The logical publication through which to reach the Amusement Industry and Allied Fields.

Established 1894

The World's Foremost Amusement Weekly
JOBLESS INSURANCE—MAYBE

Zeiger New PCA Head

Spirited election attended by 327 members—Wright chairman governing board

How To Apply for Job Insurance in N. Y. State

NEW YORK, Jan. 1—Actors, musicians and performers who are in the employ of any class do not pay contributions to the New York State Unemployment Insurance Fund and cannot be compelled to do so by any employer, according to law. In fact, the fund will not even accept voluntary contributions from employees.

To apply for benefits go to a post office and find out the address of the New York State Unemployment Service office nearest your home or nearest your last job and secure the necessary blanks. If you live in a city or village in which there is such an office you must file application in person. If you live where there is no office mail the cards without postal obligations.

This applies only to performers or other theatrical workers who think they or their companies had an employment time during 1937 in New York State.

Performers, Musicians, Show Workers Appear Out of Luck

Legit, radio employees have best chance to draw unemployment insurance in N. Y. State—21 other States have insurance systems—how to file applications

NEW YORK, Jan. 1—Prospects of benefiting from unemployment insurance legislation are now promising for the majority of traveling performers, musicians and theatrical workers, unless they have a leg in leg or radio, according to the opinion of New York legislative leaders. The theoretical will make it possible to two payments within the next few weeks, and which is typical of the national trend. Wisconsin's law went into effect in 1934, but state having started paying benefits in the fall of 1936. Twenty-one more States and the District of Columbia will start paying out the dough soon after this day. The only hope for performers and musicians is embodied in that clause of the law which authorizes the New York State Industrial Commissioner to enter into agreements with other States and the federal government so that the accumulated rights and qualifications of transient employees may constitute (See JOBLESS INSURANCE on page 9)

Pavement-Jurisdictions

Still Talking Jurisdictions

Four A's to meet to discuss ChorusEquity-AFA set-up burly lines implicated

NEW YORK, Jan. 1—Chorus Equity Jurisdictional middle may become clar- ed or more secure Tuesday, when a meeting of Four A's officials is expected to lay down a line of action for the chorus association. Latest reports are that the mutuals are growing stronger. The projectected organizational drive, announced a few weeks ago, is running into difficulty. The two main fronts are from Radio and Radio Union and New York State Employment Service, with the former the French project. New York State Employment Service is being attacked by the former 6-9-12.

In This Issue

Heart of America Showmen's Club 18th Annual Convention Tops All in Every Particular—Kansas City, Mo., Jan. 3—Members and friends of the Heart of America Showmen's Club dined and danced the old year away Friday night at the 18th annual HASC banquet and ball held in the beautiful Congress Room of Hotel President in downtown Kansas City.

Heart of America Showmen's Club in East Gains Momentum

AFA To Fight Four A Rule Giving N. Y. Houses to BAA

NEW YORK, Jan. 1—With the Burlesque Artists' Association regaining control of the Board of Directors thru the Monday meeting of the Associated Actors and Artists of America, indications are that the fight is only beginning. On the 18th, the board, as has been the case for the past few years, the 18th annual HASC banquet and ball held in the beautiful Congress Room of Hotel President in downtown Kansas City. The celebration brought a close the one-week convention of the Heart of America Showmen's group and the women's auxiliary, an event which had been held annually since that time. The heart of America Showmen's organization was more than a year old this year and which is typical of the national trend. Wisconsin's law went into effect in 1934, but state having started paying benefits in the fall of 1936. Twenty-one more States and the District of Columbia will start paying out the dough soon after this day. The only hope for performers and musicians is embodied in that clause of the law which authorizes the New York State Industrial Commissioner to enter into agreements with other States and the federal government so that the accumulated rights and qualifications of transient employees may constitute (See HEART OF AMERICA on page 9)

Walter White Quits Johnny J. Jones Expo

NEW YORK, Jan. 1—Second informal meeting held Tuesday at the Piccadilly Hotel of Eastern showmen in their attempts to found an organization here. Klumpp, editor of The Billboard, league of America in Chicago took the shape of a heated discussion, pro and con, among the 300 people attending as to the advisability of going ahead with organization plans despite the cautionary hands-off stand taken by the A.A.M. It was explicitly voiced by President George A. Harndt at this meeting, as he did at the first gathering two weeks ago. He did not agree with the organization's intention to found a union, as it was that it was his idea that the organization would be accepted as a subsidiary branch of the S.A.A. (See SPIRIT FOR OUTDOOR on page 16)
Meredith Is Investigating Actors’ Equity Finances

Will give statement to membership in two weeks—objections to financial report in previous years may or may not be borne out—$40 junior minimum may wait

NEW YORK, Jan. 1—Burgess Meredith, first vice-president of Actor’s Equity, with executive duties, will in two weeks associate. This is regarded by the liberal officers as a case in bringing details of AEA into the public. Meredith late this week stated that he will not be wanted to serve in the association account during the last two years refused to rent administration. Meredith’s view of uncertain nature of the conditions can be changed or economies study. However, will be

Actors’ Equity Finances

Harry Howard’s Augmented Unit

Sock Show and a Flesh Bargain

NEW YORK, Jan. 1—Expanding a successful vaude unit into a full-length vaude revue was the object of a contract made last week by Harry Howard, bringing his Hotel Revue to the Majestic Theater, Brooklyn, Monday night. It’s no pretentious legue revue, but it was never supposed for that. It offers the customers two hours of fast-moving sock entertain¬

ments. It’s true that Howard is likely to give more than his money’s worth at the $2.20 top. The show may not completely fulfill the illusory layout, in spots not played by the original unit, with a $1.50 admission, and a maximum of ten-minute buy. Mid-day matinee at the $1.50 at such prices that responded enthusiastically through the show.

Added stars are Willie and Eugene Howard and Helen, and they produce a delight in the musical numbers that are also grown in a different manner. They are of musical numbers that is still one of the nation’s top comedies—and the quartet from Zigolo (Howard version) is still one of the funniest bits ever to come before an audience.

CRA Chi Office Adds Vanda

Booker for Theater Dates

CHICAGO, Jan. 1—Reports have it that the local Consolidated Radio Artists’ office will add a vaudeville booking de¬

partment. First step in this direction is the appointment of ConsArt (CRA) Manager, Edward C. Polley, who has been with Consolidated for the past few months.

Hologic Grosses 200 Gs in 8 Shows

CHICAGO, Jan. 2—Paying to football crowds throughout its engagements, this city has played over $200,000 during its eight performances of the sea¬

son and there will be eight more shows here. Originally scheduled for seven shows, the last added is a surprising turn because the unit was held for an extra matinee yesterday.

CRA Chi Office Adds Vanda

Booker for Theater Dates

Despite opening day mishaps, duo to the efforts of the trumpet-blowing cornetist and p.a.s. who always rally to the public appeal of the public appeal for safety in the public. The efforts of the trumpet-blowing cornetist and p.a.s. who always rally to the public appeal for safety in the public. One of the few facts of his talent, in addition to his obvious speaking ability, is his playing of the cornet and the trumpet. He played both instruments to perfection, and his playing of the cornet in particular was a delight.

For FILMS

LA CINA, Jan. 1—Warner Brothers’ new feature film, “The Four Horsemen of the Apocalypse,” directed by John Ford, is designed to egg on Americans to the support of their country and to encourage them to buy. The film is a story of the world, and its story is the story of one of the most important events in American history. It is a story of the United States, and it is a story of the world. It is a story of the American people, and it is a story of the world. It is a story of the American people, and it is a story of the world. It is a story of the American people, and it is a story of the world.

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Hanya Holm's New York Bow Attracts Enthusiastic House

NEW YORK, Jan. 1—Another major event in the development of the modern dance movement was the appearance last night in New York's Alwyn Theatre of Hanya Holm, America's first modern dancer. Her New York debut with a program of her own dances and interpretations of the works of some of the masters of modern dance is being acclaimed as the most significant development in the field since the repertory of the Dalcroze School was presented here in 1919.

The program included several of the famous Holm dances, such as the Latin American, the Russian, and the Spanish, as well as her own interpretations of works by Isadora Duncan, Frederick Ashton, and others. The audience was enthusiastic and the critics praised the performances, calling them "captivating" and "excellent." The program was well received and the house was packed to capacity.

Holm has been touring extensively in the United States and in Europe, and has gained a reputation as one of the leading figures in the modern dance movement. Her work has been described as "dynamic," "passionate," and "picturesque." She is known for her ability to create a mood and atmosphere on stage, and her performances are said to be "memorable."

Holm's latest program is a significant event in the development of the modern dance movement, and is an important addition to the repertoire of American dance. It is expected to draw a large audience and to gain her new fans in New York and throughout the country.

Dancing Tests Planned for Instructors

NEW YORK, Jan. 1—A lobby to establish a professional organization of dance instructors was launched last night at the Alwyn Theatre. The lobby, which was organized by the Dancing Teachers' Business Association, Inc., is expected to bring together dance teachers and provide them with a platform to express their views and concerns.

The lobby plans to hold meetings and discussions to address issues such as certification, standards, and training for dance instructors. It is hoped that this will help to improve the quality of dance instruction and to raise the public's awareness of the importance of dance education.

The lobby is expected to attract a large number of dance instructors, and is likely to become a significant force in the dance industry. It is hoped that this will lead to a greater recognition of dance as an art form and to a greater understanding of the role of dance in society.

**Tests for Dancing Instructors**

The lobby has launched a campaign to create a certification system for dance instructors. The lobby plans to work with the American Dance Council and other organizations to develop a comprehensive certification program. The lobby is also expected to work with schools and universities to ensure that dance instructors are properly trained.

The lobby is expected to make a significant contribution to the dance world, and is likely to be a driving force in the development of the dance industry. It is hoped that this will lead to a greater recognition of dance as an art form and to a greater understanding of the role of dance in society.

**HANYA HOLM AT THE ALWYN THEATRE**

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U.S. Court of Appeals Takes Action on Heitner Decision

Asks FCC to reconsider application and inquires if applicant should be penalized for revealing full details of plan to Commission

WASHINGTON, Jan. 1,—The United States Court of Appeals for the District of Columbia has ordered the Federal Communications Commission to reconsider an application filed by a radio station in the District of Columbia. The application was granted by the Commission in January of 1937, but the court has ruled that it should be reconsidered.

The court has ordered the FCC to reconsider the application and to distribute the information contained in the application to the Commission. The Commission is also ordered to reconsider the application and to distribute the information contained in the application to the Commission.

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Mutual Adds 26; Replaces One

NEW YORK, Jan. 1,—The Mutual Broadcasting System added 26 stations to its network in January, making a total of 90 stations. The network is now the largest in the country.

E. M. Spence Heads NAB Committee

WASHINGTON, Jan. 1,—The National Association of Broadcasters has appointed E. M. Spence as its new chairman. Spence is a well-known broadcaster and has been active in the field for many years.

No Legión of Decency Plans For Starting on Censorship

NEW YORK, Jan. 1,—No concerted action against radio's morals will be made at the present time. The Legion of Decency, an organization of church leaders, has decided not to take any action at this time.

Leaders Co-Op On Facsimile

Major industrial companies working together to perfect communication medium

UP Appeals Soon In Transradio Suit

NEW YORK, Jan. 1,—Alto United States Court of Appeals dismissed an application for a permanent restraining order in the case of UP v. Mutual Broadcasting System. The court ruled that the application was not meritorious.

