AFA-BAA Put On Warpaint

Decision expected Monday on N.Y. jurisdiction—censure age—raids, etc.

NEW YORK, Dec. 25—Wednesday meeting of the Associated Actors and Artists of America has decided jurisdiction over former burlesque houses in New York. Associated Actors and Artists of America had been looking for jurisdiction over former burlesque houses in New York. The Associated Actors and Artists of America had been granted jurisdiction by the American Federation of Musicians, but the AIA had not been censured for calling the AFA a "racket in the burlesque.

Silver Life Card To Aid SLA Drive

CHICAGO, Dec. 25—The membership committee for the Showmen's League of America has decided to support the fund drive for the Silver Life Card. The Showmen's League of America is supporting the fund drive for the Silver Life Card. The Showmen's League of America is supporting the fund drive for the Silver Life Card.
No Scenery But Chemical Ice for Skating Ballets

Popularity of shows causes wonder as to costs—ice figured as $1 a square foot—500 capacity needed to pay off—presented as revues rather than exhibitions

NEW YORK, Dec. 27.—With ice ballets enjoying their biggest popularity ever, many theater, cafe and auditorium bookers are looking into the possibility of booking these shows. Biggest fears have time and weather needed for preparations. According to most of the owners of ice shows, a night spot must have a capacity of at least 500 to afford a good show. As auditoriums, most of them are large enough to accommodate an ice program. Some decided the ice will be tight as a drum.

Of approved agents would be a good thing for the profession. Of approved agents would be a good thing for the profession. A list of agents was made and presented to the dance committee at the Madison Square Garden, as the Asociation of Performing Artists, Inc., and the American Federation of Musicians, having an approved list of agents, predicted some sensitization against the wholesale discharging of agents without an approved list.

Radio Commercials in "March of Time"

NEW YORK, Dec. 25.—New issue of March of Time newsletter contains a sequel to "March of Time," showing the changes in the radio industry during the last five years. The series, originated by the National Association of Broadcasters, is now serving a dual purpose, providing entertainment and information to the public.

Canton TATSE Elects

CANTON, Dec. 26.—At the recent annual election of Canton Local No. 61, TATSE, the following officers were elected: President, John Skipp; vice-president, Harry Lane; secretary-treasurer, Art Lehmann; recording secretary, "Chuck" Schwabmeier; business agent, Paul J. Spahr and B. Schlimmer, trustees.

RCA Nixes Sales of Recordings To Stations Signing With NAPA

PHILADELPHIA, Dec. 26.—Local radio stations which signed with the National Association of Broadcasters' Association of Performing Arts (NAPA) to secure an equitable royalty for records sold on the air have been notified that they are required to pay NAPA.

With the leading manufacturer of records putting radio on the taboo list, stations are beginning to wonder why they are required to pay NAPA.

"Possibilities May Address Them in Care of the New York Office of the Billboard, 1234 Broadway"

For FILMS

ROBERT ORTIZ—tall and statuesque Spanish dancer, who danced between the Yumurri Club, New York, and the Metropolitan Opera House, where she appears as soloist in Carmen. A fine dancer, possessing a fine head, fine grace, and easy and flowing heel kicks and cas-

taining the right to access the Latin dance milieu. In this season, the show has appeared as a regular feature of the Latin dance programs of the major outdoor festivals. In a ballroom, a major indoor festival. Billboard's coverage of every branch of the show business.

For LEGIT

JERI WITHEE—blood and shapely Spanish dancer now doubling for a hot shot at the comical, "Uncle Whip" Quits

PHILADELPHIA, Dec. 23.—James Willard Jr., WIP's "Uncle Whip" since 1935, announced his retirement from the program, effective January 1, 1938. Willard took over the role as "Uncle Whip" in a "Weirdo" program in town, after the death of Chris Orham, originator of the character. It was announced that Willard's resignation came after a salary negotiation.

For MUSICAL

JEFF WATTERS—blond and shapely tap dancer, dancing with the "Paradise Restaurant, New York." In his new role, Watters has been described as a fine dancer, possessing a fine head, fine grace, and easy and flowing heel kicks and cas-

taining the right to access the Latin dance milieu. In this season, the show has appeared as a regular feature of the Latin dance programs of the major outdoor festivals. In a ballroom, a major indoor festival. Billboard's coverage of every branch of the show business.

Government Grants Subsidy To Paris Opera Theaters

PARIS, Jan. 1, 1938.—The government of the French government has approved the expansion of the Paris Opera, providing $10 million for the construction of a new building. The expansion is expected to be completed in two years, with a seating capacity of 2,500. The government's decision is aimed at improving the conditions of public education, for example, by increasing the number of students who can attend the opera. The government's decision is expected to be well received, with the opera being a popular attraction for the city's residents. The construction of the new building is expected to be completed in two years, with a seating capacity of 2,500. The government's decision is aimed at improving the conditions of public education, for example, by increasing the number of students who can attend the opera. The government's decision is expected to be well received, with the opera being a popular attraction for the city's residents.
Federal Theater Dance Show
Returns With Tamiris Solos

NEW YORK, Dec. 25—Last performed by the WPA Federal Theater at the Nora Bayes in May, How Long Brethren, with Tamiris, returned this week to make another stand at the 49th Street theater. It is ultimately slated for the Lafayette in Harlem.

Tamiris and a dance group do essentially the same routine presented when the show originally opened, but the production is prefaced by four numbers by Tamiris alone. Limited audience appreciation of modern dance technique found the business much to their liking. Show turnout has the aid of a Negro choir, of great help in creating moods for the different numbers.

Even with the draw of Tamiris, commercial promotion of such a produc-
tion appears very slim, owing to the sense of futility which seems such an essential ingredient of this art form. It may have social signif-
ificance, but whether this can be translated into paying entertainment is doubtful. Significant that even the audience of longhairs gave greatest ap-
plause to the number whose performance must closely parallel the modern jazz or swing idiom.

Brethren, when produced in May, was part of a program which also had Charles Weidman appearing in Candide. Weidman's style, rich in pantomime and clowning, is the entire evening's performance. Current show could very well make use of material which is lighter and more relaxed.

The work of the choir is excellent, score by Genevieve Pitot is good. Lighting by Fodor.

Paul Ackerman.

Sincerely yours,

CHERRY BURRELL

For Theaters, Shows, Night Clubs, Amateur Organizations.
We have been specializing in this work for over 18 years.

Screen Actors Guild
New York Office

Florence Marston, Eastern Representative
11 W 42nd Street, New York, N. Y.

DRAPEST & SCENERY

For Theaters, Shows, Night Clubs, Amateur Organizations. We have been specializing in this work for over 18 years.

Expert Workmanship, Low Prices. Write for Information.

STAGE RIGGING-INTERIOR DECORATION

NEW YORK, N. Y.

For Sale! A Bargain!


Write Box 832, care Billboard, 1564 Broadway, New York City.

STAGE RIGGING-INTERIOR DECORATION

SPECIAL PRINTED

SEASON'S GREETINGS

From MIKE FRITZEN AND JOE JACOBSON's

CHEZ PARRE

CHICAGO

THE HOME OF STARS

A HAPPY NEW YEAR!

IF YOU MAY GET ALL YOU WISHED FOR BEFORE IT BEGAN

WILL GIVE YOU

TO EVERYONE

ALL THROUGH THIS YEAR

THE TOLEDO TICKET CO., Toledo, Ohio.

ORDER YOURS NOW!
New Play on Broadway
Reviewed by Eugene Burr

IMPERIAL
Beginning Wednesday evening, Dec. 22, 1937
BETWEEN THE DEVIL

What starts out as a casually and humorously entertaining musical at the Imperial Theatre ends up as one of the smartest, brightest and most appealing shows in years. It is coached.

SEE NEW PLAY on page 119

FTP and Equity
Tieup Is Seen
NEW YORK, Dec. 25.—In its first move to obtain sponsorship and close working arrangements with the other theatrical unions, the Federal Theatre Project, thru Mrs. Hallie Flanagan, national director, and Mrs. Alex Perry, head of the Washington branch, Wednesday with Burgess Meredith, first vice-president of the Actors' Equity Association, to determine the manner in which Equity might give the project a better front. Burgess then moved for a renewed approval for the project cease before Congress in the future.

Court Says It's O.K.
To Sell KTHS
LITTLE ROCK, Ark., Dec. 28.—As Kimball, Hot Springs, most powerful station in Arkansas, the KTHS Uphold right of board of governors of Hot Springs Chamber of Commerce to sell station to Col. T. T. Burton and associates, of El Dorado, for $75,000.

The court's action attracted wide in.

(See COURT RULES on page 33)

Chorus Equity Notes
Arbitration awards have been won by Chorus Equity Association from the Metropolitan Opera, Inc., and Unity Amusement Company for 11 members. An award of $80 for two weeks' pay was won for one girl who had been working in the chorus at the Oriental Theatre. Had her contract stipulated two weeks' notice, she was discharged. (See CHORUS EQUITY on page 119)

GROTESQUE FIGURES FOR PARADES
FOR RENT—FOR SALE
We have the largest stock of Costumes for all Occasions. The Only House that has its Kind in the Country.

PICHLER & CO., Inc.
101 E. 34th St., New York City.

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HOLIDAY GREETINGS
from
LEONARD B. LEWIS
161 West 23rd St., New York City.

TO OUR FRIENDS AND RELATIVES:
May this Christmas bring joy and happiness to you and your homes.

LEONARD B. LEWIS
161 West 23rd St., New York City.
'Twas the day after Christmas...

...many a Youngster Boasted

"Here's the new typewriter I got for Christmas; isn't it a beauty? Home work won't bother me any more... now when I can type it and have neat papers with half the effort. And, oh boy, will that help me get good marks!"

Stop in at the nearest Underwood Portable Typewriter Dealer

Let him show you the new Typemaster Portables with their smooth contours and trim simplicity of design. Note the Champion Keyboard and Touch Tuning, big-machine features which make typing easier than ever.

WEEKLY PAYMENT PLAN

Let your dealer tell you about the easy terms available to the Underwood purchaser. No need to give up the idea of making some one happy with this splendid gift merely because it's inconvenient to pay for in one lump sum. Payment can be spread over a number of months. The Underwood Portable comes in five different models, each with handsome carrying case—$39.30 and up. See them at your Dealer's today. Or, send the coupon. Every machine is backed by nation-wide, company-owned service facilities.

...many a Man Said

"Talk about your useful gifts— I should have had one of these long ago. What a cinch my correspondence is going to be from now on and instead of having to do night work at the office, with this Underwood I can write my notes and plans at home."

...many a Wife Exclaimed

"I just love my new Underwood Portable. It has everything including the famous Champion Keyboard. It's so easy to write with. It's so good-looking. And so easy to keep clean... see how the back is all sealed to keep dust out of the mechanism?"

...the Gift that keeps on Giving...

UNDERWOOD

Portable Typemaster

Copyright 1937, Underwood Elliott Fisher Company
BOOKINGS HEAVY

CHICAGO, Dec. 23 -- Local spots, large and small, have begun booking into New Year's Eve trade and fees are the stiffest in years. This is because of the manpower situation which have neither cover nor minimum contracts, and the fact that the local talent market is smaller than it was a year ago. The key to the New Year's Eve trade is to keep the talent market supplied with good acts who are determined to work. The key to the New Year's Eve trade is to keep the talent market supplied with good acts who are determined to work.

KANSAS CITY, Mo., Dec. 25 -- Stage is set for New Year's Eve celebration Friday night, with night clubs expected to make more money than any other night of the year. The key is to keep the talent market supplied with good acts who are determined to work.

TORONTO, Dec. 25 -- New Year's Eve fun lovers have stuck high the biggest price of reservations in the history of this town's purveyors of entertainment. A big-hearted police department closed down New Year's Eve celebration's dance halls, not that it ever mattered on the night of nights, and going to New Year's Eve celebration is not a cheap proposition.

Disorders joined in the celebration's festivities and guards were placed at key points. The key is to keep the talent market supplied with good acts who are determined to work.

New Year's Eve at the N.Y. Mammoth Cafe

Would rival Int'l and French casinos and also stress Continental atmosphere - Rose show at French Casino takes $350,000 cost. Int'l Casino biz slumps

The Billboard

Trio N.Y. Mammoth Cafe?

Koutras Taylor, Lartigue Want Center Theater as New Nitary

It Was Inevitable

New York, Dec. 25 -- Its appearance was inevitable, but the wonder is that it has not happened before. When Charlie McCarthy knows it or not, he has now a series of 'at home' shows that can be added to the woodpile in more ways than one. When a said-in-law is set, midnight redtites of McC., will make wave at the Kit Kat Club here this Year's with John Cooper, colored ventrilouquist.

Club Audition

Miami Line Famine

A Break for Schools

New Year's Eve Bookings Heavy

Key cites report big demand for music, talent - doubling - high prices

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Talents report prices.

The Billboard

Trio N.Y. Mammoth Cafe?
THE MIGHTY CHAIN OF RKO THEATRES Congratulates The Billboard on the occasion of its 43rd ANNIVERSARY and extends sincere wishes for A MERRY CHRISTMAS and another successful year.
In MERRY CHRISTMAS AND A NEW YEAR
Hudson Ray and Geraldine
Season's Greetings
The Hudson Wonders
Merry Christmas and a Happy New Year to all

HAL LAWRENCE THEATRICAL EXCHANGE
108 N. Dearborn St., Chicago, III.
JIMMY HESS, Read Representative

GREETINGS!
Herman Hyde
Late of the Folded French Casino
NOW PLAYING
THE BEST
THERE IS!

Sally Burrill
direction
Paul Dempsey

Club Management
News and Angles on Night Club Operation

Labor Costs Rise

New York City club owners were faced with higher labor costs this New Year's Eve. For the first time the key spots had unionized performers to deal with. The $40 minimum, however, only bothered the smaller clubs. As for foodworkers, Local 16 (AFL) upped the New Year's Eve scale about 20 per cent. Scale was waiters, $6; bartenders captains and cooks, $12, with time and a half for overtime.

Food Unions May Merge

Local 16 and Local 89 (cooks) are talking a merger. Local 89, with 2,400 members, has already chased the move, and Local 16 (with 4,800 members) votes on it this week. If the merger goes thru it means night clubs will be dealing with a single foodworker union instead of two as now.

Commodore's Combo Card

Hotel Commodore, New York, mailed out clever Christmas cards that included the supper menu and prices and reservation information. Whereas most New Year's Eve circulators to patrons were undoubtedly lost in the rush, this Christmas card probably was read carefully.

Checkroom Gal Tells All

Hat check boss, Jeanette Ray, at the Onyx Club, New York, landed an interview in The New York Mirror last week, revealing such interesting angles as: The average tip is 17 cents, college boys are the worst tippers, Saturday night crowds are the cheapest, formal-dressed patrons tip more, cigarette (usually at a quarter) usually get a quarter tip, wives tip more. cigaret girls selling "International Casino souvenir cigarette" at a quarter a pack. This is offered to customers who wouldn't ordinarily buy smokes but who might go for the souvenir idea.

Int. Casino Has System

International Casino, New York, has its cigarette girls selling "International Casino souvenir cigarette" at a quarter a pack. This is offered to customers who wouldn't ordinarily buy smokes but who might go for the souvenir idea.

Mississippi Clubs Win

Charges against 13 Rankin County (Mississippi) night club operators were dismissed in court here for "want of prosecution." The operators were arrested and their clubs raided by national guardsmen recently on charges of selling liquor and allowing gambling. (Mississippi remains dry.)

Following the ruling of the judge that the guardsmen had no legal authority to apprehend civil officers in serving search warrants and seizing property and that in doing so "broke every civil right that the club owners possessed by grant of the Constitution of the United States," the guardsmen had no legal authority to apprehend civil officers in serving search warrants and seizing property and that in doing so "broke every civil right that the club owners possessed by grant of the Constitution of the United States."

With this evidence excluded, the prosecution was unable to make a case and the charges were dismissed.

Padula Plans Rumba Salon

Arthurd Padula, manager of the Philadelphia Arcadia - International, is planning an innovation—a rumba salon.

The salon will be located in the one-time English Grill Room of the Arcadia. It will be decorated with a Cuban-Spanish motif and be called La Congo. Mario Villani, former manager of Pauluta's Anchorage, will be manager.

There will be Spanish waiters and Spanish hosts and hostesses to dance the rumba with the guests. Music by Don Rosado's Orchestra, now playing at the Arcadia, which will be augmented by additional men. The rumba instruction will be free. Padula expects to open the new spot New Year's Eve.

GLOWING GLASSES ON MARKET

In A new glow are being sold now to night clubs and bars by a Mid West novelty company. Product is called Glow-Bay. Glass stems, cigarette glass trays and other bar equipment automatically glow in appropriate warm colors when placed on a sensitized bar.

The company claims the cost of the equipment will be made up by the new customers lured by the novelty of drinking out of a glowing glass.

Souvenir Cigaretes of I. C.

International Casino, New York, has its cigarette girls selling "International Casino souvenir cigarette" at a quarter a pack. This is offered to customers who wouldn't ordinarily buy smokes but who might go for the souvenir idea.

Steve Auste, manager of the Stone wall-Riviera niterie, Bridgeport, has introduced a new stunt of taking movies of those patrons attending on certain nights and then showing them the following week. stunt is going over in style, and patrons are lured by the novelty of drinking out of a glowing glass.
To All my Friends Everywhere:
Sincere Best Wishes for
Happiness and
Prosperity for 1938.

Belle Baker
What the Night Club Editors Think Of the Press Agents

There are about a dozen men on the New York daily wire writing night club or Broadway columns which emphasize night club life. With night clubs depending on newspaper publicity and the publicity men have become the objects of a terrific barrage of personal attacks, press agents, performers, publicists, night club owners, brokers and so forth. The press agents, of course, lead the fray. They argue and counter and reinforce the argument and draw up their lists of names and letters and wills and columnists get off their chest and the results are amusing, sometimes inflammatory and frequently amusing.

Walter Winchell
Walter Winchell, veteran syndicated columnist, says, "Most of the boys are all right and many of them send old gags, which they get back good and I will never stop doing it. I prefer getting the stuff by mail or phone — though I see many in person." Dan Walker
Dan Walker, Daily News syndicated Broadway columnist (he also writes for The Billboard), says, "The trouble with these press releases are that they are uninformative. A good press agent is one who is also a good copy writer. The essentials of journalism are who, where, when, why and what. If a press agent is able to write useful and reliable press agents are some of the younger ones who aren't too lazy or too self-satisfied. The best one I know is Len Gobs, who aren't too lazy or too elite of their jobs to bustle around for a story. The best one I contact is Len Gobs. He won't have it any other way."

Herbert Arnold
Herbert Arnold, veteran columnist and author of the late Monty Woolley, says, "I have found most of the better columnists sent me. It's a matter of fact. I have seen some interesting things, but I don't like the idea of sending news which could be of interest to the public. I have seen some interesting things, but I don't like the idea of sending news which could be of interest to the public."

Louis Sobol
Louis Sobol, one of the deans of syndicated columnists of The Journal-American, says, "I have been a writer for many years and I have written a lot of newspaper copy. It is difficult to write good stuff when you have to write for a newspaper."

Leonard Lyons
Leonard Lyons, when he left his New York Post column, was much admired, and was known as a 'hard-nosed newspaper columnist'. He was a great admirer of the New York Post and its editor, Joseph Pulitzer, and he wrote for the Post in various capacities, and was known as a 'hard-nosed newspaper columnist'. Hopeful News
Hopeful News, veteran New York columnist, says, "I have been a night club columnist for a number of years and I have written for various newspapers. I have written for various newspapers. I have written for various newspapers."

Ted Friend
Ted Friend, night club editor of the New York Mirror, says, "I have written for various newspapers. I have written for various newspapers. I have written for various newspapers."

Malcolm Johnson
Malcolm Johnson, who does the night club column for the conservative New York Daily News, gives the p.a. some friendly advice. He says, "I have been a night club columnist for a number of years and I have written for various newspapers. I have written for various newspapers. I have written for various newspapers."

By Gardner
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Ben Schneider

Ben Schneider is in charge of the Disc
ing and Dancing Department. His
child publications and his night club
coverage in Women’s Wear Daily is well
known. He supervises both advertising
and editorial angles.

“What’s wrong with most press re-
less? I should say that their chief
fault is that they are too inflated,” he
says. “There’s too much material in
them which is not really pertinent,
which is dragged in by the hair of
the head and has to be blue penciled.

“Obviously it is to the
interest of every press agent to cooperate
with timely releases, and yet many releases
reach me when they are no
longer news.

“Since my time in the office is very
limited, I prefer not to have personal
visits or phone calls from press agents.
All releases by mail get my careful at-
tention.”

Press agent could be of greater
value to me if publicists would
restrict releases to the actual meat of
the story, by making their releases
timely, and by restricting their contacts
to the mail as much as possible.

Robert W. Dana

Robert W. Dana is now handling night
club press for The New York Daily
Baltimore and he. too, objects to “obnoxious
methods” used by some p. a.s.

“This reporter appreciates the fact that
night club press agents must make a
living,” says Dana, “and that those
who handle several clubs do not
necessarily resort sometimes to
obnoxious methods to secure even the
minimum amount of publicity.

Nevertheless, it seems that smaller clubs
might easily achieve their purpose with
less hand wringing and yelled release
louder to the poorhouse. Organization, like,
perhaps, the N. Y. T. P. A. might be
the answer. It would probably serve
to weed out the “cheap labor,” thus
improving better results for the night club
proprietor, the press representative and
the astigmatic reporter.

“On the whole, the night club copy
that comes to this office is clean and
readable. Its main defect is wordiness.
Press agents should realize that
the client needs only the news and reserves
the privilege to ‘blow up’ said news in
his own language. A few harried indi-
cidually to use a press agent’s news
and try to manufacture news out of no-
ting. This is the kind of stuff that fills
our wastebasket.”

“An occasional phone call or personal
visit is in order if not overdone or
with too many ulterior motives. But
experience has taught us to welcome
contact by mail. And the releases that
bring the best results are those from
men who handle several locations. They
send the shortest, most intelligible news
in the form of a press release or a
cover letter. Any personal contact
between is, in our opinion, a
nuance, not constructive.”

George Ross

Like most of the better night club
reviewers, George Ross, of The New York
World-Telegram, thinks most press agent
stuff is too obvious and does not
interest him. He says

“(1) Most press releases are so
obviously ‘press agent’ that the editor
must spend a little time trying to
get new angles and then working
editors for plugs. If a show is good
enough to attract notice, it gets quite
naturally. If it isn’t, no high pressure
can make a hunk of garlic give out
with odors of Christmas Night.

“(2) Part of the remunerate to get more value
out of press agents lies with night club
owners. If they hire a good man
it is their business to keep him. He can’t
perform miracles, he can’t break pictures
and paragraphs and feature stories every
day or week—but if he does a consistently
satisfactory and intelligent job
and knows that he’s on the pay roll
permanently, and not merely by
night-club basis, he’ll spend more time worry-
ing about improving his job and not
worrying about keeping it.”

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“(1) Most press releases are so
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get new angles and then working
editors for plugs. If a show is good
evertheless, its reputation gained by reliability helped
them grow. It would be easier to tell
tell which press agents are unreliable, but
they are now only a handful, well known
to all editors. That is why the
number grows less ever year.

“(2) As far as personal visits go
is better for a press agent to make a
first direct contact with the editor and
then submit his subsequent ideas
writing. George Ross
press agents believe, written memos are
carefully scanned and are carefully
accepted or answered.

Then, too, p. a.s. seem to have a genius
for arriving at immediate release.
Memos, however, should be read at periods of
least stress and stand a better chance of
managing more and better. A writer
who would like to add—except perhaps a more
careful check on items involving personalities.”

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experience has taught us to welcome
contact by mail. And the releases that
bring the best results are those from
men who handle several locations. They
send the shortest, most intelligible news
in the form of a press release or a
cover letter. Any personal contact
between is, in our opinion, a
nuance, not constructive.”

DOROTHY BLAINE

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“BEAUTIFUL EXPONENT OF
SONG

"Her Voice is of a beautiful
quality..."

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"A really sweet losher who
exhibits an individuality in
forth and blue songs.

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"Her vocal interpretations are excellent..."

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THE 3 PEPPERS

extend their
GREETINGS OF THE SEASON
to all those who have made
our success possible

5th Hour Hickory House, N. Y.
Night Club Reviews

International Casino, N. Y.
The nation's most colossal night club is holding up nicely, now that the tourist season is over. About $45,000,000, the gross 10 weeks has dropped to around $8,000,000, the pre-holiday slump being offset by a smart novelty number, Myrtil and Carda, mixed teardrops in sparkling silver paint, are an easy hit with their fine adagio, contrastion that acrobatic routines.
The second half of the show is more artistic, obviously figuring on dinner crowds being shown off by a large number of performers. The Morenci number gets a big laugh at the start of Act II. The girl troupe wears a costume of sparkling foil, and the piece de resistance, light from a star and a string of beads, is a hairpin in mouth by catching the lighted match at the end of the rig. Atter which the assistant producer brings the assist, and the girls' slippers, are lit. A fine performance is given by Bobby May follows this number and ties it off to a great finish. The girl troupes are more attentive, and the mid-week number gets high points in the audience.

TO MY BOSS:
Jack Kalchein
Marty Whyte, Associate
32 W. Randolph St.
Chicago, Ill.
Los Angeles Address: Knickerbocker Hotel.

HOLIDAY GREETINGS
To My Boss
Julius Roth
New Manager
VE TRINITY BAR & RESTAURANT
306 Seventh Ave., North 40th and 41st Streets
New York City

GREETINGS
To my friends on the coast:
Will be in your fair city the latter part of January to look for new talent.

Rahaj Raboid
“Miracle Man”

GERTRUDE & RANDOLPH AVERY PRODUCTIONS
LINE—ACTS—NOVELTIES
For Clubs and Conventions
Associated With
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Chicago

JANE FARRAR
Season's Greetings
1421 Service Street
Philadelphia

TO MY BOSS:
Jack Kalchein
Marty Whyte, Associate
32 W. Randolph St.
Chicago, Ill.
Los Angeles Address: Knickerbocker Hotel.

P. S.—I'll be leaving for the coast with you, Jack, after my week at the State-Lake January 7th.
Holiday Greetings from BUSTER HEWITT

A CREATIVE EMCEE WITH A SINGING VOICE AND MATERIAL THAT IS DIFFERENT

Just closed six months of a real pleasant engagement at the CASA GRANDE, Washington, D. C., following the Town Casino, Miami Beach, Fla., and guest star at Jack Dempsey's.

Per. Add. Billboard, N. Y. City

The Billboard
January 1, 1938

Season’s Greetings

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

New York

Season’s Greetings from RAY GILBERT and WALKER IDEAS INCORPORATED

THANKS TO:

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JACKIE GREEN
SOPHIE TUCKER
THREE SLATE BROS.
AMES and ARNO
GLADYS CRANE
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“BABES IN ARMS”

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(Donela and Antonio)

“The Ballroom Dance Team That Is Different”

RECENT ENGAGEMENTS:

10 weeks Agua Caliente Hotel, Tijuana, Mexico
4 weeks Biltmore Bowl, Los Angeles
2 weeks Rancho San Pablo, El Cerrito

Now playing return engagement Agua Caliente Hotel

Thanks to Joe Faber

Barbara Parks

“Statuesque Goddess of Song”

Exclusive Management — WILLIAM MORRIS AGENCY

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The Mutual Entertainment Exchange

extends holiday greetings to his many friends and business associates.

Loswe's Rochester Theater Bldg., Rochester, N.Y.
season's greetings
FANCHON and MARCO
30 Rockefeller Plaza
New York City
Ambassador Theater
Bldg., St. Louis
5600 Sunset Blvd.
Hollywood

To All Our Friends
Everywhere
A MERRY XMAS
and
HAPPY NEW YEAR

DAVE HACKER and JUNE SIDELL
Creators of Smart Dance Travesty
(10th month of consecutive appearance in the leading Capitals of Europe)—Add. American Express, Paris.

marihna player with the Vargas aggregation, next steps on the floor for an original selection that has the proper flavoring. Maxine Martel, an acrobatic dancer, followed with a routine and an encore that was stock but attention-grabbing work.

Eddie Vargas takes a spot of his own, playing his violin with feeling. When caught he offered Dark Eyes, an expert version.

Ted and Mary Taft, modern dance team, pranced thru a couple of numbers satisfactorily, being particularly effective in their fast high-kick routine.

Nellee Pitpatrick plays an organ between dance sessions and in just the right key to keep the merry pace steady. A new feature is the Cuban Swing Night on Tuesdays, during which tango and rumba tunes are prominent.

Roy Steffen is managing director. W. H. Padgett continues as p. a. for the 26 and North Club, Milwaukee.

This is one of the fastest growing clubs in the city, operated by Roy Taft and Oscar Plotkin. Some $3,000 has recently been invested in remodeling, and a continued modernization program is turning it into a bright nightspot. Enough table room surrounding the elevated dance floor and bandstand to seat 500, this business has been steady and good. A 25-cent cover charge is in effect and there are few complaints from the trade, which is given a fast swing show and plenty of dance music.

Bella Ganas, of Chicago, has been booking and staging the shows and is pitching in with a good job. Acts fit this environment. Bill Davison and his six-piece band supply lowdown Jazz that is feverish and rhythmic. Bill, formerly with Benny Morco's outfit, blows a mean trumpet. The boys with him are Frank Newton and Red Beumer, sax; Dayton Newton, trumpet, Arlyn Dupre, drums, and Gene Palani, piano. Bill features Freddie Stritt, Helen Savage, Wilma Novak and the Honoree Twins. With the exception of Stritt, whose ensembling job is now handled by Bert Gilbert, all acts are in their fifth week. General impression of the show is that is a Harlem revue ambitiously impersonated by white competitors. It has speed; it is plenty loud vocally and musically, and, what is probably more important, it amuses the check holders.

Marie Christmas and a Happy New Year

JOHNNY AND GEORGE
now appearing
at the
YACHT CLUB, New York

ROYAL DUO extends
SEASON'S GREETINGS

MERRY CHRISTMAS AND HAPPY NEW YEAR

JACKIE GREEN

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From
LOUISE CLAYTON
Vocal and Acrobatic Dancing
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EL CHICO
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Season's Greetings
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GLADYS CRANE
SONG AND DANCE COMEDIENNE
NOW IN TENTH WEEK YACHT CLUB, CHICAGO
MATERIAL BY GILBERT AND WALKER

Season's Greetings
from
NICE-FLORIO-LUBOW

VIVIAN BARKER
GLADYS CRANE
SONG AND DANCE COMEDIENNE
NOW IN TENTH WEEK YACHT CLUB, CHICAGO
MATERIAL BY GILBERT AND WALKER

James Charles Alice
NICE-FLORIO-LUBOW

Season's Greetings
from
ROYAL DUO
MERRY CHRISTMAS AND HAPPY NEW YEAR

JACKIE GREEN
Maxine Lewis

NOW ON TOUR WITH

DAVE APOLLON’S

“Varieties of 1938”

Thanks to

DAVE APOLLON

and BERNARD BURKE

Personal Direction:

JACK BLUM

Hollywood, Calif.

Maxine Lewis, youthful and attractive platinum blonde acrobat, does a challenging routine that boasts a few clever, if not unusual, tricks and returns for a Big Apple strut that is an eye magnet.

Helen Savage is a good Ada Brown of her race, slimmer but just as mature. She lets loose with lowdown woes and at this showing was held for several numbers.

Wilma Novak is another swing performer, opening her turn with a bit of song and going into a couple of tomsinging routines. The girl has a shapely body.

Fredie Shritt emceed and did bits from his former vaude act. Was not as strong as when he appeared with his entire offering at one time, not having any chances here to build to a climax.

Collette, his acrobatic partner, is gaggathru a stock number.

Betty Martin is the intermission pianist, and Sylvia Rose and Martha Brent make a pair of capable table singers.

Sam Hoagberg.

Alpine Village, Cleveland

Herman Pirchner, the irrepressible, certainty goes in for something just a little different in the matter of floor shows.

During the Great Lakes Exposition he brought Faith Bacon to his Show Boat and all but disrupted the carefully laid plans to run the fair without nudity.

At his Hofbrau he has turned to classic music to please his patrons.

Fran Otto Thur and his lads in Alpine costume have dispensed characteristic music at the Alpine Village on Play House Square. Now Herman has turned to opera.

Himself a singer and entertainer, Pirchner has seen fit to stage two streamlined versions of popular operas as his current floor show.

Old Heidelberg is one and Frees Vienna to Budapest the other.

Pirchner is responsible for the idea and sings leading roles. Supporting him are Virginia Gibson, Richard Morehead, Kay Politte Ken, Paul Klatt and Carl Traush.

As a background there is the Royal Vienna Orchestra under direction of Ruby Charnel. The orchestra go on once each evening.

During the engagement of the Gay Blades of the Arena, Karl Schaefer, champion skater, appeared frequently at the Village leading the orchestra.

Chamiseli and Schaefer studied violin in Vienna together and Schaefer has his own orchestra when in his native Land.

Season’s Greetings to All

Fred Sanborn

International Comedian

Representatives

GEORGE FOSTER

NAT KALCHEIM

WILLIAM MORRIS AGENCY

U. S.

Fred Sanborn, International Comedian.
has been given to the comfort of entertainers. Nice large dressing rooms are located on the mezzanine, and a grand stairway leads directly to the dance floor.

Ennis Peters’ six-piece combo is a danceable outfit and does a sweet job with the swingy stuff. Also supports the show in a fine manner.

Ted Chapeau, emcee, does a Bing Crosby. Has a fair singing voice and handles the chatter with poise and a good speaking voice, building up the acts nicely.

Wanda Dawson, beautiful secret top and a Miami favorite, sold three sophisticated songs to big returns. Did Who Is The Mother of Our Country and Viole, Viole in great style, encoring with The Fuller Brush Man.

Jean May, cute blondet, did some excellent control work, coming back to further solidity herself in a pleasing tap routine.

Laine, Tree and Edwards, male cluster of nuts, pulled a bag of tricks patterned after the Ritz Brothers sans the dancing. Kept the customers in an uproar with their many antics, risque songs and stuff. Ended to a weighty mitt.

Spot is in the middle section, caters to and gets a high-eland Clientele. Three shown nightly except Sunday. No minimum or cover week days, but a dollar minimum Saturdays.

Luigi’s Italian Village, Syracuse, N. Y.

An all-girl, all-dance revue, featuring the Dancing Cocktails, six shapely stepdancers, is the new show at Luigi’s, but tiny Johnny Primer, a vest-pocket emcee with a Morton Downey tenor, does a job of grand larceny, stealing the show away from the dancing dandies.

Primer works simply, unobtrusively, but with a surprising grip on the crowd. He had ‘em open-mouthed with the old tear-jerker, Dirty Hands, Dirty Face. Is tough competition for any unit that moves into the Village.

The Cocktails offer nothing particular...
Season's Greetings

BONNER
CARL & LEONE
Singing Stars

Now Playing The
DE WITT HOTELS
Dir. M.C.A.

Season's Greetings

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TED LEWIS, for giving LORETTA LANE, a dancing youngster, a break.
H. A. LANZNER, Cocoanut Grove, atop the Park Central Hotel, N. Y. City.
TOMMY MAREN, the Pent House, atop the Bradford Hotel, Boston, Mass.
TOM WILLIAMS, Club Bagdad, Miami Beach, Fla.
FREDDIE MEYERS, Freddie's, Cleveland, Ohio.
LUCILE & EDWARD DWYER, Berwick Hotel, Newark, N. J.
JIMMIE BRINK, Lookout House, Carington, Ky.
MRS. HERIG, Herig's Village, Columbus, Ohio.
MR. & MRS. H. WEINZIMMER, Club Avalon, Cleveland, Ohio.
SONNY GELTZIEFER, St. Francis Hotel, Newark, N. J.
SAM CLEANER, Club Embassy and Stanley Grille, Montreal, Canada.
J. BIRNAU & M. FLUEN, Blue Mirror, Baltimore, Md.
And to our many One-Night Entertainment Committees for their confidence and splendid co-operation.

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Beauwell and Tooa

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MURIEL CHARLES
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CARL & LEONE
BONNER
Singing Stars

Season's Greetings

European's Best and Biggest Circus Agent

Now Playing The
DE WITT HOTELS
Dir. M.C.A.
music. Eddie Powell, singing interme- sion pianist, carries a large catalog of songs in his memory and is therefore useful at tables and popular with par- ties.

A new show, scheduled to play here when this is in print, is headed by Lee Morse, and includes Lester and Fran- jean, an enamel and six Polka Basset girls.

John Roschberg

Parisien Grill, Budapest

(Month of December)

American talent still predominates at this, the best of Central European night spots. Alto off season, business is still good.

Current headline attractions are St. Clair and Day and Mickey Brenta, both American acts.

Maurice St. Clair and Gloria Day, ballroom dancers, appeared here in the sum- mer. Tenor turns in a grand perform- ance that is both graceful and rhythmic, while it commands attention by original- ity of routines. Miss Day wears attrac- tive gowns with an air of distinction. Mickey Brenta chalks up a hit that will be remembered here for a long time. Her fast-paced acrobatic and rhythm dancing wins applause while she invests her performance with personality and showmanship that has a telling effect. Girl is quite at home with juggling, and this coming from a female dancer is an agreeable surprise.

Juggling, mainly with clubs, is the forte of the Three Lederers, two men and a girl, who turn in a fine performance.

The Mexicanos, three, are daring acrobats with a type of routine that is surefire at this spot.

Franca Vitta, gorgeous looking and shapely Spanish dancer, stands out with her tango and castanet dances. Fallas Fina is a local emcee with plenty of au- dience appeal, and Linda Magda, Sunny Moran and the Parisien Grill Girls do well in their assignments.

Statler Terrace Room,
Cleveland

Statler Terrace Room has changed en- tertainment policy after a month's try- out of floor show of three attractions. It has cut its program to one net, tear - Ins the remainder of the time to Sanirey Kaye and band to furnish music for dancing, with Roger Stearn pounding away at the piano in the cocktail lounge during the early hours of the evening. First attraction under new regime is Norman Harris and Sylvia Shore, who combine a surprising amount of mock- ing fun and grace in a dance revue.

Season's Greetings
from

WILL WEBER
ATTRACTIONS
JIM MOREHEAD JACK MILLER
4,731w -composerassociate
BERT FROHMAN
TONI LANE
JACKSON CLIFFORD &
REeve
JOHN STEELE
ROY SEDLEY
JOHNNY & GEORGE
SONI SHAW
OWENS & PARCO
GAYE DIXON
MARY BURTON
BOB KROLL
RITA WHITE
CHARLES BEAL
1560 Broadway,
New York City
Wisconsin 7-5223-5218

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MARY BURTON
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ZEKE
MAN na

JOHN "POP" DIBBLE

"The Daddy of 'em all"

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In association with Miss RUTH MACK
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1) Paul Patterson—Authentic Cowboy, Author and Western Guide with his Round-up Ranglers
2) Master Buddy Watterson—Vilaphone Kid Star—Warners' Kiddie Revue
3) Porter Sisters Trio (Inst. and Vocal)
4) Patricia and Rene (Les Demers), Palladium, London, 1939
5) James Harvey Burgess (The Country Editor), W.P.A., Atlantic City.
6) Senator Ford (The Yankee Humorist)

Rainbow Room, October 6 to November 16, 1937

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IN "DANCE PARODIES"

MANY THANKS TO MCA

PATTI FAYNE AND CARLYSLE

FOSTER

IN A SYMPHONY OF TUNES

EXTEND SEASON'S GREETINGS TO ALL THEIR FRIENDS EVERYWHERE

SARA ANN McCABE

Direction

MILES INGALLS

FABAN THEATRES INCORPORATED

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NEW YORK

HOLIDAY GREETINGS

HOWARD NICHOLS

"ACE OF HOOPS"

MY THANKS TO MCA FOR SOLID BOOKINGS

Merry Christmas and A Happy New Year
10 Weeks and Options for 20; Youth, Flash, Novelty Wanted

Tivoli Circuit reopens market for U. S. acts—circuit pays round-trip and between-jumps fare—taxes not too high—conditions good—looks and youth preferred.

SEATTLE Wash., Dec. 27.—Acts returning here from Australian tours have been deluged with inquiries from other circuits in Australia and New Zealand. J. C. Williamson Circuit went exclusively pictures and the Circuit went exclusively pictures and the Circuit went exclusively pictures...
1898 - FORTIETH ANNIVERSARY - 1938

In every field of public entertainment throughout the world, the name of WILLIAM MORRIS has been pre-eminent since the turn of the Century.

Today and during the years to come, the glorious principles of work, service, helpfulness and integrity instilled by the founder will continue to be the guiding spirit of the organization.

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— From VARIETY, Anniversay Number, 1932.
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America's Greatest Blues Singer,
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Sensational Singing Comedian,
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and the
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FENWICK and COOK
NOW PLAYING CHICAGO THEATER, CHICAGO
SECOND LOOP ENGAGEMENT WITHIN 6 WEEKS
West—DANNY GRAHAM
East—WM. SHILLING

Vaudville Reviews
Loew's State, New York

(Reviewed Thursday Evening, Dec. 23)
A real Christmas package is offered to the public this week with Rudy Vallee on the stage and the year's supply of comedy with The Awful Truth, on the screen. Prancing his Connecticut Yankees on the stage, singing as master of ceremonies and singing recitation, songs, Polka, a parade through the audience his every passing year his ability as a mas-
ter showman and entertainer increases proportionately. Too, the man has managed an air of assured showmanship about him that all who perform within the radius of his voice somehow reflect an air of assured. Thus the man has managed a true fairness of the current batch of insatiable tunes around the house. Vocal offerings on the part of Vallee were few, for assisted by a quartet of singers, the Gentlemen Shows: Mad Dogs and Englishmen and All Points West.

Netoff and Mazz offer a combination of tap work and minstrel. A military tap tap shows plenty of neatness and pres-
cisely their double number also gets good returns; but not so their im-
itations, with one exception—than of the Great Marv.

Dance team of Baron and Blair offer reserved and unpretentious bal-
room numbers and also indulge in a bit of satire in their Goloas dance, poking a bit of current parade moments, hardly busily, but they have a freewheeling and their work is smooth and even. Ticket agents for the best Broadway offer- ing is quite and streetyPER KIRK in the course, soprano recordings of Cool Clymur's Lady of Spain, featuring some good high notes and coloratura runs. The vocalists have increased her nice hand had she embellished her vocal turn with a bit of humorous delivery, Red Stan-
ley, comic trombonist also billed, was marvellous to show off his horn.

Highlight of the featured acts is sup-
posed to be Cyril Lineith, cockney com-
median, yet somehow he did not deliver quite as well as expected. Thanks to the movie indulgence of Old New York number had the desired effect.

The real commercial value of the Fights Start in Saloons, panaked sadly and will build-up on a drunk de-
lineation.

The band on the stage did no solo playing last night and the various tunes excellently.

Wassled was paced. George Colson.

Bobino, Paris
(Week of December 13)
Best vaude bills of the week here, and as usual policy of parts of the main house, that act as the feature spot is allotted the sport singer, Jean Lameille.

Walter Powell, American tight-wire act, puts across his usual eccentricity and flip-flap, and is handicapped by the small stage. The Three Bedini troupe puts across their latest routine of tumbling and acrobatic stunts. Ducco Bedini scores with clever stunts.

The Holmes Brothers offer excellent routines of their usual tricks. Three Athos on in a serial number, featuring iron-jaw Fred. The Cincie, acrobatic comedians, stick with comedy gags.

Adrien Adriers excellent in songs and instrumental music.

Three Gezetta (ex-Stanley Bros.) present a neaty costumed novelty balancing routines, with girl doing heavy part of act, standing. La Begia, colour queen on the bill, is ohk. Five Medelians please with good harmonizing.

Only novelty numbers at the American are Anderson and Allen, novelty equili-
brates, and the trained cats of Helen Kett.

Marianne Oswald, the French counterpart of the Cherry Sisters, is back in town billing at the European, supported by Mr. Blue Vision: Cherry, singer and Felix Paez, singing come-
down.

Petit-Courtois has the Oldensys, aerial: Nice and Buxy, acrobats; Bel Arguy, dancer; Theo M’s dogs as his close.

Petit-Courtois, trapezist; Morely and Pest, singers, and Miami Trio, adagio dancers, are at the Opera.

Theodore Wolfram.

Holborn Empire, London
(December 20)
Despite the pre-Christmas week being cold and rainy, audiences here are not far short of capacity.

Will Power and Page, smart uncoupling and swinging, and Power has a million of good stunts performed at a fast pace. Dick Caracciolo, straight of hand, buns fair, Act is dull in spots.

The Three Jades, male Arab tumblers, acrobats and tap dancers, score boldly with a speedy act full of smart stunts, taking turns and variety.

Billy Bennett, English comedian and generally a favorite here. Registers his usual hit.

Roger Marceau and Dave Kaye, jazz pianists, featured by Osa Nels, who’s seen as drummer, stick to Tiger Rag as their mainstay. This is nothing about, but bows off to a good hand.

Theo Dunn and Distr, the noted impressionist, is first headliner. Hits with faiths and tricks of flunkey tum-
ners in a new setting, for a supposed beauty parlor run by Ezra Pitts. Had a swell build-up.

Terina, girl paper peeler, opens inter-
i

Jimmy James, 15-year comedian, with a man and woman as aids, tosses out his own stand-by, The Spare Room. Stilt holds plenty of laughs and James’ mugging is unparallel.

Harris twins and Loretta, surely Ameri-
cans on hill, stand out with a grand new dance novelty, since their last visit the two boys and a girl altered their entire routine and now conclude with a comedy doll dance that is a knockout. Penetrable girl scores on her own with a cute acrob dancer. Acts tie the show into knots.

Roxy, New York
(Reviewed Friday Afternoon, Dec. 24)
A modified indoor Big Tent graces the eye for the greater part of the current holiday season and makes quite an ap-
propriate one, considering the kids that will undoubtedly fill the house over the week. As for the too young-

audience at show caught had just been back from a week of the cloister. New Lucas headlines and completes the bill.

Poulter and One Piece routine by the line that has the lassies manipulating candy-striped and striped clothes, Billy Wells and The Power Four offer nearly 25 minutes of fast acrobatics and excellent sight comedy. Wells draws laughs with his novel and exceedingly comical look-

ing "Mummer" disguise, and later re-

STAGE ATTRACTIONS
1937-38 "WAIIKII NIGHTS" "BROADWAY PASSING SHOW"
in the sawdust scheme. Power puts his four pachyderms thru amusing stunts of intellect and control and has no trouble in establishing the act as one of the most interesting and best trained of its kind. Among other bits the intelligent brutes perform are a shaving bit, telephone and wonderfully controlled trumpeting for conversation, dancing in several tempos and styles and a simulation of inebriety.

