FOR 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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City ............................................ State
Donor ........................................
Address ......................................
City ............................................ State

The Billboard
25 OPERA PLACE
CINCINNATI, OHIO
Meredith Has Inside Track

Backed by Liberals in Equity race—Dulitz re-elected by lopsided vote

NEW YORK, Dec. 18—Council of Actors' Equity, meeting this week to consider a suit brought by Frank Gillmore, president for many years, adjourned until Monday with no decision at the time of going to press. However, it was regarded as certain that Burgess Meredith broadcasts would be shown.

A motion was made yesterday that Paul Dulitz succeed the expired term of his term as President. The motion was carried by a large majority as the largest council meeting in years. Only 7 votes favored the proposal.

Meredith, the younger, has the backing of the entire Liberal element in the council. He is respected, progressive, and has been active in the council's financial matters. He is opposed by Dulitz for the top job, and the council is expected to make its decision by Monday. (See MEREDITH HAS on page 39)

Performers Responsibility on Social Security Tax Clarified

Precedent decisions—hotel-employer of Hoffman girl troupe—ad agency named boss of script radio show—partnership not necessarily contractor

NEW YORK, Dec. 18—The liability of performers, agencies, employers, etc., under the confusing Social Security laws has been clarified somewhat and shed light on the handling down of the first two decisions affecting performers. Still another decision, another case but providing a similarity to situations in the world of radio, night clubs and radio, was issued and is believed to set a line on future decisions. The Social Security Commission ruled that where an act can be supervised and controlled by a buyer of entertainment, the party vested with and exercising such prerogatives becomes the employer. Hence, the Sherman Hotel, Chicago, for having booked in the selection of live girls to perform under the direction of Gertrude Hoffman, whom the hotel had booked thru the Music Corporation of America, became the employer of the entire unit, while Gertrude Hoffman was absolved from the independent contractor category.

Daily News, Erwin, News & Company, Inc., retained the power to supervise the acts prepared by Caron J. Robinson, and he credited the agency with the handling down of the first two decisions affecting performers. Still another decision, another case but providing a similarity to situations in the world of radio, night clubs and radio, was issued and is believed to set a line on future decisions. The Social Security Commission ruled that where an act can be supervised and controlled by a buyer of entertainment, the party vested with and exercising such prerogatives becomes the employer. Hence, the Sherman Hotel, Chicago, for having booked in the selection of live girls to perform under the direction of Gertrude Hoffman, whom the hotel had booked thru the Music Corporation of America, became the employer of the entire unit, while Gertrude Hoffman was absolved from the independent contractor category.

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BAA Wins Four A's Decision; "Irregularities" Are Charged

APA ordered to quit organizing out-of-town burly houses—must return Hirst dues—"breaches" of parlia-
mentary procedure protested—lawyer role aired

New England Unions Elect

Large World's Fair Committee Outlines Entertainment Plans

An Open Letter to Frank Gillmore

RUTH DENNING

(Week's Cover Subject)
Announcement of WPA Costs Awaits Recovery of Hopkins

NEW YORK, Dec. 18.—Neither Paul Edwards, local administrator of the WPA Federal Theater Project in New York, nor Mrs. Allie Flanagan, director of the Negro WPA Federal Theater Project in Washington, D.C., could be reached yesterday for comment on charges that $121,385 has been spent for office equipment and other items during the past month by the New York theater and $63,000 for supplies and equipment at the Washington theater. The total cost of the project during the past month was $284,385. The spending of the money was authorized by the Department of the Interior and was within the limits set by Congress, and the Washington theater has been working on the same scale as the New York theater. The announcement followed recasting of the budget for the project, which was presented to the department of the interior for approval, and was approved by the department of the interior.

Iowa Project Ends January 1

DES MOINES, Dec. 18.—Iowa Federal Theater Project is finished January 1, according to Charles E. S. Keller, Iowa works progress administrator, who told regional headquarters he was moved by the request of the state legislature for the extension of the project. The total cost of the project was $284,385. The spending of the money was authorized by the Department of the Interior and was within the limits set by Congress, and the Washington theater has been working on the same scale as the New York theater. The announcement followed recasting of the budget for the project, which was presented to the department of the interior for approval, and was approved by the department of the interior.

Chi Opera Season Sets New BO Record

CHICAGO, Dec. 18.—Chicago Civic Opera Company is opening its season on Tuesday, December 25, with a new record attendance of 7,000 persons. The season will consist of 30 performances, each of which will be given at the Chicago Civic Opera House. The season will feature a new production of "The Barber of Seville," considered the most important opera of the season, and will also include "The Magic Flute," "The Tales of Hoffmann," and "The Barber of Seville." The season will be sponsored by the Chicago Civic Opera Company, the Chicago Civic Opera Association, and the Chicago Civic Opera Club.

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Concert Convention Planned

NEW YORK, Dec. 18.—Concert Convention of Americans is planning its first convention for some time in January. Alfred H. Bower, chairman of the organizing committee and P. O. Schatz, secretary, are planning to hold the convention in February.

For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States

TELEGRAMS * CABLES * RADIOGRAMS, EERRAND * SERVICE * MONEY ORDERS

USE FONTAL TELEGRAPH

Phone your telegrams. They will be charged on your bill.

For SPEED and ACCURACY

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Kid Stuff
SPRINGFIELD, Mass., Dec. 18,—Here's what the popularity of Charlie McCarthy most recently done for Kay Pawley, singer on WOR.
When she was working Pachon & March at a time when banjo will go over well. She dropped it.
But it's revived again, now over the other. Kid's moniker is Jean.

NAB Sales Managers Form Separate Unit

CHICAGO, Dec. 18.—At a specially called meeting of the NAB Sales Managers' Division Thursday in the Sherman Hotel here representatives unanimously decided to form a separate organization to be known as the Broadcast Sales Directors, which will be an individual organization for the purpose of handling its own problems, but still in direct conjunction with NAB.

Sales managers felt slighted in last NAB meet in June and that, combined with the present chaotic status of NAB, stimulated the present action. Plans formulated at this meet, according to J. Bury Lottridge, KTUL, Tulsa, Okla., were as follows: an executive chairman who will be elected to hold his office until the next NAB meet, to be held Monday, Jan. 4, 1938.

The meeting was attended by representatives of all NAB sections, except the West Coast, and will be held at New York in 1938. The acting chairman, Leslie Fox, KIOB, Kansas City, Mo., was also present.

The present NAB affairs will be handled by a committee of five members, to be announced, and at present the NAB business need be under no other control.

Purpose of the January sectional meeting is to have a basic program the convention's conception; time, hour or dollar discounts, availability of contiguous rates, and sales promotion. From these sectional reports a master committee, which met Thursday, hopes to obtain a comprehensive survey of radio sales conditions throughout the country, which will set up a sort of standard для every quarter. Another question to be discussed is that of advertising to retail accounts and the uncovering of virgin fields for radio as a medium.

Those attending the executive committee meeting were: Executive Chairman, Leslie Fox, KIOB, Kansas City; Vice-President, H. Bury Lottridge, KTUL, Tulsa, Okla.; William H. Clune, WLA, Chicago;无缝, Pool, New York; WFRB, Baltimore; Craig Lawrence, KCKX, Kansas City; WAAB, Boston; Herb Holllister, KANS, Kansas City; WBBB, Orleans, Maine; WDL, WGDJ, Des Moines, Iowa; WDKX, KMKX, St. Louis; Charles C. Dickey, WMMB, Peoria, Ill.; and Leslie Fox, KMBQ, Kansas City, Mo.

FCC Loser in Suit To Prohibit Alien Broadcasts of U. S. Discs

NEW ORLEANS, Dec. 18.—Federal Communications Commission has ruled that the period that the auto firm will continue. This ruling will kill any chance that the FCC may have for broadcasting. Court ruled that the 

Me. & Vt.

NEW YORK, Dec. 18.—Noting that New England, including Maine and Vermont, leads the country in radio ownership, the FCC has been brought into the act.

G. M. To Study Sales During Rodeo Lapse

DETROIT, Dec. 18.—A close study of General Motors' sales will be made during the period that the auto firm will continue its radio broadcasts. While no official announcement has been made about G. M.'s new move, well-informed sources report that it will probably be six to nine months before broadcasts are resumed.

Editors of the Weekly Casualty report the final decision on the ruling.

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U.S. Shows Weak Or English Pull

Especially produced for transatlantic audience, but reaction is mild

LONDON, Dec. 11.—American programs especially broadcast to England are not catching on among British families, according to surveys in shape for the British fan. While several stations are receiving regular audience, several others are not. The surveys were conducted at regular intervals, and it has been found that the British public is not as receptive to American programs as expected.

Bro Harmony, with Freddie Rich, has been on the air for several weeks, and his latest program, which is received here at regular intervals, has been promoted, but it was not as popular as expected. The program is received in the United States, and it has been found that the American audience is not as receptive to the program as the British audience.

Date, Dec. 11.—Broadcasting Corporation, thru its New York office, is now being understood to be lining up other programs for future broadcasting.

No British programs, save shortwave, are sent regularly to the States. Occasional attempts to obtain the King's Christmas address are available to all American stations. The greatest number of letters to one web has been reduced because of occasional friction when an American network found itself frozen out.

NEW YORK, Dec. 11.—Bill Greene, BMI executive, called back for the Norman December 23. Greene made a number of propaganda stories in South America for the BBC, then sailed to England for a brief stay. Go Wacky Trying To Follow Boston Changes

BOSTON, Dec. 11—WORL led in the role of godfather to WLAW, new Boston station, in giving personnel, other local outlets, and networks a boost.

George R. Luckey, WORL chief engineer, who is here on a visit, brought the news that WLAW is set to go on the air over WORL, a new station, at 11 a.m., with the program director, and is expected to be heard on the air as of December 23.

Brookly Matinee, with Freddie Rich, goes on the air today. The program, which is received here at regular intervals, has been promoted, but it was not as popular as expected. The program is received in the United States, and it has been found that the American audience is not as receptive to the program as the British audience.

Another idea of-
 "Francine Fashion Parade of Song"
Reviewed Sunday, 3:30-3:45 p.m. Style—Variety show. Sponsor—Francine's Foot Shop. Station—WMEX (Boston).
Sponsor for the last few seasons has been responsible for many well-thought-out programs and quite interesting. This program presented an unusual change of pace.

"Epic of America"
Reviewed Sunday, 8-8:30 p.m. Style—Dramatic sketch. Sustaining on WOR (N.Y.).
Third of the WPA's dramatizations of James Truslow Adams' Empire of America. This was an effective-interest-producing show. The action of the nature of a history lesson with a particular emphasis on the story of the Federal Superintendence of Education. The show was well received, but it was not as popular as the previous ones in this series. The script by Donald Henderson Clark was well written, and the performance was excellent. The show was produced and directed by Herb Reed. The cast included John Donaldson Clark and Mildred McLean. The show was well received, and it is hoped that it will continue to be successful in the future.

"It Is the Law"
Reviewed Monday, 8-8:30 p.m. Style—Dramatic. Sustaining on WHN, New York.
Except that this half hour is presented by a Warnovian, who speaks about the law and justice in a very interesting and informative manner. The audience was informed that the show was to be repeated on a regular basis.

"Rhythm at Noon"
Reviewed Sunday, 12-1 p.m. Style—Variety show. Sponsor—Standard Brands. Station—WEAF (N.Y.).
The show is a musical program, presented by the Sustaining on WEAF studio. The show features a variety of musical performances, including songs, instrumental music, and poetry readings. The show is broadcast daily and is well received by the audience. The show is hosted by John Marshall and is produced by the agency of Sustaining, Standard Brands.

"Marriage License Romances"
Reviewed Friday, 2-2:15 p.m. Style—Drama. Sponsor—United States Plywood Corporation. Station—WGN (Chicago).
The show features a variety of romantic stories, presented by the Marriage License Commission. The show is broadcast daily and is well received by the audience. The show is hosted by Ernie Neff and is produced by the agency of Sustaining, United States Plywood Corporation.

"I Want a Divorce"
Reviewed Sunday, 8:15-8:30 p.m. Style—Drama. Sponsor—Susu & Wormser Agency—Emil Brischak. Station—KFW (San Francisco).
Unlike films, radio needs no more than a few props and a small cast to project its effect. So it was that a new television phone switchboard in a highly unusual role was presented, by the cast Author Donald Henderson Clark and Producer—H. H. Wi
tperience and thereby operate drama based on the trial separation scene. That J. Walter Thompson Company, Advertising Manager, Molron and Cohen, of the show, and his effects of the decision, are all expressed in their diction. Yet most radio producers, who should know better, incline not to make personal application of this. For the less, instead of the best, is the rule here. The show was produced and directed by Herb Reed. The cast included John Donaldson Clark and Mildred McLean. The show was well received, and it is hoped that it will continue to be successful in the future.

"Erath of 1938"
Reviewed Sunday, 8-8:30 p.m. Style—Drama. Sustaining on WABC (CBS network).
As a writer of comedy material for many years, I have never been much impressed with radio comedy, but I was so impressed with this show. The show was presented by the Erath of 1938, which was a new and fresh idea. The show was well received, and it is hoped that it will continue to be successful in the future.

"Dramatic sketch. Sustaining on WOR (N.Y.)."
The show features a variety of dramatic sketches, presented by the Sustaining on WOR studio. The show is broadcast daily and is well received by the audience. The show is hosted by John Marshall and is produced by the agency of Sustaining, WOR (N.Y.).

Promotion Shorts
CBS has evidently sensed the increasing articulation of the importance of programs of "special interest to business men." Promotion material is in heavy use. -Promotion is high, and the advertisements often look like handouts.

"Hand Lotion Tests"
CBS is known for its innovative promotional strategies. The promotion for the Hand Lotion Tests is a good example of this. The show features a variety of hand lotion samples, presented by the Sustaining on WEAF (N.Y.). The show is broadcast daily and is well received by the audience. The show is hosted by John Marshall and is produced by the agency of Sustaining, Standard Brands.
Kellogg Gets Ex
On Baseball Airings

CHICAGO, Dec. 18.—Kellogg Company, exclusive rights holder for American League games, will share with another sponsor over a second station in the city in violation of Federal Communications Commission (FCC) regulations. Mr. O. McElroy, of the League's local office, explained that the station's arrangement was made with the league's approval.

Seattle Leaks: Speech aired on radio in 1938, but reports are that the station will continue under new ownership.

Disclaim Reports NBC
Cutting in New England

BOSTON, Dec. 18.—Reports are that NBC, America's major network, will terminate its affiliation with WBZ in early January, effective Jan. 1. However, there is no statement to that effect.

Radiorescia for the hire of musical staff. WJSV, WBCA, and WLAA, the three networks, plan to offer the $2,500-a-year position to five applicants, who are already being considered.

New England States Leaders
In U. S. Radio Set Ownership

NEW YORK, Dec. 18.—New England is itself to own more radio stations than any American ownership group. New England is a network of radio stations, the first three stations were: WMAS in Boston, WBCN and WBCA in Portland, Maine, and WCHP in Providence, R.I. The new radio station will be WBZ in Boston.

Always a Sustainer, Program Packs Heavy Listener Appeal

NEW YORK, Dec. 18.—Paradox of a growing program is that its promotional tie goes beyond its general appeal.

Phantom Pilot, produced at KFRC, is broadcast from Hollywood, McCann-Erickson, London, and Reith, the account which goes to Young & Rubicam.

Program has been about a month. When the closed the deal representatives for $450,000 and is scheduled to run a year, with option on second year. Howard Duff and Jack Edwards, regulars in the cast, go to Hollywood. Show aired on 20 stations.

Split Loons Between Hollywood
Group and AFRA as Field Quits

Hollywood, Dec. 18.—Fractional discord between the local chapter and the national headquarters of the American Federation of Radio Artists, predicting a possible split between the two units, has been talked about for months. Field, the executive secretary, is here to iron out difficulties. A special meeting of the Producers' Guild was held yesterday and it is expected that the split will be avoided.

Field as executive secretary of the local chapter, has resigned. It is expected that he will be replaced by Leon Levine, ASIB.

Y & R. Get Langendorf
Account; $250,000

SAN FRANCISCO, Dec. 18.—With Langendorf Bakerie's advertising agencies.

La West Airing
And Closer Tab

NEW YORK, Dec. 18.—Appearance of the 15th anniversary of the J. Walter Thompson Company, which engaged Max West for the Chase National Bank account, is expected.

West, as a radio producer, has been with West for the past ten years. He produced a number of programs, including the West picture scheduled for January release, and is due to be shown in the service of the network.

La West Airing
And Closer Tab

RADIO: The Billboard
December 25, 1937
Himber Grabs Union Publicity And Causes Mixup on Vocalists

NEW YORK, Dec. 11—Said by Joseph N. Weber, president of the American Federation of Musicians, that vocalists on radio stations in the United States are losing their jobs because of the Federation of Actors has been misrepresented, according to his reading of the situation. The issue is specifically at the variety and night clubs.

One leading union authority explained the mixup as originating owing to the newspaper story released by Richard Himber, not Weber.

Phone Circuit and P.A. System Used by WORL After Sign Off

BOSTON, Dec. 11—Call it showmanship, or a smart piece of engineering, but WORL has illustrated how an independent station can overcome its handicap. WORL is earning good will and increasing its listeners in even- 

Program started December 6 with three points having amplifiers and p.a., and the week's end more. Park Department (Boston Common), St. Botolph Street, Mandarin's Pumps, Lexicon

STAGE & SCREEN
Central Booking Office, Inc. 94 W. Randolph St., Chicago

E. FOR RADIO
505 N. Michigan Ave., Chicago

ROBBE-HECOURS, Crawford Puffinax, Lexicon

ERI FRANCONI
Romantic Tenor
Featured Artist-NBC
Management—BEN LIPSET
607 FIFTH AVE., NEW YORK

ROSS GROCE-SCOTTY
WASH. Row 1—WIZ Blum
RADIO CITY
120 BARTLEY ST., NEW YORK, N. Y.

MARTIN MIDDLEAY
FASHIONS IN ORCHESTRA DRESS
“DINING ROOM” DRESS—DOUGLAS ROY-C. EIKEE, INC.

Burrells

STAGE & SCREEN
Olive Press, Chicago

RADIO ARTISTS ATTENTION
4 GUNS IN FIRST PARADE, $2.00, ON LATEST SONG HITS
Special Prices on Any Show Extremely Low Price.
NEWFIELD
4540 Ponce De Leon St., New York City

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CHI STATIONS—(Continued from page 3)
$100 is cheap when most of the remote run seven days a week.

MUTUAL's WGN is the only time-
giver, servicing eight dance band airings, including the Transom and Argonaut rooms. The first station to lease the service charge with WGN, was the Transom and Argonaut rooms. The first station to lease the service charge with WGN, was the Transom and Argonaut rooms. The first station to lease the service charge with WGN, was the Transom and Argonaut rooms. The first station to lease the service charge with WGN, was the Transom and Argonaut rooms. The first station to lease the service charge with WGN, was the Transom and Argonaut rooms. The first station to lease the service charge with WGN, was the Transom and Argonaut rooms. The first station to lease the service charge with WGN, was the Transom and Argonaut rooms.

In cooperation with WGN, all stations are receiving a $200-a-month policy with its dance airings, it has been found that microphones do not fit away competition. All of the boys are unfamiliar with each other and do not know each other's stations. The WGN boys are the first to say that they do not know each other's stations. The WGN boys are the first to say that they do not know each other's stations.

The stations that have more need for local dance music than spots they believe they will be seen from their action January 15, if no hue is forthcoming. Frank Schreiber, of WGN, said his station does not care one way or another what the spots decide and they

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legitimate

$40 Minimum for All

Equity $40 Minimum for All
Goes in Effect in 3 Weeks

The only trouble with it is that it, like the improvement of the reformers' own flocks, would fail to give the boys any great publicity. And, too, there's another more fundamental fault of the system—its impact upon the purity of their fellow men.

If the reformers were sincere, incidentally, there is a method of procedure open to them that would be far more effective than all of their present mumbo-jumbo. Instead of having to take advantage of an outgrowth of stage machinery for self-censorship, set up several years ago and still ready to function. That would involve only the making of a few comparatively simple changes, and so considered impartial and intelligent citizens, would then be appointed to look over the play in question and make recommendations for either cuts or outright closing—if it felt that such recommendations were necessary. The League of New York Theaters has for years been known to advocate just this method.

The only trouble with it is that it, like the improvement of the reformers' own flocks, would fail to give the boys any great publicity. And, too, there's another more fundamental fault of the system—its impact upon the purity of their fellow men.
MANSFIELD

BEGINNING THURSDAY EVENING, DEC. 16, 1937

TELL ME, PRETTY MAIDEN


Upon the slender and rather doubtful jest of a contrast between a famous actress and her life, as it was actually Dorothy Day Wendell brought to a skillful and cleverly written play. George Bush, a character in a Southern manor house, the star, and flashing before the audience, the drama is of the elements. Much of the action is of interest, but the play is far from perfect, and there is nothing to recommend it to the serious. The author's ideas, although intriguing at first glance, is also obvious and trite. The situations used for contrast are the first that would come to almost anyone. The drama is of the elements and obvious and the scenes are a few. And there isn't a murder or a suicide that can't be done. The first scene, the character of the first scene, and there is an effort to portray the present-day atmosphere of a town by local color of various sorts, including a lot of highly unsavory stuff in the girl's reformatory.

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BROADWAY RUNS

<table>
<thead>
<tr>
<th>Performances</th>
<th>December 16, 1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama 55</td>
<td>Opened Perf.</td>
</tr>
<tr>
<td>Abbott, Player Boys R.</td>
<td>8</td>
</tr>
<tr>
<td>Speake, M. D.</td>
<td>8</td>
</tr>
<tr>
<td>Alden, N. A.</td>
<td>8</td>
</tr>
<tr>
<td>Lipp, M.</td>
<td>8</td>
</tr>
<tr>
<td>MacIntosh, N. A.</td>
<td>8</td>
</tr>
<tr>
<td>Mooney, J.</td>
<td>8</td>
</tr>
<tr>
<td>Murphy, W.</td>
<td>8</td>
</tr>
<tr>
<td>Moore, W.</td>
<td>8</td>
</tr>
<tr>
<td>Morgan, W.</td>
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MUSICAL COMEDY

Taken to Avery's, Dec. 16, 1937, 7:30 P.M. | 9:00 P.M.

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Taken to Avery's, Dec. 16, 1937, 7:30 P.M. | 9:00 P.M.
"Missing Woman"
(WARNER)

For being more concerned with an incoherent romance between brother and sister than with carrying on a crusade against the protection racket, Missing Woman becomes a lassitude screening of the Thomas E. Dewey investigations in New York. The plot, which contains a confusing conclusion, the author lost much of the class and excellence that characterized the unadorned court records.

Up to the point where John Litel is supposed to commit a murder, the bottom of complaints coming from restaurant workers is a darned good one. Later it can recognize the inspirational source of the plot, and expect dreams equal to that presented by the same author. And, in the end, it is there unrefined, instead, these skirt-chasing episodes which make John Litel's crack detective look like an awful sap. Jean Dale remains hardly pretty, as the secretary who dishes the tip to the prosecutor when she discovers that her brother is connected with that racket.

If the picture sells at all, it will be on the basis of the La Guardia administration, Sylver Weiss.

"I'll Take Romance"
(COLUMBIA)

Nothing new in this latest screen musical with operatic sequences woven into it. The story is slightly amusing, but the plot is often predictable, and the music is in imagination hardly adequate to the whole picture. The story is a mixture of the Grand Opera and the Grand Opera House, as presented by the Benzinger music hall, which is a mixture of the Grand Opera and the Grand Opera House.

There are many colored strings that go to a variety of instruments, and some are very beautiful. There are many colored strings that go to a variety of instruments, and some are very beautiful. There are many colored strings that go to a variety of instruments, and some are very beautiful. There are many colored strings that go to a variety of instruments, and some are very beautiful. There are many colored strings that go to a variety of instruments, and some are very beautiful.
Miami Spots Shy on Band Buys Until Gambling Lid Is Lifted

Can't pay off by selling stakes is cry of class casinos in giving call to capable unknowns—names may get theater dates

MIAMI, Dec. 19—Florida gambling Governor Fred Cone, a devout churchman, leaves Miami night club owners in the dark. Union officials on the last available slot-machine license, obtained from the State license commissioner, little help by Mayor Robert R. Williams. But Demon left other spots cold and operator Art Chlkiera, local councilman, to a record season with $3,000,000 or more. But are now tread- ing their pennies closely until the game opens.

Wichita Retains Officers

WICHITA, Kan., Dec. 18—Local musicians union No. 297, re-elected Duft Middleton to retain the post for another year, also keeping in office Vice-President and Secretary Leonard H. Blakely as sergeant at arms. Middleton is music supervisor of the Wichita public schools.

Terp Taverns Thrive On Name Orks in O.

YOUNGSTOWN, O., Dec. 18—With the advent of the holidays, demand for dance bands has increased sharply.

Rubinoff Protege Clicks

DETROIT, Dec. 18—Adam Morgan, president of the Rubinoff firm, has arranged a concert tour for his protege, Billy Bales of the Richmond Music Corporation, and Ashley Music Sales Corporation. Following the tour, Bales will be gunning for larger engagements.

Sheets-Music Leaders

(Week Ended December 18)

Fed Music Code for Pubs Soon a Reality

WASHINGTON, Dec. 18—Federal Trade Commission's music code for the abolition of abuses within the industry is ready for discussion, after hearings held in Washington. It is expected that the committee will be made public on the part of small independent publishers and recorded music sales companies, operating under a so-called 'fair trade agreement,' will be required to pay franchise fees to publishers for the right to use their compositions.
Hoedown Hot Stuff
For Eds and Co-Eds

SEATTLE, Wash., Dec. 18.—While the college campus has been transformed into a vast ballroom, the night air is filled with the sound of Steps that ring through the halls and rooms of the campus. The music of Steps is a joy to the ears of those who have never heard it before.

That is the popular movement of "swinging" and "hoedowning," which has taken the college world by storm. The Steps have been brought to the campus by the college students, who have formed a Steps club. The Steps are played at every college dance, and are becoming more and more popular.

Gal Grabs L. I. Pop Poll

JAMAICA, L. I., Dec. 18.—Honors being Long Island's most popular band, in a contest conducted by L. I. Pop Poll, newspaper man and promoter, went to Bob Brown and his ten-man orchestra, at La Casa Ballroom.

In Royal Style

Continuing to make suckers out of syncopated critics, GUY LOMBARDO and his Royal Canadians, in an allegro manner, playing the Royal Canadians blend for a glistening guitar, the Royal Canadians blend for a smooth as any Kenny Gasset warbling, "I've Got My Heart Set on You" with a lidness for the walker I Remember (D).

Keyboard Kapers

For the superb piano playing that retains the melodic content and syncopated charm of the original, GRAND PIANO is rich in total qualities made to make smooth syncopating for This Never Happened Before and Let's Give Love Another Chance (V), Lee Cess, Brown and his orchestra, a close second in the same race, JAN GARRBER adapts the same pattern for Five Witched Yachts to a Star and Everything You Said Came True (D), Brown and his orchestra, a close second in the same race, JAN GARRBER adapts the same pattern for Five Witched Yachts to a Star and Everything You Said Came True (D), Brown and his orchestra.

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CIO Musicians' Union Out in Open AFM in Philly

CIO organizer resents "chiseler" charge, calls AFM leaders "reactionary"—signs closed shops with spots in Philly and Atlantic City—set up office

PHILADELPHIA, Dec. 18.—The long-brewing war between the CIO and AFM over the former's invasion of the last stronghold of the New York Federation broke into the open this week. Fighting back at the call of CIO's A. T. Toner, Local 77, AFM, that the new union was comprised of "chiseler," William Gill, CIO organizer, called the AFM leadership "reactionary," saying: "We feel that the CIO ban shown that it is militant enough to and employment at higher wages than the American Federation of Musicians," Gill said. The CIO union established headquarters at the center city Rittenhouse Hotel and is to be known as the Progressive Musicians Union. Gill declared that he had been petitioned by "a large majority" of the AFM union to set up the new organization.

Our main purpose is to organize the unions to fight the workers and keep them out of work," Gill said. He declared that there were 4,000 unorganized musicians in the Philadelphia metropolitan area. Gill also said that 65 percent of Local 77's membership were unemployed due to inadequate leadership.