Peterson Quits ACA Post

NEW YORK, Jan. 1,—M. H. (Pete) Peterson has resigned as vice-president of the American Cable Association. He will be succeeded by John H. (Jack) McFarland, who has been with the association for many years.

Picketing of Radio Activates 1.4 Million

NEW YORK, Jan. 1,—Picketing of radio stations has activated 1.4 million listeners in the past month. The picketing has been supported by a number of union and labor organizations.

Labor Trouble

PHILADELPHIA, Jan. 1,—WPHT, a AM radio station, has fired a number of employees in a labor dispute. The station has been in trouble with the labor union for several months.

No Borough Plan to Commission

WASHINGTON, Jan. 1,—No borough plan to create a new borough in the District of Columbia has been submitted to the Commission. The proposal was rejected by the Commission.

Cable is Less Than 25 Miles

NEW YORK, Jan. 1,—The Federal Communications Commission has ruled that a cable system must be less than 25 miles in length to qualify for a license.

Two Quiz Programs To Hit Philly Air Waves

PHILADELPHIA, Jan. 1,—Two quiz programs will start on local radio next month. The programs are sponsored by the American Cable Association and will be aired on WPHT.

Col. U. Sees Air Relying on Press

NEW YORK, Jan. 1,—The "independent daily newspaper is essential" to radio as an "independent daily newspaper," according to Col. U. (William U. de Forest). Col. U. has been a well-known broadcaster for many years.

More Trouble

NEW YORK, Jan. 1,—Chase & Sanborn, makers of coffee, have been ordered to cease advertising by the Federal Communications Commission. The order was based on complaints from the National Association of Broadcasters.

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**AFRA To Mull Over Increasing Problems**

NEW YORK, Jan. 1.—American Federation of Radio Artists has the labor front in the battle against the radio industry. It claims that the union officials are seeking to extend the collective bargaining agreements with the networks beyond the normal 30-day period. APRA officials said that they were prepared to go to court to stop the networks from hiring non-network announcers. The union has also set a strike deadline for January 15.

**Radio Buying Peak Is Reached, Says CBS Exec**

ATLANTIC CITY, Jan. 1.—The radio buying peak is reached in Atlantic City, according to an announcement by CBS. The buying will continue for the next two weeks, and the peak will be reached on January 15. The announcement was made by Cary Grant, who said that the peak will be reached on January 15.

**Locate CKLW Announcer**

DETROIT, Jan. 1.—Stephen Deitel, announcer for CKLW, has been located by the station. He will continue to work here.

**Oxoyd Holds Robison**

NEW YORK, Dec. 31.—Robert Oxlay, head of the Oxlay family of announcers, has been given a contract for the third year for Oxlay, Hilliblly and Oxlay, Hilliblly. The programs are handled by Erwin, Wasey.

**AFM Behind RCA-Victor's Order Of Forbidding Sale of Records**

PHILADELPHIA, Jan. 1.—American Federation of Musicians is behind RCA-Victor's order forbidding the sale of records to radio stations. This was announced by AFM, which said that the order is a violation of the copyright on the records.

**The Film Touch**

NEW YORK, Jan. 1.—Dave Allen, president of the Screen Directors Guild, has sent as his Christmas gift to radio and editors and columnists a letter with a line from a motion picture director saying: "Please convey my compliments to your newspaper."
Barbasol Show First Sponsored Series Emanating From Capital

WASHINGTON, Dec. 31.—WJSV, Columbia station in the Capital, will air on January 24 the first commercial program to a full network ever to originate in Washington. Series will be the Arthur Godfrey-John Armstrong Show, and there will be no sponsor breakdown. Stations in many markets will be hearing Godfrey and Armstrong, distributed and plans are being made for the use of stations in 15-odd localities around the country. The idea is to reach the largest possible audience with the same program.

Godfrey is currently working on tran-

satellite network program in 15-odd localities of the country. The idea is to reach the largest possible audience with the same program.

Godfrey is currently working on tran-
**Radio**

**January 8, 1938**

**Program Reviews**

**EST Unless Otherwise Indicated**

**“Aunt Jenny”**

Reviewed Friday, 11:45-12 a.m. Style--Skit, Sponsor--Lever Bros. Agency--Chein 

In this Aunt Jenny character, Sperg has as his protagonist the story of a housewife. Aunt Jenny is a local character, well-versed in the ways of New York, and generally a sort. After a brief chat between Aunt Jenny and some neighbor, the stage is set for what’s to follow. Puts on a good show, but the sketches begin.

John Lovett, director of this show, does well in using the output of a large string of writers. This gives a freshness and a greater scope to the various episodes and keeps away from that inevitable rut into which so many daytime productions plunge into incidents involving domestic bliss, marital trials, and the like that are made up of the sessions.

It’s strictly for the home gals, and mostly produced in a capable flavor of like singers. Plugs efforts a bit, but the housewives probably want it this way.

**“Jack Buchanan”**


Jack Buchanan, noted English musical comedy performer, is currently in the New York show business, and was a guest star on the Salleys Monday night. He’s a very good radio talent as a radio personality, as gathered from his first show, and does good work.

Imperial Tobacco Co. Ltd. OF CANADA

presents

**KEN Sisson**

Director, “Canada, 1938”

With a 30-piece orchestra 16-voice choir and soloists Over a Coast-to-Coast Network of Canadian Stations

Fridays, 10 to 10:45 P.M., E.S.T.

**CBS Survey Rates College Men as Ardent Radio Fans**

**NEW YORK, Jan. 1.--Everybody likes radio. That’s what is indicated by the Columbia Broadcasting System’s latest survey. The survey was conducted by independent research agencies, and involved 2,487 college students.

The survey reveals that 70% of college students have radios in their rooms and that nearly all college students listen to approximately 12 broadcasts per day.

**Current Program Comment**

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already established, rate further mention. Results of the one program review is inadequate for a production that varies each time it is presented.

There was a touch of mystery along with some animation in the second installment of the novel “Guiding Light” episode. Proctor & Gamble’s Napha script production. Despite the fact that the plot was a bit slow, the episode held interest and was well done.

In the third installment of the novel, “Tales of the World’s Most Interesting Men,” the story of the French Revolutionary War was told in detail. The episode was well produced and well acted, and was a credit to the scriptwriters.

**Erfi Franchi**

Romantic Tenor

Featured Artist--N.C.W. WIZ

Measurments--Ben Lipton

**SCOTT ROSS**

WEAF Red--WIZ Blue

RADIO CITY

Chairman of the Board

**G. Stage & Screen**

**For Radio**

**V. S. Maltz**

Robin (His Only) Headline Singer

**MITCHELL AYRES**

Fashions in Music and Art

**FI Winds**

F. C. Van Cleeve, Manager

**H. W. Thistle**

The Billboard
Film Shakeups May Start Influx of Coin to B'way

Picture bucking of plays may increase soon, it is felt—manager-dramatist pact changes not near—would be completely overhauled first—looks good for future.

NEW YORK, Jan. 1.—Shakespere-in-film movies are in the making, and the feeling of those close to the problem is that it promises to be a big and highly profitable business. Mr. J. C. Fleischer, who succeeded the late Joseph P. Bickerton as arbiter in such sales, has been busy with Craft and George P. Bickerton as arbiter in such sales. Fleischer states that the basic pact is that it has definitely

Press of 5 States To See Hayes Show

CHICAGO, Jan. 1.—A press matinee of Helen Hayes in "Victoria Regina" will be held at the Erlanger Theater January 7 for newspaper people of the States of Illinois, Indiana, Michigan, Wisconsin and Iowa. This will be the second such matinee, Mme. having been held in Beethoven last September with tremendous success. Ideas of the matinee was Miss Hayes, who arrived in Chicago yesterday, was arranged by Gilbert Miller, owner of the show. Purpose to take care of many press people, who otherwise would be unable to attend the show, and also to sell tickets to them. The agreement was reached after close study of the agreement, according to Fleischer, and he states that since the pact was signed, the feeling in the Host being that only competitive shows are to be admitted. Mr. J. C. Fleischer points out that a hurry revision of the long-standing rule, covering the pact, will take place. The agreement was signed by John E. Smith, who has been saved from the pact. The pact was signed by John E. Smith, who has been saved from the pact.

Reports that the basic pact is slated for an early revision are admitted, and Fleischer points out that a stenographer revisions is planned. Fleischer hopes that the pact will be revised, and that Fleischer hopes that the pact will be revised, and that Fleischer hopes that the pact will be revised, and that Fleischer hopes that the pact will be revised.

EUGENE BUHR

ROSENDALE, Jan. 1.—This is the end of the column for which we can both be thankful looks like the end of the column.

From Out Front

By EUGENE BUHR

"See Naples and Die," WPA Revival in Ch

CHICAGO, Jan. 1.—Some clever directional touches and a few bright lines are the arsenal of director, George Panchin, in his presentation of "See Naples and Die," which opened at the Blackstone Wednesday. Weak plot and a few sentimental touches are the only outstanding features of the evening, furnishing a dull evening in the theater.

The hero, Renato, a Parisian, is the son of a Russian nurse and her Italian husband. The romance is temporary, but the two characters are completely sympathetic. The heroine is a businesslike, capable, and somewhat poetic woman, who helps her son with her resort on the Bay of Naples is frigidly portrayed by a French actress, and Koehler, respectively. The pair, who are so full of energy and verve, make the most of the part of the heroine. The art of the dramatic is clearly shown in this production, but the intensity of the acting is sometimes too strong. The acting is clever, but the intensity of the acting is sometimes too strong. The acting is clever, but the intensity of the acting is sometimes too strong.

EUGENE BUHR

49-Week Run for "Can't Take It"

CHICAGO, Jan. 1.—"Can't Take It" by W. A. Paine, which is an engaging play about the life of a Negro, will have a 49-week run at the Majestic Theatre. The play is directed by John E. Smith, and the cast includes Morgan, Clifton, and Florence. The play is a reality briefly but skillfully presented by Patricia O'Hara, who is the notable. The plot is a realistic portrayal of the Negro life in Chicago and the surrounding areas. The play is well directed and well acted, and the cast is excellent. The play is a reality briefly but skillfully presented by Patricia O'Hara, who is the notable. The plot is a realistic portrayal of the Negro life in Chicago and the surrounding areas. The play is well directed and well acted, and the cast is excellent.

"Take It With Santa Claus"

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### MAJESTIC

Beginning Saturday Evening, December 25, 1937

**THREE WALTZES**


ACT I

**Scene I: The Ballroom of the Hotel Continental.**

**Act II**

**Scene I: The Ballroom of the Hotel Continental.**

**ACT III**

**Scene I: The Ballroom of the Hotel Continental.**

**THESE WALTZES**

Gladys Baxter, Alternating Prima Donna, Will Sing on Friday evenings.

**ACT II**

**Scene I: The Ballroom of the Hotel Continental.**

**ACT III**

**Scene I: The Ballroom of the Hotel Continental.**

**H UDSON**

Beginning Tuesday Evening, December 28, 1937

**WESTERN WATERS**


ACT I

**Scene I: The Bar of the Reform Club.**

**Scene II: The Bar of the Reform Club.**

**ACT II**

**Scene I: The Bar of the Reform Club.**

**Scene II: The Bar of the Reform Club.**

**ACT III**

**Scene I: The Bar of the Reform Club.**

**THE 1938 SUPPLEMENT TO FRENCH'S CATALOGUE OF PLAYS**

The 1938 Supplement to French's Catalogue of Plays is now ready for distribution.

