A. L. Campbell

152 West 42nd St., New York City, N. Y.

**TROPPERS!**

Your electrical equipment becomes like a real stepper if it's universal. It's the
choice of showmen of every description, light in weight, easy to handle,

die from 10 to 30,000 bulbs.

**UNIVERSAL MOTOR CO.**

635 W. 34th St., New York City

**DRIVER BRAND TENTS AND BANNERS**

O. E. HILL TENTS & AWNING CO.

4611 North Clark Street.

CHICAGO, ILL.

**SHOW COVERS**

For your protection, our new USLMP brand Tent Covers are the talk of the show world. Before you buy anything made of canvas, inspect the
的质量. Top quality, long lasting. Send for samples.

**WAFA FEDERAL THEATRE**

Presents Its 3 RING CIRCUS

**JAPINO**

Featuring

Barclay Lapham.

Now, December 11. . . .

**SPANGLES**

JEWELS, TRIMMINGS, ACCESSORIES

M a Complete Assortment of the Latest Styles.

**DAZIAN'S, Inc.**

4141 W. 47th Street, New York City; Chicago, III.
VANDERBILT BROS. Circuit closed season at St. Louis, Mo., December 3, due to the death of its owner, Mr. H. B. Vanderbui. New manager is Mr. W. W. Bown.

HOBSON INGRAM, trainer, and wife are vescig to Sarasota, Fla., and report finding fine.

JUDY BULLOCK, trainer of the Barnstable, has completed his training program and will return to his home in Chicago.

UPPER DOWN Everett Cornell is said to be only one since Baldwin Long to go up and down the track in 12 starts while balancing on his head.

J. E. STARR, manager of the Staats Bros. Circuit, has undertaken the task of organizing the show. It has returned to New York City from Bloomington, III., farm.

CRAY PUGH, bass drummer, is in his element in the Staats Bros. Circuit. He is often seen playing at Miami Beach on glass-bottom boat, the Sea Garden, as lecturer and captain.

C. C. SMITH has been playing schools and Grade A shows at Rapid City, S.D., and reports for an Italian unit. Business has not been good owing to low price of cotton.

STAN BROWN, manager of the Staats Bros. Circuit, is the original Dog and Monkey act. With his dog, Casper, he is a patient at U.S. Veterans Hospital, Indianapolis.

MABEL STARK, who has been in San Francisco for the past two months, will return to Montecillo, Calif. Will go on air over WNYC November 24 for Union Oil Company in Chicago.

DANNY ROBB STEWART, who recently closed four weeks with Roy Rogers, will enter a new phase of his career with a new show Florida. He turned a sensational act and quickly obtained acclaim and they who haven't received their share as yet will get them in a few days.

ORIGINAL FLYING VALENTINES, managed by Roy G. and Fredro, closed after a successful run to the Hamlet, N.C., Circuit. The show was closed at Hamlet-Morten Shrine Circus, which is the largest show in the South, and the first to open the season. The show is made up of three brothers and a sister-in-law.

LAWRENCE CROSS and Ralph Griffiths, the stars of the show, go into a long train journey to northern Canada, where they are to appear in the winter months.

WILLIAM J. ANKELL, the manager of the Syd Enterprises, reports that the show is doing well and that he is planning to take it on the road in the spring.

WILLIAM E. ANERR, son of the late W. E. Anderson, has taken over management of the show and is now preparing for the spring season.

AUBREY PERKINS, manager of the show, has returned to the show after a long illness.

NOTES FROM READING, Pa.: A few days after the show left Reading, the barn was set on fire by an unknown person.

W. J. OAKLEY attended Miami, Fla., Air Show, also visited Flugd Park. The show is now moving to Saratoga, where it will remain for the summer.

WILLIAM B. ANER, of Evansville, Wis., and Justus Edwards, of Cincinnati, Ohio, held a large dinner in the East for the benefit of the Evansville Band. The dinner was held at the Hotel Statler and was attended by many prominent citizens of the city.
Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

OPENING of Utica (N.Y.) Rollerdrone on November 10 with capacity business on the first night and at following nights. Mr. W. J. Englund managed the rink. He had a new floor and painted and decorated the modern brick building. Rink located on Upper Liberty Street, under William Eastman, for 2 years on operator of rinks, and it is one of the three in the city.

Good business, except on a few cold days, is reported by Dale Brooking, manager of the Shepherd portable roller rink, from Helena, Ark.

DUKE and his Fying Aces finished an engagement in Blue Crystal night club, Girard, O., reported Harvey (Duke) Hunter, who has resumed swingg after a leg injury in the act, which also includes Johnny Ellis and Arlene Thompson.

A RECENT caller at the plant of the Chicago Roller Skate Company, L. W. Jensen, Bay City (Mich.) Roller rink, reported, in his first week of business, his rink and prospects of big business on the holidays.

First annual banquet of Bay City Roller Skating Club in the Republic Hotel was attended by more than 40 members. Mrs. Peter Peterson, secretary, was in charge of arrangements. A drive for additional members was outlined.

SKATELAND Rink, near Geneva, O., has been leased by C. I. Main, reports Lou Stone, to Francis Mille, with requirements in addition to November 15, for lowering enlarging and redecorating of the building.

AN ADDER member has joined Juanita La Benen and her G&H Champion Skaters, she reported from the Rosy Theater. She is making an engagement at which the act will play in her hometown, the Paramount Theater. She reports a year's contract with RCO. Under management of Ben Epstein, the act now comprises La Benen, Juanita La Benen, and Artie Ebright.

QUALITY

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Established 1884.
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The Best Skate Today.

NOW USING
Ice Skating Acts with Hockey Games Every Week.

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Hershey, Pa.

ICE SKATES WANTED
FOR HOTELS, CAFES AND THEATRES.

WRITE OR WIRE:
S. B. BACCO
1102 North State Street, Chicago.

-December 15, 1937

The Billboard 41

R I CHARD O BA U.BEARING SKATE CO .

In his 24th week as owner and directing his roller-skating act, Ed (Eugie) Rau, endurance roller skater, reported big receipts in the Central State Arena, A. J. N., and that he will try a 24-hour marathoon in Mahlen, Pa., November 13 and 14. M. Shannadon, Pa., on December 15. Rau also reports the 7th annual Artie Ebright, British, England, long distance amateur endurance skater, for a contest in Bay Bar Rink, London, in April.

NORTHWOOD (O.) Roller Club celebrated its 1st anniversary October 26, with special entertainment. Organized in 1931 by Waldo N. Young, this skating club with 130 members in Greater Cincinnati with a skating rink in the old Northwood High School building. Games, prizes, cake and entertainment were on the program, with the Big Band which has performed at Northwood's inaugural event on skates. Rickey, A. F. and C. B. Russell, former mayor of Northwood, were on hand for the occasion, and stories now of the Cincinnati roller-skating speed championship races on December 14. The event, sponsored by the Cincinnati Roller Skating Rink Operators' Association, was the United States National Championships of which assisted J.H. Bartlett's Amateur Athletic Union officials. Northwood Rink skate tempo orchestra, directed from the organ by Retna Hendrickson, with novel arrangements by a Trumpet Trio, is being well received.

A NEW roller rink under construction in Meyers Lake Park, Canton, O., is being rushed to completion for a planned ballroom opening. Delay in obtaining the roof is responsible for retarded progress, according to Carl Sine, son of the operator. Officials of the park company informed the canton where a series of things are in operation to get ideas for the new rink.

WILLIAM SEPFERO, of Rollerdrone in Utica, N. Y., has just completed the first stage of the new home for his rink. Sepeffo, a former professional, is responsible for the 2nd stage of the project, which is expected to be completed early in next month. The Officials of the Rollerdrone Rink Operators' Association have designated Utica's new facility as the 22nd in the United States for the city.
Hamid Acts On Fair Plan

Satisfactory understanding on N. Y. set-up is aim of new president of AREA

NEW YORK Dec. 11.—George A. Hamid, George A. Hamid, Inc., New York, speaking as new president of the American Recreational Equipment Association, this week announced that appointment of committees and laying out of 1937 calendar of business would be forthcoming in the near future, possibly before first of the year.

Two primary functions of the organization, however, have already been taken care of, he said, and activity along those lines is under way. Major objective of AREA, to work out favorable general conditions as well as equitable contracts for concessionaires at the New York World’s Fair of 1933, got under way this week, President Hamid conferred with George P. Smith Jr., of the World’s Fair, on Wednesday and hopes to bring fair officials and prospective sides, show and attraction operators to a satisfactory understanding within the next few days.

Better Conditions Desired

Mr. Hamid is working with the same committee that represented AREA at the fair, 1933, but has indicated that (see HAMID ACTS on page 44)

A. C. Newspaper Men Want City Press Bureau Opened

ATLANTIC CITY, Dec. 11.—Taking the lead offered by amusement men in strategically important city, the Atlantic City Press Club this week adopted a resolution requesting the city to reopen the closed publicity bureau and start it moving by January 1 and citing loss of prestige to the resort as well as loss of money to hotels and amusement interests.

The club, composed of leading newspaper men and publishers of the county, also is seeking representation on the general advertising and publicity board of the city, an effort to keep Christmas lights and other such articles in place in the city, and a point that has grown toward newspaper publicity. President Joseph Blanch will appoint a committee of three to confer with city officials.

NAAPPB ’37 Annual Conclave

As Seen By President Baker

Moses Idea Stirs Beach

Rockaway faces a radical change with 60% of amusement colony scrapped

NEW YORK, Dec. 11.—“Never before in the history of the National Association of Amusement Parks, Pools and Beaches was there such a diversified program of activities and a display of new and ingenious devices as witnessed at this year’s annual meeting of the association, which, as in the past several years, was in the Hotel Sherman, Chicago,” declared Harry G. Baker, New York, president of the NAAPPB. “From the opening of the exhibition hall Monday morning, November 29, to the banquet and dance Thursday evening, December 2, the hours were packed with a seemingly endless round of events that were of interest to everyone.

“The primary purpose of all conventions is the opportunity afforded those attending to kind themselves more strongly towards a common cause, profit from experiences of fellow colleagues thru contacts made possible by this grouping and to renew old or make new acquaintances and friends.

“And what an opportunity was presented, thanks to a program committee who did their job in a superb manner, in the preparation of the program session. Careful thought was given by them in selection of speakers who could be counted on to give discourses on topics of timely interest and their efforts were definitely rewarded by larger attendance than ever before at all meetings.

“Tuesday’s program session was devoted to a general line of subjects including the president’s address, a report on the successfully operating insurance plan and the executive meeting Wednesday’s session covered many topics of universal interest to park, pool and beach operators. Thursday’s session was mostly devoted to topics on pool and (see NAAPPB ’37 on page 44)

Home Likely For Museum

Committee named to negotiate with N. Y. Fair for a permanent institution

NEW YORK Dec. 11.—That the American Museum of Public Recreation is due for brighter and more glorious days because apparent last week in Chicago when officers and trustees of the organization met in the Hotel Sherman in conjunction with the annual convention of the National Association of Amusement Parks, Pools and Beaches and allied groups. New officers were elected, new trustees selected and a general "new deal," so to speak, went into effect.

AMIPR was organized several years ago for the purpose of perpetuating the history of the amusement business. It (see HOME LIKELY on page 44)

S. F. Playland In Fix-Up Drive

SAN FRANCISCO, Dec. 11.—Playland-at-the-Beach will join in the city-wide "Fix-Up-for-the-Fair" campaign. George K. Whitney, owner, announced. Plans have been made to repave the midway and boardwalk which faces the beach. Remodeling of some of the buildings will begin after first of the year, Mr. (see S. F. PLAYLAND on page 44)

1937 Park Season in Review

IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features

The Billboard Holiday Greetings Number

Dated January 1

BANQUET OF THE NATIONAL ASSOCIATION of Amusement Parks, Pools and Beaches in Bal Tabarin of the Hotel Sherman, Chicago, at conclusion of the 19th annual meeting, on night of December 2.
The Pool Whirl

By NAT A. TOR
(All column material, Tor, care of New York Office, The Billboard)

Semi-Municipal

One of the most interesting talks attended at the recent convention of the National Association of Amusements Parks, Pools and Beaches in Chicago was by Mr. James C. Montgomery, University City, Mo., who presented the municipal pool as a public service from the viewpoint of a city official.

He started off, in a kidding vein, saying that he asked for police protection from the moral consequences of such matters as pool regulations, and he would consent to realizing that there were municipal problems with appropriate warnings. He said that Ozark had been hurt by city and government demands for tapers, and subsequently, these cases of close competition are isolated ones. He felt the contempt of New York pool men cynically smiling at themselves.

However, he went on to say that it didn't have to come from within from public parts of the country and so his remarks pertained only to conditions in and around St. Louis. Municipal Pool Man Montgomery told his audience to "listen to me and listeners when he said, "There is no justification for the ever-increasing swimming pool in close proximity of an existing commercial tank, except to the point of sickness and the boards and authorities established to recommend, advise and act as for the community. I am sure that all municipal pool men would consider the investment of the commercial pool before recommending the municipal pool close by. However, if the commercial pool was a business of modern pools in regard to sanitation and so forth, there would be some justification.

To all of which he heartily agrees, for I think he is right in pointing out that the necessity for many mechanical pool problems of the community, and that these questions which are currently being debated for commercial pools, should be doing some rehabilitation to the municipal pool, as Mr. Montgomery continued: "I personally feel that the municipal pool and the municipal pool man are pretty good, and either he or they are both in a small community, i.e., we should have enough people to support both, there is very little of what you might call competition.

He billed municipal that admits children indiscriminately without charge, and he admitted that his own tank in the city of St. Louis, aged about 16 to 18 years old and fully staffed, are speedily coming up to their rate on admission charges which the like, and then he stated that he felt that all the municipal pool was offering more than the commercial pools gave, a better experience and a better way.

The true municipal pool side of the controversy was shown when he attempted to justify free swimming offered by his pool and stating that in the long run they were really helpful to the commercial pool man. Along this line he pointed out that his tank was helping to broaden the interest of the art of swimming and that when they grew up and got jobs they all would return to the commercial tank.

On the point of the commercial pool, he said that he would disagree with Mr. Montgomery. He went back to the old argument that commercial pools had the biggest advantages, and he says he didn't think that private owned tanks can benefit the community by free swimming given by the pool.

The thought just occurred to me as to why commercial pool owners try to build swimming pools to offer free admission, don't they? And then the other side of the story is that these people are not the only ones who believe in swimming pools, and they have called semi-private tanks, partially subsidized by the government. And in this way the municipal pool can be left completely out of the cold. This is one thing that can only be done with private tanks that were modern in every sense of the word.

The ability to step into the background and recuperate from a recent illness.

LONG BEACH: City is beginning to feel a little bit pricked, what with State underwriting, or planning to underwrite, costs for improving beaches over the entire length of Long Island, with local territory being left pretty much untouched. Beaches, like the latter, that are prosperous, have caused it to edge out in front in several respects.

Atlantic City

By W.H. MEAHON

ATLANTIC CITY, Dec. 11.-Boardwalk crows were on the job this week keeping the wooden way free of snow. Festival of Lights, which yearly draws good crowds, goes much under way and men are hoping for the best. As predicted in three columns away this week ago, all Boardwalk houses closed for supper hour.

About 400 were in the ballroom of the Auditorium on Monday for Confection Day exercises, which followed a parade and town on the circus in the business section. A new theater group got its under way under Edwin Burrow Ette. Barbra Babb put on a good show there last week, and she said she would have a better show. I. Perlin of the Colonial Theater returned from his sanatorium, where he said he was last. Eddie Lambert started in Edie Sibley's the second act. They all proved a good draw, it being an excellent prelude to the planning's of week's end venue here.

Old Chester Site Is Sold

CINCINNATI, Dec. 11.—Ascents of Chester, Inc., New York City, have sold the property of the old Chester site for $800,000. Sale being approved by Judge Hoffman in Common Pleas Court. The property includes former Chester Park site, an old car factory plant and beachfront property. Chester Park pool is all that remains of the former amusement park. Buyer did not say for what purpose the property was purchased. Fischer & Gemma Company has been doing an excellent job in the market for some of the land.

BRIDGEPORT, Conn.—City of Bridgeport will offer a remodeled Pleasure Beach Park, at a summer with an additional section, to contain thole equipped with roofed awnings, being restored from the past, for $10,000, once the property is under contract to take over the property. A new highway will be built connecting with new section. All the other sections will be remodeled and connections added. Buildings are being painted and dance hall being re-created. The bridge is being reconditioned.

PORTLAND, Ore.—Arrangements have been made for installation of a new swimming pool. Larger and larger pools in the city are making the under 15 per cent more interesting to visitors, said George C. Gobin, manager of Oregon 2 CAROUSELS, FOR SALE AT GREAT SACRIFICE

Must Be Sold on Account of Death

1-48 ft. in diameter, 12 Horse Jumping, 18 Sections, 3-Abreast Carousel with 2 Organists

45 ft. in diameter, 16 Sections, 3-Abreast Jumping Horse Carousel with 2 Organists

Address STEIN & GOLDSTEIN, 122 Yan Buren St., Brooklyn, New York.

Auto-SKOOTER- Water

SHOWMEN

GET THE RIDES THAT PAY YOU

BIG D kinky

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES

PARKS-RECREATION-SPECTACULAR CARNIVALS

W.F. MANOELS CO., Coney Island, N.Y.
American Recreational Equipment Association

By R. S. UZELL

How can we express the enthusiasm generated by the seminar on the American Recreational Equipment Association's theme of "The Future of Recreation," held at the Sheraton Hotel in New York City on November 28? It was not just another convention. It marked the end of an era and the beginning of another.

The seminar was a meeting of minds, a gathering of thought leaders in the outdoor recreation industry. It was a place where old friends met and new ones were made, where ideas were exchanged, and where the future was envisioned.

The seminar was held in the midst of a global pandemic, which had forced the outdoor recreation industry to adapt and innovate. The seminar was a testament to the resilience of the industry and the determination of its members to move forward.

One of the highlights of the seminar was the keynote speech by Dr. Jane Goodall, the renowned primatologist and conservationist. Dr. Goodall spoke about the importance of preserving the natural world and ensuring that future generations can enjoy it. Her words were a powerful reminder of the responsibility we all have to protect the environment.

Another highlight was the panel discussion on the future of outdoor recreation. The panelists included industry leaders and experts, who provided insights into the challenges and opportunities that lie ahead. The panel discussion was a rich source of information and inspiration.

The seminar was a success, and the attendees left with a sense of hope and optimism. They were inspired by the ideas and solutions presented, and they were ready to face the challenges of the future.

The seminar was a fitting end to a year of uncertainty and difficulty, and a promising start to a brighter future. The outdoor recreation industry is poised for growth, and the seminar was a testament to the enduring appeal of the great outdoors.
Fairs Led Great Industry Out of Perilous Times

A recent statement from the Arkansas Power and Light Company, which supplies energy to the Fairgrounds, has emphasized the importance of the fair in promoting economic growth and development.

TEXAS-OKLAHOMA, Sept. 11-Employers and workers at the Fairgrounds have agreed to negotiate a new contract for the upcoming fair season.

Nearby communities have also expressed interest in hosting similar events to boost local economies.

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IOWA MEET LIVELY

Nearly Half of Hawkeye Annuals in Red Thru Rain, Report Shows

But season as a whole is considered successful by managers in Des Moines sessions—Bains is new president—exhibitors, 4-H Clubs and amateurs get attention

DES MOINES, Dec. 11—Exhibitors, 4-H Clubs and amateurs came in for a large share of attention at a lively and well-attended meeting, 30th annual of the Fair Managers' Association of Iowa here on Monday and Tuesday. Most of the 750 members of the State were represented in a well-balanced program. Iowa fairs were unfortunate in encountering much rain during 1937 and this resulted in many of them operating at a loss. According to a deficit of at least $600 each and 30 showed

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Paris Expo for '38

Is Still Uncertainty

PARIS, Dec. 5-French Senate and Chamber of Deputies have not yet approved the proposal to revive the Paris International Exposition next year, and apparently are in no hurry to do so. Arguments and showmen, left to their own devices, are unable to secure any reliable indications as to future of the fair or the Paris Exposition sector, so it will depend on whether to tear down or to sit tight.

Paris drew 224,812 visitors, bringing total above 31,000,000. It is estimated that 60,000 Americans, 1,200,000 Britons, 60,000 Germans, 70,000 Belgians, 60,000 Dutchmen, 35,000 Australians and 27,000 Scandinavians visited the exposition.

Cost of putting on the fair was $45,000,000 for France, $15,000,000 for France for 1938, and $4,000,000 for France for 1939. Several new competitive buildings will remain as museums or art galleries.

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Okla. Bond Plan Beaten

Taxpayers reject proposed issue for new fair plant—Golden Saga called off

OKLAHOMA CITY, Dec. 11—Prospects for a new location and plant for Oklahoma State Fair and Exposition here were cancelled for the current year when voters vetoed a bond issue for $1,343,000 on December 6. It was passed, but questions on a ballot, all of which failed to carry a majority.

Visitors credited the fact that only taxpayers could vote with defeat of the bond issue. It will be voted by a majority only by those who have passed a bond issue for the fair bond issue in the 12,000 votes cast.

Also defeated for the present are the $23,000,000 State funds set aside during the term of the Legislature but available only if the city bond issue had carried. (See OKLA. BOND on page 40)

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Whisper Is That N. Y. W. F. Is About Ready for Concession Biz

NEW YORK, Dec. 11—Alto definate commitments have not been forthcoming from the Federal Government for the 1938 fair. The proposed site will be taken as a point of departure, but it is expected, according to reliable sources, that the concession department of the New York World's Fair of 1933 will begin shortly assigning space and entering contracts on a large scale with prospective participants. Following announcement last week that the midway section will be divided into 12 zones, each individual in artistic pattern, etc., is understood that concession department is about ready to do 40 business.

Atto engineers and contractors are possibly quietest smiling at his estimator, the man who has been putting up the skeletal framework of the fair to date the only automobile manufacturer interested in a contract with the exposition this week signed for 298,718 square feet, largest single commercial contract signed by the fair so far. Details of the project were not made known.

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Pine Belt Circuit Has Good Reports

GRAND RAPIDS, Minn., Dec. 11—All fairs in the Pine Belt Circuit in 1937 had fair or better attendance. It was reported at the annual meeting here, said Secretary Wm. E. Murry, secretary of Waseca Fair. Waseca Fair broke all records with attendance of 10,000.

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Board of Tennessee State Awards Contracts for 1938

NASHVILLE, Dec. 11—Commissioners of the Agricultural Building and Auditorium, for contracts for 1938 with the Royal American Shows for midway; George A. Hamil, Inc., for vacant lot; Ohio Electric Fireworks Company and Racing Corporation, and New Jersey, for races on closing day. John A. Sloan signed the last contract.

Free acts by Hamil will include Sensational Stereotyped, Houghton's Equine Combination Rides and the all-star animal act. Members of the board attending the convention include Wm. W. Bridges, chairman; James A. Gray, W. C. Clark, Jr., and C. N. McReynolds, and J. Wallace, accompanied by Manager Phil C. Harrold, are on the program for the regular meeting.