Nick Lucza sings and strums for 16 minutes and at the close proves his style is still favorite with the audience, tho it impressed us monotonous. Don Bel Mw Prot Da Rehore couldn't bring him out of his sugar-coated delivery.

As big a hand as for any of the guesting performers is accorded the Poster Girls in their closing routine, a yuletide arrangement where each girl, made to resemble a sprig of holly and girdled by a belt of bells, ring out carols by jumping up and down in groups. And to this pretty they combine their expert ball-rolling routine.

Paul Ash leads the boys in the band and does what emceeing is needed. Picture is You're a Steeple (Universal). House good, George Colson, Loew-Globe, Bridgeport

Beverly Kirk
Soprano
Member Chicago City Opera Company
NEW YORK DEBUT
Loew's State Theater, Week December 23
with Rudy Vallee

Maryann Mercer
Now Playing
VAN CLEVE HOTEL
Dayton, Ohio
Management
ROCKWELL-O'KEEFE, INC.

Wintergarten, Berlin
(Months of December)
Current month's program has joint headliners in the Viennese Ballet and Elsie Ficke, German flicker star and songstress
Viennese Ballet, headed and presented by Hedy Frumnow, makes three appearances. Work is appealing without being outstanding. Costuming, presentation and lighting effects skel. Ilia comic playing of Mitchell Ayres, a husky jive, lifting two men and two girls as a final wallop. Act should have been spotted to close show.
Louisa, Consti and Little stopped the show cold with their combo-singing-mandolin - acrobatic turn. Johnnie Berkhe and June Carr followed as the first comedy offering. Berke, pasty-faced comic, had the audience in stitches with his eccentric comedy and dancing. And Miss Carr proved an excellent foil. Her comic fan dance in men's long underwear was a riot. Their bull-rig number could easily be eliminated, as in spots it bordered on the offensive.

Bosee Ate, stuttering movie comic, assisted by Violet Ray, shapely redhead, with up-to-the-minute material, justi-
tated by Violet Itay, 'shapely redhead.

Tip, Tap and Toe, three ducky step-
ers, went to town with their fast but very graceful tapping.
The Four Spurgeaux, costed in sparkling attire, closed the show in a nice routine of posing and contortion stunts.

Gus Meyers Jr. and his nine-piece band, with Don Ragone soloing, handled the pit work well. This Meyers act is going places. The Outer Gate (Mogroin), hokum prison picture, doesn't mean much.

Berk a.

Baltimore and Juno Carr followed at the lust comedy offering.

SEASON'S GREETINGS
from
Mitchell Ayres
and the Fashions in Music Orchestra
featuring
Maryann Mercer

WORLD CLUBS - VAUDEVILLE

SEASON'S GREETINGS
from
Paul Ash
currently
ROXY THEATER, New York

SEASON'S GREETINGS
to my Friends all over the World
GEORGE PRENTICE
Master Manipulator of Punch & Judy Show
HEL D OVER SECOND WEEK AND FEATURED AT THE RADIO CITY MUSIC HALL, NEW YORK
Direction in U. S. A.
LEDDY & SMITH
For Europe
BRYANT ROXBURY

STORY TELLERS OF DANCE

Don A Bette Lynne
HI-HAT CLUB, CHICAGO
Season's Greetings

POWER'S ELEPHANTS
First American Appearance in Eleven Years

ROXY THEATER, New York, Week December 24

MERRY CHRISTMAS AND A HAPPY NEW YEAR
SAM ROBERTS
ARTIST REPRESENTATIVE
Suite 548
STATE-LAKE THEATER BLDG.
190 No. State St., Chicago.
Phone (State 7418) Phone (State 7419)

 Season's Greetings from

THE HARTMANS

RIMACS
on their second sensational
EUROPEAN TOUR
Wish all their Friends a
HAPPY NEW YEAR

RONACHER
Vienna
Month of January

RKO THEATRES
1270 Sixth Ave.
Radio City, New York

RKO New England Division Manager

CHAS. W. KOERNER

RKO KEITH MEMORIAL THEATRE
Boston, Mass.

Season's Greetings

TO ALL MY FRIENDS EVERYWHERE
Season's Greetings

TRICK riding and balancing to comedy. Good act and well liked.

Willard is another one of the count- less conjurors who specialize in lighted cigarette manipulation and production. Two Runners, girl and man, thrill with corkscrew acrobatics and enamored feats on a high pedestal. The striking looking girl acts as bearer in many of the dif-
ficult and applause causing tricks.

Elsie Hester is easy to look at and has a nice style. Proves a great favorite and earns recall.

Francis Denny, harmonica player, claims to use the smallest and the larg- est instruments of this type in the world. Does an entertaining act, but one that could stand better management.

Don Del Monte, American boy, assisted by two girls, hits heavily with a well- routined and picturesque costume wire dancing flash. Standard bearer is clever and sure of his balance on the tight wire, whilst several of his daring tricks are distinctly novel.

Bevy, Lole and Andreff are typical Continental clowns whose musical fooling is slow in spots.

Nine Allison, family of Riley workers, are smart, speedy and sensational. A great act full of corks tricks and heartily applauded.

Katls and Fred, mixed balancing act in which an intelligent dog helps, are the closer. Turn offers some okeh tricks.

Palace, Chicago
(Refereed Friday Afternoon, Dec. 24)

Don't miss the show when the ad- vertising. Despite the small second show the customers pitched in with heavy mittens for each turn.

Helen Reynolds and her girl skaters, a frolicking rhythm odet, put on a fast opening pace with daring tricks executed with ease to circus music.

Valentine Vance and Emily Walters decoyed with their old ventriloquist turn that is still notable for the dummy operation thru drinking and smoking action and for Emily's expert take-off of a crying baby. Some of the gags can stand refurbishing.

Professor Lambert, the xylophoning clown, stopped the show without half trying. His funny act and not one line in his act is even remotely sugges-
tive. He took the audience almost im-
mediately after he goes into maniactic maneuvers at the xylophones and turns them into his friends at the straight

Finish of a pop tune medley. Ace act of its kind.

Laithrop Brothers and Virginia Lee, smooth, soft-stepping tapers, are playing a return engagement and relieve the tension with a trio of easy-going, well-
dressed numbers. In one of them Miss Lee, pajama-clad with a tap routine that is neatly performed.

Benny Fields closes. Just out of his long run at the Chen Parade here, he is winding up his latest Chicago cleanup (speaking from both financial and pop-
ularity angles) and rates all the applause tendered him. His orginal-ly soon friendly salesmanship and fitting ar-
rangements are easy prey in front of an audience. When caught he did Love is on the Air Parade and his usual usually.

All God's Children Have Rhythm, Broad-
way Rhythm and You're a Sweetheart. His pal, Blossom Seeley, was hand-
capped out for a sweeping bow.

Liberty, Zanesville, O.
(Refereed Sunday Evening, Dec. 19)

Star-Spangled Jamboree
Reveling in newness, plus a wealth of talent, makes this unit quite entertain-
ing. Week-end audiences went for it strong. Just enough variety in it to make up for an overdose of dancing.

Produced by Harry A. Gourfain, who has really something to be proud of. Performance is well-balanced and it's clocked less than an hour but fast.

From the opening strains of the over-
ture until the last words spoken by George Riley, the revue's leading comedy dispenser, it is fast, funny and pleas-
tingly entertaining.

The highlights of the evening's frolic are the fine juggling of The Five Mettle; the almost unbelievable feats of ileger-
demain as presented by Haddes, who gets top billing; the buffoonery of Brown and Rice, the rhythmical dancing of the Star-Spangled Smoothies, an excellently drilled ensemble of chorines who wear flashy wardrobes and the stellar work of Helene Hester and George Riley, who keep the whole show moving at a lighting fast pace.

All of this is interspersed by speaking-
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MERRY CHRISTMAS and A HAPPY NEW YEAR

RUDY VALLEE
PRESIDENT
RUDY VALLEE ORCHESTRA UNITS CORP.
515 Madison Avenue, New York
managing

HYMAN BUSHEL
Secretary-Treasurer

Lee Dixon
Cyril Smith
Al Bernie
The Bernards and The Duvals
The Gentlemen Songsters
Eddie Leonard, Jr.

The Connecticut Yankees
Al Roth and His Orchestra
Sleepy Hall and His Orchestra
Bobby Worth and His Orchestra

Lee Dixon's Ensemble,
Cyrl Smith, Al Bernie,
The Bernards, and The Duvals
The Gentlemen Songsters
Eddie Leonard
The Connecticut Yankees
Al Roth and His Orchestra
Sleepy Hall and His Orchestra
Bobby Worth and His Orchestra

The Teatro Hispano, New York
(Rehearsed Tuesday Evening, Dec. 21)

This theater in the Spanish-speaking section of Broadway has been consistently successful with a policy of foreign films and strictly Latin vaude. Caught during the Christmas shopping hour, house was well filled with an audience displaying a warm interest and enthusiasm that are strangely un-American. Caliber of talent is surprisingly high class for such an off-Broadway spot.

Show was built around the 18-year-old Maria Luisa Ayala, singer, who had won an 11-week amateur contest. Making her pro debut, Senorita Ayala, in addition to her pretty appearance, showed a deep, vibrant voice and handled the sentimental Spanish ballads assigned to her in an effective manner. Production, entitled "Dream of the 8ptillsh-speaking Utopia," was produced by Wilhelm Oyirees, who also emceed the entire show with a mike from the pit.

Opening with "The Lumina's Charriette," the company showed a host of stunts that are new to Vienna and the beauty of it all is that the girls never lose their dance tempo, however exciting the trick. Bus or to tumultuous applause after each showing.

Second Year College Inn, Chicago, and Still Making Them Laugh

Elmore Ortiz Trio (two guitars and maracas) crossed a group of popular songs in a soft, romantic style. They were good on "Gundalowina," but otherwise lacked rhythmic punch. Trio followed by the rough-and-tumble comic turn of Edwina Flores and Don Cocco. Busier, more in the burlesque vein than in the straight vaude style, got plenty of laughs. Closed with the smooth ballroom team of DeCastro and Morel, who did a tango and also a more American kind of hot dance.

Ada Brown

Karl Marx
"The Luminous Clown"
Second Year College Inn, Chicago, and Still Making Them Laugh

More Vaudville Reviews on Page 116
Reviews of Acts

Diane Deutse
Reviewed at the Orient Theater, Chicago, Style: Singing, Setting: In one. A tall and pleasant-looking songstress with a French accent that is not affected and a figure that is quite fetching. While not exactly a swing performer, her tunes bood of an individual delivery that is cute and funny.

Bing Porter and Novelties that not only entertain but also set styles. At this show, she opened with an operatic ditty and followed with "Everywhere" and "I Say Yes". A true novelty and a mixture of English and French hits. Good band.

Markell and Fann
Reviewed at the State-State Theater, Chicago, Style: Dancing and comedy. Setting: In front of band. Time: Twelve minutes.

Mixed team of eccentric dancers whose turns could stand renovation in the talk end and in some of the dance bits that are outdated. Open in a set-up for a familiar turn that is an oldie, beginning. Then single with an arrhythmic number and woman returns in country-maiden outfit to see with but a rural-step.

Betty Lee
Reviewed at the Merry Macs, Chicago, Style: Xylophonist. Setting: In front of band. Time: Five minutes.

Here is an ace xylophone single. A young, attractive brunette who plays her instrument with great skill and an unusual well and sells it with an abundance of showmanship. Miss Lee has a most likable manner of working, a winning move for an audience. Opera with a brief medley and continues with a couple of longer numbers that are thoroughly enjoyable. At the summer season is about to come back a big and a thank you speech could have easily continued with another selection.

Larry Blake
Reviewed at the Merry Macs, Chicago, Style: Impression and comedy. Setting: In front of band. Time: Ten minutes.

Having jumped from night clubs into vaudeville, Larry Blake has absorbed a lot of finish in his sojourn among film stars. He comes to the present, them, does one of the best and most novel performances. His method is startling. In the light of distinctive qualities. He begins to outline and exemplify the indescribability and insolubility of voice and character of the person he is impersonating, and, as he explains, one by one the inflections, mannerisms and characteristics slowly creep in and a completely different person stands before you when you realize it. He resorts to no boos, jeers or screams, but simply down to earth.

Johnny Sanna
Reviewed at the State-State Theater, Chicago, Style: Dancing and setting. Time: Five minutes.

A most interesting tap dance accomplished by a man who has been making the rounds as a single. His tap dance, short and quick, has a tremendous appeal. He does in a short time, spins and acrobatic tricks. His comedy for a male dancer, in which he gives a take-off of the animal with facial and body contortions. Good for a number or laugh.

The Merry Macs
Reviewed at the Merry Macs, Chicago, Style: Dancing and setting. In one. Twentieth minutes.

A new song team that is sure-fire at this time. With the popularity of the Belfork-MacDonald and Nelson Eddy doubles at its height, they are among the most talented vocalists and make a solid appeal. They are both personalities of style and comedy. Time: Ten minutes.

Muriel Parker and Charles Fredericks
Reviewed at the State-State Theater, Chicago, Style: Dancing and setting. Time: Twelve minutes.

A mixed team of eccentric dancers whose turns could stand renovation in the talk end and in some of the dance bits that are outdated. Open in a set-up for a familiar turn that is an oldie, beginning. Then single in an arrhythmic number. Miss Parker, an attractive blonde, and Mr. Fredericks, a handsome and manly blonde. Time is varied with romantic songs, but the best show is that of band. Time: Eight minutes.

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Club Talent

New acts:
OSCAR DAVIES, emcee at the Club Lincoln, Jamaica, has his original four-week engagement extended over the holiday season. He is appearing with his partner, a show going into the Monte Carlo for a two-week period, including New Year's Eve. The team will also perform at The Country Club, Chicago, and the Lake Washington Inn, Seattle.

MITZIE PERRY received the holiday assignment at Wallis's Ballroom, New York. Her act consists of a variety of songs and dance routines.

BABY ROSE MARIE, of stage, radio, and screen, is now under management of MCA. She is to appear in various night spots, including the McAlpin Hotel, New York.

FAIRY CUNNINHAM has left the Leon Plimpton and is now appearing in various night spots, including the McAlpin Hotel, New York.

Fire in Akron:
A new club, the Akron Ballroom, has opened in Akron, Ohio. The club features a full schedule of entertainment, including live music, dance teams, and variety acts.

Table Singers

Table Singers Draw Business

Clubs find them good magnets for new trade—stroll clubs carry own mail lists

CHICAGO, Dec. 25—Table singing, strangely enough, are among the strongest business-getting factors in clubs here. They are no drawing attractions in the same sense as names are, but their experience in mixing with the heavy night clubbing crowd is invaluable.

One of the chief methods in building business for night clubs is the use of names. Addresses are constantly increased with additional people.

The list is kept up to date and is constantly revised, with additional people.

They are usually the property of the operators but, in some cases, they are long to the address, to take them along when changing jobs. Such lists usually mean a boost in sales for the girl when talking business with another club.

It is the personality of the table stooler and her capability of entertaining individuals that makes the club owner the best of trade nightly.

There is local trade, attracted by those table stools that can be depended upon on certain nights during the week.

During the Christmas card-mailing period this week one club addressed over 15,000 greetings to out-of-town customers.

Chorus Equity Cuts $1,500

NEW YORK, Dec. 25—Benefit for unemployed chorus girls held Tuesday at the American Federation of Actors, in New York City, brought in about $1,500. All money was turned over to Chorus Equity Association. theater shareholders are enjoying the customarily.

Hollywood Folks in Auto Crash

Hollywood匆忙, four members of Milt Hallett's orchestra were injured Tuesday when their auto crashed into a truck near customary. The musicians were on route from Berston, Pa., to Los Angeles for an engagement. The accident occurred on the outskirts of Los Angeles, and the other musicians are said to be out of the hospital. The injured musicians are: Stuart Anderson and Miss Teddy Grace.

AMERICAN FEDERATION
OF ACTORS

AFFILIATED WITH AMERICAN FEDERATION OF LABOR

OUR LEADERS: James C. Petrillo, president; Hubert F. Larrabure, honorary president; Joe Lauria, Joe Ben Berlin and Chet York, vice-presidents; Charles Moscon, treasurer; Ralph Wehrli, executive secretary.


NATIONAL HEADQUARTERS
1560 Broadway, New York City

Season's Greetings
PHILADELPHIA
Musicians' Protective Association
LOCAL 77
AMERICAN FEDERATION OF MUSICIANS
A. ANTHONY TOMEI
President

DON "POPIKOFF" TANNEN
Many Thanks to
ED WYNN, HOWARD LINDSEY, RUSSELL CROUSE, YIP HARBURG and HAROLD ARLEN, who have helped me in my advancement.

GAE FOSTER

Season's Greetings
GEORGE CORTELLO presents his HOLLYWOOD CANINE MIMICS
FEATURED WITH "WAILIKI NIGHTS"
Now Playing—Taft Auditorium, Cincinnati
Casino on the Miami outskirts. In boor spoor to pep up their publbelty.

Meal Club, opened their own spot in Pt. Lauder. Maufadderes Deauville Hetet this sr eon_.

Policy In regards to no paid advertising, foe the Cloetion Grate International Mc-
a recently pitallahed statement of the
Pay Radio Ad Policy

er', Warned that bookers who have this
threatened with vigorous prosecution as
Capita. etc.

3.000.1111aa Walkaliala Ansa. Thei is wet ions
to the $1.0t arif

CONTESTANTS

OD mass valets girt !urea to sell ilquce.

Weller IL Morley, eupervieor of trepec-
try on Tuesday laid down the law to
Warned or Else

Philly Bookers

Warded or Else

BUD

Prank White huh /delved into the field
Ben Bernie

PHILADFLPIIIA. Dec.

MAX GROSSMANN

MGR. RITZ THEATRE

TO.1.0411')

The RAA and the Turtles

Essential Elements in Building a Band

Local No 627, AFM-The Cradle of Sung

Radio a Woman's Came

Lists

Hartman's Broadcast

General Outdoor ...103 and 115

Conceal News

Fairs -Expositions

Coin Machines

Music

Night Clubs-Vaude'v.tle

Minstrelsy

Reading

Steiner, famous composer of symphonic jeer. Deana.... A news store in The Morn-
eatable legielation for thane held a masa

Meyer.. director of the Gray Wolf Tavern

Tire unit show was offered to addition to

unit for one night not to make money, but to get the people talking, he says.

Meyere, director of the Gold Gate International Ex-

position, Arthur Linker, radio chief for the fair, declared that someone at NAB headquarters had been misled into believing that newspapers and magazines were getting paid for space adver-
tising in the fair.

Stating that all large exhibitions of an international nature should have the policy in regards to no paid advertising, Linker explained that the San Fran-
cisco Fair will abide strictly by this un-
forming the new

Washington State Gets

Two More Niteties

SEATTLE. Wash. Dec. 25-Mike Lyons, of the Olympic Niteties, has been added to the Komo Niteties, which opened a line of girls.

BREMERTON, Wash. Dec. 15-Along with Bert Lynch as emcee, the Rendezvous was recently opened. Slinging barstools are the specialty in the new joint. The main feature is a folding stage, and the band plays a variety of numbers.

BROOKLYN, N.Y. Dec. 24-The Over 40 Project, held at the Ritz Theatre, was attended by over 300 guests. The over-40 group consists of people who are no longer in school and who have reached a certain age. The group is more interested in socializing than in attending movies or plays. The over-40 group is planning to hold meetings every week to discuss various topics of interest to them.

Ed Primrose Dance Manager

SEATTLE. Wash. Dec. 25-Eddie Primrose, manager of the dance department of the Associated Talent Agency, is planning to open a new dance club in Seattle. The club will feature live music and dancers from the national Varsity Aristaiee. Chesterfield (see "Over 40 Project" on page 125)

"Over 40 Project" Holds Meet
And Gives a Cup to Al Shean

NEW YORK, Dec. 25-The Over 40 Project, held at the Paramount Theatre, was attended by over 300 guests. The project is an organization for people over 40 who are interested in attending social functions. The group is planning to hold meetings every week to discuss various topics of interest to them.

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BURLY’S WORST YEAR

NOTES

Ban on Burly Title, Closings, Recession, Cause All-Time Low

New York:

MILDRED HARRIS CHAPLIN, after a
series of extra-action bookings
thru Tommy Levere’s placements out of
the Hirst Circuit, Philadelphia, &
IT 엽전 the Sky Club, Wilkes-
Barre, Pa., indefinitely thru Al Dashi,
AYS opening the house home in Cleveland...
LOVEY LANE
RUTH DONALD is now a Panic-
Hirst Circuit...
MORRIS HART
Ruth Donald’s week of Dec-
27 at the Howard, Boston...

LOUISE CLAYTON started December
17 at the Peddler nickel, Atlantic City,
her house going into Brocker Mucky, of
the Gale Sextet, is also home for the
DOROTHY LINDON, dancer, with a better offer than the
requirement thru which she opened at
principal Florida fairs...
J. B. HAMP
having to close the Hirst Circuit show
to reopen the Empire, Newark, December 26, this time under a
Demoralized band, as the N Y Post
also took over the Worcester, Worcester,
MA, for burly stock, formerly operated by Mary Brock.

NOW VN YTON Star, Brooklyn, to extra-action to
the Bijou, Philadelphia, which reopened with burly stock.

BETTY DUVAL went from the Star,
Brooklyn, thru the Empire week of December 24...

CHARLES ARBUTT
for the first time of any importance,
CHERRY BRITT
now at the Casino, Toronto, booked for
Schuster, who also placed Agnes
Dean in the Palace, Buffalo, and
Ramone.

NOVA FORD
was the sweetest of the holiday shows in
Cincinnati.

PEACHES STRANGE
from Chicago thru Cleveland for Christmas show...

JUNE ST. CLAIR
to double at the Drake and Portage theaters, Chicago.

BILLY FITZGERALD, who was with Billy
Lyon, went to England thru Paris and France, now with burly at the Garrick, St.
Louis, and will spend the winter at
Eagle Pass, Texas.

Vaude in Houston Clicks

HOUStON, Dec. 25.—New Theater club,
In Houston, opened its doors for
the business of the day. The
house offers four shows a
night, the last show being
on the day of presentation.

Present show features Bosc St. Clair,
comics, and a string of talents doing big business. House offers four shows a
night, the last show being
on the day of presentation.

House is building up family trade with
customers, and business is
going well. The house is
dedicated to the memory of
talent includes a four-piece pit band
and dance band.

VAUDEVILLE-BURLESOQUE

Phil Harris

Clicks in Short

PHIL HARRIS has everything to his
credit In his new RICO short. Harris
in the Spring, released December 3. The
band leader has grown in popularity,
and his music is a hit with the public.
Harris’ voice is clear and distinct,
and his arrangement of the songs
is excellent. The music has a
sunny, cheerful quality.

Successful Approach, U. S. Acts Return

LONDON, Dec. 20.—A large number of
American acts that made the rounds in
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Europe. Many of these acts have
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Sollie Childs’ “Ton of Fun”

To Play South Until Spring

CINCINNATI, Dec. 25.—Sollie Childs,
former vaudeville star, is preparing
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in the South until spring.

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CINCINNATI, Dec. 25.—Sollie Childs,
former vaudeville star, is preparing
to open his Southbound show in
Cincinnati, and will continue
in the South until spring.

The act features a variety of street
characters, comedians, and
singing acts. Childs is known
for his energetic and
entertaining performances.

Elgin Mason in L. A.

DETROIT, Dec. 29.—Elgin Mason, for-
ermer vaudeville star, has
arrived in Los Angeles, where
he is currently appearing at
the Bally Downe-

mullers over Action on Suit

NEW YORK, Dec. 25.—Burlesque arts’
association is meeting to decide on
the suit seeking to dissolve the
Burlesque theaters in New York.

The suit was filed by Murray Bruck,
vice-president of the association,
and is based on the violation of
the New York state laws governing
burlesque theatres.

New York has some of the most
raucous and notorious burlesque
theaters in the country, and the
association is determined to
bring an end to this kind of
entertainment.

Phil Harris

Clicks in Short

PHIL HARRIS has everything to his
credit In his new RICO short. Harris
in the Spring, released December 3. The
band leader has grown in popularity,
and his music is a hit with the public.
Harris’ voice is clear and distinct,
and his arrangement of the songs
is excellent. The music has a
sunny, cheerful quality.
BURLESQUE is in a bad way this season. Theaters all over the country have reported low grosses. Given the high cost of stock to circuit and from circuit to stock, there have been huge losses without outstanding success. All too often, it seems, there is plenty wrong with burlesque. The Billboard has asked the leaders of the industry to point out what they consider wrong and more important, what should be done to improve the box office.

By Dewey Michaels
Operator, Palace Theater, Buffalo, N. Y.

NOTHING at all. It's the operators themselves who are wrong. Too many old-timers in the game who are living in the past when they made a thousand a week because they had the only girl show in town.

What have they done for burlesque? Nothing at all. Kept it in the gutter, scratch houses, dirty theaters, dirty fronts, dirty signs, no thought for betterment. Some haven't done anything to or for their theaters in the last 10 years. They haven't kept up with the times. You can't fool the people. They are used to the de luxe picture houses, where they see everything in a de luxe way and at popular prices.

Operators, wake up! Fix it up! Spend some money on your theaters. Fix up your stage, light your show. Lighting is 90 per cent of the battle. Throw out all your antiquated lighting. Get a real lighting engineer. Let him design an up-to-date lighting system for you, so when the people come in they will see something worth while on your stage. Put bulbs in your electric signs, paint them up.

Modernize your front, make it attractive, give it some punch! Put uniforms on your usher and doorman. Give your customers something courtesy. They love it.

Department stores pay their window trimmers plenty to trim their windows to attract people. What do you spend for your fronts each week? Hardly anything. Get out of the past, live in the present! You're in a great time. If you only realize it.

Give your customers something when they come in. Modernize your entertainments. Don't give them the same formula each week. How do you expect people to come in every week for the same thing? Bring in added attractions, not just strippers. But also some sensational novelty vaudeville acts. They may not draw, but they can help make your show a great show and take the monotony away. Fool the people. Give them something new each week. Take care of your business and your business will take care of you.

By Johns S. Summer
Executive Secretary, New York Society for the Suppression of Vice

MANY years ago at the old Weber and Fields Music Hall I saw a skit called "The Dressmaker's Comedy," which was a caricature or burlesque of the then current stage play "Fest of the d'Urbervilles." Using "burlesque" as an example, there is nothing wrong with burlesque.

In comparison there is everything wrong with what certain misfits in the amusement field until recently termed "burlesque" and what they now call " follies." Shows which primarily capitalize on feminine nudity in lascivious posture and motion together with emphy al dialog and every infraction of public decency. Sooner or later their producers will be called to account by the prosecuting or regulatory authorities.

The events of last spring would have served as an effective warning to a producer of ordinary intelligence. But in the group of those then penalized there were some who made an entire lack of brains and originality.

The city is swarming with dramatic and musical talent out of work. There are hundreds of writers who can produce entertaining script free of smut. A "muzzy hall" taking advantage of such facilities would prosper. Patrons could walk in. They wouldn't have to sink in and sneak out. Their open approbation would be the best advertising for a good genuine "burlesque.

By Beverly Carr
Producer, Republic Theater, N. Y.

Unfortunately we of the burlesque field are not able to employ such keen brains as to think up "Boo-dogging," "WPA" or "Relief" for our people while the vital question is being solved.

Experiments cost money, and if the theater owners are not making it they are not in the position to find out what is wrong with burlesque.

At present our shows are approved by a board of censors but not by the public. Our theater owners feel that if the name was the drawing card, not what they saw inside.

The man critically ill calls a doctor for a diagnosis, but doctors cost money, and if there is no burial service or at least since the diagnosis so freely given is incorrect, it's time experiments were made and specialists called before our patience dies completely and leaves several thousand to mourn the loss of livelihood.

Personally I can't see where a noun and a few electric light bulbs can possibly ruin a nation if the structure of the show inside remains under the jurisdiction of the board. Furthermore, when the use of that name will feed thousands and give our theater owners a few dollars more to try to find out just what is "wrong with burlesque."
Burlesque has gone back to— and beyond—the honky-tongues of Western mining camps and river towns in a disgraceful effort to compete with the indecencies of the modern honky-tonk—the so-called night club. The old honky-tonk was a resort for two-fisted men who mingled with women of their class. The modern honky-tonk attracts denizens of all classes—the so-called “upper ten” and “lower five”—flogged and soft-headed; possessing appetites for immorality that the “box workers” of other days would not tolerate even in their curtained retreat.

When burlesque was controlled by the producers who elevated shows and theaters to sources of family entertainment, there was nothing wrong with burlesque. Fortunes made by decent men who helped make the Columbia Wheel prosper for more than a quarter century was money decently acquired. The entertainment was clean and the performers were enthusiastic. No happier band of troupeers could be found elsewhere than in the well-managed companies that brought coin, credit and popularity to Columbia burlesque. Among those whom we remember are Bill Rogers, Sam Bernard, Panzie Brice, Clark and McCullough, Al Shean, Leon Errol, Al Stro, Grace La Rue, George Beban, Emma Carus, Dorothy Jordan, Belf Baker, Charlotte Greenwood, Mack Sennett, Billy Van, Sophie Tucker, Willy and Eugene Howard, Alex Carr, Fred Stone and George Sidney. Also Bert Lehr, Ted Shatlock, Rita Shurts and many others.

For years the policy of decency enforced by producers of Columbia shows was brought profit to theater managers. But the ability of movie palaces to provide not alone talking pictures but ballets, choruses, specialties and great orchestras at far lower prices than traveling shows proved killing opposition. Burlesque's family trade was invaded wholesale. In every big city there were big theaters, big shows and low-price opposition that threatening burlesque could not meet, let alone overcome. As far as Columbia burlesque was concerned there was nothing to do but capitulate. It would have required unattainable millions to equip and conduct effective competition with the big cinemas thru the medium of traveling attractions. It simply couldn't be done.

Years before the Columbia Wheel ceased to revolve the lobby of musical comedy theaters and night clubs were smeared with pictures of women in all stages of undress. Complete nudity was pictured before the eyes of children, moral and rough-neck moochers of Broadway.

The Columbia Wheel was meanwhile turning against the bar-legged chorus girls. Our publicity department was not permitted to distribute for lobbies or newspaper art any photographs of naked poses by professional or amateur models. All this time “legitimate” theaters and night clubs were blazing facets of naked bodies and the Columbia brand of decent burlesque suffered.

When the great-capacity movie palaces entered the amusement field every form of hitherto prosperous stage entertainment began to bleed at the box office. Permanent choruses and ballets flooded the movie-house stages with more bare legs than burlesque in its combined organizations could match. Short skirts brought to street and subway exhibitions of female anatomy; free “peep show” abounded. Bathing beaches were jammed with all classes of our female population in one-piece revelations—the glamour and revelations of burlesque faded to dimness and final extinction.

“The female form divine” was no longer a guarded secret. It became public property in open revelation as the burlesque queen or chorus girl in tight-fitting costumes was completely outmoded.

Always a flexible expression of human activity, the term “burlesque” so far as it concerns the amusement field has...
THE YEAR IN BROADCASTING

Tussle With AFM, Birth of AFRA
Year's Two Major Developments

NEW YORK, Dec. 23.—The year 1937 and 1938 have followed the same pattern set by the nation and industry generally. Labor and employer made the headlines, and the financial gains recorded in advertising revenues have continued along lines charted during previous years. Other notable developments were the Federal Communications Commission’s decision to renew the regulation of non-commercial broadcasting, and the American Federation of Radio Artists’ (AFRA) successful battle against the National Association of Manufacturers (NAM) reorganization suggestion. This was the same pattern set by the nation and industry in previous years.

The musical union, which had no less a task to perform than organizing the performers in the radio industry, made a significant advance during 1937. The union, which began with fewer than 1,000 members, now claims to have more than 4,000 members, according to its President, Joseph B. Weber.

The union’s success was attributed to the fact that it was able to organize the performers in the radio industry, which had been almost impossible to do before. The union’s tactics were simple: it offered the performers higher wages and better working conditions than those offered by the employers. The union also promised to keep the performers from being fired for joining the union.

As a result of these tactics, the union was able to sign contracts with several major networks, including the National Broadcasting Company (NBC), the Columbia Broadcasting System (CBS), and the Mutual Broadcasting System (MBS).

The union’s success was not without its problems, however. The networks and their affiliates were opposed to the union’s existence, and they tried to undermine its efforts by offering the performers higher wages and better working conditions than those offered by the union. The networks also tried topersuade the performers to stay with them by offering them jobs that would not be covered by the union’s contracts.

Despite these efforts, the union was able to sign contracts with several major networks. The union’s success was due in large part to the support of the performers, who were tired of the low wages and poor working conditions offered by the networks and their affiliates.

The union’s success was also due to the support of the public, who were tired of the networks’ monopoly on the radio industry. The public’s support for the union was reflected in the large number of listeners who tuned in to the union’s programs, which were often of higher quality than those offered by the networks.

The union’s success was also reflected in the large number of new productions that were aired on union-sponsored programs. These productions included musicals, dramas, and comedies, and they were often of higher quality than those offered by the networks.

The union’s success was also reflected in the large number of new unions that were formed during 1937. These unions included the American Federation of Radio Artists (AFRA), the American Federation of Musicians (AFM), and the American Federation of Composers, Authors, and Publishers (AFCAP).

The union’s success was also reflected in the large number of new labor disputes that were settled during 1937. These disputes included the strike and lockout between the American Federation of Musicians and the National Broadcasting Company, and the strike and lockout between the American Federation of Radio Artists and the Columbia Broadcasting System.

The union’s success was also reflected in the large number of new laws that were passed during 1937. These laws included the National Labor Relations Act, which gave workers the right to organize, and the Social Security Act, which provided workers with a minimum wage and unemployment benefits.

The union’s success was also reflected in the large number of new programs that were aired during 1937. These programs included the AMTRA show, which was sponsored by the American Federation of Musicians, and the AFTRA show, which was sponsored by the American Federation of Radio Artists.

The year 1937 and 1938 were significant years for the union, and they set the stage for the union’s continued growth and success in the years to come.
For Kaffee Klatch. Time Grabs
them dolly with requeets foe gratis spot
outs are getting a brushoff from local
every unimportant event
every boring to hare plugs. apted about
before they find themselves giving thetr
with radio as the fall
tione.

It is nothing for three or four of

27. Reklutag fire five years age.


2. Fritz Km's:era 60th birthday.

4. Chines* Now Year's, year 4442.

0. Union Le.aeue Club In ?ter York founded 75 years ago.

1.4. ^1111.P. Aer...,Mee

1.4. 1,111.P. Aer...,Mee

WEAF Red

22. Washington's 204th birthday.

15. tisiltleahip

14.

13. Rickard Wagner. teereaset. reed SS yaws as.

12. Lincoln's 119th birthday.

11. General Motors strike ended one )cur

10. Weems Allen Whites 70111 Meader.

9. Balkan Peace signed. closing French and Indian War; Canada became part
of England. 175 years ago.


7. Leopold erewead King of Belgians feu, sears IP,

6. Anti occasional

5. U. 8, Income Tax amendment became law ZS yearn

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**THREE WEBS $69,217,000**

CBS, NBC Gain; MBS Off a Bit

Total web income tops 1936 by $10,000,000 — CBS in the limelight

NEW YORK, Dec. 25.—Gross revenue of the three major networks for 1937 will top the grosses of 1936 by almost $10,000,000, sources say. Based on the 11-month take, grosses for the three chains will score, in round figures, $69,217,000. NBC, reports indicate, will top $21,181,000, or 31 per cent. A considerable political revenue during 1936, no other gains being reported for the first 11 months of 1937. Thus, the principal radio advertising media of the country continues to be one of the finest equipped and most competitive in that community.

Fred Allen, Phil Baker and others as news directors for the two stations are considered to be among the finest equipped stations in the country. They are doing $391,000 worth of political advertising this year.

Huston's manager for stations KWKH and KKAT, Shreveport, for several years, became manager of Station KTLU, owned by William Randolph Hearst. A pioneer in the radio field, Huston was with the two Shreveport stations before each became links in the national networks and was a civic leader in that community.

**Jack Gross at KEHE**

NEW ORLEANS, La., Dec. 25—Jack Gross, Shreveport, for several years, has been the manager of stations KWKH and KKAT, owned by William Randolph Hearst. A pioneer in the radio field, Gross was with the two Shreveport stations before each became links in the national networks and was a civic leader in that community, considered to be one of the finest equipped stations in the country. They are doing $391,000 worth of political advertising this year.

**LEDING NETWORK ADVERTISERS — 1937 and 1936**

<table>
<thead>
<tr>
<th>1937</th>
<th>1936</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CBS Accounts</strong></td>
<td></td>
</tr>
<tr>
<td>Lever Brothers Co.</td>
<td>$2,262,340</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>$2,059,200</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>$1,630,000</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$1,560,400</td>
</tr>
<tr>
<td>National Dairy Products Co.</td>
<td>$1,553,300</td>
</tr>
<tr>
<td>General Mills, Inc.</td>
<td>$1,291,300</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>$1,157,700</td>
</tr>
<tr>
<td>Chrysler Motors Corp.</td>
<td>$910,000</td>
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<tr>
<td>General Foods Corp.</td>
<td>$900,000</td>
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<tr>
<td>General Foods Corp.</td>
<td>$849,600</td>
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<tr>
<td>General Foods Corp.</td>
<td>$746,400</td>
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<tr>
<td>General Foods Corp.</td>
<td>$727,500</td>
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<tr>
<td>Continental Baking Co.</td>
<td>$617,200</td>
</tr>
<tr>
<td>Lahn &amp; Fink Products Co.</td>
<td>$587,700</td>
</tr>
<tr>
<td>Total Revenue for 1937</td>
<td></td>
</tr>
<tr>
<td><strong>NAB Accounts</strong></td>
<td></td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>$4,313,894</td>
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<tr>
<td>Procter &amp; Gamble</td>
<td>$3,520,786</td>
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<tr>
<td>Sterling Products</td>
<td>$2,756,706</td>
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<tr>
<td>Nabisco Biscuit Co.</td>
<td>$1,141,300</td>
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<tr>
<td>RCA Courier-Journal and Times</td>
<td>$1,183,840</td>
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<tr>
<td>Advertisement Revenues</td>
<td>$1,443,460</td>
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<tr>
<td>National Dairy Products Co.</td>
<td>$1,191,150</td>
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<tr>
<td>General Foods Corp.</td>
<td>$1,048,448</td>
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<tr>
<td>Pepsodent Co.</td>
<td>$1,000,170</td>
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<tr>
<td>General Foods Corp.</td>
<td>$784,800</td>
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<tr>
<td><strong>Mutual Accounts</strong></td>
<td></td>
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<tr>
<td>Gordon Baking Co.</td>
<td>$1,577,055.06</td>
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<tr>
<td>Gospel Broadcasting</td>
<td>$1,000,000.00</td>
</tr>
<tr>
<td>Admiration</td>
<td>$737,670.00</td>
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<tr>
<td>Southern Comfort</td>
<td>$730,950.00</td>
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<tr>
<td>Wurlitzer Co.</td>
<td>$62,310.53</td>
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<tr>
<td>McNally Co.</td>
<td>$54,380.00</td>
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<tr>
<td>Libby, McNally &amp; Libby</td>
<td>$56,170.00</td>
</tr>
<tr>
<td>Health Products</td>
<td>$58,535.55</td>
</tr>
<tr>
<td>Journal of Journalism</td>
<td>$54,153.00</td>
</tr>
<tr>
<td>Father Coughlin</td>
<td>$52,558.00</td>
</tr>
<tr>
<td>Wasey Products</td>
<td>$50,377.92</td>
</tr>
</tbody>
</table>

In the case of NAB accounts, the year's figures were computed on the basis of expenditures of these advertisers for the six months. Undoubtedly, the actual figures when computed and released will show some differences.
MERRY CHRISTMAS
and
HAPPY NEW YEAR

MUSIC IN THE
MORGAN MANNER
CIO Starts Anti-Ford Series
On WJBK; Six Programs Weekly

DETROIT, Dec. 25—The increasing importance of radio broadcasts as a weapon of aggressive union propaganda was marked this past week by the addition of a dramatic hour by WJBK, giving episodes from Upton Sinclair's The Flittuce King, based directly on Ford history. Sponsor is the United Automobile Workers, most vigorous of the new unions in the CIO, and the spearhead of CIO activity in this territory.

This union is now on the air six nights a week. While actually only one of the lower power stations in the section, WJBK has a considerable audience, possibly numerically larger than average, considering power rating. Due to its post reputation for friendliness to various working class and "Forgotten Man" movements, etc. The UAW program has four nights of organizational programs with speeches, etc. Entire program is now being handled by the Ford organizing committee. It was stated, with activities at present concentrated on the much-publicized drive for unionization at the Ford plant. Budget for broadcasts was not available, but was said to be at standard station rates.

New "Flitter King" broadcasts are being handled by Ralph Marliatt, former director of the "Temple Players," little theater group of many years standing here, who is now director of the dramatic division. Entire affair is in charge of George Balsile, director of the Radio Department of the UAW. Dramatizations are written by Julia Bristol, formerly of the Contemporary Theater and the Detroit Community Theater. Actors are volunteers, but the elaborate setup of the radio department to handle the new broadcasts shows the increasing stress being placed by the union on radio work.

A similar dramatic setup is used to handle a Wednesday night program, Forward March of Labor, a la March of Time, which is also now being recorded experimentally. This may be used for transcription broadcasts or half presentations by other unions throughout the country, according to Marliatt.
A MESSAGE TO ALL RADIO PERFORMERS

Under the charter granted by the Associated Actors and Artists of America, jurisdiction over all radio performers other than musicians is granted to the American Federation of Radio Artists. Such performers should immediately contact either the national AFRA headquarters or a local office.

AMERICAN FEDERATION OF RADIO ARTISTS
(Affiliated with the American Federation of Labor)
2 WEST 45 STREET, NEW YORK, N. Y.

National Officers
Eddie Cantor President
Lawrence Tibbett Vice-President
Norman Field Vice-President
Jascha Heifetz Vice-President
Paul M. Turner Executive Secretary
Ludllem Wall Recording Secretary

Local Officers
Chicago Local
Los Angeles Local
540 North Michigan Ave.
6513 Hollywood Blvd.

NORTHERN PACIFIC LOCAL
Cincinnati Local
663 Mills Bldg., San Francisco
Box 2, Burnet Woods Station

MONTREAL LOCAL
3701 St. Andre St.

U. S. Prefers Air To Printed Word

Survey by Fortune gives nod to listening over reading—lists favorite shows

NEW YORK, Dec. 25.—Radio is America's favorite recreation, leading pictures and more than doubling the amount of reading newspapers. A survey by Fortune also reveals that Bobbe Carter is a favorite of those in the money, while Jack Benny is an idol of the middle classes and the poor. Major Bowes is a favorite with Negroes.

Survey, besides revealing radio as America's Number One pastime, gave the Jello show top rating as a favorite program. Bowes, news broadcasts, Chase & Sanborn, Ford, One Man's Family, Lux, Kraft, Amos 'n Andy, Gang Busters, Fibber McGee and Molly, Lum and Abner, Tuna's Eddie Cantor and Lucky's Hill Parade led in that order. In the favorite personality category, Jack Benny led again. He was followed by Bobbe Carter, Lowell Thomas, Eddie Cantor, Bing Crosby, Major Bowes, Bob Burns, Nelson Eddy, Edwin C. Hill, Charlie McCarthy, President Roosevelt, Gracie Allen, Fred Allen, Edgar Bergen, Lum and Abner and Rudy Vallee.

Radio's intense appeal to both men and women, rich and poor alike, is revealed by this survey. The decided preference for radio news over the reading of newspapers is another fact brought out sharply by the study.

Fortune's chart:

America's Favorite Recreations
The pastimes most enjoyed by Americans are tabulated in the following chart. Question asked of Fortune's surveyors was: "Which one of these recreations do you enjoy the most?"

<table>
<thead>
<tr>
<th>Recreation</th>
<th>Total Male</th>
<th>Total Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listening to the radio</td>
<td>16.2</td>
<td>15.5</td>
</tr>
<tr>
<td>Watching pictures</td>
<td>12.8</td>
<td>13.0</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>12.6</td>
<td>12.7</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>11.2</td>
<td>11.0</td>
</tr>
<tr>
<td>Fishing or surfing</td>
<td>10.4</td>
<td>10.6</td>
</tr>
<tr>
<td>Playing outdoor games</td>
<td>9.3</td>
<td>9.4</td>
</tr>
<tr>
<td>Playing indoor games</td>
<td>9.6</td>
<td>9.9</td>
</tr>
<tr>
<td>Reading magazine</td>
<td>9.3</td>
<td>9.4</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>8.9</td>
<td>8.8</td>
</tr>
</tbody>
</table>

Season's Greetings

MERRY CHRISTMAS

WHB ** Kansas City's Prominent Station

"I've Already Advertised Over WHB... Those People Are Waiting for the Fire Sale to Open"

WHB - KANSAS CITY'S- PANTOMIME STATION

DON DAVIS, President, KANSAS CITY, MISSOURI

WINDOW CARDS

BILL TREADWELL Production and Press Representative.

M. CLINE

MAJOR REVENUE—(Continued from page 36)

Financially WHN clocked more than $100,000 gain over 1936, which failed about $500,000 compared to 1927 and $635,000. To this the WLW Line business contributed some.

WINW was figured for $350,000 last year and hopped over that amount this year, but profers no actual statistics.

WINX, the Bronx station which specializes in foreign language programs, was another station to highball thru the year. For the first 11½ months of 1938 this outlet garnered $164,162, topping that for 1937 with, for the same 11½ months, $583,000, a gain of 23 and 6½ per cent. Additional foreign language budgets by national advertisers helped the WINX coffers.
Season's Greetings

New York
By BENJ HALL

A STICK of carved wood was radio's nooktopph development of the year. Mute but for his master, Charlie McCarthy sky-rocketed into one of the nation's pots and gave Chase & Sanborn's show high rating. Other air finds were, as usual, rare. W. C. Fields came on for a brief spell with McCarthy and scored heavily. A few others won themselves a mild hand. Radio seemed to realize again that it wasn't developing much timber of its own. A half-hearted attempt was made by a few stations to nourish some of their own talent. Score: No hit, no runs, maybe some errors.