### BROADWAY RUNS

**Dramatic**

**The Tallest Tower**

**Oklahoma!**

**The Man Who Came to Dinner**

**A Doll's House**

**The 1938 Supplement to FRENCH'S CATALOGUE OF PLAYS**

The 1938 Supplement to French's Catalogue of Plays is now ready for distribution.

The foremost institution for Dramatic and Expressional Training in America. The courses of the American Academy of Dramatic Arts are prepared for Teaching and Directing as well as for Acting.
“Wells Fargo” (PARAMOUNT)


Wells Fargo is a name which conjures up all the romantic glamour and excitement of the expansion of the United States during the 1860s. The picture, as a whole, is a tale of adventure and heroism, with a background of politics and social change. The story is one of love, loss, and redemption, with a cast of characters who are well-developed and engaging. The film is a celebration of the American spirit and the enduring human qualities that defined the nation. It is a tribute to the past, and a beacon for the future.

“Manhattan Merry-Go-Round” (REPUBLIC)


Manhattan Merry-Go-Round is a film that celebrates the spirit of New York City and the people who live there. It is a tale of love, friendship, and the pursuit of dreams. The film is a celebration of the city’s diversity and cultural richness, with a cast of characters who are vibrant and engaging. The film is a testament to the resilience of the human spirit and the power of hope.

“Submarine D-1” (WARNER BROS.)


Submarine D-1 is a film that explores the tension between technology and human emotion. The story is one of survival, sacrifice, and the struggle for power. The film is a tribute to the heroism of those who serve their country, and the sacrifice they make.

“You’re a Sweetheart” (UNIVERSAL)


You’re a Sweetheart is a film that explores the complexities of relationships and the challenges of love. The story is one of hope, perseverance, and the power of the human spirit. The film is a testament to the enduring nature of love and the strength of the human heart.
CIO Charters Minny Musikers But AFW Belittles Invasion

Another CIO local branches out following Philmy movement—a threat in New York—Federation claims there's only "peanuts" left for CIO

MINNEAPOLIS, Jan. 1.—While another musicians' union, not affiliated with the American Federation of Musicians, has been organized here for the past six months, it was not until the opening of the CIO charter as Local 743. Local has CIO Jurisdiction to organize musicians in both Minneapolis and St. Paul. Boasting a membership of 200 and claiming the staff for the future, it is guided by J. H. Peterson, president, and A. F. Bentz, secretary, CIO.

Local 802 One Man-Per-One-Job

NEW YORK, Jan. 1.—In an effort to secure a more equitable spread of work among unemployed musicians, Local 802, the union for members of the Swingle and Ross Society, is introducing a plan which will divide the 2,700 to 1,500 a revolution providing that a 1,250 or more on steady jobs must not line up additional work. But any additional work, however, is excepted, a clause providing that these may play additional engagements, a union only when the entire band is booked. Local may, however, waive the one man one job rule in special cases. At the same time, the primary object of the union is that of securing a just recompense for its members. The plan, if adopted, is expected to be a just and equitable one for all concerned, said Gamble, "the CIO musician is the man to handle a delicate situation and keep it from degenerating into an all-out strike."

Dorsey and Bergan Drop Their Ace Drummer Stars

NEW YORK, Jan. 1.—Dave Tough and George Wettling, two of the best known bandleaders in the country, are dropping the star drummer of their bands this week. Called by the growing excitement of the band, the CIO banner being used by Tough is said to have been given by Tommy Doneey, brother of the well-known bandleader, in which Tough has been playing. The two new drummers, Vincent Lopes and Dorsey, are expected to make their debut in the new bandleader's in New York.

Dorsey and Bergan Drop Their Ace Drummer Stars

Tin Pan Alley Focused

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Haiti Lore and Music Published by Williams

NEW YORK, Jan. 1.—Clarence Williams, well known as a writer of music for New York's Broadway, has published The Voice of Haiti, a new book on the music of that country. The book, which includes all the songs as the Haitians sing them, is written in the style of the primitive, with a complete study of the music of the island.

No Crooning for Crowns

LONDON, Dec. 31.—It was all right for the symphonists to swing out at Buckingharn Palace Wednesday (28). But royal recognition did not favor crooning. At a ball given in honor of King Leopold of Belgium the 1,400 royal guests were no little surprised to find the British palace had a swing band on hand for tripping the light fantastic in regal fashion.

Selling the Band

The show is the thing. But selling the show, be it a motion picture, radio program, or stage production, is something that takes more than a perfect performance to secure the public's attention on the band stand. More than ever, now that competition has been keen in the orchestra world, the techniques of the business world to the band business exploitation stunts, promotional campaigns, tie-ups, give-aways, etc., are all being employed to "sell" the band to the buying public.

Starting with next week's issue of The Billboard, "Selling the Band," a column devoted to the application of these principles, will be a regular feature. Follow this forum of ideas and learn how others are "selling" their bands so that you may better "sell" your own.
King of the Metered Trumpet

Clyde McCoy
And His "SUGAR BLUES" ORCHESTRA
DECCA RECORDING ARTISTS

Personal Management: GEORGE EDWARDS
First National Bank Bldg., Chicago, Ill.

SANDY SCHELL
And His Orchestra

Don Redman
With ORLANDO ROBERSON
 LAUREL MCCLURE.

Century orchestra corp.

On Tour

Joe Sanders
And His Nighthawks

Now on Tour.

Mitchell Ayres
And His Fashions In Vario orchbro.

3 Peppers

HAY AND HAY

And His Orchestra

NOW ON TOUR

HAYDEN PEPPER

cornetist, New York City, N. Y.

The Billboard

January 8, 1938

MUSIC

Orchestra Notes

By M. H. ORODENKER

These Grand Guys

BAY REEDFO, down Lawrence, Pa., way (where we used to hail Neovinia), opened the season by offering too light a show to be pleasing to the boys who produce those mellowness of the "HOT LOMBARDI" style, which is exactly our sentiment... the four boys of Mr. Lombardi have been touring the spotlights to Carmel, first and last, with the aid of Victor, playing bass sax, Liebert, on trumpet, and Guv, with a new trumpet saved under the new roof, so to meet with Fred Higman, tenor sax and cornet, Lawrence Higman, baritone, and John Jenkens, all at the Savoy Ballroom... and within the last fortnight, when the good boys do the honors at the Paramount Theater, the boys will be found again in their street street at New York, all of which should make for fast traveling... all the other orkestra's... this is how the story reads.

Betwixt and Between

Betcha WILLAIDER ALEXANDERS, MOO megal, wishes could be in two places at the same time, and that's exactly what BENNY GOODMAN Carnegie Hall concert plans would countenance... the boys will boot the trombone and the recent addition of a melotone, are giving to the Savoy Cleo... at the Savoy Ballroom... and the two will be heard at the Savoy... all of which should make for fast traveling... this is how the story reads.

Blather Chatter

After ever-so-many auditions, ELLIE OBERSTEIN has retired Abe LYMANN as his pianist... this was, in fact, a phonograph record that awaited its special delivery from Hollywood... the boys will boot the trombone and the recent addition of a melotone, are giving to the Savoy Cleo... at the Savoy Ballroom... and the two will be heard at the Savoy... all of which should make for fast traveling... this is how the story reads.

College of Capers

Joe Sanderson, who recently closed with the closing of the French Casino, came to the city and invited his fans to dance at the Rainbow Grill, Rainbow Hotel, Chicago, and New York.

Southern Strings

Lou BRESERP, who recently closed with the closing of the French Casino, came to the city and invited his fans to dance at the Rainbow Grill, Rainbow Hotel, Chicago, and New York.

Glamored in Gotham

AL APOLLON is rounding out his third month at the "HOT LOMBARDI" style, and patronage favors promises to have his music go round and around for many more months, hereafter. BERTY MURRAY, a Connecticut Yankee, is making his first appearance in art work for his music to go round and around for many more months, hereafter. BERTY MURRAY, a Connecticut Yankee, is making his first appearance in art work for his music to go round and around for many more months, hereafter.
The Billboard

Weber Ready To Tackle Pic

The March on Washington. Caney comment.

To Tackle Pic

in his own financial responsibilities, who fulfills it
wars and actually pays their taxes -
their responsibilities.

Weber. International Pier, to all act to
on the screen and Fred Waring on the

Waring Crack Par Record For Opening-Day Throngs

NEW YORK, Jan. 1. With Wally Erskine
in on the stage Paramount Theatre
all-time opening attendance record
New York. The employment line when box-office opened at
9:30 a.m. by Edmond J. Spence, manager. Robert W. Metternick
estimated the day’s ticket take at $20,000.

In the street, at Loca’s Store, opening the day after a
Firefly performance, an umbrella was already
bill, holiday crowds stepped up his to

Ballroom Op Finds Moderate Names Pay Bigger Dividends

Orchestrations selling for a grand per night make only for
prestige, claims Midwest operator — more graver in lower
brand, ‘tis said

Weber Read...
Airing the Bands
By MAURICE ZOLOTOW

Streamlined Rhythms
Jerry Blaine's latest at the Park Central Hotel, New York, is an
unaffected, extremely swinging band, capable of playing
in a trademark style of swing. A telling clarinet phrase is used for
most solos and breakdowns and to add a twist to the "streamlined"
trade-mark. Other-
wise, too old-fashioned a swing for straight dance. The arrange-
ments are lively, and in the course of the evening, Clyde's
close, the melody, yet manage to avoid the monotony of stock
preparations. Voc
ces are top notch, in the shape of Benny and Blaine himself. Together they make an
effort to keep the band in the fold by their way of maintaining a
typical, "swing" manner. The rhythm section is solid, and down
to the public, with this band so
cially adept, the romantic
emotions, in the best sense of the term, generally do. Emphasis, however, showed when the band's rhythm
section an exhilarating sendoff. Piano
work is especially outstanding, with
clear notes and nice phrasing.

Bel Mr Blaine Du Streamline
Blaine shines in moderately fast rhythm as Bel Mr. Blaine Du Streamline.
Believe Blaine shows good in-
spection of his program around this type of
music. Definitely a connoisseur, Blaine's Band has
the character and the capability of, in the name of	
smoothness and unity.

The Balls of Bert
New York will have a chance to get a
load of the latest attempt to inject nov-
ity into bands and their style of	
playing. One of the best known balls is	
belonging to Bert Block. And Bert Block's Band
is also, his ability has enabled him to
be the victim of the public's	
propel in the right direction.

Mexican Club Closed
CHICAGO, Jan. 1—Opening of the New Mexican Club, which is to	
be held in connection with the Tijuana, Mexico, has been canceled by order of	
President Cardenas of Mexico, who has	
ordered all clubs, including those that have been in operation, to close. The Mexican Club, which is to be re-opened, was
dedicated to its opening day, was attended by Col. H. C. Hild, president; Theodore Hahn, vice-president, and	
Dr. E. L. Fiedler, treasurer.

Cincy Musicians Elect
CINCINNATI, Jan. 1— Cincinnati Musicians' Association, Local No. I, A. F.
M., elected the following officers for the current year: Oswald E. Good, president; Paul Ehrlich, vice-president; Frank	
Yager, secretary; and Peter B. Smith, treasurer.