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Powell to Cuba for Teter

NEW YORK, Dec. 11—J. Powell, personal manager of Lucky Teter, owner of The Billboard, will head this city for Havana, Cuba, on December 7. Mr. teter is expected to arrive there on December 9, where he will make his headquarters.

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1937 Fair Season in Review

IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR

These and Other Features Will Appear in

The Billboard Holiday Greetings Number

Dated January 1
Fair Elections

RUTLAND, Vt—Rutland Agricultural Association, sponsor of Rutland Fair, re-elected Will I. Davis, president, and Carleton Wilson and Stephen Dorsey, trustees.

OISHOER, Wis.—James Welter, A. F. Schroeder, Taylor G. Brown and Carl Puglise were re-elected president, vice-president, secretary and treasurer, respectively, of Wiesau County Fair Association. Concessions and midway grossed $62,000 at the fair, an all-time record, it was reported.

RUTHERFORDTON, N. C.—Rutherford County Fair elected L. C. Price president; W. W. Dorsey, vice-president; F. E. Patton, secretary; Mrs. Viola C. Dobbin, assistant secretary; and W. Nance, treasurer.

PLYMOUTH, Wis.—Homer Melvin was elected president of Shawano County Agricultural Association, succeeding Ed Mathisen; Otto Geenenhainer, Emil Tittel, vice-presidents; W. H. Erdige, secretary, and Henry Ott, treasurer. It was voted to raise grand stand admission to $20, 35 and 45 cents.

VIROQUA, Wis.—F. M. Minshill and Fred Rogers were re-elected president and secretary of Viroqua County Fair Association; Rudolph Nusted, Jesse Sander, and A. J. Beat, treasurer. Total receipts for the fair amounted to $11,399.50, a 9-4 Club building will be erected in the spring.

HARRSFORD, Mich.—Don F. Cochrane was elected president of Van Buren County Fair Association; F. E. Dow, vice-president; Paul R. Richter, secretary, and Charles H. B. Tait, treasurer. Receipts of the fair totalled $2,571.77. Expenses amounted to $1,674.51, leaving a balance of $896.56.

ELMIRA, N. Y.—Chemung County Fair Society elected Marvin Oclott Jr, president; Frank Wither, vice-president; W. H. Hardeman, treasurer, J. E. Williamson, secretary. The 1937 fair was reported the greatest in the history of the county, 1910 records for day and night attendance being broken.

MARNE, Mich.—H. Fred Olmstead was elected president of Zilwaukee-Kent Fair Association; George K. Herman, vice-president; D. H. Rader, treasurer; Harvey Walcott, secretary. Attendance and receipts for the fair were larger than ever.

YAZOO CITY, Miss.—F. H. Jenne was re-elected president of Yazoo County Fair Association for his fourth term; Dr. J. T. Rait, vice-president; W. A. Steinfield, secretary-treasurer.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK AND EVERY WEEK

WHY GAMBLE? Why play hunches, long shots, so-called sure things? Why not be sure of yourself by dealing with the house known for its fair and square conduct? Don't depend on its devotion to the first point of the game? A Full House is in the cards for you with the "HAMIL INC. "attractions". Aces thrown in for good measure. We're right on deck with your requirements, and that's a straight tip.

BY GEORGE J. HAMIL, INC. "attractions" 1506 Broadway Building, New York City, N.Y.

Fair Grounds

ALEXANDRIA, La.—West Texas F. A. Fair of 1937 here has a small cash surplus and all departments will be enlarged for the 1938 annual, said Secretary-Manager T. N. Carwell.

STEELING, Colo.—Dates for 1938 Logan County Fair here have been set so that senior and junior fairs will be held at the same time, said Secretary M. V. Haines.

WADENA, Minn.—Whitney Murray, secretary of the Wadena County Fair Association, and secretary of Pine Belt Fair Circuit, following the annual meeting of the circuit in Grand Rapids, Minn., went on a visit to Niles, Calif.

RUTLAND, Vt.—Rutland Agricultural Association made profit of $19,906.00, after payment of all debts, $1,407 on the Rutland Fair, according to the treasurer's report at the 92nd annual meeting, Association has a balance on hand in excess of $60,000.

HAIRSDOUG, Ky.—Extra seating and re-location of the fair site were among efforts on the part of the county's overtures for a $5,000 appropriation have been met by a $2,500 fund voted by the board.

No Hamil Office in Chi

NEW YORK, Dec. 11—Spurting rumors persisted since last week's meeting of the International Association of Fairs and Expositions in Chicago, George A. Hamil, Eastern fair attraction broker, and operator, denied that he plans to open a branch office in Chicago in the near future or that he will break a long-established agreement with other fair bookers whereby he confines his operations and bookings to Eastern territory. He revealed, however, that he has agreed to send a portion of the grandstand attractions at several large Western fairs in the fall, but that in each case it merely a matter of supplying individual acts demanded by the fairs but not unsolicited by Western bookers.

Dairy Show Repeats in Ohio

COLUMBUS, O. Dec. 11.—The 1938 National Dairy Show will be held here again next, said Dr. W. T. Cross, manager of the convention bureau, Chamber of Commerce. The show committee meeting in Chicago in January will return to Columbus because of success of the 1937 show. More than 1,000 entries attended the event on the State fairgrounds, 40 were submitted by states in California, Illinois, Pennsylvania and several other states.

OKLA. BOND

(Continued from page 45)

ried and a possible federal appropriation has been sought on behalf of which is framed to protect the state from large-scale imports of dairy products. But the cost of the project is estimated at $2,000,000, plant, with a dairy, the home of the Golden Sire Fare Celebration planned by the Oklahoma Agricultural Commission.

"Plans for the Golden Sire Fare Celebration have been indefinitely postponed until early 1939, T. Hemphill, secretary-manager of the fair, "We will go ahead with the present location by the way, but it will be done by the way, but as far as I am concerned the 1939 celebration is out."

FAIRS LED GREAT

(Continued from page 45)

Frank H. Kingman, secretary of Brooklin Fair, will be toastmaster at the annual banquet of the Exposition at sessions of Massachusetts Agricultural Fair Association held at the Brooklyn Hotel, Boston, on January 29 and 30, Ralph E. Sloman, new president of the National Association of Fairs and Expositions and members of Wisconsin State Fair Association, will be leading out at the State fair, Ray Slattery will hear on editor interview public advertisements and readers have broken news according to editorial order.

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Fairings

ROSE ASKS FOR DISMISSAL OF FT. WORTH FIESTA SUIT

FORT WORTH, Tex., Dec. 11—It has been announced that Bobb & Associates, Inc., here, due to Billy Rose and his company, from Fort Worth Frontier Pioneers, had a legal battle of a plagiarnism suit brought by Margaret N. Dickey, Mrs. J. H. Oertling, by George T. Faller, of the law firm of Faller & Donnelly, said the case in the jury court of the federal court. She had been discredited in Federal Court by the judge at the first hearing.

Inulings in the case have been for Rose as a result of the suit. This week defendant filed a motion to strike the defendants answer and to have the case dismissed. A bill of complaint. Motion also included a prayer for judgment and the suit.

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IOWA MEET (Continued from page 45)

by secretary of Winterset County Fair.

HARRIS ON BUDGETING

With a large number of secretaries on hand and budgeting is the subject of the day, the annual meeting of the Iowa County Secretaries of Fair was opened by the introduction of the secretary of Winterset County, Mr. A. E. Harris. Former secretary of Nebraska State Fair and author of a History of the History of County Fairs.

Mr. Harris, an experienced fair executive, held forth on details of methods that have been used by various fair executive offices. He discussed a number of different methods that have been used and also discussed the importance of good records. Mr. Harris also mentioned the importance of the secretary as the heart of the fair executive office.

Mr. Harris also discussed the importance of good records and the necessity of keeping accurate records. He also mentioned the importance of the secretary as the heart of the fair executive office.

The meeting was well attended and the secretary was well received. Mr. Harris was one of the most outstanding secretaries in the state and his talk was received with much interest.

FAIR MEETINGS


Ohio State Fair Association of Fairs, January 5 to 7, Hotel Schroeder, Middletown, Ohio. Topka, George George, secretary, Beloit, Wisconsin.

State Association of Kansas Fairs, January 12 to 14, Hotel Johnson, Topeka, George George, secretary, Beloit, Wisconsin.

Ohio Fair Managers Association, January 13, The Field Club, Columbus, Mrs. D. R. Beth, executive secretary, Beloit, Wisconsin.

Minnesota Federation of County Fairs, January 14 and 15, Edward W. Remington, St. Paul, L. O. Jacob, secretary, Remington.

Association of Georgia Fairs, January 18 to 20, Richmond Hotel, Augusta, E. Ross Jordan, secretary.

Western Washington Association of Exhibitions, January 17 and 18, Royal Alexandra Hotel, Winfield, S. C. John, secretary, Royal Alexandra Hotel, Winfield, S. C.


Midwest Association of Fairs, January 20 and 21, Whitcomb Hotel, San Francisco, Teva Pease, secretary, San Francisco, Teva Pease, secretary.

Massachusetts Agricultural Fairs' Association, January 20 to 22, Berkshire Hotel, Amherst, C. J. Balderston, secretary, Amherst.

State Association of County Fairs, January 20 and 27, Hotel York, Charles W. Swoyer, secretary, York, Charles W. Swoyer, secretary.

Texas Association of Fairs, January 20, Adolphus Hotel, Dallas, C. D. Watson, secretary, Dallas.

SECRETARIES of associations should be careful of their dates, as irregularities are being made.

Beer Sales

Three men are charged in the question box. One related to sale of beer in Fort Worth in response to inquiries from the public about a report that a beer was sold in the city. Two other men related to the sale of beer in Fort Worth and the charge of alleged sale of beer in the city. They were charged with the sale of beer in the city. The men were charged with the sale of beer in the city.

Attractiveness

There was a large representation of women among the group of women at the fair. The majority of the women were from Iowa towns.

Audience

A group of women were present who had a talent for attracting attention. They were dressed in the latest fashions and were well received. They were introduced to the audience by Miss Williams, with a H. W. Marcellus as accompanist. The audience was charmed by their performance.

Advertising

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Eastern Showmen Determined To Have an Organization in Gotham

George A. Hamid reports $3,000 pledged—$2,000 now in bank—original sponsors are confident of success—all branches of outdoor business eligible to join.

NEW YORK, Dec. 11—Although the decision of the Board of Directors of the Showmen's League of America has not been received as yet, Eastern showmen are feeling confident this week that they are definitely on the way to the formation of an Eastern branch of the League. Getting together in Club A. White, general manager of Eastern showmen, the nation over convened for sundry purposes, a group of Eastern leaders in the outdoor medium made a decision to form a branch of the League in their headquarters in New York. A proposal was submitted to the officers in Chicago wherein the Eastern group expressed its desire to operate as a branch of the parent body. It has been clearly indicated, however, that in any case the club will be organized, provided it meets with proper reception on the part of Eastern eligible. A separate organization will be formed if the S.L.A. refuses its sanction.

George A. Hamid, one of the organizers, reported this week that during the Chicago meetings more than $3,000 was pledged by showmen numbering 100 of which is already deposited in a New York bank. Jack McEntyre, in the Chicago meeting, has been designated temporary treasurer. Dave R. Boyd has signed the charter and is also acting as treasurer to secure funds to operate this for funds at his parents, Park in Miami, Fla., where he has established his temporary office. Art Lewis, in Chicago, plans to offer a similar affair some time during February of the coming season. Hamid has already negotiated with hotel proprietors for club rooms and hotels for club space and room and revealed that one hotel, just off upper Times Square, has signed an agreement to give the safari this season. It is understood that it is the intention of several of the other hotels to go into this project.
MSA Will Have A Big Party

Michigan showroom present Master J. B. Berger to stage entertainment on Jan. 17

DETROIT, Dec. 11—At a meeting of the members of the Michigan Showmen's Association this week it was decided to hold its second annual entertain- ment and dinner at the Hotel De- troiter Monday evening, January 17.

This meeting was held in coincidence with the first day's gathering of the Michigan Association of Fairs and seating arrangement, in which the members of both associations came to the meeting, a large number of persons. Master J. B. Berger was present at the meeting to give the entertainment and ball committee for the show, in charge of J. B. Berger.

Bergler arrived from the conventions at Chicago with applications for the following to be voted on for membership in the Michigan Showmen's Association:


The furnishing andagle of this association was a very brilliant affair, but this coming event promises to be more brilliant than the coming entertainment and dance in that an orchestra will furnish the music for the floor show and dancing.

B. & V. Enterprise To Go Out Again

OAKFIELD, N. Y., Dec. 11—J. V. Van Vliet and the Van Vliet companies, a Minnesota, who forced the closing of the B. & V. Amusement Company on Saturday night, December 10, to December 15 and 3rd to December 19, and renewed the show on December 20, will return to the B. & V. Amusement Enterprise on Monday, December 11, for the last four days of the show. It is stated that the show will be on in the afternoon and morning, with the last show on Wednesday, December 13, at 10 p.m.

Most important carnivals of the month are those in December, 16: Lille, December 12 to January 16; Lyons, November 27 to January 2; New, December 5; Paris, December 5 to January 4; Brussels, December 3 to January 4; and Brussels, December 3 to January 4, and 5, respectively. The show will be on in the afternoon and morning, with the last show on Wednesday, December 13, at 10 p.m.

GARY, Ind., Dec. 11—W. M. Tucker, manager at the W. M. Tucker Shows, announced here this week that Robert Hallock has been engaged as general agent for season 1938.

Your Mail! Attention, Please!

The Billboard is being flooded with many letters of all branches of the profession of entertainment. It is a privilege for us to print in the LETTER LIST and send your postcard to the following: WRITE IT ON A POSTAL CARD NOW.

MAIL IT AT ONCE! Address The Billboard, Mail-Paying Department, 388 West 46th Street, Chicago, Ohio. It is a Sunday Today! MAIL IS VERY HEAVY!

...Smith's Shows Are...

SHOWFOLK ON VACATION in Honolulu, T. T. This week brought an addition to the roster of haunted homes, O. N. Crafts, Mrs. Roy E. Judson, Robert F. Johnson and Mrs. O. N. Crafts, of the Crafts carnivals, eastern enterprises.

Fairway Shows Have Good Season

YAKIMA, Wash., Dec. 11—Emil J. Zempich, up, Oregon, went to the Fairway Shows, and the great shows passed the city on their way to the seated city on their way to the...
**Midway Confab**

By THE MIXER

**WONDER WHAT became of Jack Lambert the catcher?** Mo Lambert, too.

L. C. (Ted) MILLER, the press agent, was in Philadelphia last week.

MAURIE REEL, WILLIAMS, agent for the McCollum Shows, reports that she is still in Kansas City, Mo.

C. L. FLYINGOOD, SHWERTS, cards from Leesburg, Fla., that he is doing advertising in Florida until after the holidays.

HENRY A. PAUL, formerly with the late W. H. Dentzel, the carousel maker, who is in business for himself in Philadelphia.

WALTER MILLER cards from New Orleans, La., and Mrs. Miller, who are wintering here. Read The Billboard each week.

SADIE GLEW says no no a loving up for my birthday but it had nothing to it—Little Few Clothes.

**MRS. GEORGE A. BALDWIN** letters from Dallas, Texas. "I wish to express my appreciation for messages of condolence received following the death of my husband, George A. Baldwin."

BOB IRVING cards from Syracuse, N. Y.: "Toem Irving, of Irving Bros., Shows, Mr. Denny and myself will do a little panning and fishing for the winter."

**P. HARRIS** cards from Laredo, Tex.: "Pete Korton's Museum closed here to fair business. Next opening spot will be St. Joseph, Mo., for two weeks' engagement. Nedema, anomalous wonder, a new attraction, arrived here."

"A LOT of times men should admit that they are good they attract attention from others. Human nature is funny like that.—Spycys Glew.

**FLO KAY** letters from Detroit: "Josephine Mathis, Nettie Ludwig, Janice Bell and myself, formerly with Lillian Murray's crew, are working at the Empress Theater here and going to and from the theater on a water wagon."

**FRED WEBSTER** cards from Corpus Christ, Tex.: "Handled all the advertising for the air show which was held here December 5. There are many carnival people here. Signed again with Crowley's United Shows for season 1938."

W. M. JARVIS cards from New Smyrna, Fla.: "Mr. and Mrs. F. H. Boe, C. D. Saunders, Mrs. Jarvis and myself, all of the Mr. C. D. Boe Shows, are enjoying our winter touring and fishing in the sunshine State."

FRANK S. REED letters from Atlanta: "Am still with the 'Aristocrat of the Tents World.' Reed's loyalty to the Rubin Gruber interest is most commendable and covers a period of something like 25 years.—Red Onion.

NEVER MIND about trying to 'keep up with the Joneses.' Keep up with yourself.—Wally Thr.

H. LATHON letters from New Orleans: Met Harry B. White here. He is known as the Groucho Marx of the carnival world, and has been in that business for over 20 years. Last season he was with Rudy's All-American Shows."

WILL WRIGHT has plenty of friends in the East who would like to know what his plans are for season 1938. Past season he was general manager of the Golden State Shows, a Pennsylvania organization."

ADAM WATSON cards from Jacksonville, Fla.: "Past season was two weeks with World of Mirth Shows after being off for 30 days. Am at Jacksonville Beach now, attending to my interests."

PETER MASLIN letters from Philadelphia: Mrs. Maslin and myself opened and closed the season with the Marks Shows. We visit. Will the Old Country but hope to be back in time to open with Marks in 1938."

ALL CARNVALS are going in class in 1938 in a big way. More power to them for this resolve.—Red Onion.

**GEORGIA A. CHILDERS** cards from Hot Springs, Ark.: "Am a patient in the U. S. Army and Navy Hospital here. Was entered November 3 for heart trouble. Stored my equipment in Memphis Season was not profitable."
CARNIVALS

Missouri not so good due to low price of cotton and bad weather, Mrs. Hughes and myself are going somewhere south and will be 'just for a while.'

ST. LOUIS—The International Association of Showmen, following its organization meeting here recently, elected Fred Beckmann, third vice-president; Sam Solomon, fourth vice-president; and Harold Barlow, financial secretary. The organization has leased its booths in the Maryland Hotel. All visiting showmen are welcome.—Frank B. Joerling, secretary.

SOAPY GLUE never seems to get things right. He either does the right thing at the wrong time or the wrong thing at the right time.—Tillie Few Clothes.

GEORGE CROSBY letters from Los Angeles: "The following boys of the Beney Show have an apartment here for the winter following: Thomas Cattanach, chef; Art Hunt, dish washer; John O'Dare, maid; Joe Gel, bellboy; George Crosby, cashier. In addition, we have a cook, two waiters, and five men; and we are enjoying every minute of the time and will have a nice long time before going back to San Antonio, opening in April, for the long grind."

A MAN can be of pleasing personality, but if he is not honest he cannot go places in life's journey along with real men.—Tillie Few Clothes.

E. A. MURRAY cards from St. Peters., Mo.: "Closed a very pleasant and successful season, with the Bullock Amusement Enterprises as general agent. Have been re-engaged in the same capacity for season 1932. It is a pleasure to turn in contracts to a manager like Johnnie Bullock, as he always fulfills them and needs his obligations forthwith and stalls and alibis. Mrs. Murray and myself are here to remain until after the new year, when we will go north in the interest of the show."

MILTON C. HICKMAN, of Hickman's Famous Shows, wrote letters from San Diego, Los Angeles: "After a very successful season with Golden State Shows I set up on the pier at Ocean Park, Calif. Added a few animal attractions. Believe I will have a good play this winter. Here a couple of fingers tied up as the result of a violent black lightning. So evidently did not like my looks. Spent a day with a picture camera man who heard I show for the General Motors Chevrolet Buell."

PRESS AGENTS: Look! what you have to do now: Be ready to be a writer, radio, telephone, wire, radio program and announcer, lunchroom worker, publicity man, and general utility man, not forgetting that you must be a good mixer. Mixer with men and mixer of new ideas on the next. Think it out yourself.—Wadley Tif.

ANDREW J. TAYLOR lettered from Dayton, Ohio: "My brother, Oliver (Bud) Taylor, died some days ago in Nashville, Tenn. One time he was calling on the Jim Fawley on the St. Louis Show. We later broke up and the cailleau rate the midget show. For a while I worked with the Ras Olin, and now with Max Kimball with Rubin, on the Monsters Show. He had a lot of friends in the business and I will miss him."

ALICE, THE ALIGATOR GIRL, lettered from Nashville, Tenn.: "Mr. and Mrs. H. W. Richardson, Mrs. Richardson better known as the writer, since closing with the Royal American Shows have been the best of friends at the bedside of Alois, the Alligator Boy, brother of Alice. He was operated on in a New York hospital with double amputation, but is much improved and now at his sister's apartment in New York for the winter. Had a lot of letters from friends while Alois was in the hospital."

A 1932 NEW YEAR RESOLUTION: "We the members of this carnival world do hereby renounce that we will not be 'oldtimers,' old-fashioned or behind the times in anything we do. We feel that we can blend the old with the new, will not have the 'oldfashioned' fact that we 'cram a big arm of ash' on our shoulders."—Wadley Tif. Seconded by Uncle Jirk.

WALTON DE PELLATON letters from Columbus, Ohio: "Sealed as second treasurer of Hildbrand's United Shows. Columbus, Ohio, October 31. I have had with great thankfulness that I had not to see any long connections with this organization, and I have great plans for the members of the show. My heart goes out to the children. I am not so much interested in shows as in living at my home here and will not be able to attend shows for season 1933. We are looking forward to the holidays. Charles T. Marshall and family of Columbus, Ohio, here but plan to go to Los Angeles within a few weeks."

ROY E. LUDINGTON lettered from Orlando, Fla.: "Had a good season with the Y. M. C. A. and am doing well. Have a pleasant stay since arrival. My old friend Lew Berg took on a motor trip around the islands. We crossed the other islands by airplane. Due in Los Angeles about December 12. Royal Hawaiian Hotel was 280 per day double. American hotel now to 250 per day. I do not know how I can ever go back to eating meals. The show is closed and I am sitting in a house trailer after a week at the Royal Hawaiian Hotel."

All matter intended for the Carnival Department such as notes, letters, pictures, and greetings should be sent direct to The Billboard at 52 Opera place, Cincinnati, O. Relay MEANING dept.

THOS. J. HUGHES cards from Phoenix, Ariz.: Some oddities in the outdoor show news: Carnival cookhouse concessions in the vicinity of Phoenix have set up their regular food stands to be adjacent to the after-the-harvest activities. C. A. Wrightman rented his Little Beauty Carousel to a millionaire at Palo Alto, Calif., for eight weeks. This would be the person operates it himself on his estate, giving free rides to neighboring children in conjunction with his own Allen Herschell kiddie auto ride. Six major rides are now being operated in the forecourts of Farmers Market, Los Angeles. Am now on my way to Miami, South Florida, with the company, and will be in Miami by Saturday. We are all ready to show. We are all ready to show."