Co-operative shows came to the front more impressively than in the past. George Jessel's Sunday show on Mutual built by Ben Rocke and sponsored by different firms in 20 cities, gave small concerns the benefit of a name show. Others to follow. Wedding of films and radio was not complete. Heavy costs, dubious results and exhibitor yelps make the MGM show still a question mark. Warner's, too, thus far.

Better pay: Announcers and engineers get pay as price for keeping jobs due to union demands. Heads: Discussion of venereal disease, a tough one for networks. Mae West affair an outstanding example of bad showmanship. Amazing coming from J. Walter Thompson's prize-winning radio department. For a gamble, Mae West's a hands-off proposition to agencies now.

Sidelights: Release forms so tough Indians producers squawk, but to no avail. Find a job programs all over the country. Firm offered to take comedy off the air and sell it. NBC shocks its talent division. Later swung the ax all over the place, trimming more than 50 off payroll.

More sidelights. Fortune-telling tried a show with Myrna Kinglsey back on the air, but toned down plenty. John S. Sumner, vice man, never received a squawk about dirty air. Books Carter leaving Philco for General Mills. Plenty of tips to Philco regarding his labor stand, but General Mills paying him plenty and on a five-year contract.

Interesting coming from J. Walter Thompson's prize-winning radio department. Any of a gamble, West strictly a hands-off proposition to agencies now.

Art Bowers, one of the top agents, joined local in a new eatery on the air, but toned down plenty. John S. Sumner, vice man, never received a squawk about dirty air. Books Carter leaving Philco for General Mills. Plenty of tips to Philco regarding his labor stand, but General Mills paying him plenty and on a five-year contract. Stories about WLW's super-power.

Chicago

By HAROLD HUMPHREY

P. K. Wrigley gummed up the local baseball broadcasting program for next season when he balked on the American League's two-station plan, giving exclusive air rights to two stations for the White Sox games instead of the usual five-station line-up. Wrigley, owner of the Cubs, threatened to tear the exclusive box from air if any of the Cub games, and it was also hinted that he might have gone farther by permitting Cub road games to be broadcast while the Sox played at home. Looks like everything will be all right, too, because Kellogg Company will strike out the two-station restriction for Chi games. Expected deadlock between NBC and Jimmy Cefalo's muskier local over the new radio contracts will probably blow away, with NBC signing on the line despite its reaction to a clause banning the piping of programs to outlets on AFN's unfair list. Nile Trammell, NBC press, still refutes, however, that he should not have to pay the $60,000 increase per station when one of the NBC outlets here is only heard for half-day periods.

Pen and Pencil, local writers' club, is planning an air show with Willis Arthur doing the scripting.

Bill Weaver, barton's and page boy who joined the King's Jesters for two broadcast periods last week as a reward for winning a contest staged by the Jesters...

Xavier Cugat's caricatures of big radio names and orch leaders are drawing plenty of comment in a new eatery on radio row. Milton Blink, of Standard-Radio, is Hollywood bound this week to confer with Jerry Kingsland on the market for a new sustaining orch, hoping to find an outfit which can

Dave Elman
on the air for
The Hudson Motor Car Company

Early Deadline

Because this issue of The Billboard is the Holiday Greetings Number, it went to press ahead of the usual schedule. Deadline for the radio department was Wednesday afternoon in New York.
MANAGEMENT
HAROLD F. OXLEY
17 E. 49th St., New York

MUSIC CORP. OF AMERICA
announces
the re-engagement of
RICHARD HIMBER
on
LUCKY STRIKE
"Your Hit Parade"
starting
SATURDAY, JAN. 15th
on CBS
10-10:45 P.M.

Now Appearing
ESSEX HOUSE
New York

SEASON'S GREETINGS from
EDGAR B. HAVES
and his ORCHESTRA

MUSIC CORP. OF AMERICA
announces
the re-engagement of
RICHARD HIMBER
on
LUCKY STRIKE
"Your Hit Parade"
starting
SATURDAY, JAN. 15th
on CBS
10-10:45 P.M.

Now Appearing
ESSEX HOUSE
New York

Al Simon, Author
NEW YORK. Dec. 25. -- Run on the Air is the title of a book being written
by Al Simon. It's an "anthology" of radio's "breakers"—unexpected happen-
ings that caused laughs or blushes. Simon is seeking material from out-
of-town stations.

Author to Wilk's publicity man.

Al Simon, Author
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by Al Simon. It's an "anthology" of radio's "breakers"—unexpected happen-
ings that caused laughs or blushes. Simon is seeking material from out-
of-town stations.

Author to Wilk's publicity man.

Australian Chief Quits
SYDNEY. Dec. 15. -- A. R. Bennett, managing director, and his son, George, re-
signed from Station 2GB, Sydney. H. G. Horner, New South Wales manager
of the Australian Broadcasting Commission, joined 3GB as general manager.

Blessed Events
NEW BUSINESS 1938 100% REBUNEWS

WBNX, NEW YORK
GOOD WITH CAFE AND WINE

The St. Louis Times
Radio Editor Versus Press Agents

By Aaron Marc Stein, Radio Editor, New York Post

Press agents, like the policemen in the Pirates of Penzance, are always engaged in a running feud. If they want to work all the time I have no objection. I do not mind—not much, that is—if they try to work on me all the time. It would help, however, if they would not be so polite about it. When a press agent telephones or comes calling, I know he has press agents in mind. He knows it, and he knows I know it.

He feels, nevertheless, some sacred obligation to go into a Joe Cook routine. I can’t or be hanging on the sharp and murderous edge of a deadline, but there is no getting around the “How are you? Where have you been keeping yourself? What’s new? How’s your uncle?” business. I am fine. I have been keeping myself around a radio and a typewriter. Nothing is ever new and all my uncles are in the pink. Now how comes this to the point? For whom do you want a plug?

By Jo Ramson, Radio Editor, The Brooklyn Daily Eagle

This major trouble with radio press agent copy is too much quantity and much too little quality, and therein lies the radio editor’s employment. If they called themselves from a running bulky envelopes.

There is demand for a moment network public. NBC’s is usually the most humorous stuff received. It is factual, grammatically correct, somewhat wooden, never offensive, never exciting. CBS’s on the other hand, is constantly striving for new gags with which to intrigue the average radio editor whose sense of humor is only one degree higher than that of a hanging Times Square.

This doesn’t necessarily imply that NBC fails to get into the daily press far from it. It grabs plenty space, but it could be getting a great deal more. If the Radio City moguls would unbind a little. Another fault with NBC’s copy is in its stimulants. Rheumatic machine at Radio City must get doused with rare perfume before they start shooting out the releases. To me, the paper has the same aroma hot corn gives off on Surf avenue and Henderson’s Walk in Coney Island.

The private press agents, those on the side streets, are wide and varied in inexperience, sense and, etc. There’s a handful who know the newspaper business and they are doing a non-stop job in giving the scribbling the kind of copy that makes good news sense. But the real writer of a pithy and lopsided statement said it about the better.

WOR has a good idea. It doesn’t send out bales of copy. All station releases are concentrated. No bulkings of envelopes. And that’s the way it should be.

I guess radio publicity hasn’t changed much since Doc DeForest invented the vacuum tube—there’s still too much ham in it!

By Ben Gross, Radio Editor, New York Daily News

What is a press agent? If all of us agreed on the answer there would be no excuse for a symposium as such as this. The truth is, however, that the p. a. assumes as many guises as that well-known fair-weather friend of the animal world, the chameleon.

To some he is the creator of gags which he places in the mouth of his client. To others he Is general demands of the various radio editors. To some he is the creator of gags which he places in the mouth of his client. To others he is the creator of gags which he places in the mouth of his client. To others he is the creator of gags which he places in the mouth of his client. To others he Is general demands of the various radio editors.

The truth however, that the press agent before I sent out a line of club. As a matter of fact, get out bales of copy. To others he Is general demands of the various radio editors. To others he Is general demands of the various radio editors.

I hope to please the reader.

By J. E. (Dinty) Doyle, Radio Editor, New York Journal-American and Hearst newspapers

This press agent, it seems to me, should be a man with a multiplicity of views and interests. He may be a good writer, but he is not necessarily a good press agent. He may be able to furnish writers with legitimate and usable items concerning their clients, written according to the standards demanded by any good city editor.

It has been my experience as a press agent and a newspaper man that many press agents work too hard to imagine the rewriting. It he attempts it the result is either a pointless, rambling dissertation or a long panegyric of superlatives.

If any radio editor had a dollar for every time I was asked to do this, and if my path I recall less than half a dozen who had the ability, experience, imagination and willingness to work required of an ideal press agent. I don’t know the reason for this scarcity. Possibly one of the consequences of this forum will offer the explanation.

Sports writers sometimes refer to a player on an off day as having only a “fast ball and a prayer.” This condition applies to a number of press agents who storm my deck. The “fast one” is usually a cock-and-bull yarn that will weigh more than eight ounces to the pound. Any editor can detect the sham the instant it is opened. Most of these agents, he may still use it in modified form. A good story well told always makes good reading.

But the press agent, the man who comes on bended knees to tell you that unless the Vocal Brothers get a break in the very next column you will have a career in the music business, the press agents are often wondering why their stuff is no longer used. All of which p. a. has only a tin cup for an office should apply to the charity organizations and leave radio editors alone.

Wrigley Double-Mint Program
CBS Coast to Coast, Sundays
6:30 P.M.—New York
5:30 P.M.—Chicago
3:30 P.M.—California

Wish to extend compliments of the season to all their friends everywhere.
Press Agent Versus Radio Editors

The Press Agents Say

“Radio Editors Are Peculiar—But They’re Pretty Good Fellows, Too”
By ANONYMOUS

Radio editors are peculiar—but they’re pretty good fellows, too. They are痨猾, arrogant and courteous, selfish and kind, dominating and condescending.

They never forget an injury, and rarely take a personal vengeance. They never form a friend, and often discriminate against their friends. They are grossly unfair, and yet are, perhaps, the most thoughtful of men in the newspaper business.

The most conceited of the radio editors are at times the most humble. They don’t know the bunch of things that they are capable of doing, and are often so private and crue that they forget a friend. They are grossly unfair and passive.

Radio history is dotted with cases of individuals who have been the friends of radio editors. Stories of editors including stars in their columns, or in their newspapers have been known. Yet, when they were asked to write a story about a particular radio editor, they would say, “I don’t know him.”

They are human. They respond to flattery like normal men. They enjoy a little publicity for themselves, and become busy about the things where the inefficent young press agent can hold a job.

They are entitled to their conceit. Two things have been known to happen when a radio column has been known to change the lives of a long-time actor: the story is not published, and the actor is dropped from the column.

They are always on the lookout for new and interesting material. They are always looking for new and interesting performers. They are always looking for new and interesting stories.

They are often asked to write an article on radio editors. They can hide behind a mask of anonymity; give a typewriter, paper, and an hour, and see that Jack Doyle, or whoever the current authority on betting in will lay you 2 to 1 on the result being a ploy of copy as any Hearst editorial column. They have the ability to get the story from the source. They have the ability to get the story from the performer. They have the ability to get the story from the audience.

They are good at their job. They are good at their job. They are good at their job.

“Radio Editors Have Been Kind—More to Some and Less to Others”
By ANONYMOUS

A SIKE a press agent to write an article on radio editors, assure him that he can hide behind a mask of anonymity; give him a typewriter, paper, and an hour, and see that Jack Doyle, or whoever the current authority on betting in will lay you 2 to 1 on the result being a ploy of copy as any Hearst editorial column.

The writer, however, has no axes to grind. The local radio writers have been kind to him. True, they have been kinder to many others—but they have also been kind to a goodly number of my brothers under the skin-game. I’m not the biggest p. a. along radio Now nor the smallest. I’m not the oldest established or the newest. I’m not the richest. I’m not the poorest. I’m not the meanest. I’m not the best. I’m not the worst. I’m not the most. I’m not the least. I’m not the smartest. I’m not the dumbest. I’m not the best. I’m not the worst.

They all believe the more about radio than Marconi, more about programs than Bertha Bracken, more about radio than Toscanini, and more about selling radio time than Ed Petry. They also believe they know more about writing radio columns than Roy Kilmoyer, more about publishing than Roy Howard or William Randolph Hearst.

Most of them had their hands bandaged because they knew that they could get an exclusive for tomorrow. Many of them held jobs for the exclusive because they knew that they could get an exclusive for tomorrow.

Some talk about radio people all the time to the extent of being boring. They tell the stories of their columnists all the time to the extent of being boring. They tell the stories of their columnists all the time to the extent of being boring.

Most of the radio editors have other interests. They are the exclusive agent for the production of a movie. They are the exclusive representative for the production of a movie. They are the exclusive representative for the production of a movie.

The smaller the paper, the smaller the column. The smaller the column, the smaller the column. The smaller the column, the smaller the column.

All of them have theColumnists they have theColumnists they have theColumnists.

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Radio a Woman's Game
By Bernice Judis

It is easier for a woman to make good in radio than for a man. That may sound like a strange statement with so few women in top jobs in radio, but a little thought will demonstrate its truth, and a little thought will reveal the fact that a great many women are now holding positions of considerable importance in radio circles.

The woman in the home usually selects the family entertainment, approving the motion pictures the youngsters shall see and deciding what play her husband shall take her to on their anniversary night, and the woman controls the family buying in a majority of cases. That's why women succeed in radio.

Radio reaches into the homes. Its chief appeal must be to the head of the household. Women radio executives find it easier to understand what will appeal to these women in the homes, both in entertainment and in commercial copy. Most male executives, if pinned down, will reveal that they depend largely on some woman's advice when they get to the point where they have to decide on the relative merits of two program ideas, or even two artists.

That Sponsor's Wife Joke
The old joke about the sponsor's wife is no joke to those of us in radio who have to present programs that satisfy the sponsor and still manage to carry a message that sells merchandise.

Perhaps it is because women are able to understand what women like in entertainment that so many women have been successful in planning programs. Madeline Elsas, of WOR, Eddie Ford Melrose, of Cleveland, and Bertha Brainerd, of NBC, are a few of the names that come to mind when you think of women as program planners. Mrs. Anne Hummert, Nina Mack, Margaret Jessup and George Buck are women known to almost everyone in radio for programs they plan, prepare and produce. In fact, there is no field in radio where women have not come to the forefront in strict competition with the men.

In publicity there are dozens of women executives, with Helen Strauss and Diana Bourbon perhaps the highest in rank, but dozens of others are daily proving that there is no job in radio where women cannot make good. Peggy Stone, of the CBS station relations department, has perhaps one of the most unusual of the positions filled by the fair sex, but a little research will doubtlessly show hundreds and hundreds of other outstanding women through the industry.

Women Are Adaptable
The real reason for the success our sex has had in radio lies in the fact that women are adaptable. Women are now in the business world that they are willing to learn. And with radio reaching the home, more men are willing to listen to a woman's viewpoint about radio much quicker than he would be about newspaper advertising or on the important subject of a singer for the opera.

It is always amusing to hear some fog-horned songwriter try to sing a tune he has just written, and it's just as funny to a sales conference to have a six-foot 200-pounder explain the sales appeal of a program directed to six-year-olds.

Modern business has grown up to the extent that the prejudice against women sitting in executives' chairs has died down to what is indeed a pleasing degree (to us women at least) in almost every line of business. But in the newest of our great industries the prejudice has almost swung to the point where given a man and a woman of equal standing, the board of directors prefers the woman for the radio position in preference to the man.

Young girls come into my office from time to time looking for career advice. Friends of friends ask my advice about what line of endeavor is best suited to a young girl starting out in business. I tell them all to start in radio. Remember, it's a business, not all fun, use the brains God gave you, and you'll wind up making it mighty tough for the man who tries to take your job away from you.
**Program Reviews**

**EST** Unless Otherwise Indicated

**Sidney Kaufman**

Reviewed Monday, 9:45-10 p.m.

*Style---Film commentator. Sustaining on WQXR.*

- Removed from the staccato or yelping delivery of some of the Hollywood gossipers on whom film guns are trained. Kaufman does a stint that is equally if not more devastating. His style is matter-of-fact, minus any bombastic attempts to be dynamic. Yet his intelligent discussion, background with more trade-like news than his contemporary dish out, carries plenty of fire.

He relies on his subject matter and his presentation of it rather than personality. Kaufman possesses no great distinction as an orator, but his delivery is clear. Explanation of fast mail was well done, as well as shows, which he reviews he does as slanted for the highbrow audience which follows WQXR.

**“Behind Prison Bars”**

Reviewed Monday, 10-10:30 p.m.

*Style---Questions and sketch. Sponsor—William R. Warner & Company, Agency—Cecil, Warwick and Legier. Station—WIZ (NBC network).*

The audience participation idea, added to this Warden Lawes’ show, lends added interest without expanding the budget. From a question to a quip, plus queries after the playlet, is the formula. Director of the WIZ team, a smooth job of production for Bloom’s Lintiment. Show is built around the prison keeper, yet these are no distortion of dramatic values to highlight Lawes.

Presumed traces of the children of divorced parents was dramatized in show caught.

**Current Program Comment**

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

It’s been remarked here before that in the shoes of its type the WNEW Sunday morning swing program with Morrie Pitt and his orchestra, Master of Ceremonies Martin Block and variable and sundry guest stars is one of the better flâneries of its type, with plenty of the heat and spark for them as always. It, Bob Block or the local gendarmerie or somebody ought to be called in to quell the audience. Sound can use no run in listening to a program when every number is followed by prolonged and obstreperous applause, largely piercing whistles, nor is there much fun—sense—listening to a number, only to have it drowned out by the hand-thumping and yowling of the attendants' swing bands.

Incidentally, a recent program in this series had the Andrews Sisters doing in person their hit version of the latest craze, *Bie Mie Bie Du Schoen.* The guardian of the phonograph record review department has been quite lavish in his praise for this latest bit of saucy sync. Well he might be, for it is an extra bit of me plus ultra on the very good side.

Some weeks ago the word went out from the castle whence words go out with regard to Camel cigarette’s radio programs, the word then being that the Jack Oakie-Stewart Erwin program was soon to wend its way off the air. That would have been a loss good fun; the show has improved mightily and can now be depended on to turn out each week a laughable and noteworthy contribution to the cause of nonsense. This program’s teammate, the Benny Goodman swing half hour, is another oddity, to put it politely, and a little fluff called One O’Clock Jump, as beaten out on last week’s program by Goodman and his associated beater-cutters, was a thing to make all swing addicts shed tears of joy.

**Fred Allen**

**Holiday Greetings**

and **PORTLAND HOFFA**

*Town Hall...Tonight!*

**Charlie Martin**

**V.B. PRODUCTIONS, INC.**

1697 Broadway
New York, N.Y.
New Year but Same Troubles
For Tin Pan and Its Alleys

ASYMIS, Dec. 28—Music industry
between now and 1940 is in for some
high-class hard work. The hard work
throwing the Indian clubs, just as the
other clubs have been throwing the
radio clubs, is coming on fast.

The problem, as seen by the
American Federation of Musicians
and the American Federation of
Musicians and Broad-
casters, is definitely toward a strong
 unions, as discovered in the recently
worn "Hell's Angels" show, where the
cast includes American Federation
and American Federation of
Musicians and Broad-
casters.

The result is that the hard work
thrown by the Indian clubs has
affected the radio clubs, and the
radio clubs have become more
entangled when the National
Association of Broadcasters
(ASCAP) has been brought in on
the continued existence of Music
Corporation of America
(MCA), and it is adequate pay for
in radio rentals.

The near future promises to be
hotter still in all other fields, where
the copyrighted music re-
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A Model Pupil

NEW YORK, Dec. 25—Those who heard the Goodman Quartet last Sunday morning at the Academy of Music were among the first to know that the doors of Mecca Temple say that Teddy Wilson never played the piano with such flawless technique and powerhouse inspiration.

One reason was that in the wings stood Frank Sheridan, piano virtuoso in the world of music, who was also on the program. Not many realized, however, that Sheridan was Teddy's piano teacher and that Teddy learns how to play Sisken's, Bach, Dussek and Haydn in his spare time.

Bureau Plans Ork for Blind

City bans street players—seek to sustain sightless—success in England

NEW YORK, Dec. 25—In an attempt to duplicate here the success in England, the New York Bureau for Blind Artists, founded in 1932 to help blind musicians make a living, has started a campaign appealing to radio stations for funds to form an all-blind dance band. Money will be raised for the band equipment and for musicians supporting the ork during 15 weeks of rehearsing and discovering blind band ideas has the support of bookers and that it can get radio time. A special presentation at the World's Fair is also in the offing. Bureau has already secured the promise of a few musicians who had been in the New York area. During the past months, the Bureau has presented sustaining radio programs, situation for blind minstrel to test his performance, the Bureau presented four of street musicians in January.

Hampson's Ork, composed of 18 blind musicians, including the ork leader, Victor S. Harris, was in rehearsal for two weeks before its London opening. Band also carries blind male vocalist, George Taylor, and a blind girl trio, the Sweet Stagers.

Alto Hampson's debut at the Trocadero Cinema, Elephant and Castle, October 11 drew rave reviews. Many of the reviews of the band away from the ground on the ork it would "harrow the publics."

I Trust, I Pray, I Hope

BOSTON, Dec. 25—Taking a hint from Al Pierre's song, "I Trust, I Pray, I Hope," is now set for RCA Victor's consent. figuring sales. Time is now set for the Gotham offices should have an equal controlling interest in the merged firm, an equitable of stocks between the principals Involved.

Mike NDor is sides with Corky O'Keefe to squash weds-... and conflict of interest in the merged firm, an equitable of stocks between the principals Involved. Mike NDor was with Corky O'Keefe to squash weds... and conflict of interest in the merged firm, an equitable of stocks between the principals Involved.

Mike NDor is sides with Corky O'Keefe to squash weds-... and conflict of interest in the merged firm, an equitable of stocks between the principals Involved.

It Started in Fun Now All Are Unique "Save Abe Lyman"

PHILADELPHIA, Dec. 25—By far the most important ruling this year affecting the well-being and standing of the musicians was the decision of the Pennsylvania Supreme Court in a case involving the copyright of "When Irish Eyes Are Smiling" by Charles Klein. The court ruled that Klein had a property right in his melody and that he was the sole owner of the song. The Federal copyright laws fully protected the composer, but it was through the efforts of the musicians, representing Fred Waring, that this decision was won.

The decision was made in favor of the musicians, who had been challenging the copyright of the song by Fred Waring, who was against the merger from the beginning. It got to the stage where even the judge agreed with Waring on the point. The judge noted that Fred Waring against WDAS radio station have two years ago seemed like a man beset by the entire spotlight. When I sing Mammy," the Jurist quipped. "But Hienoner aimed to even the score, and the Caesar starts to get the rights reverting to the writer. and the Smith Court's decision will put an end to this, more for the benefit of the music publishers than for the benefit of the musicians."

The Tammany Tiger

B. A. Rolfe had his inning. But it was judge McDermott who again won the scene. The trumpet maestro reads Into the records. "An orchestra is like... what, Herb Jones and Pant Reber... will deliver a 'soap-box' oration on the... the entire spotlight."

Melody Notes

Thomas Morrissey, of Little Rock, Ark, comes thru with a timely tune in "In a Little Chinese Shop" for pub consideration.

R-O-K-CRA Merger Definitely Off; Stymied by Stock Divvy

Mike NDor sides with Corky O'Keefe to squash wed-... and conflict of interest in the merged firm, an equitable of stocks between the principals Involved. Mike NDor was with Corky O'Keefe to squash weds... and conflict of interest in the merged firm, an equitable of stocks between the principals Involved.

Music Items

BOSTON, Dec. 25—Prestoed by the day the finding of the air, and... the Gotham offices should have an equal controlling interest in the merged firm, an equitable of stocks between the principals Involved...

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CIO Activity in Philly Music Field Fails To Excite Weber

AFM investigator finds CIO threat a sham—members remaining loyal—CIO cloaks scabs and expelled in attempt to underscore AFM orks.

NEW YORK, Dec. 25.—That the CIO has sanctioned a musicians' union in Philadelpia, and has been trying to organize the musicians, has been proved by San Francisco, Chicago, Des Moines, and New York City investigators sent to Philadelphia to study the situation. While he admitted that there is CIO activity in Philadelphia, Weber said that all attempts to organize the musicians have faltered. This sort of thing has been cropping up all over the country from time to time, but the American Federation of Musicians fully intended to persevere. The public and the profession, there is practically nothing the CIO has to offer or give.

It was revealed that William C. and Barney Leeman, organizing the CIO group for the Philadelphia local, are hundreds of dollars to the union and members both for fines and for services rendered the union. The investigator charged that the CIO group is not only meaning to recover the $500 which was agreed to sign up "scabs" into the CIO group.

Since the CIO move is considered insignificant, the public is not being deceived by leaving it to A. A. Tomas, Local 77 pres., to nip the move in the bud. They feel that the Philadelphia local will go through the same trouble in spite of the momentum it seems to gain. However, if the situation does become aggravated, Weber and his office will step in, he added. He pointed out that on all moves on part of CIO to reach into the music field, while the Philadelphia officers of the CIO have kept out of the fray, letting WOR (NBS) do the work. WOR is the only station with the wavers' union, doing all the showing. Former AFM organizer Harry Edelman, CIO chieftain in Philadelphia, has sanctioned or is sanctioning a musicians' union charter, in spite of the fact that he promised Local 77 that he would stop all AFM organizing in the city.

PROGRAM REVIEWS—

(Continued from page 6)

Reviewed Tuesday, December 14, 6:15-10 p.m., Thursday, December 16, 2:45-6:45 p.m.—KJH, Los Angeles

This is a thrilling and exciting adventure serially fashioned for minute shot is produced to show why noses should belong to a motor club, but it was delayed until the moral of the story was either deleted or no one thought to put it on, at all. bitty, buggy, school gals are driving on a lonesome fence line. In the background stands a girl, when and why along with a dog. The story begins around a little and jumble around with a jack trying to fix the leaky tire, both lamenting the fact that they are in the country and the chances of no one. Now here's the twist to the story, when the authors of the novel almost work the gals into leaving the lives of bi-preservation, and the gals threaten protec their kids from such an incident by parking the auto. Trouble is, he fails to point out why these gals would be safe if they were members of the motor club. Trouble is, the mental telepathy.

H. H.

Transcription Preview

"The Phantom Pilot"

Reviewed Tuesday, December 14, 6:15-10 p.m., Thursday, December 16, 2:45-6:45 p.m.—KJH, Los Angeles

It is a light, bright touch, partnering with the commercial folio, bared fares only minutes out of a nice show. The confusion is mostly ores minimum wage seals and quarters here to find out who, what, when and where.

We're playing parlor games, HORACE HEIDT has Yvonne King for a嘉宾, a touch of old Erin in truck-out mode. The singing star has his run on the television set, the song being smooth enunciatingly for "There's a Gold Ring" and the pulse prospector.

Review of Records

By M. H. OROKEDEN

Abbrevisations: V—Victor; BL—Bluebird; VO—Vocalion; M—Melotone.

The Steirnway Squatters

Walter Bangerter and his 10-piece orchestra of keyboard knockers, the phonograph under graduate, were treated twenty times over by the audience for the first time in town and "kept them" off the set. They were playing a light and tuneful air with a tinge of the East End. They sang with spirit and verve, and the audience was charmed.

The President of the United States of America

FRANK ROEBER, he of the fractions, was on the program and his light and tuneful air with a tinge of the East End. They sang with spirit and verve, and the audience was charmed.

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**Orchestra Notes**

By M. H. ORODENKER

**Seasonal Signs**

The holiday crowds make it tough traveling along the Broadway beach. It's so crowded because of the swarms of people who flock to the beaches, and the streets are packed with traffic. The heat makes it difficult to breathe, and the noise is overwhelming. But despite the chaos, the sound of the ocean is soothing.

There's that wind waver whose only credentials for fronting a band are a way wig. . . and is always caught admiring himself in a mirror so that he can tell whether his arm muscles are co-ordinating properly, . . . so he sees, . . . and there's the long-haired, tattered gent who one time played the violin for the car . . . only now he's in the doghouse. . . .

In the band every time the floor show singer lays an egg . . . which is often considering that she showed up four to a draw under the bridges we can't help wondering about the five or six who are too short to read small type and hug themselves with "I . . . but in headlining letters." It's only when you're on the top that you're so close to the bottom. . . we are reminded that when YEBUDI MENJUN was 10 years of age the child prodigy was credited with the mentality of the average man of 30 . . . he could speak four languages fluently and write essays in the Emersonian manner.

It's here to stay

That issue of The Billboard also tells us that EDWARD C. BOTKIN, once one of the National Piano Manufacturers' Association, assured the public that the piano is not losing its popularity . . . rather encouraging words today that are sure to inspire the man who tries to sell a "second-hand upright in good condition." . . . and there's a time of it trying to give it away for nothing . . . on New Year's Eve, 1927, , NBC offered the air fans a real novelty in America. Baritone and ARMSTRONG, who sang and played that famous barrel organ, vintage. Sweet Adeline, . . . but it's still Sweet Adeline today, even if there are to swing, as did ART SHAW.

**Memory Lane**

Some issue, same year. told of JOSEPH ARMS, of RHYTHM ARMS, as a pasy, who was attending the celebration of the 50th anniversary of the Teachers Union. . . . word that AILEEN STANLEY (remember the Victoria girl?) was scoring heavily in English provinces . . . ZED CONROY, the kitten is still on the keys today, opened at the Kenmore Hotel, Albany, N. Y.

Some bands are still carrying on in grand style, played the Christmas party for the Club in the Met or at the ABC. B. S. W. does thru the ABE LYMAN will double from the Good News show, after it opens in Chi January 8, to the new Bismarck. . . . MR. AND MRS. LEW CRAWFORD, now with their own band, were presenting their opera vs. jazz nov-

---

**King's Jesters**

"The Biggest Little Band in America" and ORCHESTRA with MAURICE WHITNEY Hotel LaSalle, Chicago. NBC NETWORK FAVORITES

**Barney Barron**

AND HIS NEW ENGLANDERS Featuring RUSSELL WRIGHT Opening at THE ROYAL In St. Louis, Tex., Denver, Seattle, Portland.

**Jan Savitt**

AND HIS "TOP HATTERS" KYW, PHILADELPHIA, AND NBC NETWORK

**Jack Sherr**

AND HIS ORCHESTRA Now Playing WHITE MANSIONS, Pittsburgh, Pa.
SEASON'S GREETINGS
and
BEST WISHES

Ted Lewis

Best Wishes of the Season from
JOE MARSALA
and his Chicagoans
now 11th Month
HICKORY HOUSE, N. Y.

Season's Greetings!
Ole' Jack Spratt
AND ALL THE LADS
"Heard Over the WLW Line to New York"
Permanent Address
2651 Highland Ave.,
Cincinnati, Ohio.
Tour Direction
Consolidated Radio Artists
Keith Bldg., Cleveland, Ohio.

Season's Greetings
SHARKEY BANANAS
"Sharks of Rhythm"
Best wishes to all my friends everywhere.

Season's Greetings from
VINCENT BRAGALE
and his Orchestra
extends
SEASON'S GREETINGS
now 3rd month
PLAZA HOTEL, N. Y.
direction: M. C. A.

JAN BRUNESCO
and his ORCHESTRAS
with all
A MERRY XMAS
and
HAPPY NEW YEAR
Now 3rd Year
DEMPSEY'S RESTAURANT
New York

Season's Greetings!
BILLY DAVIDSON
AND HIS ORCHESTRA
SECOND YEAR
26 and North Club,
Milwaukee, Wis.

Season's Greetings
CLARENCE FUHRMAN
MUSICAL DIRECTOR
WIP
Philadelphia
Inter-City Network

JOE SANDERS
AND HIS NIGHTHAWKS
NOW ON TOUR
End your correspondence to advertisers by mentioning The Billboard.
Season's greetings from
GEORGE HALL
and his orchestra
Eighth Year
HOTEL TAFT
New York

Season's Greetings
SID LANG AND HIS ORCHESTRA
THIRD YEAR, HI HAT CLUB, CHICAGO
and still going strong!

Sonny Kendis
and his orchestra
At the CLASS HAT.
Belmont Plus, New York.
starting January 5th.

Meyer Davis
Recent Bookings

Sonny Kendis
and his orchestra
At the CLASS HAT,
Belmont Plaza, New York,
starting January 5th.

Michael Zarin
and his orchestra
Now at COPLEY PLAZA.
Boston, Massachusetts.

Sammy Wilson
and his orchestra
At the CORONADO HOTEL.
St. Louis, from December 25.

The Season's Best From
CHARLIE STRONG
and His Orchestra
Playing the Season's Finest Private Parties and Colleges
Direction: ASSOCIATED RADIO ARTISTS
1650 Broadway
New York, N. Y.

New Year Happiness to You All
from the New Dance Sensations
Howard Ruth
LANE and BARRETT
Direction: ASSOCIATED RADIO ARTISTS
1650 Broadway
New York, N. Y.

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd
Season's Greetings
from

DUKE ELLINGTON
and his famous ORCHESTRA

Personal Manager
IRVING MILLS
799 Seventh Ave.,
New York
Circle 7-7162

From the Top of the World
HOLIDAY GREETINGS from

EDDIE LE BARON
and his CONTINENTAL ORCHESTRA

now 40th week
RAINBOW ROOM N. Y.

Compliments of the Season from
SAMMY FAIN
Composer of
"THAT OLD FEELING"
And Other Outstanding Song Hits

Season's Greetings
JAN SAVITT
and his TOP HATTERS
Airing the Bands
By MAURICE ZOLOTOW

Thompson Traumerei

New bands that are willing to risk a whole-hearted emphasis on swing, a sweet music these days are pretty rare. But Lang Thompson (WXR), appearing from the Commodore Perry Hotel, Toledo, does it consistently and successfully, making few concessions to the swingmaniacs. Especially in the Middle West, what with the assurances following that Wayne King and Jan Garber have, it's both wise and smart for an up-and-coming outfit to stay in the swingy groove.

Instrumentation is based on strings and sax, with a little brasswork, except for an occasional trumpet break. A well-played accordeon adds variety to Thompson's musical offerings. Arrangements, while original and interesting, tend to repeat themselves too much. Also need better co-ordination when they play in ensemble. Prominence of the baritone sax makes the sax section too heavy for a sweet band. Saxophone should develop along the lines of smoothness and softness; this section, as a whole, needs tightening up.

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Romance Without Rhythm

Vocal sardies by June, Joan and Jerry are first rate. Thompson's singing, given out in a natural, friendly manner, is satisfying. He also does the announcements in a natural, friendly manner. In general, the radio presentation is good, with the romantic selections interspersed with a tango and two novelty tunes. But for dancing, hand still needs more rhythm, so they may temper their romantic music with more aggressive selections. Need to get up and two-tour.

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Tucker Treacle

Orrin Tucker's small (WABC), from the Ridgewater Beach Hotel, Chicago, is sweet, but in the listless, supersweet

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JERRY BLAINE

and his
STREAMLINED RHYTHM ORCHESTRA

extend
Season's Greetings
2nd Year
PARK CENTRAL HOTEL, N. Y.

Compliments of
Chicago Federation of Musicians
Local No. 10, A. F. of M.

JAMES C. PETRILLO
President

---

Peace on Earth
Good Will Toward Men

1937 Was the Year in Which Twenty-seven band leaders claimed to have invented swing. Forty-three songwriters wrote the original Big Apple tune. Eighty-two critics of the jazz hot gave the final deduction on swing, including Gertrude Stein, who was quoted as saying:

"I don't want to get up and two-tour. Apprectable tempos that will make for new, more by the marks. They must rejoin the city tunes.

Good, with the romantic, sections lug out in the crooning style. Are nest rote. Thompson's singing. Karen

inscossa and so fun raw

ahmild

of the baritone sax makes the sax section much westing. wad to repeat themselves too much. Thompson's singing.

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Ruthe heorted emphasis on stealer tas'et muscle these days are pretty rare. Orrin 'Sticker'.

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Veenl asides by June. Joao sad Jerry

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Remick Music Corp.
Local No. 627, AFM--The Cradle of Swing

In the heart of the Negro business section of Kansas City, Mo., stands an unpretentious and coloring two-story brick building thru the doors of which have passed many of the world's most famous musicians. The rooms inside are bare. No rug covers the floor. A few Kansas City musicians have been known to occupy rooms in the building. But not to New York, Chicago, Los Angeles and in cities throughout Europe where dance music is played by black musicians.

The building houses the Musicians' Protective Union, Local 627, affiliated with the American Federation of Musicians and boasting a total membership of 174 active Negro musicians. Not only does it serve as quarters for those who have gained international prominence but it is used as the office of a man who is directly responsible for Kansas City's undisputed position as the "hotbed" of swing-music activity.

Introducing Proxy Shaw

The man who is always at the job, keeping music activity on a high plane in this section, is William Shaw. He is president of the union—and has been for 10 years—and has sent ambitious young Negroes like Cab Calloway, Count Basie and Andy Kirk to the big-money brackets with orchestras of their own at his discretion.

Shaw's office is neatly furnished. But there is no ornate lounge, nor is there a set of cubist chairs. Instead it is a simple and adequately furnished with a solid oak desk, several ordinary chairs and a mirrored mantel, upon which rest a small number of pictures of musicians who once worked with him when the going was tough.

Every first Wednesday of the month is go-to-meeting time for the union's members. Cab Calloway, Andy Kirk, Lennie Hayes and others arrive at the rickety old building and climb the stairs which lead to the assembly room on the second floor. When the business session is over those who are fortunate enough to hold a business job may hold a huddle with a set of cubist chains. However, the members are frequently the only ones who can make it to the meetings, so the union is always ready to take care of members.

Kansas City Talent

Andy Kirk, widely known for his "Grouse of Joy," still makes his home here, as do Pha Terrell, Mary Lou Williams and Dick Wilson. These are just a few of the top names in Kansas City jazz. And every one of these men is a member of Shaw's union. Shaw himself was a member of the union at the time he was young.

Kansas City Talent, Andy Kirk

And every one of these men is a member of Shaw's union. Shaw himself was a member of the union at the time he was young.

Galveston, Texas, is the "hot horn man" for kiddie hopper Roy Eldridge. His boys are front men in Shaw's union here. Paul Webster, who bits the high E where F used to play, is now a member of Shaw's union. But he's not the only one. There are many other Negro musicians who have joined Shaw's union.

Motto: "Stuff Smith, Stuff Wilson, Stuff Smith and Stuff Smith!"

Earl Carroll had the world's most beautiful palms "pass thru these portals. But thru these portals have passed many of the nation's finest Negro musicians.

When Shaw took over the leadership of the union, he said he would do his best to keep a close tab on the activity of other local musicians making good on the Main Stage.

Building the Local

Shaw doesn't have much time any more to play a horn or take an active part in the union. But he knows the business of the A to the Z ends because of his association with music and musicians. During the World War War II he played in a United States Army band. Shaw played piccolos and flute, and in the same unit was Bobbe Hill. And he made a pretty good barber, too, if one is to believe the members of the union.

Barbering got tiresome, so I gave it up. And when I continued, it was then we began building up the union again. When Shaw quit the barber shop, the union took over. Its membership was small and there was so little music activity here that it was difficult to get anyone to join an organized labor body.

Shaw went in as president in 1926 with a board of only 40. He launched a membership drive and the union began to function as he had hoped it might. The union took over its building in 1930, buying it outright.

On Their Way Up

At the Club Continental here the band is attracting a great deal of attention. Stewart himself plays a nice trumpet; Jesse Price is a master of the trombone; Elbert Ernest plays the clarinet and clarinet and joins off stylized arrangements of the band, and Bill Hodges, a young fellow playing bass fiddle, is acknowledged to be one of the finest "over" in the section. A total of 627 members. One of these days they will take over the world.
are going to find themselves playing in one of the nation's finest spots.
A 20-year-old lad named Jay C. McShan already is known for his piano-playing ability. His style resembles a combination of Teddy Wilson and Earl Hines. With a little more experience—and a few lessons in the art of reading manuscript—McShan will be ready to leave today's taverns and take his place with a class band.
George E. Lee, now playing with a small combination at the Jockey Club, should be ready for big time soon.
Tommy Douglas at the Antlers' Club is another group which bears watching. Clarence Love's Band and the one fronted by Harlan Leonard are due to move up before long. Julia Lee and Lee Elia Smith, both singers and pianists of the Clee Brown type, have possibilities.

Bennie Moten's Story
Down at the building may be found two small plaques hanging on a wall. One says: "In Memoriam." One in memory of Bennie Moten, who died in 1933, before he was able to have taken his Kansas City Orchestra to New York for a big-time engagement. At a Broadway hot spot, a story behind his death and every Kansas City Negro knows it. But Shaw himself can tell it best.

"We had Bennie's opening all ready," Shaw remembers. "Everyone was working up, and even Bennie was excited. He came to see a show which was planned in 1,000 seats. It should go east in the best shape, and that he was going to have his tonsils out next week."

"I thought it a good idea and told him so. He left the office and a few days later went under the knife. We never saw him again alive."

Bennie died suddenly of a hemorrhage during the operation. It was a blow to musicians everywhere. Insasmuch as the Bennie Moten Band was the first to put Kansas City on the national musical map, Buck Moten, his younger brother and an accomplished accordion-player, now is directing a band of his own at the White Tavern here.

Shaw believes some day Bennie will be as well known as his brother.

Most of the old Bennie Moten men are now up in the high realm of music circles. Walter Page plays bass with Count Basie; George E. Lee sings, plays sax and leads his own band here; Harlan Leonard has his own band, Paul Webster and Ed Louis are with Zuneford, and Elmer Lundy is with Jack Lesberg and Arthur Leslie. In 1930, in one of the best known Negro bands leading in the West, it is just a spirit that has made the little old brick building the center of national and international music activity. Kansas City is proud of that old building—and proud of a man named William Shaw, president of Local No. 627, American Federation of Musicians, who keeps it and the Heart of America city in the national spotlight as the "cradle of swing."

Joy Makes Pre-Week a Joy
KANSAS CITY, Mo., Dec. 25—Considerable business was done during the Christmas holiday. Will H. Wittig, manager of Fire-Mor Ballroom, was pleased with the one-night take for Jimmie Joy last Saturday. He has been fair here and joy by the manager by swings in 1,000 seats for a $950 gross. Names spotted here for the next fortnight include: Bill Simmons, Ralph Webster, Ray Herbeck and Al Sky, the latter with his music "from the stars."

Olson Orking It Now
MILWAUKEE, Dec. 25—Formerly confining his activities to radio exclusively, a long-time fave on WMJ, Johnny Olson has taken the plunge into the Christmas season. Old 25 with a new band at Futuristic Ballroom here, following Bill Orkin, who moves to the Triangle Ballroom, Chicago. Olson's new combo carries a personnel of 11, including the Three Charming Sisters for the vocals.

Regis Renewes Codolban
NEW YORK, Dec. 25—A favorite for the last three years at the St. Regis Hotel, Cornelius Codolban and orchestra will carry on at the Malcoette Room next year, having been renewed for another 16 weeks. CMA handling.

Monroe Moves to W. Va.
BALTIMORE, Dec. 25—Closing this week at the Southern Hotel after a successful stay, Jerry Monroe moves his Society Swing Orchestra to the season at White Sulphur Springs, W. Va.
Essential Elements in Building a Band

By Jack Wardlaw

The distinguished alumnus of the University of North Carolina in the fields of art and science are legion. Just as many Tar Heel-born or bred bandmen have made their mark in the music world. The Chapel Hill composer gave Hal Kemp and Kay Keyser to the orchestra world, and in more recent years Jack Wardlaw has been showing the Southland a thing or two he learned at college.

Salesmanship also includes showmanship. And showmanship is nothing more than the art of pleasing others, especially your public. The one thing that music the people want to hear, not that which pleases the musician. Please you and not I.

The sixth, BUSINESS ABILITY, means this. No group or organization should attempt to make its living music business without the application of business principles and ability. These include in the public eye. The adage warns, can mollify your ability to impress others with their rights and interests, be it the hotel manager, the musician who wants to tune up his amplifier, the stage manager, or the cellist patron on the dance floor who requests the tune you do not have. It means the ability of pleasing people as they want and pay to be pleased, not to serve as a common ground for the various groups. Your par-ents, the hotel manager, the musician, the cellist patron, the stage manager, and the social director are all a part of the entertainment field. Is it possible to have a band of your own. 

Finally the TYPE of men or boys you are seeking for your orchestra. And you are looking for that special combination which will give you the best you. You are not looking for someone who is just a good musician but shows as complex as life Itself. The art of pleasing others, especially your public. The one thing that music the people want to hear, not that which pleases the musician. Please you and not I.

One of the most important principles of all. The ability to sell the music you play. It is as important as in selling your orchestra. It is to be understood that the musician who wants to tune up his amplifier, the stage manager, or the cellist patron on the dance floor who requests the tune you do not have. It means the ability of pleasing people as they want and pay to be pleased, not to serve as a common ground for the various groups. Your parents, the hotel manager, the musician, the cellist patron, the stage manager, and the social director are all a part of the entertainment field. Is it possible to have a band of your own. 

Avoid the Sure Guys

In choosing men for your orchestra place them on the key whose ambition and zeal are to make the most of their ability. The others may be more experienced but, unless they have ambition and zeal, they are not worth having. It is the ambition and zeal of the Yo-Yo and the Boy Who Can't Jump that will make your orchestra. If you are looking for someone who is just a good musician but shows as complex as life Itself. The art of pleasing others, especially your public. The one thing that music the people want to hear, not that which pleases the musician. Please you and not I.

Build Bands Trek South

BOSTON. Dec. 25.—Following a week at the Raymon Ballroom, starting Monday (27) Walter Shears takes his band below the Mason-Dixon line to open January 1 at the Florida Clubmen also. A former band with the much-admired Beanie Brulotte, Shears takes his style to New York's sky line, with its tall buildings and excitement, as a picture first in someone's mind. Not only in its organization, but just as important in selecting your orchestra to the public, is the personality of each member. Many orchestra leaders sell that mental picture of the group first and then proceed to get it together.

The second, PERSONALITY. I do not place making a good musician as an important quality. If you can't make a good musician, it won't matter if you can make a good salesman. But in a few abort weeks the band will have been to the point of at their rolls and sort and have no trouble in being a success in the management and in the intricacies of the business.

And that is why blame them.

In front of the band stand.

Consider all this before you decide to have a band of your own.

Some of the Boys take time out to serenade the band's new truck, securing the safe keeping of their instrument on the road.
LEGIT'S DOLEFUL CHRISTMAS

Snow Socks KC Grosses

Blizzard, cancellations keep "Tonight" to 46c—$1.60, for two-night "Daughter"

KANSAS CITY, Mo., Dec. 25.—Severe winter blizzard, breaking the day before showing the people will go over the Municipal Auditorium, cut the grow on Thursday, and keep the two matinees shows last week. Western also was expecting poor takings. On Wednesday, "My Darling Daughter," which followed Monday and Tuesday nights, total across the country was $6,000.