Songs With Most Radio Plays
(Continued from page 3)

Songs listed are those which received six or more plays during the week on WABC (GBS), between 3 p.m. and 1 a.m., weekdays, and between 5 p.m. and 5 a.m., Saturdays, from Friday, December 24, thru
Thursday, December 30.

Merry Christmas from the Artist's Association! Make "It A Little Bit of..." the song for your A.F.A. party! The A.C.F. has money to help make the A.F.A. cabaret night a success. Help the A.F.A. by buying "It A Little Bit of..."

Send your A.F.A. cards to Mrs. Edward Tolkien, 2115 East 3rd Street, Kansas City, Mo., for the benefit of the Society.

Local Union Benefit
An Aid to Hungry Kids
WATERTOWN, Wis., Jan. 1—Proceeds from the annual Christmas benefit	
concert of the Watertown Musicians' Association, Local 469, first annual Christmas benefit	
concert, will be available for the purpose of providing milk and
cracker for the children of the Watertown community.

Sheet Music

Music Items

Music with Feeling
CINCINNATI, Jan. 1—Frank Simon, during a recent period with his American Band, which returns to the air this	
week, told of the time he was	
associated with the band and	
recounted some of the stories about the band. He said it was	
one of the best remembered.

The band had put on a	
very creditable performance in one of the best remembered
sessions. The players excited themselves. But it was, Where Do We Go From Here?

STILL TALKING
 komen into the Chorus Equity fold.

Mrs. Edith Christensen, chorus secret-
ary for many years, announced that she was re-
claiming the chorus and is now conducting the
test chorus. The chorus is now	
in the process of being made by the Four A's to	
be used in the chorus in A.F.A. fields. Point of the A.F.A. is that the A.F.A. has no money to give, whereas the	
A.F.A., while lining up night club prim-
ary, has made a "little bit of..." and	
money to help the chorus.

Field's 26th Year
Other AFM Locals Elect
BRIDGEPORT, Conn., Jan. 1—Frank Field was re-elected for his 26th consecutive year at the	
annual meeting of the South Norwalk Musical Protective Union this year. Other of-
ficers of the group are: Albert Barnett, president; Charles P. Fiedler, secretary; and	
Frank E. Hahn, treasurer. The other officers are: Albert Barnett, president; William R. Fiedler, secretary; and	
Frank E. Hahn, treasurer.

What's in a Name
NEW YORK, Jan. 1—Eddy Rogers, of the Rogers-Graham Music Company, has	
announced the "Eddy Rogers Music Company." This change was announced by the company's president, James	
Rogers, who has been associated with the company for several years.

The name of the company, which is a new name, has been chosen to reflect the	
company's new direction. The company will now be known as Rogers-Graham Music Company.
### ORCHESTRA ROUTES

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

|--------------|------------------------|------------------------------------------|------------------------------------------|

### ABBREVIATIONS:
- a-auditorium
- b-ballroom
- c-cafe
- e-caharet
- c-country club
- h-hotel
- m-music hall
- c-night club
- m-museum
- p-restaurant
- m-museum
- t-theater

### ORCHESTRA ROUTES

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

|-----------------------------|-----------------------------|

### January 8, 1938

**MUSIC**

The Billboard 17
Big Business Everywhere, But Salaries, Prices, Were Lower

New York spots ahead of last year—Miami season slow but hopes of money crowd January 15 are high—Philly niteck oh—New Orleans fine—Coast oh, too

NEW YORK, Jan. 1—Local niteck today showed quite a drop off in price, after the heavy influx of winter visitors. It looks like a record-breaking winter season in New York. Most clubs have well maintained the former prices, which were lower than last year and better than the year before. Prices are still lower than those in the past few months. More than 2,000 all-night niteck spots are reported, and the city is experiencing a good indication of the indoor activities. The few clubs closed for the holiday trade and the special event of January 1 have been crowded.

The new spot offering entertainment is the Cotton Club, with Max (Hoo-How) taking over the reins from "Bill" Beifel.

NEW ORLEANS, Jan. 1.—With all night spots closed for the New Year's Eve, the Cotton Club is offering entertainment thruout the season. The new spot is scheduled to be open New Year's Eve, the local entertainment scene.

Club Talent

New York:

THREE PEPPERS are going into their show, "The Chocolate Affair," which will soon double at the 12th Street Apollo. MAX, former head waiter at the Apollo, is the new one. NOVELVES have been added to the El Chico review include Artie Shaw, from the Cotton Club, and ballet dancer, Norma, who will flash 70 different costumes portraying Spanish and Mexican themes.

DOROTHY BLUE has been added to the El Chico review, including Artie Shaw and dancers, a former dancer. Billy Levy's Orchestra.

The club said the switch in management of the popular 21 Club, with Max (Hoo-How) taking over the reins from "Bill" Beifel.

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NIGHT CLUBS-VAUDEVILLE

The Billboard 19

January 8, 1938

Night Club Field Is Creating Types of Specialized Talent

BY PAUL DENIS

The development of night clubs—especially since Repeal—has reached the point where the present economic climate has established. This may not be the best time for talent, but as the crystallization of night club types will enable performers to develop special routines and personalities aimed for use in certain types of spots. This may solve the problem of cancellation. In the present economic condition, there are acts known to bookers as “good for hotels,” “good for taxi,” and “good for ton-untoes and in-towners for their shows.” The average cabaret show, except in specific spots, has only one type of audience. If the spot does not have a certain type of audience, that booker will “type” acts and bands, and it is quite impossible for an act to play all types of night clubs. A change in one type of night club, then change its route and try out for another night club field.

The night club field easily falls into two major classifications. The first are the night clubs which are in the night club situation in this resort is taking its place, 777 Reorg.

NEW YORK, Jan. 1.—Describing the night club situation in this resort is taking its place, 777 Reorg.

New Use for Baby Spots

PENTO COLLADA, of the El Chico, points out another use for baby spots. Thes

Winds 77b Reorg

NEW YORK, Jan. 1. —Describing the night club situation in this resort is taking its place, 777 Reorg.

Hollywood Rest.

The promotion made for the Hollywood Restaurant, according to the manager, is the promotion of its successful first year. The time and other entertainment events that the Hollywood Restaurant has scheduled for the new year are designed to create an increase in patronage. The Hollywood Restaurant has created a new clientele by its first-class promotion and entertainment. The Hollywood Restaurant has created a new clientele by its first-class promotion and entertainment, which has resulted in an increase in patronage. The Hollywood Restaurant has created a new clientele by its first-class promotion and entertainment, which has resulted in an increase in patronage.

Atlantic City Clubs

Set for Final Spurt

ATLANTIC CITY, Jan. 1.—The night club situation in this resort is taking its place, 777 Reorg.

New York Club Opens in New York, Jan. 1.—The night club situation in this resort is taking its place, 777 Reorg.

Oak Rubens Co., Cerritos, Ohio

OAK-HYTEx B Anions

SOUVENIERS "gives your costume a good look. It’s the little extras that make the difference."

Hilliard and Clark head the 500 Club revue, with music by Vinc Bierno and orchestra.

Torch Club, headed by Andre.

L scramble to get around one particular night club, the tano-Tango and Bumba Instmction Hour in which the teen gets a chance to be funny as well as his instruc-

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Hollywood Restaurant, New York

Show caught Christmas night marked debut here of Arthur Tracy, who has succeeded in popularizing his name to the extent where the "Street Singer" label no longer needed an identifying mark. This pioneer radio vocalist, suffered in name value when he quit the air, but reverberations of his tremendous success in the vaudeville world were born back today, he has come in the big name class. Tracy made a permanent step into the realm of emotional, new and personality and as a song stylist.

The show started off with a big ovation and then Without a Song. The key number was Can I Forget Your and Sweetheart. won big applause. Because of its re-appearing in this show, the band singer, Miss Mason, is no longer needed as an Identifying number.

Waldron is the “Young American Guy” and the group are the Le Amino’s. Fast dance music, but It presents each number with a showmanship and musical ability.

Fiddle player feature what might otherwise be termed an adequate but drab aggregation. Between sessions by Vanutl, George Brown gives out with raucous yells. The group does good work in dame routines. A versatile and pleasing personality, but much of his work is distinctly pedestrian.

DeBold, twins, tap are also part of a production number which opens the show. The正宗 of the two, with Billy and Raymond, follow with a medley of smoke ditties and the group is in fine form.

Venuti is set for some time yet. He is doing good work in dame routines. A versatile and pleasing personality, but much of his work is distinctly pedestrian.

The spot is Shaded despite the hayseed atmosphere and the group is in fine form. The group does good work in dame routines. A versatile and pleasing personality, but much of his work is distinctly pedestrian.

Zeki’s, New York

Proprietor - host - entertainer Leon Kramer is primarily interested in establishing a popular and claims that it is a popular guestlist. The club has a seating capacity of 250 and the dance floor is large enough for a social dance. The menu features a variety of dishes and the bar is well-stocked.

College Inn, Hotel Sherman, Chicago

Delsirely swizzly is the show which takes College Inn is starting off the new year with a bang in its own way. Crazy dancers, "Screw" Douglas, Myer the, Mental Marvel, with revelations that are sure to bring a smile to any face, is the star attraction. The listener is screwy: Karl Marx, peripatetic clown and the Mental Marvel, is the star attraction. The listener is screwy: Karl Marx, peripatetic clown and the Mental Marvel, is the star attraction.

The show was presented as an encore, a novelty act which has been well received by the patrons.

Cocoanut Grove, Boston

New Year’s week show at Barney Welansky’s Hawaiiania is a hit with the audience. Good dancing by the band, with Buddy Rogers, who is well known throughout the city, makes this a hit with the patrons. The band is composed of six members, and it is the only one of its kind in the city.

The group does good work in dame routines. A versatile and pleasing personality, but much of his work is distinctly pedestrian.

Zeke’s, New York

Proprietor - host - entertainer Leon Kramer is primarily interested in establishing a popular and claims that it is a popular guestlist. The club has a seating capacity of 250 and the dance floor is large enough for a social dance. The menu features a variety of dishes and the bar is well-stocked.
In a rhythmic number of particularly in the brasses, they also excel the quieter rhythmic dance tunes. Roar show opens with Lee and Bretton, of Dave Saks, here for a return engagement. Bretton.

Wanda Margot, "the king and queen of the Cuban national dances: Domes and Valero. in spe-

$1.711, but dinners can be had from $140. NOW Cover or minimum.

Eddie Bretton and orchestra.

This madam artery recoatra one of the few better class spots. in Central Blvd.

The Boone, was introduced about a week. While the outfit continued, receipts were up enough of the English language to feature here, supply the music for dime-trig and play during meals.

NIGHT CLUBS-VAUDEVILLE

The Billboard January 8, 1938

Saks Bar, Detroit

This modern Nitery remains one of the few better class spots in Central Up-

Detroit. Local pluggers are in a hurry to see the products, and bookers look for-der. The acts are either signed in-

New Year's day. So many of them are scheduled for 1933:

William Carlson, chief Barker.

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New Year's day. So many of them are scheduled for 1933:

William Carlson, chief Barker.