ON THE WAY back to Cincinnati from the Chicago convention Uncle Jirk notified in one town that he cannot have all of his bills. His crowd had not been paid. The billing said something about a Greater Exposition being America's finest. The company was to have shown some shows and just how an exposition can be a carnival and a show at the same time is hard to figure out. Brevity is productive of better results than a long-drawn-out passage. Save space, type, ink, paper and paste, time and money. Why not the So-And-So Greater Carnival and give the same shows at the same time? That rides and concessions have never yet seen shows—SoapY Glue.

DOUG HALL lettered from San Bernadino, Calif.: "My Armistice celebration at Wytheville, Calif., was a big one. Had the 25th Century Palace and Krug. Show had good business for four days. Altho it was a little cool. Am over.

PADDY WHEELS, ALL KINDS $7.50
Long Barrows, Hunting, Shooting, Horse Drawn, Wheels of all sizes.

FREE CATALOG

Octopus

"World's Latest Ride Sensation"

Unqualified For Performance and Profits

SALEM, OREGON

EVERY AIRCRAFT CORP.

LEADS ON THE REMOTE-TAILER

EVERY AIRCRAFT CORP.


December 16, 1937

CARNIVALS

The Billboard
**CARNIVALS**

**December 18, 1937**

**The Billboard**

Here visiting Mr. and Mrs. Krog and河西川 in Cannelton until after the first of the year. Going to the show after three months in Cannelton, George B., attended the Christmas shows around the Pacific Coast Showman’s Association convention in Los Angeles. His kids, Steve Henry a little, Steve somebody else, and Bill, are spending the winter in Cannelton.

**FRED LA RINE,** one of the more courageous carnivals, attracted attention last week with the announcement of his planned show to be held at the old location of the old Colubmo amusement park near downtown Chicago, where he is getting a new outfit. There was a very nice outfit, and La Rine and Larry had a great time.

**Not So Long Ago—That!**

By L. C. (Ted) Miller

The crack Chicago-New York Erie Railroad special deserted Goshen, the city of 25,000, and moved 1,000 miles down the line, carrying ansmen and waves, several special agents, press agents, ride owners and a small audience.

They are all ready to bargain, barter, investigate the stockyards and other amusements, as the Showmen’s League of America had dusted out the Great American Sherman in preparation for its annual banquet and ball.

Among the honored club voters were Herman Smith, L. Harvey Covell, general agent, Gerald Metals, special agent; Jack Greenoom and Paul C. Testerman, managers. Some of the Sharon shows, James Foster, general manager, and George E. Miller, concession manager, and Douglas Reed, general manager, were on hand in Chicago for the Exposition.

JAMES PATTERSON, 74, veteran of the carnivals and circus world who owns the Maryland Great Patterson Shows and Gomlar Bros. Circus, with the former behind him for the past several seasons, has quit his duties at the operation of riding devices and at present has been reared at Corpus Christi, Tex. "Pat," at his friends call him, has always been a staunch supporter of the Showmen’s League of America and was one of its early members. Photos taken in Chicago by Photobito November 19.

L. HARVEY CANNY, belongs to the management of Harring Bros., general agents and has been in business in many capacities for 36 years. His career was ahead of the Western United Shows when he joined the World of Shows, under Max Linderman, with whom he has been associated for several years as general representative.

Shure show to follow soon. This city now has a major beauty contest. Counted five banners men in the lobby of the Astor Hotel. There are naturally the merchants there thought there was a beauty men’s convention held in the city there. In one West Town Window in the Eastern States and it was exceptionally good. Have Coddle, Fitzgerald and American hook, and Dana in the Window in the Astor.

SANTA CLAUS: Please bring all the kids to the carnival on the North American continent. It’s going to be a good show and all the kids are going to have a good time and get with the strong ones of the day. The show will be improved and all that—Red Onion.

**Jack Edwards** of the Greater United Shows, letters from Aramas Pass, Utah, to the editor: The Houndsmother, the ground-hunting holes here recently opened by Mr. and Mrs. Charles Tompsett, Mr. and Mrs. Johnnie Rooster Guinn, Mr. and Mrs. Teddy Finney, Mr. and Mrs. Roy Hunton, Mr. and Mrs. Bill Pearson, and Mr. and Mrs. Goldston, Mr. and Mrs. A. C. Vernon, Mr. and Mrs. J. T. Crawford, Mr. and Mrs. Whitehead, Mr. and Mrs. Harper, and Mr. and Mrs. Cook, Harold Cook, Princess Elina Cook, Mr. and Mrs. Tex Chambers, Mr. and Mrs. C. N. Hill, Mr. and Mrs. Clyde Hill, Mr. and Mrs. Howard Hill, Mr. and Mrs. Maple Williams and son, Joe Williams, Johnnie Johnson and Mary Murphy. Everyone is catching plenty of fish. Best wishes to The Billboard staff in its entirety.

B. B. KIRKLAND letters from Lake Charles, La.: “Have been released from the St. Patrick Hospital and am trying to recover from a major operation. Here is a case that I think deserves some attention: The last night of the Dodson Show’s season Charles LeRoy, talker and announcer on that show, was hit by a truck and had both legs broken. Under his physical condition he had them both amputated. He and I occupied beds in the same hospital and I was there about two weeks. What I am driving at is that when I receive a letter from a fellow showroom, as he only received two letters in that time outside those he got in the hospital. It is my hope that he deserves better consideration from those with whom he has been associated in show business. Now that his plights are known I hope some of his friends will pay some attention to him.”

CHRIS C. HENNING lettered from Albany, Ga.: “Was special agent for Harring Bros. past season in Augusta, Ga., and motored to Macon, Ga., to see the window of (Waxo) Saltar, human wax figure. He is a real showman, fair and honest. (Dick) Seaderlott had just made Macon on the program for the U.S. Navy band concert at the Auditorium, with the here in winter quarters after a three-weeks visit to hometown in Dallas, Tex. Barbara McIntyre and myself drove from Dallas to St. Louis, Mo. There Thursday noon and arrived Friday noon. We were staying with a good little driver is Madame McIntyre, Rickter, and her niece and we were here in winter quarters and doing plenty of building in the apartment and buildings and a nice apartment and also enjoy the sunflower, flowers and moss. The big boss has taken his leave and I am going to have him with us thru the holidays. Mr. and Mrs. Bartol Sierakowski, from Kansas City. One of our most recent innovations is The Billboard every Thursday.”

WHITNEY DAVIS cards from Miami: “Mr. and Mrs. Joseph Siebler, Oona Fun Shows, are here for the winter.”

NOTES FROM REIDER GREAT SHOWS by Harry G. Dalvigne, owner: Looking for a new location at Jacksonville Beach, Fla., for five years. Rides will be installed on it. Rides by Mr. and Mrs. George Bell and Helen and Harry G. Dalvigne motored to Jacksonville Beach, Fla., for the convention. . . . Mr. Mabel Reel placed on the docks and delivered. Ordered in January and also purchased a new Royal Walk broom, which she brought back to Florida.

Mrs. Jones Borrowed Her Son Johnny: He Sees First Snow

CHICAGO.—Johnny J. Jones Jr. is attending the first time this year at the Haines City, Fla. His mother wanted him to be with her in the hospital, but the hospital was closed for the convention, so she borrowed him from the head man of the school. The head man did not have any money, so he took him to one of the schools and studies, so he promised to put in some spending money during the convention and would keep up with his studies, so he let him join the school.

TOM M. ALLEN, assistant manager of the Jonep Exposition, with his wife and baby, was in town. When the train reached Indianapolis it was snowing. This is the first time that the boy, 16, had seen snow falling or snowing. He had been sent to school by Mr. Jones last week and was out of the white from water and Johnny seemed to enjoy the new experience.

When Chicago was reached Johnny J. was shown to the Jonep Exposition, which he took delight in introducing him as his son. He was very happy and very well received. This delighted him, too.

Now the school of 1937 has ended and now has a great time telling the teachers and scholars about his trip to Chi-

BETT ROLLINGER, general manager of the recently organized Royal Exposition, letters from Tampa, Fla.: “Winter Circus World and the Columbia Theater, New York, and we are now in the city of New York. It is known as the Gulf Coast Circuit in honor of Ben Younker. The old Ben Younker, which title belonged to Ben Younker, is now the Gulf Coast Circuit. It was commonly known as the Big Ben Circuit in honor of Ben Younker’s company. Ben Younker’s company included the former Specker & Clark show, which is a part of Royal Circus World, which will be added to the Royal Convention.”

Prior to going with Herman Babst and the new Royal Convention, Mr. Babst, after the closing of the show, released all of Sam’s employees and the former Specker & Clark show, which is a part of Royal Circus World, which will be added to the Royal Convention. The show closed around 1921, that a number of circuses have been added to the Royal Convention.”

CHATHAM, Tenn., Dec. 11.—Engel, new president of the Chatham Tri-State Fair, announced upon his return from the Showmen’s League meetings in Chicago last week that he had booked the Johnny J. Jones Exposition as the 1938 midway extravaganza.
Convention After-Thoughts
Chicago, November 27-24

By WILLIAM JUDKINS HEWITT

Several brought out the sally that X marked the spot where the contract was agreed. About the same number observed that X also marked the spot where the contract was signed. Of this number, there were quite a number of fair secretaries who came away disappointed because they were not given the opportunity to see the X in either position. They were just a little bit too high in their flat-rate and percentage minds.

Most carnival men now know that there is a limit to what can be given for ten cents and that the X in October was not yet but not viciously cutting.

C Guy and Mel G. Dodson, as representatives of Dodson's World's Fair Booth, declined to bid for any fair. Mel G. said: "No fairs for 1938, same as in 1937 for the Dodson's. We did not guess gross as much as we would have won at fairs this season, but our net profits on the past season has convinced us that we are pursuing the right policy as to bookings."

Robert L. Lohmar billed the Hennessy Bros. Shows all over the Hotel Brier with plenty of new jump-out book matches, which were very attractive and acceptable. Making of 36 wagons on three flat cars, Robert L. said: "They were knock-down wagons." His bid hung at all times.

J. M. Kettly arrived just as the big books were about over. He came in from the Midwest, where he claimed to be booked by a well-known man. He has been on the roads in Mobile, Ala., Walter B. filed with the line of the line, and he said that he had paid all the lot, property, and other bills in advance before leaving.

If F. L. Bly had to he could have gotten several general-agent jobs.

Harry S. Reyes was absent, but he telegraphed his good wishes to the Showmen.

Sid W. Johnson and Percy Abbott sent their regrets to Williams.

An observation: If men in every line of business had as much faith in the business as the carnival men have, there would be no gloom on the business men.

Johnny Meccaill did not seem to be around to sing Roses Are Shown as a song. He sent his regrets to Johnny, but he did not send any present-day "wonders" in show business in his early days.

Jimmie Sullivan, of Wallace Bros., now living in Canada, looked with envy at the eyes on the New Punchine that is being built for your Merchandiser Corporation. George H. Shaffer, of that firm, made a bet Jimmie would buy one.

Max Goodman announced that the Goodman Wonder Show would be on 30 cars for season 1938.

Philadelphia Toboggan Company is supporting a new ball gag one that is to give out merchandise exclusively.

Jack Ruback, of the Western Spanish company, commented that Jimmie Sullivan, America's greatest showman, should have a branch in New York. However, Art seems to have found that New York at his branch, of which Harry B. was the president.

There were plenty of awards given out during the convention. They came from merchants. In fact, there were awards given out that no one could have any complaint about not being properly awarded. This money was well spent and fair exhibition and contracts all the way. But there were also awards that were not being awarded. Those deserved awards.

Lyle S. Lottet very proudly displayed his gold card of life membership to the American Merchandisers Association. He got it for his help and cooperation in behalf of show business in general and deserved it fully.

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American Carnivals
Association, Inc.

BY MAX COHEN

BOURCHESTER, N.Y., Dec. 11.—Reflecting
upon the events which took place at the
fourth annual meeting of the associa-
tion recently held in Chicago, we are
not unmindful of the membership
represented in such large propor-
tions at the season has indicated an
counting of the success of the associa-
tion. Present indications are that 100,
will see the association forge ahead by leaps and bounds to at-
tain the status of a national organiza-
tion.

We wish to announce the addition to our membership roster of Fair Publishing
Company, Chicago, Ill., "Barnes' Shows," by David Eddy; Clemens S. Lown, Bridgeport, Conn., "Hades Shows," by
Frank West. This brings the total
memBERSHIP of the association up to
39.

Members Invited to K. C.

We extend an invitation to humble
members of the association to receive
their copy of the American Carnival
and Assembly magazine. At the 18th
annual meeting of the American Carni-
val and Assembly, held in Kansas City,
it was announced that a membership
would be offered to the association. We
were pleased to welcome the addition to
our membership roster of Fair Publish-
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by Frank West. This brings the total
memBERSHIP of the association up to
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Los Angeles

Los Angeles, Dec. 11.—Among the
guests attending the money working mu-
seum's annual banquet was Mr. and Mrs.
Ralph K. Douglas, after short
visit to family in M. Cali-
ifornia, left for the North.

Mr. and Mrs. J. G. Amusement

J. & G. Amusements

Louxington, N. M., Dec. 11.—end Novem-
ber, Mr. and Mrs. J. G. Amusement, an
indoor carnival, which has been a suc-
test. Feature of show is free acts of black-face comedy, singing
and dancing. Acts change each
night. All concessions work for stock.

Mr. and Mrs. Ralph Brown,
from El Paso to Clovis, N. M., visited
and attended the annual asso-
ciation's meeting.

Mr. and Mrs. Claude Hartzell,
photographer, Mr. and Mrs. Tony Spring,
close, Ricki diggers, pennsy pitch, kiddie auto rides, Charles Green;
bat boxes, Mrs. Julian, bingo, hoong, Jimmy Will,
clown, Harry McHaffey, grab; stand;

Alfredo & Logsdon Traveling

Alfredo, Ala. Dec. 11.—End December
& Location, building on square next to

Winter-Quarters News and Gossip

(as Reported by Representatives for the Shows)

REYNOLDS & WELLS, United

REYNOLDS & WELLS, United

TOKARAKA, Tex., Dec. 11.—Show is
now settled in quarters and work of re-
peinting and building has started, with
J. E. Miller in charge. However, work
slowly up because on account Miller
was being confined to a hospital for 10
days with flu. General Manager Reynolds
and Business Manager Wells went north
to cast a route for 1939. Electrician and
painter Red Miller is busy repainting
"Little Red." Mrs. Reynolds, mother and father of General Manager
Reynolds, Mr. and Mrs. D. O. "Red"
Reynolds, and Mrs. H. Wells will spend the winter months at Corpus Christi, Tex.

HARRIS CARNIVAL

PINDLAY, Dec. 11.—P. D. Harris
owner and manager of the Harris Cari-
val, is wintering here with his show
and family. The two older sons attend
church and high school. A new garage is being
arranged for repair work. Arthur Birch
has been elected superintendent of the
train. Earl is driving Harris' new Dodge
pickup truck. A newSleeping Car
between Akron, O., and Louisville, Ky.
Reported by Mrs. P. D. Harris.

ZIMMERS GREATER SHOWS

JACKSON, Tenn., Dec. 11.—Harry Zim-
mers, manager of the Zimmers Greater
DINNER Thanksgiving Day for pop-
ular Christmas, empty basket fund. Show
is not carrying same policies with excepted
contracts were signed with General
Agent T. L. Drift, desk for each port.

William E. Reynolds, former manager of the
Milwaukee, is assisting J. E. Heth on
special-agents work. American Legion

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DINNER Thanksgiving Day for pop-
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Agent T. L. Drift, desk for each port.
CHICAGO, Dec. 11—E. K. Fernandez, prominent agent, showed a showroom probably fewer and faster than any one who has attended an outdoor convention. He located Honolulu November 26 at 11:30 a.m. on the China Clipper and greeted the guests with an air of authority. He was the guest of Mr. and Mrs. E. J. Gentry. Among the many speakers were the Western States Shows, who had plenty of fun after the morning program. "It was plain sailing" was the thrill of the group. They drove from Jacksonville, Fla., immediately after the reception, arriving Tuesday morning. William Fisher, a former mayor of St. Louis, was on Thursday afternoon for a reception and engagement in that city with Mr. and Mrs. Gentry. Fernandez was in the house on November 28 at 2:20 with the B. C. T. Club, and the group of showmen and fair men to their meetings by mail in the lobby of the sheraton.

Mr. and Mrs. Herman R. Sheil, two of the group, enjoyed every minute of the entire week. This was the first time they attended the convention.

Phil Little, as usual, had his eleven "story tellers" on hand. Jack Nelson was on hand every night and at the banquet had his show." I, the Rock-Of-Manu,

Among those saddest at this time were John Johnson, Frank Rodgers, W. J. (Billie) Collins, Frank P. Donaldson, A. (Booby) Abadal, Bill Janke, Harry Garter, C. V. Nance, Joe Schob, Morris, Harry R. Noyes, Percy Bly, Tony Martinez, Jack Kenyon, Art Martin, Morris, C. A. Worthen, Tommie J. Tidwell and Dave (Plain) Furr, had an elaborate display of new canvas, which made a big hit with the showmen present.

Dale Young was probably the last one to enter the showmen's club. He had been at his table at the banquet and had been there for over 30 years. That 60-page catalog of the globe Posters Corporation is a honey. Jack Balfour, chairman of the Chicago showmen, was there, as was Wally Colon, John Anderson, Bob Clark and the many others present. Mr. Balfour, who is a syndicate chairman, was there, as was Wally Colon, John Anderson, Bob Clark and the many others present.

The United States Tent and Awning Company, represented by Mr. and Mrs. George Johnson, represented numerous shows in the convention. Mr. and Mrs. George Johnson, represented numerous shows in the convention. They were in the house on November 26 at 2:20 and the showmen were interested in the many contracts for the canvas for 1938. They were in the house on November 26 at 2:20 and the showmen were interested in the many contracts for the canvas for 1938. They were in the house on November 26 at 2:20 and the showmen were interested in the many contracts for the canvas for 1938. They were in the house on November 26 at 2:20 and the showmen were interested in the many contracts for the canvas for 1938.

The showmen's club "The Oak" was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak. The new Oak was in place on the day of the Oak.
Newcastle, Ind., Circus Days Revue Shows a Profit of $1,017

NEWCASTLE, Ind., Dec. 11—A successful engagement was played here for Newcircle Brothers' Fourth Annual Circus Days Revue on November 29-December 4. Due to only a 12-day contract, it was impossible to use air acrobats. In the line-up were the Harrisons, featured in a bicycle act; Billie Bullen, table rock and comedienne; Clark and Clara LaTour, comedy jugglers; D. R. Eakin and troupe of performing dogs and ponies; Bobby Bumpo, clown, doing comic and comedy skating act; Comedy Cloyd, breakaway unicycle; Jo-Jo, pinata soap bubbles, and Woosie, pantomime baseball game. Dick Brusnagal and his Eagles Orchestra furnished music. Rehearsals from all were held on Sunday nights. At 3:00 a.m. on Monday, Dec. 10, the cast left for Vandalia, Ill., where they will offer 14 acts under direction of the Local Reunion Band, equitation group.

Charlie Webber, former Ringling clown and a member of Sasko Old Fellows, is chairman of the committee in charge. Alths he has done some paint work, he will do a clown suit himself.

Program will include Medria Almone, ex-Sasko Old Fellow; Mary Delbridge, elephant trainer; Harry Wilcox, clown; Claral Delboq, 10-year-old aerialist and horseback rider; Emilee Smith and Buckman and Enrique Canestrille and trained dog; George Purcell and Donny the high-wire ballet; Trio Giustino, comedy acrobats, and Mike, Novello, Roman rings. New circle Bros. will be furnished for show and dance by Maymark Larkins and 12-piece orchestra.

LOS ANGELES—

(Created from page 54) A further have here from an extended
desert.

J. Ed. Brown returned here after attending the Showmen's League of Amer-
can meetings.

A big delegation is reported on route from the South to the Coast Showmen's Association banquet and the reservations have already been received from Mike Krehoe, W. C. (Spice) Huggins and Foley and Burke.

The above Zeiger heads both tickets for president of the Pacific Coast Show-
me Association.

Warry Herta came from Long Beach, Cal., to visit with Bert Cottle, who reports that Mrs. Frank P. Hodorf left for Smith-
ville, Ohio, to visit her parents. His hus-
band has returned with his conscience from San Diego and will take a spot at Chico. Frank E. Johnson's United Shows are still making profit.

Frank Overland Murphy is back and taking things easy.

Ross R. Davis is looking over his riding devices at several locations in the North. Proctor recently reported a good week-end business for an.

Duncannon Derby is operating runs at two beach resorts.

Every wheel-chair occupant in Los Angeles and surrounding territory has been invited to attend the Christmas party of the Society's wheel-chair party at Zoo Park on Saturday, Dec. 11. Manager Wil-

Candy Moore is operating a chicken farm and is growing aonodo.

C. y. Clifford has put his candy-boxes away for the winter. He is going to be a juvenile trap performer. Myrtle McKee and Helen are getting ready for a season and will be a part of the Stockton Barker, Billy White and Bobbi Appel have the skilful boarders. Complete the line-up is Snow Rowland's cornetist with his band.

Elmer Wiler and Sammy Coomes han-
dled the concessions at the Christmas celebration.

Willie Kelly has joined the Coast defences. Spot Flag is hired for the season. The show is now going strong.

Wheaton engaged several members and several more members paid their dues.

The treasurer was instructed to make a check for $100 payable to the Heart of America Cemetery Fund and a committee took it and gave it to the men. Holiday plans and the
coming election were discussed before adjournment.

The write went to Chicago and was busy greeting old friends and attending the different horse shows held last Friday, as Myrtle Dunlap, Richard Roberts, Mrs. Frank Parkinson, Margaret Haney and others were not in the city. But when the nomination of officers will be announced. HELEN BRIDEND SMITH.

MORE ABOUT—

(Continued from page 53) Mrs. O. L. Hambright, of Vandalia, Ill.; Mrs. Jill Nanth and Mrs. Letie White, had a show in the back room of Miss Vivian Hock's room. There was a closing of the season held at the Palace Theatre. Mrs. Visa Hulsey called off offerings from Mrs. Frank Parkinson, Myrtle Dunlap, Mrs. Sally Stevens, Mrs. Nellie Finley and the writer.

The audience was heartily and Mrs. Ruth Spaulin were in the lobby of the Red Horse Hotel with arrangements of the trade Waring and Mrs. Glenn Hyer of the Spaulin. All of these are enthused over the plans for the entertainment of the expected visitors from different auxiliaries during the holidays.

Philadelphia

PHILADELPHIA, Dec. 11—Cold weather this week put a dent in business for the amusement shows of the season.