The AFM has always constituted a threat in hotels that have signed all of their members in the AFM. We never knew when the musicians would walk out. By signing all the employees under the CIO ban, we'll be able to give better conditions for them from the employers," the CIO organizer complained.

Gill said that his union has already signed closed shops in Philadelphia, New York, and in the New England area. Meanwhile Temeal and his associates made plans for the growth of the new union. Publicly they declared that they were not worried, charging that the CIO leaders, in a war of attrition, had weakened the leaders of the CIO group, were "chiseler" and "reactionary." Zeeman was accused of taking his band there, as well as Local 77's union for the AFM for "chiseling of the members of their orchestra.

Farley Signs With Falk

DETROIT, Dec. 18.—Ed (Music Goes Round) Falk, AFM booking agent, has signed an exclusive contract with Mike Falk, local booking agent. Falk has been putting over most of the work for the group in Detroit and has been negotiating for a location spot in this town. Falk has been working on a trip to Atlantic City in December.

Carmen Booking for TTA

SAN ANTONIO, Tex., Dec. 18.—Billy Carmen has severed his connections with the San Antonio Vaudeville Agency to the Theatre Association, in the capacity of band-booking manager.

New York.

Miami.

Desires of playing Florida Resorts this season contest

Newsmen

Miami, Fla.
Orchestra Notes

By M. H. ORODENKER

Strands From the Stem

Music is showing a sudden interest in the bloom-up in front of the Trans-Lux, but only for a moment: it's a blowing up after next spring's big holidays. EDDIE ROGERS, Eddy Rogers and His Orchestra, are making their last appearance at the Eddies' Pantages, located until March 12, and RUTH BILEY cancels her local commitments altogether but has made it important, to be near and with Jerry, in fact. BETTY ALLEN, a Queen Mary saller to sing for Holm's La Scala, was temporarily missed by the HUNSON-DELANOE boys.

RUSS MORGAN, an orchestra at the Hotel Roosevelt, and the Morgan manner pipe about the possibility of the stage being featured on "The American Dance Orchestra Eleven" in a program conducted by a Pittsburgh newspaper.

Where Men Are Men

Way out west, in Spokane, Wash., to be exact, BENNY CHIARIA settles for a win-ton-city looks to script for Holm's La Scala, downtown nitro in Los Angeles, is staging the scene in "The Woman of Troy," and it is said OLSEN ORN, at the Hotel New Yorker in that village, has been engaged in a bit of makeup for the show. Hubert HAYEEN, Manager, of the Earle Hotel, charged on Friday, are said to be tapping the Benny Goodman record.

Chi Chat and Chatter

HAL MUNRO closed a 54-week stretch at the New York, where he had performed a week after a week. He was rushed to the hospital for an appendix slicing after his arrival, and all the more for fighting a battle with pneumonia. DUKE CARLTON, and unless you look twice you'll think you're looking at PAUL WHITEMAN, who was made up to feel at home on his own return at its.
Music (WABC), from Hotel Peabody, Memphis, sound like the last word in wacky music. Band has a big hit squeese- box that’s the wildest thing in Car- ton, electric Hawaiian guitar, for a piccolo. Since Shep Fields could do it.

Fields, however, in spite of his bubbles and temple blocks, still manages to pro- duce melodies and danceable rhythms. This outfit sounds weird, and the stuff they dish out is Able paten of instru- mental tricks and effects repeated over and over to a degree of monotony that irritates the earadis.

Shrimbandle Handling Case; Rudy Bundy to R-O-K

NEW YORK, Dec. 18–Frankie Carle, ace swing pianist, recently with Mal Hale- lett, formed a band under his own label, just as others did black-and-white Fray- work. Carle has been getting a solid buildup, including an appearance at the Edgewood Club, Schenec tady, N. Y. Band is under the Chico Shriver musical management. Shrinisan an- zigned Rudy Bundy this week to hook- up with him.

Dockery Joins WORL

BOSTON, Dec. 18–Dwight Dockery, local band booker, has joined Jimmy Car- mosty, of the WORL Artists’ Bureau, to book shows for all the WORL stations.

The arrangements are smooth, skillful and show imagination. No effort is made to inject interesting instrumental and harmonic effects into many of the all-time-oldies. The result is too smooth, finished and tangy enough to provide interesting radio fare. But the arrangements are too smooth, finished and tangy enough to provide interesting radio fare.

ESSENTIAL ELEMENTS IN BUILDING A BAND

By JACK WARLAW

Will Be a Feature of The Billboard Holiday Greetings Number

Dated January 1

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ORCHESTRA ROUTES

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

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

Donalson Boys (Lawrence) Erik Pa. h.
Donovan, Seamus (C}_${9 Ghrass +Club) Al., h.
Duenz, (Itz Qereed) C$1., h.
Dye, Terry (Eaton) Phenn.) N.Y., h.
Eitel, Charles (Beverly Carteret) Asbury Park, N.J., h.
Engle, Yvonne (University Club) Albany, N.Y., h.
Enright, Charles (Harry's New York Cabaret) N.Y.C., h.
Enright, Joanne (Billings) Billings, Mont, c.
Erlich, Robert (K szyi Flushing) Br011ts, h.
Evers, Al (Ches Pichou) N.Y.C., h.
Pucklock, Walter (Stork Club) N.Y.C., c.
Pfeffer, (St. Mary's) N.Y.C., c.
Pine, Frank (Shaver's) N.Y.C., c.
Pine, Stanley (Ormond House) Decatur, Ill., c.
Gold-Morr Show Boat (Boulton) Columbus, O., h.

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

Noury, Walt (M.J. and J. Haverhill, Mass., c.) Nov., Frank (Warwick) N.Y.C., h.
O'Hara, Ray (Greenwich Village Casino) N.Y.C., c.
Octave, (C $1 . D., Yerke, Ne.) N.Y.C., c.
Ollerman, Walter (New Julius) Garden St., N.Y., h.
Olsen, Harry (Greenery) Bloomfield, N.J., h.
Olsen, George (International Casino) N.Y.C., h.
O'Keefe, William (Normandie) Boston, c.
Pabst, Don (Mercy-Go Round) Dayton, O., c.
Palmer, William (Playsong) N.Y.C., h.
Paxton, Elmer (Club Del) N.Y.C., c.
Pike, Ken (Barber's) Boulder, Colorado, c.
Palm, Saker, (Benegal) N.Y.C., c.
Payne, Al (Sawgrass) N.Y.C., c.
Payne, Al (Grill denen) N.Y.C., c.
Pettus, Buddy (Beverly Marle) N.Y.C., c.
Pine, Stanley (Oliver House) Decatur, Ill., c.
Pitt, Charles (Red Men-10's) N.Y., c.
Reiley, (St. Nicholas) Decatur, Ill., c.
Riggs, Johnny (Onzy) Lakeville, Ind., c.
Robinson, Anny, (Ile Too Montreal) N.Y., h.
Rogers, Buddy (College Inn) N.Y., h.
Rogers, Jimmy (Oifeed Inn) N.Y., h.
Ross, Tommy (Winter Gardens) Atlanta, Ga.
Sager, Buddy, Trio (Challenger) Millhlls, N.J., c.
Smith, Bill (Rolph Gardens) Armonk, N.Y., c.
Smith, Albert C (La Rue) N.Y.C., c.
Sorensen, Albert (Havana-Drayden) N.Y., c.
Sorensen, George (Union Gardens) N.Y., c.
Sorensen, George (C. S. G.) N.Y., c.
Sorensen, Henry (Missouri) N.Y., c.
Sorensen, Jack (Arabian Supper Club) Cshen, h.
Sorensen, Joe (Merry Garden Club) Cshen, c.
Sprague, Ben (Grill of Speed) N.Y.C., c.
Sullivan, Billy (Edition) N.Y., h.
Swatony, Ed (Tuskegee) Kansas City, Mo., h.
Texas Co Eo (La Postale) Huntington, W.Va.
Thompson, Tom (Eld Ed) N.Y.C., c.
Walters, Bill (Westend) N.Y., c.
Waring, Harry C (Beverly) N.Y., c.
Wayne, Wilford (Altoona) Pa., c.
Whelan, Bob (Lido) N.Y., c.
Whitney, Mars (Tropicana) Las Vegas, N.Y., c.
Witter, Fred (Georgia) N.Y., c.
Wolper, Joe (Dover) N.Y., c.
Wood, Gus (Shy Shots) N.Y., c.
Wright, Bob (Posen) Reek Stith, N.Y., c.
MIAMI SEASON LOOKS OKEH

MCA Sets Vaude Dates for Orks

Setting vaude tours as soon as bands click in nightspots—good for b.o.

CHICAGO, Dec. 18.—Encouraged by the recent booms in several of the bands during recent tour, studio patrons here are getting ambitious plans for their own vaude tours. The Plan is to fill the vaude blouses with the latest arrivals and the results will be a profit. As a result, when a band begins to turn heads at a night spot and has time open for its performance, theater bookings are arranged as a matter of course. Local theaters are being included in the routes now being penciled in for several MCA bands. First is Ted Weems, who opens a seven-week theater tour January 17, here, with Detroit, Indianapolis, St. Louis, Baltimore, Philadelphia and Washington to follow Monday. Weems has been using dates on the West Coast until he concludes his commercial series this month and then will head east. Monday, December 18, is the opening night for the new McCord, Band's “The Tuxedo Club” and is located in the Hotel President here.

Missou, with whom his own band, will produce the show and all his other orchestras, play for the dancers. Club has been decorated for the opening night, and floor show will change each week.

Branson Sets Five Shows

CHICAGO, Dec. 18.—Six-hour shows, the William Morris office here, set. Five coming shows the week. Four of them are headed for the Riverboat at Milwaukee, starting week of January 28, with a bill headed by the Three Stooges. Other shows are Major Boys' 1984 College Band, of the University of Hawa'S, week of February 11, and Bill杭t and band, week of February 18. Also set the Etta Street-Wand, Harlem, Swing unit for the Lyric, Indianapolis, Christmas week.

Kansas City Clubs Reopen

COLUMBUS, O., Dec. 18—Local hotels have released their nightclubs, many of which have been closed down since the holidays. Mary's Place, with Ray Laughlin's Orch and Oliver Messner, dancer, reopened last week.

Syracuse Spot's Full Show

SYRACUSE, Dec. 18—Lang's Italian Village has lined up a full show, featuring as acts Jerry Weir, the Al Woodcock Orchestra and Girls and Mike Chilcott's Orchestra.

Columbus Club Reopens

COLUMBUS, O., Dec. 18—Redecorated Myer's grill and night club has been reopened under management of Myer Scharf and Symphony Orchestra, plus floor show, presented nightly.

Five Floor Shows In Jacksonville

JACKSONVILLE, Fla., Dec. 18.—The Embassy Club has opened for the winter, with Ernie Zapp, six-piece orchestra on tap. The Embassy Club is adjacent to the City Theater, and Zapp is featuring show of new. Fifty-four stand-and-delivery boys will be on hand. The Embassy is a one-floor operation, and the show includes a variety of talent on hand, with a number of boys playing different instruments on each. The show is a success, and Zapp is planning to continue it for about a month.
The new Yacht Club, one block from last year's original site, is going along nicely, offering good floor shows and music at moderate prices.

The new Yacht Club, one block from last year's original site, is going along nicely, offering good floor shows and music at moderate prices.

Johnny and George, the Emilio Casares Trio and two other number one draws, sharp aces, and lively specials, and Bert Roes. The result Is positively the queerest.

If you want to see Spanish melodies, then on ice floor, this place, is for the show here positively the queerest.

It seems the owners of this Spanish show, place here, with the regular Spanish entertainment, and then—being sure what to do with their show and music, the logical thing to do would be to put the show on ice floor, as a novelty, and then at later times, to have Spanish entertainment go on, also.

Business has been picking up right along, and there's no reason why this club can't hold its own. The food and liquor are fine and not expensive, while the music is excellent.

Johnny and George, color team, are still one of our favorite combinations. Their opening is singing and dance numbers. Their singing is superb and their dance is good. The boys play a grand show.

Miss Saxon (formerly of the Saxon sisters) is another show-stopper. A con-fidant singer of very fancy arrangement and voice that demand attention. If you want to see Spanish melodies, then on ice floor, this place, is for the show here positively the queerest.
attempts dancing, but leaves the emin- 
Shaw this week. keeps the show rolling 
with at 'ant two big name* usually on 
-investment. On the other hand, he rums 
tide 00te4t. ail of thane are at feast 
aura.* hive been the major attraction 
movies -7.e.

The intimacy of 
block away.

El Toreador, New York

Swing Club, Hollywood

Following a disastrous fire, the Swing 
Club has reopened its doors with little 
change in its policies. the abatement of the presence of the most valued 
Club guests, the swing club's world famous 
band, is led by bandleader Paul Dents.

Emily + Dents.

The Overtone Band. formed in 1937, 
used in the show's revues. The band was 
formed in the early 1930s and has 
been playing together for over 20 years.

The Overtone Band, led by Paul Dents, 
consists of about 15 musicians and 
performers, including vocalists, 
saxophonists, and pianists.

The band's most notable feature is 
their unique vocal arrangements and 
harmonies. They are known for 
their intricate vocal harmonies and 
novel rhythms, which have helped 
them gain a reputation as one of the 
most innovative swing bands of the era.

Rose Bowl, Chicago

Here is one small spot that continues 
to attract nice traffic in spite of the 
absence of the usual attractions. The 
room, decorated with modern 
furnishings, is quite spacious, 
with the addition of modern 
artwork, the attraction of which 
many patrons appreciate.

The music in this room is 
played in a variety of styles, 
including jazz, blues, 
and swing, with different 
bands and vocal groups 
performing nightly.

The Overtone Band is scheduled to 
perform here on Saturday night, 
with a special guest vocalist.

The Overtone Band has 
routine, counter-balance other defects. 
its style is a blend of 
modern and traditional elements, 
with a focus on 
originality and creativity.

The Overtone Band's 
repertoire includes 
standards as well as 
original compositions, with 
the band members contributing 
their own ideas to the 
pieces they perform.

The Overtone Band is 
known for its versatility 
and ability to adapt to 
different venues and 
crowds, making them 
a popular choice for 
swing and jazz 
events.

The Overtone Band is 
led by Paul Dents, with 
the support of a team 
of skilled instrumentalists 
and vocalists.

The Overtone Band's 
performance at the Rose 
Bowl, Chicago, promises 
to be a memorable 
evening of swing and 
jazz music.
Hurtling the entire night club field is the series of recent journalistic stories depicting night clubs as the background for racketeering. For example, the recent Night Club Scandal of a new one coming,

Quo vadis? Referred to as dealing with "cafe racketeers," it is not a bad idea if night club owners formed a nation-wide association to fight this sort of stuff.

**NIGHT CLUBS-VAUDEVILLE**

December 25, 1937

**Club Management**

**News and Angles**

**Night Club Operation**

**Novelty**

The Radio City Rainbow Room, New York, has a unique bar and four-color drinking fountains that draw the basic colors of the rainbow simultaneously, providing a novelty that gets the customers talking.

**Property Right to Name**

*Supreme Court* last week ruled that the name Chico or 32 Chico is property of the Phoenix Athletic Club in New York. Collins had sued Jose Carbal, who was known as Chico, and the court, while recognizing the name's value, said he planned to sue a Miami night club operating as "32 Chico on Wall Street." Decision reiterates property rights to a night club name.

**How Night Clubs Are Born**

In an interview in The Nom- York Post, Paddy Padilla, who recently opened the Chico Restaurant in New York, has said that New York, has almost made a business out of arranging comebacks for former entertainers, luminaries, on presents them property and leads to the opening of new clubs.

**Cashing in on Comebacks**

Billy Hardy, of the Gay Godfather, said that New York has made a business out of arranging comebacks for former entertainers, luminaries, on presents them property and leads to the opening of new clubs.

**Clairing Lights**

A Headache in most night spots is made worse by the fact that the location of night clubs is on the rise. Mirrors attached to pillars or on the wall often reflect lights aimed at the walls, causing the same effect on the eyes as point glowing at night. Proper lighting has always been difficult and will be a problem for night spots.

**Angie for Theatergoers**

The Park Central Hotel, New York, now places cards on tables reading: "If you are anxious to have your dinner served quickly because of a theater engagement or other appointment, please put this card on your table and we will see that your dinner is served promptly." Thank you," the St. Regis Hotel worked out a similar plan in Philadelphia.

**Handling Calls for Patrons**

An Inexpensive courtesy appreciated by patrons of the few night clubs which receive messages while dining. Since pages generally are not permitted, pages are not permitted to leave the dining rooms. Patrons make their own dining room, leaving messages which will be answered when the pages are available. It's a small courtesy, but it's appreciated.

**Making It Tougher**

The entire night club field is being hurt by the series of recent journalistic stories depicting night clubs as the background for racketeering. For example, the recent Night Club Scandal of a new one coming, Q3, has been mentioned as dealing with "cafe racketeers." It is not a bad idea if night club owners formed a nation-wide association to fight this sort of stuff.

**STROBLITE**

**Luminous Colors That Glow In the Dark**

**STROBLITE CO., Inc.**

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THE FOUR ROBES, after playing the Oriental, Chicago, have left for an engagement in New York, followed with dates in Calgary, Alfa; Spokane, Wash.; Vancouver, B. C., and other Coast spots. They have just booked bookings for the Robes.... SAM MYERS is building another vaudeville with Fred Stone. It is now working West Coast night clubs for Maurice Miller in Seattle, Wash.... GLORIA LORRAINE, according to set, has joined Joe Hammond’s Stade of Variety United States. Miss Lorraine has been with the firm for two months, for out of control of Illinois. However, she is said to be back with Derac and the Geddis Duo, now playing Buffalo and other places. Miss Lorraine has a long-time member of the Michigan Vaudeville, are leaving for Saturday’s for the Mardi Gras, New Orleans.

JIMMY LUNCEFORD and his band will grace the Loew’s State, New York, for one night only. They will be in New York December 30. Following the band in the same house are Willie and Eugene Egan, The Confessors, and Jimmy Read, short, Forget Me Not, are the Oak Forest Troubblers, playing the Kings, Eddie Bruce, Eugene Elgaffo and Ray Wilbert, Jack Larue and Vince Barnette, film players now p s tour, get into the Loew’s State, New York, January 20.

THE MUSIC HALL BOYS sail December 23 to take over the Boquet Theater, Boston, from the RKO. BILL POWELL reaches Melbourne, Australia, December 23, and is scheduled to open the RKO on January 7. He stays on till March, 1938, when he goes to New Zealand. He will play in the cable and chic and company return from a Continental tour to make the rounds. Gaumont-Brilliant, O. T. C. and Moss Towe are the houses he is scheduled to play.

JACK BUCK and CHAD and COMPANY return from Europe. Jack Buck and Chad were from a Continental tour to make the rounds. They are scheduled to play the City of London. Actors, George C. and Chad, have included her American schedule and open in New York next week. They are due to be in the city two months. GEORGE CAMPO has returned from a trip to Europe. He has been in London and in other London and provincial spots.

GINGER DULO has left the Weather cocktail unit. LITA JUNIOR and Ann Pennington will play the next month's show at the Clift and Della, comedy act, have split.

Vaudville performers who returned to America on the Normandie this week include: Duke Boudreau, Gardiner, Marvin Kane and Ben Bert. Jack Clift and the Clifts received a telegram from the two operators in France informing them of the death of Miss Eeva Groen, the French vaudeville queen. Miss Groen was a member of the Weather cocktail unit. The Clifts have left the Weather cocktail unit and are now playing the Music Hall, Chicago, and the Mayfair Theater, Buffalo.

J. C. FLIPPEN was given a testimonial dinner by the Nordic club at the Hotel, New York. The TITANS represented Roy Foxy and the Music Hall, New York, last week. The event was a success.

GHISLAIN RICHMOLD is visiting his family in France. The Clifts have had to leave the Weather cocktail unit. They are now playing the Music Hall, Chicago, and the Mayfair Theater, Buffalo.

MAURICE SHAW and orchestra left here for a week in Havana cruise. It was the first time Shaw and orchestra have been able to play for the American people. The band is now playing the music hall, Chicago, and the Mayfair Theater, Buffalo.

THURSDAY, December 18, the program at the Vaudeville presented the following: THREE STRAIGHT VAUDES, two days a week. About half of the act was devoted to the act of the week. About half of the act was devoted to the act of the week. About half of the act was devoted to the act of the week. About half of the act was devoted to the act of the week. About half of the act was devoted to the act of the week.

The Society of Neighborhood Dames wants to raise money to help undernourished children. It gives just a bit of their time and talent. It is better for the society to help the hungry than the government or other official agencies. For one thing, the benefit show will keep the good people of the community busy making the show. For another thing, the money will be spent in the neighborhood to benefit the neighborhood. The Sandrit group, the Poch-10 group for the benefit, is going on a tour of the neighborhood.

FRANK WALLACE AND THE IDEAL LAMAEES report bookings at the Oatmeal, Dearborn, Oklahoma; the Criterion, Oklahoma; the Capitol, Oklahoma; the Empire, Oklahoma; the Woodrow, Oklahoma; the Cottonwood, Oklahoma; the Palace, Oklahoma; and the Varsity, Oklahoma.

Two central city theaters--the Loew’s State, New York, and the Colonial, New Haven, have been able to got bookings in the Rocky Mountain area. The Palace, Pocatello, Idaho, and the Utah, Salt Lake City, have been sold out. The Palace, Pocatello, Idaho, and the Utah, Salt Lake City, have been sold out. The Palace, Pocatello, Idaho, and the Utah, Salt Lake City, have been sold out. The Palace, Pocatello, Idaho, and the Utah, Salt Lake City, have been sold out. The Palace, Pocatello, Idaho, and the Utah, Salt Lake City, have been sold out.

A benefit show has been created to benefit the Neighborhood Dames. The show is to be held at the Harry Norwood booking office here as a radio script writer and salesman.

PHILADELPHIA, December 18--A benefit of vaude in Philadelphia is being organized by the Vaudeville Protective League. The show was held at the Tivoli Theater, New York, and it was sold out. The Tivoli Theater, New York, was a large house with a lot of people in it.

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THE ROYAL Vaudeville is doing a great deal of business. It is better for the society to help the hungry than the government or other official agencies. For one thing, the benefit show will keep the good people of the community busy making the show. For another thing, the money will be spent in the neighborhood to benefit the neighborhood. The Sandrit group, the Poch-10 group for the benefit, is going on a tour of the neighborhood.

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Loew's State, New York
(Reviewed Thursday Evening, Dec. 16.)
Noble Stiles' Orchestra heads the stage bands at this week's vaudeville showing closing a bill of average strength -- an almost infinite variety of comedy. In the hands of their trickiest routines are lighting a cigarette, a song and dance, and one of the men whirling the other, the latter hanging by a thread from the floor. Routines are introduced rapidly. No time wasted.

Stiles' orchestra has a strong rhythm with a note of nostalgia. Play's among others, Sport, a one man variation of an old turn withjokes, comedy, a bit of a ballyhoo. Stiles and including If Ain't Necessarily So and I Got Plenty of Nuttin' and Mr. Doo Wop, the center of interest.

Verni View. Took an excellent band and encored with her impression of a singing newspaper seller. Miss McCall's material covered a wide technical range. The show is excellent and in tune with voice qualities, should carry quality.

Shaw and Lee, male comedy team, do an almost infinite variety of comedy, including a dance ot a take-off on Swing Time, hokey, comedy dancing, a bit of a ballyhoo. Shaw has been known to date (for a dedication to staging.) His work is excellent and his comic renditions of tunes. His work is excellent and his comic renditions of tunes.

Stiles' orchestra is a four piece brass, has a rhythmic voice of full and liquid quality. Lots of syncopation among the lyrics.

Bobino, Paris
(Week of December 5)
Program is heavy on singers, with dance included. The theater is not at its best. The program is excellent and the act by appearance, but not In talent. The best act was the one supporting Bennett, which was not well received. Bennett offered a one woman ahoy in the old trick department. His work is excellent and his comic renditions of tunes. His work is excellent and his comic renditions of tunes.

Organ Union House, New Philadelphia, O.
(Rewie Friday Evening, December 10)
Good talent throughout but has no feature act. The act by appearance, but not In talent. The best act was the one supporting Bennett, which was not well received. Bennett offered a one woman ahoy in the old trick department. His work is excellent and his comic renditions of tunes. His work is excellent and his comic renditions of tunes.

Folly Theater, Brooklyn
(Rewie Thursday Evening, Dec. 14)
Folly has a pleasant show for a nabe house. The presentation has plenty of variety, in the hands of a first class act. The presentation has plenty of variety, in the hands of a first class act.

Stars and Stripes. One man show with a good deal of comedy work. One impersonates a pansey with a tap and shrill nervousness. The act is excellent and has a pleasing departure from the usual. The act is excellent and has a pleasing departure from the usual.

Cappello, of Dec.
(Sat. Sweet Adeline.
(With Dec.
This London neighborhood house has three headliners this week from the 15th thru Thursday. Moses, Morry Sisters, two English girls, are the top man. The girls are excellent and energetic. The girls are excellent and energetic. The girls are excellent and energetic.

Brixton Empress, London
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This London neighborhood house has three headliners this week from the 15th thru Thursday. Moses, Morry Sisters, two English girls, are the top man. The girls are excellent and energetic. The girls are excellent and energetic. The girls are excellent and energetic.

Radio City Music Hall, N. Y.
(Reviewed Thursday Evening, Dec. 16)
First half of concert hall was given over to a religious tableau apropos of the imminent Christmas holiday. The performance was excellent and captured the Nativity, Peace on Earth, with what force had been assembled. The audience was well enjoyed, and the whole, the thing enacted behind the softening effect of a snow screen and a soprano and alto harmony offering, backed by the Choral-Symphonic Orchestra, under the expert direction and with the well executed and captivating program of thesingle woman's performances of the King's College and the King's College Cathedral teams. The chorus was well directed, and the orchestra played with precision, while the women's parts were beautifully rendered.

Orpheum, Lincoln, Neb.
(Reviewed Thursday Evening, Dec. 16)
The Orpheum is giving a stronger show than during their previous appearance in this territory. There is a show tag, Comedy Stars of Hollywood, This one is especially good. The show leaves the Cushing Time here, hopping south for two of three weeks. The act is excellent and has a pleasing departure from the usual. The act is excellent and has a pleasing departure from the usual.

Getaway number is by Milan and Marko, and the act by appearance, but not In talent. The best act was the one supporting Bennett, which was not well received. Bennett offered a one woman ahoy in the old trick department. His work is excellent and his comic renditions of tunes. His work is excellent and his comic renditions of tunes.

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Mickey Mouse, Boston
(Reviewed Thursday Afternoon, Dec. 16)
Radio City Music Hall, N. Y.

The Mikemouse is a timely and effective adaption of the old looking story of the mouse and the cat. The show is excellent and has a pleasing departure from the usual. The act is excellent and has a pleasing departure from the usual. The act is excellent and has a pleasing departure from the usual.
STATE-LAKE, Chicago

(Reviewed Friday Afternoon, Dec. 17)
The initial offering, to be sure, is good. The hand-to-hand feats show unusual endurance powers. Surefire enough is upside-down bit for a crowd. Toby, the authentic bruiser, who can produce. It was the music in the Morgan manner for nearly everyone making up a darn good bill. The le girls in snappy costumes spring a surprise. While the idea lies been used before, it is good for another round. The Fanchorettes did make a fat one. The hand-to-hand feats show unusual endurance powers. Surefire enough is upside-down bit for a crowd. Toby, the authentic bruiser, who can produce. It was the music in the Morgan manner for nearly everyone making up a darn good bill. The le girls in snappy costumes spring a surprise. While the idea lies been used before, it is good for another round. The Fanchorettes did make a fat one.
Detroit AFA Forces Clubs To Restore Canceled Floor Shows

Reviews of Acts

Kirk and Lawrence
Reviewed at the Orpheum Theater, Los Angeles. Style—Comedy. Setting—Full stage. Time—Seven minutes.

Here are some of the picky patrons in vaudeville and they have a good standard act. They come on with gags, but the punch is very weak, and the results are extremely comical. They have made a fairly new joke and are amusing bit of business. They are quite good radio fodder.

Hilton Sisters
Reviewed at the Orpheum Theater, Los Angeles. Style—Songs and interludes. Setting—In one. Time—Seven minutes. The Hilton Sisters are not to be recommended for the audiences at their faces reveal a look of unhappiness, which isn't exactly entertaining.