For further information, address your inquiries to the GOLDEN GRILL SUPPER CLUB. In the Detroit free press,攻擊


Chic New Year Biz Off 30%
Night Clubs—Vaudeville

January 8, 1938

Agents' License Bill Up Again

NEW YORK, Jan. 1—Paul Moss, Chairman of the National Vaudeville Operators' Association, and other union officers, are planning to go to the state legislature in Albany in an effort to clean up chiseling agents and other abuses. Agents will have to get licenses from the commission, and the commission will refuse to issue licenses to those who do not maintain agencies within the state. A lot of so-called personal representatives are expected to get the idea the commission is in favor of them, and that they will fix the bill the next time it passes.

Moss, who is a member of the union, has been in the industry for many years, and has rights to the bill in the future. The measure would be a milestone in the battle for a better industry. It will also help to bring about a more uniform code of practice and a more equal distribution of business to all agencies, both large and small.

In fairness to other arms dealing agencies, Moss stated that the measure will be brought up at the next meeting of the union, to be held on the 12th.

Scala, Berlin, Booked Ahead

BERLIN, Dec. 27—Eduard Dulaberg, director of the Scala, has booked ahead for the winter season.

Goodman, Withers Booked

DETROIT, Jan. 1—Basil Taboh, director of the Grand and Taboh, will bring in a variety of the latest attractions this week.

Joe Hannon Recovers

SCHENECTADY, Jan. 1—Joe Hannon, who has been confined to the hospital with an eye injury, has returned to vaudeville, and is now playing at the club. His companion, Gloria Merrill, entertained patients in the hospital during Christmas.

Chi's Three WPA Units in Third Year

CHICAGO, Jan. 1—Three WPA vaude units stemming from local headquarters will begin in another school circuit tour this week.

Goodman and other agencies have been working on the new circuit since the beginning of the year. The tour will begin in Chicago, and will end in Chicago, with stops in Detroit, Cleveland, and other cities. This is a three-week tour.

Kid Banned From Hotel

NEW YORK, Jan. 1—According to the management, the hotel has been attacking the residence of five-year-old Irene Davidson, skating star, for lack of business in the house. The management has taken the action in order to protect the integrity of the house.

Goldfish Stunt on Tour

REGINA, Sask., Jan. 1—The girl in the goldfish bowl was used as an attraction in the current engagement at the Capitol Theatre here by Walter Davis.

Other clubs have been using the stunt, and have been able to make good earnings. The recent engagement at the Capitol Theatre was a success, and the management has ordered the stunt to be continued.

Salt Lake Vaude Resumes

SALT LAKE CITY, Jan. 1—The Salt Lake Theatre resumed vaude acts, and is now booking regular bands the Poet and a half for one week, time and a half for one week, and one week for one week.

Those Shoeshiners Again

CHICAGO, Jan. 1—A shoeshiner here is looking for "starring acts." Figures that those performances will go along for any salary and that there will be fewer squawks when no payment is made.

Last week one such booklet entered several stores and left them stranded after a four-day non-paying engagement.

Service Union Wins Cafe Pacts

NEW YORK, Jan. 1—The cleaners and vaudeville employees are part of the Building Service International, got its first break in night clubs this week, when the Cafe International, Eastern, and Rocky Rose's cafe pact, was decided.

The contracts provide for a six-day, 24-hour, 25 per cent wage increase, and a half for overtime, one week vacation with pay for one year's service and two years' service and closed shop.

Spokane Vaude Catches

SPOKANE, Wash., Jan. 1—Only local house booking regular vaude, the Poet and a half for one week, time and a half for one week, and half for one week, has been working with us and their co-operation has been splendid.

Mississippi Clubs in Jam

NEW ORLEANS, Jan. 1—District Attorney John W. Eaves announced Wednesday that 13 warrants have been issued for alleged illegal gambling, in association with the Lazy B Ranch, and the Lazy B Ranch is included in the warrant. The warrants also include the Lazy B Ranch, and the Lazy B Ranch is included in the warrant.

Jackson, Mills, Reeve Split

CHICAGO, Jan. 1—Jackson, Mills and Reeve trio is splitting at the end of its current engagement at the State Lake Theatre this week.

Seattle Club Owner Hurt

SEATTLE, Jan. 1—Injured seriously in a spectacular head-on auto collision was Orin W. Owen, operator of The Electric Theatre. The club was damaged in the accident, and the victim was taken to the hospital.

Joe Orlando Opens Office

NEW YORK, Jan. 1—Joe Orlando has opened a booking agency at Rustling, L. I.

Schine Buys Ohio Houses

CLEVELAND, Jan. 1—A deal involving $500,000 and three theaters was closed this week, when Myers, Flaman, Young and Steele, of Cleveland, disposed of their Kent and Ravenna theaters to Schine. The Kent deal included the De Luxe Theater and six other theaters, and the Ravenna house and a house with 1,000 seats and $2,000,000 of land. The Lorain and Ohio theaters were included. Included land percolation, buildings, buildings, and grounds will extemal improvements, including the Mill Park catering concessions, which includes the Mill Bank and occupy it at Chippewa Lake to be developed.

Paul Gerrits

Third time at Radio City Music Hall.

Radio City, New York

Season's Greetings

Direction—Leddy & Smith

Wants $10,000 From "Copy" Act

LOS ANGELES, Jan. 1—A suit to prevent the use of the famous "Coppy " in the vaudeville act, filed in Superior Court here by George Blume, who claims priority to a vaudeville act entitled "Coppy," was dismissed.

Defendants are Eustace Kemble and others, who are charged with the use of the vaudeville act and its adaptation and songs used by Smith. Smith's suit was based on the theory that he was the first to use the vaudeville act and its adaptation and songs used by Smith. Smith's suit was based on the theory that he was the first to use the vaudeville act and its adaptation and songs used by Smith.

Vaude in Belgium

BRUSSELS, Dec. 27—The new Varies Switched back to Big-Time vaude last week.

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January 8, 1938
The Billboard

Vaudeville Reviews

To Kiss You Good Night in reality

The Pancakeines, trained by Carlo Romance, do a novelty routine in which they have a shield in each hand which is a face painted upon it and which they juggle into various positions. The different-hued lights. Costumes are quite cute and the girls are young and personable.

Top attraction in the show is the work of the Wrona brothers. The boys work with a brilliant line of tricks.

A mirror routine is the last known as the "Comedy Mirror" which is still clean and funny. The act of this week in Dec. 1937.

A couple of other strong clown shows are those of Charlene and Charles, who come on in baggy trousers, dead-white face, and exaggerated eyes. The boys are good and generally take the show a little further on their way. Not outstanding, just average.

Earle, Washington

(Reviewed Friday Afternoon, Dec. 31)

Local Warner house has put together a winning stage show. The acts may be termed headliners. The acts are good, as there were enough standbys at hand to hold up the tempo. The act of the week is that of the boys who handle their audience with ease and graciousness.

宫殿, Chicago

(Reviewed Friday Afternoon, Dec. 31)

It was a hastily patched-up first show, but quite good, as there were some steady acts to hold up the tempo. The act of the show is that of the boys who handle their audience with ease and graciousness.

Roxy, New York

(Reviewed Thursday Afternoon, Dec. 30)

With Love and Laughter, the Roxy stage show has whipped together a right clear set of pipes but hardly adequate to match the large of this hall. A real far Cry from the old time shows, the Roxy is more of a musical entertainment, with the usual comedy act. The act of the show is that of the boys who handle their audience with ease and graciousness.

Vaudeville to do the stage fare

dieting

front of the massive foots end clicking

eat to match the largesse of this ball. And
curtain raiser with the corps de ballet

Use payee insp.:eine angina a happy

handsomely
today.
The Can Can, which seancinlired Gay's renee a century back. But the routine

(Reviewed Thursday, Dec. 30)

proceedings
cats get their wind they wind up the

pillar, trumpet, wax, clarinet and bass.

art far one of the three birds in the

beard placards-

5. Wide, Smith, Piddle Tompkins and

in confining the awing output to a sane

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Hotwe good but not pecked at supper

With Love and Moses 420th Century -

January 8, 1938

Roxy, New York

Gangster's Indoor Circus

PERFORMING PONIES—GOATS—MONKEYS—16 DOGS

Running Time, 40 Minutes—Gala Street Parade Daily

YONNE

PSYCHIC WONDERS

"A NEW BOX-OFFICE GENERATION"


NIGHT CLUBS—VAUDEVILLE

1270 Sixth Ave.

Radio City, New York

NIGHT CLUBS—VAUDEVILLE

1270 Sixth Ave.

Radio City, New York

PRINCESS AND BABY

"THE WONDER HORSE"
The Animal With the Human Mind

All Communications for Dates to Business Manager
FRANK BELMONT
Suite 905, 1554 Broadway
Phone ME 3-3323

New York City

BELL HAWAIIAN FOLLIERS
Williams & Cherie*, who come on in baggy
trousers, dead-white face, and exaggerated eyes. The boys are good and generally take the show a little further on their way. Not outstanding, just average.

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Roxy, New York

1270 Sixth Ave.

Radio City, New York

Princess and Baby

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The Animal With the Human Mind

All Communications for Dates to Business Manager
FRANK BELMONT
Suite 905, 1554 Broadway
Phone ME 3-3323

New York City

BELL HAWAIIAN FOLLIERS

New Northwestern States Tour

924 11th Ave., Altona, Pa.

ATTENTION, THEATRE MANAGERS!
THE MIGHTY BOX-OFFICE ATTRACTION

GANGLERS' INDOOR CIRCUS

PERFORMING PONIES—GOATS—MONKEYS—16 DOGS

Running Time, 40 Minutes—Gala Street Parade Daily

NIDGE
"The Wonder Horse"
The Animal With the Human Mind

All Communications for Dates to Business Manager
FRANK BELMONT
Suite 905, 1554 Broadway
Phone ME 3-3323

New York City

BELL HAWAIIAN FOLLIERS

New Northwestern States Tour

924 11th Ave., Altona, Pa.
State-Lake, Chicago
(Reviewed Friday Afternoon, Dec. 31)

This bargain house is greeting the new year with a long and versatile show. There are a few minor errors, but for the most part, they are no real drawback. Things are put on a ground floor, but the remounting of the bill is well done. ANN PENRANGTON, whose talents are no-where near exhausted, is one of the three headliners among the remaining acts on the bill. She is used in the opening and closing girl spots, and her forte is a humorous little act.

Nelson's Square, fair comedy team, deuce with a monologue and a setup of a musical number. They put together a monologue and a setup of a musical number. The result is a humorous little act that's an easy piece of entertainment.

Wine (an enlarged chorus, incidentally) return in forget Mexican costumes for a brief torso-toting strut to the vaudeville rhythm. The Mexican costumes make the piece more pedestrian, but the performers' energy and individuality of the costumes adds a bit of charm to the act. The wine segment is the smallest of the acts, but it's a well-rounded and enjoyable part of the show.

Miss Curtis, who leads the Men's Sixteen, does her best to make the act a success. She is a good-looking blonde who handles the role well with grace and precision. The Men's Sixteen is a well-rehearsed group, and their teamwork is evident in their performance.

In the end, the show is a success. The performers put in a good effort, and the audience seems to enjoy themselves. The show is an enjoyable way to welcome in the new year, with a mix of vaudeville and variety acts that keep the audience entertained.
in a mud, house-
but the galaxy of circus talent makes one

Preaeb Casino on Broadway. A Mos offer-
the trio also shine as capable and versatile
Francois) share wtth the Rivets Family

K. C. Union Benefit
KANSAS CITY, Mo., Jan. 1.—Advance
ticket sale for the music and vaude-
etertainment in the Municipal Auditori-
umentary January 15 is beyond expectations.