The Lantern Museum has following attractions: Johnny Williams colored porcelains, Mr. T. M. Dyno, the famous Tieritzy, eyelid strong man, Jackie the anatomical specimen; electric chair demonstra-
tion; elephants and horse riding. In alliances dancing girls. Eighth Street Music presents Nat Corey, comedian magician; "Original" Poppy O'Brien, glass blower; Tattooed Van, Poolamela; Dancing girls in annex. George E. Roach presents the Christmas show at the Smithsonian department store. Bob Husbands, Bobbea's poney; George Fred, clown, dummy juggler, wife act and Panama Bird. Prof. Peak's Punch and Judy clown and clowns are on display at the Lin department store. Dr. B. W. Johnson displays hip bone heads which are contemplating promotions after the first of the year.

Success was good and the full bill is Joyland Circus, with Lew Kesh, clown and performing for forest territory promotion; Chief Wambago, singing and whistling act; Dickey, Jimmie, Prof. Monroe, Punch, magi and ventriloquist; Foolish Foolish, comic; seven acts, by Prof. Pinkham, and pony and ar
drives for the children.

C. A. KLEIN—

(Continued from page 29) to three days, but the last two days, on school auditoriums are being played, with the exception of the Pet. School associated groups. Unit will continue until April. Mrs. Klein is assuring that the contented contract for W. R. Harris de-
tails, with Klein doing contracting and emmeeting for the year.

Schedule in Program in order: Acrobat tap dance, Evelyn Spore, the Abner, comedy soroban; Myrtle, accordionist, Miller and Company; Beverly Dance, John Dooley and Jimmie Wren, stunt and trick shooting; Johnson, clown; and the Ringer Family; Elmer Old's Barnyard Police, trained dogs, monkeys and cats; under direction of Arthur Johnson, Secretary, "The Bumble Bee!"; Butler Arness's wire novelty for a sock act.

Miller Books Trux Parades

SPRINGFIELD, Ill.—With W. (Art) Miller, general agent of the Citizens' Circus, returned from a successful trip to Western Missouri, Kansas and Colorado, where he had been engaged in buying and presenting Christmas parades and other attractions for the Citizen Circus. Jack Moore, wire performer, is handling matters for Trux.

COVINGTON, Ga., Dec. 11—Harry Odom, Secretary of the World's Fair, announced here this week that Mr. Odom and Mrs. R. E. Braden of the Model Shows U. Will furnish the midway for the 1938 event.

In this column you will find the number of people who have attended your shows so far this season. These figures are considered entertaining features, reports from Raymond Hooks.
HELP WANTED

ENTertainers of every description interested in the world's Fair. Write, do not call. Box 40, Indianapolis, Ind.

MAGICAL APPARATUS

C MAGICAL APPARATUS

GIRL FIGURINE—MUST BE EXPERIENCED. Send photo, age, weight, height. For season 1937, M. Paul Th Rosini's, "Flying Sensation." St. Petersburg, Fla.

LADY CYNTHIA WANTED FOR STANDARD CIRCUS. Send photo, age, weight, salary expected. Box 331, Standard Circus, Cincinnati, O.

CLASSIFIED FORMS FOR THE HOLIDAY GREATER TIMES, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DECEMBER 22 AT 4:30 P.M. SEND YOUR COPY NOW.

MUSICIANS ON ALL INSTRUMENTS— FOR Traveling Concert Band. Closing date Jan. 1st. Those with cars given preference. Box 3-401, Cincinnati, Ohio.

SINGLES OR UNIT ACTS—WRITE IMMEDIATELY. Premiere Music House. Show any old. Early 1937 season. Box 766, Minneapolis, Minn.

TRUMPET—DOUBLING VIOLIN. READ TONE. High, Accurate, experienced, young and loyal. Longer Travel. Immediate. FRENCH CRAFTY, Odeon Restaurant, Rochester, N.Y.

WANTED—BOY AND GIRL WIREROLLERS; must be steady, hard working. Answer quick. Box C-162, care Billboard, Cincinnati, O.

WANTED FOR SCHOOLS—DRAMATIC TEAM, one to double Piano; agent with car. Good proposition. Price: $100.00. Robert Wor, Weldon, N. C.

WANTED—YOUNG MAN WHO CAN DO A PART IN UNUSUAL ACT, or exhibit. One with reliable answer. Explains all in 1st letter. Box 91, Billboard, Yonkers, N. Y.

WANTED—RHYTHM PIANO AND STRING Bass. Must sell It. Others write stating all sales expected, etc. Ray Keys, Fairmont, Minn.


CHINESE RING MYSTERY—REALLY GETS 'Em! Has never been seen equal to it. $1.00. Sell them. Act now. This is really a good thing. F. Newlin, 1100 N. Euclid, Indianapolis, Ind.


LARGE PROFESSIONAL MAGIC CATALOGUE—250 pages, 50 cents. Send for same. 925 Atwater St., New York City.

CLASSIFIED FORMS FOR THE HOLIDAY GREATER TIMES, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DECEMBER 22 AT 4:30 P.M. SEND YOUR COPY NOW.

MAGIC, MENTALISM, SPIRITISM, KINDRED FOR SALE. Send for list of rare papers, Raders' Supplies, Catalogue No. 10. S. W. RILLY CO., Columbus, O.

PONY PUPPETS—VENETIOQUIL FIGURES, Puppets, Marionettes, Pictures, etc. 35c each. 1913 North Wells St., Chicago, Ill. Illustrated Catalogue.

VENETICOQUIL FIGURES—24 PAGE ILLUSTRATED CATALOGUE. 337 N. State St., Chicago, Ill., Not new address.

VENETIOQUIL FIGURES—BEAUTIFUL, natural, life-like, invisible, reasonable. In stock, 10c each. Write for list. VALIENTEP, 6 W. 8th St., New York.

M. P. ACCESSORIES & FILMS

ATTENTION ROADSHOWS—WESTERNs, cowpokes and full color film, Silent Equipment. Discounts offered for limited orders. 1000 Stock, 300. W. 44th St., New York, N. Y.

CHRISTMAS TALEK SPECIAL—HAPPY NEW YEAR and holy night, featuring Bucky Roche and Louise Rann, 35mm., 5 minutes. Other religious features. Box 324, Cincinnati.


MUSICIANS, INSTRUMENTS, ACCESSORIES

PENZEL—FRENCH-MADE, $6.00. Box 331, Waco, Texas.

MUSICAL INSTRUMENTS, ACCESSORIES

PEPA TINSEL-MUSIC, CONCERT SIZE, $200.00. Box 331, Waco, Texas.

PERSONALS


CLASSIFIED FORMS FOR THE HOLIDAY GREATER TIMES, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DECEMBER 22 AT 4:30 P.M. SEND YOUR COPY NOW.

SALOON MAINTAINED

SALESMEN WANTED

SALESMEN—SELL BUSINESS STATIONERS. Write for full particulars. P. O. Box 354, Salt Lake City, Utah.

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SEVEN PIECE BAND OPEN FOR ENGAGEMENTS, 2 saxes, 1 clar, 1 violin, 1 tuba, 1 banjo. All good players. $25.00 a week. Write to Mr. KIRKWOOD, 122 W. 68th St., New York.

AT LIBERTY

BANDS AND ORCHESTRAS

CHARLIE WALTHERS AND HIS SHOVEL BAND—TO PLAY AT EAST SIDE YOUTHADO- ING in New York and New Jersey. Write to Manager, Box 83, Barnum Building, New York, or Manager, New York, N. Y.

CLASSIFIED FORMS FOR THE HOLIDAY GREATER TIMES, DATED JANUARY 1, WILL CLOSE ON WEDNESDAY, DECEMBER 22 AT 4:30 P.M. SEND YOUR COPY NOW.

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GENERAL BUSINESS

E. H. Neumann, Piano, Vocal, Manager.色々, 103 Second Ave. N.W., Albert Lea, Minn.

FEMALE IMPERSONATOR—STRAIGHT, DRA

PUPPETEER—Who spins the best套的花的

CLASSIFIED FOR THE HOLIDAY SERVICES BUMPTION.

WEAK SIMMONS AND HIS ORCHESTRA

VOLUNTEER—Guitar, banjo, harmonica, brass, cornet, and novelties. Public address system. In

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Cleveland City Council Asked To License Games

State, city to share in take—unwholesome features, such as jackpots, door prizes, unlimited hours of play, window advertising and afternoon play listed

Cleveland, Dec. 11.—First organized move against the ban which has been set on bingo here got under way this week. An enterprise group of citizens, including the self-styled Humphrey Club, City Council members, citizens who belong to licensed bingo halls, and former City Council members, held a meeting last night to determine how to proceed. The group, which includes Mayor Phillip A. Sall, did, however, admit that under the ordinance, the tremendous play in these halls was not anticipated. At any rate, there were definite facts about the game which, if true, should be used to eliminate the game. Jackpots and door prizes were listed as the most detrimental of these. Others were afternoon games, unlimited hours of play and window advertising.

Much significance is placed on the movement to bring bingo back to Cleveland, especially since it follows immediately upon the arrest of two local bar and tavern owners who refused to obey the police notice to stop playing the game and fought the validity of the anti-bingo ruling in court. At the hearing the judge heard the case, directed a verdict of guilty on one of these men and a jury found the second guilty of operating a scheme of chance as charged, both men have asked for new trials and will in all probability get them.

Game To Return Soon

With the Amusement Seekers presenting bingo's side of the story to the authorities in a businesslike manner and with the tremendous play in the Middle West for the return of the game, observers who believe the game may not return after this trial. More bingo will come back in Cleveland. What started the game on its way out, according to authorities, was the fact that organized racketeers were eying it and trying to take it over. Rather than have bingo prove another source of income for the racketeers, the authorities closed down all bingo halls.

Amusement Seekers, in their presentation to the city council, however, made no mention of the gangster element—neither recognizing that such a problem existed or suggesting moves to remedy it if it does exist.

Operators, churches, organizations and bingo owners are watching with interest the latest developments in Cleveland. It may, they feel, result in a possible reinvigoration of interest in bingo, which also adds to the revitalized interest in the game, which will benefit one and all.

Believe It or Not

Ops squawk from time to time about deals moving too slow to please them. Here's a case, tho, where the op didn't have any complaint. He walked into an office and approached the switchboard girl with a low-priced deal featuring four prizes. After listening to her proposition, the op said: "You sure sell all the punch on this card? I get one of those prize and the other cards on the card a similar price and two others." That, the girl said: "You must be a straw. I call him my office, and he has the phone; then he sends the phones, and if he wants them, I inspected them briefly, punched out two of the sample tickets on the card, added up the total amount of the card called for and thanked him for the lovely prize.

NOS. 1 to 10 are free and 11 to 25 pay 8 Mills, NOS. 26 to 50, 12 Mills. NOS. 30, 51 to 50 pay each. Prizes are as follows: A 25 cent. No. 30 and last sale each receive a Ten-Pen and five-cent set. No. 30 and last sale underseed and seller of card each receive a Marvel shaver.

Business must be good for Embassy Candy Company. It has been forced to enlarge its quarters and it has taken over an entire building.

Operators are now making plans and looking around for new items to work (See DEALS on page 65)

New Item—Not for Sale

If the pages of the Wholesale Merchandise Department this week lack and hang which (we think) they generally have the editor asks to be forgiven. Early in the wee Monday, December 6, at 4:55 a.m., his wife presented him with a geroamal item in the form of a girl. Apparently in a big hurry, the heavy 19kg baby deadline by five full weeks, having been due, according to doctor's report to the family on January 15, 1945. beaten, that with all features (eyes, ears, nose, mouth, arms, legs and body) included full weight was four pounds of sound. Parents, figuring this baby can do things ahead of time, so can they, have named her Card. Boring fine and mother and pop (especially pop) slowly growing.

Store Dem5 Doing Big Christmas Biz

Chicago, Dec. 11.—Independent demonstrators are moving far more than their usual amount of holiday merchandise in variety, chain department and variety stores of the Middle West. Sales are running at a percentage and for the most part are being made under merchandise in which boys and girls are getting some of the best breaks in recent years.

One step, of course, with animal models in the lead, are as regular. A shirt and tie ensemble, hose, belts, handkerchiefs, upper belts and gloves in the above line are doing well.

Bingo is being handed out in quantity, obviously for gift use, notably in those industrial communities where no Christmas reception is complete without a give-away. A popular item is a kit containing a comic, along with pen and pencil, combs, toothbrush, handkerchiefs, socks and miscellaneous other items placed. Household utensils, ciggie lighters and can opener and smoking accessories and razors, blades and shaving tools.

Detroit Bingo and Salesboards on Up

Detroit, Dec. 11.—Popularity of bingo games at churches here has been more than met by those interested in the game. The operators have been busy making signs of at least 100 a month for the next several months. The operators are using the games for their advantage in selling items for the church. The operators are using the games for their advantage in selling items for the church.

BINGO and . . . . Is the new rage

In other words combining bingo with some other forms of entertainment, specialties and just plain folks are running bingo and tea parties. Mayville Community Club in Mt. Olive, N. C., is running bingo and small parties. Many organizations have run bingo andSocially. What ideas have you been toying with one these lines? Bingo and . . . . . .

CENTRIL REMINDERS are being handed out to certain foundation churches which have been paying out cash prizes at bingo games. The beer city's church leaders may arise against the real planning of the game under the new law, and it may be a long time before we hear of another bingo game. Ope who were not interested in bingo or to devote less time to that unpredictable (See BINGO BUSINESS on page 67)

Detroit and N. W. hand out a $300 special for the Christmas season.

DIRECT SALES A Column for HOUSE- TO-House Salesmen, SPECIALTY SALES MEN, STREET STUFF

By Walter Alwyn-Schmidt

Direct selling salesmen are beginning to think about how their sales will be in the winter. What effect will there be on the house-to-house merchant? It is to be hoped that the winter sales will be good. If they are, the house-to-house merchant will be able to make more money in the winter than he did in the summer, and if they are not, the merchant will have to think of other ways to make money.

House-to-house salesmen may find some resistance to higher prices. This is especially true of the non-professionals in the business. These men may be eliminated. You will have to be more shrewd than usual. Make your sales regularly and keep on the move. Reports from small cities and rural areas are encouraging and new money is coming to the farmers who will help. Stick to utility merchandise and be cheerful about it.

The manager of an automobile agency (See DIRECT SALES on page 68)
New Items

Write to The Billboard, Buyers Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

All-Metal Airplane Toy

The Flying Foam Scout is the latest model in the series of all-metal toy airplanes made by Emmert-Hammeis, Inc., 4615 W. 21st St., Chicago. Made of hard rubber, the planes are being widely sold by leading department stores and advertised throughout the country. New plane, however, is being offered to premium and prize users in advance of the time at which it will make its appearance in the retail stores. It is a spectacular performer in flights, natural red, trim on wings, wheel and tail designs and has a 16-inch wing span and a 1-inch thickness. Its weight, packed, is less than four ounces.

50 Styles of Flashlights

No matter what branch of the business you are in, a flashlight is always handy. Usou Manufacturing Company has just announced its new line for 1938. Colors and shapes are really different. It would be well for every manager to have the literature of this line.

New Idea for Baking

Housewives have never seen copper pans until they own one of the new Bake-Masters just introduced by the B & B Manufacturing Company. It's an ideal prize for holiday crowds. Biscuits, muffins, shortcake, hot breads and corn bread can now be baked at the table. Write for complete details and low quantity prices.

Vase-L Cup Floral Hunger

Ralston Manufacturing Company has announced an item to aid in decoration purposes which it claims will do away with the Hughson or driving needle appearancing painted finishing. Items is called the Vase-L Cup Floral Ranger and can be utilized in putting up decorations in store windows and at parties, weddings, banquet and funerals. Reasonably priced, items should be a hot number for gift and salmon writing stores, florists and funeral homes.

Charlie McCarthy

At last that popular entertainer, Charlie McCarthy, hand-sewn in his trim full-dress suit, top hat and monocle, is making his appearance in all those department stores, circus and variety shows. Although you can't afford to miss seeing his act at the Shrine, you'll see a whole lot more of him in the stores, because this character will be the rage of 1938.

New Croquet Set

A new type croquet set, including specially developed hard sponge rubber balls and semi-hard rubber mallet heads, is now available to amateur players. New equipment is said to speed up the standard croquet game. It is offered in green, white, and blue colors, and is perfect for all ages.

New Style Lamp

Chicago Premium Company has offered a lamp to the trade which should have much of a new twist to offer salesmen and bingo operators some opportunities. Lamp has a glowing pottery base in colors of black, blue, red, and green. Both base and shade to match are decorated with bright red poppies and green leaves.

A Perfume That Is Different

A concentrated perfume in paste form is India Import Company's contribution to the cosmetics industry. User keeps it in a tin box, and body heat brings into play the fragrance, which can be spread in any place. Costs nothing, but will keep the kitchen, bedroom, or other room filled with a pleasant odor.

Plenty of Money

Combining aluminum, copper and photography, design in regular monetary denominations and conforming to all federal and state laws, these new items are now being offered to the trade by Playlure, Inc., especially packed for premium purposes in any desired amounts.

Driftwood Blaze

One of the most timely and appealing new numbers to be presented to the trade is Driftwood Blaze, a novel refinement of the ever-popular, odorless, odorless powder that produces a beautiful blue smoke when used on the heating logs of a fireplace. It comes in two or three sizes with an attractive outer cover and interior box.

Bob Feller Balls

Barr Rubber Products Company has introduced a series of Bob Feller baseballs in sponge rubber. The balls are attractively printed with a signature of the popular baseball pitcher and are furnished either molded or imprinted stitching.

Salesboard Operators

Here's a Natural!

“WILLIE TALK”

Genuine Ventrolingo Dummy

The Best Sales Item in the Last Ten Years!

Don't wait! Get your orders in and be the first to feature this Dummy. Nobody is asking for it now!

In Tall, Distressed in Spot Suit, Has Colored in Each to Open, Mouth Opens and Shuts, Head Tuns, Shipping Weight & List. Be Sure to Include Transportation Charges with Order.

No. 836N387 Per Dozen $36.00 | Sample $1.50 Each

PUSH CARDS AND BOARDS WITH PICTURE OF DUMMY

A1176—80-Hole Push Card Per Dozen $1.50
A1177—600-Hole Salesboard Each $1.00

FAST SELLING XMAS SPECIALS

Pock-A-Boo, Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Domestic Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her nature's own. Packed 1 Dozen to Box—6 Distinctive Styles. Shipping Weight, 1/2 Dozen 5 Pounds—1 Dozen 6 Pounds. Be sure to include transportation charges with order.

BIN05—Per Gross $3.00 | Sample $1.00
Packed 6 Glasses in Beautiful Gold, Black and Red Display Boxes
Per Gross $26.40 | Per Box of 6 $1.20

N. SHURE CO. ADAMS AND WELLS STS. CHICAGO, ILL. 

SURE MORE MONEY CAMOLAIRE BATH AND LOUNGING ROBES

With These Fast Sellers for the Christmas and Winter Season

COME AND BATH AND LOUNGE WITH THESE WINNERS!

LEMBARDY CORP.
130 W. 25 ST. NEW YORK, N.Y.

SPECIAL CLOSEOUT

Regular Camolaire Grapes
We have just 1000 dozen of Camolaire Grapes in assorted colors, or 6000 dozen. Extra cost $1.00. Sample Sts. 6 Doz. (11, Jan. 17, 75 Cts. Mail Your Order Today)

SORRY

We couldn't get our cuts in time for this issue. We are headquarters for Novelties and New Premiums for one-shot deals.

3—Winners in a Row ! !

1. The Giant Money Bear $3.00 Per Dozen
2. The Giant Scotty Dog $27.00 Per Dozen
3. The Movie Star Doll $13.00 Per Dozen

600-hole one-shot boards available on each of these items. We are number one primers. If it's new we have it. Write us.

STANDARD SALES CO. 3425 Armitage Ave., Chicago, Ill.

HOT OFF THE PRESS!

The New 1938 Champion Catalog

19 Box Chocolate Deal & Salesboard

Reduction Items for Live Wagonmen—Pitchmen—Home Delivery

Sideline Merchandise

Write for Catalog and FREE SAMPLE CASE OFFER

CHAMPION SPECIALTY CO., 314 V CENTRAL ST. KANSAS CITY, MO.
An amazing invention is the Baby Calculator, manufactured by the Calculator Machine Company. Small enough to go handily in a vest pocket or purse, add, subtract, multiply and divide, handling figures up to 1,000,000. Thousands of these have already been sold, with customers in almost every city in the world. Baby Calculator is accurate and easy to operate. It is made of steel, is not a toy and will do the work of higher priced machines. It is sold at a low price, yet offers a large margin of profit to peddlers, agents, premium users, etc. Will make an ideal Christmas or holiday gift.

On December 8th, while the usual Christmas trade activities were going on at the Goldsmith Novelty's headquarters under the tutelage of business, a party was in effect among the employees. Event was the first wedding anniversary of Yetta Shab, secretary to Phil and Saul Goldsmith. Yetta is a popular member of the staff and no ordinary secretary. Among her friends she is regarded as "personality plus."

**DIRECT SALES**

(Continued from page 60)

selling a low-priced car tells me that he has had some cancellations. It looks as tho the old cars will have to do the winter's job. This is good news for salesman handling automobile winter accessories. The man who has purchased the new car generally is not in prospect for brightness up the old one. What about making a quick canvass of your customers? Maybe you can book up a surprisingly large number of orders.

Hy Wasserman reports from Chicago that he is now covering the Middle West for a cosmetic firm.

Trainers of this column better get busy with their pencils and let us hear from them. You don't need to break out in poetry, but we need to know what you are doing. What do you sell? How is business? Where will your friends have a chance to see you?

Neckwear seems to show remarkable activity at this time. Other good items reported are first-old kits, pillow cases, electric bulbs, cigarette lighters, tools for home use, gas lighters and toilet goods.

It's another old story that truth in selling is the best policy, because the true story has that quality ring that no other lies will corollary. When bringing out a new article on my trade, says an oldtimer in the business, I am always calling on new customers who have never seen before. I have a sales opening for them that is a 100 per center. As the prospect opens the door I ask her politely whether she has a minute to spare because I have come to ask for some information. If she is willing to listen, which she generally is, I tell her I am in the Direct Selling Business and can turn to any house as a novelty. Quite naturally I am working an opening, but don't mind it. As I read "Goldstein up the new article before I am certain there is real value to it I have come to her as a neighbor to ask her opinion. By that time I have gained her good will, so I show the article and explain it. When I am thru I ask her what she thinks about it. If the demonstration is good I have her generally at the point where she will start to ask me the article to me. So I make some objections to make her more eager. After that I tell her the price and ask whether she would have to have the article for herself. I also make a small reduction from the regular price just to show her that I appreciate her kindnes. When the sale is made I get her to give me the names of neighbors and friends where I can use her recommendation.

"Says Jep Jepson, the super salesman: "A friendly smile opens more doors than a jujy.""

An incorrect gross price was listed for the tie, scarf and handkerchief combination, Lot No. 102, which appeared in the Christmas Special issue of The Billboard. The price as shown read "$1000.00 Gross Sets." It should have read "$1020.00 Gross Sets."
December 18, 1937

WHOLESALE MERCHANDISE-PIPES

REMNIGHTON
PENS, PENCILS, COMBOS
ZIP IT FULL—T'S IT!