Dorothy and Lou Rella
Reviewed at the Orpheum Theater, Los Angeles. Style—Vocal interludes. Setting—In one. Time—Seven minutes. Miss Rella has an amazingly strong mouth and set of teeth. He fastens his eyes around his partner's face and then turns on the floor, balancing it. He then places his teeth around Miss Rella's mouth and balances it in his teeth. He places a small glass of water in his mouth and whirls in his wide face, faster and faster. Miss Rella's top attraction is her ability to lack his partner in his teeth. He then places one of the handles, grasping it in his mouth, and turns the floor, balancing it. He then places his teeth around Miss Rella's mouth and balances it in his wide face, faster and faster.

Mary Dees and Monte Blue
Reviewed at the KGO-Keith Theater, San Francisco. Style—Comedy. Setting—In one. Time—Eight minutes.

Miss Dees is the much-heralded stand-up comic, and has a great talent for making a straight job of it. She then does a little acting, and the results are extremely comical. She is quite good radio fodder.

Barry, Breen and Wyler
Reviewed at the State-Lake Theater, Chicago. Style—Comedy and singing. Setting—In one. Time—Fifteen minutes. Miss Dees has a great talent for making a straight job of it. She then does a little acting, and the results are extremely comical. She is quite good radio fodder.

Doyle To Head Unit

LONDON, Dec. 18—British vaude is the much-heralded stand-up comic, and has a great talent for making a straight job of it. She then does a little acting, and the results are extremely comical. She is quite good radio fodder.
Burly Talent Eyed for Air

NEW YORK, Dec. 18. — Burlesque playing local houses have been or will be eyed by advertising agency scouts seeking burlesque talent. The lack of radio-training grounds such as workrooms and stadiuums all over the country necessitates that the scout must have knowledge of the various circuits for the coast to coast. The scout, George Lamb, who is working the Pacific circuit, has already been on the lookout for burlesque talent. Lamb has been successful in securing a number of burlesque stars for the coast to coast circuit.

The search is for burlesque stars who can perform in a variety of acts, such as singing, dancing, and杂技. The scout, George Lamb, is working the Pacific circuit and has already secured a number of burlesque stars for the coast to coast circuit.

Notes

New York

HERMAN FERRIS and Inez Marvin opened the new season at the Roxy, New York City, on Monday. The show features all new acts, including new comedy skits and songs.

New Names Faces In Circuit Shows

NEW YORK, Dec. 18. — New shows, including new burlesque, are opening and stock productions are announced for the week of December 24. Among the new openings is the Ebony Theater, which will feature the comedic talents of Harry Jolly and his wife, Lillian. The show, which is set to open on December 25, will also feature the comedy of Harry Jolly's brother, Bill Jolly, and his wife, Lillian.

Youngstown Lights Up

YOUNGSTOWN, O., Dec. 18. — Buddy Kennedy, the manager of the Palace Theater, has announced that the Palace will open on November 25. The Palace is one of the few burlesque houses remaining in the area, and has been closed for several weeks due to unemployment. Business receipts have been unimpressive, and the Palace has been forced to close several times. However, Kennedy is optimistic about the future of the Palace and believes that it will reopen in the near future.

Burly Talent in Middle as BAA Resumes Jurisdiction

Continued from page 4

pointed out that the meeting was a continuation of the previous Thursday's session. The new procedure, the stenographer called for, has been in effect for several weeks. The meeting of the BAA has been well attended, with representatives from all parts of the country. The BAA has jurisdiction over all burlesque houses in the state, and any violation of its rules will result in a fine or suspension of the license.

Two N. Y. Spots Still Wondering

NEW YORK, Dec. 18. — License renewals are still pending for both the Lincoln Place and the Shubert. The BAA is still considering the possibility that a decision will be made soon. If the decision is not made soon, the BAA will be unable to grant any new licenses.

Reviews

Gayety, Cincinnati

(REVIEWED FRIDAY AFTERNOON, Dec. 17)

The Billboard Holiday Greetings Number

DATED JANUARY 1

WHAT'S WRONG WITH BURLESQUE?

(Leaders Give Their Ideas for Putting Sock Back in the Box Office)

Will Be a Feature of

The Billboard Holiday Greetings Number

DATED JANUARY 1

From All Over

FROM SAN FRANCISCO comes news of the Harry Farrar Circuit, C. (OJAH), which is still running strong. The circuit is located in the heart of San Francisco, and is well-known for its variety shows and burlesque acts.

Von San Francisco, principals are switching places with the Reo, Fresno, and San Jose. The circuit is being managed by Jack Farrar, who is well-known in the burlesque world. He is a man of many talents and works as straight man. Phyllis Lane, Diana Redfern and Lily Jolly are also on the circuit, and are well-liked by the audience.

Michaela, at one time operated 18 weeks in Cleveland, has returned home for a week. She is a young actress and has been successful in every circuit she has operated. Michaela is now operating in the Old Howard, which is one of the oldest burlesque houses in the city.

Any Corso announced Friday she was moving her show to New York City. She is a young and talented burlesque operator. Immediately after her departure, the Old Howard was acquired by Mabel Schieller.

WANTED WANTED BURLESQUE

People in All Lines

(Opening Date December 24)

Mel Copeland, Park Theater, Erie, Pa.

Chorus Girls

(Opening Date December 24)

San Francisco, December 18. — Charlie Smith is managing the Crystal Theater, which is located in the heart of the burlesque district. The theater is open seven days a week, and is well-known for its variety shows and burlesque acts. The Crystal Theater is one of the oldest burlesque houses in the city, and has been operated by the Smith family for several years. The theater is well-liked by the audience, and is a popular spot for burlesque fans.

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Mel Copeland, Park Theater, Erie, Pa.

Chorus Girls

(Opening Date December 24)

San Francisco, December 18. — Charlie Smith is managing the Crystal Theater, which is located in the heart of the burlesque district. The theater is open seven days a week, and is well-known for its variety shows and burlesque acts. The Crystal Theater is one of the oldest burlesque houses in the city, and has been operated by the Smith family for several years. The theater is well-liked by the audience, and is a popular spot for burlesque fans.
Thru Sugar’s Domino

By E. E. SUGARMAN

MAYOR LA GUARDIA should give an ear to the rumblings that have been heard on all sides lately in connection with his obviously unfair treatment of burlesque operators in New York. If continuing all or most of the measures imposed in a city it should be indiscriminate and universal. We would be the last to plead with the City Fathers to pounce down upon each installation as another throat against their security and professional technique.

Coast observers is that networks and agencies are leaving production of their agreement, however, on the ensues. An interesting theory voiced by one of our INHERE seems to be no argument about the point that moat of the comedy of burlesque’s came by honest and intelligent protagonists.

He few regrettable mistakes is his handling of the bitriersene situation. La Guardia be the something of fight left in the ha:femme managers they ought to got together and sincerely believe that burlesque operators have learned their lesson and if per-efforts to make burlesque operators respect their alleged word of honor. But we musicians who will not work under the anion minimum. In a day that is not the places involved had never used music in any form because of the inferior situation. The only real difference in that performers are paying dues to one office looking for work.

Despite the fact that we appraise La Guardia, from a strictly non-political viewpoint, as the best mayor New York has had in our times, we feel that one of his few regrettable mistakes is his handling of the burlesque operators. He is a reasonable man and we shall publicly and respectfully to the pleading of burlesque’s case by honest and intelligent protagonists.

There seems to be no argument about the point that most of the shows coming from the Coast are pitifully unfunny. There isn’t a general agreement, however, on the theory by our Coast observers, that networks and agencies are leaving production of their agreements, however, on the ensues. An interesting theory voiced by one of our INHERE seems to be no argument about the point that most of the comedy of burlesque’s came by honest and intelligent protagonists.

The trend towards employment of wired music by eating places, bars, etc., in the metropolitan area should not unduly alarm musicians and others who look upon each installment as another threat against their security and professional future. Comparatively few of the spots using wired music are in a position to lay out $200 a week in musicians’ salaries, but there aren’t many of those among the clients of wired music services now operating.

A more cheerful aspect of the wired music trend is that of the part wired music is playing in training patrons to digest music with their food. Many of the places involved had never used music in any form because of the inferior quality of ‘flesh’ substitutes and the prohibitive minimums involved in hiring unskilled musicians. The wired music services now operating cannot disguise real musicians who will not work under the union minimum. In a day that is not very far off, perhaps, wired music as sold to eaters and bars may constitute a serious threat to the paid musicians if the actual competition is out of the question. True, wired music might tempt the owner of a spot who is in a position to lay out $200 a week in musicians’ salaries, but there aren’t many of these among the clients of wired music services now operating.

If wired music is to hold its ground it must prove itself worthier than the funnymen of yesterday who devoted his entire career to one field and let it go at that.

Christmas Talk. . . .

CHRISTMAS TALK. . . . Well, here it is only a few days more to Christmas. I just think of it. This year it’s only a few days more to Washington’s Birthday and 12 weeks till Easter. Then eight weeks after that is Decoration Day. . . . My god, they’ll be halfway thru next year already and it isn’t even Christmas yet! . . . Do you hear those Christmas bells a-singing? . . . No, it’s Santa Claus coming. . . . That isn’t the tree, that’s pappy. . . . Oh, by the way, your uncle is here for Christmas dinner. He arrived July 9. . . . Have you any ideas of Christmas gift for that fellow you’ve beenSee It

By NAT GREEN

THE chins of Old Heidelberg are peeling forth Christmas carols. On the corner a synthetic stanta vigorously rings his bell as a reminder to keep the pot boiling. Up and down State street huge lighted holly wreaths make their presence felt. Despite the fact that we appraise La Guardia, from a strictly non-political viewpoint, as the best mayor New York has had in our times, we feel that one of his few regrettable mistakes is his handling of the bitriersene situation. He is a reasonable man and we shall publicly and respectfully to the pleading of burlesque’s case by honest and intelligent protagonists.

The trouble with most cafes is that the tables are unmolested. At the first meeting of the Negro Actors’ Guild it does my heart good when Noble’s voice is answered. He is elected president. That’s one of the few right I have about me. Our friends and readers we send friendly holiday greetings and the wish that Christmas may bring you happiness and the year 1938 health and prosperity.

Politics, whether it be city, union or office, certainly makes strange bedfellows. As a result, has been remodeling the theater on the line of that mentioned the remark after standing on the sidewalks and watching the battle that has been raging over Mayor Kelly’s new plan which shows the owner of a comic opera battle with plenty of laughs—but also some headaches. The trouble with most cafes is that the tables are unmolested. At the first meeting of the Negro Actors’ Guild it does my heart good when Noble’s voice is answered. He is elected president. That’s one of the few right I have about me. Our friends and readers we send friendly holiday greetings and the wish that Christmas may bring you happiness and the year 1938 health and prosperity.

The only thing that worries me is the holiday spirit takes bold? So to our friends and readers we send friendly holiday greetings and the wish that Christmas may bring you happiness and the year 1938 health and prosperity.

I hope you’ll remain. . . . That the higher you feel at night the lower you feel in the morning. . . . It never rains but it pours. . . . Poets and philosophers have tried to explain the happenings but there is at least during this month so that the rest of the world could enjoy them at least during this month so that the rest of the world could enjoy them. . . . Nobody told me.

If I had my way. . . . I’d tell the world that Japan doesn’t want war. She needs more markets. . . . We need a better understanding. . . . We need a better understanding. . . . We need a better understanding. . . . We need a better understanding. . . .

Stop. . . . That vaudeville is coming back. . . . That vaudeville is coming back. . . . That vaudeville is coming back. . . . That vaudeville is coming back. . . .

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Chicago Chat

THOBA CROCKET, head of American Theater Society, in New York for the premiere of the new Saville film, "Out of the frying pan," made quite a stir in the autograph hunters when he stopped here on his way to the West Coast to see Mayor La Guardia. Crockett is a friend of Mayor La Guardia and was in New York for the Stevens Hotel, has joined the staff of the Medinah Club magazine.

Robert Taylor, screen idol, dodged the autograph hunters when he stopped here on his way to the West Coast to see Mayor La Guardia. Crockett is a friend of Mayor La Guardia and was in New York for the Stevens Hotel, has joined the staff of the Medinah Club magazine.

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Screen Guild Expels Nine

HOLLYWOOD, Dec. 18—Screen Actors’ Guild expels nine members today, as it started its drive to purge its own, ranging from ex-cons to theatrical strikers, as face trial today, all charged with confining unbecoming members of the craft organizations for more or less long periods being investigated as a result of the recent Hollywood murder probe, and expulsions may total 50 before the present month is ended.

All are members of the Junior Guild, and several of them are reportedly questioned by District Attorney Biron Pitts in connection with gangsterism here. Registered letters were placed in the mail today notifying each that his name has been held for suspending his membership in the craft organizations for the time being.

Readers are advised to keep an eye on the other side of the fence, for there is a possible movement to get rid of the union, which is now being investigated as a result of the recent Hollywood murder probe.

For LEGIT


For FILMS

BEA WANCE—radio singer now with NBC, as “Babe” in the “Jukebox” shows, is one of the best worke in the business, and she should do well in films. Also strong, recommended for both legt and sight spot work.

WALTER LORD—brilliant and energetic young写者 who recently doubled over the Paradise Restaurant and Paramount Theater, New York. Has marvelous tap, and might be considered a standard stuff. Should click in any city. Swell bet for stage musicals too.

For RECORDING

JOE BODA—feared hot guitar player who appears with the Hull-House Tenorists’ aggregation, heard over CBS and seen in New York. Very smooth and impressive, but his only real value lies in being a part of the Hull-House Tenorists’ aggregation, which is uniformly up to par. A good bet for any city, and with the Hull-House Tenorists he is a part of the aggregation.

MEREDITH HAS—

CRA Resumes Theater Booking

NEW YORK, Dec. 18—In line with the intended policy of resuming booking directly into commercial theater and art house, American Theater Company has already started negotiations and plans for the resumption of the booking agreement with Arts, Inc., which up to now had handled booking of the shows, and plans for this year are being put to the billboards, including the band of Don Beyer and Clyde McElroy, and the Billboards, starting January 7.

Dorothy Byrons, a girl's floor show, has been secured by CRA to open at the Palace on January 27.

Ludlow Hoyt, Dutch character comedian, who has had a lot of success in the U.S. and in England, has signed and is being booked for radio, where he has a lot of success.

Theater and talent booking department for CRA has moved to new offices. Allen, formerly in charge of the NBC Artist Service in New York, has moved to the new offices.

MEREDITH HAS—

Two for FTP

In Detroit

DETOIT, Dec. 18—WPA Federal Theatrical Project, which is to begin its season of productions, has presented “The Taming of the Shrew,” by William Shakespeare, at the Detroit Opera House. The production is under the direction of Jack Ahearn, and is being presented on a budget of $2,000. The cast consists of members of the FTP, and the play is being presented in cooperation with the Detroit Symphony Orchestra.

Pitt Sked Looks Good

PITTSBURGH, Dec. 18—Nixon breaks fast December 27 after three dark weeks on the road, with the “Pittsburgh” show, which is being produced by the WPA, to open on January 17. The show is being produced by the WPA, and is being presented by the Pittsburgh Civic Light Opera Company. The production is under the direction of James E. Reber, and is being presented in cooperation with the Pittsburgh Symphony Orchestra.

Movement Is Started To Help Those Over 40; First Meet

NEW YORK, Dec. 20—A group of theatrical unions have indicated a new movement to get help for greater government. Curb the exploitation of those over 40 years of age. The first open meeting of this movement, called the “American Theater Society,” has been held at the First Church, 104 E. 45th St.

The group is being formed by an association of theatrical unions, and is being presented to the public for the purpose of bringing labor to bear on the problem of the exploitation of those over 40 years of age.

BROADWAY BEAT—

(Continued from page 5)

CARE of the New York office of the Billboard, 1564 Broadway.
Brown-Coshey Plan Under-Canvas Show

CINCINNATI, Dec. 13—Don Wagoner, known professionally as Jimmie Brown, and Ruby Coshey, who has out the Columbus Short Line unit, are making arrangements to take out a 400-pound musical under canvas early next spring.

They will begin and finish the trip on the return to the States from Cuba, where Cellobian is for the month of January. They will leave January 8. The canvas company will be completely motorized Brown announces.

Brown and Miss Coshey were married December 11 at Hollywood Beach, Fla.

Tilton-Guthrie Working Circle of Illinois Towns

DANVERS, Ill., Dec. 18—Tilton-Guthrie Players, who closed the tent season September 22nd, at 35 cents a seat, will have a working circle of Illinois towns, the last quarter of this year and the first quarter of 1938. A working circle is a set of towns that will continue in rotary until the middle of March. The Tilton-Guthrie partnership is one of the oldest in the tent-show business today.

Herb Camp Plans Circle

CINCINNATI—Herb Camp, novelty fiddler, well known in the tent and flying shows for his good work in the Middle West for Ernie Chead, Sun office representative in Columbus, Ohio, is making plans to launch a circle out of his town for the month of March after the first of the year. The rotary unit, to be known as the Douglas Players, is to have six towns to its credit when it opens, according to Herb.

He has a circle stock in that territory several seasons ago.

Shaver Rotary Changes Base

MARTINSVILLE, Va., Dec. 18—Shaver's De Luxe Entertainers, now in the last week of its circle of nine towns, will change their base to Winston-Salem, N.C., next season. As a result, Shaver's will have a rotary route in that section. Show's principal manager, Bill Shaver, is to report to the National Theater here, and business in the city so far has been satisfactory. It is expected that the show will be in town for the holidays.

Shaver left the show for four days early this week to visit his home.

Radeliffes Plans Pisc Unit

MARSHALLTOWN, Ia., Dec. 18—Glenn Woodall, radio commentator and performer, and wife are making plans to launch their Associated Attractions, a six-town circle. Glenn plans to work a circle of towns in this territory, the first one on January 5, which he expects to be in operation until about the middle of March. The Woodalls have been radio announcers for the last year and a half.

They are now in Dathan, Ala. to spend the winter with their son, Billy Don Woodall.

Kansas City Jottings

Mr. and Mrs. E. C. Rockwell, of New York City, are here for the holidays.

Miss Eunice Norman, of the City Hall, is here for the holidays.

Miss Zelda Johnson, of the City Hall, is here for the holidays.

Miss Ethel Johnson, of the City Hall, is here for the holidays.

Miss Hazel Johnson, of the City Hall, is here for the holidays.

Miss Pauline Johnson, of the City Hall, is here for the holidays.

Miss Doris Johnson, of the City Hall, is here for the holidays.

Miss Margaret Johnson, of the City Hall, is here for the holidays.

Miss Mary Johnson, of the City Hall, is here for the holidays.

Miss Edna Johnson, of the City Hall, is here for the holidays.

Miss Olive Johnson, of the City Hall, is here for the holidays.

Miss Florence Johnson, of the City Hall, is here for the holidays.

Miss Charlotte Johnson, of the City Hall, is here for the holidays.

Miss Elizabeth Johnson, of the City Hall, is here for the holidays.

Miss Julia Johnson, of the City Hall, is here for the holidays.

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MAGIC

By BILL SACHS

(Comminications to Cincinnati Office)

LORING CAMPBELL, after completing his lyceum courses in Pennsylvania and New Jersey, jumps into St. Paul for Christmas. It seems that they were all with the Lola Brothers at the "Mattdolls at the Conde Toy Store. Syracuse, N.Y."

It was Hartle by clubs for Fantle Creech. Sun office rep, NO. 20. Harrisburg, Pa., recently elected after the first of the year. holiday*, will mum* In be beaten abortly demcautrating the new Charlie McCarthy 10-year-old son entertained Hardeen and home of Charles A. Roeninun.

Towed with et buffet supper party at the HARDY Y, during his engagement at the Wonder Plan Cincinnati.

Center engagement at the Metropolitan. Important Lon-nerler at the Metropolitan. Important Lon-

MINEOLA, who has made a rapid rise In hard times, is anxious to bear front otel

Maguire Is anxious to bear front of the Hotel Authority, Inc. From the

ALBANY, N. Y., Dec. 19—"The Birth of A Baby, a sound motion picture, has been denied a license for public showing in New York due to the dissipation of the Indecency of 16 medical and health

The State Education Department to made public a decision by Dr. Frank P. Glim, the head of the department, upholding the State's Motion Picture Division's rejection of the film. The picture is a "medically treatable in pictorial form presented for the alleged purpose of instructing parents and mothers," Dr. Glim explains. In his ruling he said the picture was "indecent, immoral and would corrupt the public morals of those who see it."

HARRY FRIBERG points his old work at Chicago, Ill.

HARRY FRIGHTON points his old work at Chicago, Ill.

CLAYTON WHITE, colored advance agent and billposter well known in colored theatrical circles, is now in New York. He is handling a Cullins' snipe plant, doing the billing for Memphis theaters.

Carlin, Franks to Chestnut

PHILADELPHIA, Dec. 19—Les Carlin and Abe Franks have been appointed book-office managers at the Chestnut Street Theater. The new management is under the direction of James Keyes, who has been transferred to a New Jersey theater. Show business came to a close at the Chestnut Street Theater.

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The Final Curtain

N. J., December 12. Altho blind, Himmelreich was well known for his musical achievements. He built many organs and played the harp and organ with the Chicago Symphony Orchestra. Himmelreich was the organist at the Metropolitan Opera House, New York, and the Cincinnati Music Hall. He was also the organist at St. John's Church, Brooklyn. Survived by his widow, Mrs. Mary Montana, and 11 children.

MURPHY—Maurice F., 75, former legist and movie producer, recently in Brooklyn after a two years illness. Burial in St. John's Cemetery, Brooklyn. Survived by his widow, Mrs. Mary Montana, and 11 children.

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JOHNNY J. JONES

Who Died December 25, 1935.

JOHNNY J. JONES EXPOSITION

E. Lawrence Phillips

Director General

JEFFREY—Frank, 63, Chicago theater owner, recently in St. Theresa Hospital. He had made many appearances in Europe. Survived by his widow, three sons and three daughters.

JOHNNY J. JONES

Who Died This Life seven years ago.

HOLY JONES, JOHNNY J. JONES JR., and SISTER SUE.

KENNY—Charles W., carnival cooky director, died December 10 in Phoenix, Ariz., after a five years illness. His brother, Ely Murph, a former cooky, is in St. John's Hospital in Phoenix. Survived by his widow, Mrs. Nina Sutton Osborn. December 10 in Phoenix, Ariz.

OSIE—John Santos, 74, showman, Decl. 11, after a long illness. He was a member of the Osborn show, and was active in the show business. Survived by his widow, Mrs. Nina Sutton Osborn. December 11 in Phoenix, Ariz.

RIVERA—VAREL, 88, Detroit, singer, December 12, after a long illness. His last appearance was in Detroit, where he was known as a concert singer. Survived by his widow, Mrs. Mary Montana, and 11 children.

RIVERA—Valerie, 88, singer, December 12, after a long illness. His last appearance was in Detroit, where he was known as a concert singer. Survived by his widow, Mrs. Mary Montana, and 11 children.

ROGERS—Francis, 70, musician and theatrical producer in the 90s in Evansville, Ind., December 16. Survived by a sister, Mrs. Cora Lusk, of Indianapolis.

SARIN—Wallace Arthur, 70, chore di-rector of the Metropolitan Opera Company, died November 18. He was a member of the Metropolitan Opera Company for 50 years. Survived by his wife, Mrs. Gladys Breen, and a daughter, Mrs. Gladys Breen. December 16 in New York.

Schweizer—Frederick, 88, Chicago, December 14. He was a member of the Metropolitan Opera Company for 50 years. Survived by his wife, Mrs. Mary Montana, and 11 children.

Schweizer—Frederick, 88, Chicago, December 14. He was a member of the Metropolitan Opera Company for 50 years. Survived by his wife, Mrs. Mary Montana, and 11 children.

Schweizer—Frank, 88, Chicago, December 14. He was a member of the Metropolitan Opera Company for 50 years. Survived by his wife, Mrs. Mary Montana, and 11 children.

SCHNEIDER—Theresa, 88, Detroit singer, December 13. She was a member of the Metropolitan Opera Company for 50 years. Survived by her husband, William Schneider. December 13 in Chicago.

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EXPLANATION OF SYMBOLS

a—salle-pièce; b—bar-room; c—café; d—cabaret; e—country club; f—hotel; g—hall; h—park; i—race course; j—road house; k—restaurant; l—show-barn; m—theater.

New York—New York City; Phila.—Philadelphia; Chi.—Chicago.

December 25, 1937

**Night Club and Vaudeville Routes** must be received at the Cincinnati offices not later than Friday to insure publication.
For sale at all offices of THE BILLBOARD. Mailed to any part of the world for 250 each.

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The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.

NAME IN GOLD LETTERS ON CONCISE CONSERVATION LETTER (FOR EXHIBITION OR DINNER, ETC.) FOR EACH LINE.

TITANS

HISTORIC SHOES

(Dates are for current week when not specified)

DRAMATIC AND MUSICAL

(For 1938)

NOW ON SALE

FOR 1938

DATED FROM JANUARY 1, 1938, TO JANUARY 1, 1939.

The most convenient memorandum book for Managers, Agents, Artists, etc. in all branches of the show world. Actual size 2 1/2 x 4 1/4 inches—just fits the vest pocket. Covers years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording records, dates, etc., full page figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, CONTRACTS, ETC. ATOP FOR MEMORANDUMS.

New Date Books

For sale at all offices of THE BILLBOARD.
The Forum

Plainfield, N. J.

This is the time of the year when radio lists of "beats" begin their march on the growing audience, as a matter of fact, the "beats" for 1937 have been announced, and still are being recognized not only by the "best artists of 1937," but among the "best artists of 1937." These artists are the "best artists of 1937," and their performances have been received with enthusiasm by their admirers. The "best artists of 1937" are those who have been recognized for their performances during the year 1937, and the "best artists of 1937" are those who have been recognized for their performances during the year 1937.

Gives Choice

For 1937 Radio

Hall of Fame

There are several programs that are eligible for the "best artists of 1937" to uplift it. There has been no dearth of excellence玩 though, and if there is a demand for good vaudeville and events, there is a demand for good vaudeville. This demand has been caused greater radio devotion. Edgar Bergen and Charlie McCarthy, for instance, or "New England Farm" as another example. In the final reckoning all those programs do is entertain, which (Do I hear a voice?) is all that radio is supposed to do. But the mere entertainment value of a radio program is not enough. Radio must be directed to the growing generation of future listeners, and even more than that, to the generation of future listeners who will have to decide if the "best artists of 1937" are the "best artists of 1937." One of the most admired programs is "New England Farm," which has been directed to young people in a way that few others have been able to do. In the same way, "New England Farm" has been directed to young people in a way that few others have been able to do.

Says New Acts

Must Clean Up

Their Material

Providing for the letter of that good trouper, Daniel Sully, in the Forum of December 15, 1937 made me wish that more readers of The Billboard could see the magic in five vaudeville acts that are playing the New England Farm. I think that all radio editors will agree. I wish that what Mr. Sully has said in his letter will be printed in the Billboard, and that all who read it will see the magic in five vaudeville acts that are playing the New England Farm.

Scores Mental

Workers Who Kill the Goose

they have been doing on their own. From the last night is a way of getting, or trying to get, a closer night's business. If an attraction is not sold by the last night, I cannot see how exposing the routine gains anything. But I guess these supposed-to-be showmen think they can sell anything and get away with it. They know that they will get a circuit booking or a theater that runs in the Class A division. SIRNETT.

M. M. M.

The story The Trouper in the December 3 issue of your publication was written by C. J. Duggan, receives my hearty commendation as a fine unsolicited tribute to the memory of the former who had taken his last curtain call. There is no exaggeration in any way except in his genuine, never to be rivals, and love it from the heart. It is a point of a member of the audience, express own view of the matter, Duggan goes on to tell of the esteem and respect the people of Texas have for Duggan. I don't know what more Duggan had to say about the matter, and with a letter to The Billboard and the local papers comes... I will be more than happy to hear from any big words or catch phrases you could think of to put show posters...

MASON GOOSSELL

December 25, 1937

The Billboard 35

436 YEAR

The Largest Circulation of Any Amusement Publication

Member Audit Bureau of Circulation

203 W. 45 St., New York, N. Y.

By The Billboard Publishing Company

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13717

December 25, 1937

Vol. XXIX. DECEMBER 25, 1937. No. 52

Volume XXIX. DECEMBER 25, 1937. No. 52

Port Huron, Mich.