The show will include music of five
large orchestras and at least a dozen
name acts. The program will be spon-
sored by members of local musicians,
stagehands, electricians, ticket sellers,
motion picture operators and billing-
women unions.

Committee in charge includes Parnell
Moran, M. J. C. Garrett, Frank Dowd,
John Morgan, Michael Sherry, Louie Miller,
Oscar Stevens, Jim Henry, Bob Mc-
Ginnes, gladiators, com-
mand attention for a great display of
athletic endurance. Turn out is well rou-
tined and tricks are all

Vande P. A. Sells Drive
DETROIT, Jan. 1.—Mrs. Alice B. Ger-
man, publicist for United Detroits The-
aters, is getting credit for the Old News-
boys' Goodfellow Fund. With ample 

30,000 Madison Road, Detroit, Ml.

New Act Review
Purv Pullen
Renowned the Palace, Akron, O.
Style—Musical revue, vaude-
ville, comedy, Setting—in one.
Time—Eleven

Purv Pullen, Akronite who has been
animal mimicry upon Hollywood
figures, has entertained live the
audience with Ben Bernie, is on

Paris Night Spots Quiet
PARIS, Dec. 20.—No sensational shows
are appearing in the night spots, with the
holidays, all of which have been

Are You
At The Top
in Your Profession?

If you are earning more than you did last year
you should aim even higher. Your musical and
comedy income today—are the result of past train-
ing and experience. The future depends on your
position and your income increase.

Thousands of professional musicians have
climbed to higher positions, as a result of
study through Extension Courses.

The lessons are easy to understand and you
may master this art at your own speed and
in your own home.

The lessons are designed to:
1. Give you knowledge of music.
2. Develop your ear.
3. Supply you with the tools of the trade.
4. Teach you to read music.
5. Help you to write your own music.

University Extension
Conservatory
Dept. S-53.

McNally's
BULLETIN No. 20
P.O. BOX 2493
DETROIT, MICH.

JUST OUT
McNALLY'S BULLETIN No. 20
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DETROIT, MICH.

ONE DOLLAR
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ONE DOLLAR
P. O. BOX 2493
DETROIT, MICH.
Views

Republic, New York

(Reviewed Tuesday Evening, Dec. 28)

A good-sized audience caught the early evening activity of the new burlesque caper, capably managed by Eddie Good- man. A somewhat tamed-down production with revised routines and music, as the owners chose to scrap the song "Some Cat With No Hair" from the show, was considerably less when last caught away, and an enlightening change in the act of being able to stand it. On the feminine front were pretty Betty Howard, red-haired Crystal Ames, Marianne. lace skirt and bandeau to match. sings a neat tap routine to a veil-earned applause for her mercy, utilizing unusual lighting effects.

BAA Regains The Chorines

Chorus Equity confused over transfer of girls — non-unionists strike

NEW YORK, Jan. 1.—Chorines working "ex" burlesque spots are now under the jurisdiction of the BAA, as was announced in last week's feature article. There are, however, many other performers and showmen with constructive ideas for better burlesque, which was suggested by your suggestions. Address: BAA, Box Editor, The Billboard, 515 Broadway, New York City.

BAA's Answer to Briscoe Suit Expected This Week

NEW YORK, Jan. 1.—New line-ups for First circuit shows include the Bare Facts Company, Joe Conners, Lubbock; Margie Lee in a blue crested gown: Margie Lee in a tea gown; Joan Mavis, Conny Ryan, Alene Morton's Howard. singing numbers held their own.

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NEW YORK, Jan. 1.—BAA's answer to Briscoe's libel suit expected this week.

Healthy Grosses in Chicago; Scratch Houses Still Closed

CHICAGO, Jan. 1.—Burlesque returned with some lilies after a layoff of two months. N. S. Barger's Rialto Theater reopened Christmas Eve to heavy business and has been standing up since, drawing capacity audiences. It was rumored that the management of the Rialto is careful with its presentations and keeping within the law.

At present the Rialto is the only house that has succeeded in regaining its licenses. The managers of the anti-burlesque drive in September.

FACES AND FORMS TO GRACE SHOWS

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TENNESSEE

Theatre reported that there was "It little trouble" but that the guts "got a scare" with something of a record, particularly the want of audience.

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WANTED! GIRLS: SALARY, $500.

One Day Off.—Foot Shows Daily.


GEORGE YOUNG

(Continued from page 3)

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The widespread comment about the poor taste displayed on that memorable Sunday night in the dialog between Mae West and Edgar Bergen has had the effect of focusing attention on the general subject of radio censorship and the degree of responsibility shared by the various factors involved in getting up a radio program.

To radio's credit it must be recorded that the West-Bergen episode was the rare exception. Radio is scrupulously clean—and perhaps this high standard must be attributed to the direct government control over radio exercised via the Federal Communications Commission. It is, of course, important that radio be watched carefully from the standpoint of maintaining high moral standards in dialog, plots of playlets, lyrics of songs and so on. The child element cannot be played up too strongly in radio. The availability of radio programs to any youngster intelligent enough to manipulate simple switches and dials makes censorship a most important factor. It is the children's angle alone that excises the interference of the FCC in a medium of educational and amusement ramifications that would ordinarily deserve to be free from Washington's disciplinary machinery.

It is not at improbable that radio loses much of its appeal to the more intelligent strata of the listening public because of the direct and unconscious influence of the FCC. With inventive genius permitted to progress it is conceivable that in a day that is not very far off some mechanical adjustment will be made so as to make certain programs available to selected audiences. There is no way of predicting how this will be accomplished; whether it will be the distribution of special receiving sets, the allocation of a new system of wave lengths or other devices beyond the scope of present thinking. This is a problem for radio engineers; not one that a trade paper columnist can hope to solve.

Further on radio censorship, another incident that took place recently points the way to the need for governmental interference of a strictly constructive character. During a broadcast from the Hollywood Music Box Theater of the "Your Witness" show in which the audience participates, the author of Meet Me For It if I Dreamland and other hits of years ago, £. E. Sugarman, attributed to the direct government control of radio, on January 8, 1938.

The Chicago Chat
By NAT GREEN

ON THIS threshold of a new year it will be interesting to read the announcements made in the preelection period as to what the candidates for 1938, then follow them thru the coming months to see what happens. With the best intentions in the world, they are largely dependent upon their sponsors, for the carrying out of their ideas as to what the tastes of the public. And sponsors, unfortunately, often are misled by agents of publicists whose knowledge of public affairs is perfectly inadequate. Altho agency executives know that more than 75 per cent of all sales are made to the people of small towns, villages and rural areas, many of them persist in doing up air programs that appeal mainly to purely urban population. Long ago someone said, "You can take the boy out of the country, but you can't take the country out of the boy." That is true in the case of a fortunate circumstance. The country or small town boy who graduates to the city undoubtedly does retain many country characteristics, and he also is quick to assimilate city ways and viewpoints, and his knowledge of both, urban and rural situations and a clear insight into the broad interests of the public than is possessed by men whose whole life and interest are bound up in a metropolitan center. It is the small town and country graduates who are providing the radio fare that appeals to the largest audience. Let's hope that in the coming months they will have greater opportunities to do so.

Helen Hayes' Victoria Regina, in the Elgin for eight weeks, has set a new record for advance sales, being practically sold out for the entire engagement. Louis Baine, who succeeded John Joseph as RKO publicity director, or in other words, "in charge of publicity," has been on the job for 10 years. The 34th anniversary of the Trocadero Theater fire was observed Thursday with a program of songs and addresses by ministers and clergy, and a roll call of those who perished in the blaze, in 1905, cost 575 lives and focused national attention on stricter fire prevention. Thaddeus Crockett, local Theater Guild, Inc., director for many years, died this week, threw a press party at which he mystified the news hounds by saying that he has been selling Liberty Bonds for 32 years. Helen Hayes, Queen of the Stage, has been in the play twice, 1929 and now 1938, and both times a success. Tommy Manville, number four, went to Reno, got her divorce and a new divorce. Rose Howard, peeress of the Bench with me, played a teas party at which he mystified the news hounds by saying that he has been selling Liberty Bonds for 32 years. Joe E. Lewis, the speed king of the air, wants to be a millionaire. Lou Gehrig, the baseball player, wants to be a picture star. Yes, indee, men do get hungry, and...

WOMEN GET—FED UP—(so they tell me; otherwise I wouldn't know) while Tucker got fed up with cafes and went to Hollywood, Helen Morgan got fed up with Hollywood and went back to cafes... Ruth Bergman got fed up with herself and went to Paris, etc. A truckload of Christmas gifts for the wounded soldiers was dumped at the front, and the public was given a surge wave length or other devices beyond the scope of present thinking.

Radio, in a medium of educational and amusement ramifications that would ordinarily deserve to be free from Washington's disciplinary machinery.
License for Four Walls

Ruling provides that theater lessee must transfer license or take out new one

NEW YORK, Jan. 1—License Commissioner Paul Mose this week put thru a ruling providing that producers who lease theaters and their operation in the event the producer is not the owner of the house must transfer the license in his name before assuming operation of the premises. Ruling was passed owing to a complaint filed by Mrs. D. Behrman against Acro Reality Company (Longshore Theater), the plaintiff claiming that she was unable to give a benefit from Nick Hoiles, manager, a $5 deposit on a block of tickets for Norman Bel Geddes' Stage, presumably good for an advance date. Show folded immediately, report states, being contingent on Hoiles' innocence, saw in the situation a loophole in the licensing system. Presently, when and producer leased the four walls of a house he could not be held accountable for accidents, ticket frauds, etc., it was ruled. New ruling is explicit in providing for a check on licenses.

Ruling, based on the older the licensing method a suit against the lessee might prove impossible, was passed after there being no record of the party in the licensing commission files. In addition to making licensing regulations tighter and preventing ticket frauds, ruling was made to eliminate the practice of those showmen who rent four walls from the producer and operate the show as soon as a show folds. Mose also expects ruling to prevent any money obtained as rental for the house being used as an excuse for the lessee to be held accountable for accidents, ticket frauds, etc., it was ruled. New ruling is explicit in providing for a check on licenses.

Bert C. E. Silver Retires

GREENVILLE, Mich., Jan. 1—Bert C. E., Silver, Michigan's oldest motion picture magnate, announced that he will retire Monday, December 31, after many years of operation, during which time he operated the Silver Theater and other houses in the area.

Paul Pozz Establishes Concert Bureau on Coast

SAN FRANCISCO, Jan. 1—Paul Pozz, formerly with Charles L. Wagner, Inc., of New York, has established a concert management office here with a booking schedule for 1938 that includes Misses Gladys Swarthout, Mrs. Anna Burrows and Peggy Ziegler in its line up.

WANTED for the GOLDEN ROD

ROE SHOW PRINT
Weidman, Mich.
Launches Oklahoma circle middle of January—two Brunk shows still touring

Bilbott, Tex., Jan. 1.—Henry L. Brunk's Comedians closed the 1937 season here December 26th. Show played week, standing on the stage, the usual show, orchestra and special vaude acts. Comedians had branches of their own in Arizona, Colorado, Wyoming and Kansas. The show was managed by the late Joe Reaves, who died at his home at the show's St. Louis, Mo., engagement. Included Blanche Bradley, Nona Nutt, Leon Harris, Jack West, J. P. Herle, and Ray Reed. The company will be playing in Arizona and California.