JOHN F. SULLIVAN
NEW YORK CITY

RINGS
COMBOS
WOODEN CANDLES

LEATHER NAVY BANDS, BRACELETS, BRACELET AND OTHERS FOR EXHIBITION

UNDERWOOD
PLUNGE SPECIAL $21.00. GROSSE POINTE BEACH, MICH. WM. W. MILLER, 784 Mission Blvd, San Francisco, Calif.

963% PROFIT

BANKER PENS
The only Pen ever made to carry a banker's signature, Manufactured by an established firm. A perfect instrument for the practical man. PLUNGER—COMBOS—COMBOS—SETs


EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your order.

ARGO PEN-PENCIL CO., Inc., 210 Broadway, New York City.

ELGIN & WALTHAM WRIST WATCHES $3.95
In New Cases, Send for Circular, Showing the Right Suggestion in Pendants for the Ladies. In New Models, Send for Circulars in All Sizes. In New Designs, Send for Circulars in All New Models.

H. SPARBER & CO.
The 7th Street, St. Louis, Mo.

We Manufacturer a Complete Line of Fountain Pens, Mechanical Pencils and Pencil Holders.

SOUTHERN PEN CO.
Monarch Since 1892.
16 N. Union St., Petersburg, Va.
Send $1.00 for Samples. Prompt Shipments.

Manufacturers Overstock Sale
BLADES $2.50

There are First Quality
Each Blade genuine steel. Stubs double thickness of any other.
Made of the finest steel, packed in cartons.

In New Styles with one grade and million run sold by some supply house.
W.S. ALLEN & CO.. FIRST SERV.

G. K. ALLEN & CO., 100 Red Mills Street, Newark, N. J.

Christmas Card Agents

DOROTHY ANTE
216 W. 42nd St., New York, N. Y.

MED. MEN OPPORTUNITY


GENERAL PRODUCTS LABORATORIES
133 E. 44th St., Columbus 6.

The Billboard 63

MASSON & DIXON
med show, which recently closed a so
have been playing platform engagements in various eastern spots at the time.

CONCENTRATION on selling is one of the surest ways to success.

IT WONT BE long until everybody's cavin' again.

HANS KANTROP
is reported to be working in a New Orleans chain store to fair takes.

AL (POP) ADAMS
is from from Richmond, Va., that he is in harness after spending the summer in a hospital. He says he will try his hand at some of the Christmas novelty rush with toys and novelties at the market in the near future. He was in the mending department at his old department store.

IT ISN'T NECESSARY... for you to give away good spots. But follow these directions and your business will be bigger and more spots next week. You'll be surprised at the little entailed in writing a pipe and sending it in.

JIMMY PAPPAS
who has been sojourning in New York, is now in Chicago, where he is working in the advertising department of a large department store. He is reported to have some fighting left in him.

INCLUDED AMONG...

HUSTLER'S TIP: Remember, boys, New Year's follows Christmas by exactly seven days. Order your window now and have it just in time to equip your store to meet the demand for new year's pictures by the customers. A good time to use the trade card with.

BOS LINDQUIST
... ace watchworker, has begun his second month's work with that firm in a Los Angeles chain store.

HUSTLE'S TIP: Remember, boys, New Year's follows Christmas by exactly seven days. Order your window now and have it just in time to equip your store to meet the demand for new year's pictures, etc.

DOCTOR DUNCE...

WHY not do some work with a neat demonstration and a p-a system in a Southern, S. C., drug store, according to that firm's advertising. It's a good idea.

WILL YOU FELLOW be in a position to participate in the festivities on Christmas? A case of "Boy, I certainly wish I had saved some of that summer buck roll so I could buy a big feed with all the trimming?"

ALBERT W. (AL) FISHER, NOTE:

Ourrm pleads the cause for the West, holding an important message for you.

PROFESSOR JACK SCHWARTZ
from Lime Oak, Pa., under date of December 1st: "After leaving Beach-

Per Form, each 22c

IN GROSS LOTS

REGENT MFG. CO.,
134 W. 32nd St., New York City, N. Y., exclusive with the handling concerns for

No. 1 Outfit, $10.00 per Gr.

Sample 25c. See Our New Items.

RADIO STROPPER CO.
SANDWICH, ILLINOIS

PAPERMAKING

Attractive form, paper, decoration, including nationally known Wires. Write C. L. DOSSON, Ralph, N. C., or W. TAYLOR, Canton Exchange Block, Memphis, Tenn.

In your communications to advertisers by mention the Billboard.
LETTER LIST

(continued from page 37)

BINGO BUSINESS...

pastime and get out and hustle for new accounts.

ROUND ROBIN ROSE comes in small
like she just won a big prize in the
bingo game. And she did! At the
monster Delaware bingo party, sponsored
by the Delaware Democratic Club, in Arcadia.
Attendance was 81, but, says
Rose, the prize made it worth the
money. A grand affair run by
Jack H. McGraw, V. Drumheller and Charles
Tatum are two of the leading lights of the
organization, so we'll follow.

CONGRATS and best wishes to the
and the Select Seekers, that Clevelan-
dization which is fighting the city
. They are going to win...

Men

DEALS...

thru the New Year. Smart distributors
and manufacturers are making plans
with them. Monday morning is big business and
warrants serious planning.

Some time in January Regal Wood
Products, Inc., will introduce an
attractive line of pipe racks and cigarette
and cigar humidifiers. Pipe smoking is becom-
ing more and more among men, and
a good line of combination pipe
racks and humidifiers should go on
card. Firm has been successful in other
fields and is in position to supply the
boys with cigar humidors.

Dave King (Kink) who, well-known
Chicago operator and jobber, is
branching into novelties. His line of bears
will be seen at the Chicago World's Fair.
Under the name of the Gold Seal Novelty
Company, is going to town, according to
reports.

A new flash clock, the Skyway Electric
Clock, is being offered to operators by
Mills Manufacturing Company. Firm
already has a two-tone and a one-tone.

A handsome timepiece, 10 inches
wide and square black finished in chrome and
two-tone finish. It comes in the 60 cycle
A.C. and has a rotating propeller.

We hear that the Park Candy Company
is going into the salesboard business
and is working up several candy
and merchandise deals which it will spring
in the near future.

How about it, boys. Let's hear from
YOU.
The dispatch goes on to say that Miss Donahoe pointed out that reliance was placed on imported cotton, deprecating this year, with the result that the fair crowd spent more time viewing agricultural exhibits than formerly.

As an example of a typical Arkansas fair the past fall, Miss Donahoe visited the Arkansas State Fair in Little Rock, where the table was Treater Al Rosenman, the State Supervisor, and attended by Edison A. Hock and Simon J. Levy, Chairman of the various committees of the fair as well as other exhibitors, many of whom kept the crowd in the exhibit rooms throughout the day.

The only outdoor feature was the crowning of the queen and here a little girl was chosen to reign.

"The main purpose in most of our counties," she further stated, "was to keep money spent on cultural amusement in the county and use it for community improvements. Home-talent minstrel shows, pageants, baby contests and beauty awards, a queen's race, a pet parade and a community picnic were other instances of home-talent attempts to please at other county fairs. The Arkansas fairs had few fairs or expositions that were not the best in some time."

The experiences cited by Miss Donahoe are not new. Fair men in other States tried out the home-talent idea in years gone by and it worked just as well in Arkansas fairs the past fall. But it was short-lived. A year or two of exclusive home-talent amusement and the fairs concerned began to slip, and no time was lost bringing in the large-breast-professional amusement. Therefore it wouldn't be surprising to see history repeat itself in Arkansas.

Now don't get us wrong. We are not opposing having home-talent amusement at fairs. We do think that it should be kept to a minimum. If people want to see home-talent shows they can see plenty (given by local church and other groups) without having to go to a fair for them. If crowds at the crowds at the Arkansas fairs spent more time viewing agricultural exhibits than former years, as Miss Donahoe said, probably it was because there was nothing else to do to pass away the day. The fair in any case has left to the fair unaware of the fact that the amusement program had an expected drabness of such a drastic order.

There is no denying the fact that the general public wants professional entertainment and that is worth their while. Of course, unless fairs give it to them we fear for their future. Professional amusement apparently is as great a need as ever the organized doctor is when a person requires medical treatment.

"Showmen's League of America"

165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 11—On our way to the opening of the Chicago World's Fair, the morning of December 9, President J. C. McCallie of the Chicago World's Fair, and several other members of the committee, the table was Treater Al Rosenman, the State Supervisor, and attended by Edison A. Hock and Simon J. Levy, Chairman of the various committees of the fair as well as other exhibitors, many of whom kept the crowd in the exhibit rooms throughout the day.

Chairman Simon J. Levy gave the final report of the banquet and ball, which was well received by a large attendance of guests over to the American Hospital. Berend Mandelson and his committee handled the entertainment very well. The government departments were well represented and for the final performance, Chairman Fred H. Davidson prevailed upon the board of governors to meet in the evening and instead of going to the El Hock is busy looking for the new clock and in addition some improvements he is planning for showmen's Rest.
December 18, 1937

GENERAL OUTDOOR

The Billboard

HATS - HORNES NOISEMAKERS
WRITE FOR OUR CATALOG, IT'S THE MOST COMPLETE
AND NEW YEAR DECORATIONS - HATS - HORNS - CONFETTI - BALLOONS - BAR

AT PRICES THAT CAN'T BE - BAR NONE!

WISCONSIN DELUXE MILWAUKEE, WISCONSIN

DELUXE AUTOMOTIVE & REALTY CO.

Concessions, Novelty Supply for Fairs, Carnivals, Circus, Roundups, Wild Life Shows

Catalog with New Low Prices

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.

CHARLES A. LENZ

Winter Quarters: 512 South Main Street, St. Peters berg, Mo.

440 Insurance Exchange Bldg., Chicago, Ill.

WANTED

For Circuit Florida Fairs

OPENING BRADENTON, FLA.

Rides, Shows and Concessions. All address

BOB KLINE

Care Royal Palm Hotel, Lafayette, La.

WANTED

To Operate Steamer, and Concessions, for season

J. J. KRAKOFF, ATT. Mgr.

DORFMAN & CO., 107 W. Washington St.

FOR SALE

CATERPILLAR

Ready to operate, practically new track, now

$1,500.00. Address:

N. J. S. Co., 1814 10th Ave., Cincinnati, O.

Dorffman's Ice Show (Barrett's) Store New Orleans, La., Dec. 2-26.

Clyde's carousel, 60 horses, electric lighting.


Riviera's Show, Davenport, Ia., 10-15.


CARNIVAL

(Routes are for current week only and are given in some instances possibly only for the last date listed)

Death Takes W. G. Broerkin

TAMPA, Dec. 13—W. G. Broerkin, 76, member of Florida Fair Association and president of Tampa and St. Petersburg Fair Association, died at noon yesterday in Tampa. He was stricken with heart attack in operation for appendicitis on Saturday.

Also he was founder and president of Tampa Telephone Company. Funeral will be held here Wednesday afternoon.

RUTES

(Continued from page 25)


Dialoep, Matlack, Pindall, G., 13-14.


Dr., C. J., 1-15, 21, 30.


Spencer, 0. L., 1-15, 21, 30.

CIRCUIT AND WILD WEST

Bible Bros., Pitts, Mo., 11-18, Pekin, Ill., 22.

C. W. Phipps, 11-18, Pekin, Ill., 22.

Wacker Family Show, Hixon, 18, Okla., 22.

Additional Routes

(Received too late for classification)


Carnival, Campbells, 12-26.

Lewist, J. D., 12-26, 1-18.

McDowell, 12-26, 1-18.

Gunther, 1-18.

Ritter, 1-18.

Ephraim, 1-18.


Additional Routes

(Received too late for classification)

Chippewa Lake, Ohio, 12-26.

Carnival, Campbells, 12-26.

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Gunther, 1-18.

Ritter, 1-18.

Ephraim, 1-18.


The people find a way to bet 'even when the bookies' arc "closed.

The words are those of Edward J. Kelly, mayor of Chicago, and is part of the present move to license bookies in Chicago. It is also part of a widespread newspaper publicity movement at the present time concerning the bookie license cause in such cities as Los Angeles, San Francisco and Omaha.

The arguments being used in favor of licensing bookies are worthy of careful study by all thinking people. They apply logic and reason to conditions that actually exist rather than theories. For many years the sporting pages of the newspapers have given immense publicity to racing and racing bets, so that the public has had a thorough education in the "sport of kings" and its gambling possibilities. With such daily education in playing the races the masses of the people have come to be habitual betters. Within the last few years many States legalized pari-mutuels, a system which tended to give a small ring a complete monopoly on racing bets. But the people themselves wanted more convenient ways of betting, so the bookies have always had an intermittent business. Monopolies, even in gambling, always lead to many abuses.

And now the city governments need revenue and they need it badly. Many police officials could be relieved from chasing bookies if they were legalized. Under a system of license the bookies could be regulated and by some system of zoning there would be a chance to prevent overcrowding. The basic reason for licensing bookies seems to be, however, that the people find a way to bet even when the bookies are "closed." If in no other way, the telegraph offices will deliver their bets.

All of these sound arguments for licensing bookies should be carefully noted and filed by those who have an interest in Bank Nights, bingo, salesboards, contests, dog racing, raffles and bazaars, slot machines, lotteries, pinball games and all the other popular but maybe less significant games of chance. In the American system monopolies always lead to abuses and monopolies, even in the gambling privileges, are distasteful to the average American. If the backers of the bookie license idea are smart they will assume a liberal attitude when they have obtained their own legal status and favor legal status for all other popular forms of chance games. The bookies will find that people who like to operate Bank Nights, bingo, raffles, bazaars, salesboards, slot machines, pinball, roulette, etc., like to patronize bookies and are in favor of licenses for bookies.

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Supposedly, newspapers would be on guard to warn against any kind of monopoly in the gambling field. But newspapers are habitually shortsighted in such matters, and besides they expect to find their sporting pages boosted considerably in popularity by the general licensing of bookies. Church and civic groups would also attain a lot more general respect if they threw their influence against selfish monopolies rather than waging a temporary drive against some particular form of gambling.

A good example has recently been set by the Oregon Merchants Legislative League in a petition to the State Legislature. In its petition this organization asked that all popular forms of games of chance, from bingo to racing bets, be legalized and licensed. In an age of selfish and bitter competition it almost seems like the millennium has come to find a group of citizens and business men who have common sense enough to take such a fair attitude. It is a pity that this example cannot inspire those interests, those officials and those newspapers that are waging such a strong campaign in favor of licensing the bookies. There is a possibility that these interests would say it is better to take one step at a time. And that proper consideration can be given to minor games of chance later.

But if matters follow their usual course the attempt will be made to give bookies a monopoly because of the foolish idea that if salesboards, Bank Nights, etc., were legal, the money spent on such minor games would be taken away from the bookies.

We wish the bookies early and complete success in their move to obtain legal status. But the time will come when theaters, clubs, small merchants, fraternal groups, churches, charitable organizations, the coin machine industry and others will need to unite to break monopolies set up by more powerful gambling interests. For monopolies, even in gambling, are out of place in the American system.

In the present drive to license bookies, one of the most interesting points is that in Omaha, Los Angeles, San Francisco and Chicago State laws against lotteries and gambling are severe hindrances to licensing bookies. The big problem seems to be to find some technical loophole whereby anti-lottery and anti-gambling statutes can be circumvented. Even State constitutions stand in the way. In some cases bookies are being called "brokers" to get around the law. In another case they are called "forwarding agents."

The amusement games industry can fully sympathize with the bookies on that point. Even the most simple of the novelty pinball games have time and time again run up against such statutes and constitutional provisions. The amusement games industry would like to see the bookies and their friends gain enough influence to liberalize these statutes and constitutional clauses. The amusement games industry would like to see the bookies and their friends take the broad and liberal view of the world as it is today and steer clear of all temptations to assume a monopoly in the future.

The people like bingo, Bank Nights, salesboards, pinball, raffles and bazaars, slot machines, lotteries, contests and other minor forms of games of chance. In the American system these interests all have a right to be represented in the final setup of legalized control. Newspapers and big business, with their myriad contests that merely comply with the letter of the law, need to weigh this, and all other interests who crowd out the little fellow.

"It's coming throughout the country. It looks as if I was a pioneer. . . . Western Union now receives 70 cents to handle bets on the Coast, so why shouldn't bookers (bookies) do it as a legitimate business?"

The argument being used in favor of licensing bookies is worthy of careful study by all thinking people. They apply logic and reason to conditions that actually exist rather than theories. For many years the sporting pages of the newspapers have given immense publicity to racing and racing bets, so that the public has had a thorough education in the "sport of kings" and its gambling possibilities. With such daily education in playing the races the masses of the people have come to be habitual betters. Within the last few years many States legalized pari-mutuels, a system which tended to give a small ring a complete monopoly on racing bets. But the people themselves wanted more convenient ways of betting, so the bookies have always had an intermittent business. Monopolies, even in gambling, always lead to many abuses.

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The one great danger in the present wave to license bookies in the various cities is that a monopoly may be established. The pari-mutuels have had a monopoly for a long time and have opposed the bookies every step of the way in getting their license. But experience has shown that when bookies gain an advantage they also attempt to establish a monopoly. They have even bitterly opposed the licensing of pinball games.

Monopolies always lead to abuses and monopolies, even in the gambling privileges, are distasteful to the average American. If the backers of the bookie license idea are smart they will assume a liberal attitude when they have obtained their own legal status and favor legal status for all other popular forms of chance games. The bookies will find that people who like to operate Bank Nights, bingo, raffles, bazaars, salesboards, slot machines, pinball, roulette, etc., like to patronize bookies and are in favor of licenses for bookies.

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N. L. Nelson Known For Dependability

STOP THIEF
ARE YOU BEING CHEATED BY PLAYERS DRILLING HOLE IN YOUR MACHINES?
Never-Oil Plate Made of Special Cast-Aluminum Is The Only Plate That Will Stop This Cheating.
NEVER-OIL PLATES ARE MANUFACTURED BY US.
SINGLE PLATE PRICE: $1.75.
FIVE OR MORE $1.50 EACH.
Immediate Delivery.
In Orders of Ten or More Make and Serial Number of Machines.
SILENT SALES CO.
550 North Dearborn St., Chicago, Ill.
Distributor for Mills, Pace and Quartzen Ball
Stop Thief

A new KEENEE Game means another KEENEE Hit

In the order of their introduction:

TRACK TIME
Introduced in May. Still outselling all other makes of console games.

HOT TIP
Payout table introduced in August. Selling at premium prices wherever available.

HANDICAPPER
Payout table introduced in September. Note scarcity of used Handicappers offered.

DARK HORSE
7-play, single slot, console game introduced in October. Production still short of demand.

SKILL TIME
Track Time with miniature playing field for operation in payout table territories. Entire production contracted for 30 days ahead.

FREE RACES
"Free Game" pin table just introduced. Second run already practically sold out.

BASKETTE
New amusement game, to be announced.

J. H. KEENEE & CO.
"The House that Jack Built"

CHICAGO

Deep Interest in Trade Conditions

To the Editor: I arrived in Chicago Monday morning and had to leave that afternoon, so I did not have a chance to see you. Due to the heat being on here I had to leave that day. I am sending you some clipplings from our local newspapers which will explain the situation. I am going to send you another clipping tomorrow that may give you more needed information, as it is a long one on the front page and has pictures to illustrate it.

"We think this will blow over in a minute," he said, and the editorial from our newspaper inclined thinks so too. But in the meantime it is hurting very much. I would appreciate it if you would drop me a line when you have time and let me know what is going on throughout the country. I am very much interested in general conditions, as we are buying and selling a lot of used equipment and naturally you get in a position to tell me something that may do some good. Any information you can give me will be deeply appreciated—Southern Distributor.

We are publishing this letter in order to get a word in appreciation to all those men who have sent us newspaper clipplings which gives credit to the industry. Our files have recently been reorganized and eventually we will have quite an interesting collection of newspaper clipplings filed according to cities.

In many cases we will have a history of the coin machine trade as recorded by the local newspapers of the city. Whatever usefulness such a file may have to us and to our readers in the future, our thanks are due to the many members of the trade who cooperate by sending us clipplings from the local papers.

The remainder of the above letter also expresses his interest in "general conditions over the country." Every member of the trade is vitally interested in "general conditions" in various cities and States other than his own. As a news editor, it is often difficult to decide what news of conditions will best fit the trade if published and what news might do more harm than good. As is generally known, I think one of the basic policies the trade and our company should be following is the idea that destructive elements are killing us from within by preventing the sale of new and better devices. We have the best machine in the business, and we are losing ground to our smaller competitors. The reason is that we do not sell our machines with the same enthusiasm and salesmanship as they do. This is a fact that can be proved by sales figures and by the reports of our salesmen. It is a fact that has been stated by many of our distributors who are not in the habit of publishing their reports. They are afraid to do so because they know that their figures will be published and that the public will think they are not selling. We have the best machine in the business, and we are losing ground to our smaller competitors. The reason is that we do not sell our machines with the same enthusiasm and salesmanship as they do. This is a fact that can be proved by sales figures and by the reports of our salesmen. It is a fact that has been stated by many of our distributors who are not in the habit of publishing their reports. They are afraid to do so because they know that their figures will be published and that the public will think they are not selling.
Gerber & Glass

Get New Equipment

CHICAGO, Dec. 11—With the installation of a paint-spraying room, an electric saw and new buffing machinery, we now claim the honores as one of the finest repair departments in the country," declared Max Glass, of Gerber & Glass, during the past week. "For many years we have been well known to the trade as a firm that takes pride in the condition of the used games it handles. Every game that comes to our showroom must be thoroughly reconditioned and inspected before we allow it to be put in a crate for shipment.

"Now that we have this new equipment on hand," he continued, "we are in a position to rebuild games so thoroughly that in a great many cases it will be difficult to distinguish them from games coming right off the factory production line. All our mechanics are trained to specialize in one particular phase of the reconditioning work, and we spare no expense, whether it be for men or machinery, to make sure that our reconditioned games are in perfect condition when we leave our headquarters.

"With this new machinery we will be able to install many new reconditioning processes." Glass went on. "As a result our used games are bound to be in better condition. With this new equipment we can give each machine a finish that will make them look like new, and we can buff and polish all nickel and chromite parts of the game, and with the electrical parts we can do wonders in replacing broken wooden parts, making our shiping case sturdy and a hundred other things all of which make Gerber & Glass games outstanding in the coin machine market.

Exhibit Launches

Shoot the Moon

CHICAGO, Dec. 11—In giving details to the press of the new shoot the moon, console machine Exhibit Supply Company announced something in outlook a future program of development.

Mr. George left California only a month ago, but under a new program within a month from now, and in Chicago, he will remain until after the 1938 Coin Machine Show. With Chicago under the direction of the firm, they are to be able to back up射击 the moon, that the vast Exhibit program was already underway and that the firm expected to enter the new year with an unbroken program.