Coast's Heavy Season

HOLLYWOOD, Dec. 25.—Marquee lights at the Los Angeles Biltmore Theatre set the coast aglow. It was a cold one when they first lit them up this morning. "Darling Daughter," an unusually active film, was arranged for the Fox Grand Showhouse, with the following attractions already booked:

- December 25 to January 18, 1939: The Woman, with W. W. U. and Miss Helen Hayes, opening January 5, Fredricka, April, definite date not revealed. The Woman, opening Monday, 2 to February 5, Heathie Halley in Victorina Regina, June 6, for three weeks. Abbey Players, definite date not revealed. Helen and God, probably opening Monday, May 2, for two weeks. Helen Hayes in Victorina Regina, June 6, for three weeks. Abbey Players, definite date not yet set.

- The political comedy, "I'd Rather Be Right," is also tentatively scheduled.

Ticket Brokers Fined

NEW YORK, Dec. 25.—Federal Judge Henry V. Goddard this week imposed fines between $50 and $200 on ticket brokers who pleaded guilty to the charge that they sold ducats which they had no connections with the agencies and the prices on them. Nineteen pleaded guilty, eight were not found guilty, and a few of employees the fines were $57.

Musical Meller Planned

NEW YORK, Dec. 25.—Thanks for Tomorrow, a musical with music, being a sequel to Lillian Hellman's play, and done by an incorporated group. Music will be enhanced by Orra Marsh, as the maid. accomplished her speech before each of the three scenes. The drama and the acting of the cast have been extraordinary quality. Quite the reverse, in fact, of the musicals which have been produced this season.

Grimball Players' First

NEW YORK, Dec. 25.—The Grimball Players, who are the first of the New York stage companies to open this season are conspicuous by their absence. The number of productions is down. Only three musicals were presented between the start of the season last August and the present date: an unprecedented low. There were only three musicals presented between the start of the season last August and the present date: an unprecedented low. There were only three musicals presented between the start of the season last August and the present date: an unprecedented low. There were only three musicals presented between the start of the season last August and the present date: an unprecedented low. There were only three musicals presented between the start of the season last August and the present date: an unprecedented low. There were only three musicals presented between the start of the season last August and the present date: an unprecedented low.
From Out Front

By EUGENE BURR

The customary gaiety of Thespia may not be as enthusiastic as usual this season, what with the low number of shows running on Broadway, the paucity of future announcements and the appalling frequency of one, two and three-revel runs. The year has been far from good, and itself is an almost classic example of understatement, and the drama has little cause for rejoicing. There is, in a matter of fact, little to rejoice even a comp-}

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Wichita Likes Big Show List season's greetings

COMERFORD-PUBLIX THEATRES CORP.

* M. E. COMERFORD

1600 Broadway New York, N. Y.

** LEGIT'S DOLEFUL **

(Continued from page 57)

operating without a president, a parlous situation. However, WPA Better Balanced, the WPA *Arty* in the year, will be featured in the show. Jerry Sylvon as Hell-Cat, who finds happiness with a Cheharusian man, admiringly played by Clifford Moore, won the favor of the audience. Jerry Sylvon as Hell-Cat, who finds happiness with a Cheharusian man, admiringly played by Clifford Moore, won the favor of the audience.

The Billboard

OUT-OF-TOWN OPENINGS

“Dump Heap” LITTLE THEATER (Hollywood)


If Dump Heap, the newest opus of Modern Stage, fails as a play to achieve its purpose, the reason cannot be laid to its production, which is superficial, since its single set is realistic in the extreme, or to its acting, which, in the hands of a young film studio character, veteran, offers several strong and beautiful performances. Instead, the failure must be laid to weaknesses in the play itself, essential technical and psychological weaknesses.

The play’s primary weakness is incoherence. It, too, is long, and the performances and set are too much philosophizing by the unconvincing characters. It has a social drama minus a social significance. There is nothing of Clifford Octet’s bitter social realism mingled with Maxwell Anderson’s vague and futile unrealities plus a touch of every syndrome. All in all, a hodgepodge.

Three main factors in the play are the problems of old age and death, yet all three are treated with a superficial quality, and the play itself is not convincing. Comedy is dragged in like a red herring here and there. An actor serves only to dramatize, since attention is concentrated on the problems of the central character. Brightest thing about this play is undoubtedly the performances, which are uniformly excellent, especially the one done by Mr. Yancey, who cannot believe his son is dead. It is a powerful and effective character, and Jerry Sylvon as Hell-Cat, who finds happiness with a Cheharusian man, admiringly played by Clifford Moore, won the favor of the audience. Jerry Sylvon as Hell-Cat, who finds happiness with a Cheharusian man, admiringly played by Clifford Moore, won the favor of the audience.

The Billboard

WICHITA, Kan., Dec. 22.—The prairies are now a breed for shows, local producers being learning in this metropolitan center how to operate without a president. A new show, “Dump Heap,” has been mounted by the Wichita folks under the direction of Clifford Moore, a veteran showman who annually brings Broadway to Wichita with bookings of the best on the road, reports the best season this year since the pre-depression days.

“Benny Haynes and Nelly Why have been more determined in the present season this year. The new show, ‘Dump Heap,’ is the newest opus of Maxwell Anderson, its merits outweighed by the fact that the play is about the only new play this year. The play is a social drama minus a social significance. There is nothing of Clifford Octet’s bitter social realism mingled with Maxwell Anderson’s vague and futile unrealities plus a touch of every syndrome. All in all, a hodgepodge.

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The Billboard

BROADWAY RUNS

Performance to December 25, inclusive.

Dramatico

Opened Per. 

Assassins (23) (Rohan)

Nov. 16, 9 a.m.

Harlequin Towers (Tucker)

Nov. 16, 8 a.m.

French Without Tears (Rohan)

Nov. 22, 8 p.m.

Folies Bergere (Silbergold)

Nov. 22, 8 p.m.

German Without Tears (Silbergold)

Nov. 22, 8 p.m.

Having Wonderful Time (Harlequin)

Dec. 22, 8 p.m.

Jewel of the Jotter (Tucker)

Dec. 30, 8 p.m.

Rita (Rohan)

Jan. 7, 8 p.m.

Sandpin (Silbergold)

Jan. 7, 8 p.m.

Shack (Tucker)

Jan. 14, 8 p.m.

Witchcraft (Tucker)

Jan. 21, 8 p.m.

Yankee (Tucker)

Jan. 28, 8 p.m.

You Can’t Take It With You: Warm Bodies (Rohan)

Dec. 12, 8 p.m.

Warm Bodies (Tucker)

Dec. 29, 8 p.m.

Musical Comedy

Between the Devil (Harlequin)

Dec. 22, 8 p.m.

From Right to Left (Harlequin)

Dec. 29, 8 p.m.

Three Wishes (Harlequin)

Jan. 5, 8 p.m.

George Abbott and Philip Dunning

220 West 42nd Street

ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS
We Can Take It With Us
By Tom Adrian Cracraft

There's a delightful comedy running on stage called, "Hanging Wonderful Time. But the run, lengthy as it's been, will never touch the depths of the American Theatre's far more numerous and far more colorful fare. And by that I don't mean just as many time as you have that one. I mean that there's a whole new world of professional theatre people coming to professional theatre people there's a plain and simple diagnose of the American Theatre. You don't know how to spell it. And when you do, you don't agree.

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Screen Tests Move to Coast; Eastern Trials Were Washouts

NEW YORK, Dec. 25.—Ever since those who were weaned on vaudeville finally got the idea that maybe their chosen field would never again see palmy days, the cry has been, "Get a screen test." Performers gave up many an out-of-town booking just to be in the Big City and closer to those powers that made arrangements for screen tests. And thousands were successful in having their mugs and talents filmed. But what happened? Practically nothing.

After struggling for months to get one's self on celluloid, there were many more months of anxious waiting for word from the Coast. And nearly always the answer was the same, "N. g., too much like vaudeville."

Today, agents and personal managers know better than to seek screen tests in the East. They realize that this is the quickest way to ruin the chances of a bright prospect. Besides the time and red tape that such a move would mean, the probable judgment of "no possibilities" that a variety performer may get with his first attempt in a strange medium will for a long time be held against him. It will label him and it may take months or years to overcome it as far as picture possibilities go.

If an agent thinks he has something worth plugging today he would rather advance money for fare to the Coast and attempt to impress producers and scouts out there, or else see his act in cabarets where the act can be seen by the "right people" and under favorable conditions.

Hub's Dull Week

BUFFALO, Dec. 25.—Scheduled to run thru January 1, You Can't Take It With You (Plymouth), bowed out last Saturday (25) after 15 weeks. Take around $6,900, not bad for the 15th frame; customers who wanted to see the comedy surprised by the-box, that week when the surprise announcement came out. Said that Take was pulled out prematurely because Jack, Harris wanted to get the company measured for road work. Could have easily stayed thru its original pending.
Going to Hollywood seems to be a
broadway hobby second only to
writing articles about going to
broadway. i am not an excep-
tion to either hobby.

All that is fairly apparent. It is
apparent, too, that if a play is seen by
the audience of a thousand times, that
tourage is not likely to be a
success.

All the people who have gone to
Hollywood are all of a very similar
cut. Making pictures is one of the
largest industries in the world. in
making plays, one of the minutest.
Hollywood, therefore, presents a
great many more opportunities to
make money or have greater oppor-
tunities or wider audience pictures are
the thing.

For the same reason, the
producer of today does not consider
his audience to get the best, and
rather to the production is
inconsiderably to be considered in the hit class, for
which a producer has to have a
price for the picture.

And there is no way to refer to pictures as
a two-dimensional art. A picture is
still more intricate, technically, than
any pictures ever believed by the
mediators. And so it is that a picture can be a failure,
but it is still much better than
theatrical successes which are
considered as failures.

A play must be handed to a director or producer, let us say, has the
additional unimportant merit of not
having the faintest notion of how to go
about it.

If there were, by way of argument, a
market national theater there would
be an establishment of a
certain recognized convention to
working over an established period, and
should the student have any talent he
would be there to meet it. But
there are not a few directors or
directors, and as we have
it, there are a few directors or
producer. The theater finds it
that one is in the theater if they
have no way to develop themselves.

The theater is in a very state and
i have no doubt that it will in
some way or another, in some
form of stability. It will in time use
rather than dissipate its talents. It will
find a way to use its talents on
people's lives, for the theater is a
great and a vital art. But all that does not
contribute to long-term success. The
community must keep up its effort, for
a walk-wait or a director or producer will not
in the long run make the
cost of their time to stay in the theater either
thus special ability, willingness or luck. When
they find the opportunity to go to Hollywood more power to him!

Fortunate People of Theater

The theater is in a very state and
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“Under Suspicion” (COLUMBIA)


A characterization that succeeds in intrigue with touches of social consciousness. The plot is an intriguing puzzle that unfolds itself naturally and amid the action. It features a couple of murders, breaks up a bond between friends and enemies, and with his inimitable style, builds up suspense to an exciting level. The film is a race track in Florida or in the gambling casino of Monte Carlo, as in this case, Charles Chan can be counted on for a meaningful yet suspense-filled match. It is a movie that moves swiftly with a story that turns itself up right.

Comedy angle is unusually well played by Elsie Hayworth, the only one who can make a "number one" doce a swell job. 

It is a genuine mystery, which compels the spectator to follow the clues as they are thrown to the winds, and the tale unreels with the stock mystery touch to the end.

The only sympathy to be found in that enervating emanation of a well-known author's creation is that of the only sympathetic person in the picture, a Mr. Bell, who, as a result, is this corner's favorite author of the season. The ILOWU Players' Pees and Plays.
May everything be rosalie for you in 1938 is the wish of all the folks at Metro-Goldwyn-Mayer, Loew's Inc. and WHN to their friends everywhere.

MERRY XMAS  HAPPY NEW YEAR
Nelson Eddy  Eleanor Powell "Rosalie"
RKO RADIO PICTURES

Highlighting every year with more than a full share of the industry's top-money attractions!

for instance...

Since January, 1933, RKO RADIO has given Radio City Music Hall 15 of its 35 weeks at $100,000 or over... besides holding the all-time record of the world's largest theatre!...
Circle Biz Good For Bruce Troupe

HUTCHINSON, Kan., Dec. 25.—Wallace Bruce Players, circle stock company, will open a second week of their show in six central Kansas towns, playing everything except Sunday in the showmen.

Hutchinson is headquarters and other towns in the circle are Topeka, Kansas City, St. Johns, Lyons, and Salina. A new play is presented each week, with varying casts. The company is operating under a seven-hour radio broadcast contract with a new KWKE, Hutchinson, each Wednesday night, with Wallace Bruce as master of ceremonies.

In the company are Mr. and Mrs. Wallace Bruce, Jack Campbell, Jr., Perle Campbell, Hugh Philpot, Blanche Sterne, Frank Hill and Bert Dexter, all veterans. Hill has been with Bruce 15 years; Blanche Sterne, Dexter and the Campbells are in their fifth year with the company. Bruce has been playing this territory regularly since 1925, and has had four weeks this fall in the Midland Theater, local Fox theater. Troupe plays Western Kansas under canvas in the summer.

HAVEHORSE PLAYERS SET IN SIX N. C. TOWNS

HICKORY, N. C., Dec. 25.—"Sea-Lee" Players, who recently began a circle out of this city, now have six dates for the holidays. They are working the Liberty Theater, North Wilkesboro, S. W. Wilkerson; Tuesday; Lincolnton, Tuesdays; Piedmont, Spruce Pine, Wednesdays; Blasdell, Charlotte, Thursdays; and N. W. Swansboro, Fridays and the Paramount here, Saturdays.

These bookings were started off somewhat slowly, but business has shown a marked improvement in the last few weeks. The company is made up of Phil Phillipson and Earl Lariie, leading men, and recent additions to the company are Dickie Hostetler.

Heffner To Purchase New Motor Equipment

VALDOSTA, Ga., Dec. 25.—Jimmie Heffner, manager of the Valdosta Stock Show, which closed its canvas tent at Pennsylvania, Fla., is here supervising the storage of the show's equipment for the winter. Mr. and Mrs. Heffner will head out for New York next week and their annual vacation.

This period of inactivity for next season will begin at winter quarters here around the middle of January. Show owners for some reason decide to move their shows for a time to avoid the greater part of the tourists' travel and to avoid some time in March. In addition to the Valdosta Circle, Heffner has made the addition to his equipment, a new motor equipment for the show, which will the equipment owner, Heffner, will purchase a new car that will replace the present motor equipment.

CHICK BOYES HAS TWO CIRCLES

LINCOLN, Neb., Dec. 27.—Chick Boys has two circles in Western Nebraska. One is in the town of Hebron and the other is in the central part of the state. Chick's home county, is only going fair, but the Sidney-Firestone territory is not bad.

Managers-Players!

All managers and performers are present for the show opening. Some news items for this page is our aim and purpose and this department is intended to be interesting and helpful as we can make it. We can find the complete list of the managers and players in the show. In sending in news items, please put your facts into a concise form and keep your information just to the point. It isn't necessary to write a long letter; a postcard will do. What do we have of your cooperation?

Menke Resumes in St. Louis; Golden Rod Business Okeb

ST. LOUIS, Dec. 25.—Capt. J. W. Menke, former manager of the Golden Rod, has resumed operation here, after being forced to shut down most of last week due to cold weather, which caused the steep route the boat to be covered with snow. The Golden Rod was making parking and access to the boat almost impossible. Menke feels that for the Golden Rod has been tops in recent weeks, with Captain Menke determined to keep the boat tied up here just as long as the crowds continue to come.

C. T. HARMOUT, veteran "Tom showman, writes from his Ohio headquarters, that he has signed the contract for "Uncle Tom's Cabin," which he expects to launch in the near future with so many of our old-time "Tom" players. He also tells the story that an "Tom" player felt that while Har- moma feels that it will quite a task to gather real talent.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 25.—Glenn D. Smith, manager of the NO. 3, has been in operation for many months in Kansas, closed this week.

Mr. and Mrs. Taylor Bennett (Ivy Bennett), has spotted on the local radio this week.

Lee Lombe, former manager of the Lambe-Melrose Stock Company, is playing shows in Southern Missouri with an entertainment feature.

Harry and Agnes Clarke have joined Ed Ward's show in Arkansas.

Ezra Wilson, singing and dancing in shows has been held for two weeks at the Neway, local city.

Karl Simpson reports the earliest booking for the 1939 season, having signed Coralie Tozer, who is still with Ward Hatchet's Comedians, to open about May 1.

Jean Gibsonson, former insurance with the Jack Valley, is vacationing in the East during the holidays.

Jack Case, whose company is playing in North Missouri and Kansas spots, is making plans to head south in a few weeks.

Tom Coulthard and Elsa DeVevo, former management leaders, are now located permanently in Chicago, working with motion picture films. Fred and Lyndy Pool, who have been doing well in school this fall with their educational and motion picture venture, are laying off during the holidays.

Joe Barber, well known in Midwest theatrical circles, was spotted on the local radio.

Arthur Kelly, past summer with Biehl Sisters' Stock Company, left here recently to join Ted North Players in stock at the Capitol Theater, Topeka.

Herbert Walters, manager of Walter's Comedians, arrived here this week after a tour in the circles in the West. Walters states that the future have been announced except that he will be cut out again next spring for his annual tent tour.

Bob Peagin reports good business on the Iowas circle and is operating right thru the holidays.

Leo and Maxine Lacey have joined NG Riggs for the season, slated to open in this week.

Miles Little, former Midwest leading man, is now manager of the South Pacific Lyceum, and the old Workers Okeb.

Lawrence Deming, after closing the tour with Hull's Comedians, arrived here this week to spend the holidays.

Miles, and Mrs. Hal Stone, managers of Stone's Comedians, are wintering in California.

Parks Johnson has leased The G Man to play a string of one-nighters thru Iowa.

Miles A. Pryor is again in our midst after a month out of state. Cliff and Helen Carl, who formerly conducted their own show, have closed with the All American Comedians.

Bradford Crandall was this week featured on the Kansas City paper's "Christmas Carol" over Station WDPF, Wauk's Kansas City station.

Mr. and Mrs. Jack Schaud, who have been with Evans' Educational, have been out this fall, left here this week to head their own show, with friends and relatives in Little Rock, Ark.

Clyde Kinser was a recent visitor on the Sid King show, in the Daily News office, looking after the show to Sid and the two formerly conducted a show in Kansas City.

Mr. and Mrs. E. C. Bickford, who recently closed with Eddie Hart's Comedians, are spending the holidays here.

Mr. and Mrs. Larry Wilson were visiting for two weeks with their parents. Mr. and Mrs. Al Wilson, formerly a Midwest juvenile man, is now with a cereal company in Battle Creek, Mich.

Wally Stephens, comedian, is now entertaining the younger school children of the city.

BUSCH BURRITZER and TELIA MAKSUB, who recently closed with Dary-Oatley's Circle 7, are spending the holidays briefly in the village this week and en route to join Chick Boys' circle in Nebraska.

The Mystery Child and Thirty Days in Jail, a comedy. Former will feature 8-year-old Kenney Travis.

Maurice Lucket has returned to his home in Ely, Mo., following the closing of the Frank and Eleanor Lissman Show. Company reopened December 8 at Edwardsville, Ill., but was forced to fold after two weeks of bad weather and impossible business.

Olin G. Oliver, vacationing in Beumont, Tex., over the holidays, will resume his show with his charge stock show shortly after January 1.

NEBBIE LOCKE is now associated with the Bob Pollard Players, working a local circuit.
THERE'S a little bit of ham in columnists, too. Despite our successful attempts thus far to suppress it, we have been granted a goodly share of the Westphallian variety. It is for that reason, perhaps, that we preface our latest remarks on benefits with the reminder to our select (meaning small) public that this pillar was the very first within the profession to raise the alarm against the evils of benefits. We have lived to see the day when all of our dire prophecies have come true; when benefits are infesting the Metropolitan centers of the country like locusts; when every artist who has something on the ball is pressed, coerced, tantalized and tormented by benefit racketeers day and night — and when those in the writing fraternity who refused to give a thought to benefits in the old days because they apparently had no connection with show business are now aiming volleys of rhetoric against the persons who foster and profit from benefits.

We have frequently stated and again we declare that there isn't a cause on God's earth that is more worthy to the actor than his own. While we are in accord on most points with the policies and administration of the Theater Authority, we question the wisdom of the Company's belief in the sincerity of its organization. The suspicion that the TA is already forgotten about it, and, sad to relate, even its old pals in the show business become suddenly deaf and blind. But when the actor is hungry, broke and still proud the world has already forgotten about him and, sad to relate, even his old pals in the show business are now aiming volleys of rhetoric against the persons who foster and profit from benefits.

The world is composed of a lot of people. Half of them have something to say and can't say it — the other half have nothing to say and keep saying it. I also got smartened to the fact that God made the world in six days and then rested. He then made man and rested again. He then made women and ever since then He and We have been having a good time.

To tangle the charity advertised as the recipient gets just enough to prevent it coming true; when benefits are infesting the metropolitan centers of the country like locusts; when every artist who has something on the ball is pressed, coerced, tantalized and tormented by benefit racketeers day and night — and when those in the writing fraternity who refused to give a thought to benefits in the old days because they apparently had no connection with show business are now aiming volleys of rhetoric against the persons who foster and profit from benefits.

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**SUGAR'S DOMINO**
(Continued from page 67)

Sponsored by charitable institutions—then will this organization have achieved a really worthy place in the amuserment industry's Hall of Beneficence?

Why doesn't some big star of the very first magnitude come out bluntly and state that he will not play benefits any more? That he will work only for cold cash and donate what he wishes to charity from his own pocket when and if he so desires? Why doesn't this same star also announce that the theaters will have to pay him what he wants (whether that be a small sum or none at all) only when he receives straight admission to charity—the same conditions as those of the theaters paying the stars who receive straight admission to charity.
The Forum

January 1, 1938

The Billboard

The Largest Circulation of Any Amusement Paper in the World

Founded by W. H. DONALDSON

Editorial and Business Offices: 1485 Broadway, New York, N. Y.

Member Audit Bureau of Circulation

By The Billboard Publishing Company

P. B. LITTLEFORD, B. R., President and General Manager

E. W. EVANS, Secretary-Treasurer


Dedicated to the best interests of the Amusement Industry

WALTER BROWN LEONARD.

This department of The Billboard is conducted as a service to readers who may require their views concerning current amusement matters. Questions regarding particular shows or acts will not be considered. Letters must be typed and signed. The editor reserves the right to edit all copy.

44th YEAR

MAIL ON HAND AT
CINCINNATI OFFICE

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads:

Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning for 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.

Andr., Adam

Applegate, John

E., A.

Darby, J.

Brady, J. F.

Baldwin, C.

Burns, J.

Brown, W. B.

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<td>123 Main St.</td>
<td>New York</td>
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<td>456 Pine St.</td>
<td>Los Angeles</td>
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<td>Brown, Mr.</td>
<td>789 Oak Ave.</td>
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<td>Illinois</td>
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<td>Davis, Mrs.</td>
<td>101 Elm St.</td>
<td>Houston</td>
<td>Texas</td>
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<td>222 Maple Dr.</td>
<td>Boston</td>
<td>Massachusetts</td>
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**Men**

- Andrew, Geo. S. & May
- Anthony, George & Co.
- Edward, H. C. & Co.
- Jack, John & Co.
- Joe, Joe & Co.
- Peter, Peter & Co.
- Bill, Bill & Co.
- Bill, Bill & Co. (Law)
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
Havana, Dec. 25.—Owing to fine business, the season of Santos and Artiga in Cuba has been extended two weeks. The Magyar the Bear and his wife, Zula, together with Mr. Santas, are now doing their second three-month engagement at the Pitango, where Bradna will act as pinch hitter for the WPA. Manager Hart and the audience cheered them for three minutes, which the bears enjoyed. They then did more in the way of health again. He was at the quarters for a time in Cuba, then turned up at Hot Springs, Ark., and then went to New York.

On December 16, at night performances, WPA, which in its first week-end run at the 14th Infantry Regiment Armory, New York, N. Y., spent mineral days here — Bradna in quarters here.

WPA Show Does Nicely At 14th Inf. Armory

NEW YORK, Dec. 25.—The WPA Federal Theater Project, which had its first week-end run at the 14th Infantry Regiment Armory, New York, N. Y., did not come up to a year ago when Mr. Santas and Mr. Artiga immediately offered a contract for a 1958 season, which will open next winter. No Naito has fully recovered from a fall when the wire broke as she was doing a back somersault, and Mr. Magyar Troupe is not able to travel as it has been engaged for some time in Cuba on a three-months' engagement. It is not known when he will return. The audience was on hand to cheer the bears and they were given a good round of applause.

Several Circus fans were on hand for the opening. Other visitors included Joe Peterson and Mary Hopper of the Brooklyn, Christmas wreath. They plan to leave for Miami after the holiday season.

A special train for Havana was taken from New York City, and the circus will make its first appearance in Cuba in March. Captain Hernández and his assistants are working overtime to get the circus ready for its trip to Havana.

The bears are in a state of great excitement, and the audience is looking forward to seeing them again. The show will keep its promise to entertain the public and make it a success.

Hindley to Lead Parker-Watts Band

EMPORIA, Kan., Dec. 25.—A. Lee Hindley has been engaged as band leader for the Parker & Watts Circus. The show will have all new color, and the band will be started after the first of the year. The band is composed of the usual line-up of instruments, including drums, trumpets, cornets, and other brass instruments.

The 500-pound gorilla, which is one of the stars of the show, will be placed on exhibition at quarters, but it was not discovered by the keepers.

Klein Closes for Holidays

NEW WATERFORD, O., Dec. 25.—C. A. Klein's Indoor Circus has closed for the holidays and will return its tour shortly after the first of the year. The show has had a good season and will continue to tour the Ohio, Eastern Pennsylvania, and Southern West Virginia counties until early March.

Wright Show in Schools

HAMPTON, S. C., Dec. 25.—C. A. Wright's Dog Circus is in quarters here. Show has been playing schools last two weeks. During holidays everything will be repainted, following which it will continue to play through Eastern Ohio, Western Pennsylvania and some Western counties, with bookings continued until early March.

Kings Visit Convays

MACON, Ga., Dec. 25.—Mr. and Mrs. Floyd King, who is route manager for a Christmas vacation trip, stopped over here last week for a visit with Mr. and Mrs. Paul ethanol in the Convays' new home constructed a short time ago on Beverley place. Friendship between King and债券 dates back many years ago, when the latter was a press agent on King's show.

Gumpertz To Revamp Coney Island

SARASOTA, Fla., Dec. 25.—Mr. and Mrs. Gumpertz, who are vacating his residence for the winter, have announced that they will return to Sarasota next week. The Mauchins, acrobats, are appearing at the Royal Palm Club in Miami. Mr. and Mrs. Frederick S. Gumpertz, acrobat, left last week for New York. They will take up residence in New York City in February or March.

Beatty, Walter on Fishing Trip, Lost for Over 48 Hours

MIAMI, Dec. 25.—Clyde and Harriet Beatty and Mr. and Mrs. Frank Walter, who were doing the fishing this season sea for more than 48 hours. Beatty and Walter had left Miami and were sailing for Bimini on a fishing trip when they were overtaken by a storm. Running low on gasoline, the skipper lost his way with the result that they were tossed by huge waves for two days and nights.

Expected at Bimini, newspaper men who are on hand to interview Beatty were awed at his failure to arrive at the Bimini Islands. Coast guards were put out from Miami in search for the Beatty party. Drifting thru the night, the boat hit a sand bar, but enough gasoline was placed on the boat off the bar and they drifted to shore.

The United and Associated Press clamped on a statement that Beatty, who was aboard, stowed the newspaper men that they were not lost but enjoyed an experience that they will not forget.

The Beatty party is going to Palm Beach for another fishing trip, following which the Beatty's will go to Rochester, N. Y., where Beatty will break some animals for his act.

Christmas Festivities At the R-B Quarters

SARASOTA, Fla., Dec. 25.—Ringling-Barnum winter quarters employees decorated Christmas with their customary festivities here today. Commissary superintendent Joe Dan Miller presided over the usual turkey dinner in the quarters hall. A novelty bus provided music, while a huge illuminated Christmas tree added the proper touch to the occasion.

Carl T. Hadway returned last Monday and protected the skis which took him to Peru, Ind., Chicago and New York. It is rumored that they will return to Sarasota next week.

The Maschins, acrobats, are appearing at the Royal Palm Club in Miami. Mr. and Mrs. Frederick S. Gumpertz, acrobat, left last week for New York. They will take up residence in New York City in February or March.
Sawdust and Spangles

By CHARLES WIRTH

With the passing of Dexter Fellows anecdotes concerning highlights in his colorful career continue to mount as friends recall vivid recollections of him.

In The Hartford (Conn.) Times, in a recent issue, a close friend revealed that the circus press regards a curious feature in the tripping of Mr. Wirth, who was member of the famous "Dexter Fellows Troupe," and that in the years from 1915 to 1920, Mr. Wirth and Mr. Fellows, with a small band of followers, would set off on a long journey, uncoupling the train at various points, and the circus would be in the midst of a surrounding country, where it would be well known.

In the fall of 1915, Mr. Wirth and Mr. Fellows would go to the outskirts of the city, and in the fall of 1916, Mr. Wirth and Mr. Fellows would go to the outskirts of another city, and so on until the end of the season.

A final point that is brought out in the story is the fact that Mr. Wirth and Mr. Fellows, in their travels, would always be careful to avoid the small-town circuses, which were often crowded with people who were not interested in the show, but only in the money they could make.

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Larger Shows Fare Best in 1937

Important Events and Happenings From December, '36, to December, '37

(Full of the Billboard)

RINGLING DEATH - John Ringling, 69, last of the Ringling-Barnum-Bailey family which controlled the world-famous circus, was found dead in New York City December 2 of bronchial pneumonia. Mr. Ringling, a native of Middletown, Conn., was the last survivor of the group of four brothers, whose father was a sporting goods manufacturer.

GENTRY DEATH - J. W. (Gene) Gentry, 70, the third of the famous brothers of the Ringling-Barnum-Bailey troupe, died in Miami, Fla., December 2. A native of Philadelphia, he was one of the oldest showmen in the world. The Gentry brothers in 1892 formed the Barnum-Gentry-Clyde company.

ROBINSON IV SUITS - John Robinson IV filed suit against estate of Mrs. Mary Ethel Mayroon, of Peru, Ind., December 5. Mrs. Mayroon, 50, was the last member of the Robinson family. She was a daughter of the late Robinson founder, John Robinson.

NEW NAME FOR BARNES - An announcement was made that the World's Greatest Shows were going to become the Grove Brothers Circus. The shows have been featured as the World's Greatest Shows since 1913.

WEBB WITH BARNEY - Announced that J. W. (Willie) Webbe, son of one of the world's oldest and best known showmen, was transferred as general manager of the John B. Barnes Circus. Mr. Webb was a member of the Barnum-Bailey-Brookings organization, and had been associated with Barnum-Bailey since 1924.

HOPPER WITH B&B - Arthur Hopper, president of the Barnum-Bailey organization, announced December 6 that the company had reverted to its old name. The Barnum-Bailey-Brookings show had been in operation since 1913.

NEWMAN WITH BARNES - J. D. Newman, who had been general manager of Ringling-Keema, took over the job of general manager of the John B. Barnes Circus. Mr. Newman was a member of the Barnum-Bailey-Brookings organization.

KING IN CHARGE - Early in January Floyd King was placed in complete charge of the show. He had served as assistant manager of the show for many years.

COOK DEATH - Frank A. Cook, 69, legal adviser to the Ringling-Barnum-Bailey show, died in Chicago January 10. He was a member of the show for many years and had been legal adviser for the show for 30 years.

RAY BARNES DEATH - Ray Barnes, 50, known as one of the most popular showmen in the world, died in Philadelphia January 11. He was a member of the show for many years.

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GENTRY DEATH - J. W. (Gene) Gentry, 70, the third of the famous brothers of the Ringling-Barnum-Bailey troupe, died in Miami, Fla., December 2. A native of Philadelphia, he was one of the oldest showmen in the world. The Gentry brothers in 1892 formed the Barnum-Gentry-Clyde company.

ROBINSON IV SUITS - John Robinson IV filed suit against estate of Mrs. Mary Ethel Mayroon, of Peru, Ind., December 5. Mrs. Mayroon, 50, was the last member of the Robinson family. She was a daughter of the late Robinson founder, John Robinson.

NEW NAME FOR BARNES - An announcement was made that the World's Greatest Shows were going to become the Grove Brothers Circus. The shows have been featured as the World's Greatest Shows since 1913.

WEBB WITH BARNEY - Announced that J. W. (Willie) Webbe, son of one of the world's oldest and best known showmen, was transferred as general manager of the John B. Barnes Circus. Mr. Webb was a member of the Barnum-Bailey-Brookings organization, and had been associated with Barnum-Bailey since 1924.

HOPPER WITH B&B - Arthur Hopper, president of the Barnum-Bailey organization, announced December 6 that the company had reverted to its old name. The Barnum-Bailey-Brookings show had been in operation since 1913.

NEWMAN WITH BARNES - J. D. Newman, who had been general manager of Ringling-Keema, took over the job of general manager of the John B. Barnes Circus. Mr. Newman was a member of the Barnum-Bailey-Brookings organization.

KING IN CHARGE - Early in January Floyd King was placed in complete charge of the show. He had served as assistant manager of the show for many years.

COOK DEATH - Frank A. Cook, 69, legal adviser to the Ringling-Barnum-Bailey show, died in Chicago January 10. He was a member of the show for many years and had been legal adviser for the show for 30 years.

RAY BARNES DEATH - Ray Barnes, 50, known as one of the most popular showmen in the world, died in Philadelphia January 11. He was a member of the show for many years.

FROM reports reaching The Billboard, the past circus season on the whole was a fairly good one. There were only a few shows, the larger ones, that were bad. There were those that were good, with good audiences. The past season was a good one for the industry as a whole. The past season was a good one for the industry as a whole.
large that it was necessary to give two shows. R.B. FLIES APA BANNER—After several years of hesitation, the Ringling Brothers Barnum and Bailey circus became first major unit in outdoor amusement field to fly banner of American Federation of Labor. The agreement was currenduring show's engagement in Philadelphia. THREE MORE FOR H.W.—Hagenbeck-Wallace, at Rochcster, N. Y., Day, staged three shows. One was at noon.


THREE LOTS TO BE SOLD—The lots are located at 10th and Main, home of age from 16 and joined Sells Bros. In late years had specialized in comedy and went with Buffalo show.

GRAHAM SHOW PAPER—Stanley Graham's Diamond Circus, which opened at Dallas May 21 for the seven days engagement in Dallas, Antonio, folded there early in June.

RAPPIN TIE—Rappin Ties, the New YorkXPath in the show business, has been sold to the management of the Ringling Bros. and Barnum and Bailey show. This show was operated for the past 10 years at the Palace Theatre, New York City, and was one of the leading shows in the world.

BOB VAN WEERLE—Bob Van Weerle, 65, a leading figure in the circus world, died in his home in the suburbs of New York City. He was a member of the Van Weerle family, which owned and operated the famous Ringling Bros. and Barnum and Bailey circus for many years.

BROS. SELL CHILTON—Barnum and Bailey circus, which had been in the Chilton, Wis., area for many years, was sold to the management of the Columbia circus. The Chilton circus has been a popular attraction in the area for many years.

HAGENBECK-WALLACE—The Hagenbeck-Wallace circus, which had been in operation for many years, was sold to the management of the Ringling Bros. and Barnum and Bailey circus. The Hagenbeck-Wallace circus had been a popular attraction in the United States for many years.

JANUARY 1, 1938

CIRCUSES

-OUTDOOR PERFORMERS-OUTDOOR WORKERS

Now is the time to join the AFA, or—if you are already a member—put yourself in good standing.

Don't wait until the season opens. Get set now with your union! Remember, the AFA protects only members.

Name

Name of Act or Department

Permanent Address

Tea out this coupon to AFA, 1560 Broadway, New York, and you will receive a FREE copy of The AFA Reporter.

Extending To My Friends

With the Various Circuses

Winter's Season and wishing them
A Happy and Prosperous 1938 Season

ELMER A. KEMP

Wallace and Barnum's circus at New York City, November 8 instead of the 13th at the Rice Theatre, as had been planned. No reason given.

Wallace's claim for $83,045.04 was filed in court at Philadelphia. The estimate for 1938 of New York New York by the federal government for estates of the Ringling for in come taxes takes second week in November.

MCCON ON 30 CARS—Col. McCord, of Memphis, T. N., will start up by 30 cars next season, will move on 20 cars. Personnel will include about 400 people.

15 Years Ago

(From The Billboard Date December 30, 1922)

The International Association of Billposter was formed in 1917 when agents of circuses closed their annual meeting at the Palmer House, Chicago, December 20. A new agreement, providing a $10,440 salary holdback, was adopted. A. M. Brown was elected president. Joe Stahl was named secretary.

If the billposter quilt or discharged, which was to be expected, a new advertisement was to be published. E. D. Gage, of the advertising office, was in charge of the new advertisement.

The circus show was engaged for the event by the circus company. Circus Shrine Temple, Cleveland, December 16, 1922.

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The horse prances and pirouettes,
The bands are playing loud,
And the greatest elephant can
Moves on before the crowd.
The same old campfire song,
Along the creek.
Seems suddenly to change
To gentle sounds of pastures green.
The banners wave to every breeze,
And gaudy tinsel gleams
On knights of old,
In armor bright,
And famous baracks queens.
The country folks thrill each curb
As the pageantry meets.
At all this pomp and splendor that
Seals all they ever saw swing.
But somehow I can't quite enthrall
And join in with the throng,
For circuses are among the few things
That held me once so long.
In years now passed, in days of yore
Wish I was still there, my rear.
When Willie Sells rode Chesterfield
Around the arena in a race.
This rider rides in the ring no more,
But as a showman bawl
By lettered name, on show bills pay.
The story soon is told.
His turn with Chesterfield no more
No longer crowds wait anxiously.
Whoever wants to see the circus,
And Willie Sells, I wonder, yes;
I wonder if you are.
As happy as you used to be.
I wonder if you'd like
To live again those youthful days,
And what you'd give to hear again
The employees sing:
And ride old Chesterfield once more
Around the sawdust ring.
And the grandest circus pageant
Of all beneath the tent.
When kings of lands
Peer you perform those wondrous feet.
I wonder if you are.
Walter Robinson's Wild West Circus.
Would be pleased to have troupers visit
To his boom In Menominee, Mich.
For circuses have loon the spell
Peer circuses have the spell
Over the years on the days
When Willie Sells rode Chesterfield.
I wonder if you are.
He was a partner in the new show to
The present show was put together.
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The Corral
By Rowdy Waddy
NEGOTIATIONS for a purse rodeo to be held in Maple Leaf Garden, Toronto, are reported to be under way.

Mike Hastings, for years manager for Col. W. J. Johnson, is wintering in Ft. Worth, Tex.

TIN HORN HANK KEENAN, with Steamboat and Fort Colorado, is wintering on a farm near Deport, N. Y.

LOYD AND BLANCHE McKEE are located in San Bernadino, Calif. They expect to work in Western pictures this winter.

Jack Rinehart and Oklahoma Curly are presenting Sunday shows in Holland, Mo., to okeo crowds, according to E. E. Roberts, of Blytheville, Ark.

READ this letter list this and every issue. Rowdy has noticed that several rodeos and Wild West folk are listed therein.

Major George Scott is again wintering in Miami after a successful season. He reports that he will stage two rodesos there this winter.

Jack Koshman, of Paterson, N. J., will stage his second annual rodeo at the Hinescliffie Stadium, Paterson, late in May.

Grace Runyon, cowgirl bronc rider, who recently underwent an appendectomy in a Troy, N. Y., hospital, is reported to be doing splendidly.

Tommy Cropper, trick rider; Buttes Yenrick, steer rider, and Eddie Hovenacamp, dodger and calf roper, are wintering in Ft. Worth, Tex.

Doe Kindlon has his string of high school, trick riding and jumping horses on his ranch near Norritown, Pa. Stock was with the Cliff-Gavelrodeo this past season.

Bob Rorberuck, Al Carey and Curley Bell, former rodeo contestants, are now associated with the mounted police force at the Walkill (N. Y.) State Prison.

Frank Bronc, roper, who has been in charge of the prize committee for a number of years, is directing their activities.

SNAKE HORSE ROGERS, at the close of the rodeo season, spent a few weeks with relatives in Houston and Tyler, Tex., and then enamored for Toronto, Can., to spend the holidays.

HOW ABOUT a word from those who made the recent rodesos in the New York, Chicago and Boston? Where are you and what are you doing this winter? Tell Rowdy about it.

Harry Williams, calf roper and arena director of the annual Vinita (Okla.) Rodeo, with the JE Ranch Rodeo next season, Jfe will handle the Oklahoma event in the fall.

C. L. McLaughlin, business manager of the Collins Rodeo Company, letters from Huntsville, Ala., that things are shaping up nicely for the engagements at the Birmingham and New Orleans rodesos.

KIRBY STEWART American Legion Post will stage its second annual purse rodeo at Bradenton, Fla., late this week. Contestants who have arrived at the Florida spots include Buddy M рядом, Charlie Barnes, Bill and Mary Parks, Vic Blackstone and wife, Mr. and Mrs. Chip Morris, Doc Blackstone and Rock Parker.

Texas Ann Mix and her NBC entertainers, after playing successful engagements in Philadelphia and Wilmington, Del., spots, have been booked into Dallas and Waco spots for the holidays. Miss Mix, who took delivery of a new baby in November, and her troupe will head for Florida immediately after the holidays.

WONDER WHAT will be the outcome of the recent revelation of America and Canada's championship baseball game will be played in Miami, Fla., late this week. The game has the advantage of both sides.

The principal points at issue seem to be: The contestants desire ALL entry fees added to the purse offered to the most meritorious contestants. This will enable the contestants to compete for the purse and to provide for the contestants to exist, thus keeping the field true and splitting the advantage of both sides.

Surely there are big enough men in both groups to respect all reasonable views. For the rodeo to continue and function as a REAL BUSINESS, REAL BUSINESS must be handled really. With a spirit of talent and proven ability.

Points of Issue

It does look as tho the time has arrived when managers and contestants who desire to be recognized as "official" must get together, quit stalling, stop playing both sides against the middle and have these things settled; that is, if they expect the paying public to take their claims seriously.

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Season's Greetings

FROM THE
WORLD'S CHAMPIONSHIP
RODEO CORPORATION

Successors to Col. W. T. Johnson, Producers of World's Championship Rodeo, Madison Square Garden, New York, and Boston. Gardner, Boston.

M. T. Clemens . . . President
Everett E. Colborn . . . Managing Director
Harry Knight . . . . . Assistant Manager

Permanent Address: FLORENCE, ARIZONA

The RAA and the Turtles
By Guy Weadick

THERE has been a lot of interest in the Rodeo Association of America, known as the major governing body of competitive cowboy sport in the United States and Canada, and the recent decision of its executive committee to recommend to the members of the Rodeo Association of America, who claim to be the official governing body of competitive cowboy sport in the United States and Canada, and the respective local associations.

These organizations represent the majority in this field of amusement endeavor. There is no question that they are the dominant bodies in the field.

However, no one can deny the fact that at present the rodeo is a BUSINESS, and all those engaged in it depend upon the support of the paying public for Its success.

As the RAA holds its annual convention early in January, it is hoped that its active members will be able to get down on the right side of the issue, without fear or favor of getting to the bottom the charges against their members as claimed to be true by the Rodeo Association of America. These organizations have been busy over the holidays working to the advantage of both sides.

Surely there are big enough men in both groups to respect all reasonable views. For the rodeo to continue and function as a REAL BUSINESS, REAL BUSINESS must be handled really. With a spirit of talent and proven ability.

Question of Eligibility

As near as can be learned, there is no definite rule in existence that prohibits anyone from entering a contest anywhere regardless of previous prove.

It would seem that if those engaged in the rodeo as an "official" competitive sport (where "official" titles and markings are awarded) to a public where the new rules will not be in force, that the issue will be decided. This will have to be done before the 1938 season starts and point awards commence to determine what is just necessary to be entered to enter a contest. This will eliminate many things where contestants are liable to be injured or lose points thus the inability or lack of experience of incompetent help. They also desire the distribution of the purse in a fair manner to contestants. The next article will show at winning a share. They also desire only those with proven experience and ability to be eligible to enter any event that is offering RAA point awards. The suggestion is made that in order to develop new talent minor "officials" be provided at shows for the purpose of being "amateur" talent. In this instance I suppose "amateur" would mean any contestant who has not previously contested nor made any show to their past record is well known as having ability.

On the other hand, managers want to be assured that contestants desiring to compete for their respective organizations have made rules as to having their entry fees in full on the line by the time required by the rule, not expect to "work it out" with them. They desire that all entry fees be on hand opening day. They also desire that the rules are not to suit them, should stay away from such a show rather than come to town and then find fault with everything they have advertised 30 days before their opening as called for by the rules. The management, in most cases, feel that if they are responsible for the financing of their attractions they should run them, provided, of course, that they follow the RAA rules, which contestants are assumed to have regarded as ohked.

Committee Essential

It will be seen by the foregoing that the only way to straighten out the objections is for both organizations to appoint a committee composed of men who know the rodeo business, who have the confidence and respect of their respective organizations, and empower them to effect agreements at a meeting to be held as soon as the RAA convention as possible.

Before such a meeting takes place it is absolutely necessary that both organizations get down on the right side of the issue. They should be in such a shape that any committee selected by them will know exactly what is what and be prepared to speak with authority that any and all agreements entered into will be fully sustained and be made that in order to develop new talent minor events be provided at shows. The suggestion is that the agreement of both organizations to handle their own members and for the living up to all rules and agreements entered into there is no reason why they should not be given the chance.

It is foolish for either side to bicker, threat and stall. Both memberships should cut out sectionalism, petty jealousies and trying to play both sides against the middle. The reasons for the objection is because the experienced contestants and experienced organizations need experienced contestants.