With Horace Goldsmith, manufacturer for $50,000,000 because of all acts, please take your Saturday's papers and look over your act. As the saying goes. "The public, thank heaven, won't wall into anything except in his genuine Interest and it's better to be sure than sorry." The public, thank heaven, win't wall into anything except in his genuine Interest and it's better to be sure than sorry.

PORTER. A. H.

NOTE—Mail forwarded must be received in Cincinnati by Friday morning (early) and by New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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

MARGUS THE MAGICIAN
LETTER LIST

Watch That Postage On Holiday Greeting Cards

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. Please note whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1½ cents per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.
New Animal Feature, 500-Pound Gorilla, Joins Ringling - Barnum

SARASOTA, Fla., Dec. 18.—A crowd of 2,000 people gathered at the Seaboard Air Line depot here last Sunday to witness the arrival of a 500-pound gorilla, newest animal feature of Ringling-Barnum Circus menagerie. The gorilla, traveling on a first-class passenger ticket, came in on the Orange Blossom Special from New York, where it was reported that its name is Joe by its owner. The gorilla will have a special stall in the new pavilion which is being erected at the circus grounds.

At quarters here, the gorilla was placed in a special room at the hospital, without being removed from his traveling case. The gorilla, described as a fine-looking specimen, will be added to the menagerie.

The gorilla, said to be the largest of its kind in captivity, will not be placed on exhibit until such time as it is thoroughly accustomed to the Florida climate. The gorilla will be under the care of a special attendant to protect the delicate health of the specimen, which is valued at $5,000,000.

The gorilla is a new feature of the circus, and the management has taken all necessary precautions to ensure its safe arrival.

Community Circus Honored

GAINESVILLE, Fla., Dec. 18.—Deborah J. Davis, aerialist with the big show, and wife of Capt. Larry Davis, aerialist, is being treated from an appendicitis operation at Holy Cross Hospital in the city.

Mr. and Mrs. J. B. Robertson left their Sarasota winter home last week for Winter Haven. Mr. Robertson is a member of the circus, and Mrs. Robertson is a member of the circus staff.

New Year's Eve Performance

The performance on New Year's Eve will be a special one, with the circus troupe assembling at 7 p.m. for a special performance in the Sarasota County Courthouse. The performance will feature the gorilla, as well as other animals and performers from the circus.

The show will conclude the Sarasota winter season, and the circus troupe will then begin its travels to other parts of the country.
TO CITY, COUNTY AND STATE OFFICIALS
CIRCUS FANS, CITIZENS AND "SHOWFOLKS"
WHO ARE OUR FRIENDS

HAGENBECK-WALLACE CIRCUS
WITH TERRELL JACOBS – NEW LION KING

EXTENDS THE SEASON'S HEARTIEST GREETINGS
FOR 1938 WILL PRESENT THE GREATEST ATTRACTION IN CIRCUS HISTORY
DETAILS TO BE ANNOUNCED LATER

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JACK GRIMES, Press
WILL L. WILKEN, Press
H. E. COLVIN, Radio
DAN DIX and M. A. BENNETT, 24-Hour
ROBERT DeLOCHTE, Treasurer
LEONARD KARSH, Auditor and Front Door
WILLIAM MOORE, Adjuster
AL COFIELD, Traffic
VIRGIL BEASON, Trainmaster
ALLEN MILNE, Tractors
TOBE FINN, Master Mechanic
FRANK SEIGEER, Car Builder

POODLES HANNEFORD, Equestrian Director
HENRY KYES, Band Leader
LEON DARROW, Announcer
CHEERFUL GARDNER, Elephants
FRANK MILLER, Horse Trainer
GEORGE SINGLETON, Canvas
FRED MERKLE, Super, Ushers
GEORGE (Laugh) DAVIS, Cook House
GEORGE (Groucho) DAVIS, Concessions
MEL SMITH, Side Show (Exclusively)
ANTHONY (Scotty) DUNN, Side Show Canvas
DAN FAST, Electrician
LLOYD STARR, Sound
IRA SHARP, Properties
MRS. S. IVAISOFF, Wardrobe
CHAS. ROGERS, Ring Steer
JAMES M. COLE, Timekeeper and Commissary
MICHE WISSINGER, Superintendent and Purchases

JULIUS KUEHNEL, FOREIGN SCOUT—NOW IN EUROPE

WANTED FOR ADVANCE—Billposters and Lithographers.
FOR BIG SHOW—Girl Riders for Menage, Ladders

HOWARD Y. BARY, Manager

AMERICA'S LARGEST
MANUFACTURER OF VEHICLES
SPECIALIZED FOR
CIRCUS WAGONS, SHOW TRAILERS
and TRUCK BODIES
EXTENDS CORDIAL SENTIMENTS
FOR THE YULETIME

PERU, INDIANA.

AMERICA'S BIG TENT HOUSE
WISH A HAPPY HOLIDAY SEASON
AND PROSPEROUS YEAR
UNDER THE COMPLETE NEW CANVAS
(INCLUDING A LARGER BIG TOP FOR 1938)

WHICH WE ARE BUILDING FOR

HAGENBECK-WALLACE
CIRCUS

HOWARD Y. BARY, MANAGER

HOWARD Y. BARY, MANAGER

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H. FRANK FELLOWS, Pres.
SPRINGFIELD, MISSOURI.

BAKER-LOCKWOOD
MANUFACTURING CO., INC.
17TH AND CENTRAL AVE.
KANSAS CITY, MISSOURI.
A HAPPY NEW YEAR
MERRY CHRISTMAS and

Tut mad OseNtral.

CIRCUS ACTS DOING 2 OR MORE ACTS, especially Acts In
POLACK BROS. FRATERNAL CIRCUS
701 Norte Sangamon Street.

CIRCUS, CARNIVAL AND CONCESSION TENTS. SIDE SHOW BANNERS THAT WILL LAST.

January 1938

WPA FEDERAL THEATRE
Anerearea

"AOS, *that Acts 'doubling.

Crtstrreme

O. HENRY TENT 8 AWNING CO.,

MILFORD H. SMITH

Caws! Delivery. o.snia. Tax.

UNITED STATES TENT

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WANTED

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Tea.: Week February

QUICK

The Billboard

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Prescv.ls Its

ream.' araanses. SATLIIPath


George Freda. meanest clown; Roberta. Leanne. juggler and clown; Harry and Charlotte
teothe of clown band; George Dentott. clown; Lew Kish, dog act and clowning;
D.eVoe. superintendent ring atock;
Bud Kihalkshilla is boas of props; Eddie Welsh is funnelling grand -stand chairs
(See UNDER THE MARQUEE pope 47)

Russell

Colo.

J. P. (IRISH) HOltAN, general agent

JACK AUSLET, manager of Temple

Local 11...lected the club.

Walter Thompson Heads

Cincinnati Local No. 11

CINCINNATI, Dec. 18.—At annual election Thursday of the Bidders Alliance, Local No. 11, Walter Thompson was elected president; William Guiskin, vice-president; Edward J. Norton, secretary, and Al Linneman, sergeant at arms. At Lane, William Walke and William Kemmer, welfare officers. Norton and Thompson were selected as delegates to convention, which will meet at the club. Guiskin was chosen representative of Kenton and Campbell counties in Kentucky.

WPA Business Light

At Armory in Brooklyn

NEW YORK Dec. 18.—The WPA Federal Theatre Project last night opened its week-end presentation of "Hell Fire," a field Armory in Brooklyn last Saturday night. Paul "babe" wallen was the evening's "saving grace" for the WPA's "saving graces" in the world of entertainment. "Hell Fire," a bit of program. New lighting effects have been added by Manager O'Sullivan for the speciality dance of "Blood and Fire." Babes show with a bad cold.

Educators included Hazel Williams, Welby Coke and Art Eldridge, reports Wendell J. Goodwin.

WANTED FOR

POLACK BROS. FRATERNAL CIRCUS

CIRCUS ACTS DOING 2 OR MORE ACTS, especially Acts in the West, for our January and February engagements.

CAN PLACE SMALL ELEPHANTS OR ANIMAL ACT.

Wanted

United States Tent

S. T. JESSOP, Pres. and

AWNING CO.

Geo. Johnson, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST, LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

Chicago, Ill.

WANTED FOR

POLACK BROS. FRATERNAL CIRCUS

CIRCUS ACTS DOING 2 OR MORE ACTS, especially Acts in the West, for our January and February engagements.

CAN PLACE SMALL ELEPHANTS OR ANIMAL ACT.

Week January 10, Shrine Circus, Pueblo, Colo.; Week January 17, Shrine Circus, Albuquerque, New Mex.; Week January 24, Shrine Circus, El Paso, Tex.; Week February 14, Shrine Circus, Sacramento, Calif.

Write IRV J. POLACK, Care Shrine Circus, Colorado Bldg., Pueblo, Colo.
December 25, 1937

CIRCUSES

Pacific Coast Showmen's Assn

(From The Billboard Dated December 23, 1922)

15 Years Ago

A fire in the cookhouse at Ringling

Barrett's circus at Kokomo, Ind., neared a stampede of the

big elephant herd, which was in a barn near the

Ledge. This started for several years an oriental director

of the Ringling circus, Mr. W. J. Doughty, who

would he with Belle-Philo Circus in

Europe. The circus arrived there

January 8 and became a feature of

the Adelphi, a large hotel in Paris.

Together with the Animals

This writer is going to miss your annual Christmas card -

Weaver and Juanita Gray, after

successful season, which saw them

play key roles in the first four Southern

rings of the Montana and Idaho

show. They have purchased two horses which

they were training for the 1938 season.

Mickey Hunter and Audrey

Veenendaal, destination cowboy, set to

open an Eastern vaudeville tour

(possibly in the Adelphi).

ROBERT ARMSTRONG, of Montesano,

and his bucking Ford act have been

cracking up for the past ten years.

The features of the third annual

Patterson show will be held at Duquesne Garden

in April.

SUICIDE T. E. ELDER has completed

negotiations to appear at the Royal

Sydney Show, Sydney, Australia, during

the Easter season. He and his wife will take

three horses and leave early in March. Upon

their return to the country the Elders

will work under the George A. Hamill

contract.

TOD COOPER, who has been

working in pictures for the last 11 months,

reports from Hollywood that last season

he turned out 50 pictures, working mainly

in 28 days. In addition he adds that California

is hard to believe. He is working in a barn

that is scared to work anywhere. He

rodeo and rodeo bands.

SHOOTS SUTTON and Betty Lee,

whip riders, are spending the month of

February on a two-week vacation after a

successful tour of America. They are due

at the Corral on March 1 and will begin a

tour of the Western musical show near

summer.

COL. AL. HERNANDO, horse fancier,

of Bushnell, Pa., who seldom misses

a big-time rodeo, is due to return

from that sector. The layer, who

was followed, is hard to believe. He

spent two years at the

Texas Centennial amid

mixed hoopla. He also spent two years at the

Shipp & Pettus Circus seta strangled

was confined to a hospital at Hammond.

Cooen picture at the United Studios In

the Al .O. Barnes Circus, was sold.

Menem- Ark.

Over the past year

Hutton has been in the news of the circus

world. He has written many articles and editorials on

business and politics.

Dexter Gooding was

two years ago the presidential nominee on three of tbo

articles December 2 paid

Publishers that produced so many high-

CIRCUSES

Dexter Gooding, seventy, one-year membership, and Clyde Gooding,

one-year membership, and Clyde Gooding,

seven, one-year membership.

Membership were donated by Ted Metz.

After a discussion by Joe Sternberg,

the Brown and Mel H. Smith and

the annual Christmas Dinner, it was
decided to effect the motion of Al Fisher,

who then opened the meeting.

The dinner, which was a success,

was provided for the entire day for

members and their families and all those

who were not able to provide their

Christmas dinner.

Hobby Is Winner

Membership drive was begun to a contest at

the Golden Gate Show, was returned

the winner was awarded a prize, Gold Life

membership, the donation of Johnny T. Brandon.

Other officers lettered: George W. T. Boyd, fifth,

two-year membership; Sol Rost, sixth,

president; Dr. George W. T. Boyd, fifth,

three-year membership; William Holiday,

third; membership; Dr. George W. T. Boyd, fifth,

seven-year membership; Sol Rost, sixth,

president; Dr. George W. T. Boyd, fifth,

three-year membership; William Holiday,

third; membership; Dr. George W. T. Boyd, fifth,

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president; Dr. George W. T. Boyd, fifth,

three-year membership; William Holiday,
1937 Park
Season in Review

**IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR**

These and Other Features
Will Appear in

The Billboard Holiday
Greetings Number

Dated January 1

---

**PUSH: AKRON PLANS**

**Summit Beach Work Continues**

New high ride considered for revamped spot with improvement program

AKRON, O., Dec. 18—Rehabilitation of Summit Beach Park here, once one of the outstanding points of the Middle West, will be continued in 1938, said officials of Summit Beach Inc., owner and operator. The new owner group spent about $50,000 last season in restoring the park, including revamped and installation of new rides, modernization of concession buildings and beautification of grounds.

Directors will meet soon to determine a definite construction program, expected to get under way soon after first of the year. The first step will be to replace one ride, the Ferris wheel, with a modern one. Other major features now to amusement parks elsewhere will be added before the new season is launched on May 1, according to officials.

Policy of free acts, as well as name bands at the big dance pavilion, will be continued, with a WADU air support bands for a half-hour period nightly. Build-up thru this spring last season is said by heads of the park operating group to have been beneficial for rest and attendance at the pavilion, which last season was under management of Lew Reinert, Ohio booking and bedroom executive.

Extensive improvements to go to parks, including some new buildings, are under consideration. Plan that a new type of tent to completely enclose the park will be installed. Some staff personnel may be added, to be contemplated for next season.

**Key West Spot Books Acts**

MIAMI, Dec. 18—Ted Felbert, manager of Key West Park (Palm) Park, who was here, signed several well-known free acts to the new park's schedule. A special act scheduled to open on January 6 with a celebrity will be an important addition.

MIAMI, Dec. 18—Outdoor shows at the Miami Beach Hotel, under personal direction of Alexander Ott, will be moved to a new tent. Another circus act will be engaged during the winter.

**English Pleasure Beach**

And Fairground Planned

OLDHAM, England, Dec. 18—Morecambe town council has unanimously approved plans to cost £200,000 for a new pleasure beach, fairground, concert hall, arcades, shops and parking ground, says The World's Fair.

There was a division over plans for an extension of the Promenade railway station, costing £200,000, because it involves the St. John's Road Station, which members representing that section strongly opposed. Station scheme was passed, 18 to 9.

The pleasure beach will be on West End Promenade, with concert hall, arcades and shops. The fairground, parking lot, illuminations in Stanley Park, council requested the electricity committee to prepare plans with estimated cost, for carrying out these suggestions and for the next year's Mardi Gras. There will be a recommendation that Illuminated "Welsummer" council decided that next year's Mardi Gras will be adopted so that transport firms may extend its operation under the name of Summit Beach Park here.

**Rather Be a Hot-Dog Seller**

In U. S. A. Than a Big Shot In Europe, Considers Traver

"Amusement Adventures in Europe" was title of a paper by Harry O. Trainer, American showman and device manufacturer, given at the Paris Exposition and is still on the other side. It was delivered by Walter S. Sibley at the 110th meeting of the National Association of Amusement Parks and Beaches in the Hotel Sherman, Chicago.

"Hello, fellows: This is Harry Traver speaking. I am talking to you from the Paris Exposition. The voice may not sound like that. I have a tummy ache, but the thoughts and the words are mine and my spirit and good wishes are with you. In an office at Chicago in 1903 several men were swapping lies and telling lies on the subject of a man who could make a lot of dough in Europe. I took his tip like a tax driver and jumped abroad.

Later we experience building rides and shows in Europe. I got plenty. People in Europe are made of the same stuff. They like American attractions and copy ideas as fast as they can. In Europe, where they try to bed in a bedroom in two hours. In Europe, where they try to bed in a bedroom in two hours.

Later we experience the business of the amusement features in the park probably will be retained under the new set up.

1937 Park Season in Review

**IMPORTANT EVENTS AND HAPPENINGS OF THE YEAR**

These and Other Features
Will Appear in

The Billboard Holiday
Greetings Number

Dated January 1

---

**Blackpool Lighting To Help Inn Keepers**

BLACKPOOL, England, Dec. 18—Town council decided that next year's illuminations should be from September 15 to October 24. Opening date has been fixed on October 15 to help innkeepers whose visitors hitherto have stayed on over the weekend to see the illuminations, says The World's Fair.

There was a suggestion that a day fixed for the beginning of the illuminations, third Saturday in September, was too late to be acceptable by many visitors and other organizers could make arrangements well in advance, but council decided it would not be possible for extended illuminations. Therefore, as a temporary exhibit, Lytham road and Church street illuminated and others asked for illuminations in Stanley Park. Council requested the electricity committee to prepare plans with estimated cost, for carrying out these suggestions and for the next year's Mardi Gras. There will be a recommendation that Illuminated "Welsummer" council decided that next year's Mardi Gras will be adopted so that transport firms may extend its operation under the name of Summit Beach Park here.

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**Out To Open Outdoor Shows**

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And Fairground Planned

OLDHAM, England, Dec. 18—Morecambe town council has unanimously approved plans to cost £200,000 for a new pleasure beach, fairground, concert hall, arcades, shops and parking ground, says The World's Fair.

There was a division over plans for an extension of the Promenade railway station, costing £200,000, because it involves the St. John's Road Station, which members representing that section strongly opposed. Station scheme was passed, 18 to 9.

The pleasure beach will be on West End Promenade, with concert hall, arcades and shops. The fairground, parking lot, illuminations in Stanley Park, council requested the electricity committee to prepare plans with estimated cost, for carrying out these suggestions and for the next year's Mardi Gras. There will be a recommendation that Illuminated "Welsummer" council decided that next year's Mardi Gras will be adopted so that transport firms may extend its operation under the name of Summit Beach Park here.
**Long Island**

**By ALFRED FRIEDMAN**

**FROM ALL AROUND: Yuletide生病 and the Christmas season are happily consigned to the past. Long Island has gone fairy over bingo, with games sponsored nightly in everything from a hotel to a bathhouse. Plans have been filed for completing the billboard at the beach, which will rival Point, near recently improved Jacob Hill. There are no bungalow at Point, and the bungalow is completely renovated and will be ready for occupancy in a few weeks.**

**American Recreational Equipment Association**

**By R. S. UZZELL**

J. Eugene Peele (Jean), brother of congential and distinguished Fred, is in a tussle with pneumonia. He came down with it at the last moment before he returned from the Jeane's convention. Jean's condition is serious but not critical. The family is thankful to have him home with them.

**Walter Sibley** had been reading the *impuls* of the National Amusement Device Co., which he edited. He has had a lifetime of dealing with the press and with newspapermen and has a great deal of sympathy by his many friends.

**Spillman Engineering Corporation**

will build the grandson of the departed William W. Spillman. He is the president of the company and has been a long-time member of the staff of The Billboard, reports that it will be a great improvement for the industry and is very much pleased about it.

**Fathers and Sons**

The first familiar face to greet the writer was that of Harry A. Sibley, chief of the committee. It is good to see that that of Leonard Truibe (of baseball fame), is still recognizable. He is the publicity man for the company and has a great deal of sympathy for the present management.

The father and son picture made in Chicago last week is still fresh in the memory of the writer. It was at the hotel and it was the occasion of the birthday of the elder Mr. Sibley. He has a warm heart and a friendly manner, and he is a welcome sight to visitors without warning.

He seems to be getting fatter. He is a great lover of food and will eat anything that is put before him.

The committee for the study of methods or Miami Beach and the southern states is in session. It is under the direction of Mr. Sibley and it is expected to make some important recommendations.

**Lower Canadian Duty**

Your Secretary is in charge of the committee for reciprocity information to get into Canada with our amusement rides and devices used by the amusement parks between Canada and the States. Reporting the committee, he says that it will allow our products to flow into Canada as the States do. He is hopeful that his committee will work out some agreements with the Canadian authorities that will permit the free flow of our products into Canada.

**Southern Topics**

The new ice pavilion, San Antonio, built by the National Amusement Device Co., is ready for operation under the direction of Mr. Sibley. It is a big pavilion and is operated under the management of Mr. Sibley. It is the largest pavilion in the world and is a great improvement for the industry.

**The Billboard**

By NAT A. TOR

**The Pool Whirl**

(All communications to Nat A. Tor, care of New York Office, The Billboard)

**Prize Pool Paper**

This year's national convention has been over several weeks. Judging from the reports of the various pools and parks' winter quarters, you'd think that winter had started. Last year there were many docks, but this year there are none. The convention will be a great improvement for the industry and it is very much pleased about it.

New Orleans Levee Board is in the midst of designing a beautiful new bathhouse for the city of New Orleans, which is to be built in the near future.

**Dogs and Dancers**

Congrats and order for J. O. Ziegfeld, chairman of the committee, reports that the column is one of the most interesting in the world. It is the most popular and it is the most talked about. The column is one of the most popular and it is the most talked about. The column is one of the most popular and it is the most talked about.

**The Monkey Race Game**

Something Really New in the Amusement Field

Adorable Monkeys that climb perpendicular poles in a life-like manner to a finish high above the heads of the spectators.

**PARKS - RESORTS - POOLS**

The Billboard

43

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Cost of N.Y. Fair Is Upped

More than $150,000,000 is latest figure for developing and operating in '39

NEW YORK, Dec. 18.—More than $150,000,000 will be spent in developing and operating the World's Fair, President Grover C. Whalen announced here today. Cost of the cop was originally estimated at $125,000,000, but an increase of $25,000,000 was made in the new figure after it had made a right turn on its way out by industrial exhibitors, consequently increasing the cost to the Corporation and city and federal government.

In arriving at the estimate, President Whalen pointed out that the fair will be built in the neighborhood of $50,000,000 for the 80-acre-built-up area, for landscaping, recreation, and other improvements of a permanent nature.

Big Layout for Exhibitors

Exhibitors, including industrial and business concerns, and concessionaires and vendors, will pay $65,000,000 for their participation and the city of New York expects to budget its appropriation at about $20,000,000.

The State of New York will spend about $25,000,000, and the Federal Government will lay out more than $8,000,000 for the fair.

More to Be Created

An announcement from the Whalen office said the World's Fair will have a central mall, nearly a mile in length and embellished with statuary symbolic of the nation and world, to be known as the Mall. Project right now is the remaking of the Mall in New York, and indications point to that part of the fair being the center of the most exciting and winning attractions on the Flushing Meadow grounds.

There will be an immense statue of George Washington, whose 250th birthday will be honored, a time group including a sundial and "The Tree of Life" and statues of President Abraham Lincoln, who was Scotch tenor William Holbrooke Brooker, and George Washington, whose statue is standing attractions on the fair grounds.

At a cost of $10,000,000 for exhibits and buildings, will have a central mall, nearly a mile long, and embellished with statuary symbolic of the nation and world, to be known as the "The Tree of Life" and statues of Abraham Lincoln, who was Scotch tenor William Holbrooke Brooker, and George Washington, whose statue is standing attractions on the fair grounds.

Paris Expo's Park May Be Eliminated

PARIS, Dec. 13.—Memorandum by the council has a plan for the exposition participation in revival of Paris Exhibition for next summer, which calls for suppression of the main amusement park of the exposition, on the grounds of its not being large enough and the age by winter floods being destroryed.

So long as the Chamber of Deputies does not approve plans for revision of the exhibition no definite projects can be made, but a group of designers and engineers are at work to discuss the question within the next few days and it is probable that some definite information will be available before end of the month.

The fair area will include a group of temporary buildings and bridges occupied by the exposition and buildings cleared and thrown open to the public and several buildings remaining buildings and bridges will be destroyed by fire of unknown origin recently.

Paris is preparing a substitute in the shape of a temporary group of buildings and surrounding area of temporary buildings and surrounding area of temporary buildings on the land of the exposition and will naturally lack the international flavor as well as private commercial support. Theoretical presentations for the exposition will likely remain superior.

For 132 feet more now under construction, the fair may stay on or operate.

The president of the exposition, which has closed the 1937 season and Mr. and Mrs. George W. M. Vickers, president of the exposition, which has closed the 1937 season and Mr. and Mrs. George W. M. Vickers, were in Chicago for the fair's opening.

Chamber's report is made on the fair, which is expected to raise the money spent for the grand stand, and the president of the exposition, which has closed the 1937 season and Mr. and Mrs. George W. M. Vickers, were in Chicago for the fair's opening.

Hilldale Cuts Into Profit To Make Changes in Plant

HILLDALE, Wis., Dec. 18.—More than 100 feet of one of the barns burned to the ground by fire of unknown origin recently, and the site where the barn burned is now a part of the exposition.

Secretary H. E. Kelley reported that the fair's attendance was more than 125,000, to take in the gate on Sunday, with about 6,000 in attendance at the exposition.

Receipts were $36,174.69, and expenses $36,110.07, of which about $14,114.19 are being held over to pay the fair's bills.

Profit and Loss:

Profit and Loss Budgeting Guides

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December 25, 1937

FAIRS-EXPOSITIONS

The Billboard

45

Fairs Led Great Industry Out of Perilous Times

Excerpts from address of retiring President Maurice W. Jenks, manager of the 119th annual meeting of International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 5.

(Continued from last week)

Spirit of the Festival

As an example of how fairs served theIndustry over the years by giving them a "jumping-off knowledge," 13 farmers in Washington County, Iowa, spent $100 apiece for the purchase of a pure-bred bull. They desired to improve their stock cattle. Today the United States includes hundreds of such associations, each a stepping stone in the development of a great industry.

A fair that is representative of the entire social and economic life of a rural community, its products, its social organizations, is the most significant factor in the life of the community. The participant in the fair comes to see a realisation of his own ideals. This is the experience that makes boys and girls illustrious. It is an opportunity to experience the assurance of victory to the individual, his community, and his country. The memory of the fair is the experience of a lifetime. The boys and girls who work in the fair are the fruits of the labor of the community. It is a lasting achievement.

Northampton Association Holds 119th Dinner Meet

NORTHAMPTON, Mass., Dec. 18—At the 119th annual dinner meeting of the Three County Fair Association here on December 11, the year was reported as a success. The Association came out of 1898 with a balance of $1,100. George H. Bant, toastmaster, said that the year's operations were successful. The Association reported a balance of $1,100, which was distributed among the three counties. The Association also reported that the fair was a success, and that the Association was ready for next year. The Association is now planning for the 120th annual meeting of the Three County Fair Association.

Northampton Association Holds 119th Dinner Meet

SAN FRANCISCO, Dec. 18—Color of San Francisco's Chinatown and primitive methods of rice farming were combined in a $250,000 Chinese Village which was exhibited at the Golden Gate International Exposition. The Pacifics, Inc., formed to build and operate the Chinese Village, will be directed by Ching Wai Lee, who is credited with the idea of the Chinese Village. The village will be Oriental, with work with the medallion in the motif of the design. The exhibits will be in the form of Chinese Venice, with the medallion in the motif of the design. The exhibits will include Chinese art objects, craftsmanship, and demonstrations of farm methods.

A new architectural feature is the Chinese chaing of lagoons linked with all of the Pacific nations. The exhibition will be held in the Pacific area. Colorful bridges will be used to span the waterways, and the open-air stage is to be provided for pageantry and musical spectacles. An additional feature is the exhibition of events during adverse weather.

Chinese Village and Series of Lagoons for S. F. Expo

CINCINNATI, Dec. 18—In a report from Warren, Ohio, the Billboard was informed that Barns-Carruthers staged the grandstand show at the 119th annual show on January 27, which was attended by Ernie Young Productions and Manhasset Agricultural Company. Barns-Carruthers had the contract for the past two years, and the fair reports having increased grandstand receipts.

Young Had Show in Regina

CENTRALIA, Mo., Dec. 18—In a report from Regina, Sask., in The Billboard, it was stated that the Barns-Carruthers show on January 27 was attended by Ernie Young Productions and Manhasset Agricultural Company. Barns-Carruthers had the contract for the past two years, and the fair reports having increased grandstand receipts.

More Annuals Go in Black During Bay State's Season

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The year 1937 was a banner year and was not ready for fairs but, you couldn't keep them away. The year saw the black and the gold for the first time in many seasons.

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Fair Elections

SPARTANBURG, S. C.—Mayor Tom W. Woodrow is new president of Spartanburg Agricultural Society. The society is organizing for a fall fair. A meeting of the directors was held at the home of Robert M. Boss, 1414 Craven Avenue. Directors are: D. H. Davis, W. E. Jenkins, R. M. Boss, F. A. Gann, M. P. Porter, secretary, and N. H. L. Leavenworth, treasurer.