Details given out concerning the new console put it in the low price field. It is called the "Pilot," and consists of three tumblers, with one up for each play to keep interest at a high peak. Triple action, adjustable proportion, five-one and two-one, and the entire package of its equipment. It also may be had with new and improved features of the development,vender as extras. The entire plant of Exhibit presents a busy scene at this time of year and officials of the firm are busy on several types of machines at all times.

Pere Smith stated that the firm had considered the policy of greatly increasing the production of arcades machines during the coming year. Exhibit has a long experience in the arcade field and Smith said that many of their older machines, which could be brought up to date and other original ideas introduced for the adaptation of arcades machines in the future, he said.

Two Britishers

Sail for London

NEW YORK, Dec. 11—Dmyo Hagen and Sir Tony Cans na, English cousin, sailed December 8 on the Atlantis for home. Mr. Gans will be on hand in the States for quite some time and expects to return in time for the 1938 Coin Machine Show in five weeks in the country, which included a trip to Chicago. Sir Tony informed his correspondent that he expects all his old relations to Cole Amusement Machine Supply, Ltd. to visit the U.S. for the Coin Machine Show in January.

Jacobsons Take in N. Y. on Honeymoon

NEW YORK, Dec. 11—Mr. and Mrs. M. Jacobson are enjoying a two-weeks' honeymoon in the Big Apple town this past week while spending some time here on their honeymoon. Mrs. Jacobson is the daughter of Dave Helfenstein, of the David Macher Company, and Mrs. Jacobson, the executives of the Arno Novelty and Manufacturing Company, a leading manufacturer and affiliate of the David Macher Company.

While here Jacobson took time from the sightseeing to see all the latest surprises in store for him at the coming show. "Amusement, just as you get to click in a big way with opa all over the country," he declared.
**An Example**

In the November 2, 1937, issue of The New York Times, an article about the Coin Chute League was published. The Coin Chute League is an organization that promotes the use of coin-operated machines for charitable purposes. The article highlights the league's efforts in organizing charitable events to raise funds for various causes.

The league plans to organize a series of events, including a bridge tournament, to raise money for charitable causes. The article mentions several examples of successful events organized by the league, including a bridge tournament and a dance, which were attended by many people and raised significant amounts of money.

The league's efforts are supported by donations from various individuals and organizations, and the article encourages readers to support the league's cause.

---

**Jobs for Operators**

The operating business has thousands of jobs for men who appreciate the chance to make a living. It's the greatest profession in the world to be an operator of Coin Chute machines. Each day is different, and the wages are good. A good operator can make a comfortable living.

The job of an operator is to maintain the machines, keep them in good working order, and ensure that the machines are ready to use. Operators are also responsible for making sure that the machines are clean and well-maintained.

Operators are highly respected in the industry, and many operators have become successful entrepreneurs. The job is also fulfilling, as operators are able to help support their families and contribute to their communities.

---

**London**

LONDON, Dec. 9—Within 30 hours after the end of the war, London's Docklands was bustling with activity. The docks were filled with goods from all over the world, and the sound of machinery could be heard throughout the city.

Although the city was still recovering from the war, businesses were starting to reopen, and people were returning to their jobs. The atmosphere was one of hope and optimism, as people looked forward to a better future.

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**Detroit**

DETROIT, Dec. 11—The Interstate Amusement Machine Company, located in Detroit, has received permission from the State of Michigan to operate several slot machines.

The company has been granted a permit to operate in the city, and they are planning to open a new location soon. The company has a long history of operating in the city, and they are looking forward to expanding their business.

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**ACME NOVELTY CO.**

ACME NOVELTY CO.

23-25 NO. 12TH ST.
MINNEAPOLIS, MINN.

Detroit

Max Moore bought the pin game route of H. G. Collins during the past week. Moore has extensive experience in the pin game field and is well-respected in the industry. He has a strong reputation for fairness and honesty, and his customers are confident in his ability to provide a quality product.

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**Employment**

At the end of the year, many retail stores are closing to save money, and a number of people are losing their jobs. However, there are many opportunities for people to find work in the entertainment industry. Bill Hooper, one of the most experienced operators in the industry, says that he has produced a baby version of the bumper-type table. The table is 28 inches long, 18 inches wide, and has a bumper pool table. Bill Hooper's business is doing well, and he expects to continue to grow in the coming years.

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**ACME NOVELTY CO.**

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23-25 NO. 12TH ST.
MINNEAPOLIS, MINN.
**Doc Berenson Gets Action**

Minneapolis ops informed that license does not apply to phonos.

**MINNEAPOLIS, Dec. 11—Photograph operators here are talking about how they came in for a real scare recently in this territory. Without any warning the Minneapolis police, who had been detailed four men to go out and tell locations to disconnect phonographs in their places and have them checked until a license was placed on each machine.

When the operators began to receive calls from their locations that this was happening, immediate action was taken. In touch with "Doc" Berenson, president of the Minneapolis Amusement Operators Association, who immediately agreed. It then was decided to bring the multitude that phonograph operators had suddenly been called upon to check their phonographs. At Berenson's request Mr. Bonnier, assistant city attorney, came to the front for the phonograph operators and read off the license ordinance when they had to the city attorney's office, where he was to have had a new license. The ordinance provided for the issuance of a license on all amusement devices operated in the city. The phonograph operators then went in touch with the association attorney and went over the phone machine ordinance. After tableaux explaining the ordinance that phonograph operators had suddenly been called upon to check their phonographs, both Bonnier was given the wholehearted co-operation of the city attorney.

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**Phonograph Operators Threaten Phono, Recording Industries**

Cacky platters invite trouble, says Oberstein-major recording firms join forces with coin machine industry to stamp out use of double-entendre discs.

(Continued from page 3)

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(Continued from page 3) about the poet from his *The Passing of the Bookhouse.*

**Pleasure Machine**

With the market of record industry doomed to oblivion, it mattered little or nothing and few bothered to care what was being "cut" on wax. Only a year ago or so, even Jimmy Dorsey indulged in a bit of platier play by postulating the poster of Annie's Coors Goes "all and double-ending daydreams" that may or may not have inspired the hitpiece of the Red, Hot and Blue! musical comedy. Secs for since then mushroom recording companies have been pressing their platters red, hot and "shady" sort of "blue."

But the recording industry, in spite of all predications, has survived. Today it is blossoming like "roses" on Broadway" to become a figure of speech. And today the major studios have a self-imposed censorship on songs they dare or dare not not. But where Victor, Brunswick and Decca have their records within the scope of present-day standards of decency and social, the earmarked and undercover composers press the lines on grounds that phonographic synergy express itself as the seventh sense of man.

In spite of pictures and radio doing organically in cultivating musical tastes to a higher elevation, there is a debate side to the buying market that paves the way for a limited, yet prodigious, market that will be expected forever. Of course themselves seldom sung in Sunday schools. And the demands created by that portion of the market where there was no interference with the back-roads of the speakeasy rendezvous and the nocturnal entertainments of the nightclubs threaten to rot away the very roots of music and song.

The music-box machines have done much more to revive the interest in phonograph records than even the phonograph. It is not very hard for any operator to understand that it would put a large number of phonographs on the market if they had to pay a license of $25 a year on their phonographs.

The efficient manner in which Berenson, president of the Minneapolis Amusement Operators Association, worked, in the interest of phonograph operators in this matter is receiving praise from operators in the neighboring city of St. Paul, and there were several instances where operators who had offered one extra cent after another for not belonging to the association are now taking membership.

**Pumps Sales Up In Detroit Area**

DETROIT, Dec. 11.—The drop in music-machine sales in Detroit since the advent of radio is not as bad as was feared. The last two or three weeks definitely came to an end this week, judging by the size of sales reported Monday. Encouraging thing about it was that the sales were well spread between the different manufacturing companies, as well as the dealers themselves. Dealers in every way.
AMUSEMENT MACHINES (MUSIC SECTION)  The Billboard 73

THEY'VE GOT WHAT IT TAKES!

"Above average" performance, unique presentation, creation of individuality in style that sets itself apart from the ordinary... these are the factors which contribute to the success of an entertainer—or product.

Seeburg Symphonolas provide that "extra top-quality" reproduction... a distinctive styling and originality of beauty that gives them preferred position on choice locations everywhere. This is why Seeburg Illuminated Symphonolas, the Royale and Rex, with the original Lumalite Grille and 20 Record Multi-Selector enable music operators to earn greater profits every day in the week.

WURLITZER PHONOGRAPHICS

MODEL 312, 412, and P-100... $129.50 EACH
MODEL 716 or 616... $189.50 EACH
ALSO MANY OTHERS—FULLY GUARANTEED PERFECT ORDER NOW
Hankin Music Co., 258 Pryor St., S.W., Atlanta, Ga.

$115.00  WURLITZER 412 VICTROLAS
FOR 10 DAYS ONLY.
MACHINES GUARANTEED 100% MECHANICALLY AND APPEARANCE.
This is the Lowest Price. 1 or 100. Have few Globe 25 Record Entertainers. $20.00.
$20.00 REFUNDO IF NOT SATISFACTORY.

NATIONAL COIN MACHINE EXCHANGE
2137 TRYON LAKE
TOLEDO, O.

W.C. WOMAP PRODUCTS CORP.
6415 Ravenwood Ave.
Chicago, Ill.

PERMO POINT
The only Long-Life Phonograph Needle with the Patented Elliptical Point. Provides 100% Fidelity Reproduction—Largest Record Life—2,000 Perfect Plugs—True Volume Output. Encased by All-Leading Music Dealers and Record Distributors.

PERMO PRODUCTS CORP.
6415 Ravenwood Ave.
Chicago, Ill.
Excels Exlot Merits Of Seeburg Phonos

CHICAGO, Dec. 11—Officials of the J. P. Seeburg Corporation, manufacturer of the Seeburg Syndromas, state that a large part of their success in the coin-operated phonograph field is due to the tonal quality of their instruments. "No details are too small to be considered in their coin-operated phonograph production," officials state. "In order to attain the finest possible acoustical effects, our engineers are men who have behind them years of valuable experience. They can create constructively so that in the final analysis the utmost of these phonograms and experience and skill is put to work. They spend their time creating new ideas and improving others, always striving to obtain more perfect reproduction in Seeburg Syndromas.

Officials of the firm also believe that the beauty and design of their machines have played a large part in their success. "Carefully chosen woods, skilled wood designers and finishers all are contributing factors to the beauty of Seeburg Syndromas," these men maintain. "The combination of the finest materials and expert workmanship are two of the most important considerations in the manufacture of these phonographs. The thousands of Syndromas now on locations throughout the world are evidence in themselves of both the mechanical excellence and the high earning power of these machines."

RECONDITIONED PHONOGRAPHs

PRICED VERY LOW

Guaranteed—Ready To Operate

Wurlitzer P-12...$87.50
Wurlitzer 808...$109.50
Wurlitzer 411...$159.50
Rock-Ola (1936)...$99.50
Mills Dance Master...$35.00
Mills Dance Master.. $64.50
Seeburg Model E...$30.00
Selectophone...$35.00
Selectophone De Luxe...$59.50
Seeburg Symphony Model A...$94.50
Seeburg Symphony Model B...$110.00
Seeburg Symphony...$125.00
Seeburg Ray-O-Lite...$150.00
Trio—One-Way or Two-Way, Orders, Balance C. O. D.

W. B. CO., INC.
1300 North Grand Blvd., St. Louis, Mo.

"SACRIFICE" SALE

30 Best Imperial Eights (color and style vary), $5.95 each.
50 Imperial Eights (color and style vary), $9.50 each.
100 Imperial Eights (color and style vary), $15.75 each.
500 Imperial Eights (color and style vary), $42.50 each.
1,000 Imperial Eights (color and style vary), $75.00 each.

FOR SALE

160 Wurlitzer P-12, $87.50, I. B. F., $85.00, M. S. S., $87.50.
5575 each. Wurlitzer P-40, each $69.50. 1.00. Wurlitzer P-100, each $125.00. Wurlitzer P-400, each $149.50. Wurlitzer P-1200, each $249.50. Wurlitzer P-2400, each $349.50. Wurlitzer P-6000, each $775.00. Wurlitzer P-12,000, each $1,150.00. M. S. S. (Mammoth Symphony), each $1,440.00.

MAMMOTH SALES CO.
609 South Wabash Ave., Chicago, Ill.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT IT.

WURLITZER -- $85.00 EACH

MODEL P-12
GUARANTEED FIRST-CLASS CABINETS AND MECHANISM
1/3 Cash, Balance C. O. D.

Baltimore Amusement Co.
1817 St. Paul St., Baltimore, Md.

Detroit

DETROIT, Dec. 11—Samuel Rosenberg, of the General Novelty and Amusement Company, is reported to be so busy placing his new models on the market that he can rarely be located in his office any longer.

Walter Lang is one of the very few men in the coin-machine business who can afford to go out without a telephone in his home. Lang is now selling for the music division of the Mills Novelty Company and his business is so good he doesn't have to bother about the telephone. Lang goes out and gets it from his customers.

William J. Potter, operating the General Household Appliance Company, of Flint, Michigan, placed another order for several new Mills phonos during the past week.

Plans for a special train to take Detroit operators to the Coin Machine Show are being laid by the Skill Game Operators Association according to W. A. Zerby, secretary. The train will be able to carry the operators and association members and others from Canada and various up-state cities. Details will be announced shortly by E. E. Boarden, president.

New England

BOSTON, Dec. 11—Boston coin-machine sector is at ebb tide this week. Very little activity anywhere.

Jack Swartz, of Wm. Venticino Company, Winthrop, Mass., is enjoying a week of personal business and socializing during his approaching marriage. Last Sunday his fiance threw a shredding for Jack at his Quincy, Mass., home.

Benny Poole, of Jamaica Plain, Mass., is back from a Buffalo, N. Y., Junket.

Ida Shapiro, Ben Palenstic's secretary, makes note of all winter carnival and skating appearances. She will call on B. O. E. members at the annual election of officers for the Skill Game Operators Association which will be held at the Hotel Statler Thursday evening. Exact date of the meeting will be announced shortly by E. E. Boarden, president.

New Distribe Is Welcomed by Ops

MIAMI, Dec. 11—Jimmie Ronnie's office at 140 Third Street is only recently opened, has already proved itself an ideal office, according to Ronnie, who has been one of Miami's biggest and most successful slot machine operators, with the opening of his new office, Jimmie decided to enter the novel game business. Ronnie has only to visit his new place of business to realize that his store is the biggest on Baltimore Coin, Exhibit, Pacific and other road circuits.

Daily operators from all parts of Florida have started to call at the new office. It may be the latest models, it is reported Jimmie, with his dynamic presentation, is an artist on his machine. He feels at home, and as a salesman, he has a way of making visitors feel at home in his warehouse that speaks for itself. Realizing that service is a prime factor in the success of his machines, Jimmie has been offering 50 per cent increased income for the Horoscope Scale over the average scale.
Five Best Record Sellers for Week Ending Dec. 13

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Gibsonburg will manage the Miami office. Midwestern operators sending wants to Southern ops to be on guard against their being allowed in over the phone.

From the Chicago Tribune: "Life is an automobile—screamed and dry—Put in a nickel And out comes your pie."

There might be a considerable boom in novelty games now but for the fact that many operators hesitate to buy novelty games even tho they may be operated in their territory. All the efforts that are being made to protect the operator's share by mechanical means or otherwise are failing to produce any encouragement.

Meanwhile reports come from various sections at home and abroad that they don't want novelty games, new or old, that can be had.

BIRTHDAY PARTY. Friends of Walter A. Trachte, president of the A. B. T. Manufacturing Corporation, Chicago, celebrated a big party with him on his birthday, December 9. Some of his long time friends enjoyed the day with him and congratulated and "congratulated" one another and many others couldn't be present. Four of his closest friends presented him with a custom-built coffee pot that is just what he would have preferred complete with the utensils in the office in the plant location. The party was informal and a visit to the Florida state machine was planned and compared with the Texas brand.

CONFUSION. "Confusion is the word that expresses our cash-market situation at the present time. The operator is confused and doesn't know what to do. The manufacturer's statements are equally confusing about what kind of manufacturing or what directions it might take in developing new ideas. We are all looking for something that will work, run, and operate without buying any parts. They will be the final judges of what is proper for present-day buying conditions."

While Eddie Gibbros covers Florida and adjoining States for the Miami office of Atlas Novelties Company here in

DIAMOND BELL

The above machine is the first and only Bell Telephone type machine on the market with a coin top showing the last 9 coins, the best protection against theft.

Built in 3 Models.
Bell, Ford Vender and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

SPECIAL BARGAINS RECONDITIONED GAMES!

B B A L L  P A R K S  (New, in Crates, with
MAINCONEY FORM
5.00 5.00 5.00 5.00 5.00 5.00 5.00
CLACK METAL
10.00 13.00 25.00 15.00 25.00 20.00 25.00
PACIFIC
15.00 20.00 25.00 15.00 20.00 25.00 25.00
PADDLE
25.00
RINGTONE
10.00
AIR DERBY
25.00
RAILROAD
12.50
FLYING HIGH
12.50
PROSPECTOR
6.00

1/2 to Full Line, Baleage C.O.D.,
o. or F. O. B. Baltimore

DIAMOND BELL

FOR SALE

COMPLETE BUCKLEY DIGGER OUTFIT
Consists of Eight Buckley Diggers, Top and Frame — Price $550 for Immediate Sale
Write for Details

PLAYLAND AMUSEMENT CO.
126 Tehama St., N. W.
WASHINGTON, D. C.

BARGAINS FROM DAVE MARION

FOR SALE

BROWN'S BARGAINS

FOR SALE

BARGAINS FROM DAVE MARION

FOR SALE

FROTHY PEAKS

FOR SALE

ADOWAY

FOR SALE

LITTLE TIKES

FOR SALE

SHADES OF GOLD

FOR SALE

DIE CAST publicationLe

FOR SALE

WILLIAM'S BARGAINS

FOR SALE

MARTINI'S BARGAINS

FOR SALE

PUSH-ENGAGED

FOR SALE

HARCO BARGAINS

FOR SALE

WILLIAM'S BARGAINS

FOR SALE

MARTINI'S BARGAINS

FOR SALE

PUSH-ENGAGED
Popmatic Ships
Carload to Distrib

ST. LOUIS, Mo., Dec. 11.—“We’re shipping Popmatiws by the carload these days,” declares Rudolph Greenbaum, president of the Pomatic Manufacturing Company. “Just recently we shipped a carload to Mohr Brothers in Los Angeles and out of that carload 100 of those pop-corn vendors went to one operator alone. Our baks are off to this operator who has such confidence in Popmatic and who has decided to expand his operation to take the Popmatic.”

This year Popmatic will give the operator dependable operation and a weekly revenue that will count up into big money. “Our line of Popmatic goods is all of Mohr Brothers, too,” Greenbaum continued. “We thought they’d taken off a pretty big slice and were distributors for California, Nevada, Idaho and Arizona, but evidently they know how to handle this territory.”

Good reports are coming in from Portland, Ore., too, where Fritz Hall has recently organized the Northwestern Pomatic Company at 215 Southeast 25th street to cover the States of Washington, Oregon and Idaho,” he continued.

The States of Colorado, Wyoming, Montana and New Mexico have been taken over by the Rocky Mountain Pomatic Company, another newly organized distributor, located at 207 Ninth avenue, Denver, Colo. And in Wisconsin, Popmatics will be distributed by Jack Rudolph, of De Kalb, III., who has already an extensive record in the same machine field,” Greenbaum concluded.

Vending Ops Seek Sales Tax Refund

DETROIT, Dec. 11.—Plans for a proposed sales tax refund for operators were discussed this week by President E. Turner, president of the Automatic Merchandisers’ Association of Michigan and secretary of the Greater Detroit Vending Machine Operators’ Association.

We have had a few letters on this topic from operators and members of the Automatic Merchandisers’ Association of Michigan. Some want refunds on sales taxes that have been paid in Michigan,” Turner said. “We have had arrangements with the operators to present petitions to the Tax Board at Lansing. All members of the Automatic Merchandisers’ Association of Michigan have been written letters on this and all operators and members of the association are welcome as well.”

“Soon after the sales tax was passed a few years ago last summer,” he continued, “a notice was given that the location owner would be held responsible for such taxes. In September, 1934, the Tax Board passed a resolution that the location owner would be responsible for the tax. Occasionally after that some individual operator would be penalized and made to pay up on his back tax.”

A year later the board resolved that operators who had paid prior to the original resolution date should not be penalized, although others had paid. “Recently, probably largely due to the activities of one large Detroit operator in company that has had attorneys in Lansing for four years, a change has been made. This company paid for a short time, but for most of the time filed reports but paid no tax on advance of the attorneys. To date the board has not proceeded against it.”

“Even though the board did not make an official decision that will clear up this matter,” Turner continued, “we hope that the board will eliminate the operator or the office for filing the sales tax. We also hope that the board will grant refunds for those operators who paid the tax for the period prior to September, 1936.”

Musics Dedicated

Song to Popmatic

ST. LOUIS, Mo., Dec. 10.—The new Popmatic automatic pop-corn vendor apparently has scored a hit in fields other than the coin-machine industry, according to a letter received this week by E. Greenbaum, president of the Pomatic Manufacturing Company.

We have dedicated our new Bruckner record No. 8009, entitled “The Popmatics Men” to your Popmatic, operating Will Hudson and Eddie DeAngele, directors of the famous Hudson-DeAngele Orchestra, and hope our platter sales will pop as big as those in the coin-machine industry!”

Hudson and DeAngele, who have won an enviable reputation in the orchestra realm and as makers of many best-selling phonograph records, are highly regarded along Broadway as composers of such famous tunes as Moonlight, Torence, Mr. Ghost Goes to Town, Opal Gardner’s Swing, You’re My Bestie and many others. During the last few years they have won a name for themselves in the world of popular songwriting.

Vendico Is New Operating Firm in Canton, O.

CANTON, O., Dec. 11.—Vendico of Canton takes the name of an operator who has been very successful in the concerns here headed by R. M. (Dick) Edwards, who are well known in the field of promotion and exploitation in the Middle West. The new operating firm will function at 229 Third street, Northwest, and is expected to make an impact in the coffee and phonograph business. According to Edwards, who announced the new venture by phone yesterday afternoon, the firm will maintain a Massillon, O. office recently. These offices have been placed in the immediate Canton area, he said.
IT'S

POPOMATIC

that PAYS... and PAYS

The FIRST and BEST Automatic Popcorn Vendor

• Build yourself a steady, profitable, legitimate business with POPOMATIC - the new automatic popcorn vending machine! Locations pay as high as $42.00 per week! The novelty of POPOMATIC attracts crowds. A nickel in the slot - a barrel of golden grains behind the glass - the pull of a lever, and presto! you serve yourself a sack brimming full of hot, tasty popcorn "better than mother makes!"

SIMPLICITY - Positive Operation

POPOMATIC's operation is simplicity itself - no motor, no thermostat, no thermostat, no costly "out of service" delays. The entire mechanism is before your eyes, within easy reach of your hand. 250 sacks between refills.

• EYE-APPEAL - • Slim, modernistic cabinets of beautiful chromium and wrinkle-finished baked enamel, 62 inches high, 15 feet wide. It's easily to the eye of an ordinary popcorn machine.