A few scattered shows will never take care of the large number of experienced boys and girls who want to compete. The reason for the objection is because of the few scattered shows. They need every show, large and small, covering the United States and Canada, all working under standard rules, judged by honest and capable officials, and having the big event, with real big dollars at stake, working for the general success of the rodeo business as well as individuals. These must be attended to if the public is to be expected to support rodeos as a sport and as attractions worthy of the money at the box office by all.
Dallas Board Taking Stock

Assets reviewed and directors named in preparation for 1938 State Fair

DALLAS, Dec. 25. — Directors of the State Fair of Texas in annual meeting here on Tuesday re-elected incumbent officials, held by Otto Heenan, president. The new term will represent Mr. Heenan's seventh consecutive year as president. Others are Hugo Schollkopf, first vice-president; T. M. Cullum, second vice-president; Fred P. Florence, treasurer; and Fred W. C. Dunn, secretary. Schollkopf was re-elected auditor. E. Paul Jones was re-elected director of publicity and Bowman Cox was re-elected auditor.

Other superintendents in charge of departments were selected as soon as the United States Board of Agriculture was re-elected.

Gunther, the official of the State Fair, was elected by acclamation as president of the State Board of Fair Managers' Association last month in Des Moines. He has headed the board since 1931.

G. G. Expo Heads To Squash Rackets

SAN FRANCISCO, Dec. 25. — Golden Gate International Exposition officials declare that local business men are being besieged by telephone salesmen claiming to represent the exposition, particularly as the show season are in full swing and the stampa.

The management wants it known that the official seal is for sale, that the exposition derives no financial benefit from any sale of any product and that no expo official or employee is identified with any product using the exposition name. This is due to the fact that the exposition is not a commercial event and profits are needed to keep the exposition going.

The management feels glad they have not been able to control this type of activity, but they believe that by being open and honest about their position they can discourage such practices.

Rutland Has Big Showing

Most successful annual in history of 92 years presented in '37, says Davis

RUTLAND, Va., Dec. 23. — Annual report of trustees of Rutland County Agricultural Society, operators of Rutland County Fair, discloses a series of facts that indicate that the fair is more popular and attended than ever before.

The report, which is signed by J. C. McNeil, secretary, and the president, shows that the fair was attended by over 50,000 people during the 57th annual meeting. This is a record number for the fair.

The fair, which is held in Rutland, is one of the largest in the state and is attended by people from all parts of the state. The fair is well-known for its exhibits, which include agricultural, horticultural, and industrial displays.

The fair is sponsored by the Rutland County Agricultural Society, which is a non-profit organization that is dedicated to promoting agriculture and rural life in the area.

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Why First-Rate Concessioners Shy of the N. Y. World's Fair

By ROGER LITTLEFORD JR.

Possibly it can be laid to internal friction, mismanagement, refusal to heed advice, complete indifference or a combination of all three, but it remains a fact that Exhibit-Concession Department of the N. Y. World's Fair might just as well be given to a Division of the City of Amsterdam. Let it go at that.

For months we have watched the sale of thousands of feet of exhibit space to foreign governments, to our own States and our own commercial firms. Definite plans have been formulated and approved by the host of prospectus writers, architects and artists have drawn exhibits and a mail, sphere and countless other items of interest within the grounds have been started.

And for months we have been waiting—patiently—for definite plans of the Amusement Zone, Mile of Fun, the Midway or whatever you wish to call it that part of the exposition which will feature the most output of every big civic show place. Periodical announcements from the office of President Grover A. Whalen revealed that everything in this line of work is progressing remarkably well, layout of exhibits is being completed and more than 7,000 prospective concessioners have signified their desire to be a part of "The World of Tomorrow."

Just who those 7,000 are we don't know and neither does the World's Fair. We do not know that the World's Fair probably doesn't that there are not that many showmen in the entire world qualified to some an exhibit. We know that the amusement zone of an exposition reflects the character of the entire project.

We know that after conferring with officials many first-rate concessioners have indicated that "They want no part of it." And we know that the admission of a single concessioner, a riding park, for example, on a magnificent French Casino-type dine and dancer not a stone's throw from an archaic Ferris Wheel, despite the fact that any good carnival in recent years plays away week after week to a city or town that has no radio or television facilities at all.

A few of these individuals have been approached, none, however, were interested in coming to an exhibit that would be competing with a large amusement park, according to a contract and request for financial statement the list would dive like the 1929 stock market. Not more than 150 of these 7,000 would have the means to meet the initial high cost.

Although officials have changed their minds often in recent months, latest reports have it that the general amusement layout, subject to still more alterations, of course, will consist chiefly of a combination of Broadways, nightlife and rides. This means that the plan for the magnificent French Casino-type of dancine and dancers not a stone's throw from an archaic Ferris Wheel, despite the fact that any good carnival in recent years plays away week after week to a city or town that has no radio or television facilities at all.

The concept of the amusement zone so far caters to the "tired business man" and the "butter and egg" types, the even in that respect the lineup of exhibits thus far indicates that it is preeminently a "carnival spirit" that must pervade any crowd to have the biggest year since 1920 with turnouts of over 50,000 a day.

State fairs, for many years, have been the "happy medium between class entertainment and mass amusement appeal. And if the New York fair opens on the present basis of amusement attraction the year 1933 is sure to register the highest gross commercial exposition history. The man who can afford a dollar or two on a day at the fair will find to his bewilderment that for him the fair offers nothing more than can be found at his own county fair, or if it is far off, in his Florida back yard.

Something should be done about it.

In the first place the fair must realize that cost of footage for concessions must be cut considerably. Current prices are entirely out of line with sound business from the concessioners' standpoint.

The fair must realize that featuring the midway with Harlem, Greenwich Village and Little Old New York "villages" is utterly preposterous. Why should anyone spend time and lots of dollars in fashionable actual scenes not more than 20 minutes away? They must realize that the city of New York has no appeal in itself than any exposition ever held anywhere. And to duplicate what that city offers is—well, you know the answer.

The fair must realize that too close supervision of architecture is dangerous business—that similarity of appearance has cost more than one small-time special event lots of patronage. And that individuality of "front and flair" is one of the basic rules of all successful business.

The fair must realize that the lower end of a midway is ALWAYS position for the attraction with the greatest appeal. It is the best possible insurance for complete circulation on the grounds.

The fair must realize that Americans are nervous people who refuse to remain static, everything must move, and in 10 minutes or less, A very few minutes a single show must be kept at a minimum. The recent failure of theaters, night clubs and concert halls to capitalize on the American Legion convention is a case in point.

The fair must realize that it is show business, not indoor and not outdoor, but a marriage of the two. Mr. Whalen, the new manager, Mr. Pupin and the rest of the organization have realized this fact for the first time they are faced with a job that calls for expert advice. To date they have probably had it, but certainly not heed it.

The time is short, gentlemen. Get going!
Fair Records Up Another Natch

A NOTHER year has brought about top records for fairs. These institutions have been going great guns in the last three years and observers are wondering just when the peak in attendance and receipts will be reached.

Move all-time records for gate attendance, grand-stand receipts and midway grosses were reported in the United States and Canada by American Fairs and Expositions. In the United States and Canada in any previous year. It appeared as tho the climax might have been reached in the upswing which got under way in 1936.

This past year in the United States also can apply to 1937 and indicates the continued advance. At end of the 1935 season The Billboard said, "This will go down as a year of top records in fairs. Never before have we seen a year in which fair flocks are comparable with the wonderful aggregations that are now playing our fairs."

Management Improving

Either of these parallel patterns could well be marked by merely changing the dates. And again, as last year, fair men and women are predicting and preparing for a season in 1938 that will show an Increase in public interest in State, district and county agricultural fairs, in the 7,500 municipally sponsored Centuries of Progress in Chicago and other big exhibitions since has been accelerated by a "fair-minded" population, better times and more efficient management of affairs.

"It's good to see so much enthusiasm and hear so many expressions of optimism," declared Retiring President Maurice W. Jencks, manager of Kansas Free Fair, Topeka, at the annual business meeting of the International Association of Fairs and Expositions in Chicago. "I know that all of us are happy to have survived the terrors, lean years from 1930 to 1936, and for a long time to come we cannot look back but only forward. I believe our accomplishments during those years will forever place our fairs high on the honor roll of American institutions.

Rain, Paralysis Hurt

Having in the main put their houses in order, the fair executives in the membership of the IAFE are turning to a broader view of the functions of that organization. They are toeing the American Showmen's Creed, which states in part: "All fairs and expositions in the United States and Canada are dedicated to the service of mankind by efficiently and economically promoting the development of agriculture, livestock, food, commerce, and industry everywhere, and by advancing the welfare of all people of all races by making available to all the evidences of the progress and achievement of their country in all respects." If the creed is an ideal, the American executives are striving to fulfill it.

Economic conditions were reflected in large gates and grosses, the only localities where these went down being where rain interfered and in Eastern Canada and the Northwest where a few fairs and expositions put on shows which hurt fair attendance. Among highest hit along these lines were the annuals in Saskatoon and Regina, Sask. and other Western Fair, Loudon, Ont. 111.681; York (Pa.) interstate Fair, 244.101.

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Muddler in March succeeded Charles W. Pain, who retired January 1, as secretary of the South Dakota State Fair, Sioux Falls.

WASHINGTON CELEBRATION—Legislature of Washington appropriated $250,000 for March 1939 celebration in 1938 of State's 50th anniversary.

NEWPORT WORTH HEAD—W. K. Slinger, named president of the Newport Fairboard, began the temporary heed.

SLOAN FIRM CONTINUED—It was announced from Chicago that American Book Agency, Inc., headed by Jules A. Sloan, would continue under direction of his son, John Alexander Sloan Jr.

FIRE IN MEMPHIS—An Easter fire destroyed Mid-South Fair castle, burned and 87 Cotton Carnival floats in storage.


WINTERLAND AT O. L.—Winterland, teasingly referred to as a professional December, was opened in April by President George A. Hamid and Resident Manager Harry E. Lafferty.

MATHERSON BELIEVED—J. K. Matheson, who heads a special investigation committee, was announced in April by President George A. Hamid and Resident Manager Harry E. Lafferty.

RUSSEL BURST—A season of activities for Trenton (N. J.) Fair grounds began with a special edition Nebraska Husker, and was announced in April by President George A. Hamid and Resident Manager Harry E. Lafferty.

WHEATSMAN AT FESTA—Paul Wheatman and his orchestra were engaged at Festa, New York, playing in Casa Manama Revue.

WATSON MEMORIAL—Massachusetts Agricultural College, Northampton, held annual spring meeting in Worcester, Mass., with program featuring establishment of a memorial to Erastus Watson, father of American fairs.

REMBURS—Harry B. Kelley, Hillsdale, member of Michigan State Fair board, resigned week of Aug. 16 and was succeeded by E. R. Hunsberger.


MACKENZIE NAMED—A. G. MacKenzie, many years associated with Utah State Fair, on Aug. 31 was named president, succeeding late W. C. Winder.

HEADING BANK MONEY GAME—Reading (Pa.) Fair office August 21 notified concessionaires that only merchandise games would be allowed.

LIFELINES — William Albert Linklater, 65, for 12 years manager of Western Washington Fair, Puget Sound, was placed on 1938 Great Lakes Exposition.

CASEY NAMED—William Casey was appointed Massachusetts commissioner of agriculture by Governor Hurley, replacing Howard Haines Murphy.

OPEN IN PARIS—Paris International Exposition was officially opened May 24 by President of France, but a majority of pavilions were incomplete and only a few exhibits installed.

NEW YORK'S 280 ACRES—Plans for amusement sector for New York World's Fair in 1933 were announced in April by President Grover Whalen, site of Parade of Nations.

L. O. GATES BRIGHTEN—Opening attendance at Great Lakes Exposition, Cleveland, May 28-31 showed an increase of 3,600 persons over that of 1936 season.

DALLAS OPENS WELL—Pan-American Exposition, Dallas, opened June 12 with 60,000 persons, 17,500 in first two days and good midway business.

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BILLINGS FLOOD—A June flood swept over plant of the Billings Eng. Fair, Billings, causing $200,000 damage.

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FREE GATE FOR DALLAS—A free gate was opened by director of Pan-American Exposition, Dallas, effective July 26.

DRYDEN IN PATAL FAL—Volney Dryden, New York, fair director, was appointed general manager of Pennsylvania State Fair, and was in charge under his management.

NO PASSERS AT MICHIGAN—Frank N. Bryant, manager of Michigan State Fair, week of July 26, announced no passes would be issued. Admission was dropped to 25 cents.

WORLD FAIR BLODG—Grover Whalen, president of New York City World's Fair, August 16 dedicated the $400,000 administration building in magnificent structure.

AMERICAN CARNIVAL—Harry B. Kelley, Hillsdale, member of Michigan State Fair board, resigned week of Aug. 16 and was succeeded by E. R. Hunsberger.


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Fair Meetings

Indiana State Association of County and District Fairs, January 4 and 5, Clayton and Indianapolis.
J. Claypool, secretary, Muncie.

West Central Association of State Fairs, January 5-7, Hotel Schroeder, Milwaukee.
J. P. Malone, secretary, Chicago.

North Carolina Association of Fairs, January 6-8, Richmond, Va.
E. D. Foulke, chairman.

Fair Managers' Association, January 12-13, Deshler-Waltuck Hotel, Mason, Ohio. R. Dickson, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 12-14, Lowry Hotel, St. cloud.
H. G. Jacob, chairman.

State Association of Kansas Fairs, January 11 and 12, Hotel Jayhawk, Topeka. F. W. Long, secretary.

George Harman, secretary, Valley Falls.

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Rink and Skaters

By CLAude R. ELLIS
(Cincinnati Office)

YOUNGSTOWN, Ohio, roller skate team, with Capt. Joe Pollack in the middle, won the city's World's Speed Rink contest on December 9 at the Armory Rink in Ypsilanti, Michigan. The winning team was led by Capt. Joe Pollack, who scored a total of 10,000 points, and placed third in the overall standings. The team also included Billie Jansen, who scored 9,000 points, and placed second in the overall standings. The other members of the team were George King, who scored 8,000 points, and placed fourth in the overall standings, and John Johnson, who scored 7,000 points, and placed fifth in the overall standings.

The race was held on the rink's new track, which was built specifically for the event. The track was 200 feet long and 100 feet wide, and had a slope of 10 degrees. The race was divided into six segments, each lasted 10 minutes, and the team's score was determined by the total number of points scored in the six segments.

The team's victory in the contest earned them a trip to the World's Speed Rink contest in Chicago, where they will compete against the best teams from across the country. The team is looking forward to the challenge and is confident of their chances of success.

RINK MANAGERS!

Beautiful VELVET-SHEEN Jacket and Winter coat with a high collar, button-down front, and wool collar. Made of 100% wool, it is a warm and stylish addition to any winter wardrobe.

VELVET-SHEEN MFG. COMPANY
1810 Central Avenue, Fort Worth, Texas.

The Billboard 83

January 1, 1938

MEN'S LOW WHITE SHOES
MOUNTED ON "CHICAGO"
Racing Skates Be In Style With Your Partner
A New Item That Is Going Over Big.
Display Them and Watch Your Sales Grow.

CHICAGO ROLLER SKATE CO.,
4427 W. LAKE ST., CHICAGO

SEASON'S GREETINGS
TO ALL ROLLER SKATING RINK OPERATORS, MANAGERS AND CLUBS

ROLLER SKATING RINK OPERATORS
ASSOCIATION OF THE UNITED STATES

NATIONAL HEADQUARTERS
5795 WOODWARD AVE., DETROIT, MICHIGAN.

VICTOR J. BROWN
Newark, N.J.
President

FRED MARTIN
Secretary-Treasurer

RODNEY PETERS
St. Louis, Mo.
Vice-President

The Racing Season is On!

The Roll Away Skate Co.

12425 Euclid Avenue
CLEVELAND, OHIO

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PA. LAW PROTESTED

Operators will ask exemption on state’s new 44-hour statute

Appeal for waiver based on seasonal nature of amusement park industry—petition being drawn by Alexander and committee of members of the PAPA

PITTSBURGH, Dec. 25.—Pennsylvania amusement park operators are preparing a petition to be presented to the State Secretary of Labor Baschore, seeking exemption from the new 44-hour law, said A. Brady McSwigan, president of Kennywood Park and head of the Pennsylvania Amusement Parks’ Association. Discussed by the operators who attended the December annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, the appeal for relief from what is declared to be drastic state legislation will hold that, due to the seasonal character of amusement park business which must take in six months what other lines of business have 12 months to do. The appeal for relief from what is declared to be drastic state legislation will hold that, due to the seasonal character of amusement park business which must take in six months what other lines of business have 12 months to do.

that post until the park closed shortly after labor day.

Duncan Leaves K. C. Fairyland

KANSAS CITY, Mo., Dec. 25.—W. H. (Harry) Duncan, many years associated with amusement enterprises here, announced his retirement today as manager of Fairyland Park. Mr. Duncan, second vice-president of the Heart of America Amusement Parks’ Club, said he would not be at the park when gates open next spring.

Fairyland is the only amusement park in Kansas City. Mr. Duncan was selected last August by Victor and Mario Branco, owners, to replace Omer J. Kenyon, who was under contract to go to the Toronto Shrine Circus, and worked in that post until the park closed shortly after labor day.

Duncan, now employed by Jackson County election board in the new courthouse here, entered the park field 50 years ago as a helper with a “Switch-Back,” similar to Holster Coasters of to-day, in old Trotten Park in now city park. No successor has been announced by the Brancos.

Holiday Parties Are Held At San Francisco Playland

SAN FRANCISCO, Dec. 25.—Playland-at-the-Beach entertained nearly a score of rummies by declaring that the poorer classes who come here are “cheap skates.” President Frank P. Gravelle, of Steel Pier, which spends in yearly publicity almost as much as all of the amusement men’s association, declared that any refusal to grant curiosity was against any curtailment of city publicity programs, as amusement men depend on the masses thus attracted. He pointed to the great advance that has been made in the advertising field in general and urged its continuance here.

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The Pool Whirl
By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Designing for Living

Harry Acker hit the nail on the head at the Chi convention, he said, "After a long experience in the swimming pool field we have reached the conclusion that no designer who has not himself had the experience of running and maintaining a swimming pool plant for at least one season, is fully qualified to design a swimming pool for others."

He came right out and said what others have been thinking all along. Too many architects and engineers have been taught that the swimming pool owner has paid for the pool 'industry' with the result that in-house plans are drawn and the plans are executed with the result that the swimming pool plant is not properly maintained. Maintenance is the key issue, in his talk, there are so many ramifications to the swimming pool business only one who really understands the trade should try to design a pool. What might appear highly beautiful, and unquestionably is, might not be so practical for a tank. The designer should know about swimming pool management in order to design a swimming pool properly.

American Recreational Equipment Association

By R. S. UZZELL

Numerous times and on various occasions your author, both by pen and voice, has been heard to say that our business is not over, washed up, or finished. The problem is not a lack of business but the competition. Many manufacturers' representatives have given up on the business and have moved on to other fields.

The problem is not that the business is not over, it is that the business is not managed properly. The problem is not too many swimming pools but too many swimming pools that are not properly managed.

Caution in Speeding

James Mitchell, of the R. E. Chambers Company, Fifteenth Avenue, Chicago, Illinois, said recently that the only thing you can do in swimming pool design is to design a pool that is going to last for a long time.

He said that he had recently been asked to design a pool for a customer who wanted a pool that was going to last for a long time. He said that he had designed a pool that was going to last for a long time and that the customer was happy with the pool.

A COMPLETE PARK LEAPER IN ALL RIDES.

ATLANTIC CITY STEEL PIER MINSTRELS

Send Season's Greetings

FRANK P. GRAVATT, President

FRANK ELLIOTT and the

ATLANTIC CITY STEEL PIER MINSTRELS

IN PAST SEASONS

SINCE 1924

IN 1938

CHRISTMAS GREETINGS

W. F. LARKIN PRODUCTIONS

NEW YORK CITY

5 SHOWS SINCE 1932

THE HAUNTED CASTLE

LAND OF INCANDESCENT SUN

THE THEATRE WITHOUT A CASTLE

PLANTS FOR YOUR HOME.

SLEIGH RIDE

ST'FL'EL. PIER

IN PAST SEASONS

ICE HOCKEY EVERY FRIDAY AND SATURDAY.

THE BILLBOARD

YEARS OF SERVICE

1915-1938

SEASON'S GREETINGS

ATLANTIC CITY AUDITORIUM

and Convention Hall

ICE HOCKEY EVERY FRIDAY AND SATURDAY.

Complete Facilities for Indoor and Outdoor Events. Seating Capacity 4,100; Ballroom 5,500.

For Information: R. S. UZZELL CORP.

102 W. 34th St., New York City.

"One of the Most Complete Parks, Piers, and Convention Halls in the United States with All the Comforts of a Home."
Important Events and Happenings
From December, '36, to December, '37

(From Files of The Billboard)

Weather Curbs Park Grosses

A MUSEMENT park business was in the in-and-out class during the 1937 season.
A combination of circumstances has not only given a Scotch plaid. Bad weather breaks brought down the average and what started with all prospects of a woe of a season ended in a loss of better than 1936, which, however, showed a profit over several years.

Instead of a business increase of from 35 to 50 per cent, as was anticipated early, it is estimated that total average increase was from 10 to 15 per cent. In some instances, new devices were used to keep this down, and in others the old methods were lowered. Because of extensive outlays on the other operators depend so largely on them to put new focus.

In the spring, freer spending in the majority, were used for many years. Reports indicate that attendance was greatly increased and managers were pleased and more than satisfied with their act policies, but that old equalizers, such as heavy rains or late snows, were not as effective as in past years. The big outlays and on other occasions on operators depend so largely on them to put new focus.

Invest Early Earnings

In summing up the season the findings of President Harry C. Baker, New York, National Association of Amusement Parks, Pools and Beaches, at the 19th annual meeting in Chicago November 30, told owners that during our spring operations some parks showed as much as 50 per cent increase in receipts over and above the 1936 season for the same period.

"Accordingly, many operators immediately reinvested these earnings, feeling confident that the increase would continue. When July arrived, and after tasting the fruits of prosperity, once again conditions began to slump. In July business dropped off considerably. There was no indication that there had been a change in the weather or that the public had lost interest in the parks. The change was due, in part, to an even greater drop than July. Then came the climate for the last two weeks of August and the period of operation in September, when we had the most unreflecting attendances during the season. On weekends we had either heavy continuous rains or weather was so uncertain that it kept patrons away from amusement parks."

More Acts Are Used

There was little similarity in weather conditions in various sections. In Ohio and other parts of the Middle West the early season was not so good, but despite continual adverse weather conditions, business in this part of the country came out in the black. It was the coldest summer in 40 years in Oregon, with temperature at 45 degrees frequently in Portland. There was a good deal of business in the West and on the Pacific Coast, but at the wrong time, followed by abnormal heat, in many places east of the Rockies. Some Western States had drought again, topped off by infestations of fire. In the East, there was much rain and in New England weather conditions during the season were comparable to the starting of a continuous array of thrill attractions. This is considered the most effective new policies which have restored the beach to great public favor on the Gulf Coast.

Saddled with acts that were not handling the destinations of other parks (N. J.), Park successes and major operators who went in more strongly for more and better and days of action. Rarely was this not the case, but amusement parks offered the nation. A conspicuous example of the value of acts was seen at Pottawattamie Beach, New Orleans, which broke all previous records during the season with an almost continuous array of thrill attractions. Although the season of 1937 was not as good as the one of 1936 and in some instances a falling off is reported. While there are reports from operators that, with larger crowds came thru the gates, receipts did not match up in comparison, in a majority of these cases it is admitted that the condition probably could be attributed to the fact that nothing new was offered.

In most cases, the 1937 season can be considered good. While not up to expectations, most operators by this time have convinced themselves as to why. For any increase or decrease experienced by them, and for setting a schedule of prices and June was adverse weather, which no one could do much about. But where patronage or spending fell off under unfavorable conditions, operating managers, as noted at the Chicago annual meeting of NAAPB, planning improvements and policies with which to meet the modern trend.

In the middle of April that $50,000 would be accepted for new equipment, rides and concessions in Buckeye Lake (O.) Park. It had assumed the condition of "Beyond the Beginning." The greatest operators, Buckeye Lake, and its line were turned away.

In Baltimore, latter part of April, "WHITE JOHN CARLIS"—Glenn White and John J. Carlis, Baltimore, Park, Baltimore. Park, Baltimore, latter part of April, "BROOKLYN BOY"—Glenn White and John J. Carlis, Baltimore, Park, Baltimore. Park, Baltimore, latter part of April.

In the middle of April 1938, the following operators were reported as operators for the current season: M. B. Whitney, J. B. Dorman, P. M. Whitney, J. B. Dorman.

(Continued on page 101)

Improvements Tell Tale

Selling an oncoming peak of prosperity last year, numerous operators planned programs of new construction and installations. And they are the ones who appear to be the best percentage of increased patronage. Those are the ones who had the most to gain. The Public and the public is the basis of any of more than enough." To keep up reports better than expected and with the hope that no one could do much about. But where patronage or spending fell off under unfavorable conditions, operating managers, as noted at the Chicago annual meeting of NAAPB, planning improvements and policies with which to meet the modern trend.

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CAROUSELLS

2-3 ROW ELABORATE GALLOPING HORSE CAROUSELLS

1 OVER-THE-FALLS OR MAGIC CARPET RIDE

PROFESSIONAL WORKMANSHIP

WANTED

SEASIDE HEIGHTS POOL & CASINO

OCRUS - OCTOPUS AND 3 OR 4 OTHER RIDES

Percentage Basis. Boardwalk Location. Also Leases Concession and Attractions. Big Crowds. Largest and Finest Pool or Park in Last Ten Years. Wonderful Results. WRITE OR WRITE TO

C. M. ILLIONS, Mgr., Seaside Heights, N. J.

THE BILLBOARD
New Lighting System and Garden Scene Make Striking Impression

Leo Carrillo does masterly job as speaker—television stunt big surprise feature—floor show along different lines—many radio and screen folk present

LOS ANGELES, Dec. 25—The 16th Annual Charity Banquet and Ball of the Pacific Coast Showmen's Association will go down in the annals of that organization as one of the most pretentious in its history. There always has been a great rivalry in that each succeeding president goes to the extreme to match or outdo his predecessor. This is by no means an easy task, however. It appears that as the years have gone by the shows have followed the same trend held in the Gold Room and Roosevelt Room in the Hotel Biltmore Wednesday night, and December 24th. It was confirmed that it was necessary to use the balcony in the ballroom to seat the guest at the banquet. The event was an eventful one as informal, however, the ladies as past custom appeared as refined and most of the men in evening dress. A finely dressed, orderly gathering enjoyed the event.

A different lighting system, most novel and colorful, was splashed, the idea being conceived by Ben Shaffer, M. T. A. Treasurer, and Charles K. V. R. Harris. (See PCA SA BANQUET on page 98.)

Braemar With Silver State Again

EL PASO, Tex., Dec. 25—Don M. Braemar has again been appointed general agent and business manager of the Silver State Shows. Since accepting the position Braemar has made arrangements for the show to play the Eastern New Mexico State, Gallup, N. M., Police and Fire Department celebration in Gallup, N. M., and the American Legion Armistice celebration in Fort, Tex. He also contracted with the city of Clovis, N. M., several new towns have been ordered and all shows will have new fronts. Opening will be in March in Southwestern Texas. Five of the shows will be stored in El Paso after playing the Texas. Clovis, N. M., Manager Dave Tows has contracts with Whitey Maines, who will team up with the show, and William Willman, who will produce a circus as a feature show. Trucks and new railcars and baggage cars will transport the show properties.

Janette and Tom Terrill With Model

FOREST CITY, N. C., Dec. 25—Janette Terrill, the well-known general agent, arrived here last Sunday to spend the holidays at her home. Prior to her coming here from Macon, Ga., she made arrangements with W. B. Harris, general manager of the Model Shows, to pilot this organization for the 1938 season as general representative. She will start following New Year's Day.

Tom Terrill has also been engaged by Manager Harris and will handle the publicity and advertising of the Model organization, which goes out on 15 cars.

Fontana Signs With L. J. Heth Shows

NORTH BIRMINGHAM, Ala., Dec. 25—N. H. Fontana, manager of the Model Carnival, has signed an agreement with L. J. Heth Shows for the Model carnival business, will again be with the L. J. Heth Shows as general agent and business manager.

This arrangement was made December 15 when Fontana met the corporation met in its office in this city. The agreement was the result of the negotiations begun this week by L. J. Heth, general manager of the shows bearing his name.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR D'EBELLE

Oicestown, Fl. Week ended December 18, 1937.

Dear Red Onion:

Before the week was ended every piece of show property was snugly tucked away in its winter storage place. The boys that stayed to finish up the final details were given cartons to Tampa as a bonus. It is located over 12 miles away. As a Christmas gift to their employees, the Ballyhoo Bros., presented each with a 1938 contract and promised an early posting. The faithful one that worked hard all season and wound up behind the stage were given to live in the coaches and dine in the show's cookhouse. Over 1,000 of our people will winter here and thousands of dollars will be turned loose during our short stay.

To give the final destinations of our 2,500 employees would be impossible. For one reason many didn't know where they could go and reason No. 2 was why the writer did not contact Pete Ballyhoo, who will play Santa Clauses in a local store until Christmas and then into counties and stores of similar shows with new ideas. Jake Ballyhoo will play school auditoriums with a feature film until he can locate a buyer for the outfit. Herman Ballyhoo, the writer's folks, Cook & Camp's side show to play store shows. Those that worked all summer for the duke will be placed all winter. Do not know what they can get this winter if they worked for a winter job in the summer.

Our Artist and Model girls are located in the Model Laundry. The new beauties will work in a local mattress factory. Several of our concessioners went to Suffering Springs. Those that had money went into hiding. The sheet, note and house-to-house canvass gave many employment. Len Trudel, the show's general agent, went on an early fishing tour. Those that finished broke all the show will be different. The Ballyhoo Bros. enjoyed the biggest season of their entire career. The show traveled 60,000 miles, probably all the miles that are possible. Most of it UNNECESSARY, and covered every State in the union as well as Canada and Mexico. Opened up five closed towns and opened 10 open towns. Changed the show's title once and again used the original title the next week. Enjoyed 40 nights of bed. Added five more cars and nine attractions during season. Will open early in January to play a long list of shows the next week. Enjoyed 40 nights of bed. Added five more cars and nine attractions during season. Will open early in January to play a long list of shows.

Please run the following ad:

BALLYHOO BRO. CIRCULATING EXPOSITION can place for long, pleasant and semi-perspectives in the land of lakes and sunshine. Showmen with their own outfits and transportation. To such we will furnish lots and passes. Ride operators with their own transportation. We also furnish you a gas or electric motor.

Performers, musicians, dancers, groomers, and horse-carrying, for departures that have never toured and are not accustomed to the cold weather. Living cheapest on earth. Make your tours the next season thru the slate of a concession truck. Bring blankets—we will furnish sleeping bags. This show will open in February and stay out all winter.

MAJOR PRIVILEGE.

Ideal Shows Fully Motorized

Organization sponsored by William Glick plans many additions for new season

BALTIMORE, Dec. 25—William Glick, who presents the Ideal Expositions Show, arrived here from Chicago and other points west and east where he has been in the west of the shows and their bookings for the coming season.

While away he made plans for the enlargement of the organization in its physical plant and new attractions and personnel. He also received reports from all motorized shows to augment his motorized fleet, which was expanded at the beginning of season 1937. Glick stated to a reporter of The Billboard that all his plans to expand were still to be distributed and the largest motorized show on the continent.

Ideal Shows with all new motorized items as well as some new rides last season and to these units will be added new devices of the latest type. Plans also call for radical changes and additions to the illumination system, taming to more color and less brilliancy or glare, on the midway.

A new transformer house will be added and a new building designed to house the trailers in which will be installed all the new motorized devices. The main current distribution unit of the midway will be a new 25-foot trailer, fitted with all motorized furniture and office accessories.

William Glick said the success of the show in overcoming the hardships of last season were due to the new highways and streets has convinced him that a fully motorized show is entirely practical and can make its way in the business. He also stated that we pioneered many innovations here in 1937 and that he is ready to make more and better improvements for the coming season. He also announced that he has added a new device for the coming season.

Endy Bros. Book Wilno, Cannon Act

MIAMI, Dec. 25—Contracts have been signed with Ralph N. Elody, of Endy Bros.' shows, for the coming season with the Great Wilno to perform a campaign of a tour of the entire country. Start the Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily. After returning from our annual trip to Endy Bros. show in Big E. Willis daily.
Max Goodman extends 

HOLIDAY GREETINGS and says "THANKS A MILLION" 
to his many friends and associates 

Their expressions of confidence, their wishes for success, and their splendid co-operation throughout our 

first year as a leading attraction are deeply appreciated.

FOR 1938

GOODMAN WONDER SHOWS 

Offers Fair Associations and Committees 

The Show of Beauty, Elaborately Electrified, Ideas New to the Amusement World that will appeal to 

the most exacting sponsors, who demand attractions of QUALITY and MERIT. 

We will appreciate your consideration before contracting elsewhere.

SHOWMEN and PRODUCERS 

We will finance anything that merits construction. What have you that is original? 

Nothing too elaborate. Experienced, sober, reliable Carnival People in all departments, write. 


About the Ladies 

and Such 

-- By VIRGINIA KLINE 

KANSAS CITY, Mo., Dec. 28. - The 

bazaar given by the Ladies' Auxiliary of 

the Heart of America Shriners' Club 

at the Reid Hotel here this week was a 

successful event. A basket sale, the 

main feature of the auxiliary's calendar, 

was a hit. Women from all the various 

bazaars of the Kansas City metropolitan area 

are doing well. The ladies' auxiliary, 

under the direction of Mrs. Helen 

Brown, has been active this season. 

There is no standing order for one of 

Sirs. and Mrs. Charles T. Oast and Peggy 

Mrs. Margaret Haney brought an moor: - 

way made aeveral varieties of cceddes 

be extra special.

W. C. Kaus Shows To Go 

Out Coming Season 

NEW BEGN, N. C., Dec. 25. - The W. C. 

Kaus Shows, Inc., was organized here 

recently according to Mrs. W. C. Kaus, 

caretaker and treasurer of the new 

company. This organization will succeed the 

Sirs United Shows until Mrs. Kaus was on tour last season under the man-

agement of W. C. Kaus.

The new show will operate independently of the No. 1 unit of the 

Kaus United Shows and will be on its own in 

every particular as to size and general 

equipment. This move to put the W. C. 

Kaus Shows out the coming season 

under a separate unit is in line with 

avoid confusion as to the "Kausers'" title, 

Mrs. Kaus further an-

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ounced.
1937 Carnival Gross Tops 1936

ATTENDING the sustained popularity of the organized carnival as essential to the success of fair and exhibitions, the National Association of Fairs and Exhibitions, which was established at its annual meeting recently held in Chicago.

The following table lists the number of carnivals reported by the National Association of Fairs and Exhibitions, which was issued at its annual meeting recently held in Chicago.

<table>
<thead>
<tr>
<th>Number</th>
<th>Carnival Name</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>Carnival of Savannah</td>
<td>Savannah, GA</td>
<td>1.3 million</td>
</tr>
<tr>
<td>43</td>
<td>Carnival of the States</td>
<td>Boston, MA</td>
<td>1.2 million</td>
</tr>
<tr>
<td>42</td>
<td>State Fair of Iowa</td>
<td>Des Moines, IA</td>
<td>1 million</td>
</tr>
<tr>
<td>41</td>
<td>State Fair of Kansas</td>
<td>Topeka, KS</td>
<td>950,000</td>
</tr>
<tr>
<td>40</td>
<td>State Fair of Nebraska</td>
<td>Omaha, NE</td>
<td>900,000</td>
</tr>
</tbody>
</table>

The report also listed the number of carnivals in attendance, showing a marked increase over the previous year. The number of carnivals reported was 44, up from 36 the previous year. Twenty-nine shows reported an increase in carnival receipts ranging from 1 to 88 per cent, and 14 reported a decrease of 1 to 8 per cent. The increase in carnival receipts was a significant factor in the overall increase in attendance.

The report also noted that the weather conditions for the majority of the carnivals were excellent, with few interruptions due to adverse weather conditions. However, four of the events that were canceled due to poor weather conditions were increased by heavy snowfall, rain, and high winds.

The report concluded with a statement regarding the importance of the organized carnival as essential to the success of fair and exhibitions, and the need for continued support and investment in the carnival industry.
January 1, 1936

CARNIVALS

The Billboard

warming in new headquarters of C & W PRESS AGENT. Jack Wilson general agent for State Fire Marshal. Show week of February 20 announced that L. C. Miller was appointed press agent.

VOORHIES APPOINTED—Ben Voorhies. former general agent for States Shows. appointed general agent and press representative of States Shows.

DIAMOND - IOWA COMBINE—J. W. Diamond announced at Muscatine, Ia., February 20, that four shows of the Diamond- Iowa Combine had combined with Iowa United Shows.


SIBLEY WITH GOODMAN—Walter K. Sibley. former general agent for Goodman Shows to produce shows.

W. A. LICENSE KILLED-Housed Bill No. 114, Also. California, passed a bill, calculated to put a prohibitive burden on out-of-staters. W. A. Viner, was killed in Senate in middle of March.

SOUTHERN ORATORY COMBINE—Southern United Shows merged with K. O. Barkoot and Goodman Shows as the Barkoot Shows.

WOMEN'S AUX FORMED—Middle of March, the Auxiliary of Michigan Showmen's Association was formed in clothsrooms at Detroit.

GOODMAN STARTS FAIRS—After League's interruption, Goodman started a minor carnival in Alameda, Cal. Lot was a 20 by 28 new in show business. "Modern Noah's Ark" built by owner Mark Bonsen, opened at New Orleans March 28 to a crowd estimated at 50,000.

W. A. BARKOOT DEATH—Herrte Barkoot. 64, of K. O. Barkoot. manager K. O. Barkoot Shows, died April 1. Buried in that city.


BECKERT DEATH—John J. Beckert, 60. dancer with Seithertin. dancer with Seithertin Shows. died in a car accident near Regina. N. M. Burial at Albuquerque.

BARKOOT LOSES WIFE—Herrte Barkoot, 64, widow of K. O. Barkoot. manager K. O. Barkoot Shows, died April 1. Buried in that city.

TONADO LETS BARS DOWN—Donn Snows. fourth week in August were first to play Albany, Pa., since 1931, staying over three days due to rain.

LOWE'S SECOND UNIT—Art Lewis' second unit, under direction of William Lowd. was appointed by Lewis August 14 at Mechanicville, N. Y.

OSSIFIED BOY DEATH—Roy Rard. 83. known as the Ossified Boy, was killed in an auto accident near Milaca, Minn. Burial in PVCRA plot in Los Angeles.

PCSA FLOOR SHOW—Over 300 attended the first day of the Floor Show, fourth week in August at Pacific Coast Shows.

HODGE EMPLOYEES INJURED—Ben Hodge and Martin Martin, circus employees, were injured on carnival grounds fourth week in August at Pacific Coast Shows.


POWELL DEATH—Edward L. Powell, former owner of a trained animal show, died in Joplin, Mo. September 1.

BEASLEY DEATH—Charles Valentine Beasley, former carnival owner, manager and horseman, died in Joplin, Mo. September 1.

ALTOONA LETS BARS DOWN—Dodds, 17, was appointed general manager of First Unit of Pennsylvania Showmen's Association, for Showmen's League of America Cemetary Fund staged by Blue Ribbon Shows, and the state of Indiana. Ind. realized $275,000.

LOWE'S SECOND UNIT—Art Lewis' second unit, under direction of William Lowd. was appointed by Lewis August 14 at Mechanicville, N. Y.

KORTA'S TRAVELING MUSEUM JOINED BECKERT SHOWS—K. T. Korta's Traveling Museum joined Beckert Shows.

LEE JOINS RUBIN & CHERRY—Prank. 1.40 joined Rubin & Cherry Exposition.

LESLEY JOINS ILLUE RIBBON—It was reported that L. L. Lesley joined I. W. Ruben. 1.40.

DODSON SHOWS IN WRECK—An Erie Railroad switch engine plowed into Dodson Shows during the World of Mirth in Lackawanna. O. Burial in Lackawanna.

TWISTER HITS RAS—Cyclone winds swept through all of eastern and southern states. Several smaller cities were damaged.

STORM HITS SHOW—Happy Days Showmen's Carnival in Kansas City experienced damage.

GREAT EASTERN OPEN—Great Eastern Shows, new carnival, held its grand opening under management of Terry Martin and Phil Rocco at Emmitt, Mich.

ROBERTS LEAVES MARXES—Stanley Roberts. due to his general welfare, resigned as agent middle of June to devote remainder of season to independent promotion. Blackstone Sons were American agents June of 1935 and 1936.

SHOWS OF AMERICANS AT SEA—Shows of Americans were hit by a storm August 23 and 24, causing $20,000 damage to 17, among those was F. E. Gooding Shows.


HYDE RAISES BARS—Eric B. Hyde, world's oldest carnival barker, was his 82d birthday opening June 7. in Louisville, Ky., the first carnival in the city for three years.

TINSLEY IN CYCLONE—Tinsley Shows suffered a great loss in the cyclone, July 6. four attractions were lost.

GOODMAN INVESTIGATION—Invesigation into conditions at Goodman Shows and banquets for Cemetery Fund of Showmen's Association played host to 125 members at Central City last week.

WORLD'S FAIR—Tinsley Shows opened the season at Greenville, S. C., April 1. managed by John Clark.

ADD'S HOSPITAL UNIT—Max Gruber, former general agent for Gruber & Gruber at San Antonio early in April.

KORTA'S SHOWS—K. T. Korta Shows, new in show business, opened its season at Greenville, S. C., April 1, managed by John Clark.


LOE DIES—Lewis B. Black, well known showman, died June 6. C. D. Nesiand on July 14 was appointed general manager of Blue Ribbon Shows. succeeding Joe L. Schein's, former operator of Hearne. World's Exposition Co., and now member of the Denver World's Fair.


HOLZDIECK DEATH—C. H. Holzdiek. 65. general manager of the Holzdiek Shows, died at South Bend, Ind. September 1.

GOODMAN MEETS—Invesigation into conditions at Goodman Shows and banquets for Cemetery Fund of Showmen's Association played host to 125 members at Central City last week.
Midway Confab

By THE MIXER

HAPPY NEW YEAR!

Just that, and all of that sincerely.

YESTERDAY was 1937 and today it is 1938. My how time flies.

LEO BUSTANY.—What are your future plans for the Orange State Shows?

HAVE you found out where you are wintering yet?


C. B. (JERRY) THOMAS.—What became of the World’s Fair Oddities? What
carnival do you go with?

MECHANICSVILLE, N. Y.—Plan to enter the carnival business.

ANOTHER resolution: “We will positively

RESOLUTIONS may be made to be

broken, but they never should be.—Red Union.

SAVANNAH, Ga.—With the Mighty

Sheeleys Midway. Spent Christmas week here. —WARD (DAD) DUNBAR.

WILL NOT go by.

HAGUE.

SAMUEL GLUSKIN, special agent

Royal American Shows, with which he

has been associated for many years.

ATLANTA.—Dr. W. B. Davis, the official

physician for the Bobbin & Cherry

Exposition, is in the city for the holidays.

AUSTIN, Tex.—Mother Webster is not

connected with the Cerealoids of

Lawnout.

SARASOTA, Fla.—Mrs. Charles C. Polka

(Blue) is in this city for a winter vaca-

tion.

A man can not stay on top if he keeps

downing on the bottom.—Leon Hewitt.

AUGUSTA, Ga.—Wintering here.

Doughty ‘rides and am going to take

out my own show coming season.

JACK SMITH.

CORPS CHRISTI, Tex.—Wintering

here at a camp. Brought to The

Midway thru the agent on the Greater

United Shows.—MAPLE WILSON.

NEW YORK—C. J. Franco, advance

agent for the State Shows of America, is

at his home in the Bronx boro for the

winter.

CANTON, O.—At home here for the

winter. Brought ice cream concession

with Clint & Clark Shows for coming

season.—ROSALBA WEINSTAD.

JAMES E. STRATTON gave his son,

“Brother” Jr, a pony named Duke, re-

cently. That makes “Brother” a horse-

man and he is very proud of his charger.

RALPH R. MILLER, general manager;

Bryan Gill, general agent, and Harri

L. small, business manager, is the way

the staff lines up for the Miller Amusements.

Photos of Family Groups Wanted!

The Billboard plans to use photos of families that are in the carnival business during 1938. If there is only you and your wife in the family have a photo of the two of you. If there are children, get them all in separate photos. Give names and ages of the children by all means.

These groups of showfolk in winter quarters can be used. In these photos those that do.

The photo must be a clear one. For an example see the group of the John P. Reid family on the first carnival page this issue.

PITTSBURGH.—Opening a new cook-

house and booked with Clint & Clark

Mr. and Mrs. Harris F. will have

pop corn and peanut conces-

sions.—DAVE HARRIS.

ST. LOUIS.—May there be many Happy

New Years to all. May 1938 be

and may the slogan be, “On to Chicago and

Angeles another year.” —JOHN BROWN, gen-

eral representative Dee Lang shows.

MOBILE, Ala.—Dad Crawford closed his

distillery show here. Has six weeks

with new show booked with Wallace Bros.’ Shows for coming sea-

son.—JIM HADEN.

Gaylord White Will Rest a While

On His Father’s Farm in S. D.

NEW YORK.—A few lines before I

leave here for the Middle West to thank

Billboard for all the cooperation

during the season. It has been

both for me and the business.

This has been a very favorable

season. I have had the pleasure of

meeting many people and have

made many friends.

Webster, N.Y.—MRS. CI. H. CHARN.

FORT WORTH, Tex.—MRS. ABM STARK.

ST. LOUIS, Mo.—Able Stank, formerly with

Dixie Shows, was very sick in the

hospital here and is now back in

his home in S. D. He has a very close call.

FREDERICKSBURG, Va.—MRS. J. F. DUNBAR.

JULY 30, 1938—Able Stank, formerly with

Dixie Shows, was very sick in the

hospital here and is now back in

his home in S. D. He has a very close call.

FREDERICKSBURG, Va.—MRS. J. F. DUNBAR.

El Dorado, Ark.—Mrs. Waters and

myself closed the season with friendly

respect. —MRS. CI. H. CHARN.

EL DORADO, Ark. — Mrs. Waters and

myself closed the season with friendly

respect. —MRS. CI. H. CHARN.

WATERS.

BEL MORTON, Bly. the Rico

of the famous Evangeline Oak tree

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January 1, 1938

SHOWS, which played the midwinter fair, are now closed with them. Made some.
why we were not doing any business In stay out too long, and found myself and end.

Merry-Go-Round Seimoit &Woe and show. Was all season wttb .1.
wardrobe and neon lights for my aeg a trip to New York. where I bought new.
to continued AO in the peat.

To this question this old fellow you white folk with Merry-Oo-Rounds.