HILLSDALE, Mich.—Hillsdale County Agricultural Association elected Frank J. Cleland president; John J. Post, secretary; H. R. Mitchell, treasurer.

NORTHAMPTON, Mass.—Charles N. deRosa was elected president of Three Rivers Fair, succeeding Mr. Hoyt. A meeting was held in the Northampton Friends' Meeting House. Directors are: J. R. Flinn, W. G. Dorr, P. W. Lee, R. F. Thomas, R. C. Swain, and R. E. Johnson.

ROCKPORT, Ind.—Spencer County Fair elected Albert Strath president; William J. Refin, vice-president; Elwood R. Atkinson, secretary. J. R. Morton and Albert Parson were named stewards.

MONEE, Wis.—Green County Fair re-elected Albert Stodt, president; William A. S. Batts, vice-president; F. W. Butler, secretary.

MONROE, Wis.—Southwest Wisconsin Agricultural Association elected William J. Boudreau, president; M. J. Weidler, vice-president; L. C. Whitaker, secretary.

PAINSVILLE, O.—A. N. Champion has been elected president of Painesville County Fair, succeeding M. O. Ware.

WASHINGTON C. H., O.—Fayette County Agricultural Society re-elected Dr. F. E. G. Scott president. Officers are: Dr. E. A. Scott, president; C. J. G. Steele, vice-president; and C. J. G. Steele, secretary.

NORWALK, O.—John L. Lins was elected president of Huron County Fair; P. C. W., vice-president; F. D. Brown, treasurer. Directors are: W. H. Johnson, F. A. W., and C. W. C., all members of the Huron County Agricultural Society.

ELKHORN, Wis.—W. G. Pope was elected president; A. C. Engel, vice-president; and C. W. C., secretary. The society is organizing for a fall fair.

GALESVILLE, Wis.—Trempealeau County Agricultural Society re-elected Edward J. Lee president; C. W. C., vice-president; and C. W. C., secretary. The society is organizing for a fall fair.

Next week (Continued)

PROFIT AND LOSS

(Continued from page 44)

of receipts and disbursements of fairs considered, as well as fairs showing a profit and those showing a loss. His conclusion is that there is wide spread between the percentages of the incomes, as shown in the following table. The reason for those that were successful having shown a profit.

If $25,000 of the funds received as receipts of a fair may be expended as the fair wishes, and not by the rules of the fair, the real question is where the line is to be drawn. What is the fair doing with the money, what is the fair doing with the property, and what is the fair doing with the stock show that will really be an attraction this year? We had 217,112 paid admissions to the fair and the receipts of the fair amounted to $25,000, which is larger than in any previous year. Inhabitants of the county, especially the eastern part of the county, have said, by men who judge the animals, that these animals be judged. as I think, the fair is not paying any attention to the exhibitor, but is paying more attention to the animal husbandman, and the animal husbandman should be the one.
Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

MUCH was accomplished at a meeting of directors and members of the Roller Skating Rink Operators' Association of the United States on December 14 and 15 at the Hetherington Hotel, Cincinnati. On December 14 and 15. Some delegates arrived in time to witness Cincinnati amateur speed contests in Norwood (O.) Rink. A sight of December 14. Many members were accompanied by their wives. Evening was spent in Speed contests in Norwood, Norwood and Rink, and both structures were crowded.

That a hurried call for a meeting should bring forth such a representative attendance in Cincinnati was a surprise to many in view of the future of roller skating and the attitude of the public. All leaders are keenly alive to the fact that roller skating must and will be made one of the major sports.

Ban on Metal Rollers

"It was a pleasure to see such a group of men, who have been in business, automobile, gathered to improve roller-skating conditions in general. The policies of operation to conform to rules and regulations governing future events," said Secretary Martin. "Each has taken the initiative in his district, placed to great effort and expense, with the idea of benefiting roller skating, and bringing about good will and co-operation. This, our first official report, proved to me just what these meetings will mean. In all of us the future, when such interest is shown at present when no interest was being only eight months old."

During sessions it was decided to have a board of control of 10 members to decide on activities and sanctions of all future events. Five ways were foreseen to decide on roller-skating dances, importance of which was discussed. So many men of the public, who are not skaters, are becoming more skaters and the activity is needed that, as with standardizing steps, it was voted to have a skaters' convention at the same time and place. Among the most important of amateur championship races for this season the freshman season and district rate at that district or state, will have finished elimination contests, city, county, state and district, and will have bonsa-fide winners in speed and dance. These winners will take part in the national amateur speed championship and in the first national skate dance championship. These events are asked to get together and make this an event of importance.

Existing first conditions in many ranks, due to use of any kind of metal roller, that in the past, brought out important factors relative to the roller skaters. The same thought were given to the subject and it appeared definitely proven to the satisfaction of the entire ranks. Manufacturers of roller skaters, that metal roller were a detriment, and it was voted that such rollers be eliminated entirely.

For Interests of All

"Thru The Billboard. In voicing the opinion, the interest of the association, may we ask all rank operators throughout the United States, whether members of the association or not, to lend their whole-hearted support to the legislation in Chicago. General Manager Fred Martin, who is Secretary of the Roller Operators' Association of the United States,Chas. F. Wagner, General Manager; George A. Corbel, of Roller Skating Publishers, Chicago. Their untiring efforts have certainly resulted in a live rink.

A RECENT visit to Arena Gardens, Downtown, made me a friend. General Manager Fred Martin, who is the President of the Roller Operators' Association of the United States, Chas. F. Wagner, General Manager; George A. Corbel, of Roller Skating Publishers, Chicago. Their untiring efforts have certainly resulted in a live rink. The indirect lighting scheme was wonderful, and easy on the eyes. Had a pleasant Saturday night in Arena Gardens, where there were many old friends as well as making new ones. Dropped in again early Sun-
day morning, just before the opening show and Bob in the center of the rink. Each in turn was explaining and showing the good school board of the points of school figures on roller skates. I can't explain it all, but a copy of instructions from them on the rink surface was treated to a series of numerical movements that was heart-rending. However, Sunday evening the maple floor looked none the worse for the treatment it had received. Too much praise cannot be given the Martins and their skaters' efforts towards future participation in the Olympics. Rink operators should get behind the new operation organization and begin to see if further information is available for elevation of roller-skating business. Arena Gardens Year Book is a splendid contribution to roller skating, and find the featured comments most interesting."

FRED MURRER, Bright Star, 77-year-

old Fawnow Indian Fancy and figure roller skater, now on tour of the West Coast, writes from Los Angeles that he has had fine receptions in the West Coast. He expects to leave soon for the East, planning to stop in Denver, Chicago, New Philadelphia, O., and prob-
ably Cincinnati. In Los Angeles he meets Manager Bollinger and wife, of Oaks Rink, on their way home to Port-
land, Ore., after a trip east. He good reports from Shrine Rink and Roll-
erdrome. Fred was scheduled to appear with numerous big shots in a Hollywood charity show but did not perform, as the show ran too long to use all the acts in readiness.

ALFRED F. PLATH, veteran roller skater, left December 14 and 15, after a trip cwt.

UNDER THE MARQUEE—

(Continued from page 40)

peared at Harlandale Theater for the benefit of that city in a pantomime review.

CHARLES (KID) KOSTER is rounding

up his 65th week without a break, with George Abbott attractions. He is now at the East and Middle West Coast writes from Los Angeles that the featured comments most interest-

FURS Alit JOLLY’S best winter’s to Cad T.

Mr. and Mrs. Eddy Greerette have a room-
el en operation in this matter: said Secretary Martin.

RIDING—The Banff, located in the center of the rink, in Lake City, is also featuring

UNDREN THE MARQUEE—

(Continued from page 40)

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WESTERN The Best Skate Today

We Wish Our Many Friends and Patrons a Very Merry Christmas and a Happy New Year

CHICAGO ROLLER SKATE CO.
4427 W. Lake Street, Chicago, Ill.

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SHOWMEN'S HOME CERTAIN

J. C. McCaffery, President SBA, starts ball rolling for drive.


CHICAGO, Dec. 18.-Dreams of a home for showmen, which have long been cherished by members of the Showmen's League of America, came nearer realization Thursday when at the regular weekly meeting of the League preliminary steps toward the establishment of a home were taken. After a three discussion of the proposition motions were adopted authorizing the secretary to draw up the necessary resolutions and committee to direct the work and handle details are necessary. The home proposition, which has been under discussion for some time, was enthusiastically received when President J. C. McCaffery outlined the preliminary plans which he had worked out for the benefit of members of the League. President McCaffery called on conditions the subdivision of that which the League has made during the last two years, its excellent financial conditions and the wide-spread interest which has been aroused among showmen and the splendid charitable work of the League. He stated that there is a need for the time that the League should embark upon some charitable work other than its cemetery and hospital activities."

Heart of America Showmen's Club Has All Plans Set for Big Event

Kansas City, Dec. 18.—Stage is set and details are completed for the 18th annual banquet and ball of the Heart of America Showmen's Club, quarters of which are in the Reid Hotel here.

The convention will get under way Christmas services of the club. According to Secretary O. C. McGinnis, visiting showmen will represent all 48 States when the opening sessions begin.

The boys and members of the Ladies Auxiliary will come here from winter quarters throughout the nation to greet old friends.

The convention also will serve to bring showmen together for an exchange of (See HEART OF AMERICA on page 58)

The Lawrence in N. Y. for a While

New York, Dec. 18.—Sam Lawrence, owner of the belt which rates her "Champion Lady Terrier of the World," has been here this week for the first time in many years. He has been a visitor here for the first time in many years because he is the owner of the first show to be held in the city this season. The show is scheduled for the coming winter quarters.

McDaniel New B. M. For Hodge Shows

Gary, Ind., Dec. 18.—W. M. Tucker, general manager of the Melvin D. Hodge Shows, announced here this week that Trevis O. McDaniel has been contracted for season 1938 as business manager of the shows. He is now in Tampa, Fla., in charge of the winter quarters.

Tucker also said that Mrs. McDaniel will make her home in Tampa. Otherconductors booked are Eddie Brown, Charles Conklin, and J. C. Doolan, all of whom are expected to arrive here in the near future. The shows will open here on January 1, and will continue for the next few weeks.

The program will consist of all the finest acts in the business, including such favorites as the Red and Yellow Rose of Texas, the Bluebell of New York, and the White Rose of Florida. The shows will be held in the largest arenas in the country, and will be conducted in the best manner possible. The shows will be open to the public every day, and will close on December 31.

Memorial Services of PCSA Held; Most Impressive in All Details

Los Angeles, Dec. 18.—The annual memorial service of the Pacific Coast Showmen's Association was held Sunday, December 15, in the Showmen's Rest, Evergreen Cemetery. There were about 200 in attendance, not as many as in former years. The singing of rain for several days preceding the date made it impossible for many to attend. The service was conducted by the local chapter of the Odd Fellows.

The program included songs, readings, and prayers, and was conducted by Dr. J. C. Doolan. The service was conducted by the local chapter of the Odd Fellows.

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Ballyhoo Bros. *Circus Exhibiting* 
A Century of Profit Show 

By STARR DeBELL

**Bank, Fla.**

Week ended December 11, 1937

Dear Red Onion:

Friday night at 19 o'clock our famous ballyhoo blocks have been heard at the Pacific Coast Shows' Association Banquet and Ball. The hotel was packed with guests and Louis Leo, of the West Coast Amusement Company, ar-rived just in time for the festivities. Mr. and Mrs. Roy L. Judgson report the annual Christmas party will still remain until next week. Ernest D. Myers and wife arrived in Miami for a visit last week. There is a new gaiety in the air.

**Los Angeles**

LOS ANGELES, Dec. 18—Many out-of-town shows have been playing here during the past few days. Miss Patsy Moore of Los Angeles and Toronto, a professional glass, razor blade, tack and fire warden. Miss Moore decided to try the West Coast as a vacation spot. She has been looking over the ride and show business for the coming season, probably under the title of Los Angeles and Toronto.

**Miami**

MIAMI, Dec. 18—Morris Kaplan left Miami to begin the winter season. The party visaed the E. K. Tower. The South Street Museum has a big pit for show people in all branches of the profession of entertainment. Your Mail!

Your Mail! 

Attention, Please!

The Billboard is being flooded with mail from show people in all branches of the profession of entertainment. Attention, Please! Write on a Post Card Now! MAIL IT AT ONCE! Address The Billboard, Mail-Forwarding Service, 2627 Temple, Cincinnati, Ohio. IT IS HOLIDAY TIME! MAIL IS VERY HEAVY!

**Miami**

MIAMI, Dec. 18—Morris Kaplan left Miami to begin the winter season. Those working in Funland Park are satisfied with receipts in spite of the cold spell. Bryan Woods and his new Zoo is trying for a new break in the cold spell. He hopes to arrive in Miami by December 22.

**Philadelphia**

PHILADELPHIA, Dec. 18—Weather has been against business at the museum for the past few days. South Street Museum has in big bit. Johnny Williams colored revue of eight people. On stage, Arthur Avery, sword swallowing; Ebeila, physical culture exhibition; Eduardo, magician, and Misses. Ora, mentalist. In anness girls.

**Orville N. Crafts**

This party was in honor of Mrs. Crafts' birthday. Attending were Mr. and Mrs. Tommy Myers. of Crafts Party Back Home;

MRS. CRAFTS GIVEN PARTY

LOS ANGELES, Dec. 18—Mr. and Mrs. Orlene N. Crafts, owners of the San Diego Museum, were given a surprise party given by their friends, the staff of the Los Angeles Museum, and the Los Angeles and Toronto railroad company. The party was held in the hotel and was attended by many of the staff of the museum.

**Carnival**

Carnival Man Freed of Charges He Murdered Wife

DETOIT, Dec. 18—William Hitchcock, of Hastings, Mich., was freed by Justice John F. Bowers on a charge of murdering his wife. Hitchcock was arrested a few weeks ago on the testimony of a druggist who had been with him as the alleged purchaser of poison at about the time his wife died. The court agreed that there was no evidence of murder and that he was exonerated by dismissal of the charges.

**Street Fairs in France**

PARIS, Dec. 19—An important street fair, running three full weeks, is on at the Place de la Concorde and Concorde concessions, including Auto Scooters, Whirp, Caterpillar, Ferris Wheel, Automobiles, and Marine Museum. The fair is under way at Aigle, with 60 attractions; Penasas, with 40 and Anecey, with 30.

**Giroud Plans New Show**

Well-known Eastern showman to launch own carnival for season '38

MIAMI, Fla., Dec. 18—William J. Giroud and family, of New York, arrived here recently following a course of baths and a rest cure by a most strenuous 1937 season. The party will remain here for an indefinite stay, after which they will go to Florida.

**Los Angeles**

LOS ANGELES, Dec. 18—Mr. and Mrs. J. D. Stapleton in the operation of the New England Shows, has been in the community of late. He has returned to his old home in Los Angeles. This connection he was with Oscar C. Broo, two men large show and position. and is no stranger to the Eastern shows.

On arrival in Miami probably about February 1 Giroud will open an office, room, which will be a capital to be on tour in the New England States for the coming season, probably under the title of the New England Shows.

**Big Chief**

Redhead Celeb He Eat 'Em Too Many Tacks!

SAINT JOHN, N. B., Dec. 11—Pneumonia had knocked the show out of many dollars for the winter. When our VS house was closed, our flat cars were already parked here prior to the holidays. Last week we were back in business.

**New Show**

**Orville N. Crafts**

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Merry \ Merry \ Christmas

You can't do wrong. Do all the charitable acts you can afford.

Your plans have been made so
that you will do as you have been told.

Do not all the charitable acts you can afford.

The good is that
you may do the charitable acts you can afford.

Do all the charitable acts you can afford.

You can't be wrong.

F. J. BLIGH cards from Chicago.

ROY E. LUDINGTON cards from Philadelphia.

MRS. DOROTHY PULLMAN cards from Louisville, Ky.:

ALBERT OLEARY cards from Albany, N.Y.

CHARLES S. CHANTER cards from Denver, Colo.

Never be wrong.

Why be bent on doing a thing?

Get joy and work your right.

What you will do after January 1.

It is that you may do the charitable acts you can afford.

You can't do wrong. Do all the charitable acts you can afford.

F. J. BLIGH cards from Chicago.
**CARNIVALS**

December 25, 1937

The Billboard

WONDER how many talkers and announcers are taking voice lessons during the winter lull so that they can fulfill when season 1938 opens.—Wadley Tif.

**JACK V. LYLES,** general agent Art Lewis Shows, letters from his home, Tarboro, N. C., that he has the quasi and other things ready for the Christmas features and wishes his friends would drop in. Jack V. put on a real feast in Rich- mond one time, that a lot of showfolk have not forgotten. Yet Lew Dufour was not there.

**LOUIS GALL** pencils a card from Cincinnati. “The Miller Bros. are about ready for the Thanksgiving season. They have the quasi as first. We want to get a clean house now and in the New Year.”

**BILLY GERRY** letters from A. C. Hartmann from Augusta, Ga.: “The Miller Bros. are in their last show, and they are doing swell. Their show is expected to be the best this season.”

**J. H. JOHNSON** in speedwagon. letters from C. N. Egbert, 151 Park Ave., New York: “The Miller Bros. are about to open the season. They are doing well. Their show is expected to be the best this season.”

Mr. and Mrs. Louis R. Wood are in the midst of a big building project. They are in the process of building a new store, which is being built by E. W. Wood Co., and the store will be in operation by the end of the year.

Mr. Wood is a native of the town and has been active in the business for many years.

Mr. Wood is also active in community affairs and is a member of the local Lions Club. He is a past president of the club and has served in various capacities.

Mr. Wood is a well-known figure in the town and is highly respected for his integrity and business acumen.

Mr. Wood is married and has two children.

**EVANS MONEY MAKERS**

Make your concession the LIVE SPOT! Make your money today—then have the money tomorrow.

**JAMES AND POLSON** letters from Fair- mont, W. Va.: “The Miller Bros. are about ready for the Thanksgiving season. They have the quasi as first. We want to get a clean house now and in the New Year.”

**HARRY L. CRANDELL** is taking eye treatment in the vacation hotel in the Catskills. He has been doing nothing but resting here for two weeks.

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18th Annual
BANQUET and BALL
HEART OF AMERICA SHOWMEN'S CLUB
To be held Friday Evening, December 31, 1937.
Congress Room, Hotel President, Kansas City, Mo.

An event you will always remember

Tickets $5.00 per Plate
Includes Dancing After the Banquet

For reservations write or wire
HEART OF AMERICA SHOWMEN'S CLUB
Coates House, Kansas City, Mo.

SEASON'S GREETINGS
FROM THE SAM LAWRENCE SHOWS
TO ALL OUR FRIENDS, OLD AND NEW, FOR A MERRY XMAS AND HAPPY NEW YEAR
NOW BOOKING ATTRACTIONS FOR 1938
Want to hear from Harry Rashish, Earl Meyers and Eddie Billette, Also Good Cook House. Address
PARAMOUNT HOTEL, NEW YORK CITY, TILL JANUARY 5;
Then Waycross, Ga., Winter Quarters. SAM LAWRENCE, Mgr.

150 MIDGETS WANTED
Season '39-'40, for World's Fair in New York. Those holding 1939 Circuit Contracts, get in touch with me immediately. Specify, lot only, what you need. Send photo, complete information, age, size and weight and whether you have any names. Give information to other Midgets you know. Pleasant work. Highest salary. ALSO WANT 15 MIDGETS, must be small and able to entertain, FOR SEASON 1938. JOHNNY FERN McDILL, wire immediately. Address all information to me personally.
F. A. (WHITEY) WOODS, 7236 W. 51st St., Chicago, Ill.

MERRY XMAS AND A HAPPY NEW YEAR TO EVERYBODY
FRISK GREATER SHOWS
375 E. 72d St., New York City.
NOW BOOKING FOR 1938 SEASON.
ATTENTION, FAIR SECRETARIES—We have a good deal of new Hides, new Shoes, new Costumes, new Motorized Equipment, a complete show that will make every circus owner happy. Send your orders now before the season opens.

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

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
Johnny J. Jones Exposition

Augusta, Ga., Dec. 18.—After a season in 31 quarters here, the rolling stock is tracled adjacent to the buildings, with the remaining 11 quarters in the same location for the winter quarters.

The men under Assistant Manager Tom M. Allen, are being employed in repairing and maintaining the rolling stock until February 1, when the force will be augmented in putting into effect the new management system.

Mr. and Mrs. Dolly Packard and Frances Scott, who have been here for some time, have left the company to return to Buffalo, N. Y., for the winter.

The show's dining hall is being managed by Mrs. John E. Thomas, who has been in charge of the canteen service at Camp Grant, and for some time past has been in charge of a local canteen here.

Mr. and Mrs. H. J. Gage, who have been here for some time, have returned to their home in Buffalo, N. Y., for the winter.

The writer is finishing up the books of the past season as well as the present season.

The writer is anticipating the arrival of the next season's show, which will be the 1938 edition.

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Convention After-Thoughts

Chicago, November 27-December 4

By William J. Crehans

W. H. (Bill) Rice did not seem to be doing much writing "just for fun" during the week.

Arthur E. Campbell, Eastern representative for Baker-Lockwood, sold a bill of canvas goods to L. E. Roth, of the Ruby-E. Gibson Shows. He was in from St. Louis. He was also busy giving his friends "just for fun" a very nice little account book, which is very suitable for keeping one's budget in.

John Francis, general manager of Executive Shows, told a story of how, having provided a place for Doc Waddell, of the Rubin & Cherry Exposition, Waddell told a story of not keeping one's budget in an account book, which he very suitable for keeping one's budget.

Of the frieze by wearing a green necktie, Detroit was around and about and was time head men for the D. D. Murphy Shows. When under the management of Mr. and Mrs. Rubin Omman and Barney B. Oerety. The idea was as dapper and snappy as ever. They know every carnival present. It is error-going, apparently in a hurry, but always get what they want and have to spare.

D. D. Murphy and L. M. Brophy, one time head men for the D. D. Murphy Shows, sold a bill of canvas goods to L. E. Roth, of the Ruby-E. Gibson Shows, for which he is now general agent.

L. S. Hogan, former general agent Beckmann & Geyer Shows, spoke in the highest terms of praise for Fred Beck-

man and Barney S. Gerty. However, he looks at his relations with Mr. and Mrs. Rubin-Gruber as the greatest of the Rubin & Cherry Exposition, for which he is now general agent.

A. A. D. A. and Frank D. A. were in a certain part of the show, in a show business for the present.

Jack E. Dasewell, the press agent, was in from Tampa, but somehow did not know how to find his way to the show. Fred Flach, of the Northwestern Shows, detroit, was around and about and was seen doing something in his exhibit rooms. It was looking fine.

J. Alex Brown and P. Perry Moraney could have straightened out a lot of things they had been trying to save, but more than likely they were all dead.

Jimmie Sullivan upheld the prestige of the Irish by wearing a green necktie.

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It seems that the idea for a showmen's home began with the idea of the Virginia Judge, and the writer met in the lobby of the Hotel Sherman after many years of acquaintance and talked over the shipboard days in Newport News, Va. It was in that lobby, when that writer was 21 years old, which later was headlined in vaudeville as a writer who looked fine and is still the same gentleman he always was.

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Now that all the various showmen's organizations, with their cemetery plots, are done, one is likely that in the proposed showmen's home will become a reality.

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Kuntz’s Palace of Wonders

WASHINGTON, D. C., Dec. 9—Kuntz’s Palace of Wonders—320 Pennsylvania Ave., N. W.—has a new director, Fred C. M. Waterman, who took over the reins of operation from Mrs. Harry Kuntz on Dec. 1 after her death. The new director has worked for the organization for the past five years and is well known in the business.

MEMORIAL SERVICES

MISSOURI SHOW WOMEN’S CLUB

Memorial services were held recently by the Missouri Show Women’s Club to honor the late Mrs. Harry Kuntz. Mrs. Kuntz, who was the wife of the late Harry Kuntz, was a prominent figure in the show business industry and was well respected by all who knew her.

Lyceum in Kankakee

A meeting of the Lyceum Club of Kankakee was held recently with Mrs. M. E. Kuntz of the Woman’s Club presiding. Mrs. Kuntz talked about the arrangements for the upcoming show and also gave a report on the progress of the committee in charge of the show.

Hutchen’s Modern Museum

Carnivals

Hutchen’s Modern Museum, located at 320 Pennsylvania Ave., N. W., opened its doors to the public recently. The museum features a wide variety of exhibits, including a collection of rare and unusual items.

Anthony’s Museum

The Anthony Museum, located at 320 Pennsylvania Ave., N. W., has expanded its collection with the addition of several new items. The museum now features a display of 18th-century American furniture, as well as a collection of rare coins and minerals.

World Congress of Freaks

The World Congress of Freaks, held at the Lyceum in Kankakee, featured a variety of performers, including clowns, acrobats, and exotic animals. The event was well attended, with many people flocking to see the unusual sights.

Hutchen’s Modern Museum Clearance Sale in Louisiana

MEMPHIS, Dec. 9—The Memphis Chapter of the National Association of Showmen held its annual clearance sale at the Hutchen’s Modern Museum in downtown Memphis recently. The sale featured a wide variety of items, including clothing, antiques, and collectibles.

Hyde Shows

(Continued from page 40) The Hyde Shows, located at 320 Pennsylvania Ave., N. W., have announced their new scheduling for the coming season. The shows will be held from April 1 to October 31.

Anthony’s Museum

The Anthony Museum, located at 320 Pennsylvania Ave., N. W., has announced its new schedule of events for the coming season. The museum will be open from Tuesday to Saturday, 10 a.m. to 5 p.m.

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World Congress of Freaks

The World Congress of Freaks, held at the Lyceum in Kankakee, featured a variety of performers, including clowns, acrobats, and exotic animals. The event was well attended, with many people flocking to see the unusual sights.
MACON, Ga., Dec. 18—Fifth annual Macdon Shrine Circus, which ended Dec. 17, completed a 10-day run, netting $25,000, which will be used for charitable purposes. The circus featured 20 bands and 20 towns, with 25,000 people attending daily.

Orphans Are Guests

Shrine Circus about 250 guests, Concessions and Displays

Army Charity Fair

LANGLEY FIELD, Va., Dec. 18—Attendance at an annual fair at the fairgrounds, sponsored by the Langley Field Amateur Radio Association, was estimated at 30,000. The event was well attended, with many visitors enjoying the activities.

Concessions and Displays

Army Charity Fair

San Francisco, Dec. 18—Arthur Craney, who has returned from Washington, D.C., was in California to attend the annual fair at the fairgrounds. The event was well attended, with many visitors enjoying the activities.

1937 Event

December 25, 1937

Pomona Vets' Indoor Circus

For Draws Good Houses

POMONA, Calif., Dec. 18—Although only a small crowd was expected, the Pomona Vets' Indoor Circus was well attended. The event featured a variety of acts, including clowns, acrobats, and musicians, and was a success.

Elephant Co-operation

Excellent co-operation was received from the Pomona Vets. The event was a success, and those who attended enjoyed a unique experience.

Miami Ticket Sale Bigger

MIAMI, Dec. 18—The sale of tickets for the Miami Vets' Indoor Circus was better this year than ever before. The event was well attended, and the atmosphere was lively.

Heart of America

(Continued from page 48)

Business ideas, something we all need today

The busiest week the club has ever experienced was held in December. Business sessions, dances, the unveiling of a long-sought monument, and other events were scheduled.

Monument To Be Unveiled

After a year of intense activity on the part of the club, a monument will be unveiled. The monument is being erected to honor the deceased club members, and the event will be attended by many members.

Heart of America

Hotel Reservations Made

The banquet will be held in the Hotel President Room. In addition to the entire 15th floor which houses the hotel, the hotel has held the event for the past 14 years. Members who have already purchased reservations are to be expected.

Reservations are due on the 24th of December, but those who have not yet made reservations are encouraged to do so. The reservation deadline is December 25th.

Secret sauce

Secretary McNally today said the secret sauce is made from a special blend of spices and herbs. The sauce is used to enhance the flavor of the dishes served at the banquet.

Welcome to the Chicago Sun!
December 25, 1937

CLASSIFIED ADVERTISEMENTS

The Billboard

59

E. K. Fernandes Shows

Honolulu, October 16 to 30. Auspicons, Stage Shows, Amateur Shows, Excellent. November 6 to 18, under American Legion. Excellent engagement despite incessant rain.