• TASTE APPEAL - • The patented process by which the corn is popped assures large, tender grains of a delicious flavor. One taste for more - and each operation draws a crowd!

FLUFFY GOLDEN CORN in ONE Minute Plus

"85 seconds from nickel to sack!" POPOMATIC's performance is as quick as that - before the customer's mouth has time to water!

WRITE OR WIRE - TODAY FOR DETAILS AND PRICES


POPOMATIC MANUFACTURING COMPANY
5147 NATURAL BRIDGE AVENUE
ST. LOUIS, MISSOURI

by operators and it has increased considerably the normal income of 2-in-1 Vendors. The plan in detail is being furnished free of charge and without obligation to operators by Robbins.

As Robbins has had over 20 years of experience in the operation and s&le of vending machines, his plan is naturally a practical one. Dave states that in his opinion POPOMATIC will be taken to the bank in history of automatic merchandising. It will do more to the fact that many operators who have had legal difficulties with other types of machines will drop out of their energy to vending machines, he says.

Union Complaint Brings Club Ban

SYRACUSE, N. Y., Dec. 11 - Official action was extended to clubs recently which had been permitted to operate slot machines after they had been banned in places having liquor license. The extension of the ban to include clubs came as the result of a complaint made by members of the Crooks and Walters' Union. The union said that banning the machines from restaurants and cafes in which they work and permitting them to run in clubs was too much of a financial favor for the crooks. The entrance of the union into the coin machine situation here is considered as unusual and future developments will be considered of great interest to the local and national trade.

City officials had permitted machines to operate in clubs "because we don't have any other place to eat," the attorney general said. We can be counted on for a good showing," the attorney general said.

The fine showing of the Loyola University (South) Wolves this year can be credited in no small way to Ed Rodriguez, of the American-Southern Coin Machine Company, who took for the football忻考者的 college. "Just watch the Wolves in 1949, when we are going to improve in the toughest schedule lined up by any college in the country," Rodriguez is already boasting. He picks California to take Alabama in the Sugar Bowl.

Warren Roussell, club operator of La Place, La., has bought another block of new Cash Playboys, including several comers. "This new 'novisor'-monotone design is the greatest money maker ever placed on the market," he said white in the city to place his latest order this week.

The Dixie Coin Machine Company has taken on Louisiana distribution for Stewart-McCarty's peanut venders. The firm has received first two samples of Roy's Fleurettes and Standard.

P. W. King, head of O. & N. Sales Company, reports a quieting down of sales in the past week to 10 days, but looks forward to a sharp revival, as the biggest game and cotton crop in years in this section is marketed and money begins to circulate heavier. "I have no complaint, because sales have slackened a bit," King says. "My business this year has been excellent, thanks to the break in having a good line of machines to sell.

King reports the sale of a large lot of second-hand Jennings' Chicks by a Florida operator to rural operators of Louisiana. Shipments flowing steadily thru this city during the week.

Headquarters for CHARS!!!

New ORLEANS

New ORLEANS, Dec. 11 - Regular meeting of the Coin Machine Vendors' Association of New Orleans saw a full attendance and everybody was optimistic over future prospects. President King, president of the club, saluted the members by saying, "The request for a full attendance at the Christmas show is January is excellent and

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Novelty Games Up At Exhibit Plant

CHICAGO, Dec. 11.—Officials of Exhibit Supply Company said that the production line started humming this week on a rush schedule to turn out 1,000 novelty games within the next 10 days if possible. Herman B. Budin, of Budin Specialties, Brooklyn, was given much credit for sending in rush orders in quantity that made it necessary to increase production.

Budin reported to Exhibit officials that the novelty games were really selling in his area. The game, Mate-o-Hound, is responsible for all the rush it is reported. The game fits into territorial requirements in the East, Budin reports, and Exhibit officials say that distributors in other fields are also finding the game with plenty of player appeal and that it also fits into legal requirements.

New Chicoin Game Christened Mars

CHICAGO, Dec. 11. — In an announcement this week Sam Wolberg and Sam Gershberg, officials of the Chicago Coin Manufacturing Company, made public some information on their newest creation, Mars. According to Wolberg, "Mars is something unlike any game now on the market. With this game we are introducing to distributors and operators for the first time a completely new idea. This backboard is not an illusion, since it has an actual depth back, including two futuristically designed moving-space ships." "In addition to this unique backboard," added Gershberg, "Mars also utilizes two repetor action springs which create new player appeal and excitement and give players a double thrill with every ball played. Both the playing field and backboard are brilliantly colored and make this one of the most attractive games obtainable."

"Mars is not ready for shipment as yet," advised Mr. Wolberg, "but jobbers and distributors will have them in a week. Operators may visit their jobber or distributor and see this new game next Tuesday or Wednesday, when it will be on view all over the country at the same time.

"We feel that Mars is one of the finest of the new games," he concluded, "both in mechanical perfection and earning power. In our effort to make it possible for all operators to have an equal opportunity to share profits from this game, we decided on the policy of placing it on view simultaneously throughout the country."

Announce Amount Of Tax Payments

LITTLE ROCK, Ark., Dec. 11.—As the state revenue department made preparations here to appeal to the Supreme Court a decree restraining revenue commissioner from collecting a 4½ per cent tax on vending machines and music boxes, the department announced that collections from privilege tax on machines for the first months of 1927 increased $31,297.75, compared with $16,892.25 during the same time during the corresponding period last year.

The department announced that total collections were $1,830,488.96, $381,503.75, compared with $1,260,565 during the same time during the previous year. This amount included $20,000 in sales tax collections.

Music machines contributed the great- est part of the revenue. Numerous machines are being licensed this year that were not taxed formerly, such as marbles, pool-table and dice-a-matic machines.

J. Hugh Wharton, revenue department attorney, is preparing the appeal to the high court. He said operators of the machines are now paying only 5½ to 6½ through the courts.
Coinmen Discuss
Coming Convention

NEW YORK, Dec. 11—As the opening
date of the annual Coin Machine
Convention draws closer interest in the show
increases daily among local coinmen.
Much discussion, some speculation and
many predictions are made daily regard-
ing what will and will not be shown.
Many coinmen and distributors have
debated that manufacturers will have to
unveil games of an entirely new type
if they wish to keep the sales level on
the same plane as preceding conventions.
Most of the men are of the opinion that
a greater variety of machine will be
shown this year, as many operators have
declared that they would like to see
more merchandise, phonos and other
equipment of the type that can be op-
erated anywhere.

Local interest in novelty pin games and
other amusement equipment con-
tinues to be as great as ever, but most of
the men are looking for something new
to stimulate and revive play.
Coinmen and distributors are interested
in electronic products which will revive
the type of sales they enjoyed some months
back.

The hope of finding something new at
the convention is providing more inter-
est in the event than anything else.
Most of the local coinmen are already
making plans to attend the event, and
when January 17 rolls around by far the
greater part of the local coinmen will
be in Chi for the big show.

Markappe Employees To See Boss Dance

CLEVELAND, Dec. 11.—Employees of
the Markappe Company took over a sec-
tion of the Hanna Theater to see their
"boss." M. M. Marcus, star in a play
here this past week, Those Eaves of
Water was the musical comedy in which
Marcus appeared. The show was put on by
the Drama Club of the Heights Temple
of this city, to which Marcus has be-
longed for many years.

These club shows are annual affairs that
attract large crowds and annually receive
favorable comments from dramatic
artists of local newspapers.

The major points upon which cases
involving the legality of pin tables have rest.

Judges and juries in many States
have said in effect that if a pin table
had the three attributes that if
they were proven to be amusing, to
regulate skill in playing and to
more pleasure in the form of further
playing of the game as a reward
for the skill displayed, then the coin
machine is a legitimate device. I
have seen Free Races and there is no question
at all in my mind that this creation
of Marcus's will open closed bars.

"Why? Because test cases are already
proving that this game has amusement,
skill and free-game awards and will
meet and defeat most any legal objec-
tions that have ever been raised against
a pin table."

In conclusion Lane said: "Every wide-
awake operator should grab a sample of
Free Races, place it on location and
see for himself how easy it is to dispute
objections against it. Believe me, the
three main characteristics of this game—
-skill, amusement and free games

Here's a Sizzling Hot
JAR DEAL
Sample Price For
Complete Deal
$1.25

Oven Over 50 Numbers
The Play-Ola line comprises over 50 different
styles of four-legged machines, including many
with Jack Pot features. Thousands of Play-Olas
paid out and tickets for every demand. Write today
for latest catalog and quantity discounts. Please
list your location.

PLAY-OLA "PUT AND TAKE"
"Put and Take" is the most popular
machine that everyone knows how to play.
PLAY-OLA's colorful new style of presentation
makes it fascinating and more attractive
than ever before. Definite Pay-Outs. $2.00
Profit. $1.25

DEFINITE PROFIT $3.00
COMPLETE SAMPLE DEAL $9.75
This Deal also includes 1,000 and
1,500 tickets at slight premium. Write today.

2 MORE RED HOT NUMBERS!

Here are 2 more fast-moving, big-profit
Play-Olas just added to our latest list. They're
proven money-makers.

TRIPLE PLAY RAINBOW
A colorful, original game that draws crowds and
doesn't let them go. Winners at $1.00, $2.00 and $3.00
with a big profit for the operator. Played with 1,500 Tickets.
A 2-cents running consecutively from "00" to "60." Each set
with a different colored background.
TAKES IN $1.00-$1.25 SELL AT $1.50
Label Pays Out $0.75
Label Pays Out $1.00
Label Pays Out $1.25
Label Pays Out $1.50
Total Average Pay-Out $1.36
Average Profit $0.34
COMPLETE SAMPLE DEAL $3.67

HIDE SEEK
"Hide and Seek" is the sensational new pin game that is captur-
ing locations by the thousands. Original, intriguing idea makes it
one of the fastest moving in Play-Ola's vast line. Awards of
$0.25 to $2.00 attract crowds. Small Sewed-Tickets Prize, 10,000-
Total Average Pay-Out $2.00
Average Profit $1.00
COMPLETE SAMPLE DEAL $4.58

Lucky Purse Deal

A 2-cent running machine with a variety of prize pay-
ing coupons ranging from $1.00 to $5.00. Total awards, cigarettes and
other novelties are given away. No big heart and no more than 30 women
TAKES IN $1.25 SELL AT $1.50
Label Pays Out $0.75
Label Pays Out $1.00
Label Pays Out $1.25
Label Pays Out $1.50
Total Average Pay-Out $1.36
Average Profit $0.34
COMPLETE SAMPLE DEAL $3.67

The last word in your letter to
Advertisers, "Billboard"
Another GREAT!!! Low Priced CONSOLE HIT!

Shoot the Moon

3 JACK POTS . ONE UP EACH PLAY A NEW EVENT IN CONSOLE PLAY APPEAL . Gives you the MOST POWERFUL MONEY MAKER AND GREATEST OF ALL CONSOLES TO-DAY...

SENSATIONAL USED MACHINE VALUES

BILLIARD INTRODUCES NEW BILLIARD LAYOUT

New Billiard Layout

BILLIARD INTERM^. New York, is introducing a new coin-operated amusement game known as Shoot the Moon. Game originated in France, where it is claimed over 100,000 are now in operation. It has also proved popular in Belgium, England and Canada and the manufacturers are delirious from the success that it has achieved in this country.

Based on the principles of billiards and pool, it may be played by two, three or four persons, with cues and seven balls. A dime in the slot releases the balls in a rack. The size of the game is six feet by three feet and no space is required to walk around, as all shots are played from the front end of the table.

Agitation Spreads To Church Bingo

CAMDEN, N. J., Dec. 11.—The agitation against pinball games has spread to include official action against such pastimes as bingo in churches and theaters. The agitation began recently when the police department received the well-known complaints that "children are squandering their lunch money on pinball machines." A Supreme Court justice had also declared the games illegal because they encourage gambling.

The agitation against games of all kinds is expected to spread to adjoining counties at any time. The underlying political motive behind the agitation is not known at the present time.

SLOT MACHINE OPERATORS!

Here's A Xmas Present For You

With every Slot Machine purchased from us during the month of December, we will give you away absolutely free, as a token of our appreciation, a保密 BOX-leCayette, FAMOUS HANDBAGS, RUSSIAN-ROLLED CHOCOLATE, SOMETIMES YOU WILL WIN. Drop us a line and let us know what type of prizes you are interested in and we will give you the same.

We will take your late Model Wurlitzer left, Wheel of Fortune or any other type that you purchase from us.

"when in Our City, Pay Us a Visit."

BAUM NOVELTY CO.

Quarry Hill, St. Louis, Mo.

December 18, 1937

Airways used 3 weeks $50.00

Londesbrough $37.50 | Carnivals $25.00 | Domestitch $30.00

BASED NOVELTY COMPANY

MILWAUKEE, WIS.
Sensational Sale

SLOTS
$44.50
- Mills Blue Fronts...
- Jennings 11... $29.50
- Wurlitzer 412s...
- Wurlitzer 313...
- Wurlitzer P-12...
- Wurlitzer P-10...
- Repro Symphony...
- Repro Phonograph...
- Dance Masters...
- Orpheum 38...

$22.50
- Mills War Eagles...
- A. C. 7 Play...

$72.50
- All Used Machines Reconditioned and Rebuilt Like New

PHONOGRAPH

$72.50
- Shell No. 6...

$12.50
- King Fish...

$15.00
- Nightmare Ticket...

$17.50
- Whisper Ticket...

$10.00
- Peerless (Cash)

$10.00
- Fur 'n' Tusk

$10.00
- Red Arrow

$20.00
- Royal Racer

$25.00
- Snafy

$30.00
- Sportsman (10 Ball)

$35.00
- Golden Harvest (10 Ball)

$40.00
- High Pockets

IDEAL NOVELTY CO

1518 Market St.

Hercules Has New Payout Protector

NEWARK, N. J., Dec. 11—Hercules Machine Exchange, Inc., introduced a new-type award protector which will be used for volume delivery in a downtown according to reports. Irving Gruenstein, president of the firm, believes that the new Hercules protector will pay out for every satisfaction, as it is available for the operator to permit himself against fraudulent awards made by some local operators.

The item was introduced as a being a small collection book of 100 sheets. These sheets are left by the operator with the location owner, and all awards must be entered on the sheets. No arrangements can be made, since they will show up instantly on the sheet. The item is fully copyrighted.

In items listing the advantages of these sheets, Gruenstein explained that the method of award is easily understood and followed. All 10-cent awards must be checked on their own column, and there are at least two other columns for other awards. As a result, the operator can tell at a glance which awards on the sheet are the most numerous and also at what time of the day the awards are made, since the initial of the man who makes the award will appear on the sheet. At the same time the operator will have this thickness to check and does not have to add rows of figures to ascertain the total awards.
1-BALL AUTOMATICS
22 CAROMS $24.50
12 DERBY DAY $32.50
16 PREVIEWS $16.50
25 GOLDEN WHEELS $39.50

Consoles
LIBERTY BELL $12.50
BALLY FAVORITE $19.50
PACES RACES $109.50
EVANS ROILETTO $129.50
GALLOPING DOMINO $129.50
PACES RACES (25c Play, Brand New) $265.00
PACES RACES (5c Play, Brand New) $265.00

Phonographs
WURLITZER MODEL P-12 $99.50
MILLS DO-RE-MI $99.50
ROCK-OLA 1936 $99.50

THE CREAM OF THE CROP!
In Stock for Immediate Delivery!

SPECIAL
FIREROCKS $97.50
FAIRGROUNDS $97.50
FAIRGROUNDS AROUND THE WORLD $29.50
BUMPER $19.50
FOOL MOD $34.00
HOME SET 511 $31.50
STORMY $27.50
LONG BEACH $34.00
CARNIVAL $17.50

WRITE FOR THE LIST OF OTHER SENSATIONAL BARGAINS IN CONSOLES—PHONOGRAPH TUBES—NOVELTY GAMES AND OTHER AMUSEMENT MACHINES.

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago

THE CREAM OF THE CROP!
In Stock for Immediate Delivery!

SPECIAL
SUNSET $119.50
FOOL MOD $34.00
HOMESTRETCH $31.00
STORMY $27.50
LONG BEACH $34.00
CARNIVAL $17.50

WRITE FOR THE LIST OF OTHER SENSATIONAL BARGAINS IN CONSOLES—PHONOGRAPH TUBES—NOVELTY GAMES AND OTHER AMUSEMENT MACHINES.

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

1-BALL AUTOMATICS
22 CAROMS $24.50
12 DERBY DAY $32.50
16 PREVIEWS $16.50
25 GOLDEN WHEELS $39.50

Consoles
LIBERTY BELL $12.50
BALLY FAVORITE $19.50
PACES RACES $109.50
EVANS ROILETTO $129.50
GALLOPING DOMINO $129.50
PACES RACES (25c Play, Brand New) $265.00
PACES RACES (5c Play, Brand New) $265.00

Phonographs
WURLITZER MODEL P-12 $99.50
MILLS DO-RE-MI $99.50
ROCK-OLA 1936 $99.50

IT'S NEW! IT'S HOT! IT'S A WOW!
-THE BIG APPLE-
A NEW THIN HARLICH JACKPOT BOARD

IT'S GOT THAT EXTRA WALLOP THAT BUILDS PROFITS—FAST
No. 11043
1000 Holes
Takes in $50.00
Average Payout $26.00
Av. Gross Profit $24.00
ORDER TODAY! BE FIRST!

HARLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO, ILLINOIS

BEAT THESE PHONOGRAPH PRICES IF YOU CAN

WASHINGTON 1800-00 (LOTS OF 5) $105.00
ROCK-OLA 1936 MODEL $85.00 (LOTS OF 5) $80.00

GUARANTEED PERFECT AS TO CONDITION AND APPEARANCE!

SQUARE AMUSEMENT COMPANY
88 MAIN STREET
POUGHKEEPSIE, N. Y.

U-Pop-IT
Now on Hand
Write in for Demonstration
AVON NOVELTY SALES CO., Inc.
Cleveland, O.
ARE YOU "PAYOUT PROTECTED"?

- Do you know where your profits fall down periodically?
- Do you know what scores or combinations are being hit most often?

HERCULES PAYOUT PROTECTOR
Not a Mechanical Gadget! No Actor!
A COMPLETE CHECK-UP IN COLLECTION BOOK FORM!
Introductory Price Good Only Until Jan. 16.
Only $1.00 Per 1,000 Sheets
Full Cash With Sample Order.

HERCULES MACHINE EXCHANGE, Inc.
1175 BROAD ST.
NEWARK, N. J.
(Tel. Bigelow 3-3294)

WE OFFER FOR SALE THE FOLLOWING:

- Bingo Ball Machines - $125.00 Each
- Pinball Machines - $75.00 Each
- Pachislo Machines - $40.00 Each
- Arcade Slot Machines - $35.00 Each

STADIUM AURORA, ILL.

$74.50

Football game extraordinary. You will like this game and buy it the minute you see STADIUM in action. With visible Payout Register.

STUBBER Corp

Notice! Warning!
M. Ray James

Formerly treasurer of the National Amusement Machine Owners Association, who will take over as president on the first of this month, is now seeking new members.

M. Ray James, President.
My Call Novelty Co.

Budin Banquets

English Visitors

BROOKLYN, Dec. 11.—Herman Budin, round and jovial president of Budin Specialties, Inc., threw a farewell party this week in honor of Mr. and Mrs. Tony Gasparro and Ryme Becker, of London, who sailed for home December 8 on the Aquitania. Our English friends had an enjoyable stay in the States and expect to return in a short time. Gasparro has made arrangements to be in Chicago for the coin machine show.

At the party held at Don Christie’s Little Old New York, the guests enjoyed the fine show Christie put on, especially the guests of honor, who received the old-fashioned show for the first time. The party broke up in the early hours of the morning, with all the guests giving the Englishmen some loud “bon voyages.”

Guests present were Mr. and Mrs. Jack Mendel, Mr. and Mrs. Max Weiss, Mike Meurer, and Mrs. Meurer, who came from Baltimore; James W. Ryan, of Inter-Continental Forwarding, Inc.; Joe Cisak and Joe Griswold, of The Billboard; Mr. and Mrs. Tony Gasparro, Ryme Becker and Mr. and Mrs. Herman Budin.

 Slug Advertising

Hurts Operators

To the Editor: The enclosed ad has appeared several times lately in our daily paper and I am told that it comes to the paper thru an advertising agency. Those slugs are being bought here for the sole purpose of playing pitchball games, for which they pay $6.00 per year for license to operate. This ad seems to be running in newspaper everywhere. If pinball games or slot machines are operated. We believe any genuine operators would like to have your advice on what can be done about this. L. M. Illinicki.

The classified advertisement referred to above reads as follows:

"REAL SLOT MACHINE SLUGS to stores. Nickel, dime, quarter sizes. Write Specialty J. Box 881, Dayton, O."

WANTED 500 SLOT MACHINES

Will Trade Wurlitzer Phonographs For Slot Machines

Send List of What You Have and How You Will Trade

We Offer These Models (Any Quantity)

P412's — P312's — P12's — P30's

OHIO SPECIALTY COMPANY
129 W. CENTRAL PARKWAY
CINCINNATI, OHIO
Jennings Releases New M'd'ing Plan

CHICAGO, Dec. 11—According to W. J. Ryan, vice-president of the O. D. Jennings Company, his concern has a new plan that is creating considerable interest among operators as well as gaining the support of local officials and responsible merchants wherever it has been introduced. "We've had so much favorable comment on the merits of this new idea," says Ryan, "that we have decided not to hold it back any longer."

"To begin with," he went on, "this plan concerns our new cigarette vendee, Ciga-Rola. As everyone knows, such machines have a definite place in today's methods of doing business. So many standard commodities are now being successfully merchandised thru coin-operated machines that when a new idea demonstrates it will sell anywhere from 5 to 20 times more merchandise it certainly merits further investigation."

In Ciga-Rola," Ryan continued, "Jennings has a trade stimulator that fits into this new plan like clockwork. By emulating the familiar cigarette vending feature found on the ordinary vending type machine with an amusement feature that has stood the test of time we have been able to increase greatly the sale of cigarettes at a corresponding profit to both the operator and the merchant. The most important feature of this new plan is that it has demonstrated that it meets with the approval of local officials and will even have them working in support of this plan. Unlike the average amusement machine, Ciga-Rola, when operated under this new plan, will even have the support of the so-called reform element in the community."

"In order that information on this new idea may reach people who are really interested in making money without the constant dread of changing conditions hanging over them," Ryan concluded, "we have prepared a complete summary of the plan and how to use it in conjunction with the Ciga-Rola machine. Any interested operator may have this information in comprehensive form upon request."

Keeney Busy With Four Hit Games

CHICAGO, Dec. 11—When we tell people our sales are greater than ever before in the history of this concern they think of this business in terms of Track Time," declares J. H. (Jack) Keeney, president of J. H. Keeney & Company. "But we have other games that are going as big as Track Time. Dark Horse, our new medium priced console game, has its own department going night and day."