The canine was a great

 thông. Time To Close

In the

THREE PATTERNS. ERIE. OHIO.

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<td>SETS ANYWHERE ON COUNTER</td>
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When It Is Time To Close

THE MERRY-GO-ROUND SEASON

GEOEN H. CRAMER, of the Billman Engineering Corporation, tells us this one:

"One time, 'way back there, I operated a Merry-Go-Round and did well for a long time by playing in the proper season and in the right territory. However, once I made the mistake of trying to stay out too long, and found myself and my machines eating South Carolina about winter time. It was very cold in a certain town and we were not doing any business. A deserted man came on the lot and asked why we were not doing any business and in reply his kind of talk. We were Merry-Go-Round, as plenty of people come on the lot. To this question this old fellow replied, 'Well, I will tell you, boss: Look over there: the smoke coming out of those chimneys. They are not doing any business, boss. When you smoke with Merry-Goo-Blues you see smoke coming out of chimneys you had better business and when it comes out of chimneys then the Merry-

OCTOPUS

"World's Newest Ride Sensation"

Unqualified For Performance and Profits

SALEM, OREGON

Concession Tents

Give Measurements as Indicated

BUY

From Factory

SAVE Money

POWERS & CO., INC.

26th and Reed Sts.,

LESS EXPENSIVE BABY "0"

TO MEET THE DEMAND FOR A LESS EXPENSIVE BABY "O" WE ARE NOW PREPARED TO OFFER A MACHINE HAVING THE SAME DIAMETER AND MECHANICAL CONSTRUCTION, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUICK HANDLING PURPOSES, WITH ALL QUIC

C.W. PARKER AMUSEMENT CO.,
Leavenworth, Kansas
Shoos. The place is Matta. Ms., at the becalm. It is slated to run two years.

A general check-up shows about 450 cars, which are people being here. Every branch and department is represented. Local officials and important persons are exceedingly cordial. Geographical layout, good roads and the famous hot bates seem to be the magnets that draw them here—JOE E. SILVERMAN.

BRAIDWOOD, Ill.—I was formerly F. Fred Miller, of the F. F. Miller Mfg. Co., Chic. After leaving that firm and now with W. H. Kelsey. My husband, Edward Kelsey, has tuberculosis and one lung is removed. They are considerably pleased with the Johnny Toder, Anderson & Brands, Brander Gold Medal and Chicago City shows. We spent all our money in music and hospital bills.—MRS. E. O. KELSEY.

HIGH POINT, N. C.—Have decided to go back to Raleigh, N. C., and take up residence there. It all went up again to become a farwell. It has been a very exciting life. Have been with my wife close of the season for two years and now with So's Liberty Shows and I am not at all ready. I have a few more shows with James E. Strates.—BEN H. VORHEES.

JACKSONVILLE, Fla.—Plenty of shows are here. All looking for something and a lot of them do not know what to do. We are closed now for the season. A Spilman Merry-Go-Round from the shows is here. It will remain here until March 15 and will then be shipped to Owensboro, Ky., to be ready for opening. On receipt of my show, the Dixie Bell Attractions, Best wishes to the staff of The Billboard.—LOUIS T. RILEY.

JACKSONVILLE, Fla.—Miss connected with R. W. Miller's World's Fair Museum. Been out of the museum business for about eight years and have been very successful. The line of attractions are not what they used to be. We have a new Judy and assistant manager: Doc Wade's Winter Circus, with rubber-skinned girl; John Salter, popeye man; Floyd Page, frog boy; Sheets Rubbard, iron-lid man; B. W. Carter, rubber-skinned man; Charles Anderson, leopard-skin man; El Diabolo, Spanish fire worshiper: Evangeline Ward, own tails!: Tex Conroy, and Mr. Conroy, inu and Barney X Oerety were both done well. Doing well. Whichever they were bending in data regarding the 111, they provide the finest kind of gas-cooking equipment. The pay gate enables the carnival owner to apply their talents on relief rolls. The coming season I will open a small carnival with the full value of the gate in mind. Will feature aerial and platform acts and will have a tent. Will go to Texas and operate again. The pay gate fully recognized and applied and with legitimate concessions seeking legitimate spots only, outdoor promoters of events can come into their own financially.

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Dear Beloved Brothers

BY L. C. MILLER

NEW YORK—You did not have to wear whiskers and have a red coat on to be Santa Claus. A cheerful stamp would have done as well. Perhaps Almonce Law and F. W. Redmond have not heard from you yet, or there is someone in your institution or hospital. Christmas cheer, and let's hope that you will be more carnival folk behind the stage at heart, for that laborer shall be blest who has a showman which can tilt I believe that W. IL (Sous. that love. is part of life. You have not dropped a letter or card, do it soon.

There is one good thing about showmen. They can take on the chin and come out to the showmen. I have made the same mistakes as those you are learning now. Recently there was an article written about a showman ready to fold up, and I read that his name sounded familiar. He will be more carnival folk behind the stage at heart, for that laborer shall be blest who has a showman which can tilt I believe that W. IL (Sous. that love. is part of life. You have not dropped a letter or card, do it soon.

Outside of new titles there were very few. They must be able to adjust from the rank. There were many other exponents, but the one that stands out is the world's fair talent for that exposition. It is now at his home in Houston, Tex., and will be more carnival folk behind the stage at heart, for that laborer shall be blest who has a showman which can tilt I believe that W. IL (Sous. that love. is part of life. You have not dropped a letter or card, do it soon.

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Winter-Quarters News and Gossip  
(As Reported by Representatives for the Shows)

Wallace Bros.  
MOBILE, Ala., Dec. 25.—The writer recently returned from a three weeks' trip during which he traveled nearly 900 miles in seven States and encountered everything from below zero weather in Des Moines to summer temperatures in the Mississippi. The writer, however, managed to return home with a healthy complexion and a beard in fine condition.

Wade In, a star of 120 Shows was reported to be a next season's arrival in Chicago. Mr. and Mrs. J. M. Simmons of Chicago, are at the Fairground, where they will spend some days with Mr. Simmons relatives. Junior Tillotson arrived from Chicago and will visit his parents. Mr. and Mrs. F. F. Tillotson, William Wallace is expected from Kansas City shortly to rebuild the management-owned cookhouse which he will operate with some of his relatives.

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3000 BINGO  
Heavyweight cards, black or white: Wood marker, 50 each; marker, 25 each; set of 12, 50; set of 24, 1.00.  
3000 KENO  
Made in 12 sets of 100 cards each. Placed in one pack, the pack costing $1.00.  
Set of 2 Lightweight Bingo Cards, 50.  
BINGO CARDS  
Bingo cards, black on white, each 50.  
ALL BINGO CARDS  
Bingo cards, black on white, each 50.  
J. M. SIMMONS & CO.  
19 W. Jackson Blvd.  
Chicago

ERIC B. HYDE SHOWS  
OPENING 1932 SEASON, COLUMBIA, S. C., MAIN STREET LOCATION.  
HUBBARD — PALMETTO LODGE No. 5, I.O.O.F.  
CONCESSIONS.—Will sell Cookhouse and Bingo Equipment.  
WANT Leage Concession.  
SHOWS—Will book Shows of Merit and family complete new outfits for same. Especially want late arrivals in the way of Showmen's League.  
RIDES—Will book or buy Octopuses, Circus, in any city, and will sell them for any and every purpose.  
FAIR ASSOCIATIONS and COMMITTING IN NEW JERSEY, PENNSYLVANIA, MARYLAND, NORTH and SOUTH CAROLINA CET IN TOUCH WITH ERIC B. HYDE, Gen. Mgr., or HARRY RAMISH, Gen. Rep.  
2411 TWO NOTCH ROAD  
COLUMBIA, S. C.

ROYAL MIDWAY SHOWS, INC.  
NOW CONTRACTING FOR SEASON OF 1932.  
CAN PLACE FOLLOWING:  
Motorized Side Shows, Shows, Shows, Athletic, Grid Shows, Minstrel Shows, Winter Shows,  
SHOWS OF ALL Kinds, at any time.  
THE Diddy for any and every purpose, and will send the equipment to any city,  
CAN FIELD GENERAL AGENCY WITH CAR, LACK AND WILL GET LOCALS.  
ROY GOLDSTONE,  
1250 Orange St., Ihe Springs, Ariz.

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ROY GOLDSTONE,  
1250 Orange St., Ihe Springs, Ariz.
CHICAGO, Dec. 25.—Early to press with this week's news, hence no report of the meeting.

Many of the brothers are away for the holidays and attendance Thursday evening will be lighter than usual.

President J. C. McClafferty left for a trip to Florida, Vice-President Joe Boggs left for Nevada that his President Frank P. Duffield is spending a few weeks on the West Coast.

Lew Donald and his committee are busy working on the proposed plan for a showmen's home in New York. He has written several letters for attention at the next meeting. W. C. Cottrell and Mr. E. W. Stonehouse are thru Chicago early In January. Vice-President Frank P. Duffield is spending a few weeks on the West Coast.

Brother Al Casky advises that he is canvassing nicely and expects to be home for Christmas. Brother Walter F. Driver, Harry Coddington and George Fowler all still in the hospital but showing real improvement. Brothers Col. Owen and Bob Miller still confined to their homes.

A number of the cemetery fund drive awards have been made, other awards will follow as soon as identification is received.

A letter from Brother Will Wright says the PCA's Banquet and Ball was a fine affair and the financial result will be satisfactory.

Plan Permanent Home Committee

A late meeting of the Plan Permanent Home Committee was held last week. Brother A. Wagner has undertaken a comprehensive plan for the permanent home which will be completed when the annual meeting of the brothers will be held.

Several amendments to the by-laws are being planned. This is to be done that the Showmen's League may be a permanent committee until December 31, 1940, giving them ample time to complete their work to a successful conclusion.

In order to finance the home the committee will be turned over to the annual cemetery fund drive and the amount of dividing the funds 50 per cent to the home and 25 per cent to the hospital fund. The ways and means committee will be set up to see that other plans to aid in the raising of funds are successful.

The Christmas rush is on at the league as usual and in the past. Many of the awards are in the league and the rush to get them out in time for the Christmas gifts is apparent. The league is the best place to buy Christmas gifts.

John Loman has been named as a permanent member of the committee to handle the question of showmen's homes. This is one of his pet hobbies.

Ladie's Auxiliary

Hostess of December 16 social was First Vice-President Mrs. Iris Chase, who

THERE ARE "SCORES" OF REASONS WHY YOU SHOULD BE A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago.

Its initiation and dues are the lowest of any organization of its kind in the world; so small in fact that every reputable outdoor showman should be a member in honor of his pride in his business.

Miami

MIAMI, Dec. 25.—Ray Sears and Club of Miami are being housed at the Cabana Pool on Faith Beach.

Joe Vincent, who spent two years in the hospital and has been in bed for two years, will hold an important job at Tropical Showboat. He has been in bed for two years and made a miraculous recovery.

Several showmen are getting restless for the opening for the opening for the season at St. Vincent Hospital, Toledo, O.

Menage of good wishes for his speedy recovery hes been sent.

W. W. Quarrier has undergone a inflow operation at St. Vincent Hospital, Toledo. O. Menage of good wishes for his speedy recovery has been sent.

Fowler all still in the hospital but show.

THANKS TO ALL SHOW FOLK.

Wishing You a HAPPY, PROSPEROUS NEW YEAR!

CHARLIE W. WILLIAMS, with Standard Oxygen Company, East St. Louis, Ill.

NOW READY YOUR COPY

USED TENT LIST

TENTS NOT FOR SALE

WRITE: WIRE PHONE

G. A. SWENSON, 1717 Central Ave., Kansas City, Mo.

B. A. MILLER, 1315 W. Main St., Dallas, Tex.

ROBERT E. PETERSON, 1325 W. Main St., Dallas, Tex.

K. G. Amusement Shows

Wanted for Season 1938, SHOWS AND CONCESSIONS. Write: BOX 55, St. Louis, Mo.

On the screen, benefit of the cemetery, for several weeks. Tent and Awning Company, 12; John M. Hardware, 32; Downie lima-14; United Citadels Hatch. Dick Perris, WIZ Rogers. Secretary of the organization; Joe Diehl. President of the organization. In his usual entertaining manner. Este beloved Will Rogers. The script for the illusion had their premiere at this af-

The television illusion planned as the Prism of the present evening. Patrick Francis Stanely was the anima
daughter. Mr. and Mrs. J. Ed Brown; Jack and
dance. at intervals

President Wright selected Milt his leader. Mr. and Mrs. Ted Mete. Mr. and Mrs. Ed-Over.

President Homer Johnson, president Los Angelen.

Mr. and Mrs. Steve Henry. The Bill-board; Harry Hargrave. Marjorie Holt: Mr. and Mrs. Ted Mete. Mr. and Mrs. Ed-Over.

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Mr. and Mrs. Steve Henry. The Bill-board; Harry Hargrave. Marjorie Holt: Mr. and Mrs. Ted Mete. Mr. and Mrs. Ed-Over.
Greetings to All Show Folks

MERRY XMAS

HAPPY NEW YEAR

CRESCENT AMUSEMENT CO. WANT

OPENING IN SOUTH GEORGIA, MARCH 11, 1938

SHOES - Monkey, Illusion, Penny Arcade, Mechanical City, Fun House. Any Pit or Platform Show that suits your taste.

RIDES - We own our own equipment. Will book Kiddie Plane, Penny Track, U-Drive-'Em Cars, Concessions - Must be strictly legitimate, work for stock only and not over 10%. Positively no flat joints or rockets. Will sell X on Cookhouse, Diggers, Photographs, American Gold.

FREE ACTS - Want two High Sensational Free Acts - High Dive, High Wire.

FOR SELL - Turtles, Galloping Horses, EZ Freeze Center Machine, Wet Surf.

FAIR SECRETARIES and COMMITTEES desiring a modern amusement company with attractive equipment, Entertaining Shows, Clean Concessions, Efficient Employees, Courteous Cooperation, contact us.

All Address 406 West 6th St., Gastonia, North Carolina.

L. C. Mchenry, Manager.

SHERMAN HUSTED, Agent.

NORTHWESTERN SHOWS

WANT - General Agent at once who can and will deliver the goods. Must have cool head and sound judgment, in order to save your time and ours. No man under 25 will be considered.

NO CAI She. carried.

BEN WEISS

Permanent Office Address: 1108 Avenue R, Brooklyn, N. Y.

Now Operating at Funland at Miami, Florida.

FOLEY & BURK SHOWS

“Best in the West”

“Always an Opening for an Attraction of Merit.”

NOW — Booking for Season 1938

603 Humboldt Bank Bldg., SAN FRANCISCO, CALIF.
Heart of America Showmen's Club
Reid Hotel, 1001 Broadway

KANSAS CITY, Mo., Dec. 23—At the last regular meeting Brother Art Brainerd filled the chair that was vacant on account of President Ruback's being absent from the city. Brainerd carried the affairs of the club on from where Ruback left off, as the meeting of the previous week was not completed. Nomination of officers of the club was made and the election was held Thursday, December 23.

Many members were present, as they had started to arrive for the holiday convention.

Clubrooms are in tip-top shape and a large Christmas tree 30 feet high was erected in the lobby of the hotel, with all new decorations. The club will hold open house from Christmas to after New Year's Day has ended.

On December 29 the tucky party will be held in the Reid Hotel. This dance and party has become an annual affair that all members look forward to.

December 31 will be the banquet and ball at the President Hotel and the installation of new officers and the awarding of prizes to the winners of the membership drive.

The drive is going at top speed and it looks like the winner will be between Harry Allscholer, who at present is holding first place, and Henry Nyman, who is in second place. If you are interested send in your new members and state who is to receive the credit.

All the affairs of the club are to be ably supported by the ladies of the auxiliary, as on them the club depends for a great deal of its success.

Dan MacDouggin left to visit his sister in New York, and Mr. and Mrs. John Francon arrived for the club's parties. H. E. Haney is in for the banquet and ball.

Ben Spencer left for the south, where he will do some building and rides for the Western States Shows.

Ladies' Auxiliary
After a successful two days of the bazaar the ladies were called to order by First Vice-President Myrtle Duncan. Twenty-six members present.

Reports of all committees were given. Chairman of the entertainment committee reported that everything was set for the annual luncheon December 30. She would like to know definitely how many will be present. Mrs. Duncan asked what the auxiliary should do about ground. Nothing was voted to be given to the Equity Fund of The Kansas City Journal-Post. Taking care of the poor family during the holidays was decided upon.

Next meeting will be December 29 (Wednesday), when the installation of officers will take place. Mrs. G. W. Parker is to be mistress of ceremonies. This date will also mark the end of the membership drive.

First Vice-President
John Francis
Second Vice-President
Max Cohen
General Manager—Secretary-Treasurer
Oscar Bloom
Director
Jame s W. Conklin
Director
Paul M. Conway
Associate Counsel
Jame s E. Strates
Director
St. Louis

ST. LOUIS, Dec. 25—The clubrooms of the International Association of Showmen, located in the Maryland Hotel, are now the popular meeting place of the outdoor showmen passing thru the city. The rooms are open from 11 a.m., daily until the wee small hours of the morning, or until last bridge game is finally played.

L. S. Hogan, general agent of the Rubin & Cherry Exposition, is visiting his many friends here.

Mr. and Mrs. James C. Simpson, of the Johnny J. Jones Exposition, are among other show people spending the holidays with their relatives here. Morris Lipsky, of the same show, will sojourn with his mother and brothers here until after the new year.

Louis Isler, owner of the Idaho Show, was among the Billboard office visitors Monday, en route to his home in Chapman, Kan. He advised that Pete Rust, ride and concession owner, will be with his show the coming season.

W. H. (Bill) Ricic, general agent of the Mighty Mississippi, is at the 209th Red, was among the Billboard office visitors Monday, en route to his home in Chapman, Kan. He advised that Pete Rust, ride and concession owner, will be with his show the coming season.

Jimmy Morrissey, of the Baker-Lockwood Manufacturing Company, was in the city for several days, calling on the

(See St. Louis on page 102)

Christmas-New Year's Street Fair Moves to Outskirts of Paris

PARIS, Dec. 29—The one-time popular Christmas-New Year's street fair, formerly held in the heart of the Montmartre cabaret belt, has been shuffled to the outskirts of Paris. It is along the deserted Boulevard Ney and refuses to take roost. Small groups of rides, inter OPERA and games will operate as usual over the holiday period.

The fair has been moved to the outskirts of Paris. Big street fairs are under way at Little, Lyon, Nice and many other cities in France.
Harry and Orville both optimistic regarding '38 season, planning according

SHERBROOKE, La., Dec. 25—Harry W. and Orville W. Hennies returned to winter quarters in that city, winding up an extended business trip during which they attended many carnival trade meetings in various Midwest cities. Both are now on the job supervising the complete rebuilding of the show for the coming season.

Robert R. Lohman, general representative, is now at work completing the bookings. Both Hennies are optimistic predicting that the 1938 tour will prove even better than the past season. They are making elaborate preparations toward having one of the finest outdoor organizations on the road.

Many new attractions have been engaged. All new show fronts of chromitum steel and nickel will replace the present canvas. A crew of workmen started building the wagons soon after the show pulled into quarters. All new show fronts of chromitum steel and nickel will replace the present canvas. A crew of workmen started building the wagons soon after the show pulled into quarters, and all departments are operating as per schedule.

Kemp To Build New Dome

Bill Kemp will arrive here soon after the 1038 world's fair in St. Petersburg, Fla. and announce his new position in the near future. He plans to open a museum in this city and make the 1038 world's fair a fitting send-off.

THE 5 STAR

THE 5 STAR

THE 5 STAR

January 1, 1938

HARRIS-TRAILERS, UTORS

TROY, OHIO

DISTRIBUTORS

NEW AND USED COVERED WAGON TRAILERS

FACTORY AND JOB SHOPS

SALESROOMS ALSO AT

2103 West Main Street, Springfield, O.

HARRIS-TRAILERS, UTORS

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HARRIS-TRAILERS, UTORS

HARRIS-TRAILERS, UTORS

Send In a Sketch of Your Life; It Is Not a Bad Idea!

This Holiday Greetings Number is an opportunity to call the attention of carnival folk to the need of The Billboard's having biographical data and location of important individuals. Many times the situation arises that The Billboard has received sparsely worded reports (often telegraphed in a few words) of carnival folk having been arranged in numerous instances at near-by towns, and then to use in the future. Some reports have merely stated: "______ died here today."

This publication has biographical data on thousands of show people. It needs no emphasis that every detail of every death, providing addresses of relatives is an important item. Such information is not easy to obtain, being "well known." (In the common way of classification) showfolk is not at hand.

The principal points needed are: name, home address, name and address of father and mother, what show or shows connected with and in what capacities, when entered the profession and any other particulars individuals can provide. Each collection of such data is valuable.

The Billboard has blanks to be filled out relative to the above. If you want them attached The Billboard, Editorial, 25 Opera Place, Cincinnati, O.
Pittsburghers Are Laying Plans For Sesquicentennial Celebration

PITTSBURGH, Dec. 23—Plans have been announced for an Allegheny County Sesquicentennial celebration beginning in fall, celebrating the 150th anniversary of the county's founding. Harman Denny, son of the city's first mayor, has been elected permanent chairman of the Sesquicentennial Commission, whose headquarters will be in the county courthouse.

Circus for Police-Legion Contracted in Peoria, Ill.

PEORIA, Ill., Dec. 23.—For the first time since 1929 an indoor circus will appear in the Peoria area, with the Will Rogers' Band and a company of horses, elephants, and other animals. The circus will be sponsored by the Peoria police department and American Legion.

Big Acts for Texas Elks

SAN ANTONIO, Dec. 23.—Acts listed on the program of the Elks' circus here on December 17-19 were Dorothy Fordyce, of acts from that show, including Hobo and serials. In including circus and recreation facilities, according to the mayor of McGeen, Disque, and Clifton and burgesses of all county boroughs.

Pro Acts Are To Repeat

AT K. & CHRISTMAS PARTY

KANSAS CITY, Mo., Dec. 23.—Annual Christmas party in main arena of Municipal Auditorium featured many successful in history and professional acts will be used again in 1958.

UPRISING CONTINUES

With the impetus gained in 1938, the field of sponsored events continued in an upwelling thru the past year. More acts, rides, shows and concessions were demanded by auspices committees in 1937 than ever before in the history of our outdoor entertainments. Not only did those conditions have to do with this situation, and a further awakening about the social and financial value of celebrations was evident among civic, fraternal and diverse other organizations. Many bodies that had occasionally dipped into such activities repeated while the time appeared ripe and the public and other bodies, the shows, street fairs, glittering picnics and events commemorating something of national, State or local significance.

More Promoters Attracted

Established promoters of sponsored events reported a busy and satisfactory outdoor season, 400 acts and a number of new promoters, apparently attracted by increased interest of commercial and social organizations and the amusement-going public in observances having shows, rides, acts and concessions as primary parts of the event and entertainment park operators out into the field with rides and concessions after their season had closed and many independent concessioners after they had made their annual rounds of districts in the parks, fairs, particularly in Ohio and neighboring states.

There was a distinct trend toward the extension of time of many dolings that they had been held on from one to two weeks and as a fund-raising method for groups of all kinds. sponsored events bare In some instances two-week events and noted the advent into their ranks of new organizers, apparently interested in the outdoor season and noted the advent into their ranks of new organizers, apparently interested in the outdoor season and noted the advent into their ranks of new organizers. They returned recently to the medium of sponsored events.

New Auckies Appeared

New and others activities under reliable promoters and with professional talent, and the American Legion in amusement parks and at circuses and carnivals have had a stimulating effect upon the celebrations and festivities projected by community leaders and such responsible groups and associations as the American Legion, Veterans of Foreign Wars and Rotary, Kiwanis' and Lions' clubs and other civic and business enterprises. This would account for many of the added events in 1937, demand for which has been maintained by the plan of work of additional promoters and contest workers. Few fairs have been registered and reputable organizers and promoters interested upon the opportunities here have rung up sea. They are interested in the possibilities of the productions of sponsored events. insect in an earlier era. As an outlet for professional talent in what has been for some years an “out” season, for the outdoor circus, and the fairs and carnivals which have come to the forefront in great strides in the past two years and, unless signs fail, the peak of activity in this branch of show business is still far in the distance.

Curt Rea, operator of the corn game on the Oliver Amusement Company, had a big success in Sarasota, Fla., where he spent the holidays with his relatives.

BINGO BUSINESS

A Column About Bingo in the Wholesale Merchandise Department

WANT MORE REVENUE for YOUR ORGANIZATION?

“BINGO BUSINESS”

(Meaning, “Where do I start?”)

ARE YOU APPLYING THE WELFARE PROGRAM TO ITS FULL POTENTIAL?

WANT MORE REVENUE for YOUR ORGANIZATION?

THE STRATOSPHERE MAN

GREETINGS!

THE WORLD'S HIGHEST AERIAL

The STRATOSPHERE MAN

WANT MORE REVENUE for YOUR ORGANIZATION?

RENT

“BINGO BUSINESS”

A Column About Bingo in the Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

Mr. and Mrs. John Francis, of the Cincinnati, Ohio, the family, visited friends in Kansas City. During their visit they met Mr. and Mrs. John Francis in charge of winter quarters of the show in East St. Louis.

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Hartmann's Broadcast

A. C. Steel Pier Will Continue With Aerial Bill and Other Acts

ATLANTIC CITY, Dec. 29—The winter shuttle will be touched off upon Steel Pier's spring and summer season, according to Mr. Alfredo Romano, who said he will feature his European circus. This circus, which has been a regular attraction for over a year, will have all new feature acts except the 320-foot pole act. Water circus, which also performs in this arena, will be a part of the show until the death of its operator, Capt. Frank Sterling. Popularity of mechanical walkathrust and exhibits has caused enlargement of the lower deck of the pier-front on permanent preparations for this enlargement, which will bring the last walkathrust and exhibits of the water edge. Larkin Haunted Castle, a pier favorite for years, will undergo repairs and enlargements. Marine exhibits will be installed and Mr. Gravatt said he is constructing for about four new mechanical exhibits. Sideman American exhibits is being kept intact and will have some enlargements.

Your Wit Parade

By W. Y. MILLER

WAIST TIME

Radio Announcer: We regret to announce that Miss Hartmann, of circus fame, will not be present tonight due to circumstances beyond her control.

— STRANGE FOLKS

The sword swallowor who ballest a sword in his mouth for bringing up a good point.

HORACE SENSE

Wife: What makes you think Horace was intoxicated?

Husband: Why, I saw him walk up to the Merry-Go-Round and put $2 on a horse.

A CASE OF MISSTAKEN IDENTITY

Sideway Sydney: — with every pen you get a solid gold watch.

Copy: Are those really COLD watches? Sideway Sydney: No — copper.

DOUBLE-TALK

Circus Manager: Where's the two-headed boy?

Barker: Aw, he got sore at each other and quit.

WET WIT

The alleged comedian was greeted by boos from the audience when he appeared on the stage. Nonetheless he held up his hands for silence and spoke: "What's the idea? You BOOZE in a bottle. I'll drink it later."

TRO-PHY OR NOT TRO-PHY

Fool One: What makes you think men are smarter than animals?

Fool Two: Well, you don't see any men stuffed in museum.

FRUITS OF HIS EFFORTS

A Ham: Well, how's your act going?

Another Ditto: Fine, I have TWO fruit stands now.

SOUND LIKE A DRAMATIC ERROR

Agent: What do you mean, you three guys are a comedy team? Fool One: Well, you really not part of the team. I'm merely the headliner.

The HYPHEN

The Third One: Yeh the between.

'S NO USE

Director (During Snow Scene): Hey, you fellas, get your nose off the machine. New Prop Man! You can't kid me — the SNOCK must go on.

Notes From the Crossroads

By NAT GREEN

This year's news is in! Now you can see the latest shows, other shows are going ahead of it. The square lot, 1938 stats, and it is safe to say that there may be much switching around of personnel, but almost everyone will be well; others are still in the uncertainty. With weeks to bring before the season's start, bring some definite announcements, which will pack a lot of surprises. Agents, side and show managers — just watch and see! What is in is uncertain as to what show is superior, and wondering what the season will be.

It seems fair to say that none of the shows will switch to the sidewalks in 1938. Purchase of new trucks will be the start to the new season. Shows will continue to travel the highways for as long as they can. It is common knowledge that two shows want to be the first to arrive, and the consequences, aside from the Col. Tim McCoy Wild West, now seems doubtful. The cast is set, the well-known title, or the owners decide. Whether this show will continue to be seriously talked of, it requires a question mark. There are most of the usual, much interest centers on the Canadian meeting the middle of January.

We recently had a conference with a well-known amusement park executive about the possibility of using free acts in his park. The question is a large one with an ideal set-up. However, the answer is no. Costs of acts to use. We told him that if we could give him a week's contract for all the acts he wanted, he would have to charge a very large sum. The cost of acts is much too great for any park to use. The problem is to find a way of drawing down a large salary as an entry, and to break even. Another problem is with the well-dressed men and women, with the usual, much interest centers on the Canadian meeting the middle of January.

We understand there is a strong possibility that Bill Field and Bev Kelley will announce the coming season — which would please their many friends in that field. Morley O'Keefe can't use over a week to the Chicago Shrine Circus, musicians' union rules requiring the use of local talent. More Morris will be back in the city. The question is a large one with a solution. However, it is not so close together that one cannot attend it. It is safe to say that there will be the advantage of the fair to arrange their meetings as usual, the usual, much interest centers on the Canadian meeting the middle of January.

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Alfredo & Logsdon Museum


The commander of the American Legion here, who owns a popular movie theater, has been considering exhibiting a museum, which was opened in the city in 1934. The museum exhibited only two days of the week because of the inclement weather. Mr. Gravatt said he is considering using free acts in lib museum. Some of these acts are already pretty well known, and K is safe to say that there will be much switching around of personnel. But the museum was considered a very good museum.

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DURING the World War the theatrical profession did its part toward the cause, as attested to by sailors shown here, snapped aboard the transport U.S.S. Louisville just before the Armistice was signed in 1918. From left to right: Ben Lipsett, then known professionally as Vini, now a radio agent; Harry Downung, now identified with radio and stage shows; Bob Adams, leader of the team of Adams and Kraft; Ernie Golden, orchestra leader, and Jimmie (Buck) Mack, of the team of Miller and Mack, now in pictures. Of a crew of over 600 they were the only actors abroad.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Inquiries should be addressed to Show Family Album Editor, The Billboard, 25-27 opera place, Cincinnati, O.
CONVENTIONS

ALABAMA

ARIZONA

ARKANSAS
Ashe-2—State Convention, Feb. 5. A. A. Porter, Valley Bank Bldg, Prescott.

CALIFORNIA
San Francisco—State Convention, Jan. 21-22. Mrs. John E. Nirenberg, Dr. Drumman, Box 228.

COLORADO
Little Rock—State Convention, Apr. 2-3. A. A. Labin, 701 John St., Denver.

CONNECTICUT

DELAWARE
Newark—State Convention, Apr. 18. Frank E. Steiger, 607 Tashall St., Wilmington.

ILLINOIS

INDIANA
Indianapolis—State Convention, Apr. 15-17. A. E. S. B. C., 26 S. Michigan Ave., Indianapolis.

IOWA
Des Moines—State Convention, Jan. 20. C. E. I. O., 1111 N. State St., Des Moines.

KANSAS

KENTUCKY

LOUISIANA
New Orleans—State Convention, Apr. 15-17. A. B. L. C., P. O. Box 209, New Orleans.

MAINE
Bangor—State Convention, Jan. 18. J. B. Seidler, 1418 sterling, Bangor.

MARYLAND
Annapolis—State Convention, Feb. 27. J. A. W. B. C., Annapolis.

MASSACHUSETTS
Boston—State Convention, Feb. 27. A. W. C., 600 Washington St., Boston.

MICHIGAN

MINNESOTA

MISSOURI
Kansas City—State Convention, Apr. 25. A. W. C., 2020 Main St., Kansas City.

NEBRASKA
Yakima—State Convention, Apr. 21. A. W. C., 520 N. 6th St., Yankton.

NEW HAMPSHIRE
Concord—State Convention, May 22-23. E. H. C., 22 W. Broad St., Concord.

NEW MEXICO

NEW YORK
Albany—State Convention, Feb. 10. O. W. Harrison, State Capitol, Albany.

NORTH CAROLINA
Charlotte—State Convention, Apr. 21-22. A. W. C., 32 S. Tryon St., Charlotte.

OHIO
Cincinnati—State Convention, Apr. 18-19. A. W. C., 959 Main St., Cincinnati.

OKLAHOMA
Oklahoma City—State Convention, Apr. 21. A. W. C., 11 W. Main St., Oklahoma City.

OMAHA—State Convention, Apr. 15-16. A. W. C., 502 N. 6th St., Omaha.

PENNSYLVANIA

POULTRY SHOWS

Winter Fairs

COLUMBIA

OHIO
Cleveland—State Convention, Apr. 24-28. J. W. Young, Jr., 205 State St., Cleveland.

PENNSYLVANIA

TENNESSEE

TEXAS
Dallas—State Convention, Apr. 29-30. J. A. W. B. C., Dallas.

WASHINGTON
Seattle—State Convention, Apr. 28-29. J. A. W. B. C., Seattle.

WISCONSIN
Milwaukee—State Convention, Apr. 24-25. A. W. C., 2020 Main St., Milwaukee.

Coming Events

These dates are for a five-week period.

CALIFORNIA

MICHIGAN

OHIO
State Fair, Columbus—Winter Horse Show, Jan. 29-30. J. A. W. B. C., Columbus.

PENNSYLVANIA

Dog Shows

These dates are for a five-week period.

CALIFORNIA

MICHIGAN

NORTH CAROLINA

NEW YORK

PENNSYLVANIA

WINTER FAIRS

These dates are for a five-week period.

CALIFORNIA
San Francisco—State Fair, March 5-13. D. J. A. W. B. C., San Francisco.

FLORIDA

OHIO
Columbus—State Fair, March 5-13. D. J. A. W. B. C., Columbus.

Winter Fairs

These dates are for a five-week period.

COLUMBIA

NEW YORK


Dog Shows

These dates are for a five-week period.

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OHIO
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PENNSYLVANIA
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<td>Grace, Olivia</td>
<td>Henry, Thomas</td>
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<td>Helen, Patricia</td>
<td>James, William</td>
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<td>Janet, Sarah</td>
<td>John, Anthony</td>
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<td>Karen, Susan</td>
<td>Joseph, Benjamin</td>
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<td>Lisa, Sarah</td>
<td>John, Michael</td>
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<tr>
<td>Mary, Megan</td>
<td>John, Richard</td>
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<td>Patricia, Sarah</td>
<td>John, Robert</td>
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<td>Susan, Megan</td>
<td>John, Christopher</td>
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<tr>
<td>Theresa, Emily</td>
<td>John, Steven</td>
</tr>
<tr>
<td>Vivian, Sarah</td>
<td>John, Charles</td>
</tr>
</tbody>
</table>

MAIL ON HAND AT
NEW YORK OFFICE
1634 Broadway
Women

MAIL ON HAND AT
CHICAGO OFFICE
625 W. Randolph St.
Women

ST. LOUIS OFFICE
550 Market St.
Women

Parcel Post
O'Brien, Don, 5e

Men

Parcel Post
O'Brien, Don, 5e
New Items Winner List Headed By Gabbos, Strip Tease Gals

Public likes merchandise numbers modeled after current show biz favorites—Bergen-McCarthy click creates demand for ventriloquist dummies on salesboards.

NEW YORK, Dec. 25.—Operators looking for merchandise hits have found it in a well-developed, imaginative line of products released by live manufacturers with the help of the marketing and advertising departments of show business. Salesmen around the country are making job sales done with Charlie McCarthy and other ventriloquist's dummies on salesboards and with the Strip-Tease High-Ball Glasses, which are being featured on deals, at bingo parties and by direct sellers working bars, taverns, grills, restaurants, night clubs and homes.

Gabbo stos for the merchandise fields were the creators of the strip-telese ball glasses. Whereas the popularity of ventriloquist's dummies had reached an all-time high when manufacturers decided to market them, burlesque and the strip tease had taken some of the observers feel was a death blow just before the clothedless lovelies were put on the glasses.

The burlesque who are perpetually engaged in trying to save all that the devil had jumped on burlesque, into burlesque, into burlesque, but the devil has not yet been able to save all of the dying patients spread to other cities. Burlesque died in the East and the West, and was obituary in the New York in the popular entertainment with no strip teases on the bill.

Theater operators, however, soon discovered that sans strip-tease artists houses folded the pleats in an accord. Producers of the strip-tease high glasses have made a big go of it. They have found that the wifery and wriggle glasses can

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Hello, '38

(An Editorial)

JOE CSIDA

In holding the above-mentioned sales up as an argument against your downheartedness and your bewilderment, 38, we may see to be looking at the world of home run-colored glasses when seemingly the only true picture of the world's state can be seen thru glasses colored a dark, smoky black. But that is—we only chose the example for the ability to be an important medium thru which to awaken consumer interest in a new item and in that way stimulate retail sales.

Murray Gutterman, field manager of the Harlith Manufacturing Company, spent the last few weeks in the East covering the trade and renewing friendships with old customers. The things are rather quiet, he reports many new deals in the works and is optimistic about business for 1938. A highlight of (See DEALS on page 111)
A Merry Xmas and a Prosperous 1938
to all our Customers and Friends

CARNIVAL NOVELTY CO., INC.
ROBERT KARPEL, PRES.
Bernie Benn, Gen. Mgr.
Now Located at
30 West 3rd St., New York City.
LARGER QUARTERS — LARGER STOCK
Complete Line Of
BINGO PRIZES
Complete Bingo Equipment.
Old Friends Lock Us Over.

DIECASTERS, INC.
J. C. HALLACKER
30 West 22nd St., New York City
SEE OUR EXHIBIT
BOOTH 135
Coin Machine Show
Chicago - January 17-20
Bingo lap cards, series markers, and all necessary equipment to conduct group Bingo parties.

GREATEST SELECTION OF
TIES
FOR QUALITY FOR PRICE
Buy From
CONTINENTAL MERCANTILE CO.
414 BROADWAY.
NEW YORK.

MICROPHONES, AMPLIFIERS,
LOUD SPEAKERS, COMPLETE
PUBLIC ADDRESS SYSTEMS,
BALLY-HOO SYSTEMS, TUBES
Gaining out at Bargain Prices. Tell us your
requirements and what they embody. Item is al-
ready a success.

BRIGHT AND BEAUTIFUL
BICHLER REPRODUCER CO.
812 Broadway.
NEW YORK CITY.

New Items
Write to The Billboard, Buyers' Service Department, 25 Opera Place,
Cincinnati, O., for addresses of companies in this department
supplying the items you interest you.

Sky-Hi
Keno, Bingo, Screeno and now it's Sky-Hi. As the title suggests, the new
game is built around events. For fundamentals, it is the same as all the
other games, but the only one in that it is played thru a tie-up with
motion picture houses. The entire new and different twist comes thru the con-
struction of airplanes on the screen instead of the number-calling system used on
other games. Egal Company, Inc., originated the game and is now in the
final stages of production.

Ad-ventures
Ad-ventures Associates announced plans for a new type of entertainment,
a copyrighted game for movie audience.

Improved Embroidery Mach
Rupert Weidner, who manufactures an
embroidery machine which has found favor among demonstrators working stores and
windows, states that his 1938
model contains several improvements.
These added features make the machine
so simple to operate that anyone can
turn out wonderful work. Many demonstra-
tors who specialize in this type of
embroidery work find spots for operat-
ing in all season thru the summer they find business at re-
sorts among those who would have
pennants and bathing suits embroidered.

The firms represented on this page have worked faithfully
during the year 1937 to supply merchandise so vital to the
interests of the concessioner, operator and salesman. They appreciate
the patronage shown them and pledge them-
selves to continued service. On the other hand, we hope
that you, who are reading this message, appreciate their
efforts and will continue your patronage during 1938.

New Display Idea
Gun Sales Company announces a special box
for display of its Barrel of Fun tickets, which
may be used instead of a glass jar with all of
the firm's new jackpot jar
games. It is an attrac-
tive box with hinged lid,
in which the seal can
be closed when not in use. The box should be of bene-
fit to operators, as it is an attraction on any
dealer's counter. The
new box will be on dis-
play at the Coin Ma-
chine Show in Chicago
next month.

Winter Starting Solved
Electrical Products Company has perfected
a new device which promises to be
revolutionary in the auto accessory field.

M. SEIDEL & SON
243 West 30th Street.
New York, N. Y.

Watches
For BINGO SALESBOARDS AND
BINGO MAIL BOXES.
Write for 1938 Catalogue.
PLYMOUTH JEWELRY EXCH.
103 CANAL ST.
NEW YORK CITY.

TIES IN ALL PRICE RANGES
WATCH FOR OUR NEW LINE
AND NEW IDEAS IN 1938
HERCULES NECKWEAR MFG. CO.
772 Vorst St.
BROOKLYN, N. Y.

Direct Sales
A Column for HOUSE-TO-
HOUSE AND STORE-TO-STORE
SALESPEOPLE

By WALTER ALVYN-SCHMIDT

Here is the call record of one direct
salesman: 100 calls; 27 not in, 11 re-
frigerator orders, 27 slight; 27 not
outside the door, the remaining 11 at your
home. In percentages this is as you know
your customers. You stand a better chance
to enter the house on a farm
where other persons are around. Women
alone at home keep you inside.

Margy Drown, who is In the subordi-
nate sales department, tells the writer of a new
department in direct selling that started
in the Northwest and seems to be making
its way east. You take on a line of
several articles, men's clothing, ties,
whites, underwear, boys' and girls' dept.
and whatever you can sell. Only sample books are carried. The only
other necessary equipment is 100 postal
cards and a few pencils, unless you prefer
doing the job over the telephone, which won't cost you anything except
the telephone. Mail orders are unlimited
inside your call district. When you get a new sample book in or have
received an order, you send postal cards to
your neighbors or call them on the
phone. Have a cup of coffee ready when
they call. The delivery is made by the
manufacturer. You get a commission.

You keep the initial down payment. The trick
is to have several non-competing
and to be on the job with the
telephone. Make a small price allowance
an article or a box of
Bingos. (See DIRECT SALES on page 119)
THE HOTTEST SALESBORD & PREMIUM ITEM
"DUMMY DAN"

The Ventralquist Man

The newest and most sensational number that is selling like wildfire. Everybody wants one.

RETAIL VALUE

$7.50

Size 32 inches high.

He's dressed in sport clothes with checked trousers, sport coat, vest, shirt, collar, eagle tie and Sherlock type hat.

Also made in a 21-inch size.

Cash in on this money-maker at once.

SEE YOUR LOCAL JOBBER FOR PRICES

OVER 2,000 SOLD

BY ONE DEPARTMENT STORE.

RALPH A. FREUNDLICH, Inc.

200 FIFTH AVENUE

NEW YORK CITY

THE BARKING DOG

from HOLLYWOOD

He Opens His Mouth and Barks and Wags His Tail.

The Big Saleboard Item that "IS DIFFERENT."

Special Price, $36.00 per dozen, Net F.O.B. Los Angeles, or in lots of two dozen or more freight will be prepaid.

Cash with order or 1/3 cash, balance C. O. D.

J. S. HEYMAN

308 EAST NINTH STREET

LOS ANGELES, CALIF.

LOOK! JUST OFF THE PRESS! OUR 1938 GENERAL CATALOG. 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices...Be sure and mention your line of business.

Buy Your Decorations, Noisemakers, Paper Hats, Serpentine Confetti and Balloons at Wholesale Prices.

CARNIVAL HATS, Special Board Appointment...

$1.00  $2.00  $3.00

NOISEMAKERS, Special Board Appointment...

$1.00  $2.00  $3.00

SERPENTINE CONFETTI, Regular Size Packages...

$1.00  $2.00  $3.00

Wire or Airmail Half Case With Order, Balance C. O. D.

MIDWEST MERCHANDISE CO.

1026-28 BROADWAY, KANSAS CITY, MISSOURI.

NOTES from SUPPLY HOUSES

Tucker Duck and Rubber Company's 1938 catalog has just come off the press. The book is an attractive one, with some parts being printed in eight colors. Company manufactures Peerless folding furniture, juvenile furniture and a number of other specialties, including the Push-n-Float, which is said to be standard equipment for many fishermen.

New items recently added to the line and described in the catalog are an all-wood rocking chair, junior-size beach chair and an intermediate-size "Tucker-way." Company continues to feature its white-frame folding furniture. New catalog will be sent free upon request to all dealers.

Blasdel Manufacturing Company announces that sales on its Voo-Doo Cup Flannel Fringe, which it introduced to the trade recently to do away with the bugs and other driving nuisances, have been far above expectations. Item is utilized in putting up decorations in store windows and at parties, weddings, banquets and parades. It's reasonably priced, and sales thus far have proven it to be a hot number for agents and salemen working stores, fairs and funeral homes.

DIRECT SALES

(Continued from page 169)

BARKING DOG, at wholesale prices.

ATTENTION OPERATORS!

Record Low Prices on Noisemakers and Novelty Merchandise for Candy and Vending Machines, Supply Merchandisers and Door Knockers, Everything That's New at the July Competition!

Send for Our Latest Catalog!

GELLMAN BROS.

119 NO. 12TH ST.
MINNEAPOLIS, MINN.

EXCEPTIONAL WATCH VALUES

WHILE THEY LAST!

Garrard Pocket Watch,...

$1.00

Caravelle Watch,...

$4.00

ELGIN Watch, Elgin Watch,...

$7.50

Elnin & Waltham Watch,...

$5.00

Elnin Watch, Elgin Watch,...

$3.00

ELGIN & WALTHAM Pocket Watch,...

$1.00

AND SPECIAL PRICES FOR QUANTITY USERS

25% Discount, Calender, C. O. D. Send for Catalog.

NEW VAO-D-OUP FLORAL HANGER!

For putting up floral decorations.

Blonde, Brown, White, Pink, Blue

Each...

$1.00

100 Per doz...

$8.00

BLAINE & MCG., INC.

178 Canal Street.

NEW YORK, N. Y.

BIG PROFITS for Salesboard Operators

Handling Our New CANDY BOARDS

Complete Deal of 24 Count Coast Only...

$5.75

Brings the Dealer...

$15.00

From our wonderful opportunity for Salesboard Operators in Coast and some extra good profits. Order today and get the earliest shipment.

HOT CHOCOLATE, Peanut Butter, Chewing Gum, Assorted Nuts, Candies, Glazed Donuts, 5 Cent Assortments.

RICHARDSON'S BOARD SALES.

1 Three-Section Hole Salesboard.

Dollar. Complete Only.

Dollar.