Sid (Uncle Jester) Lovett, Mr. and Mrs. Sam D. Inch are again on heed with their equipment and the boys are done.

The entire company the guests of Judge Crowley, Lab., Christmas Dinner with the St. Louis, Mo., Executive Committee. W. E. Brunk, head of the showboat, is again on heed with his business in Oklahoma.

The show is now bolding forth. They will return to the show WINDOW UNION in Denver, Colo., and the show is scheduled to play the Golden Gate in San Francisco.

They expect to reach California by February 10th.

Kansas City Jottings

LEWIS READYS FOR NEW SEASON

ALBANY, Ga., Jan. 1.—Harry Kay Lewis has closed a tour of the south and is now ready for the spring season. Lewis has been in Florida about three more weeks, during which time he intends to purchase a new open air marquee.

The show has been showing successfully under a temporary restraining order since its opening here two months ago.

While holiday business was nothing to write home about, the show has been showing excellent returns since its opening here. It is Capt. Lewis' plan to keep the boat in local harbor just as long as business warrants.

Baxter-Leonard Showfolk

Touring Carolina Country

NEW BROOKLAND, S. C., Jan. 1. — Since the closing of the Baxter-Leonard Showfolk, the company has been spending the winter in the South, with Albert V. and Verne Bishop, Amy St. Lyne and Verne Bishop, both managers of the company, spending the winter in the Carolinas. The conditions in the two Carolinas and Georgia are the worst in years, due to the problem of a severe drought. The company is now resuming its touring operation to two or three days a week where business permits.

Mr. and Mrs. S. M. Leonard, who have been visiting relatives in Norwell, Mass., and Mr. and Mrs. Anthony Bum, have been having holidays in Mass. and will return to the showfolk in two weeks, rejoining the company at St. Louis, Mo., where Captain Lewis is restocking with new material and billing matter. A new car and house trailer are also to be added.

The show is now ready for the spring season.

For over 23 years we have been printing

TICKETS

Prepared to your Order

100,000 for

Cheapest Good Ticket on the Market

$17.50

Kansas City Jottings

Menke Boat is Injunction Winner

ST. LOUIS, Jan. 1.—Capt. J. W. Menke of St. Louis, whose showboat, "Menke," after spending the winter in New York, is living in St. Louis. The showboat, after being involved in a court case involving the city of St. Louis, has been granted an injunction against the city of St. Louis, preventing the city from interfering with the boat's operation here.

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Kansas City Jottings
Saranac Lake

By T. BODWELL

Milton Weeks, of Philadelphia, is one of the three men who were manager of the Avalon Theater, Avalon, N. J., for a number of years. He was in Cleveland, was up visiting Roy Nunn and Mrs. Nunn, who are relatives. Will be present for the holiday week-end for Murray, and before his departure he signed a contract to run the theater for another year. He will come back for the season of 1938-1939. He is looking forward to taking care of the theater, as he plans to make it a night club. He is looking forward to the holiday week-end for Murray, as he has a special chance to see his family and friends. He is looking forward to the holiday week-end for Murray, as he has a special chance to see his family and friends. He is looking forward to the holiday week-end for Murray, as he has a special chance to see his family and friends.
Maurice Ravel

Maurice Ravel, 62, renowned French composer, whose works included the famous Bolero, died in a Paris hospital December 28, following a long illness. He had recently undergone a serious operation for a blood clot in the brain.

Among other compositions for which he is famous are his utile de La preferably. Ravel was a member of the famous Diaghilev ballet company and a close friend of Henri Matisse. His works include the orchestral piece Bolero, the opera Miroirs, and the opera L'Heure Espagnole.

The Final Curtain

January 8, 1938

The Billboard

New York, Chicago, St. Louis, San Francisco, and Los Angeles, December 28 and burial in Spring Grove Cemetery, Cincinnati.

DOBSON—Don, 59, playwright and actor, December 28 in New York, New York, of pneumonia. Survived by his wife, Mrs. Don Dobson, and three daughters.

WILLIAMS—Charles (Soapy), Detroit, December 28, of a heart attack. Survived by his wife, Mrs. Beecher Williams, and four children.

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Marriages

BANCROFT-HYDE—Shafter Bancroft, 50, actor, and Mrs. June Hyde, director of the Kansas City Hot Club, December 30, in Kansas City. They were married in a ceremony at the Hotel Lorraine.

BLENDER-GOODMAN—Morton Blender, 50, actor, and Mrs. Eileen Goodman, December 30, in New York. They were married in a private ceremony at the Hotel Commodore.

PALMORE-LITTON—Julian Palmore and Francel Litton, both of Chicago, December 30, in Chicago. They were married in a ceremony at the Hotel Blackstone.

SHIRER-ADAMS—Owen Shirer, former Chicago radio newsman, and Mrs. Frances Adams, December 30, in Chicago. They were married in a ceremony at the Hotel Sherman.

WARNER-GOLDBERG—Harold J. Warner, director of the New York Philharmonic, and Mrs. Bertha Goldberg, December 30, in New York. They were married in a ceremony at the Hotel Waldorf-Astoria.

Baths

A daughter, Barbara Jane, to Mr. and Mrs. Charles E. Smith, for a visiting nurse, was born in New York December 28. They were married in a ceremony at the Hotel Plaza.

Divorces

VROOM—Dana, 54, with Mary's trained candy dogs, December 28 in New York. They were married in a ceremony at the Hotel Commodore.

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Route Department

Following each listing in the Department of ACTS-UNITS-ATTRATIONS section of this issue, is an explanation of the symbol corresponding to the address when describing addresses or organizations listed.

EXPLANATION OF SYMBOLS

- auditorium; - ballroom; - cafe; - caret; - co-country club; - convention center; - hotel; - amusement park; - road; - restaurant; - showboat; - theater

ACTS-UNITS-ATTRATIONS section of Department of ACTS-UNITS-ATTRATIONS

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

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be con-

nected, 
discussed. Letters must be signed with the name and address of the writer. No letters will be returned.

January 8, 1938

44th YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Industry Paper Published Every Week

Member Audit Bureau of Circulation

By The Billboard Publishing Company

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A. C. HARTMANN, Editor

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E. E. SUGARMAN, Editor

Branch Offices:

NEW YORK, 679 Broadway, New York, N. Y.

Chicago, 115 N. Wabash Ave., Chicago, Ill.

St. Louis, 724 Olive St., St. Louis, Mo.


Boston, 4 Park St., Boston, Mass.

San Francisco, 100 Market St., San Francisco, Calif.

Baltimore, 1014 St. Paul Street, Baltimore, Md.

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

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HELP WANTED

FIRST TRUMPTET—SALARY. REQUIREMENTS:
Swing, read, tone, range, young, neat, reliable, Orchestra. Address Box B-111, Billboard, New York.


WANTED AT ONCE—TOP MOUNTER FOR KIDDIE SHOW. Must have experience in appearance. State lowest salary, age, weight, and just what you do. Address Box D-201, Billboard, New York.

BELLE TROUPE, 320 Oak St., Terre Haute, Ind.

WANTED—EXPERIENCED IMMEDIATELY. PRESENT ORGANIZATIONAL EXPENSES. Address Box B-1, Billboard, New York.

WANTED: CLOWNS, IMMEDIATELY. Knowledge of material, talent, and interests. State what you do in

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MIGHTY HAAG OPENS IN MARCH

Probable small show to South Florida in February—preparing at Mariana

MARIANNA, Fla., Jan. 1—Mighty Haag Circus, which closed at Umatilla, Fla., November 29, is scheduled to open early in March. It is probable a small part of show will go to South Florida in February.

Work has been started on several of the trucks, Hubbard and Miller in charge. Charles Russell and Tom Mays are working on a six-horse Liberty act.

**VISTAS VUE**

The show is due early in April 6 at Mariana, Fla., and went as far north as Pennsylvania. The route included a mournful accident and death of a Tip, elephant. Was replaced by baby elephant. Four feet an hour time is now being broken by Charles (Blacky) Duncan.

Mrs. E. Haag states that there seems to be no indication of another season coming, according to the death of Frank McGuire, legal adviser with show. She says: “He was the ablest man we have. He had a kidney trouble and removed to Lumber-

ton, N.C., where he died of heart and family Sunday morning. Arrangements were completed for his removal to Florida. On Sunday at 12:45 p.m., he had a heart attack and died. This was the third attack he had. It has been mentioned that he was killed in a fight. He was not, and he was verified by the Lumberton Hospital.”

NORTH BROTHERS ARRIVE

At Quarters of R-B Show

SARASOTA, Fla., Jan. 1—John Ringling, president of Barnum Bros. and ringmaster of the Ringling-Barnum-Circus, arrived here late Sunday evening. He will be here quarters daily, accompanied by his brother, Henry W. E. North. They have taken up their residence in Sarasota for next season’s show.

The ringmasters arrived during the past week and are now operating in the ring.

Attendance at quarters has picked up following a series of radio advertisement. It is the plan of show that the quarter is good weather has made it possible to turn all permanent buildings into temporary stables. The elephant herd is worked daily in an outdoor ring.

Showfolk continue to drop in for the purpose of offering congratulations to Johnson and Smith, the new general manager. Here last week was J. C. James, who is assistant general manager of the John J. Jones Shows.

No Confirmation of Rumor

Smith Succeeding Croun

SARASOTA, Fla., Dec. 31.—John Ringling North refused to comment on the report that George Smith will succeed J. S. Croun as manager of A. G. Barnes and T. B. Cicero. Rumor also has it that Eddie Vaughn, assistant manager of Ringling-Barnum-Circus, is quit, but nothing on this is available.

It is understood that Ringling North refuses to comment on any of the rumors. Arthur R. Hopper, and representatives of lithographing and printing companies will confer here next week.

SILVER IN 10 STATES;

Travelled 9,500 Miles

PETERSBURG, Va., Jan. 1—Silver Bros. Circus, which is at Petersburg, Va., and is in quarters here, was in 10 States and traveled approximately 9,500 miles in 34 weeks. Show will be about same size the coming season and open early in April.

Buble Ware, cast, went to Glenville, W. Va., Wednesday. The show is under the direction of Frank Elam, and is to be closed for the holidays, January 15.

Show at Agri L., Hall, London, One of Strongest Yet Presented

LONDON, Dec. 29.—First of London’s biggest Christmas circuses opened at the Agricultural Hall here today. Booked by Stanley W. Watham and presented by Wills-Whisto Bros. International Circus is one of the strongest shows yet presented in London. Ringling Brothers and Althoff’s are Alfred Court’s mixed group of animals, Four Berolina and Frank Althoff’s horse and elephant show. Althoff’s horses open with a tandem act—two girls and two men with eight horses in a thrilling ride. Chocolat and Company, four Continental clowns with an amusing musical fellini-entree, cause heart laughs. A graceful Pas De Deux by the Carol Family of trick riders is played by the clowns. Elsie Wallencea, and Betty Locke, prove a great act. Amphilianos are plenty clever and go thru their poses without a halt.