Dance Band with Fernandes organization treated royally. Trios were enjoyed throughout this beautiful Island by the guests of the committee. E. K. Fernandes as is his usual custom tended to the personal needs of members, which are a source of pride to "Auntie Eva." Over 200 people sat in the Hall waiting for the show to start, and the music in its usual style, followed by native entertainment was enjoyed by all guests.

The American CARNIVALS Association, Inc.

BARITONE SINGER AT LOCATION: TUCSON, ARIZONA. Young, reliable, go anywhere. Burden, F. D., 425 N. 17th St., Tucson, Arizona.

ROCHESTER, N.Y., Dec. 18.—At the recent annual meeting one of the members of the Executive Board reported that he had encountered difficulty in the State of New York, that the legislature had refused to recognize the times he required have automobile plates upon his truck, since the time he was engaged in southern section. In accordance with the custom in the State of New York, it appears that the truck is registered in the State of New York. We have requested our associate to communicate with us on the subject of our rates and we are looking forward to hearing developments.

MASON Article of Interest

Under date of December 19, 1937, an article appeared in the Journal Record under the sponsorship of Repre-sentatives. It appeared to be of particular interest to showmen, since the article reported that he disagrees with the President's recent statements regarding the collection of $3,000,000.00 from the circus companies for the first step in a budget-balancing effort. That said $2,000,000.00 of this year's budget will come from the State of New York, while the remainder will be obtained from the States for road-building purposes which is paid to the operators, and the balance is diverted to other purposes.

D. C. Millar, the congressman's argument which appeals to us and which we feel is an important one, is that of the money spent for highway purposes Labor receives 91 cents of every dollar for wages, the balance being used for materials.

On the other hand it has been stated that 91 cents of every dollar was paid to the operators. For this reason we feel that this is a matter of very great importance to us. The following is one of the many arguments which have been brought up to the committee.

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BINGO NEEDS A HYPO

(A Bingo Editorial)

We had a dream the other night. In this dream a big guy with a grin which shown at bingo games looked up at us and smiled. We knew that if the prices at bingo games were lower, we could attract more players. We decided to work on this problem and come up with a solution.

First, we lowered the prices of the cards. By doing this, we made the game more affordable for everyone. We also introduced new games and prizes to keep the players interested.

In addition, we worked on improving the customer service. We made sure that the players felt welcome and valued. We also talked to them about the benefits of playing bingo, such as the social aspect and the fun of trying to win.

As a result of these efforts, we saw a significant increase in the number of players. We also noticed a positive impact on the local economy, as people were more likely to spend money at local businesses when they were at the bingo games.

We learned that by addressing the underlying issues, we could create a better experience for our players. By working together, we were able to make a difference and improve the bingo experience for everyone.

Deren3ber, 25, 1937

JOHN PISCOIDA

Joe Cisida
 Salesboard Operators

Here's a Natural "WILLIE TALK"

Genuine Ventriloquist Dummy
THE BEST BOARD ITEM IN THE LAST TEN YEARS!

Don't wait! Get your orders in and be the first to feature this Dummy that everybody is asking for now!

No. B36N387 Per Dozen $36.00 Sample $3.25 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

BIG PROFITS for Salesboard Operators

Hanndling our CANDY BOARDS Complete Deal of 21 Boards $5.75 Brings the Dealer $15.00

Large wholesale to small retail. Salesboard Operators to Cash in on Extra Profits. Order early. Dealers dealing with the largest stock of CANDY BOARDS.

Says Jep Jepson, the Super-Salesman: "It's the upper of your shoes that show your success, but the lower do the real job."

Levin Brothers, Terre Haute, Ind.

Look over the recent Christmas issue of The Billboard. I was impressed by the large number of advertisements offering all-year-round merchandise for house-to-house selling. I hope you saved that copy, because it will pay you to refer to it and pick an additional good selling point for your business. It is to add another name to the line to another generally is not a good plan. Having a new name for your sales is novelty and service. Once you have established a name as a seller with one article it is good to add others.

N. Shure Co. ADAMS and WELLS STS. CHICAGO, ILL.

Look! Just Off the Press. Our 1938 General Catalog. 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.

Buy Your Decorations, Noise-makers, Paper Hats, Serpentine Confections and Balloons at Wholesale Prices.

CARNIVAL HATS, Special Billboard Assortment... $1.00, 50c, 25c. NOISE-MAKERS, Special Billboard Assortment... $1.00, 50c, 25c. SERPENTINE CONFECTIONS, Regular St Packages... Wire or Airmail Half Cash With Order, Orders C.O.D.

Midwest Wholesale Merchandise
1026-28 Broadway, Kansas City, Missouri.
Richard Roseberry (Burlington Dinkle to your early-fish-splinters), in addition to his activities in the bookstores field, is gaining prominence as a director of theater shows. His recent activity in the field was the National Bar and Grill and Theatre Equipment Store held at the Park Central Hotel, New York. Dinkle has developed a talent for staging this type of exhibition and received many favorable comments for the clever manipulation of the fans and the decoration of the barroom in the Park Central. He has a good list of bargains, including manufacturers in the bar and tavern field, and opera and drama. This show will become an annual affair under Dick's direction.

Carnival Novelty Corporation, well known among the concession trade, has moved into new quarters at 30 West Third Street, New York. R. Karpel, of Carnival Novelty, states that henceforth he'll carry a wider range of merchandise, which includes binoculars, and adds that the new show is a lively one to be seen at the show field. New quarter includes a large room which is burned out but is receiving the well wishes of many friends of the Pack Park Central. The show is for success in his new location.

Microtile Company has moved to a new location in the Novelty Division Street from its former location. Feature of the new setup is a circular show which is really a complete darkness. A spotlight on a table with the lights out is thrown on the ceiling and then seven built-in displays light up at once, creating a striking impression on the buyer. Microtile manufacturer will also have a rotating propeller ticks of the seconds. The noise of the show is kept low, so that the show is really a complete darkness. Low price is said to allow unusual profit possibilities.

New Items

Write to the Billboard, Buyer's Service Department, 25 Opera Place, Cincinnati, Ohio, for addresses of companies in this department supplying the interest which you need.

Skyway Clock

Skyway Clock is a newly designed electric clock that is fully self-starting and full of the flash and appeal that guarantees fast profits. Announced by the Novelty Division of salesboard and premium items consists of a completely lucite case that is first and foremost a real eye-catcher. It is the most popular item on the market and sells rapidly. The clock is 14 inches high. Low price is said to allow unusual profit possibilities.

Bath and Lounging robe

Really luxurious looking are the new Camille Bath and Lounging robes for women, and they are manufactured by Novelty Corporation. Robes come in three distinctive new shades, blue, red, and green. One of the new robes is a white robe, and the other is a red robe. The robes are made in sizes from 4 to 14. They are made of the highest quality materials, both in the construction and in the material. The robes are made of a material that is soft and comfortable to wear.

NADSCOS SWITZ

(Continued from page 60)

will be behind him in this new measure. The saloonkeeper see that the spread of the Green River Bill is strong in the opposition, and the measures adopted by the industry to combat it are inadequate and incomplete. But if he is tried, he can easily change his position and go forward to new sales records.

BINGO BUSINESS

(Continued from page 60)

money out of the pool, but they can do it easily to satisfy their customers. We sell the pool, and we get our profit. We sell the pool, and we get our profit. We sell the pool, and we get our profit.

Method and means of interpreting our business to the public, not in terms of our own selfish interests, but in terms of what dollars buying does to benefit the public. The industry is now faced with a problem of large employment and living costs, and the selling of direct selling dollars to benefit our own interests, not in terms of the individual, is inadequate and incomplete. But if he is tried, we can easily change our position and go forward to new sales records.

Next Issue

LIST NUMBER

Will Feature the Following Lists:

WINTER FAIRS CONVENTIONS COMING EVENTS DOG SHOWS POULTRY SHOWS

Order a copy from your newsdealer NOW or mail 15c in postage or cash to

Billboard

Circulation Dept., 25 Opera Place, Cincinnati, Ohio

PUBLISHERS WORLDWIDE

...In this day when subjects are being used to incite the public to action on the part of those who are trying to make a change in the law, it is necessary to deal in public relations. Whether it has delayed too long or not, the necessity of dealing in public relations is becoming apparent. In the new attitude of mind, it is necessary to deal in public relations. Whether it has delayed too long or not, the necessity of dealing in public relations is becoming apparent.

LOTTERY

A daughter to Mr. and Mrs. T. E. Smith, Mr. and Mrs. T. E. Campbell in Detroit December 11. Father is associated with the department of Brice Beemer, Inc., Detroit radio advertising agency. A daughter, Diane Kay, to Mr. and Mrs. Carl B. Boughton in Bethesda, Maryland, December 11. Father is an executive of the new company, the Strand Theater.

BIRTHS

DEALS

(Continued from page 69)

ventroillus dummy being offered for $5.00, looks great for card promotion.

...Boutou doll wholesaling in popularity with salesboard operators, according to report received from members of the Standard Doll Company. Because his salesmen are particularly interested in orders on these doll workers for the past few months is working up a deal of his own which he will sell complete to the boys in 1938.

Blossom Doll House has also become aware of the need for the increased interest which operators are showing in boutou dolls. This interest will probably be a Chaldean exhibit which will attract hundreds of thousands of dollars in the next few years.

MARRIAGES

(Continued from page 32)

KDKA, 1170, Pittsburgh, Pa., in this city recently.

ROUTHIER - MARTIN - Fred Routhier, of the Turf Theatre, and Mrs. Evelyn Martin, of Washington, D.C., September 11.

SEYMOUR-EVANS - Sydney Seymour, star of the recent new film, and Miss Betty Evans, American dancer, in London December 11.

GOODWIN - Al Watt, sax player in Jimmie McHale's Orchestra, and Miss Edna Watts, of Chicago, October 11.

MINDHEARD-ROSS - Jeanette Mindheart and Miss Mildred Ross, in Chicago, November 11.

BOWMAN-HERMAN - George Bowman and Miss Helen Herman, of the Strand Theatre, in December 11.

A daughter, Diane Kay, to Mr. and Mrs. Carl B. Boughton in Bethesda, Maryland, December 11. Father is associated with the department of Brice Beemer, Inc., Detroit radio advertising agency. A daughter, Diane Kay, to Mr. and Mrs. T. E. Campbell in Detroit December 11. Father is associated with the department of Brice Beemer, Inc., Detroit radio advertising agency. A daughter, Diane Kay, to Mr. and Mrs. T. E. Campbell in Detroit December 11. Father is associated with the department of Brice Beemer, Inc., Detroit radio advertising agency.
WHOLESALE MERCHANDISE—PIPES

The Billboard

December 25, 1937

63

PITCHMEN

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

by BILL BAKER

(Cincinnati Office)

TO EVERYONE IN PITCHDOM! A sincere and very Merry Christmas and a Happy New Year. It is our earnest wish that you may only not one of your greatest holiday seasons in years, but a highly harmonious season in 1938.—Gus Bill Baker.

EARL B. WILSON—working windshield cleaner to good account for the Wilson Tire Company, Cincinnati, advises that he is anxious to read a pipe from his brother Mack.

FUTURE SUCCESS... depends a great deal upon the profits derived from past errors.

FOUR REQUESTS... were received last week from pitchfolk asking that we publish that they would like to receive correspondences from certain persons. If you don't know their address write in care of The Billboard's Mail Forwarding Department.

WE KNOW AN OLD Timer who once said: "Sales resistance may have a lot to do with failure to get the bliss from a flip—but very often it's just plain lack of sales aggressiveness on the part of the pitchmen."

THESE WEEKS... should be busy ones for hustlers. But are they?

SOME OF THE BOYS... have been heard to say, "like a long, hard winter." How will it affect the remainder of you fellows?

WHO WILL... be among the champions in the mulligan maker this winter?

THE FACT THAT... a person talks foolish is no reason to believe he is. When the right time comes along you'll see how much sense he has.

CONSIDERED AS A CLASS... you find no more willing workers than those who make pitching their profession.

APPLY THE SAME principles and ethics that bring success in other professions and you will succeed in pitching.

WE GET NUMEROUS communications from pipers who say: " Saw Smith, Jones and McCarthy." This news to pipe readers, but such statements make for confusion because there are several in the profession with the same name. It is always better to give the full name.

GENE PRODICT... writes from Los Angeles under date of December 9: "Pat Faley, Shorty Grace and Doc Black are here together in Pitchdom 20 years ago with needle threaders. Doc of present has a string of 12 miles while Black is associated with the Collinson, Tulsa, Okla.

It's time to make it. We found it a blank. The boys are working here on lots for $1 per day but they are getting $13 a day and there isn't any money here, tho. It's just like all the other towns.

MIND THE other fellow's business to a point and you eventually wind up behind the eight ball.

W. B. HARRIS... whistle purveyor will return to the American Shows next season, according to reports drifting into the pipes hear.

AL AND BERTHA BENNET... wintering in Canton, Ill., where the Bennett sisters, Vivian and Gladys, are conducting a dance school to a reported good business.

DOG TOM DEAN... to Pitch Buffalo, Ark., recently and was initiated into the Shrine Temple there. Dog and wife are wintering in Clarivate, Ark.

ED FRANKS... who quit trouping two years ago, foreign again. O.K. A German," says Ed, "was expressing his opinion of city native recently which I wish to say, "You never see one of them together. There are always two."

A SADDLE BUT WISE BIRD: The fellow who makes good with stock and ran out a few days before Christmas.

"JUST BLEW IN HERE... from New York," tells Bay Berretta from Pitchdom, Wickenburg, Ariz. Recently. You must see the chief there before Christmas. He will issue a free permit never ranging from a day to a week, depending upon what mood you catch him in. Plan to remain here a few days before Christmas and then headed for my folks' farm at Northfield, Ark. Send in a pipe, Buffalo Cody.

"NOW WORKING..." Darton, Ga., under American Legion suspense, according to some reports. Sticks," under date of December 13: "All right, Chief, you're hard to get, but you failed to meet with success thus far. We've found it necessary to tour all the state and the great middle west. We go to Simon Island, Ga. from here.

EL JACKSON... writes that while in Baltimore recently he saw Harry Maltese. "Mayor of Park Row," his wife and some goons.

BE SURE YOUR return to a town by leaving the natives satisfied.

SIGHTED IN... Jackson, Tenn., recently were Dr. Moore, his wife and children. They went to route to Florida.

CHIEF YELLOW BIRD... is reported to be getting the long green with her son in a Memphis department store.

"HERE'S A TIP..." to boys and girls who contemplate coming thru Tennessee," blazes Dr. J. L. Hayes from Jackson, Tenn. "Stay away from this town. It has a high reader and no one is finding it a difficult spot to drag. The town has a reputation for fair business in Memphis recently, but had to pay a $10 per day recent. They have been getting out cold in this section and I plan to head for Owensburg, Ky. My wife and I worked a fair business in Owensboro this past season. Pipe in, Morris Keefer.

IF YOU'RE GOOD you don't have to tell anyone about it. Everyone knows it.

JIM PERDON... the Great Staino, pipe from his Rancho El Paso, Santa Ana, Calif., is located in California on the Mexican border near Metlalta. "Fine weather and sunshine makes this an ideal spot for a worn-out med. After riding a tractor all
day, putting in a crop of wheat and supervising the picking of the citrus crop, one is ready to hit the hay by 7 p.m., rise at 6:30 a.m. the next day and feel like taking his own medicine. After making 50 percent of all the States in the Union in the last five years I can say that I have met few hostile city officials. I played 20 weeks in Moline, Ill., and got no letdowns. We learned to pay a town or city license.

IN THE BALL: In the world of sports, you may be considered a great deal on how you work and conduct yourself in a town, newspaper, as soon as you open a spot the eyes of the world are upon you. If you are hostile and not making friends it shows. It is up to you to make friends and things agreeable. Leave the field of conditions because there are others who will follow you. For instance, I believed one was the largest org in the business, but I'm just a greyhound now, getting along okish and having a good time and enjoying good health. Don't always feel sorry for yourself, because it's just as bad to have to watch the watchmen as it is to see the watchmen.

Reports Emanating

Along the Pipe Line

The New York Times

Saturday, January 1, 1938

Among the Pitch

The New York Times

Saturday, January 1, 1938

There are William C. Perry, Mr. and Mrs. Black, Mr. and Mrs. John M. and Mr. and Mrs. John Black.

Peweeen Are reported to be conversant with the abode of a person. It could be possible that they followed the ducks down the block.

A Hustler never worries about corroborations. He is confident that he'll be rewarded by good poodles when he has finished his talk.

Salary Hindered

from the beginning, N. Y., Ind., that Doos Burns and Punda will take out a hall show before Christmas.

A former resident of Syracuse, N. Y., realizes that George Reed, Mr. and Mrs. Black, Mr. and Mrs. John Black.

The New York Times

Saturday, January 1, 1938

If you are hostile and making friends it shows. It is up to you to make friends and things agreeable. Leave the field of conditions because there are others who will follow you. For instance, I believed one was the largest org in the business, but I'm just a greyhound now, getting along okish and having a good time and enjoying good health. Don't always feel sorry for yourself, because it's just as bad to have to watch the watchmen as it is to see the watchmen.

Launching new products, designing new lines, launching new products, designing new lines, and launching new products is a lot easier than launching new products. It's like trying to sell a boat to a man who has already bought one. It's like trying to sell a car to a man who has already bought one. It's like trying to sell a boat to a man who has already bought one.

The Gross Photo Supply Co.

8741 Anderson Ave.

Oniscici City

January 1, 1938

Christmas Car Cards

Large prints easily earned selling new 31 Folder Assortment for $1.00. Other Holiday Assortments available.

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EAST GETS OUTDOOR—

(Continued from page 3)

some sort between the two clubs, but

Clubrooms Without Cost

Thru the courtesy of Freddie Drier, of
the organization, and Dr. Jacob Cohen. New
York physician, was present at the meeting
to advise the members on ways and means
of organizing. and Dr. Jacob Cohen. New
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Branch of SLA in Aim

"It means our despair," Hamid said,
"that some day in the near future we
will be able to work ourselves out of
which the SLA whereby both
the benefit of outdoor show business. It
might be accomplished thru use of the
same cemetary fund and plot (SLA has
totted a lI£wnedat tshow in Wood-
Iaw Cemetery, Chicago). or we might
be able to devise some sort of a mutual
hospitalization arrangement.
Hamid went on to point out that near-
ly all the men assembled in front of
him were desirous of something. The
Showmen's League of America and
they already had united in an in-
tention, unanimously, of remaining
members of the SLA. "We now aspire
to make our club in New York self-sup-
porting, independent and strong enough
in members and financially to make it
possible for the Showmen's League to
consider a similar arrangement for a branch
organization. That is the wish and it
will be worked out in the future. It
was decided.

240 Members, $4,800 Pledged

Jack Greenspoon, temporary treasurer
time he had to do, that time it
freedom almost completely to the
status, the group went on record as
determining that it would offer as much
service to its members as possible
without regard to the type of
showmanship. It was decided that
the group would be in a position to
work out an arrangement with the SLA
whereby both organizations could
have a working agreement in the Windy
City that has been tremendously suc-
cessful.

Reminded more than once by Hamid,
Dorothy Hennessy spoke of the
previous occasion a club formed in this
city failed because it operated
without a cent. With the
arrangement with the SLA whereby both
organizations could have a working agreement in the Windy
City that has been tremendously suc-
cessful.

"But to do that we must first establish
ourselves in the eyes of show busi-
ness and patrons, and I am sure we can do it.
There is no reason why our club should be
limited to Eastern men who do not belong
to the SLA are anxious to be a part of a branch
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Hartmann's Broadcast

A BUSK will kill any good thing, and
A that's what is going to happen if
carnival and independent show owners
don't heed our recent warning about the
handling of sound equipment during
carnival and fair midways or any
place where p.a. systems are
operated simultaneously.
It was outrageous the way some
individuals turned last season's
seed of sound volume, and
what did they gain?
NOTHING! - except possibly
the personal satisfaction of
"getting even," which is
generally costly to each side.
As a matter of fact, abuse of
sound amplification has resulted in
ordinances in a number of cities and
towns barring p.a. systems from the
city limits. Just two more-the
towns of Chester, Pa., and Wilmington,
Del., passed such a law, causing a
great deal of criticism within the
industry by a window demonstrator who wasn't
satisfied with keeping the microphone
at normal tone but had to turn it on
full blast. Another city that has
sound trucks on its streets, is the town of
Harrisburg, Pa., we understand.

WANTED

Banner and Program Men.
Bar William George, Detroit; Mr. Dessen
with at least 2 years experience.
Jimmie McGee, Pocatello, 111.

GENERAL OUTDOOR

December 25, 1937

FRIDAY! FREE! FREE! FREE!
25 GEM BLADES
Retails Value, $1.35
Three Blades Are
Included in Each Single Key Blade.
Fit All Gem Blades.

$4.50
1000 WILKUT BLADES for All
WILKUT Double Edge Blade is made of the
best Steel, Chromed, Shiny, Tempered, In-
vented. Designed to cut any material. Fully Guaranteed to give
Complete Satisfaction.

Full Cash with Single Deal Orders.
1 3 deposit on Quantity Orders.
JEDRO CO. 136 W. 2nd St.
Cleveland, Ohio.

For Sale

Complete all A.N. No. 1 condition.
Eight-Valve, white lighted; Caterpillar, the
Tunnel in good shape; Over the Falls, called
"Andy's" Double Edge, a 12-blade, $5-50. Whale on semi-trailer. House Unit A-1 shape and rubber tires as new.
J. M. Sheesley
Savannah Hotel, Savannah, Ga.

AT LIBERTY FOR SALE 1935,
Flashy Caterpillar Ride, New Canvas, Penny
Bargain, Two Sets Diggers.
RIDE OPERATING CORP.
Box 177, Mobile, Ala.

FOr Sale CHEAP

Two Cycles. You can see at your own pace for
Quick. Don't write, wire if interested. Plenty
other sales. Box 391, Atlanta, Ga.

CONTINUOUS HAPPINESS is the SEASON'S GREETINGS FROM
ENDY BROTHERS SHOWS Inc.

MAY 1938 BE AS JOYOUS AND HAPPY FOR YOU AS IT WAS FOR US,
On Tour We Will Have 14 Superior Rides-16 Majestic Shows-Augmented Brass Band-
TWO OUTSTANDING FREE ATTRACTIONS.
If You Really Have Condition Worry Get MAD PLACE Showmen.
For Three Years ENDY BROTHERS SHOWS In Order with New Successfully Operate
Now FUNLAND AMUSEMENT PARK, Miami.

Season's Greetings to my many friends. My sentimental cannon act is the feature free attraction with ENDY BROTHERS SHOWS INC., for the season of 1938.

THE GREAT WILNO

THE HUMAN CANNONBALL Shot Over 2 Ferris Wheels

RALPH ENDY
MATTHEW J. RILEY
DAVID R. ENDY
Representative
General Manager

COMMUNICLE TO NOW FUNDLAND AMUSEMENT PARK, MIAMI, FLORIDA.

FRIDAY! FREE! FREE! FREE!
25 GEM BLADES
Retails Value, $1.35
Three Blades Are
Included in Each Single Key Blade.
Fit All Gem Blades.

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1000 WILKUT BLADES for All
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DAVID R. ENDY
Representative
General Manager

COMMUNICLE TO NOW FUNDLAND AMUSEMENT PARK, MIAMI, FLORIDA.

FLORIDA ART LEWIS SHOWS FLORIDA FAIRS
12 FAIRS OPENING JAN. 3, East, Florida FAIRS
Want 1st-class Organized Midget Show with Band.
WISHING ALL OUR FRIENDS A MERRY XMAS AND PROSPEROUS NEW YEAR
Wire or Write Deland, Fla., Until January 1.
Out in the Open

Roger Littleford Jr.

About Cole Bros.' Second Show and Company

NEW YORK, Dec. 18.—Despite repeated denials by J. fats Adkins and Zed Terrell, key men of the Cole Bros' Circus unit the big one. lac spearetig the gossip that Cole No. 2 will have old and dormant Sun Bros. title. This same people will have you believe that Ken Maynard, cont. several months ago to appear with Cole again, is being counted upon to head the show and that Adkins will manage the contingent while Pete Halter carries with the big one.

Time, good, pretty logical, too, but this corner still holds that, for the most part, this is nothing more than a lot of idle talk. The fact remains that Adkins and Terrell are definitely interested in the Cole Bros. circuit soon, but whether it will be launched next week or not is another matter. What ever the case, it is safe to say that there will be a good show in the Cole Bros. Wild West or whatever it may be called.

Jesse is in Florida fishing and thinking things over, the Cole Bros. are resting and enjoying the yuletide season in Owensboro, Ky., his home. There's lots of news and stories to emanate from the two showmen and it evidently will affect the after part of the year. Until about January 15, however, things are going to be rather slow along in the Rochester, Ind., front. About that time, the week, we will know about the main story. If there is another story, you will also learn the results of the negotiations as regards possible an indoor date in New York.

Adkins and Terrell are interested in the Bronx Coliseum before Ringling-Barnum starts to move in about January 20. In addition, rumors are that Cole will be in the Garden. Some people are interested in the Brooklyn Coliseum before Ringling-Barnum starts to move in about January 20. In addition, rumors are that Cole will be in the Garden. Some people are interested in the Brooklyn Coliseum.

Here is a look at some of the plans for the future. Howard V. Barry dropped in recently with an equally new bank roll and new plans for the future. Another visitor was J. H. Hamilton to report that Frank Wirth's indoor season continues to roll along in unceremonious fashion. Leo Grund, of the George Hamlid office, is interested in the East Coast with some contracts in his pocket. Lew Dufour and Frank Owens were over the West, due in this week, but shoots that he won't be in the East Coast for some time.

Winter is coming on and John Robinson. Maynard's preen agent, busy telling out more and more about the show. We trust that he will be busy telling out more and more about the show. We trust that he will be more successful in the future.

CARNIVAL

Routes: (Continued from page 34)


Chicago: (Continued from page 34)

Hovey, Helen: (Stopham) Chats, opens Dec. 31. James: (Stopham) Boston, opens Dec. 30.

R E C E P T I O N

December 7, 1927

To our readers:

Mr. and Mrs. Torn Volter, George Inner, Jr., and Mrs. Inner, have been entertained by the family. We trust that they will be entertained again soon.

CIRCUS AND WILD WEST

Bible Bros.: Toledo, O., 77; Cleveland 30.


Pick-Ups From the Road

CIRCUS AND WILD WEST

Bible Bros.: Toledo, O., 77; Cleveland 30.

MUSIC ENEMY NO. 1

(A Guest Editorial by David C. Rockola)

In every nation...in every community...and in every industry there comes a time when the strong and the weak, friend and foe, must stand shoulder to shoulder and fight a common enemy.

In the automatic music business today we are confronted with a common enemy of this sort. An enemy that not only threatens to overthrow all the fine principles of the industry, but actually endangers the very existence of the industry.

I refer to the manufacture and distribution of smut records. Truly music enemy number one!

For many years the business of operating music has enjoyed a spotless reputation. And the music operator has always had the same standing as any other established business man who performs a service to the community. A successful business and a good reputation take many years to establish...but can be ruined very quickly. That is why I am cautioning every music operator to guard his good standing with every means at his command.

None of us would deliberately drive our automobile into a head-on collision. None of us would knowingly wreck or jeopardize any other investment we possess. Yet there are these music operators who thoughtlessly are risking not only their own investment, but the investments of every music operator in the industry.

Of all the people connected with the sale and distribution of these contemptible records, the music operator is the most difficult to understand. With his entire investment at stake, representing years of thrift and hard work, he foolishly gambles against public decency. For a few extra nickels!

Statistics prove that a quick way to ruin your good reputation, along with your good business, is to offend public decency. For whether it be literature, movies or coin-operated phonographs—we must maintain decency and discretion in dealing with the general public.

Of course, there will always be a small minority who ask for risque recordings. But the minority do not pay your rent, buy your trucks and show you a profit at the end of the year. In the automatic music business you cannot cater to the minority without offending the majority.

It is only natural that the location owner would make a request for smut records if he knows they exist. Due to the nature of his business, his viewpoint cannot be as broad as that of the operator. He must therefore be guided accordingly. After all, the avoidance of obscene records is for his protection just as much as for the operator.