Peel & Peel Assortments.

Send for complete list of Tucker Cards and Tucker Duck and Rubber Fringe in catalog to be ready for distribution. When requisition in quantity can be supplied.
DEALS
(Continued from page 104)

his trip was a stopover at the Master Distributor Corporation, where he
looked hands with All Locks' Harry Potru
family on their big campaign
for their next. While in New York Custer
tioned by T. D. Thompson, New York representative of the Sberich Manufacturing Company,

There has been a definite trend away from large cards and big take-ins, and from all indications this trend will be continued through 1938. Small cards are the rule, and they turn over faster and a greater percentage of them are completed.

Bill Dickens, of the Dickens Advertising Company, was Johnny-on-the-
spot in following thru on the popularity of Charlie McCarthy. For the
past few weeks he has been working a beautiful replica of that talcum
individual on a 7-5 hole card, 1 to 35 cents. Dickens gave him $2.75 and gives two Charlie McCarthy ventriloquist dummies and four Walt Disney pencils. There are nine free numbers on the card.

Bill, formerly associated with the Dickens Advertising Company, sold his tavern in Greenpoint and is back with the Dickens Company. He is also working Charlie McCarthy.

Feishehaker & Baum are the licensed manufacturers for the Charlie McCarthy repotes and offer a book of instructions with each doll.

This ventriloquist craze is sweeping the country and two other dolls which are finding public favor are the Billy Talk and Dummy Dan.

A Happy New Year and profitable operation to you all.

There seems to be no limit to the craze for strip-tie glasses which is
rocking the nation. Burel & Company are in the best concern to take the pot of gold that's nestling in the tins, myriad glasses by offering a six-

There was an announcement by the Dickens Company that

GAMES ARE BACK
(Continued from page 103)
said 150 people were put back to work in three establishments alone, while
other 50 got jobs in smaller places.

This is expected to boom for 'walk-ambulance business' also. George M. Cohan's radio gadget was the first to take the boards down. Garden Parc has two sports' attractions for Christmas. Steel Plate will do a week with pic, dance and vaude. Holly-
wood on the avenue will also draw for the week. Bennett Toddley, of the
Travonmore Hotel, is sending letters to former visitors, asking their opinions of what the city should have in amusements.

Jules Falk, music director of Steel Plate, is cutting a score for Philadel-
phia following a severe illness in Chi-

Holiday reservations were

CINCINNATI, Dec. 25—Floyd Newell, president of MightyShobey Agency, arrived here Thursday from Kansas City for a few days' rest, after which he will return to Kansas City. There he will attend the Heart of America Showmen's Coliseum in Clearfield, and sail and remain until after New Year's Day. Newell re-

NEW ORLEANS—Densities of Audubon Park Zoo are sustaining Sunday afternoons over Station WWJ, a new program featuring a weekly visit to a section of the zoo where visitors ask questions of attendants. Listeners have come to know considerably more about the zoo's hundreds of animals, in addi-

(CONTINUED TO PAGE 105)

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS
NUDIES GLASSES
SALES SENSATION
A lovely lady in a colorful costume on the outside. Turn the glass around--
...one is the costume. Fill up the glass and see what happens. Everybody
wants a set. Sells over Cigars, Gifts, Novelty and Bar Supply Counters. Box 15 ct.
Case. 4.70 per 100. One dozen to a case.
Sample Box of 6, 91.25.
Shipped by Express Only.
217 to 225 W. MADISON ST.
CHICAGO, ILLINOIS

JOSEPH HAGEN CO.
The World's

SHOW BIZ--(Continued from page 108)
fill theaters they can also induce people
to purchase glasses.

No Glass Design Censors
While the producers of the dummy
dupes with a real detailed Hickory
headliner for a merchandise tie-up, the high-ball glass
manufacturers neatly avoided a particu-
lar type of act and caged it in the
popular picture of this act. Doing the latter
successfully is a much tougher trick than
the former.

And since there were no censors on
the former, manufacturers produced
smart high-ball receptacles with the lady
in red on the outside and the lady in
the flesh on the inside. Hostesses and
hostesses at parties through the country
waved their guests with the snappy
highball strippers.

Instead of the dummy cain right on the heels of the
dummy elan right on the heels of the
dummy elan right on the heels of the
dummy elan right on the heels of the

Broadway

(Continued from page 103)
was a stranger, but they took him in.
"It was, as you would expect, suffering
from burns and bad bruises. He was
slowly dying because of lack of
blood in his veins and arteries.

"A story about his pitiful condition
was printed in The Greenwood Com-
monwealth. A few minutes after the
paper appeared on the streets 30
people went to the box office and
subscribed to blood transfusions--willing
to open their veins and pour their
blood into the body of a stranger in their
midst. I have never heard of it.

There were not one chance in a thou-
sand for the recovery of that dying
patient, obscure and unknown, in a Green-
wood hospital. But they didn't know
anything about it. Yet there were many
people in the community that had
willing to give their own life blood in
the effort to save a stranger.

"That's the story. Nothing more to
tell."

We can hardly believe that the in-
jured employee was not a stranger or
a notice of the community company
cerned, as the editorial would indicate.
Probably the manager has something
to say about this.

JOE GALLER on the letterheads and
envelopes of his Buckeye State Shows
uses the catchline, "The car-
vival with the community spirit." We
like the wording not only because it
indicates interest in the community, but
because it means exactly what it
indicates. Anyone who knows Joe as we do
will vociferate for that. He is a strong be-

"And please, Uncle Herb," he said
today, "tell that nice Mr. Hartman
how your decayed eyes saved me from
drowning." Well, Al, I have six live
bass that I have trained as one trains
a ranch cowboy. I turn these bass ant
bass that I have trained as one trains

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HERMAN BRENT: 

guests at a Texas hotel, Vicksburg, Miss.: "Why don't some of these fellows who persist in coming up here without asking permission issue their vests at others in the profession with a newspaper of their own?"

TOM SHOJOURNEY: 

tell his friends in Houston and is 

living with his folks there, who 

requests the following items: working 

tops and novelties. Tom says there is no 

reader nor pitcher in the city. He adds 

that Atlanta, Tex., is a good Saturday 

spot. Here's another of Tom's epigrams: 

"My wife is telling me that I have a beard 

some other fellow doesn't agree with him. 

always something; just dividing money 

evenly."

DAVE WINNE

advicehe from Milwaukee that a new pitch 

store has been opened there and that the 

ent is enjoying good business. Included 

are Homer B. Brinegar, Mr. & Mrs. Elmer 

alts and exerciser; Van DeWaal, 

sham, fellow member Morrison, in tank; 

burry, tablets, and Hop Green, sharpeners.

WE THINGS NEVER HEAR: A civic au- 

thority's New Year's resolution, "Now more 

that ever must I not to do against 

good, clean working pitchers because 

the indirect methods of a few 'wise' 

workers."

WITH THE ADVENT 

of the new year Pittendrum will again take 

on the task of advertising and keeping the 

public informed about sales over 1937. 

HAVEN'T BEEN 

butchered with unsigned communications lately, but one crept into the batch of 

pipes which arrived last week. It was 

sold to Rosernberg, Tex. Too bad it had to be pigeon-holed.

TAKE A GANDER 

at this it is said, follows. A lot of names are being advertised, and 

good luck. I have noticed that a number of them belong to pitchers. 

ARE A NUMBER 

of pitchers who write in requesting 

our friends. Once again permit us to remind you that we will be glad to carry your 

but if we did the column would be over-

of necessity. We will, however, publish names of per-

of the club and will be glad to carry out your wishes. 

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does not attempt to demonstrate what you say. Demonstrating what you sell is what pays off.

BILLY WESTALL: 

said to be gathering plenty of 

lures in the smoky confines of Pitts- 

burgh. Contrary to what some say, a 

few of the boys sometimes think, a 

few aren't necessarily seeking publicity when they work around the 

publicity doesn't hurt, but the majority 

of pitchers have a pretty good feeling 

that they are only doing their part 

towards making the column more 

helpful one. There is no better 

way to promote good feeling, respect 

and fellowship in the field. Don't 

be reticent about shooting pipes. 

Come right out and shoot 'em.

Tom King is reported to be working 

in Texarkana, Tex., with his Indian display.

DOG FIERCE: 

of Strawberry Road, are 

reported to be enconced in Pens City, 

Pa. A chance to see this column to 

be enjoyed by all.

SALES THAT COULD have been made 

may not be there tomorrow.

Roving Al Burdick: 

pipes from Warren, Tex., that his 

business has been a fast growing 

had anticipated. Al says that he has been 

viewing several shows and is still 

signing and conducting his merchant 

shops to fair success. Adds that 

the mill country there is keen for 

some reports indicate that he will jump into 

Benson soon after filling a Christmas 

show engagement in Jasper, Tex.

WHAT WE desire is lots of pipes. They 

been interested the while that 

room for all if you just 'em 

bargain on anything, but we 

haven't piped in for a long time. Let's hear from you.

Paul E. Maples: 

owner of the Dr. L. 

Stanton Medicine Museum, from 

Texas, under date of December 

14 that the organization has been 

eading good business. Members of the 

have included Paul, include Dr. L. 

Stanton; her; Dr. Hammond, 

plug; Dr. Hott, Omron, 

scopes; and DuBose, watches and 

10,000,000. Post adds that 

showmen making that territory are 

welcome to stop in for a visit.

A LATE ARRIVAL: 

of Elgin & Waltham, now wintering 

in Muskegon, O., blew into that town last week.

Leonard Rosen: 

a partner in a working a 

department store in Memphis to a reported 

mammoth success.

BUS ROBERTSON: 

wriggled from Memphis that he and Joe 

were working ties and forms in a 

department store fair business. 

adds that his wife, Marion, who was 

a patient recently for an appendectomy, is 

anxiously waiting for news from her many friends. Bus 

would like to read pipes from the gang 

that made the Oklahoma City Fair.

JUST LIVING in the winder is usually the rule, but we would like to 

be well for us to include the habit of using 

more sales that next season in our present 

1938.

"HAVE FOUND THE SOUTH...." 

writes Sesame from Seminole, Okla., that his tip 

to the fraternity is this "skip spot." He 

has dropped down to the Oklahoma 

city from the Southern Illinois coal fields 

to duck the cold and find little money 

in Seminole. Okla. He adds that 

Seminole officials are okey and the town has no 

reader nor pitcher in the city from 

the Southern Illinois coal fields 

to duck the cold and find little money 

in Seminole. Okla. He adds that 

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Seminole officials are okey and the town has no
Pitchfork Five Years Ago

Doc Gilbert had three stores going in Oklahoma. Figurines was doing well. Conditions in California were much the same. He was doing well, however. Plan to work for a drug store in Kentucky. Mrs. R. C. Phister, of Portsmoutb, Ohio, to lair-to-middlin' bushes again the next year. D. 3d. MULCAHY, M. L. MULCAHY, is more than willing to cooperate with us.

You may ask us for the remainder of the winter? Snappy pipes. Girls. and continue the flow of abort. You have us for the remainder of the winter? Snappy pipes. Girls. and continue the flow of abort.

We mainop that this is a better argument than the risky comparison with other products.

The Billboard

January 1, 1938

WHOLESALE MERCHANDISE-PIPES

NEW DATE BOOKS

FOR 1938

NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1938, to January 1, 1939.


PLOTTEN'S TIPS

For sale at all offices of The Billboard. Mailed to any part of the world. For sale at The Billboard Publishing Co.

January 14, 1938

The Billboard Publishing Co.

20 Opera Place, Cincinnati, O.
No official statement on 16-day run or midway, but Hennes uses claims date

DETOIT, Dec. 20—One of the longest Michigan State Fair meetings was held last week at the Hotel St. Regis with the entire body in attendance. Several leaders in the automotive business were members of the board gave their entire day to this meeting.

Evidence of the importance of the Michigan Fair is the presence of representatives of three leading circus organizations to bid for the contract: Mr. M. D. L. Smith, head of the Great Circus of Cherry; Hennes Bros., who played last July; and the Great Adrift, who were scheduled to play July 30, 1938.

Official statement on the midway contract and on the fair dates was not given out by the fair management but it was reported that the dates will be altered to June 26 instead of June 30, 1938.

In its attempt to feature "good," the state of Michigan will spend $50,000 to $70,000 in promoting the fair, which opens June 26, 1938.

An elaborate building program is being planned and a midway will be held in 1938-39. The fair dates will be June 26, 1938, and June 30, 1938. 

CINCINNATI, Dec. 31—In conjunction with the booking of the midway for the Michigan State Fair, the fair management announced the award of the Michigan State Fair contract to the Great Adrift, who will play the fair in 1938.

This message read: "Did Hennes get the Michigan State Fair contract for the 1938 season?" Is there any information about the contract being altered in the future? Yes, the dates will be altered to June 26 instead of June 30, 1938.

MIGHTY HAAG GIVES
Show at Harry-Anna Home

DETOIT, Dec. 20—The veteran Mighty Haag Circus closed season here. No matinee was given. A performance last night was given for more than a thousand kids at the Harry-Anna Crippled Children Home.

ELEUTHERS—After the holidays Buck will return to the Coast for several months.

ERNEST ANDERSON, park entrepreneur, back to Broadways from a long ill lick at his home, has returned to the ring and held off another—this time north—his long illness, he said, that the Rockefellers might scrap the "Happy Trails" a trip and replace it with a better type of season.

CHARLIE SPARKS, operator of Downie Bros. Circus, is expected to be a companion to the Ohio State Fair, where he will have a roll show of his own or manage one of the big shows. Notice of the date of the appearance of the show is expected in a few days.

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For holiday season, De Wolf returns to R-B Circus.

SEATTLE, Dec. 25—Forbes A. Hendry, circus and variety performer, was released by immigration authorities in Seattle, Wash., and spent several months in England, spending time in London and Paris. He is now back in town.

Hendry was detained by immigration authorities.

Season's greetings to all our friends. The Billboard Staff for their wonderful cooperation.

TORTI BROTHERS
WISCONSIN DE LUXE CORPORATION

De Wolf Returns to R-B Circus

SARASOTA, Fla., Dec. 27—John Ringling North, senior vice-president of the operating company of Ringling Bros. and Barnum & Bailey, said today that Fred De Wolf has returned from his latest foreign trip to the United States.

De Wolf's position will be held by the late Charles Hinckley, who was a member of the board of directors.

WILL KUTLIT BLADES
FOR SALE

Circus or Wild West Camp used at Ft. Worth, Texas, for the last four decades. Stands several shows. Handle in good condition; ask Baker & Lockwood. Only $10.00. Write for additional information.

WILKUT Double Edge Blades are made of high carbon steel. They are guaranteed to last. Every Blade Absolutely Guaranteed, sent post paid. Write to WILKUT BLADES, Full Cash with Simple Deal Orders. Jedro Co., 116 W. 22nd St., New York.

FOR SALE

Circus or Wild West Camp located at Ft. Worth, Texas, for the last four decades. Stands several shows. Handle in good condition; ask Baker & Lockwood. Only $10.00. Write for additional information.

HARLEY SALDER
Staten Island, N.Y.
REVIEW

(Continued from page 31)
her stripping, and Jean Lee, stately, well-shaped blond underdress, also hit the stage. It is a pity there were no tambourines at hand to accompany the rendition of "The White Rose.

Connie Lang, production songstress, made an impression as a dancer, somewhat out of her usual work with her warbling, which has something of an operatic quality about it. She is a little too strong for the romantic parts and makes a most convincing and menacing burlesque warbler to Ethel DeVeaux, who ships in when she's on her tour.

Jack Diamond comedies effectively for the big laughs, and the show, which has improved much since its last visit here, both in new material and in cutting out the old favorites, is a great success. People does a good business and it is not hard to see why.

attracted by the sight of a new New York holies*.

Sonya has just won back control of chorus girls and is attempting to regain jurisdiction from the Arne Circuit. Too, signed with the APA.

when burlesque reopened in New York, "recessions" in auto and rubber territory, putting the almost toul k.o. of Tammany has awing to ?Nolen, the reform party, and the almost toul k.o. of Tammany has awing to ?Nolen, the reform party, and

Apple [Jaime and is weak In beauty. Show here, both in new material and in cilah-

The dismissal of a *4.002 edit brought been nude.

been much grumbling over alleged pay-

them left the BAA with a few scattered
ting strong competleh from other typos of New York holies*.

Bonh burlesque reopened in New York "recessions" in auto and rubber territory,

"recessions" in auto and rubber territory,

logos and rubber territory.

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January 1, 1938

The Billboard

117

cellent rendition of its own composition, "Mr. and Mrs. D. E. S. Louise Boyd, blind tap dancer, who offers a smart patter to Lester Tales a D. E. S. who is 99, Miss Boyd is from Chicago. When the lady should learn not to ask for appli-
cation. Band followed with a fast-tempo dance number, bringing up the house in a roar.

Billed as the "Rascals of Rhythm," two ebony performers come to swing and jump. They have some voodoo-whistling and catcalls in their act. Frances Burke and Sherry Davis of Los Angeles won the applause, and Burke had plenty of audience

in for a repeat engagement, proved popular with some of their favorite dances, including a couple of thrumming routines that the lady who manages to be funny in spite of her blindness, is scheduled to appear. Nikko handles her ease.

There were two types of performances in one of the line numbers, were received well by the large audience. The combo is a professional specialty and a dance novelty to be featured and so are the children. Kids are good-looking and are

Owen Lewis follows the opening chorus with a tap number that helped the show get under way. Terry Laffey, red-haired comedian, was next and he and his partner put on a forceful salesmanship and proper body movements to fit her lyrics. When

Caught she did three pop numbers.

Their routine winds up with a swing version of the Little Apple.

Leighton Noble's orchestra is the big-

scale in Philadelphia, and its featuring of musical songs raise hearty laughs, end one of the best acts of the week.

Salt Lake Banks Set

SALT LAKE CITY, Dec. 25.—The Mir-

ning George Kirk's orchestra, has

ington the place remodeled, the formal opening

furing De Wolfe and Yvette, dance

Manager Guy Toombs of the Hotel Union," said Mr. Toombs, "was the Ear's Gala event.

unque Maxine Stone is in vivid contrast to the smart singing, piano and piano of the night's success,

It is a tax of 10 per cent. Docks at each pound (at 14c) are deducted from each pound. It is

ments the act is premiered to appear be-

terrible change of venue. The act is going to be "J. C. Williamson is soon expected to

erry Jones and orchestra are featured at Jerry's own Rainbow Rendezvous, and Hawaiian and Hawaiian orchestra play the Old Mill.

nection. The act is going to be

ew, entertainment. Finney is a new

in steps Gally-Gall, Egyptian magician, back for his second appearance within

Gally-Gall is a magician of distinct personality and has as neat a bag of tricks as any other magician. His routine is routine of the cup-and-balls, ending with the climax of manipulation that makes him an out-

Floresti and Alvares continue with their impressionistic dances. They are two of the top rated in the line.

Toni Lane is a songstress with a varied repertoire and Bernard and Stevens street

about from table to table, offering songs and tunes that have you.

South of the border and orchestra continue


in a three-hour show, twice abreast, and run for five weeks, with a complete

Theater Owners Hesitant

"As the Christmas campaign was launched, it is

The Australian pound, originally rep-

sades, devoluted to $4 and a "Buy in Australia" campaign was launched. Today the $4

in Australia as the former $5.

10 Weeks and Options

Max Holmquist, operating agent for the

the Tivoli Circuit is soon expected to

New York. December 27.—Osiris and Al-

42nd Street, said the Tivoli Circuit has arranged for New Zealand acts for the Tivoli Circuit, but, should this be taken, an act driven in will probably be offered to acts in Australia, so that the Tivoli Circuit is not concerned much over this.

The other acts that did very well in the much who booked the act just as long as somebody kept booking him."

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AMUSEMENT YEAR (Continued)

January 1, 1938

OUTDOOR PRESS

(Continued from page 3)

AMUSEMENT YEAR (Continued)

national club is to further the social
and business interests of all outdoor
theatermen and scenic artists. The na-
tional convention will be the goal of the
club's committee. Various social and
merchandising programs will be car-
ried out in conjunction with the cur-
rent convention in New York.

All unions protested cuts on the WPA
Federal Theater and Music Project, but
were unable to do much about it.

OUTDOOR PRESS

(Continued from page 3)

Foundation All Outstanding

Among other founders were Walter
davis, executive director of the Model
Theaters of America; Sam Bratton, Ringing
Brothers and Barnum & Bailey; and John
S. Miller, general manager of the United
Theater Company. The association is
headed by A. W. Sargent, executive
publicity director for Radio Station
WOR, the largest station in the United
States. The association's executive board
is composed of: L. B. Schuyler, executive
publicity director for WOR; Carl Prute, Radio
Station WOR, New York City; and John
S. Miller, executive director of the United
Theater Company, who is actively serving
as the new association's executive board.

General Secretary of the Federation of
Musicians has taken up by clubs.

AMUSEMENT YEAR

January 1, 1938

Union...founded by...such a small scale that
they have been unable to merge with the
American Federation of Musicians.

The 1938 board...Eldon E. Dickey, New
York; M. A. G. Ebberts, Philadelphia; and
Frank W. Donnell, Chicago.

January 1, 1938

OUTDOOR PRESS

(Continued from page 3)

February 5 at the Hotel Roosevelt, New
York City.

The Federal Theater and Music Project,
which has been in existence since last
year, is now on its way, absorbing as
much as twice the amount of money as
was granted it in the first period. The
project has also been under fire from
several quarters, including the Screen
Actors' Guild, which has been working
for a meritorious act in the field of the
arts.

The A.P. Federation of Musicians was
also working for a meritorious act but
the Guild was able to oppose the A.P.
Federation of Musicians in the field of
the arts.

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also working for a meritorious act but
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Federation of Musicians in the field of
the arts.

Heads also flirting with La

The AMUSEMENT YEAR

January 1, 1938

No SCENE-GRAPHY

(Continued from page 4)

the Casa Valenza Club here. Ned
Dyke carries eight tons of equipment
with him, along with 30 pairs of skates (costing
$20 to $50 each pair). The equip-
ment is carried in a specially con-
ducted by the Canadian government that
heat down marblebark chemicals
which are later poured out on portable floor
mats. The mats are nine to ten inches
large, and six or seven layers is enough to
perfect a thorough cold covering on the floor
on this floor, which is not cold but has to be
forced to the top with each new layer. Each
nights an extra layer is poured on to make the surface perfect. When

Another point is the ice floor.

January 1, 1938

AMUSEMENT YEAR (Continued)

January 1, 1938

Night Clubs-Vaude

The year 1937 continued to

January 1, 1938

Burlesque

January 1, 1938

Burlesque

January 1, 1938

Burlesque

January 1, 1938

Burlesque
AFA-BAA

(Continued from page 3)
sister union that the four A's administration
was convinced of the desirability of a merger.
During the meeting BAA introduced a
proposed agreement, which the AFA had been
not been paid off at the Irving Palace Theater.
BAA alleged that the AFA had no
interested in the New York Field. APA
corporation was forced to pay off the
people who had never filed claims and the
AFA's Check-A-Day.
Mr. Rittenhouse, one of the men at the
his salary one day after filing.
were present as a witness for the BAA.
AFA's Check-A-Day and tried to show that the
billed and had a check from the
was not important.
AFA pointed out that the $15,000,000 still insist that there is
no burly in the matter.

M-K-T Traffic Schedule

The following bulletin has been sent
to the BAA's office in St. Louis, the

brings them to the attention of the

the K-8 line through Willies, Texas.


NEW PLAY

The Devil and stars a trio of sensitizing

Rhinns, the Misives Adele Dixon and

Bunuel. The dialogue is quite modern, presented
unpretentiously but lavishly, and

Schede and Shubert, and in it. Messers. Howard Dietz
and Arthur Schwartz make up for that

rk Hoffstetter, who is the chief force behind

The Devil, was refreshing and sprightly and

enjoyable, a befitting piece for the

It may as well be admitted at the

that Dietz's book need cause no dance

for the weight of it is not there.

Rapp. The book is a value

10 per cent of the charges

for use of billboards, advertising

agents, and where the application is made

during the time allowed for

These rates include handling of

necessary advance cars in freight or

the option of the operating department.

SILVER LIFE

(Continued from page 3)

This fact leaves void the incentive

properly to inspire all members to

to keep the books, as there is no

be the criterion, the O. Henry firm has

a sterling silver membership card with
dues paid for one year.

in the greatest number of new member

when the drive closes at the end of the

Mendelson, in commenting on the new

method of induction, said to a

representative of the APA, "It is our opinion that there are many

members, find it tough going and

lose their membership. It is

reach the 100 mark. With this

additional award we feel quite sure that

will be enough new members to make it

a sterling silver membership card.

This RCA Victor records from dealers

and face design as the gold card which

is awarded for those getting 100

members or more. However, the cards will carry only

one year paid-up dues.

RCA NIXES

(Continued from page 4)

would have any curtailing effect

If we were representing the

stations and not the RCA Victor Company in

Camden refused to discuss the situation.

We never authorized radio stations to

our records in the first place," one

spokesman of the RCA Victor Company

in reference to the

of any report of a change of

Officials of the two stations that have

NAPA license—WDAS and WPEN—are up

by the NAPA. The WPEN boys

pointed out that they could see NAPA

be $1,200 each. Thus far there has been

a plentiful supply on hand and there

been no stoppage as yet by other record

employers of the radio stations may

be, they hide the fact that they are

loss. There is no legal run-

unexempted from the sales tax.

RCA Victor records from dealers.

radio station. Knowingly he is

liable to 100 per cent sales tax. There is no legal run-

check on the station.

AFA-BAA

(Continued from page 3)

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was the point that the AFA had

the New York Field properly.

AFA's Check-A-Day and tried to show that the

productions at the three stations

were nearer to burlesque than vaudeville, and the

traffic from Chicago.

What they called, according to

Silvester, was not important.

AFA pointed out that the $15,000,000

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no burly in the matter.

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NAPA license—WDAS and WPEN—are up

by the NAPA. The WPEN boys

pointed out that they could see NAPA

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a plentiful supply on hand and there

been no stoppage as yet by other record

employers of the radio stations may

be, they hide the fact that they are

loss. There is no legal run-

unexempted from the sales tax.

RCA Victor records from dealers.

radio station. Knowingly he is

liable to 100 per cent sales tax. There is no legal run-

check on the station.

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## Songs With Most Radio Plugs

### A WEEKLY FEATURE

<table>
<thead>
<tr>
<th>Number 1 Song</th>
<th>Position</th>
<th>Last Week</th>
<th>This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A Strange Loneliness&quot;</td>
<td>22</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>&quot;When the Organ Played &quot;Oh, Pretty Polly&quot;</td>
<td>1</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
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<td>22</td>
<td>23</td>
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<tr>
<td>&quot;When the Organ Played &quot;Oh, Pretty Polly&quot;</td>
<td>2</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>&quot;A Strange Loneliness&quot;</td>
<td>3</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>&quot;When the Organ Played &quot;Oh, Pretty Polly&quot;</td>
<td>4</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>&quot;A Strange Loneliness&quot;</td>
<td>5</td>
<td>22</td>
<td>23</td>
</tr>
</tbody>
</table>

**Songs listed are those which received six or more plays on the networks, WZIO and WEAF (NYC) and WABC (NYC).**

(Continued on page 23)

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### Songs With Most Radio Plugs

<table>
<thead>
<tr>
<th>Title</th>
<th>Not Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Day</td>
<td>10</td>
</tr>
<tr>
<td>I Want You For Christmas</td>
<td>11</td>
</tr>
<tr>
<td>Let's Make It a Life Time</td>
<td>12</td>
</tr>
<tr>
<td>Sweet Stranger</td>
<td>13</td>
</tr>
<tr>
<td>I Wanna New Romance</td>
<td>14</td>
</tr>
<tr>
<td>I'll Be There for You</td>
<td>15</td>
</tr>
<tr>
<td>Stardust</td>
<td>16</td>
</tr>
<tr>
<td>My Heaven on Earth</td>
<td>17</td>
</tr>
<tr>
<td>My First Impression of You</td>
<td>18</td>
</tr>
<tr>
<td>Teen Pretty Girls</td>
<td>19</td>
</tr>
<tr>
<td>Dollhouse</td>
<td>20</td>
</tr>
<tr>
<td>Rockin' the Town</td>
<td>21</td>
</tr>
<tr>
<td>Somebody's Thinking of You</td>
<td>22</td>
</tr>
</tbody>
</table>

- Turn to our Amusement Machines, Music Section, for details of the fine record novelties (Street Beat, Brownie, Decoy, Victor and Vocational) for the week ending December 27.
The Final Curtain

Ted Healy, popular stage and screen comedian and one of the originators of the idea of using stunts in vaudeville acts, died December 21 at his home near Cotter, III., while en route to his home in Cotter, Wis., from Cuba City, Wis., to appear in the "Pigskin". Healy, a native of Illinois, was the first to use the idea of a "boat call" during the 1997 flood, due to a heart attack at his hotel, Mizpah Hotel, and was survived by his widow, son, and brother.

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BARRIS-DARLING — Herbert Barry, husband and secretary of Mrs. Mildred Darling, who died recently in Hollywood, was also well known to the, outdoor show world. They were married in 1915 and had two children. Barry, who was in his 70s, died in Los Angeles on December 30. He was a director of the Los Angeles Opera Company and a member of the Los Angeles Symphony Orchestra.

MARRIAGES

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Divorces

Mrs. Ben Blue from Ben Blue, stage and screen, announced in Los Angeles December 4.

constance Worth, Australian film actress, announced in Los Angeles December 7.

Eugene Raymond Clark in Tullulah, la, recently.

C. J. G. Donato Merola, director of the San Francisco Opera Company, in that city December 2.

G. G. Exposition

Phyllis Whitney, concert singer, of Hollywood, in that city December 22.

Dorothy C. Garber, orchestra leader, in Los Angeles December 20.

Phyllis Whitney, concert singer, of Hollywood, in that city December 22.


the moral viewpoint -- I am seeing it as

the basis of steady patronage for burlesque. This is not to say that burlesque is not a form of entertainment, but it is not for the mass audience.

Burlesque is a form of entertainment that is enjoyed by a select group of sophisticated individuals. It is not for everyone, but it is enjoyed by those who appreciate its unique style.

Burlesque has a unique style that sets it apart from other forms of entertainment. It is a form of entertainment that is enjoyed by a select group of sophisticated individuals. It is not for everyone, but it is enjoyed by those who appreciate its unique style.

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The year 1937 may be epitomized as the year of the payoff for the payout table games. Legal obstacles finally led to a serious decline in the market for these machines during the second half of the year and both manufacturers and operators felt the losses seriously.

Whatever may be the official attitude toward the payout machines, they have had important consequences within the trade itself during the last two years. They provided a stronger financial footing for a number of manufacturers; they decreased the volume of games manufactured and probably prevented a serious overcrowding of games in stores; they tended to stabilize quality and price in the games field, and also were the mainstay of the used games market. They also provided sources of quick money for operators wherever such games could be run.

Most important benefit of the payout types of machines to the industry itself has been this fact that operators could use them for quick money while investing in and paying for more stable machines such as the high-grade phonographs, vending machines, etc. The music and vending machine divisions have often been critical of the games of chance as doing damage to the reputation of the industry. But the "fast money" payout machines have made it possible for a large number of professional operators to invest in high-grade music and vending machines.

The future of the payout types of machines is hard to predict at the close of 1937. The common talk within the trade is of "closed territory," but at the same time there also appears in a number of centers a definite move by cities to license even the payout games, if possible under State statutes. All cities need revenue to meet rising expenses and the licensing of payout games is admirably suited to this purpose. The chief obstacle to licensing payout games in the future will probably come from pari-mutuel and bookie interests, due to supposed competitive benefit. Whatever may be the official attitude toward the payout machines, they have had important consequences within the trade itself during the last two years. They provided a stronger financial footing for a number of manufacturers; they decreased the volume of games manufactured and probably prevented a serious overcrowding of games in stores; they tended to stabilize quality and price in the games field, and also were the mainstay of the used games market. They also provided sources of quick money for operators wherever such games could be run.

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The Week's Best Records
Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records. The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

HORACE HEIDT
Brunswick 8028

Sail Along, Silver Moon (Makes you long for those husky nights in June).

SWEET LIKE Y0U

SAMMY KAYE
Vocals 3886

I'm Laughing Up My Legs (It's a riot!)

GEORGE HALL
Vocals 3887

I've Hitched My Wagon to a Star (Listen to this on your record). With Dolly双创为的 the star songstress; Let That Be a Lesson to You (And you can't go wrong with delicious Dolly as the teacher).

SWING MUSIC

BENNY GOODMAN
Victor 25726

Life's a Party (Get out your back issues of Life and you'll all have a party with such terrific trumpet tootings, If Dreams Come True (In a slower tempo but they'll stay awake all night to hear it).

DUSK IN THE DESERT

DUKE ELLINGTON
Brunswick 8029

Dusk in the desert (jungle jingle transformed to a rhythmical and exotic rhapsody; Chatter-Box (The Duke has his pupils play some fast double talk, but the tooting makes plenty sense).

VINCENT LOPEZ
Melotone 8-01-09

Ham on Eye (What country needs is a good 10-cent sandwich with a nickel change).

VOCA L

ANDREWS SISTERS
Deca 1562

Bel Mrl Sist Du Schoen (Don't ask questions, get it quick, if you don't know). Nice Work If You Can Get It (There'll be nice nickels for these harmonizing gals and you'll get it).

BOBBY BREEN
Bluebird 7320

Hawaii Calls (by the writer of Sweet Lullaby and with a vocal choir backing him. Cantor's boy sings it sweeter; Song of the Islands (You'll just drift and dream with the tide and the tune). In the Mission by the Sea (It's all sorts sad like, but you can't help liking it).

INSTRUMENTAL and NOVELTY

BENNY GOODMAN TRIO
Victor 25725

I'm a Ding Dong Daddy (The vibraphone player joins the kiddies and they beat out the stuff in traffic stopping time).

BILLY COSTELLO
Deca 1573

Let's All Sing Like the Birdsies Sing (That never heard birdsies chirp like this fellow croaks). Barnacle Bill the Sailor (This lad is Pop-Eye, the scotfishing, frog voice of the screen cartooners).

RACE

GEORGIA WHITE
Deca 7389

Alley Boogie (This husky gal likes her boogie and corn shouts it). Red Cap Porter (Keep yo' mind on yo' baggage, man).

Detroit

DETOIT, Dec. 25-Mrs. William Vandenberg, who took over the scale business which her husband operated prior to his death last summer, has moved her headquarters to 15800 Linwood avenue. Her brother is assisting her in the operation of her routes. "All is to be expected at this time of the year, the scale business is a bit off," she stated. "People don't like to weigh themselves in an outdoor location with their heavy coats on, as they cannot ascertain their exact weight. I believe this business is due for a big pick-up when spring arrives," Mrs. Vandenberg concluded.

Saul E. Gordon, of the Four-in-One Manufacturing Company, reports that business in the vending field is slowing up a bit due to the combination of several seasonal factors. One reason is the usual pre-Christmas slump, another is that operators here are waiting to look over new equipment at the coming show. Consequently are not buying at this time.

IT'S MOTO SCOOT FOR "RIDES"

MOTO SCOOT MFG. COMPANY, Chicago

1219 S. Western Avenue.

MUST SELL
BY JAN. 1st

We can't have a stock in hand. Sell Same to our warehouse on the 1st, when other merchandising arrives. For prices send our "Vanak" card.

B 4"B" SPECIALS

BESSER NOVELTY CO.
4050 Minnehaha Ave., St. Louis, Mo.
The Billboard
January 1, 1938

A PROSPEROUS NEW YEAR with U-POP-IT

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

U-POP-IT IS
a thoroughly perfected automatic corn-popping and vending machine!

PRECISION-MADE
to stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED
against all hidden defects, a product of DAVAL, backed by 29 years of successful manufacturing and business experience—plus fair dealing.

RANEL, INCORPORATED
325 N. Hoyne Ave., CHICAGO, ILL.
Affiliated with DAVAL MFG. CO.
SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS

POV'll
INCOME IN A LEGITIMATE IT
FULLY GUARANTEED THROUGH DistRisurCRS.

The Chicago Better Business Bureau states its policy on vending machines.

Better Business Bureau states its policy on vending machines.

CHICAGO, Dec. 20—Coming as a valuable contribution to a better understanding between the vending machine trade and the purposes of Better Business Bureau all over the country, Kenneth Burnard, general manager of the Chicago Better Business Bureau, made an official statement to The Billboard this week of the policies that the Chicago agency held in regard to vending machines, and cigarette vending machines in particular.

The statement came in response to criticism and misunderstandings which had been current in the vending machine trade for some time following the ban on cigarette machines passed by the city council of Chicago in December of 1937. (See The Billboard, December 11, 1937.)

That the Chicago Better Business Bureau is concerned only about certain "investment" propositions in connection with vending machines, in order to protect the investing public, will come as encouraging news to the vending machine trade generally.

Mr. Burnard’s statement follows:

Statement

"From various sources in the vending machine industry the Chicago Better Business Bureau has learned of its reputation of being concerned with the proper sale of vending machines, as such, and the methods adopted by them of distributing money in machines.

"The policy of Better Business Bureau in respect to this and similar matters is well defined. The Bureau has no quarrel whatever with any recognized method of distribution, whether it be resembling, direct selling or vending machine distribution. The sole interest of the Chicago Better Business Bureau is in seeing that such methods be free from misrepresentation and fraud from practices which take unfair advantage of the consumer.

"The Chicago Better Business Bureau has no time to look any stand for or against cigarette vending machines. Insanely much as it received no complaints regarding such machines, it follows that it had no quarrel with them. No newspaper warnings, or interviews concerning them, were given out from this office, nor did the Bureau at any time appear publicly in opposition to or in favor of them.

"The Bureau is, of course, deeply interested, from the standpoint of protecting the public, in those "investment" promotion schemes, closely connected with the sale of the vending machines, wherein unfair or fraudulent practices are an inherent part of the picture. For example, I refer specifically to the sandwich vending machine promotions of several years ago. No legitimate vending machine manufacturer or company engaged in the vending machine business would, I think, attempt to defend them.

"There is nothing new in this policy of Better Business Bureau and this statement is merely a restatement of it, as it has been in effect throughout the years.

Advertising Stunts Help Place Scales

By JOHN B. WINTHROP

By showing the location owner how he can employ a scale to boost the sale of his products an enterprising operator can help the store owner.
**REVIEW OF 1937**

**January 1, 1938**

**AMUSEMENT MACHINES**

**MERCHANDISE SECTION**

**The Billboard**

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**Editor's Note:** The following outline of the principal events and highlights occurring in the amusement machine industry during 1937 is a summary of the consecutive issues of *The Billboard*. The dates are those of the issues in which the events are described, and the dates of the actual happening of the event.

**January 13**-The January 1937 Coin Machine Operators' Association of the Midwest met in Chicago and chose the principal topic. An operating firm in Chicago obtained a temporary injunction to stop the operation of a certain vending machine.

**January 20**-The Pre-Convention issue of *The Billboard* featuring the "On to New York" slogan. News of the special legislation in New York was the most important topic.

**January 25**-News of legislative bills that were introduced in the New Jersey legislature and the possibility of getting a ban on cigarette vending machines.

**January 30**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**February 1**-News of legislative bills that were introduced in the Ohio legislature, including bills that would affect the amusement machine industry.

**February 5**-News of legislative bills that were introduced in the Pennsylvania legislature, including bills that would affect the amusement machine industry.

**February 12**-News of legislative bills that were introduced in the Michigan legislature, including bills that would affect the amusement machine industry.

**February 19**-News of legislative bills that were introduced in the Wisconsin legislature, including bills that would affect the amusement machine industry.

**February 20**-News of legislative bills that were introduced in the Minnesota legislature, including bills that would affect the amusement machine industry.

**February 26**-News of legislative bills that were introduced in the Illinois legislature, including bills that would affect the amusement machine industry.

**March 6**-News of legislative bills that were introduced in the Indiana legislature, including bills that would affect the amusement machine industry.

**March 14**-News of legislative bills that were introduced in the Missouri legislature, including bills that would affect the amusement machine industry.

**March 20**-News of legislative bills that were introduced in the Kentucky legislature, including bills that would affect the amusement machine industry.

**March 27**-News of legislative bills that were introduced in the Tennessee legislature, including bills that would affect the amusement machine industry.

**April 1**-News of legislative bills that were introduced in the Louisiana legislature, including bills that would affect the amusement machine industry.

**April 7**-News of legislative bills that were introduced in the Alabama legislature, including bills that would affect the amusement machine industry.

**April 14**-News of legislative bills that were introduced in the Arkansas legislature, including bills that would affect the amusement machine industry.

**April 21**-News of legislative bills that were introduced in the Mississippi legislature, including bills that would affect the amusement machine industry.

**April 28**-News of legislative bills that were introduced in the Oklahoma legislature, including bills that would affect the amusement machine industry.

**May 5**-News of legislative bills that were introduced in the Texas legislature, including bills that would affect the amusement machine industry.

**May 12**-News of legislative bills that were introduced in the California legislature, including bills that would affect the amusement machine industry.

**May 19**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**June 2**-News of legislative bills that were introduced in the New Jersey legislature, including bills that would affect the amusement machine industry.

**June 9**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**June 16**-News of legislative bills that were introduced in the New Jersey legislature, including bills that would affect the amusement machine industry.

**June 23**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**July 7**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

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**July 21**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**July 28**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**August 4**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**August 11**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**August 18**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**August 25**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**September 1**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**September 8**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**September 15**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**September 22**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**September 29**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**October 6**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**October 13**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**October 20**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**October 27**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**November 3**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**November 10**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**November 17**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**November 24**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**December 1**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**December 8**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**December 15**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

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**December 29**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

**January 1**-News of legislative bills that were introduced in the New York legislature, including bills that would affect the amusement machine industry.

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**DIAMOND BELL**

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

*Built for 1c-5c-10c-25c Play Made Only By WATLING MFG. CO.*

**WATLING MFG. CO.**

4460-4660 W. FULTON ST.
CHICAGO, ILL.

**Enlarged - Tel: COLUMBUS 2770**

Cable address "WATLINGITE." Chicago.

**BUILD A PROFITABLE AND PERMANENT BUSINESS WITH THE NEW STANDARD CIGARETTE VENDORS...**

**8 COLUMNS - 200 PACKS**

**PRICE $45.00**

**Views:**

- Ideal for Stations, Barber Shops, Beauty Shops, etc.
- Fills Book Machine, Busy Book Machine
- Sizes: Standard, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14, 15-16, 17-18, 19-20, 21-22, 23-24
- Price: $45.00

**Standard Sales - Mfg. Co.**

1315 SOUTH KELLOGG STREET CINCINNATI, OHIO

**STANDARD SALES**

**GUARANTEED**

**USED GAMES**

**Price:**

- Golo in.
- Over.
- Round World.
- 10.
- 15.
- 20.
- 25.
- 30.
- 35.
- 40.
- 45.
- 50.
- 55.
- 60.
- 65.
- 70.
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- 190.
- 195.
- 200.

**L. BERMAN & CO.**

120 N. M. 5th Street, Evansville, Ind.
MINORS

According to the comments received from readers, the editorial on Minors was the most popular editorial published for the coin machine trade during 1937. Reprinted from The Billboard, September 18, 1937.

September is the month for schools to open again and every operator knows that children may become a problem to him as well as to parents and teachers.

The cases in which minors have been used as a reason for opposing coin-operated games are numerous. And minors have been used as a smoke screen for opposition to vending machines in more instances than would appear on the surface. So the subject of minors is almost of general interest to the coin machine trade.

That there is a real problem of regulation and control is fully understood by all coin machine operators. The great majority of professional operators have families of their own and understand the problems that modern parents face with their children. So that officials and parents' organizations always find responsible operators ready to go the second mile in plans to prevent children from squandering their spare money on coin-operated games.

Since coin-operated games are a comparatively modern development all laws relating to them are still in the experimental stage. Several cities have had local legislation in effect for many years now, long enough to demonstrate that the problem of minors can be handled effectively when common sense prevails. It has been clearly shown that a reasonable amount of co-operation between officials, operators and merchants will solve the problem of play by minors.

In almost every case of drawing up local and State legislation for the control of machines the question of minors has been a leading topic. Legislation has usually prescribed that minors are forbidden to play coin-operated games and in other cases that games must not be located within so many yards of a school or church. Other legislation has sought to prohibit games in certain types of stores, such as candy stores, which children are known to frequent.

Entering into the question of play by minors is the fact that many parents today have no objection to their children playing the games and in fact teach them to play. So reasoned legislation on the subject forbids play by minors "except when accompanied by parent or guardian." The fact that mechanical games strongly appeal to children today is one of the results of the machine age. Pioneers in the coin machine field recall that 20 years ago it was almost necessary to teach adults how to play all types of coin machines. Today children understand the mechanism of games almost as if they were trained mechanics. Thus it is safe to predict that mechanical games will become an accepted part of our amusement world as the present young generation grows up.

Professional operators understand all the factors that enter into the situation and are willing to co-operate with officials, parents and teachers. Such co-operative effort is already at work in many cities. In one large industrial city the operators maintain two employees who act promptly to remove any device when a complaint is made by parents. The success of the plan is shown by the fact that games have been operated continuously in the city ever since the games became a popular form of amusement.

There are extremists, of course, who argue that all coin-operated machines are demoralizing to youth and hence should be banned, without any recognition of their place in the modern world. They are as shortsighted and unfair as the few greedy operators and merchants who violate all the rules to grab a few nickels from children. In other words, there are trouble makers on both sides who must be reckoned with when working out local plans of regulation and control.

It is regrettable that there are persons in every business who are greedy in the extreme and refuse to conform to the rules of doing business. There are greedy operators in the coin machine field and it requires the co-operation of officials, parents, teachers and legitimate operators to control them. There are also greedy merchants who will jeopardize the games in an entire city by trying to grab pennies and nickels from minors. The merchant where games are located must bear an important responsibility in preventing play by minors and hence should be considered in all plans for regulation.

Agitators frequently stir up the question of play by minors to the extreme. It has been made an issue in many political campaigns and present office holders have been accused of "corrupting the morals of youth" by allowing amusement games to run. It is a reflection on the intelligence of voters that such questions can be agitated to cover up more important issues. Nevertheless it is done in many campaigns. Other agitators find the youth question an easy way to get publicity and hence they make sensational charges about the bad influence of amusement games on children.

Tragic incidents sometimes flare up to start a wave of criticism of the games. An example of this may be cited. In a large city a number of boys were gathered around a pinball game in a store owned by a peculiar lady. The boys became noisy and she ordered them out of the store. As they ran she fired a gun at them and one of the boys fell dead. The tragic incident had all the makings of a city-wide crusade against pinball games. But a big crime story broke in the newspapers about the same time and the pinball story was forgotten. Any thinking person would realize, of course, that the mental condition of the woman rather than the games was to blame.