"Then there's Free Races, our new free game pin table," he went on. "We're laying our cards on the table with those waiting to place volume orders for this game by informing them that orders already on hand for the second run will keep our production line busy until Christmas."

"When it comes to Skill Time, which is Track Time with a miniature playing field, we don't know where we stand. One operator's order alone calls for 10 a day for the next 30 days. There is an old saying," he concluded, "that all good things come in threes; but with us it seems, all good business comes in bunches."
Richards Markets

New Coin Chute

CHICAGO, Dec. 11.—The coin chute is the casher of the coin-machine industry, stated Dick Wiggins, head of the Richards Manufacturing Company, in announcing a new type coin-chute mechanism to the trade. "Every nickel turned in the business has found its way thru the coin chute," he went on. "Thus the coin chute becomes in its way as important to the machine as the vault door to a bank. Countless thousands of dollars have been rifled from coin machines due to insufficient protection. To stop this leak in operation profits we have bent every effort to market a coin-chute combination that will answer the demand for a truly foolproof, indestructible coin chute."

"We feel certain that our new RM Senior and RM Junior coin chute will meet this demand," Wiggins went on. "We have found from rigid tests on location that this coin chute overcomes every coin chute complaint reason. On this chute a three-eighths inch steel bar operates the machine, thus relieving the brass slide of this duty and allowing the slide to become a conveyer and locking member only. The steel bar is connected directly with an operating lever which, with its new pound leverage principle, requires very little effort to operate the toughest machine. Its smooth operation will decrease the tilting of machines as well as increase player appeal."

"This chute is also equipped with a new speed lock that goes into effect when players become abusive and resort to jamming or forcing chutes," he went on. "A special dog action automatically locks chute momentarily until normal play is resumed. These new chutes are equipped with a seven-coin multiple play cap which not only increases play, but also eliminates the outer edge of the base plate and leaves the slot that is so frequently bent and covers all openings which makes shimming impossible. All these features have been combined with other standard features well known to the industry, and the results are the RM Senior and RM Junior coin chute expressly made for professional coin chute protection."

New Target Idea on Bally's Bull's Eye

CHICAGO, Dec. 11.—Announced as a high-score game with strong skill appeal, an operating lever which, with its new Bull's Eye novelty game features a target deal which is said to be entirely new and different and appealing. A miniature bull's eye is arranged at the top of the board in such a way that they can be hit only by snapping the ball off a target set or by shooting which the ball will strike and after traveling completely around the board.

Describing the new skill spring, Jim Buckmaster, Bally's, general sales manager, predicted that it would prove the most popular skill device in years. "This little feature," Buckmaster explained, "is built into the playfield. By a kind of bow and arrow action, it flips the ball into the center of targets. Looks easy, but requires plenty of skill and practice and promotes play by the hopper. Words cannot describe the peculiar delight in the skill appeal. You've got to try to play against it, get the feel of it, experience the satisfaction of beating a pesky little spring at its own game."

Then you see why Bull's Eye is stealing the show in novelty locations from Coast to Coast.

Bazelon Reports Success of Deal

CHICAGO, Dec. 11.—Roy Bazelon, head of the Monarch Coin Machine Company, reports the tremendous success that their new counter deal, Bags-of-Gold, is enjoying at this time. As Bazelon put it, "When we first announced Bags-of-Gold there was a big rush of orders for it. Each week since has seen a substantial increase. Generally in a deal of this type sales show high at first and then drop off, but with this one the increase in sales has been steady."

"Operators report that they are able to make good on locations in many territories where restrictions are very stringent, and thus it is a source of extra high earnings for them. They also report that Bags-of-Gold is one of the fastest selling deals of this type they have seen in a long time, with location calls for repeats running extremely high," Bazelon concluded.

Register for 1938 Coin Machine Show

Name: ........................................ Company: ........................................
Street: ........................................ City and State: ........................................
Check whether: Operator: ....... Jobber: ........ Distributor: ........
Please inclose letterhead, business card, or other identification as Operator, Jobber or Distributor.
Give name of at least one manufacturer from whom you have purchased machines during past year.

No registration fee is required if this form is received before January 5, 1939.

MAIL TO: NAOMM, 120 SOUTH LA SALLE STREET, CHICAGO, ILL.
DICK WIGGINS Presents
New Streamline Coin Chutes for 1938

AVAILABLE TO ALL MANUFACTURERS—ANY MACHINE CAN BE EQUIPPED WITH THE RM SENIOR OR RM JUNIOR IF YOU INSIST—INSIST!

★ CHEAT-PROOF
★ INDESTRUCTIBLE
★ STREAMLINED

Interchangeable With Any A.B.T. Chute

The De Luxe Type Coin Chute that has everything! Provides all the features of the RM Junior, plus new Indestructible E-Z Operating Lever with Adjustable Automatic Speed Lock that Locks Chute momentarily when player gets rough.

OPERATOR’S PRICE $5.00

RM SENIOR
The De Luxe Type Coin Chute that has everything! Provides all the features of the RM Junior, plus new Indestructible E-Z Operating Lever with Adjustable Automatic Speed Lock that Locks Chute momentarily when player gets rough.

FOR IMMEDIATE DELIVERY, WRITE, WIRE OR PHONE YOUR ORDER TODAY

SOLD ONLY BY

RICHARDS MFG. CO.
4619 RAVENSWOOD CHICAGO
PHONE LONGBEACH 8384

We Take Great Pleasure in Announcing We Are Now DISTRIBUTORS FOR PRODUCTS OF THE STONER CORPORATION
For Western and Central New York STADIUM AND MISS AMERICA Ready for Immediate Delivery AMERICAN COIN MACHINE CO., 559 CLINTON AVENUE, N. ROCHESTER, N. Y.

A STONE GAME IS ALWAYS A WINNER

AUTOMATIC PHONOGRAPH

17—MODEL "B" SKELETONS, used less than 60 days, like new,.................$20.00 each
15—MODEL "B" WURLITZERS, perfect conditions.......................50.00 each
29—HILLS DANCE BANDS.............................................25.00 each
38—HILLS DELUXE MODEL DANCE BANDS...........................35.00 each
16—HILLS REGULAR MODEL DANCE MASTERS....................50.00 each
B—HILLS MODEL 801 ELECTRON PHONOGRAPH..................50.00

1/3 Deposit With Order—We Ship Balance C. O. D.

THE VENDING MACHINE CO., 205-15 Franklin St., FAYETTEVILLE, N. C.
Cable Address "COINCNOLES"

WURLITZER • P • $99.50

ROCK-OLA—Late 1936 Model, $99.50 | KEENEE BOWLETTES ...$49.50
WURLITZER P-400..................................................$419.50
ALL MACHINES GUARANTEED PERFECT CONDITION

BABE KAUFMAN MUSIC (CIRCLE 200 W. 54th St., N. Y. C.

WHILE THEY LAST!

When Writing to Advertisers Mention The Billboard.

Baltimore Distributors Backs Ak-Sar-Ben

Baltimore, Dec. 11.—Typical of the success that Ak-Sar-Ben, Western Equipment and Supply Company's newest creation, is reported to be making as all parts of the country, is said to be the money-back guarantee which Sam May is offering on this game to operators.

As May puts it, "If Ak-Sar-Ben does not show a substantial profit by the end of the first or second week it is on location I will refund every cent the operator pays for it without delay. There is no red tape or hook or any kind to any kind to this money-back guarantee. The reason I am making such a startling offer as this is a simple one. I have already sold hundreds of this new machine and they have proved highly profitable to operators. These operators tell me they are earning greater profits with this game with a minimum of effort.

"I have the fullest confidence in Ak-Sar-Ben," May went on, "confidence in its fine mechanical construction and in its ability to earn huge profits. My confidence has been proved by its trouble-free earning performance on locations everywhere."

Tripppe Reports Good Biz

ST. LOUIS, Dec. 11.—Carl F. Tripppe, owner of the Ideal Novelty Company, this city, returned here today after a week's trip during which he visited his branch offices in Springfield, Mo.; Mt. Vernon, Ill. and Vincennes, Ind. Tripppe reports that his branches are enjoying splendid business and that the operating end of the biz has improved considerably of late. A

18 Jennings Liberty Bells

Win 1/3. UNITED AMUSEMENT CO. 310 S. ALAMEDA

$89

MACHINES AT BARGAIN PRICES

LATE SERIALS SLOTS

10 Winning Rolls-Up, Sp. Play $32.50
5 Mills Blue Fronts, Sp. Play 47.50
2 Punt-Drop, Sp. Play 25.00
5 Mills No. 1, Sp. Play 22.50
5 Mills No. 2, Sp. Play 28.50
5 Mills No. 3, Sp. Play 35.00
5 Mills No. 4, Sp. Play 45.00
5 Mills No. 5, Sp. Play 55.00
5 Mills No. 6, Sp. Play 65.00
5 Mills No. 7, Sp. Play 75.00
5 Mills No. 8, Sp. Play 85.00
5 Mills No. 9, Sp. Play 95.00
5 Mills No. 10, Sp. Play 105.00
5 Mills No. 11, Sp. Play 115.00
5 Mills No. 12, Sp. Play 125.00
5 Mills No. 13, Sp. Play 135.00
5 Mills No. 14, Sp. Play 145.00
5 Mills No. 15, Sp. Play 155.00
5 Mills No. 16, Sp. Play 165.00
5 Mills No. 17, Sp. Play 175.00
5 Mills No. 18, Sp. Play 185.00
5 Mills No. 19, Sp. Play 195.00
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5 Mills No. 39, Sp. Play 395.00
5 Mills No. 40, Sp. Play 405.00
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5 Mills No. 43, Sp. Play 435.00
5 Mills No. 44, Sp. Play 445.00
5 Mills No. 45, Sp. Play 455.00
5 Mills No. 46, Sp. Play 465.00
5 Mills No. 47, Sp. Play 475.00
5 Mills No. 48, Sp. Play 485.00
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5 Mills No. 55, Sp. Play 555.00
5 Mills No. 56, Sp. Play 565.00
5 Mills No. 57, Sp. Play 575.00
5 Mills No. 58, Sp. Play 585.00
5 Mills No. 59, Sp. Play 595.00
5 Mills No. 60, Sp. Play 605.00

JAMES SCOTT, Huntsville, Texas
AWARD TO THE WISE

INSIST ON Evans' 1938 BANG TAILS!

The King of Horse Race Coins! Refined! Re-styled! New Master-Features! New Champion Horse! Drastically Simplified, fool-proof Mechanism! YET NOT ONE CENT HIGHER IN PRICE! Unmatched by any other game before—Today with New 1938 features this modern miracle game stands absolutely above every comparison!

New Cabinet in black walnut and quilted maple! Gypsy-Proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet ventilation eliminates heating! Coin Head and Mechanism entirely removable from cabinet! Entirely precision-engineered! SOLD ON FAMOUS 10-DAY MONEY-BACK GUARANTEE!

EVANS' 7-COIN HEAD! GREATEST IMPROVEMENT IN THE INDUSTRY! Guaranteed to positively stop the gypsy-artist! Prevents grief of overlapping coins, thick coins, slugs, coins, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Designed, patented and manufactured by EVANS, obtainable only on EVANS' Games!

Order from your Jobber or Write, Wire or Phone HAYmarket 7670
H. C. EVANS & CO.
1925-28 W. ADAMS ST.
CHICAGO

SALE OF ALL LATEST
USED GAMES
WRITE NOW
FITZGIBBONS
DISTRIBUTORS, INC.
453 W. 47th ST., NEW YORK
352 Mulberry St., Newark, N.J.

LOU Berman offers
GUARANTEED USED GAMES

Cross Line...$10.00
Track Meet...$26.50
Bally Booster...$12.50

FAV TABLES
Jumbo...$10.00
Jumbo Jr...$7.00

Pebble...50.00
 ter...50.00

12-Sided Reel-Bell Slot...$60.00
Twelve Lucky Numbers, No. Model...$60.00

Terms—As Wished, Calender, O. D.
L. Berman & Co.
133 W. S. 54th St., EVANSVILLE, IND.

DON'T TURN 'EM AWAY!
Single Slots say "NO!" to other players when more want to play! Almost like hanging a sign on your games, "KEEP AWAY"! EVANS' MULTIPLE 7-COIN HEAD accommodates 7 players at once! 7 TIMES THE EARNING with the same overhead! Besides it is so gypsy-proof you save the cost of the game in preventing operating losses. Choose EVANS' MULTIPLE money-makers—and make all you can!

BANG TAILS
Horse Race Payout de Luxe.
Galloping Dominoes
Super Dime Payout.
Rolloet,Jr.
Roulette in Super-Payout.

TICKET PAYOUT
Model & Check
Payroll Model
Unbreakable Glass Playing Field & Extra
St. or 25¢ Play & Open Pay-Out Cup & Locked Drawer Optional

SALE OF ALL LATEST
USED GAMES
WRITE NOW
FITZGIBBONS
DISTRIBUTORS, INC.
453 W. 47th ST., NEW YORK
352 Mulberry St., Newark, N.J.

CHICAGO, Dec. 11—As the first of their new trend line, Bally Baskets is reported to be in full production at the Bally Manufacturing Company plant. The machine is described as a strictly legal amusement game, incorporating the optimistic action of basketball ball, and is sold to carry an unusually low price tag.

The big feature of our Bally Basket game is a patented coin slot, which was invented by Bally's president, "in the fact that it is a 100 per cent legal game. In fact, it is impossible to devise an award system to apply to the game. That means the player who opens up his territory with this game will be able to keep it open, as no unethical operator can come along and spoil the situation by offering prizes. It simply can't be done. As to the game's ability to open territory there is no question at all, for the machine is every bit as legal as the sport it duplicates.

"All the thrill of regulation basketball are found in Bally Basket", he continued. "The tantalizing suspense of who's going to get the tip-off port for the entire game and from the first feverish jump at center to final split-second of play it's a real high-speed basketball. There's dripping, blocking, short passing, long passing, free throws, all the tricks of the game. If yet it is no fascinating to know the edge of basketball is necessary for complete enjoyment of the game.

"Experienced operators declare that Bally Baskets is one of the most exciting amusement games ever built," Bally concluded, "and they are confident that it will equal any novelty pin game in earning power and life on location. Best of all, every nickel in the cash box is profit. Not one penny is deducted for awards. This, together with the fact play and the strong repeat play appeal, may well result in profits that will surpass those of any novelty game of the past."

LADY LUCK
1200 Hole Form 4190
Take In...$100.00
Pay Out...$10.00
Price With 60 Pieces...$4.95
Plus 10% Federal Tax
Holiday Hours, Holiday Cards and Holiday Holdings.
Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board Card House in the World
6320-32 Harvard Ave., Chicago, Ill. U.S.A.
And NOW-GENCO Presents

CARGO

featuring an entirely different scoring idea.

Upon the insertion of a coin, 10,000 appears in lights on left side of backboard. The first ball played subtracts from 10,000 in units of 200. If first ball crosses 1,000 track, 1,000 lights up on right hand side of back rack. The figure remaining lights on the left, after the first ball comes to rest, is score player must equal or exceed with remaining balls.

$74.50

F. O. B. CHICAGO

THE FIRST AND ONLY BUMPER COUNTER GAME. Has all the features of big tables. JUNIOR has the same steel bumpers and rails as well as all other playing features that you would find in a full sized novelty game. In fact, JUNIOR is a complete bumper type novelty game made in a smaller size for those locations which could not, because of space requirements, accommodate a full sized table. Full activated glass back, plus the colorful playing field, attracts players to JUNIOR.

Cigar Counters, Candy Counters-Hundreds of other types of locations where you could not place a full sized game are now open for real profitable operating with JUNIOR.

A COUNTER GAME WITH ALL THE PLAY OF A FULL SZIED TABLE.

$39.50

GENCO INC.

2621 N. ASHLAND AVE.

CHICAGO, ILL.

Pace's Races - - $134.50 EACH

Ray's Tracks - - $134.50 EACH

Act Quick! Rush 1/3 Deposit - We Ship Balance C.O.D.

THE VENDING MACHINE CO.

205-15 Franklin St., Fayetteville, N. C.

Cable Address "COINSLOTS"

SANTONE SPECIALS

Jersey Op Killed In Auto Accident

NEWARK, N. J., Dec. 4 - C. L. Harvey, well-known Belleville operator, was fatally injured in an automobile accident last week.

Harvey is reputed to have been one of the largest operators in the State. On his many routes he is said to have featured a wide variety of equipment. Just recently, in fact, he entered the automatic music field.

It is understood in coin circles here that his son, Herb Harvey, will carry on the business.

9 Jockey Clubs

$39

Wine 1/3

UNITED AMUSEMENT CO.

310 S. E. BALTIMORE AVE.

SAN ANTONIO, TEX.

SANTONE COIN MACHINE CO.

1324 Main Avenue

SAN ANTONIO, TEX.

KEYSTONE NOV. & MFG. CO.

26th and Huntingdon Sts.

PHILADELPHIA, PA.
Baby Production

NEW YORK, Dec. 11.—No. 2 in the series of Pomer's personal productions came off the assembly line at Beth Israel Hospital, Newark, N. J., at 6:02 p. m., November 24. The new princess of the George Pomer household is Mariam Beatrice Pomer; age, hardly at all; weight, 8 pounds and 4 ounces. Yes, the queen is doing fine. Since on the Pomer totalizer is now two girls and two boys. Maybe that's why some of the column here are wondering if Pomer could go five rounds with Eddie Cantor.

And comment in the hinterland are wondering whether Pomer will credit his production to New Jersey or New York State. New York is sending an urgent plea to all operators and distributors in the State to boost production as soon as possible, since production in the State dropped to an all-time low in October. It is understood Pomer may lost New Jersey in a contest between the two States.

Open House Party

By Indiana Firm

INDIANAPOLIS, Dec. 11.—A genuine, old-fashioned "housewarming" is planned by the Guarantee Distributing Company, of Indianapolis, new Wurlitzer distributor here, on Sunday, December 13, when the doors of its new office at 2451 North Meridian street will be formally opened.

Open house will continue from all hours of the morning until all hours at night, with a wealth of free food and entertainment for friends and operators—all of whom are cordially invited to come in and inspect the complete line of Wurlitzer phonographs, coin-operated machines and pin games stocked by the Guarantee Distributing Company.

Owner of the new enterprise is Paul F. Jock, whose hosts of friends and acquaintances will remember him as Southern representative for the Pace Manufacturing Company. His extensive experience in this line has fitted him admirably for this new undertaking in the distributing field.

"We have gone wholeheartedly into the distributing end of the game," said Jock. "Our business will be founded upon the sound basis of 100 per cent co-operation with the operators in our territory, which is bound to result in our mutual benefit. Come in and see us, fellows! We want all of our friends and operators everywhere to help us make this dedication party on December 19 a roaring, record-breaking affair."

"We hope to make the friendship of every operator who can possibly spare the time to call on us and we know that they can help us and we can help them. We say everything we can deliver, to keep up the pace we are confident of making a good money out of our complete stock of new and used coin machine equipment."

The headquarters consist of an office building, a spacious showroom and an endless variety of conveniences for operators and guests.

Big Race

WILL HUDSON AND EDDIE DELANGE, co-leaders of their popular orchestra and composers of "The Popcorn Man," which they have dedicated to the Poppin' corn-popping cender. 

BIG RACE WITH THE SEVEN SLOTS . . . . PRICE $189.50 F. O. B. CHICAGO

MILLS NOVELTY COMPANY, 4100 FULLERTON AVE., CHICAGO, ILL.
Here’s BALLY’S “New Trend” Game No. 1

BALLY BASKETS
Absolutely Legal Amusement Game
OPENS CLOSED TERRITORY EVERYWHERE

HERE'S your golden opportunity to open your territory and keep it open for years of big steady profits! BALLY BASKET is 100 PER CENT LEGAL... no award system can possibly be worked out for this fast and furious fun-game. Yet location tests prove BALLY BASKET EARNs MONEY FASTER THAN MANY HIT NOVELTY GAMES!

COMPETITIVE PLAY GOLD MINE!
Duplicating all the thrills of REAL BASKET BALL... the fight for the “Tip-off”... long passing... short passing... dribbling... blocking... BALLY BASKET is packed with suspense, thrills and action. Average game is played in approximately a minute and a half... and each game creates an “appetite” for more, insuring plenty of REPEAT PLAY and FULL-UP CASH BOXES!

SIMPLE, NON-ELECTRIC MECHANISM!
Complete freedom from service grief is yours when you operate BALLY BASKET. Beautiful silver-tone console and realistic, illuminated play-field wins a welcome on any location. Operators everywhere call BALLY BASKET the biggest value in years... and you’ll agree when you hear the sensational low price! Don’t delay! Get in on the ground floor of the biggest boom in coin-machine history! Order BALLY BASKET today!

AMAZINGLY LOW PRICE
WRITE - WIRE - SEE YOUR JOBBER

BULL’S EYE
A COAST TO COAST SENSATION!
Announced only last week and already sweeping the country just like Bumper did last year at this time! players everywhere go for the NEW TARGET PRACTICE idea and tricky action of the new Skill Spring. Spectacular TARGET FLASHER on backboard has greatest eye appeal in years. Remember how Bumper “started things” last year? BULL’S EYE will do it again this year. Get in on the ground floor by ordering BULL’S EYE now!

ORDER TODAY!

5 BALLS FOR 5 CENTS
35 IN. BY 24 IN.
50 IN. HIGH

Write for circulars on LITE-A-PAX, FAIRGROUNDS, CLUB HOUSE and other Bally hits.

BALLY MANUFACTURING CO.
2640 BELMONT AVENUE,
CHICAGO, ILLINOIS.
Don't overlook Rock-O-Ball—the legal, long-life bowling game that's "caught on" in the amusement world. It's the biggest source of earnings in many a location. From the standpoint of appearance, mechanical perfection and public acceptance, Rock-O-Ball dominates the field. For 1938 the new twelve-foot model is replete with many new refinements and improvements. The electric triple-score register assures accuracy in scoring and insures protection. Locations report not only high profits from the play of Rock-O-Ball, but increased earnings from the impetus it gives to general business.

Rock-Ola

MFG. CORPORATION, 800 N. REDZIE AVENUE, CHICAGO, ILLINOIS, U.S.A.
Wurlitzer puts "Music in the Morgan Manner" at the fingertips of the Nation

Thorne's sweet and swing music is demonstrated by the fact that his famous orchestra is now featured on both the National and Columbia networks.

Yet thanks to Wurlitzer Automatic Phonographs the nation need not await any given hour to hear "music in the Morgan manner."

In thousands of restaurants and taverns whose limitations make automatic music the ideal means of providing ace high entertainment, a Wurlitzer puts Russ Morgan's sophisticated rhythms at the finger-tips of Mr. and Mrs. America. Similarly the recordings of all artists and musicians are brilliantly brought to life by these marvelous instruments.

Music operators everywhere are cashing in on Wurlitzer popularity. Don't overlook this opportunity. Write or wire for particulars today!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N.Y.

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WURLITZER
AUTOMATIC PHONOGRAPHs
Bring the Music of Modern Masters to Millions