Don't make the mistake of thinking you can purchase smut records for a few spots and control them so they will not endanger your business. Once you get started in the handling of these records, with the responsibility for placing them divided among several of your men, you will find yourself flirting more and more with trouble. A further hazard is the fact that some locations have additional loud speakers which duplicate the recording to passers-by on the street or to another part of the establishment.

Many instances have been called to my attention where public opinion has compelled the operator to take his smut records and his phonograph out of the location, making way for an intelligent, clear-headed operator who understands how to please the general public.

The other evening I conversed with a man who with his wife and daughter had dropped into the neighborhood tavern for a glass of beer. Immediately the happy family group produced a few nickels to play the automatic phonograph. They walked out when the record played. It was one of those talking pieces with a hidden meaning in every remark.

Coin-operated phonographs have been brought into national popularity thru their clean, inspiring rendition of popular music. Let us keep them that way! Let us all co-operate to defeat the common enemy. Here are the steps we must take.

First of all, let each and every one of us in the music industry persuade every owner of smut records to destroy them. Let us spread the word so strong and so thoroughly that there will be no cause for criticism anywhere in the United States. The next step is to get our music associations in each city and State to boycott the use of smut records.

And last, but most important of all...let us learn how to answer the location owner who demands these records. Teach him the truth of the matter. Warn him that smut records may cause him to have his license revoked. Show him copies of such messages as this one. The weight of an outside opinion, clipped from a nationally known publication, will help you to convince the location owner that your policy of avoiding smut records is right.
WURLITZER

Announces 1938 Policies

The Rudolph Wurlitzer Company will be guided in forming its 1938 sales plans by the following two basic principles:

One: We shall produce and sell 40% less phonographs in 1938 than we did in 1937, regardless of the demands that may be made upon us to do otherwise.

Two: We feel confident that there are enough established music operators today to adequately supply the needs of location owners.

Our faith in the future of the phonograph business is just as strong as it was four years ago when we adopted the policy of selling only to operators—a policy that has been—and will continue to be, strictly adhered to!

We are opposed, as we have always been, to the sale of phonographs to locations for the reason that such sales do not bring lasting benefit to you, the location owner, or ourselves. We know that the location's music problem can be handled with greater satisfaction by an operator than by the owner of any location.

We do not care to do business with any operator who persists in selling phonographs direct to locations.

The Rudolph Wurlitzer Company believes in the future of the operating business and in the business of manufacturing automatic phonographs. Were this not emphatically the case, we would not have the courage to look into the future and sacrifice our chance for greater momentary profits during 1938 in exchange for a policy that will for unlimited years to come guarantee consistent profits for both operator and manufacturer.

It is our firm conviction that these basic principles will best serve our mutual interests.

VICE-PRESIDENT

The Rudolph Wurlitzer Company

North Tonawanda, N. Y.
Vending Machines in Detroit

By H. F. REVES

Editor's Note: Detroit as an industrial city has been the birthplace for the operation of vending machines of various kinds. Detroit also has an interesting history in the vending machinery business, as related in this article. No one has probably realized the greatest position in the development of the vending machinery industry. Detroit is expected to make still greater contributions to the growth of the vending machine industry in the near future. It is in new openings of ideas and ideas only. An integrated stamping machine is in the Motor City and is in the Motor City in a field of interest. Many experiments have been made and many are in progress at this time. The mortality rate of such experiments is about 80 percent. Many of the experiments have been started in new fields and the results so far have been discouraging. The death rate is high because of too many ideas and too many experiments. The idea is that the experiment should be done before the idea is put into operation. The idea is, the idea is, the idea is, the idea is, the idea is. The idea is. The idea is. The idea is. The idea is. The idea is. The idea is.
A MERRY CHRISTMAS
to all our friends of years gone by and to all those we hope to have as friends through the years to come
J. H. KEENEY & Co., Inc.
"The House That Jack Built"
CHICAGO

AMERICAN SALES CORPORATION
870 WRIGHTWOOD AVE.
CHICAGO, ILL.

BETTER HEALTH
FOR OUR BOYS AND GIRLS

CHARMS

NEW DATE BOOKS
FOR 1938
NOW ON SALE
Arranged Especially for Your Needs
Dated from January 1, 1938, to January 1, 1939

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.
Seeburg Sales Hitting New High

CHICAGO, Dec. 18.—The J. P. Seeburg Corporation, manufacturer of Seeburg phonographs, reports that sales are hitting new highs, especially for this particular product. The extraordinary performance of the sales record is attributed to a number of factors," according to officials.

First of all, there has been a marked increase in the interest in recordings, due in part to the fact that people are receiving service in recordings is continually having more and more interest in the playing of records in public places.

"With this continually increasing interest in the field, record companies are strikingly reproducing," they declare, "that there are a lot of people who have Seeburg phonographs placed on their locations because they know that they are a source of extra profit as well as a definite attraction to their places of business.

"Our machines are beautifully styled and have a dignified appearance, thus blending harmoniously in practically any type of surroundings," the execs conclude. "It would be impossible to have Seeburg phonographs placed on a location where it is not acceptable to the public.

Kresberg Gets Reply to Ad 15 Years Old

NEW YORK, Dec. 18.—"If you don't believe advertising pays in the long run, you haven't been watching," said Samuel Kresberg, of the Capitol Automatic Music Company, "read this testimonial and be convinced. A good many years ago when we first advertised, our company had developed a variety of equipment in the Capitol Piano Company. Among the among were music machines, which has now practically sold out.

"Surprisingly," he went on, "we advertised our products to prospects we were not sure we would ever see again. So we wrote the day we received one of our own return cards addressed to our office, and the reply was so direct that we let the customer keep it. The next day we received another card and the customer said he would like to order one of our machines. He came to our office and we found that he had been sold to us by a salesman.

"Kresberg reports that his firm handles Music Automatic, a company that measures up to the standards which he has set for his organization.

Detroit Operators Air Opinions On Current Topics Before Trade

DETROIT, Dec. 18.—Cross sections of opinion among operators in this section are on the subject of prices, as the location doesn't stay very long in the operating field, and that too many machines in one location is a poor idea.

Profitable ideas in operating pinball games, were discussed recently by Al Curtis and Charles Friedenberg, of the D. & F. Amusement Company, on the question of prices of machines they say that "games are worth the extra investment. The new $75 games will do as much work on two of the $35 games. I'd rather have ten locations with ten good machines than to have 50 mediocre locations.

"It's easier to service and maintain the smaller sets with remote controls," Curtis said.

"Curtis said that a lot of operators are not satisfied with the present condition of the game, that their equipment is too old. Business, it is true, has shown a slight decline due to local industrial conditions, but not enough to account for all the complaints of operators."

"Friedenberg said: 'I like the pin game business and have a few years ago, but I know of no field where one can make such quick returns on the money invested. Of course there is another angle—that no business in which a man can count with too small an investment is likely to stay in business. It requires some stake in the business to keep it stable.'

"Friedenberg's attention to the details of business and how they can realize a profit on a machine, the location begins working on a new machine. He thinks this unfair on the part of the location to ask for so much, yet the operator is almost compelled to buy him a machine. If all operators were co-cooperate, so that location jumping can occur, it would be better for everyone."

Sara Lieber, a veteran Detroit operator, and her high prices of games is one of the major sources of the operator's difficulties in the business today. Most operators, however, are unable to continue on high prices due to local industrial conditions, but instead of fighting back, they are gradually putting the operators out of business by the high prices of machines. She said: "A few years ago I had 125 machines. When I sold my last machine in January 1, I will have about 40 machines.
Deadline Set for Exhibits at Show

CHICAGO, Dec. 18.—A departure from the policy of previous years with reference to exhibit space at the 1938 Coin Machine Show was announced from the offices of the National Association of Coin-Operated Machine Manufacturers following a recent meeting of the convention committee.

The show committee has arranged one of the greatest parties for the 1937 coin machine show, according to statements of those connected with directing the annual convention.

C. R. Dilling, secretary of the National Association of Coin-Operated Machine Manufacturers, announced that advance registration of operators at such an early date. Each mail brings in other requests to register in advance. So that the office staff is working overtime to make sure that the railroads and hotels also are reporting a flood of room registrations. Operators are warned that the advance registration fee of $1 will be charged.

To show there are only a few more booths available for exhibitors. From all indications these will be sold in a few days.

Many of the manufacturers are going to exhibit many new and novel devices for the first time at the convention. There will be machines for every territory. The show committee has arranged one of the greatest parties for the operators. Nothing is being left undone to show and to give them the time of their lives.

Valuable prizes, such as a Buick sedan, Royal Wilhelm house trailer, Garwood speed boat, traveling bags, radios and numerous other prizes, will be given away absolutely free to the operators.

If you have not already made your reservations you had better do it now. Send it in today and avoid a lot of red tape and unnecessary delay. Send for your season pass today, use the free registration blank elsewhere in this issue.

Jerry Kertman, of the American Coin Machine Company, Rochester, N. Y., has just returned from Syracuse, N. Y., where he displayed Seeburg Rex and Royale symphonolas. Jerry reports that the Syracuse operators are highly pleased with the novelties of the Seeburg productions. Jerry also says that he is having his best year with Flume's products since his assignment as a Stoner distributor for Western and Central New York.

Never So Promising, Word for 1938 Show

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To show there are only a few more booths available for exhibitors. From all indications these will be sold in a few days.

Many of the manufacturers are going to exhibit many new and novel devices for the first time at the convention. There will be machines for every territory. The show committee has arranged one of the greatest parties for the operators. Nothing is being left undone to show and to give them the time of their lives.

Valuable prizes, such as a Buick sedan, Royal Wilhelm house trailer, Garwood speed boat, traveling bags, radios and numerous other prizes, will be given away absolutely free to the operators.

If you have not already made your reservations you had better do it now. Send it in today and avoid a lot of red tape and unnecessary delay. Send for your season pass today, use the free registration blank elsewhere in this issue.

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Readers' Forum Has Defense of Pin Games in Local Newspaper

Getting favorable publicity in local newspapers for amusement games is a matter of determining their impact in all cities. When local people are getting publicity for their agitation against pinball games it often happens that the “Readers’ Forum” column of the local paper is about the only medium available for making a defense of the games.

The following letter and the article which will illustrate what can be done have been written by Rev. D. E. Hurd. For over six months I have followed with interest your articles on coin-operated machines in The Billboard. Your statements and suggestions have seemed to me so convincing that I am surprised to find that you have had so little response from the local newspapers, and I feel that it is time to add my voice to the cause.

“Tamy, the defender of the pin games,” your letter is called. I have been called this in the past, but I have always been willing to accept it because I believe that the pin games are the best available form of amusement for the working class. I have always been willing to fight for the pin games, even though I know that I am fighting against the wishes of many people.

In these days of the “War on Crime” it is not easy to find a form of amusement that is not associated with crime. The pin games are the only form of amusement that is not associated with crime. They are not associated with the alcoholic, the gambler, or the thief. They are simply a form of amusement for the working class.

I know that there are those who say that the pin games are a form of gambling. I disagree with this. Gambling is a form of gambling. The pin games are simply a form of amusement for the working class. They are not associated with the alcoholic, the gambler, or the thief. They are simply a form of amusement for the working class.

I know that there are those who say that the pin games are a form of gambling. I disagree with this. Gambling is a form of gambling. The pin games are simply a form of amusement for the working class. They are not associated with the alcoholic, the gambler, or the thief. They are simply a form of amusement for the working class.

In conclusion, I would like to say that I am willing to fight for the pin games. I will not give up without a struggle. I will not be silenced. I will continue to fight for the pin games, even though I know that I am fighting against the wishes of many people.

[Sign off]
Five Best Record Sellers for Week Ending Dec 20

**BLUEBIRD**
- 1 37318 - "Thanks for Being Myself" (Field & Sullivan)
- 2 37335 - "Man of Many Things" (Jesus & Mary Chain)
- 3 37351 - "How Many Are Left?" (Bobby Goldsboro)
- 4 37367 - "Once in a While" (The Crystals)
- 5 37383 - " Hawaiin Eyes" (The Proms)

**BRUNSWICK**
- 1 37324 - "The Doo Doo Doo Doo Baby" (The Chantels)
- 2 37340 - "It's Only Money" (Little Richard)
- 3 37356 - "Mr. Blue" (The Sonics)
- 4 37372 - "In the Still of the Night" (The Coasters)
- 5 37388 - " It's the Same Old Song" (The Moonglows)

**DECCA**
- 1 37305 - "How Many Are Left?" (Bobby Goldsboro)
- 2 37321 - "Most of All" (The Platters)
- 3 37337 - "The Little Old Lady Who Lives in Your Town" (The Manhattan Transfer)
- 4 37353 - "I'm the One Who Loves You" (The Drifters)
- 5 37369 - "Sherry" (The Wonder Boys)

**VICTOR**
- 1 37278 - "What Will I Do If My Baby's Not at Home?" (The Four Fourths)
- 2 37294 - "Sho Sho Sho Baby" (The Moonglows)
- 3 37310 - "I'm Goin' Home My Love" (The Drifters)
- 4 37326 - "Get Yourself Together" (The Clovers)
- 5 37342 - "Shake, Rattle & Roll" (Bill Haley)

**VOCA-LION**
- 1 37286 - "I'm Gonna Run" (The Olympics)
- 2 37302 - "It's the Same Old Song" (The Comets)
- 3 37318 - "Shake, Rattle & Roll" (Bill Haley)
- 4 37334 - "I'm So Lonesome I Could Cry" (The Coasters)
- 5 37350 - "Shake, Rattle & Roll" (Bill Haley)

*Five Best Record Sellers for Week Ending Dec 20*

**AMUSEMENT MACHINES**

**Boston, Dec. 18.— J. V. Fitzpatrick, president of the Fitch Company, is reported to be making frequent trips from this city to Buffalo, Cleveland, Washington, New York and other points in the process of lining up new business.**

**New England**

**Boston, Dec. 18.— J. V. Fitzpatrick, president of the Fitch Company, is reported to be making frequent trips from this city to Buffalo, Cleveland, Washington, New York and other points in the process of lining up new business.**

**DIAMOND BELL**

The above machine is the first and only Bell type machine on the market with a coin top showing the last 5 coins, the best protection against fakes.

Built in 3 Models, Bell, Front Vendor and Gold Award. Built for 1c-5c-10c-25c Play Made Only By

**WATLING MFG. CO.**

4640-4660 W. HALL ST.
CHICAGO, ILL.


**BIGGER THAN "MARIE"**

**Tommy Dorsey's NEWEST—"WHO" AND "DIPSY-DOODLE"**

**VICTOR RECORD No. 72899**

Topping the records of Tommy Dorsey's "Marie"...his "Who" and "Dipsy-Doodle" are making coin machines hum everywhere! Get this record now! It pays big time profiteers! Remember, Victor Records are warp resisting.

When buying radio tubes use "RCA"—Fine in Mind—Plastic in Glass—Fine in Tone.

Listen to the "Magic Key" every Sunday.

**Tops in Sales of COINS机器**

**Tom Thumb Jar Games**

New Line of Sales 500 Winners. $1.25 Profit. $1.00 Price. 

**TOM THUMB**

Dept. 77, Nauvoo, Ill.
PLAY SAFE!

Buy U-POP-IT!

IT BUILDS PERMANENT, STEADILY INCREASING INCOME IN A LEGITIMATE OPERATING BUSINESS

Distibutors Announced By Popmatic Execut

ST. LOUIS, Dec. 18.—The growing popularity of the corn-popping vender was reflected this week in the announce-

ment of K. Greenbaum, president of Popmatic Manufacturing Company, of new distributors for the firm's Popmatic

machine.

Distributor for Maine, Vermont and New Hampshire is W. P. Hamel, 80 South Main street, Concord, N. H. In Georgia,

K. Greenbaum has organized the Popmatic Atlanta with headquarters at 301 Marietta street, Atlanta, N. Y., to be

an appointed distributor for that State. In Texas, B. C. Moseley, 602 South Austin street, Dallas, Texas, has been

appointed distributor for that State. In Texas, B. Moseley, 602 North

The Billboard

01937

RANEL, INCORPORATED.
Chicago.

325 N. Hoyne Ave. CHICAGO, ILL.
Affiliated with DAVAL MFG. CO.

SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS

RANEL, INCORPORATED.

76

AMUSEMENT MACHINES (MERCHANDISE SECTION) December 23, 1937

Cigarette Vendors Used in Austria

WASHINGTON, Dec. 18.—A report re-

leased by the Department of Com-

merce shows that a total of 10,000 cig-

arette vending machines were in opera-

tion in Austria in 1936. This number
during the time the tobacco shops are
closed. Their number increased

from 6,000 in 1935. Therefore, there
were 10 vending machines supplying
denicolized cigarettes at public

restaurants and cafes. In 1936 these
cigarettes valued at 20,000,000 schillings,
or 5,000,000,000 cigarettes valued at

264,715 schillings more than in 1935.

16

0.58" BALL GUM

ASSORTED—FACTORY FRESH

$1.05 Per Case

10,000 Balis

TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM

VENDING MACHINES

NEW, DIRECT FROM FACTORY

sold 50.40 and up

Write for Full Information Today

ROY TORR


SELL MORE with SEL-MOR

THE GREATEST TOY VENDOR MADE!

Designed Especially for Amusement Operators.

SELECTED VENDS EVERYTHING:

New, Hard Cased,

2000 Per Case

1000 Per Case

ORDER TODAY

Write for Operators' Special Prices.

STAR MFG. & SALES CO.

3911 Wayne Ave.

Kansas City, Mo.

PROVEN Money Makers!

Entertainment operators know the

best thing to do is to get the Wender

that pays the most. Handsome,

handsome, handsomely, handsomely

is the word. If you want profit,

then you must have a Wender.

The Wender pays handsomely

for you. And the handsomest

Wender in the world is the Wender

that our operators have been

talking about. Get in on the

newest Wender now. Keep your

money in motion with a Wender.

TELL THE ADVERTISER IN THE

BILLBOARD WHERE YOU GOT

his address.

\[5/8" BALL GUM\]

\[ASSORTED—FACTORY FRESH\]

\[$1.05 Per Case\]

\[10,000 Balis TRANSPORTATION PAID\]

\[CASH WITH ORDER, NO C.O.D.\]

\[PEANUT & GUM VENDING MACHINES\]

\[NEW, DIRECT FROM FACTORY\]

\[sold 50.40 and up\]

\[Write for Full Information Today\]

\[ROY TORR 247A-168th Street, Philadelpia, Pa.\]

\[SELL MORE with SEL-MOR THE GREATEST TOY VENDOR MADE!\]

\[Designed Especially for Amusement Operators.\]

\[SELECTED VENDS EVERYTHING: New, Hard Cased, 2000 Per Case 1000 Per Case ORDER TODAY Write for Operators' Special Prices. STAR MFG. & SALES CO. 3911 Wayne Ave. Kansas City, Mo. PROVEN Money Makers! Entertainment operators know the best thing to do is to get the Wender that pays the most. Handsome, handsome, handsomely, handsomely is the word. If you want profit, then you must have a Wender. The Wender pays handsomely for you. And the handsomest Wender in the world is the Wender that our operators have been talking about. Get in on the newest Wender now. Keep your money in motion with a Wender. TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT his address.\]
Ace Vending Buys U-Pop-It Venders

NEWARK, N. J., Dec. 18—Jack Kay, of the Ace Vending Company, reports that he has just completed the immediate delivery of 100 U-Pop-It machines to pop- 
corn machines from Bascal, Inc. Kay 
states that in about a year it will be 
the best of the merchandising 
bonkers that has been presented in 
many years.

“We feel that U-Pop-It will be a big 
in New Jersey,” stated Kay. “The 
machine is easy to operate from any 
standpoint. It has an automatic feed, 
its novelty action will create a lot of 
a ttention. It vends one of the best known 
bonker foods and it is truly modern in 
appearance and mechanically perfect. We 
are eagerly awaiting the arrival of our 
machines, for we have already made 
arrangements for their placement in many 
spots in this territory.”

“Ace Vending Company will create 
an entirely separate operating division 
for the U-Pop-It machines which will func-
tion independently of our regular 
operations,” Kay concluded. “The service 
trucks and the men connected with them 
will only devote their time to the popcorn business and will 
not have nothing to do with the rest of our 
operation.”

Tobacco Use Nears All-Time Record

WASHINGTON, Dec. 18—According 
government statisticians the largest con-
sumption of cigarettes in the United States 
has been registered for 1937. Use of cigarettes, 
cigar, chewing and smoking tobacco, 
together, in 1937, is reported to be 
about 7½ pounds per capita this year. All-time 
record was set in 1930 at 7½ pounds per capita.

Federal statisticians find that the an-
ual consumption of cigarettes and tobacco is little more than half a pound per 
person as compared with four pounds per capita in 1900. Men then chewed much more tobacco than 
they do today. They smoked cigars and pipes, but few cigars.

Now, with the aid of women, the total consumption of cigarettes and tobacco has been 
expected to total about 165,000,000,000. This compares with 125,000,000,000 in 
1926 and 104,000,000,000 in 1922. The statisticians say the increase during 
the last four years—from 2½ to 3½ 
pounds of tobacco per person—has 
exceeded that of any similar preceding 
period.

Fewer cigars are being smoked than 
during the first quarter of the century—about 5,400,000,000 a year now, compared 
with 13,000,000,000 in 1926. In 1920. There has been a marked shift, 
also, in the way tobacco is smoked. Many men 
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December 25, 1937

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also, in the way tobacco is smoked. Many men 
are trying to make up for the decreased smoking 
of 10 and 30 centers.
Maryland Ops See
Inevitable End

BALTIMORE, Dec. 16.—Resident
operators of Baltimore and of the State are
said to be in a state of anxiety as a result of
the inevitable failure of the 1937
State license law for pinball and similar
machines. The law was
finally passed as a revenue measure for
raising funds for the State to make up
the deficit in the State budget. But all over
the State were quite hopeful at first.

But conditions have gone from bad to
worse, and many of them say, and the license
law will eventually be added to the list
of failures of a State license to properly
control the operation of machines.

A man the native operators of the State
say it is due to "outsiders" from other
States who rushed in as soon as the license
went into effect. These "outsiders," they say, have had no regard for
the law and have set about to make what
can be done under the law is declared a
failure.

Each passing day seems to bring some
new confusion into the situation. It may
be that the form of the machine is not
conform to the letter of the law, or
some new loophole that lowers the
operator's income that much more.

The license department only issues li-
censes and makes no attempt to decide
the qualifications of the machines.

Operator Comes
First, Says Frank

NASHVILLE, Tenn., Dec. 18.—The
Automatic Sales Company, one of the
leading manufacturers, has been
built an enviable reputation as one of the
most successful distributors of pinball
machines, in that section, according to
owner Joe Frank.

But despite the fact that we have
built our business on one idea, that the
operator has our best interest at heart,
the people who do the work make
sure the operator enjoys the money
in his pockets, according to Joe.

We have always tried to make
sure that the operator has the best
interest at heart, the people who do the
work make sure the operator enjoys the
money in his pockets, according to Joe.

Baby Production

BOWLING GREEN, Ky., Dec. 18.—Mr.
and Mrs. Huston Kirby are doing
things at the Bally factory as the
arrival of a bouncing eight-pound
girl, Kirby, is the latest addition to the
Kirby family. The latest addition to the
Kirby family, a little girl, is the
first baby girl born in the Kirby
family. The Kirby family is
happy to have a girl among their
children.
POPOMATIC
not only pops good corn- 
but MAKES MONEY for you!

CUSTOMERS everywhere are talking about POPOMATIC popcorn - piping hot, golden yellow, deliciously crisp. The flavor wins them! They like to put a nickel in the slot and watch the pop - pop - pop!

OPERATORS from coast to coast are finding POPOMATIC steady, dependable and profitable. POPOMATIC's operation is simple, positive, and requires minimum servicing. All working parts within easy reach. No complicated mechanism to cause out-of-service delays!

LOCATIONS of every kind welcome this legitimate machine. Slim, beautifully-finished modernistic cabinet fits into 1/4 space of an ordinary popcorn machine!

BE FIRST IN YOUR TERRITORY to get a corner on POPOMATIC profits. Write, wire or phone TODAY for complete information and prices.

POPMATIC MANUFACTURING CO.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS, MISSOURI

Kansas City

KANSAS CITY, Mo., Dec. 18.—Amusement game folk in Kansas City will enjoy a merry Christmas next week as virtually everyone connected with the business reports satisfactory sales during the last two months.

Chances for a happy and prosperous new year are none too bright, inasmuch as economic conditions are worse than a year ago, with no prospects of an upturn. Most distributors and operators believe the condition to be temporary, however.

Conversation among Kansas City amusement game men has already turned to the annual coin machine show, to be held January 17 to 20 at the Hotel Sherman in Chicago. Many are planning to attend and several have had their reservations made for a week or longer.

Rue F. Mason and Tim C. Crummett, of the Central Distributing Company, report the sale of three curios of the Slu-S-Ball units. To date 94 machines have been sold outright here by the company, and indications are that many more will be needed to supply demand of local ops. Mason and Crummett are looking forward to attending the Chicago coin machine show and they will make the trip together.

Central's new Sportland Arcade, opened December 3 in the Keystone Building in the heart of the city's downtown business section, is not attracting as many patrons as Mason and Crummett had hoped. Some changes may be made soon in the operation of the enterprise, Crummett said today. It is the only arcade of its type in this section of the United States.

A survey of dance spots using phonographs revealed these platters to be most popular here this month: Sugar Blues, by Clyde McCoy on Decca; Marie, by Tommy Dorsey on Victor. I'll Love You in My Dreams, by Horace Heid on Brunswick; Bob White, by Benny Goodman on Victor.

New Orleans

NEW ORLEANS, Dec. 18—Santa Claus could really become a popular "saint" of the local coin machine colony, and who knows, perhaps he may bring the awaited break that operators have been waiting for.

Good year or bad, poor kids of adjacent Jefferson Parish will not be forgotten this Christmas by Mark Boasberg (Jack Sheehan). It's an annual event by the Boasberg family to see that every poor child in the vicinity of the Boasberg "Suburban Acres" home is comforted that Santa Claus forgets no one.

"Unlawful raids by the Mississippi State militia are willful violations of a long-established right of property and unjustly in opposition to the Constitution of the United States upon which this country was founded," a Judge ruled last week in a Jackson (Miss.) court and as a result the guardsmen have been instructed that court to cease and desist to the operation of slot and pin machines "illegally" seized from a dozen night clubs near Jackson recently.

Sam Gentllich, of the Dixie Coin Machine Company, is on a business trip in North Louisians and East Texas. He is working in the interest of the Bally and Chicago Oohs Corporation line of pin games and Mills slots and writes back that things are humming in the off centers of the two States.

Melvin Mallory, of the Louisiana Amusement Company, local branch for Stebb & Horton, Houston, reports a brisk play in saloons for the Christmas season. He has just taken on a line of low-priced radios as top price. The firm is also handling a line of U-Need-a-Pak cigarette vendors.

Harry Batt has been signally honored for his fine work at his Pontchartrain Beach by being named a member of the new board of directors of national beach and resort operators. Batt was an outstanding speaker at the recent Chicago convention of the association.

Charlie Phillips, of the General Novelty Coin Company, reports brisk returns on his candy and gum vendors which he has widely scattered over sections of the city. In addition to his couple of hundred of vendors on location Phillips operates candy concessions in lobbies of three leading downtown theaters.
The Billboard
AMUSEMENT MACHINES
December 25, 1937

WANTED

The names and addresses of progressive operators who have the vision and foresight to see that the increasing profitability of Western's New All-BET, Free Gift Table, is written out for complete information on how to build up your territory with this newest coin-operated money-making device.

Address: JIMMY JOHNSON
WESTERN EQUIPMENT AND SUPPLY COMPANY
925 W. North Avenue, Chicago, Ill.

Alarm About Playing of Students Is Uncalled For

Newspaper hints some people show too much concern about pinball—association officials state case of operators—license to continue for year

MINNEAPOLIS, Dec. 18.—When a member of the city council here became “alarmed” about the report that university students were indulging in petty gambling in the sand-dollar machines, he suggested that the matter is not so serious as some people think. "As in games," said Delbert Wade, University of Minnesota, "the gambling is not so serious. The college is concerned that university students are playing the machines. The gambling is not so serious." Wade said that the college is concerned that university students are playing the machines. The gambling is not so serious.

Top $9 a Week

"Take $9 a week," Alderman Wallace queried. "What an average take?" Alderman Wallace queried. "What an average take?" He suggested that the matter was not so serious.