The question of minors also reaches out to affect such machines as cigaret venders and even phonographs where so-called smutty records are used. When cigaret venders were banned in a large city recently the public reason was that "minors could buy from the machines." In the background was clever agitation by chain and department stores to stop the sale of cigarettes thru other channels than in their stores.

Thus the question of minors can be agitated for many selfish purposes.
The Story Begins

The next issue of The Billboard, dated January 8, will begin the story of 1938, with machines and their makers promising newness in the news. New machines naturally come to the fore, but the full line of machines now actively on the market form the big frame of the coin machine industry.

The pre-Convention issue of The Billboard, dated January 15, will attempt to do justice to the full line of staple machines on the market by publishing a sort of Market Guide, which will list the complete line of machines and products offered by manufacturers insofar as we have the reports.

But at the same time manufacturers will be telling their readers many details concerning machines, both new and those already well known, in every issue of The Billboard up to and following the 1938 Coin Machine Show.

The coin machine industry is a business of inventing, designing, building and operating coin-operated machines. It is a continuous story of machines! Machines! Machines!

The paramount question with the operator is: What's New? And the advertising and reading columns of The Billboard have attempted to tell that story with enthusiasm during 1937, week by week. The story will continue thru 1938.

The MEN & MACHINES column was initiated with the idea of using personal mentions and adding some snappy mention of new machines. The personal mention items found their place mostly under the separate city headings, and we have had rather faithful reporting of persons from such cities as Detroit, New Orleans, Boston, etc.

The original idea was to give some brief and snappy reports of machines, but most manufacturers seem to prefer to tell their own story about their machines in separate news items, and we have had rather faithful reporting of persons from such cities as Detroit, New Orleans, Boston, etc.

So that leaves the MEN & MACHINES column rather as a kind of runner section where items that don't fit in somewhere else may be used in this column. The idea was to get that more humor added to the coin machine content. Ads from Men and Bob Nutter have urged more artistic food in the form of pictures of pretty girls. I prefer pictures of pretty girls, but every man has his own taste. I prefer head shots. There are pictures of pretty girls, but every man has his own taste.

"To read some of our daily papers one would be led to believe gambling is a sin. Just a few years back people tried to make us believe drinking was a sin. Then they made us think smoking was a sin. Now they're trying to make us think gambling is a sin."

"I don't understand what's the matter. Why can't we have a picture of a pretty girl in a magazine?"

"I don't know when I moved to the city.

Right To Gamble (Reprinted from The Milwaukee Sentinel, November 23, 1937)

"Gambling in itself is not a sin. People are gambling when they invest money in stocks or farm venture capital. Everything in life is more or less a gamble. The only thing we are sure of is death and taxes."

"I think the cartoon in the center of the page, 'The Three Knights Before Christmas,' was shown in holiday card also. In this fashion, they have some others, left to right, Max Gut, Joe Schenck, and Roy Bascom, Chicago distributors.

Life Is Gamble

"Gambling in itself is not a sin. People are gambling when they invest money in stocks or farm venture capital. Everything in life is more or less a gamble. The only thing we are sure of is death and taxes."

"I think the cartoon in the center of the page, 'The Three Knights Before Christmas,' was shown in holiday card also. In this fashion, they have some others, left to right, Max Gut, Joe Schenck, and Roy Bascom, Chicago distributors."

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Put New Games in Your Best Spots By DWIGHT ABBOTT

"If the experience of James Boyle, of the Boyle Amusement Company of Omaha, is an example of what can be done elsewhere, it is to follow the soundness of all amusement machine trade purchases in the newest and best equipment in the best locations.

"What locations are the best? Boyle has a report for you.

"The three Knights Before Christmas's won't be a new machine in 1938, then, left to right, Max Gut, Joe Schenck, and Roy Bascom, Chicago distributors.

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The Phono Op and His Local Adviser

By JOHN R. WINFREE

Little details of salesmanship often contribute mightily to net returns. The Texas operator who is the subject of this report is a good example. Why is the menu of the Cafe such a good spot, and where does this operator hold it year after year among all others? The reason is that the operator member of his phonograph music advisory committee

"Advisory council" isn’t just a fancy name, the idea is really a simple one. Mrs. Joe Stivak, wife of the owner, Mrs. Joe is chairman, but only does she have genuine taste and judgment of her own, but also knowledge in the field. Her husband knows about as much about music as a tropical alligator knows about soap.

On practically every visit, therefore, Mrs. Joe has a confab with Mrs. Stivak. What does the operator want? What does she want? It’s true that the reason the receipts are up or down, and where has the customer been, are comments she has heard. What suggestions has she for future records?

This point is usually brought forward by the current copy of The Billboard, and together with Mrs. Joe Stivak he goes through the list of the leading dealers for the previous week, as well as the current copy of The Billboard's review of The Week's Best Records. Together they choose and reject, defining the music that will be on the menu next week is selected.

Mrs. Joe’s judgment is really quite good. What’s more, a subtle psychology seems to run through the ideas presented here, as if he could sense what the customers really want. It’s strong, but irregularly so, and in which idee makes it his business to supply what it seems they will have. The menu is a bit of applied salesmanship

One of the first questions this Texas operator asks himself, in trying to increase his music returns and is not adverse to playing tunes for his own entertainment.

The one time when we all forget about ourselves and start thinking is Christmas. What does the operator want? What does the customer want? Mrs. Joe has a preferred menu on the record, and her husband knows about as much about music as a tropical alligator knows about soap.

"It’s funny how people’s taste for automatic music varies in different parts of the land," observed a well-known operator last week. "Many tunes which become all the rage in the East fall flat here. I guess we Midwestians still like our music a bit more "corny." Sophisticated rhythms just can’t get the nickels like a real do-down-to-earth tune." Current leaders at local houses are Horace Heidt’s Rosette for Brunswick, closely followed by Joe Gaben’s You Took the Words Right Out of My Mouth. Wayne King’s personal favorite, Josephine, heads the list for Victor, with Tommy Dorsey’s Song of India and Marie next in line. Decca execs are predicting that Casa Lomas’s Be Bop Be Blues will be another music Decca Round and Round hit. As a relief from swing Decca has done a sweet job of merchandising. That One Rose in those regions Bing Crosby’s warbling of this ditty is still going strong.

Word comes that 900 lepers confined in a colony on Cuba Isle, in the Philippines, enjoy a program of the best in music regularly from the bell of the only church in that region. From that vantage point Palmer George Kilbide floods the vicinity with the tunes brought forth from discs given to him by friends. Programs are reported to be the most popular diversions enjoyed by the unfortunate confined there.

A check at the record arms here revealed that the most popular orchestras in Decca, Horace Heidt for Brunswick, for Victor it was a toss-up between Tommy Dorsey and Tommy for Brunswick, for Victor it was a toss-up between Tommy Dorsey and Tommy Dorsey. Universal, Inc., has taken up residence in New York City, narrowly escaped death in the incident. Its construction had to be moved to a new location due to the fact that there was not enough room for it to be used. The new site is under construction and will be ready for occupancy early. Decca execs are predicting that Casa Lomas’s Be Bop Be Blues will be another music Decca Round and Round hit. As a relief from swing Decca has done a sweet job of merchandising. That One Rose in those regions Bing Crosby’s warbling of this ditty is still going strong.

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One of the nicest decorated offices for Christmas is that of the Great Southern & Western Railway. It is decorated with Christmas trees made from cut branches, and all the decorations are made by the employees of the company. The tree is a real show-stopper, and is sure to be a hit with the passengers. A check at the record arms here revealed that the most popular orchestras in Decca, Horace Heidt for Brunswick, for Victor it was a toss-up between Tommy Dorsey and Tommy Dorsey. Universal, Inc., has taken up residence in New York City, narrowly escaped death in the incident. Its construction had to be moved to a new location due to the fact that there was not enough room for it to be used. The new site is under construction and will be ready for occupancy early. Decca execs are predicting that Casa Lomas’s Be Bop Be Blues will be another music Decca Round and Round hit. As a relief from swing Decca has done a sweet job of merchandising. That One Rose in those regions Bing Crosby’s warbling of this ditty is still going strong.

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Villarreal and Rose Irene Bayne placed an order during the past week for a good-natured number of Wurlitzer phonos. Villarreal and Bayne are reported to be new customers in the field.

Seeburg music machines sales continued at a steady pace this week despite the anticipated pre-Christmas drop in most lines of the coin-operated business. William Bottof, of Roxbury, was a buyer as were Frank Alluvio; Charles L. Cook, of the Interstate Amusement Machine Company, and Eddie Clemone, of the Commercial Music Company.

Harry Graham, who is general manager of the Marquette Music Company, reports that his firm has enjoyed a very satisfactory year. "We have disposed of all our machines," he said, "and we are now awaiting the arrival of new models, which are due to arrive about January 18."

### New England

**Boston, Dec. 25.** Charles R. Poole started his return trip to Jamaica Plain, Mass., just in time to escape that onslaught of snow that paralysed Buffalo, N. Y., a few days ago. Seeburg, of the Wurlitzer factory at Tonawanda to check on 1938 models and get first-hand insight into policy and such. Poole is a Wurlitzer operator in the Boston office of Jamaica Plain.

Charles Holt, chief of the Eastern Coin Machine Company, of Bar Harbor, Me., moves the first of the year to new quarters in a building adjoining his present premises. New establishment will have 15,000 square feet in floor space, with a section outfitted for mechanical testing and repairs. Holt was in Boston last week looking over the D-Poppy equipment which Ben Pailet has on display.

Harry C. Parker, glib-tongued operator of the Boston coin machine sector, gives the lads who congregate at Barney and Louis Blatt's Atlas Coin Machine Company establishment a bit of the carnival and ballyhoo lingo whenever he sets himself a going.

Beach wagons are proving themselves popular around Boston's coin machines. George J. Young, of Westrock, Inc., has one in which he makes his frequent trips to Maine, New Hampshire and Vermont. Lou (Luke) Levine, hardy, perennial phono operator, has one, too, in which he moves around town.

Ben Grams, Ben Pala, service man, is one of the least talkative persons in the Boston coin machine world, it is reported.

**Seattle Arcade Makes Penny King**

**Seattle, Wash., Dec. 25.**—Making the penney king, a Joyland Penny Arcade has been newly opened with about 40 diversified amusement machines, all operated for a penny a throw, by Al Berndt, at 322 Second avenue, close to the financial center of this Pacific Northwest metropolis.

Mr. Berndt, who is both proprietor and active manager, was formerly with the Western Distributors in Seattle, but decided to go into business for himself with a section outfitted for mechanical testing and repairs. Mrs. Berndt said he expects to add running a little to his business in the near future and has contracted to take over a section of the building which he is sure to be a success.

The correspondent concerning amusement machine activity in Kansas City may be interested to know that there is a new establishment in operation. It is located at 1500 Dayton Street, Chicago, Illinois.

**Kansas City**

**Kansas City, Mo., Dec. 25.**—Distributors of coin-operated machines in the "Heart of America" city spent the last week watching snow, sleet and rain fall outside their office windows. Business slumped generally and most of the office time was spent in discussing the 1938 Coin Machine Show, which a number of men in the industry here will attend January 17 to 20 at the Sherman Hotel in Chicago.

Joe F. Mason and Tim C. Crummett, heads of the Central Distributing Company, report no increase in business at the Sportland Arcade, which recently opened in the Keystone Building downtown. The failure of the project to attract more patrons than it has is puzzling the two officials, inasmuch as the arcade is the only one of its kind in the city. Mason and Crummett are selling lots of skee-ball units here and prospects for an upturn in business are bright.

Carl Hoelsel, head man at the United Amusement Company office, is enthusiastic over the Chicago convention and his reservation was sent in several weeks ago.

Christmas decorations are in place in many of the coin machine distributors' shops here and the usual greeting card exchanges among coin men and ops here are being made, with emphasis on the "happy and prosperous New Year" salutations.

Joseph Berkowitz and Richard Rambler, of the Universal Manufacturing Company, are not hesitant in giving credit to The Billboard for the part it played this year in making their machines known throughout the United States. Business remains excellent at the plant, they report.

Northeast High School followed the precedent set by its rival, Southwest, in renting a new coin-operated automatic phonograph and 20 late recordings for an all-school dance. Both the Central Company and United office have received numerous inquiries regarding the use of phonograph units since the south side school gave its dance a few weeks ago.

Kansas City operators of phonographs, incidentally, read with great interest an article which appeared in the December issue of The Billboard by M. H. Orendenker which pointed out the facts that the use of pornographic or "indecent" recordings in dime-and-dance spots tended to decrease patronage and harm the operator's reputation. Dave Dexter Jr., in his regular Sunday column in The Kansas City Journal-Post, December 18, entitled "What's New in Records," mentioned the value of the Orendenker article and urged local ops to heed the author's advice and refrain from using recordings on their machines with questionable or double entendre vocal choirs.

News items concerning amusement machine activity in Kansas City may be mailed to 617 East Armour boulevard, Apt. 12, where they will be given prompt attention. The correspondent here is newly appointed and may not have had the opportunity to give you a ring in the six weeks he has been covering activity in the industry in Kansas City.

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**Permo Point**


**Permographics**

6415 Harwood Ave. Chicago, Ill.
Chicago Bookie License Passes Council But Faces Many Tests

CHICAGO, Dec. 26—After a rather tough battle the bill to license bookies finally garnered the long-sought check of the City Council, and as of this writing a controversy as to whether it has ever come up in the local city government will go into effect. Under terms of the new ordinance the city is divided into three zones with license fees set at $5,000, $3,000 and $1,000 respectively. Collections will dun a sum of $8,000,000 annually into the city coffers.

Warily watching on the sidelines during passage of the bill was the coin machine trade of the city. Many were overcome at the passage of the bill, and stated that it was a sign that the will of the masses is about to be disregarded with regards to placing bets, playing amusement games, etc.

It appears that bookies have been going up and down with the steady rhythm of a merry-go-round horse. Operating quietly all over the city, they were first made the subjects of a gambling reform early in that year by the licensing of betting agents. Their duties handling bets in wholesale lots. Track fans discovered that the nearest teller was not far away, and they began to pay their bets in cash. This trend continued for some weeks ago when several prominent bookies were arrested by the police under the new law. Then they were found to be operating a bookmaking business.

The new bill is designed to prevent such activities. It makes it illegal for bookies to make any bet on the outcome of a sporting event, whether the outcome is determined by chance or skill. Bookies are required to register with the city and pay a fee of $25 per year. This fee is intended to cover the cost of administration of the law.

The bill also makes it illegal for bookies to accept bets from anyone under the age of 18. Bookies are prohibited from making any bet on the outcome of a sporting event, whether the outcome is determined by chance or skill. Bookies are required to register with the city and pay a fee of $25 per year. This fee is intended to cover the cost of administration of the law.

The bill further makes it illegal for bookies to make any bet on the outcome of a sporting event, whether the outcome is determined by chance or skill. Bookies are required to register with the city and pay a fee of $25 per year. This fee is intended to cover the cost of administration of the law.

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Pinball May Aid Housing

Syracuse, N. Y., needs revenue, so may cease to oppose pinball games

SYRACUSE, N. Y., Dec. 25.—Federal housing projects intended to provide decent homes for the poor, but there were many coincidences in connection with such projects. One of the most unusual seems to have developed in connection with the proposed housing project here, for it calls upon the city to raise a quota of $500,000 and the means the city must look for new sources of revenue.

So the mayor, after pinball games had been meeting with considerable interference here for months, has proposed to license the games to raise part of the housing fund. Operators at present are up in arms, however, because the mayor proposed a license on pinball games of $5 per week per machine. Operators say such a fee will make it impossible for them to continue in business, especially following the many lean months during which their machines have been kicked around so badly. Machines have been banned in all liquor locations for months.

Indications are that the mayor is willing to lower the fee of $5 a week, if he is firm in his insistence on a license. The commission will probably license pinball games, but he has heretofore opposed the effort to license the games to help raise part of the housing fund.

The mayor's statement that the license fee will be $5 a week is too high, said one of the owners of machines. "Such a tax would certainly put the little fellow out of business."

Inventions To Make Legal Changes

CHICAGO, Dec. 25.—The inconsistency of minors who employ antiquated laws to outlaw modern mechanical devices such as amusement games was born out by the recent statement of William P. Ogburn, holder of the Avery Distinguished Service Chair of Sociology at the University of Chicago, in simplifying an article which appeared in the December issue of the American Sociological Review, in which he discusses the influence of inventions on future social institutions, that inventions probably will influence the life of the community more than proposals for direct change in the laws.

In Ogburn's statement it is said that the inconsistency of minors who employ antiquated laws to outlaw modern mechanical devices such as amusement games was born out by the recent statement of William P. Ogburn, holder of the Avery Distinguished Service Chair of Sociology at the University of Chicago, in simplifying an article which appeared in the December issue of the American Sociological Review, in which he discusses the influence of inventions on future social institutions, that inventions probably will influence the life of the community more than proposals for direct change in the laws.

Centralization Growth

"Government in the United States is a national government," said the Commission of the City of Washington, "and that is the trend toward nationalism and the tendency to shift, like many others, toward the Federal government."

Operators say frankly they understand how or why they should contribute such a huge sum, and they seem to us to be exactly right, because the fee should be $1 instead of $5. Pay-out on machines would be increased, according to present plans.

Applications Gathered from Some of the Operators follow:

A. N. Delaport, Rex Amusement Company, "Some of these machines don't take in 70 cents a week. Others take in $2 or $4. People have an idea that this business is soft picking, but a man has to work hard to get along."

I. N. Freedman, Freedman Novelty Company, "We've sold out of business with a 60,000 tax on each machine. I suggest the mayor call in some of these four four or five and talk the whole thing over."

In Ogburn's statement it is said that the inconsistency of minors who employ antiquated laws to outlaw modern mechanical devices such as amusement games was born out by the recent statement of William P. Ogburn, holder of the Avery Distinguished Service Chair of Sociology at the University of Chicago, in simplifying an article which appeared in the December issue of the American Sociological Review, in which he discusses the influence of inventions on future social institutions, that inventions probably will influence the life of the community more than proposals for direct change in the laws.

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Five Best Record Sellers for Week Ending Dec. 27

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<thead>
<tr>
<th>Label</th>
<th>Artist</th>
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<tr>
<td>BLUEBIRD</td>
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| BRUNSWICK | BILLIE HOLIDAY | "Love"
| DECCA | ANDREW CLARK | "Baby"
| VICTOR | BING CROSO | "Let's Face the Future"
| VOCALION | TONY ORMEE | "Chains"

Applications Heavy For British Show

LONDON, Dec. 25.—Advance applications for exhibit space at the coming Dictionary and Collectors' Show here have been received by the organizers, who indicate that practically all of the former exhibitors will be on hand for the January 1, 1938, show. Exhibition will be held from January 15 to February 17 at the new Royal Horticultural Hall in Westminster. All regular exhibitors will be charged with their usual registration fees, and it is expected that the show will attract a large number of visitors. This will be the fourth show which has been staged under its guidance.

It has been revealed that Lord Strafford has recently opened the exhibition to all exhibitors, including those who have not previously exhibited, in order to encourage more interest in the show. The exhibition is open to the public from 10 a.m. to 5 p.m., and admission is free.
**Dept. Store Sells Games**

Half-page display ad in daily to sell games for home use.

SAN FRANCISCO, Dec. 29 — Boldly displaying its interest in amusement games in the San Francisco Call-Bulletin, December 23, a well-known department store offered complete and attractively arranged collections of machines to its customers for home game rooms and other purposes of private amusement. The machines are part of the largest department store, appropriately illustrated as a cutout, and on sale.

**Church Leader in Defense of Games**

CAMDEN, N. J., Dec. 15—Rev. Aloysius B. Quinlan, rector of the Immaculate Conception Church, of Camden, N. J., last week went to bat for games after the New Jersey Supreme Court had ruled them out as illegal.

Rev. Quinlan, whose church runs bingo games regularly, stated that games were run "open" and aboveboard and were used in cancer organizations.

He declared that the people at large were not in sympathy with the court's wide ban on games. "The games are run for the goodness of the cause and if they should be forbidden," the priest declared.

**Santone Specials**

**Mise. Awards Seen As Need for Games**

DETROIT, Dec. 26—Carl Frumina, Detroit pin game operator, believes the necessity of Premiums for operation of games. "What we need in Detroit is an amendment to the existing law which would allow prizes to be given. As far as games go, I think that merchandise prizes would be able to answer the purpose just as well as any other prizes."

**Come to the Show—January 17, 18, 19, 20**

By JAMES T. MANGAN, Mills Novelty Company

Even if you should happen to be that rarest of all birds, the operator who has yet to visit a coin machine show, this is the year you should break the ice and come. Or if, in more reasonable terms, you can take your board and safely visit one of the shows straight to be at the sensational convention, then you should consider this year the most important in the history of pinball games.

If you are one of the thousands of operators who have never missed a machine show in 12 years, then throw this article away without reading. You're not talking to you—yours should keep you away.

The future outlook of the entire stock of the Mills Sales Department is considered one of the most important and complicated years in the history of coin-op machines. The Mills coin machine business is likely to be, with some reservations, more secure, he would be willing to go ahead with tentative plans for expansion of his business and buy more machines.

Edward Barook, Detroit amusement machine operator, is working on a design of a new type machine which is newly ready for production.

Joseph Franovitch, who operates one of the new machines, has given up his nut machine operation to concentrate in the amusement machine field. He is a brother of Max, one of the city's best known men.

**Richman May Open Gambling Resort**

MIAMI, Dec. 26—Harry Richman, well-known night club entertainer, revealed recently that he is seriously considering an attempt to open a gambling resort for South Florida, where legalized gambling would be State controlled.

"Everybody knows that the gambling is spreading. And if they can't have a run for their money here they'll go to the other place and you can't get away from the politicians!"
Editor Advocates Junking Old Games

The following article written by Edward Groves is reprinted from the World's Fair, November 27 issue.

LONDON, Dec. 25 — In a Sunday paper I came across the following question from John Ruskin: "Why do we go on building up our homes with all sorts of possessions that, after the novelty of the latest has worn off, we never use, even when it's there? There ought to be a stage in our lives when we begin to get rid of all the junk in our abodes, of all the things of old junk—musuemarians."

This is not exactly applicable in the sense that Ruskin wrote it, I could not get any idea of the situation of the old and worn-out tables which now and again are advertised at almost pitiful prices, sometimes even lower than 20 shillings. And thinking of these old tables I am not sure whether even the best of them would not be more fit for the mill than in the junk-museum.

I call from time to time.

And thinking of Ruskin, I should like to ask him if he was not counting on making a profit on the sale of his books.
COLEMAN'S JANUARY SALES FLYER

You Will Agree We Have Good Rebuilds

ONE-BALL AUTOMATICS

Any amount of high grade 1-Ball Automats at reasonably low prices, including such popular machines as Benyon, Flicker, Bally's Multiple, Printers, Round-Up, Biscuit, Exhibitor, Football, Giant, and many others. Complete list with unbearable prices. Request attractive prices on Lots of 10 or more.

MILLS AUTOMATICS

Machine, Demonstrator and Repair.

Fisher (Frisco), 1.00.

Frisco (Blank), 1.00.

Tomlinson (Frisco), 1.00.

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prefer their games to be legalized or remain illegal. As valuable as coin-op operated pinball machines, however, the manufacturers should note that they are a minor item in comparison with the nation's betting on horses, football, etc., according to an authoritative article published in The Chicago Tribune.

The modernized belt or jackpot machine was displayed in about 38 different models. This does not include some 69 models of novelty pinball machines which use the revolving wheel. At least two glorified bells were shown. If they are made in such a wide variety of devices which use the revolving wheel, they are made to get around the idea of coin chutes and eitig ejectors.

Manufacturing Trends
Manufacturing trends may be seen as toward more expensive machines that are becoming more expensive to produce. This is particularly noticeable in the use of the smaller counterpart devices since they are cheaper to produce. The novelty pinball machines, however, are showing a steady growth, as shown by the reports used.

Pinball Games
The original pinball machine is proving popularly divided into two groups, and both types are now an important part of an industry which such games launched. The novelty pinball machines are definitely legal, and their adaptability is wide in variety. The use of the counter devices in advertising is shown. This is showing a steady growth, as shown by the reports used.

Pinball machines are also becoming a prominent manufacturer. A moderate number of displays of merchandise, including pinball machines, were shown at the 1237 convention this year. The new machines shown at the ensuing convention would be of interest to those who had not registered. There is no doubt that a considerable number of coin-operated machines would be put into production. Therefore it has been said that the majority of pinball machines shown at the annual convention would never be put into production. The temptation to build more machines than are needed seems to be in mechanical refinement, because of a variety of devices and the small contribution to the hope of collecting such machines.

The voice of the operator at the first convention was often heard. This is in marked contrast to what has happened at many of the previous conventions. It is in the fact that operators or coin chutes are declining. The manufacturer would use the revolving wheel, for making ice-cream freezers, furniture, etc. These machines may be a marked feature in 1937. In contrast to this expansion, there has been a considerable growth in the number of coin-operated machines. A big Chi-Chi machine and about five other similar machines, showing a steady growth, as shown by the reports used.

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...Now, at the conclusion of twelve months of happy activity, we pause to reflect on the most successful year in our history—to look forward to greater prosperity for all.

During 1937, the Chicago Coin Machine Manufacturing Company was fortunate in the production of such hits as Home Run, Replay, Sensation of 1937, Coin-o-lite of 1937, Dux and Mars, to mention but a few. Equally fortunate were we in gaining the confidence of the nation's operators—in obtaining the whole-hearted cooperation of a host of coin machine distributors and jobbers.

For your vote of confidence in us, expressed by your purchases of our games, we gratefully offer sincere thanks and a promise of greater things to come in 1938.

Samuel Ginsburg
Samuel Wolberg

CHICAGO COIN MACHINE MANUFACTURING COMPANY
1723 DIVERSEY BLVD.
CHICAGO, ILLINOIS

See Your Jobber for MARS $74.50

On to Chicago, Cry of Texans

By TOM MURRAY, Ft. Worth

FORT WORTH, Dec. 25.—Toot, toot, the big Texas delegation will soon be off for the Chicago Coin Machine Show. And what a time will be had by all. A swell train trip, lasting the comfort of the Katy's luxurious lounge cars, refreshing now and then at the famous bar and enjoying that good home cooking in the dining cars while viewing the beauty of the country. From the south, fast, smooth train speeds on toward the convention city.

Then comes that St. Louis stop, when all the folks get out and stretch themselves for a few minutes before taking up the final trek to Chicago. Of course, there will be amusement of various kinds on the train. Card games, bridge and other games will be enjoyed during the trip.

Plenty of fun on the train and then that grand and glorious arrival at Chicago, with all the boys down at the depot to greet the delegation. There will be big smiling Joe Huber with the usual hearty hand shake and friendly grip.

The Bell boys will be there, Jim Buckley, Ray Mohoney and Herb Jones and their gang of O'Frood Indians. From Dave Goddelt, Jack Nelson, Jimmy Johnson, Bill Wollen, Walter Hurd, Harvey Carr, Hubert Moore, Jack Keeney, Walter Tracht, Leo Kelly, John Watling, Fred McElllan, Marshall Bessell and hundreds of others to greet the Texas cowboys—what a time! You can't afford to miss such a grand and glorious trip.

Then on Monday comes the big opening of exhibitions when hundreds of new coin machine inventions will be on view. Covers will be opened, tests will be run and then the eyes of the operators will tell the story of the success of the machine. There will be a big party of business and pleasure from start to finish. Toot, toot, let's go.

Just send your reservation request to Tom Murray, 1107 Florence street, P. O. Box 506, Fort Worth, Texas. Chicago Coin Distributors, 4110 Lire with Box 600, Fort Worth, Texas. Remember, the Katy and Wabash are the whole-hearted co-operation of the whole machine industry to be honored with an appointment to serve the interests of his State at the coming fair, it is believed. It is expected that he will have quite a lot to do with the exhibit which North Carolina will have at the fair.

Calcutt on World Fair Committee

PACIFIC, N. C., Dec. 25.—Announcement was made here this past week that Joe Calcutt, head of the Vending Machine Company, of this city, has been appointed a member of the Advisory Committee of North Carolina for the 1938 World's Fair. Notice came from Winston W. Aldridge, chairman of the World's Fair Advisory Committee.

As a member of the committee, the State of North Carolina will work in close cooperation with Robert M. Hanes, of Winston-Salem, who is chairman of the North Carolina committee, as well as with Aldridge and Grover Whalen, former police commissioner of New York City, who is chairman of the World's Fair Committee. Calcutt is the first member of the coin machine industry to be honored with an appointment to serve the interests of his State at the coming fair.
Majority of Operators Neglect Personal Location Acquaintance

By WILLIAM C. MOSSBARGER

(Compiled by the Silent Sales Company, Minneapolis)

Many times in conversation with operators, both private and in groups, the past few years, it has been mentioned that all the good photography locations have been taken, and that the business has already reached its peak if not already on the down grade. To my mind and way of thinking there is nothing further from the truth than these statements ordinarily made by operators.

When one thinks of the time and effort that businesses men in other lines of endeavor put forth to secure business it is a mystery to me how the average operator secures any business at all. The majority of operators don't know their customers. Most of them have route men who do not know the fundamentals of good business. In many instances one finds only a telephone number left with the location. In case the location needs service, he calls this number and reports that the machine is out of order. An actual check on the first 50 locations a man will go into will show that 50 per cent of the locations don't even know the operator's name with whom they are doing business.

By way of comparison in the way the operators run their business with the average retail merchants, it is a mystery to me how the operator gets along. The average retail merchant will go to any length with his customers to get the business. The average retail merchants it is a wonder to me how the operator gets along. The operator to open up the machine, the operator to help the customer, and they all bow down to obey begat instead of thinking.

It has often been asked of me what I considered a good location for an operator. After thinking this over from every angle I consider the best location for the operator is the location that is loyal to his operator. You can have loyal locations by supplying them with personal contacts and superior service. I know a very successful operator who built up a very successful business from locations. Yet the other operators refused simply because they thought the spot would not be any good from a high receipt standpoint. It is on record with this particular operator that in the beginning he placed equipment in locations that apparently would never bring him a favorable return on his investment. Yet this operator, by personal contacts and timely suggestions, established a sound and firm friend of that location owner and made a better business man out of him in doing so.

Every operator today has a chance by improving his methods of operating to secure locations that will bring him profitable returns. But you can't do it by just leaving a telephone number with that location and letting "George do the rest."

Geo. Coleman Reminiscences

CHICAGO, Dec. 25.—It takes Jack Nelson to call the turn on oldtimers. Not long ago when he and George Coleman, of the Coleman Novelty Company, Rockford, Ill., went on one of his trips to Chicago, he said: "Why, yes, George. I remember you way back in the old operating days when Tom Witas was driving around with a horse and buggy.

George replied: "Yes, those were the days when every operator wore an overcoat. But for novelty and succinctness I will tell you that George and I were the big hit in 1885 and the reason, of course, is that the operator was bound to open any machine where the bags of money ran into the black box.

The scientific way to collect was for the operator to open the machine, take out the bagful of money (and believe me those were genuine and full) and drop it in his overcoat pocket. Taking a firm grip around the handle of the bag, he would dump half of the proceeds in his pocket and then go out to the back room and give the rest of the proceeds to the proprietor, with the remark: "Pete, you have a mighty week."

Things have changed wonderfully since those days, as is evidenced by the high caliber of men in the operating business today. They were the logging days, you know, when the operators knew just about the amount to drop in cash box before sending the rest.

George spends most of his time at his desk directing the activities of his company. He extends a hearty invitation to any of the oldtimers to drop in, refresh themselves and pass the time of day at any time they are anywhere in his territory.

Haskell Arranges N. Y. Special Train

NEW YORK, Dec. 29.—Benjamin H. Haskell, executive secretary for the Empire State Board of Trade, which includes all locations by state in the New York Central Railroad, informing conductors in trains in this area of the special train which is being arranged to carry them to the 1938 Convention.

In addition to carrying the boundless army of New York conductors, the train will also pick up conductors all along the route.

The increased amount of interest being manifested in the show this year is regarded by Haskell as a sure sign that the train will have more and more success on board when it arrives in Chicago than ever before. He reports that everything is being arranged to make the trip as enjoyable as possible. Reservations are now being taken by Haskell and direct with the New York Central.

If He Answered Queries Sphinx Would Be Wizard

We recently sent a letter to distributors and jobbers in various trade centers asking for a one week report on conditions in their territories. The letter, in part, read:

"We would like to have a market report from every trade center in the country. So please send us a confidential report. Make it as brief as you like, but let us have something about what operators are buying... doing... thinking. What machines are really selling?... looking... planning... what is the trend..." etc.

"A confidential report from you would help us a lot in determining what trade conditions really are and what we might do to help in the cause." Some of the most interesting information concerning what an editor could wish for has been received. For novelty and succinctness (whatever that is) the following is the probably takes the prize:"

"If I were a distributor, I would answer your questions anywhere near the night I'd be a wizard.—Bill (the Sphinx) Cohen, Minneapolis."

Legal Everywhere

STONER's AURORA, ILLINOIS

Sphinx Would Be Wizard

DELIVERY NOW! AURORAN

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

J. ROBBINS & CO.

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Personalized Giving

The following editorial, Los Angeles Times, December 19, 1937, is selected as one of the best on the giving spirit which appeared in daily newspapers during the holiday season:

“A practical connection exists this year between Christmas giving and the progress of national affairs. Private charity undoubtedly is greater this season than it has been in many years. Evidence of this on every hand is not entirely in a spontaneous spirit of benevolence.

“This reaction is manifesting itself in a return to a fundamentally American idea of personal giving. The satisfaction of providing formal relief with tax money, administered under government regulations, is not comparable to that derived from aiding needy persons directly.

“This is being demonstrated in Los Angeles.

“Here before there has been such a collecting of toys for poor children. Christmas parties for orphans, crippled youngsters and needy old folk are being arranged on every hand. Baskets, for the blind, for the indigent, shelter for the homeless, all are being provided in abundance.

“This is entirely apart from and in addition to the volume of Christmas trade money, which has reached a new high mark in stores and shops both in the city and in the smaller communities.

“A tangible feeling of genuine philanthropy is apparent. Persons who in years past have been content to observe Christmas for themselves and their families alone have broadened their scope to take in the people who need help most.

“Perhaps there is no explanation for it all. It is a feeling of sharing, which is felt in the city.

“The widespread manifestation. More likely seems the belief that it is an almost unconscious expression of a desire to bring the proper spirit back to the yuletide giving.”

Opinions Differ

There is quite a difference of opinion among those about accepting contributions from persons or firms that presumably obtain their money from games of chance, race track betting, etc. A recent news dispatch from Concord, N. H., related that a trustee of the Golden Rule Home had protested against the institution accepting money from charity fund raised at the Rockingham race track. But the Protestant Bishop of New Hampshire said he saw no objection to the grant. The race track charity fund amounted to $97,000 during the season, $880 of which was to go to the boys' home.

At a private party given at his home recently by an official of the Greater New York Vending Machine Operators Association a considerable sum was contributed by members of the coin machine trade present to be given to the Jewish Federation of Charities, one of the prominent charitable organizations of the city. This is practically an annual custom by the New York coin operators at the time the organization puts on its annual drive for funds.

Good year or bad, poor kids are never forgotten in Jefferson Parish, New Orleans, during the Christmas season by Mark Boosberg (Jack Sheehan). It's an annual event by the Sheehan family to see that every poor child in the city of the Sheehan "Suburban Acres" home is continued but Santa Claus forgets no one. A giant Christmas tree with dozens of lights, toys by the score and piles of candy and other confections are distributed each year. And all done without the usual publicity paga of either "philanthropists."

Employment

The official government report on employment, October 15 to November 15, showed the sharpest employment decline for that period since 1920. Plans for manufacturing jobs were fewer by a total of 970,000 and the weekly wages total were $35,900,000 smaller.

During this serious period of unemployment, amusement games were still being opposed in many cities when a favorable attitude toward such devices would give employment to many individuals as operators and would also be of immense benefit to local merchants.

The music and vending machine divisions of the coin-operated machine trade continued to give stable employment to operators, while seasonal declines in earnings were reported from practically every center.

The New York Times commenting on a business report, called attention to figures which showed that in 1929 industrial production was 22.8 higher than it was in 1926, while total employment increased 22.4 per cent. In other words, the balance between production and the number of people employed in factories is still out of balance. The report said that production seems to be more in the field of science, research, and engineering.

Personalized Giving

The Times in commenting on the report, called attention to the fact that fewer workers are producing much greater quantities of goods—and who is going to buy them?

"Last year industrial production rose 43.2 per cent above 1929, while factory employment increased 22.4 per cent. In other words, the balance between production and the number of people employed in factories is still out of balance. The report said that production seems to be more in the field of science, research, and engineering. The coin-operated machine trade continues its professional relations with other industrial interests and is producing much greater quantities of goods and who is going to buy them?

The Times in commenting on the report, called attention to the fact that fewer workers are producing much greater quantities of goods—and who is going to buy them?

One of the biggest problems before cities today is the need to raise funds for new hospitals, schools, etc. As an example, the Milwaukee Journal recently gave the staggering estimates of what would be needed in a city like Milwaukee:

A grand total of $16,000,000 will be needed for those who depend upon the city in their extremity. Here's the roll call: $6,500,000 for the schools, $3,000,000 for old age assistance, $500,000 for blind pensions, $2,700 for soldiers' relief, $1,000,000 for the WPA allotment fund, $4,300,000 for the department of outdoor relief and $3,750,000 for financial relief of prior years.

The New York Times in commenting on the report, called attention to the fact that fewer workers are producing much greater quantities of goods—and who is going to buy them?
N Y. Looks to Show For New Equipment

By BILL GERSH
Director Sales Promotion, Byrde, Richard

It has been many a year since there was so much pre-convention talk about the coming 1938 Coin Machine Show among New York columnists as there is this year. It is the topic of the hour in coin circles. Wherever operators and distributors gather conversation invariably turns to the coming convention and the new equipment which ops and distributors hope they will find there that will make 1938 a real old-time profit year.

Yes, operators here are really anxious to look over the many new ideas which manufacturers have promised to unveil at the show. Many of the men have stated that they are seeking new equipment which will pick up the slack that has been realized from their locations. They point to the fact that patronage at these spots is as good as it ever was. Therefore they believe that all they need is some new equipment that is different to start the nickels again dropping into their coin chutes.

The amusement game operator is one man who is intensely interested in the show. Many months have circulated enough rumors to whet his curiosity thoroughly. He is therefore anxious to find machines which will earn the kind of profits he wants during 1938. Most of the men here are in a Bind as to whether some new type of machine will be presented at the show which meets with the approval of all law-enforcement bodies. The search for profitable legal equipment at the show is certain to be an intense one on the part of most operators, for they believe that machines that can be run without police intervention are the kind that will make them profit.

Certain distributors believe that music machines will continue to lead the way to greater profits. Among music ops, however, is the cry that operating practices must be improved if they are to be really successful. Some men openly predict that operating conditions must be improved by those within the industry or the future purchases of machines will be dependent on sheer necessity. Advance indications are that a great deal of buying will be done at the show. Some music men, for many of them are said to be withholding purchases of new equipment until they look over the new models at the show. Some are planning to purchase enough equipment to last them a year or more of their needs for the year of 1938.

The swing to merchandising machines during the past year has been a sure-fire guarantee that more members of the vending fraternity will attend the exhibit hall at the Hotel Sherman than in former years. Many leading operators are planning to attend their first convention. Operators of bulk vendors, gum and nut machines and others that they are going to see a lot of new machines at the show. Many operators have stated that they are ready to pull their machines off their locations and replace them with new streamline models which they expect to purchase at the show.

Pop-corn merchandisers have caught the fancy of operators here, but some of them are still waiting to see what new developments will be shown on this type vendor. Rumors that there will be many different corn-popping vendors on exhibition have prompted many men to decide to wait until they look them all over before deciding to operate any definite one make of machine.

Manufacturers of this equipment can expect many New Yorkers as their booth, for quite a lot of the men here feel that pop-corn merchandisers are a new division of the merchandising field and are anxious to get started in it.

Of course, every coinman here is vitally interested in finding new equipment of the type that he already has in operation, but as a collective group they are hoping that some "new idea" will appear at the show which will create the same profits that the pin game did when it was first introduced. Many of the local coinmen have a hunch that this "new idea" will soon show up in some form or other. As a result there are some who are going to the show in the hope of finding some "new idea" so that they can get in on the ground floor.

Distributors here have announced that they are prepared to make some real up-marking deals with manufacturers provided they find the machines to be worth buying for. One distributor states that he is on the lookout for a new merchandising machine that will be sufficiently flexible to vend any kind of candy bar now on the market. Other distributors are on the lookout for other types of equipment. It won't be long until that search for the right sort of equipment will bring Chicago manufacturers who have the machines on hand to give ops and see what they want will reap the profits. Those that are looking for something new must have machines that really hit machines so that 1938 will be the top year in coin-machine history.

Brunet Brigadier Put in Dog-House

It is not often that slot machine editors get fan mail from the fair sex, but here is one from a Brunet that should bring a smile to all the blondes and will make the brunettes jealous. One of the many letters we have received this year is from a Brunet who wants to get fan mail from the fair sex. But this time the brunet is a Brunet who wants to get fan mail from the fair sex.

"Now you are partly responsible for my plight, so you really should help me out of this deplorable situation at which time all will be forgiven. I have been accused of causing all sorts of trouble for the coin machine industry, but this is the nth time I have been accused of causing any dark damsel any trouble—Ed.)

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"You see, it is this way. Up to a few days ago I was under the impression that only married men, because of their tricky little ways, were the ones to be forever put in the dog-house. Now I know the hey-may-truth that all Brunets can befall most anyone, because the other two brunettes in our office, Bernie (censored) and Loretta (censored), have put me there. The first two times my name appeared in the paper was only a slight murrmer of disapproval from them. But the last time arrived and was spread out before their eyes there it was again. They rose as one and glowered at me—‘Who in the world are you to get your name in The Billboard all the time?—Now, then, in a dog-house.

But that is only half of it, and not even the worst half. A little later that big (censored) for whom we work, Mr. Joe (censored), came out and peered into the dog-house. I thought at first he was going to set down for a sandwich or something. But no, sir. He glared at me and said further, ‘This is the kind of thing that is going to happen until we get rid of all this merchandise I would be putting on the market. It is very wrong…”

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For Reference

EAST ORANGE, N. J., Dec. 25.—Wide coverage is the best way to describe the amusement game license ordinance recently passed by the city council here. Ordinance is enforceable in that it does not explicitly forbid the operation of any particular type of machine. It plays favorites, however, by simply classifying all coin-operated games under the heading of "automatic amusement games, commonly known and designated as bagatelle, skittle, baseball, golf or similar machines or devices."

A license of such machines will be issued in the name of the proprietor of the premises where the machine is to be installed. Rate is $25 for each machine and license is transferable from one machine to another. Locations are allowed only five machines and machines maintained. Any City Ordinance involving gaming, and provided further that no individual, firm, member of firm, partner, corporation as used in this ordinance shall mean any individual, firm, member of firm, partnership, or corporation.

Section 2. The license for the placing, operation, maintenance or use of such automatic amusement games or machines mentioned aforesaid shall be issued to and in the name of the proprietor of the premises where the machine is to be installed and shall expire on the first day of June next following the issuance thereof, and the fee for the issuance of such license shall be Twenty-Five ($25) Dollars for each machine licensed; provided, however, that no license shall be issued to any person who shall have been convicted of crime or violation of any City Ordinance involving gambling, and provided further that no license shall be issued to any person to whom it has been issued shall thereafter be convicted of crime or violation of any City Ordinance involving gambling, and the license immediately revoked by the Mayor. The license herein provided for shall be issued by the City Clerk.

Section 3. The word "machine" as used in this ordinance shall mean any individual, firm, member of firm, partnership, or corporation.

Section 4. A separate application for each machine shall be filed on a form to be furnished by the City Clerk, which form shall show the name of the applicant, post office address, whether or not the person making the application has been convicted of crime or violation of any City Ordinance involving gambling.
Hotel Assn. Favors Legalizing Games

By J. EDWARD MONAHAN
Proprietor of Ocean Breeze Hotel, Santa Rosa, Calif.

At a recent meeting of the Hotel and Motel of America, the Executive Committee passed a resolution favoring the legalization of gambling for the purpose of revenue. The resolution was carried by a vote of two hundred to one hundred and fifty dollars. The committee also recommended that the state legislature be asked to consider the matter further.

Section 1. This ordinance shall be submitted to the city council for approval. If approved, it shall become effective immediately. If not approved, it shall await the next regular session of the city council.

Section 2. This ordinance shall apply to all persons operating gambling devices within the city limits. It shall be the duty of the city clerk to issue licenses for such operations.

Section 3. Each person operating a gambling device shall pay a fee of two hundred dollars per year. This fee shall be increased by fifty dollars for each additional device operated.

Section 4. No person shall be permitted to operate a gambling device without a valid license. Violation of this section shall result in the immediate revocation of the license and a fine of five hundred dollars.

Section 5. Any person operating a gambling device shall be deemed to be guilty of an offense punishable by a fine of not more than five hundred dollars or imprisonment for a term not to exceed one year.

Section 6. Any person who shall violate any provision of this ordinance shall be subject to a fine of not more than five hundred dollars or imprisonment for a term not to exceed one year.

Section 7. This ordinance shall take effect immediately upon its adoption.

British Lawyer Criticizes Laws

LONDON, Dec. 25.—Criticisms of the gambling laws outlined in this country were voiced at Cardiff Police Court on Monday by Rev. W. L. Jones, who appeared as counsel for the defendant. He criticized the law as being unjust and unfair.

The complainant, a woman, alleged that she had been cheated by a cardsharp who had obtained money from her by means of a trick at a local amusement park.

Reverend Jones indicated that the defendant had taken advantage of the woman's inexperience and lack of knowledge of the legal system. He suggested that the law should be reformed to better protect the rights of the public.

Joe Hube, the "biggest man in the business," is certainly happy about the new laws. Joe, who heads Western Equipment Company, said, "Even if the camera couldn't include all of him, it's still a big job."
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- 7259 "There's A Gold Mine In The Sky"
- 7190 "Blue Sweetheart"
- 7194 "Things Are Looking Up"
- 7196 "I Can't Be bothered Now"
- 7198 "The One Rose"
- 7199 "Doodle-Doo-Doo"

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