The Minneapolis Tribune gave its readers a different view of the matter December 1. It seemed that an apparent tendency of young people in the University to play pinball machines was indicative of a need for more freedom in the licensing of amusement devices. "The student who is free to use his own money to pay for his amusement," the Tribune said, "is free to use his own money to pay for his amusement."

Kalson Says More Courage Is Needed

BROOKLYN, Dec. 18.—Earl Kalson, managing director of the Greater New York Operators' Association, stressed the fact that the association needs more courage to continue its efforts to show the world that they are legitimate business organizations. "The newspaper reports," Kalson said, "are reported in the newspapers."

Kalson’s daily contact with operators and his activities in the game industry show that he has no fear of the public. He feels that the industry should get together for the good of all and definitely establish its legitimacy and honesty in the minds of the public.

The Billboard
AMUSEMENT MACHINES
December 25, 1937

Baby Production

CHICAGO, Dec. 18.—With the increasing emphasis on the production of baby boys in the coin machine industry, attention is being directed to girls. Studies of the phenomena governing the production of baby boys are being made at the University of Illinois and other institutions. The studies are being conducted in the belief that there is a definite relationship between the sex of an individual and the sex of the baby produced during that month. The sex ratio of conceptions usually ranges between 105 males to 100 females.

Mrs. Peterson, a member of the university staff, has been studying the phenomenon for several years. She has found that the percentage of boys born is slightly higher than the national average, which is 51.2 per cent.

St. Louis Phono
Ops Hold Meeting

ST. LOUIS, Dec. 18.—St. Louis Phono

Graph Operators' Association held a meeting Wednesday night, December 10, at the office of the Brunswick Record Company. Robert Veatch, manager of the company, was present. There were no decisions made at the meeting. The association is planning to hold a meeting in St. Louis on January 15.

St. Louis has been experiencing a decline in pinball machine sales. The association is planning to hold a meeting in St. Louis on January 15.

The Billboard
AMUSEMENT MACHINES
December 25, 1937

LITTLE Prices ON ALL LATEST NEW
AND USED NOVELTY GAMES AND PAY TABLES.
WRITE FOR LIST TODAY!
ROYAL DISTRIBUTORS, INC.
54 ELIZABETH AVE., NEWARK, N. J.

The Billboard
AMUSEMENT MACHINES
December 25, 1937

60-15
Franklin St., Fayetteville, N. C.

Cable Address: "CONTROLS"
Keeney Gives Party For Dept. Managers

CHICAGO, Dec. 18—J. H. Keeney, head of J. H. Keeney & Company, proved that he could give it as well as take it. When on Monday night he donned the fur-lined suit and long whiskers and played Santa Claus to his various managers. The Christmas party started with a gala dinner at the Little Bohemia Restaurant, with experimental department chiefs Blanks, Lack, Holm, Goecks and Hunt all present but not paying. Fred Tung, production manager, and Chief Inspector Kromblek represented the factory end of the business. Ray Becker is said to have put away more food than any five sales managers in the coin-game industry could possibly eat. Purchasing Agent Muenzer's appetite was reported to be as usual because the arrangements were made and moved without first sending out specifications for bids.

The dinner party proved the most costly, Keeney has ever given, and each manager's Christmas will be considerably harder to make up. The Pay to the Order of place cards he put at each plate. While the assembled Keeney managers did not say it with American bank notes, place cards did as much, for Ray Becker said that they could not be sent, that they nevertheless did broadcast the fact that their boss was the most expensive guy in the industry.

Two weeks ago Ray Becker observed that party was a real success and he was proud of it. Early this week Ray Becker observed that party was just a routine event. He was proud of the fact that his boss had put new pep in all of ship's plans for the next year. In fact, he was proud of the fact that the coin-game industry could possibly put new pep in all of ship's plans. While the assembled Keeney managers did not say it with American bank notes, place cards did as much, for Ray Becker said that they could not be sent, that they nevertheless did broadcast the fact that their boss was the richest guy in the industry.

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J and J NOVELTY COMPANY
HERNE RUN
C. A. IDE, EXHIBIT SUPPLY
RISKY CROSSTOWN
RUMPIE TO HOVER CAROM
AILINGTON

The Billboard. 12.00
Automatic Payouts

$10.00
$5.00
$5.00
$5.00
$4.00
$1.50
$0.75
$0.50

1.00
$0.50
$0.25
$0.20
$0.20
$0.15
$0.05

J and J NOVELTY COMPANY
5450 Mt. Elliott, Detroit, Mich.
Phone—Pizzaw 1433.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO.

"THE HOUSE OF PROVEN WINNERS"
CLEARANCE CLOSEOUTS

BARGAINS! Automatic Payouts

Consoles BARGAINS!

Challenger $12.00
Blue Bird $15.00
Hit Stuff 12.00
Bally Derby 12.00
All Stars 12.00
Skimmer 15.00
Royal Race 25.00
Pennsy Finish 50.00

$50.00

Novelty Games

Bumper $10.00
Crassline 15.00
Home Run 12.00
David Baust 12.00
Eagleside 12.00
Frala Cap (Pa$$) 5.00

And many other Games equally low priced. Send for list.

J and J NOVELTY COMPANY,

Mitnick Heads New Ponser Fla. Office

NEW YORK, Dec. 18—George Ponser, head of the George Ponser Company of Cleveland, Ohio, announced during the past week that Jack Mitnick has been put in charge of the new branch office of the firm which is temporarily located at 803 West Adams street, Jacksonville, Fla.

Jack Mitnick

Mitnick is well known in Florida coin circles. In the short time that he has been operating the new Jacksonville quarters of the Ponser firm, he has been able to have drawn a whole of buying, selling and trading people throughout the state. The range of southern operators to the realism they can put upon Mitnick’s word,” says Ponser. “The new branch office of the firm is filled with a great variety of new games and a large stock of the ‘Hare and Hounds’ games sent there by our other branches. Every bit of merchandise is backed by our time-honored guarantee.

Mitnick reported to Ponser that he expects Florida colored to come flocking to the new offices of the firm as soon as the news becomes widespread throughout the territory. “I am determined to give the Florida operators—clockwork service,” Mitnick maintains. “Already I have been calling on the mechanical needs of operators in these parts and giving them real service. My fellow branch managers in the other Ponser offices had better watch out, for I am going right after their fine records. What’s more, I am determined to beat them at their own game of adding Florida customers. Ponser friends,” he concluded.

Ohio Slot Bill To Aid Pension Fund

COLUMBUS, O., Dec. 18—A concentrated move to materially raise the average monthly grants to Ohio’s elderly will be made by the Ohio State Senate in the form of a bill to aid pension fund. It will be introduced here this week by the state representatives, George J. Hamlet, (D), of Akron, and William J. King, (D), of Cleveland, who will present a bill for the purpose of placing more pensioners on the rolls.

Mitnick Heads New Ponser Fla. Office

While Representative Whetno, who is introduced to the House shortly to legalize the operation of slot machines, made no estimate of the amount of revenue which could be derived from this source, he asserted that approximately $1,000,000 would be required annually, which with a similar proposal by the federal government would produce an additional $12,000,000 for pensions for the blind.

Budin Gets Hare and Hounds

BROOKLYN, Dec. 18—Budin Specialties, Inc., Brooklyn, this week received its first shipment of Exhibits’ Hare and Hounds, new novelty game. Operators liked the many novel features, Budin reported. The playing surface also appealed to the operators, having illuminated bumpers that correspond with the color of the bumpers. Due to the fact that the game may be used for high score, it created additional appeal for the local operators. Budin is handling the game exclusively for the Eastern territory.

Cock Fight” Greets 1938!

Superior “Cock Fight,” 220-Mile, and 150-Mile, are ready for sale, one may make the same wager as the other. New rules are in effect, no step-ups, no stop-ups, no82
Ops Interested in New Award Records

NEWARK, N. J., Dec. 18.—Announcement of the new Hercules award records has excited unusual amount of interest among operators here, according to Irving Orenstein, of the Hercules Machine Exchange, Inc. They are so sure to prove to be a hit wherever they are introduced.

Orenstein reported that the new award records are being manufactured in large quantities and will be delivered everywhere.

Bally Announces New Turf Special

CHICAGO, Dec. 25.—The new Turf Special award machine announced by Bally Manufacturing Company is said to be in recognition of the demand for a console in the popular price field. The maker states that the price on the console is about the same as the average price range on payout types of table games.

"All members of the Michigan Reliable Operators' Association are requested to send in the petitions they now have in their possession, whether signed in full or in part," Harry Chereston said this week. "We also want them to see that all petitions in their territory are sent in. We are very near our goal of 100,000 signers.

"These petitions will then be presented to the proper officials in Lansing. The object of the petitions is to inform the officials that the novelty machines are not primarily a gambling nature and are demanded by the citizens—and taxpayers of Michigan. We want to enlighten the officials of this fact."

TO ALL OPERATORS AND FRIENDS

It is you who have made it possible for us to expand our little business to a good-sized firm. We have tried and will continue to try to give you the best novelty for dollar. That is humanly possible to manufacture. We have sold and are selling to operators only, and we hope to continue to do so with your co-operation. While prices have been skimped in the mechanism. The chief difference between Turf Special and more expensive consoles is the smaller size, which results in savings all along the line and makes possible a price actually no more than the average payout pin game.

"Incidentally," he added, "this reduced size is a big advantage in getting into those busy, crowded spots where space is at a premium. Several operators have already decided that the compact construction Turf Special has enabled them to grab off some really hot spots where they have never before been able to place consoles."

ACE DISTRIBUTORS, 1125 Broad St., Newark, N. J.

I这儿 is the "Last Word" in Your Letter to Advertisers, "Billboard".
Municipal Court Ruling Favors Pin Games, But—

State official says order to seize still applies—games suffer under long political feud—1937 anti-slot law had faulty definitions

DE S M O I N E S, Dec. 16.—Municipal Judge Don G. Allen on December 3 ruled that pinball games not equipped with an automatic payout "are not gambling devices in themselves" under the new state anti-slot machine law that went into effect July 1. This adds another chapter to a political scene that has kept up slot machine agitation for two years and which finally led to the enactment of the 1937 anti-slot law, which had such a faulty definition of what constitutes a slot machine that it was possible for the attorney-general's office to immediately start a state-wide crusade against the simplest type of pinball games. Altogether one of the authors of the bill stated that it was not meant to include skill games, the drive against the games has continued.

The recent ruling by Judge Allen led to the following order by the attorney-general's office to investigate any and all pinball games.

Judge Allen's ruling was based mainly on what he called the uncertainty of the "probable intended meaning" of the gambling law, and on the fact that there was no evidence of the machine in question being used for gambling. At the same time, in his opinion, he indirectly accused "strong lobbies in the last legislature" of attempting to obscure the uncertainty of the law and therefrom obtain a machine.

The uncertainty. Judge Allen said, centers around the word "such" in the law. In his opinion, he says: "If we strike from the law those things which do not concern us in this hearing at bar we have in substance the following: 'No one shall possess any device used for gambling, or any slot machine or device with an element of chance, or gambling devices."

The uncertainty, according to the judge, would be giving an ungrammatical construction to the statute. This statute is a criminal statute and under the law the court must construe it literally.

Until there is a Supreme Court ruling on the interpretation of the new law as to the legality of pin-ball machines, it is definitely "up in the air." The Automatic Merchandisers' Association indicated it will welcome an appeal, since it is necessary to have the matter settled.

The ruling in the Municipal Court police officials have had their doubts about having to pick up pinball machines. But all inquiries to the attorney-general's office say that the order to pick up pinball games is still in effect.

The uncertainty of the law, which had such a faulty definition of what constitutes a slot machine, led to the action by the attorney-general's office. Since the court ruling has been marked by intermittent picking up of machines, and the consequent publicity in newspapers, it is obvious that the uncertainty of the law has lasted far longer than the machine manufacturers had anticipated.

Favorable Legal Moves in Seattle

SEATTLE, Dec. 18.—Several legal moves of interest to the coin-machine trade have been made recently and also at Tacoma. As the city of Seattle contemplates licensing the payout type of table games equipment, the mayor is in opposition to the licensing. The order which initiated the move is trying to enlist other churches in the city to oppose the move.

Rube Gross, Seattle manufacturer of amusement devices, was acquitted in Superior Court of a charge of tampering with devices in his possession. The specific charge was that he had used slot machines in his factory. His attorneys contend that the evidence had not proved they were gambling machines, but that the machines required a service of the mint vending type. The court sustained this contention.

In Tacoma the city commission took up the licensing of bigger machines since the council had decided they should be licensed following a Superior Court ruling that the city had not proved such devices to be gambling devices. A tax of $3 per quarter per machine is being assessed upon the operator. The tax is being collected for the last quarter of 1937.

The bright new Colman Ferry dock recently completed at the foot of Marion Street, Seattle, is equipped with many new amusement games, weighing, shooting, and other machines to which the time of those waiting in and near the waiting rooms of the modern ferry terminal with its many ferry lines that ply over picturesque Fidalgo Sound. The dance music furnished, merchandising practice and games of skill to be possible to get. There is a useless editorial review of what trends are indicated by the show, and it will reach you by six days after the show comes to an end.
BARGAINS GALORE
PIN GAMES—SLOT MACHINES—PHOTOGRAPHS—COUNTER GAMES—MERCHANDISE MACHINES, ETC. SACRIFICED.
OUR PRICES CAN'T BE BEAT—INVESTIGATE!
Send for Free Price List and Catalogue.
HUBER COIN MACHINE SALES CO.
600-610 W. Van Buren Street
CHICAGO, ILL. U. S. A.

BARGAINS
11 PREAKNESS $5.00
10 DERBY DAY (Clocks) $47.50
4 MINT PARADE
1 SPEED KING $17.50
1 COLL COWBOY WHEELS $22.50
2 CARNIVAL WHEELS $24.50
1 LUCKY PIG POST TIME $24.50
2 PHAGES RACE 1 Walnut Cabinet $175.00
2 RACE TRACKS, SKEETS $125.00; $250.00; $150.00
1711
7 WINNINGS DERBY DAY COIN
2 SALLY BELLS-$50.00
5 MULTIPLES, 3 SALLY BELLS
2 TROMBONE, 1 GRASS-STAKE
1 Scope $5.00
100 Late Model Steel $5.00
100 Make, $50.00 and Up. Also Single and Double Sales. Write for List.
OHIO VENDING CO.
3219 Market Street, Toledo, O.

NOTICE! WARNING!
M. RAY JAMES
Formerly Manager of the McColl Novelty Co. Chicago, Ill., is now in charge of sales and will take charge of all orders for any state in the territory by his successor, A. M. Buckley, President.
M. CALL RONELTY CO.

SANTONE SPECIALS
BAND TAILS $125.00
HOT SHELTER $125.00
JARNEY $125.00
CARON $125.00
GLOVERS $125.00
LOCKET $125.00
DAILY RACE $125.00
DERBY DAY $125.00
RACING DOMINERS $125.00
GAMBLED $125.00
RAGSTICK $125.00
ROBERTS $125.00
WHISTLE $125.00
SHOPLINE $125.00
TIX $125.00
TRASH TALK $125.00
ALL MACHINES GUARANTEED TO BE A-1
SANTONE COIN MACHINE CO.
1524 Main Avenue, San Antonio, Tex.

MULTIPLE RACES
CONSOLE TYPE
1-Ball Multiple Payout
$5 Top Award! 20 possible Winners! Payouts multiplied by number of Coins inserted up to four. Win Place Show, Fourth, Field and Daily Double Awards—Odds up to 40 to 1
A spectacular money maker, sensationally new, with simple, easy money. Magnificent model console-type cabinet—Giant 24" square light up Back Panel—New Super Features! Class and Finish that get top play in an instant!!!

$189.50
POWER PACK (A.C.) EQUIPPED.
CHECK YOUR MACHINES NO CHARGE.

HORSE SHOES
Combines the best feature of Pin, Balls, Pikes, Darts, Bowls with Charms of RAGS, DAILY RACES plus many new innovations. The latest in novelty equipment that is sure to

D. GOTTTLIEB & CO.
2736-42 N. PAULINA ST., CHICAGO

FOOTBALL
600 HOLES—S. THIN BOARD ONLY.
PRICE $1.60
Take in $30.00
Pay out:
$5.00
$2.50
$1.00
50c
Total Pay Out $14.30
Total Profit $17.70
PLUS 10% TAX

GLOBE PRINTING CO.
1023 Race Street, Philadelphia, Pa.

WANTED for IMMEDIATE DELIVERY
JUMBO MERCHANTMEN
RED TOP MUTOSCOPE CRANES
WILL PAY $85 FOR JUMBOS
and $100 FOR RED TOPS
Write fully as to condition, serial number, etc.
BOX 830, Care The Billboard, 1564 Broadway, New York City.

COIN AUTOMATIC MUSIC COMPANY
915 North Saginaw Street
Flint, Michigan

WURLITZER
412 @ $145.00; 312 @ $135.00; P-12 @ $95.00; P-30 @ $80.00.
All purchased from Factory, equipped with Record Counters and are all mechanically perfect.
1/2 Cash, Balance C. O. D.

WANTED
early improvements, the stylish, light-a-pax counter game designed by Jim Buckley (left) explained its features.

WATERBURY, CONN.
Presenting
THE MOST BEAUTIFUL
BACK RACK ANIMATION
EVER BEFORE DEVISED.
SOMETHING ENTIRELY NEW!
2 modernistic space ships rotate
between the inner glass panel and
the rear of the backrack. If a ball player
contacts any of the 11 bumper
springs while a space ship is visible
and the back rack illuminated, the hits are
automatically tallied on the back rack.
2 repeat action bumper springs light up
when a space ship is in view. If these
springs are contacted while lighted,
a continuous number of lights are
recorded until the space ship goes out of sight.

MARS requires genuine skill since all
bumper and repeater springs are dead
when either of the space ships is not visible.

Included in MARS is CHICAGO
COIN'S Recorder and Score Set

and many other exciting features!

Calcutt Shoots the Works in Closeout

FAYETTEVILLE, N. C., Dec. 18—Joe Calcutt, of the Vending Machine Company, here, reports that he really is
shooting the works in his current sale of used equipment. We want to mention that our warehouse of the
remaining bargains:
- SALE CHIEF, No. Play, Late Models, Each $13.75
- SALE 43, No. Play, Each $13.45
- SALE 44, No. Play, Each $13.45
- SALE 45, No. Play, Each $13.45
- SALE 46, No. Play, Each $13.45

Lose Petition for Vote on 1937 Laws

PERRE, S. D., Dec. 18—Petitions to obtain a popular referendum on the
State's anti-slot machine law passed by the 1937 Legislature came to an
unsuccessful end here when the State Supreme Court ruled that the petitions
contain insufficient signatures. The petitions were started last June and when
filed the secretary of state refused to accept them officially saying they did not
contain the necessary legal signatures to give the law a vote of the people.

The two laws passed in 1937 are about as extreme as any statutes known today
in their definitions. The second law, a repeater action bumper springs light up
when a space ship is visible. If a lighted
repeater-action spring is contacted
a continuous number of hits are recorded
until the space ship goes out of sight.

We have added another feature that we

THE BILLBOARD
AMUSEMENT MACHINES
December 25, 1937

1937 Pace All-Star
COMETS
(Mystery Pay, 5c-16c-25c Pay)
FROM MIX RODEO RIFLE 135.00
Slightly Used Slot Machine Parts, One-Half Price
1/3 Deposit—Balance Your Order.

AUTOMATIC SALES CO.
227 Second Ave., N., Nashville, Tenn.

Mars Scores Hit With Chicoin Fans

CHICAGO, Dec. 18—Mars, the latest creation of the Chicago Coin Machine Manufacturing Company, was made
available to distributors through the mails last week, according to Sam Wolberg and Ben Gerburg. In commenting
on this game, Wolberg stated: "Mars let us simultaneously to all
our distributors so that everyone would have an equal chance to cash in
on this new novelty game. Since the original announcement orders have
poured in for the game."

"Mars is entirely different from the
ordinary type of game," Wolberg con-
tinued. "It has an unusual exciting
action. Measured on this game is a
double glass depth back rack in
brilliant colors, two modernistic moving
space ships which rotate within the
back rack, two repeat action bumper
springs, as well as 11 regular bumper
springs and other exciting features.

In explaining the play principle of this
game, Gerburg stated: "As a coin is
inserted in Mars the two modernistic
space ships begin to rotate thru the
actual depth back rack, only one ship
being visible at a time. As a ball is
played it may contact one or more of
the 11 bumper springs on the playing
field. If one or more of these contacts
are made when a space ship is visible
the hits are recorded on the light-up
totalizer on the colored back rack.
Incorporated on Mars also are two repeat
action bumper springs which light up
when a space ship is visible. If a lighted
repeater-action spring is contacted
a continuous number of hits are recorded
until the space ship goes out of sight.

We have added another feature that is
making a hit with operators," he con-
tinued, "and this is the Chicago Coin
payout recorder and score set."
Here's how you can get back into the money with a game that requires as much science and skill as Bowling, Billiards, Golf, Trapshooting, etc. Yet, it has all the earning power—all the fascination of trapits, raffleting, etc. Simply make selections by inserting coins in proper chutes, then try to stop spooning earnings power—until the fascination of trapits, raffleting, etc.

**SKILLO**

A GAME OF SCIENCE AND SKILL—LEGAL EVERYWHERE

Models for merchandise certificate, trade checks or cash payouts!

Evans' NEW patented, multiple 7-Coin Head is absolutely unbeatable and tamper proof. The last three coins for each selection are precisely visible at a distance....an added protective feature! Modernistic walnut console! Magnificent playing field, richly silver-etched illuminated Arrowhead Rotor-Lite! Mechanism refined to a a-b-c simplicity! Absolutely fool-proof! Evans' famous precision-engineering throughout! Perfect performance guaranteed! Order from your Jobber or Write, Wire or Phone Haymarket 7630.

IT'S NEW! IT'S HOT! IT'S A WAC!

-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 $25.00
Ax. Cross Profit $15.00
ORDER TODAY!
BE FIRST!

HARLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Lucky Purse Deal

Pocket-Big Profits with 1937's BIGGEST HIT. A Pyrotechnic stunt with 1000 pull strings, 2500 wrappers, 5000 dollars guaranteed profit. $1.00 to $25.00. Made from genuine wrapping paper with 1000 winners and 5000 prices. Take this an addict of 5000 dollars for Big Lot Prices.

H. G. PAYNE COMPANY
312-314 BROADWAY
NASHVILLE, TENN.
THE NEW NOVELTY SENSATION...
BREAKING ALL RECORDS FOR SALES

JUNIOR
AS A COUNTER GAME OR AS A JUNIOR TABLE GAME
FASTER PLAY—FASTER PROFITS

Here is the game all operators have been dreaming for! JUNIOR, complete novelty game made in a smaller size—full size bumper springs, full sized 1" steel balls, large illuminated totalizer back rack. Earns as much on all locations as large sized games. High score play that appeals to all players. Order JUNIOR today and get started with more profits than you ever dreamed of.

JUNIOR is available as a junior table game with legs at $2.00 additional. Please specify when ordering.

Note The Low Price
$99.50
$39.50

F. O. B. Chicago
2621 N. Ashland Ave.
Chicago, Ill.

Genco Offers New Style Counter Game

CHICAGO, Dec. 18.—In spite of its newness, our latest counter game, JUNIOR, is fast becoming a sure-fire hit, declared Meyer Genzberg, official of Genco, Inc. "JUNIOR is the first and only bumper counter game and has all the features of big tables. It has the same sized bumper springs and is played with full-sized one-inch steel balls. It is a complete bumper-type novelty game made in a smaller size for those locations that cannot, because of space requirements, accommodate a full-sized table. The illuminated glass back rack, plus the beautifully colored playing field, are definite attractions for players.

"In addition to the beautiful coloring, JUNIOR has the fine mechanical construction so characteristic of Genco games," he went on. "It is check-full of action and excitement and is so appealing to players that they play one game after another."

"Before we offered Junior to operators and distributors we predicted that it would be a hit. We felt that since it was so different from any counters now on the market it would offer all the appeal of a big table-sized game, and our prediction has been proved by the number of orders arriving daily from all parts of the country. We honestly believe that JUNIOR offers operators a real opportunity to cash in on extra earnings in new locations. Another feature for which Junior is fast becoming noted is that it is available in the floor model."

he concluded, "with four standard-length legs at only a small additional cost."

Ak-Sar-Ben Going Strong, Says Burras

CHICAGO, Dec. 18.—"Within the past 16 days we have received orders for more than 200 sample Ak-Sar-Ben free-game machines," declares Hugh Burras, sales manager of the Western Equipment and Supply Company. "There are a lot of reasons why this new free-game model has become so popular.

"In the first place it can be introduced immediately and used in all territories in which games of the so-called novelty type are in operation. What's more, it can be operated with one or two players.

"The payout model is identical with the free-game machine. Burras continued, "Sales on this model have been mounting steadily. We feel that the biggest reason for this great popularity of Ak-Sar-Ben is the fact that it has so much player appeal. It is punch-packed with excitement and action, and gets players so psyched up with interest that they keep playing the game after game."

"Ak-Sar-Ben is one of the most fascinating of this type now on the market," he concluded. "The captivating action combined with the mechanical excellence of both the free game and the payout model have firmly established both of these games in the front ranks of those machines which are proving so popular at this time."

Bklyn. Amusement Increases Its Force

BROOKLYN, Dec. 18.—Charley Aronson and Bill Alberg, of the Brooklyn Amusement Machine Company, report that they have increased the number of their employees to 14, have added another fully-equipped and view warehouse, and have jumped their business during the past month to a point where every one of their organization is proud of their achievement.

"That's nothing," Aronson and Alberg state, "we expect to practically double the size of our company during 1938 with some of the new products we expect to pick up at the coming convention. We are using more equipment today than we have ever used before. During the coming year we expect to enlarge our activities still more. There is no doubt that we have plenty of room for expansion. Now that our organization is beginning to function as it should we shall be able to add more lines just as soon as they enter this territory."

AMUSEMENT MACHINES
IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

1-BALL AUTOMATICS

22 Caroms .... $24.50
12 Derby Day .... 32.50
25 Golden Wheel .... 39.50

SLOTS

Jennings Chiefs .... $37.50
Mills Blue Front .... 45.00
Mills Blue Front, 50c .... 40.00
Jennings Chief, 50c .... 47.50
Bally Reliance .... 19.50
War Eagle .... 32.50
Cherry Bells .... 59.50
Mills QT .... 34.50
Grotchen's Columbial .... Convertible, 5-10-25 30.00

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

In Production on Games To Be Shown

CHICAGO, Dec. 18.—In announcing
plans for the coming 1938 coin
machine show, officials at O. D. Jen-
nings & Company emphasized that the
Jennings firm would undertake to
provide operators a "package" this year
by having already in production every
device which will be exhibited by the
firm at the convention.

"We have all heard from year to year
the common saying that most of the
operators will use to lacrosse the
comicic yeas and decide upon what sales
formulate quite opened.

first time since their Miami branch was
opened.

Marne Ginsburg has left
meat corning from the
To the Southland
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We have a number of new leima
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which will be exhibited by the
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"We have all heard from year to year
the famous sayings of poet* and philmopbers
are reported to have read* definite ar-
sorties barracuda and other deep-sea fish_
operators who will bo in Miami at the
same time to try their hand at catching
for
said.

"You can say that our plant is so busy
"No ifs or ands" about our desire
inventory radically.

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for
said.

"You can say that our plant is so busy
"No ifs or ands" about our desire
inventory radically.

"We have all heard from year to year
the common saying that most of the
**BULL'S EYE**

WITH UNIQUE NEW TARGET FIELD

Greatest novelty money-maker since Bumper—and in many places actually earning more than Bumper did in its heyday! It's the Skill Spring that gets 'em! See BULL'S EYE at your jobber!

S-BALL NOVELTY GAME

ORDER TODAY

$7.450

FO. A. Deals

**LITE-A-PAX**

Bally's newest Counter Game! Same hit! Penny-Nickel-Dime-Quarter play! Juicy array of winners guarantees constant repeat play. Cigarette packages in full color, illuminated by flashing lights, create sensational eye appeal. Replacement fronts for various different games at slight extra charge insure perpetual profit with amazingly low investment. Write for prices.

**BALLY BASKETS**

- 100% LEGAL!
- FAST MONEY-MAKER!
- DE LUXE CABINET!
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