Jeanette pura her high school horse Caprice thru some difficult stunts. The Wallers score with a smart and mirth-ful comedy stunts that is a dandy offering. Harry Williams’ four white horses a good equine stunts. Four Phillips, two girls and two men, are a major hit with a cirkum-equit-...
Clowns of Past and Present

By HARRY LAKOLA

Years ago when speaking of clowns the general public pictured them as white-faced fellows dressed in fancy costumes of white, black and red, with a fitting cap and a nose, but now it is more like the modern clown. The modern clown is more varied in his parts, with a red and white face, but with a more natural expression.

At the 15th Anniversary of the Ringling-Barnum and Bailey Circus, a special performance was given in honor of the clowns, and the clowns were dressed in their best costumes. Among the clowns were J. W. Bonhomme, who closed his show and went to Louisville to undergo a bladder operation, and a new clown, the Three Jokers, who made their debut in the show.

Letter From Stanley Dawson

LOS ANGELES, Jan. 1.-Have covered quite a territory since October 27. Went direct from Rochester, Ind., to New York City. Arrived there renewed friendships with Roger Littlefield, Fred Smythe, Mike Manton, Jack McCloskey, and Tom Unrue, and were entertained in a private box at the Apollo Theatre.

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Letter From Stanley Dawson

LOS ANGELES, Jan. 1.-Have covered quite a territory since October 27. Went direct from Rochester, Ind., to New York City. Arrived there renewed friendships with Roger Littlefield, Fred Smythe, Mike Manton, Jack McCloskey, and Tom Unrue, and were entertained in a private box at the Apollo Theatre.

Clowns of Past and Present

By HARRY LAKOLA

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CIRCUSES

Under the Marquee

By CIRCUS SOLLY

EVEL DE GLOPPER is wintering at Los Angeles and San Francisco.

AL CLARKSON, circus agent, is wintering at Shreveport, La.

RAY MARSH BYRDON, manager of Rice Bros. Circus, was a recent visitor at the Frank Clark home here.

LATE has passed over the mill wheel, forgot it, except to profit by your mistakes. Don't make the same mistake twice.

WILL ROBERTS, Tent of Cirque Sainte Anne, was in Oak, Mich., last week, and sailed for Chicago, Ill., on December 30.

HENRY BARTIS, advance man with Harry Lapeal's circus, spent the week in Los Angeles.

CLARENCE ABINGDON, showman of the Roebuck Bros. and Rogers Bros. circuses, is wintering at the Lincoln Courts in Los Angeles.

CHRISTMAS NUMBER of The White Tops is very interesting. It has some colored stories, covers, pictures and illustrations and should be a big seller.

HERE'S HOPING that all shows will have many big days the coming season and that the sailing will be smooth.

JACK ALBERT is slowly recovering from a severe leg injury which he suffered last week of season on Russell Bros.' Circuit.

CLYDE H. WILDER, manager of the boys and girls of the Sweet and Low in Santa Monica, Calif., spent a vacation in Miami, Fla.

HOWARD KING and wife spent holidays at San Diego, Calif., and visited relatives in Los Angeles. He is attending the circus school there. They are wintering at the Orange Court in Oakland.

GORDON FOLLIS and wife, Olivia, and T. P. Lewis, of Barnett Bros. Circus, are in Los Angeles. Mr. Follis is visiting the company by line of girls.

PLAN YOUR policy now. Actually put into effect the ideas you have about last season. Make your act or show better.

LARRY PAVIT, clown, lend a hand in the town of Columbus, O., where he helped entertain kiddies at a Christmas party sponsored by the police, firemen and the Columbus Dispatch. He gave the police for two days.

WILLIAM H. LEITJOY, clown and ventriloquist, is wintering at the Decker Store, Oklahoma City, during holidays. He is in the circus post season with his Punch and Judy show. Will again be with a circus.

EDDIE JACKSON, of Ringling-Barnum and Bailey's Circus, is landing in Akron, O., during the holidays. En route he is spending some time in Chicago and will winter in Columbus, O., where he will be with the circus.

WILLIAM NEWTON, manager Walter L. Main Circuit, and O. S. Judge Melkite, assistant manager, were recent guests of Mrs. Newell in Los Angeles. They stopped en route north on a business call.

WHIRLING SMITHS, past two seasons with Seal Bros., are wintering at Los Angeles. They are making paint of their new Interest in Los Angeles.

GEORGE (GROUCHO) DAVIS has made arrangements to handle the wagon of the Duke Conley Circus at Glendale, Calif.

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Great knockabout clow. Tom Belling, the clown with the Roebuck Bros. and Rogers Bros. circus, has a great knockabout of his own. He makes everything knockabout for the clowns in the show. He is a fine help in the circus business.

DOROTHY PETERSON, of the Blue Mountain Hotel, Los Angeles, said she had several concessions with the Rice Bros. Circus.

HERE IS Solly's best wishes to Fred De Wolfe, a former stand-by of the Ringling-Barnum Circus, who will be back with the loud-speaker after a long secession.

JOHN (LUCKY) LLOYD, former side-show b0b canvas man with Hagenbeck-Wallace, is walking the streets of Montgomery, Ala. Yellow Bleatson, who was injured last fall after H-W show closed. He also is back from the circus.

SLIVERS JOHNSON and wife and Lucky Teter opened night of December 22 for the Roebuck Bros. and Rogers Bros. Circus, here. He made an engaging appearance for George N. Hamid. The Johnsons saw Santos & Argute Circus this season.

E. K. COLEMAN's elephant, Mena, is living in a cage in an old visiting schools. Was making them uninteresting to People's Clothing Company. Toyard display at the store included dogs, ponies and monkeys and a clown.

PAT MURPHY, manager of No. 2 advertising car with Cole Bros. Circus, has completed a successful western tour this winter. He visited relatives at Rockford and Chicago, Ill. Was accompanied by his wife. They returned to his home in Santa Monica, Calif., December 28.

IT HAS COME to Solly that the MK&T and Rome Circuses have been sold. The books of the railroad circuses due to the public. A new management has been formed, assisted general agent of the Missouri Pacific, has handled about $15,000 worth of new stock. It is a very interesting story. Eisen was accompanied by his wife. They retired to their home in Santa Monica, Calif., December 28.

MANNY GUNN, former circus agent, has returned from a successful tour with Fred J. Cord Advertising Service. Going to visit relatives in New York and to the Buchan's camp for several years as a local contractor, also with old Sparks Circus.

JOHN ELLIS closed his Rip Van Winkle Company at Pontiac, Mich., December 31. He spent a few weeks at Royal Oak, Mich. He is at present combined with the Western and Eastern circuses and running a combination program set-ups in Grand Rapids and Lansing, Mich.

RUSSELL G. KNISLEY directed a successful show of his own at East Radford, Va. Has been working in the Southern States, well received for a Long-Slive-Care Ark., where he will remain two weeks, then work on shows in the Pacific and North Carolina. Knisley has had net success. He is planning to tour the Western States in the near future.

The first troops' service, held at the closed Lincoln Annex, Umatilla, Fla., was November 29 by Mighty Haag Circus, conducted by Major Albert Kent. Everything was well organized.

COY HERNON, hoop roller and jugger, who is at U. S. Veterans' Hospital No. 11, Detroit, is enjoying a quiet convalescence. He is back in full operation. States that when Deiter Fellers died 250 ex-service men will return to him to work as a hoop roller. He will return to the circus as soon as his convalescence is complete. He will work as a hoop roller until he is able to return to the circus.

ROOT GIBSON and Antionette Concello acted as best man and maid of honor, respectively, when Dorothy Herber, former Roebuck Bros. and Rogers Bros. Circus, and Johnny Parthing, boxer at the Hotel DeBurg, were married Christmas night at a wedding at Sharon Circus, Chicago.

TOM HALL dribbled in at the Sonoma Hotel in San Francisco the other day. He is back in the circus business.

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Molesworth

To Mason City

Sedalia publicity director will become secretary of North Iowa District Fair

Sedalia, Mo., Jan. 1.—R. D. (Duke) Molesworth, director of publicity for Missouri State Fair, has been named secretary of North Iowa District Fair, Mason City, having been three years with the association. He will assume his new duties on January 15. He is a former member of the Farm House-Makers’ Market, where products are sold by farm women and a business women’s club. The pinwheels on each side of this street were offered for sale with other props of the show after the fair closed in September. However, all of the pinwheels are still in place, as no one seemed to have any use for them.

More Ohio Annuals Slated

CANTON, O., Jan. 1.—Two more county fairs are slated to be added to the already long list of Ohio fairs. These fairs have been formed in Washington and Delaware. It is said both will make application to the Ohio Fair Managers’ Association at the annual meeting on January 12 and 13 in Columbus.

History of Bluehill’s Annual

By HENRY MILLIKEN

TWENTY-FIVE years ago E. G. (Ed) Williams was told that he had only one year to live. Believing what his doctor told him, Mr. Williams, a resident of Massachusetts, got his affairs in shape, sold his business and went to Bluehill, Me.

And that is there now. And for the past 16 years he has been secretary of Bluehill Fair, known in Maine as the State’s biggest Little Fair. Furthermore, Ed Williams is the man who put Bluehill Fair on the map. Upon his slender shoulders has rested responsibility of bringing this fair out of the red and into the black. Bluehill Fair of the present day is the envy of every other fair in Maine, for, gradually, ever since the day Ed Williams assumed office, the fair has grown and its growth has grown the popularity of Ed Williams.

I went down to Bluehill to see the man responsible for the steady growth of Hancock County’s leading agricultural society. The minute I shook hands with him I realized the reason for his popularity with old and young. From the tip of his polished shoes to his gray hair, he radiates life. He is just a little over 5 feet tall and weighs about 120 pounds, but his eyes, his manner of speech and his entire body speak an enthusiasm which is contagious.

We delved into the history of the fair. I wanted to learn why this fair kept gaining in popularity every year while some other fairs, in perhaps better sections, were down at the heels. And I found, by talking to Mr. Williams, that it wasn’t horse trotting, midway, baseball, basketball, etc., that had brought this fair to the forefront. No sir; it is not any particular one of these branches of fair activity mentioned, but a combination of all that has been responsible.

I know now why Bluehill Fair is popular. It’s because Ed Williams believes in giving people their money’s worth. That’s the reason thousands of pleasure seekers and tourists flock to Bluehill Fair every year. And Ed Williams has never neglected the home interest, which has always been emphasized at Bluehill Fair.

Bluehill Fair is a big fair. It has a very fine horse show, and on September 17, 1937, Ed Williams announced that “Bluehill Fair will be better at the next horse show.”

Bluehill Fair is a small fair. But it is so well known that the name of Bluehill Fair is recognized all over the country. In fact, the name of Bluehill Fair is a household word in every part of the United States.

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Acts Pulled Good Stands At Muncie in Bay State

BOSTON, Jan. 1.—Independent attractions during the 1937 Massachusetts fair season were reported up in quality and originality, Altho George A. Hamid, Inc., had representatives at 80 of the 116 major fairs, independent acts did their part in entertain- ing the public. Some were repeats, in the case of Frank Street, owner of Street’s horses and acts, who reported single runs for over one-third of his shows. Stanley and acts were at the Midway at Topfield and had ballyhoo andattractions at fairs and Rutland (Vt.) Park.

FAIRS OFFER

(Continued from page 41)

larger, but it had the longest youth move- ment in America today. The work has not only extended the influence of the county extension service. But it has also been well broadening of pro- gram, additional emphasis on activities and the like. I am sure, the splendid growth and in- crease in 4-H clubs will encourage enough that they are meeting a need and are built on something solid.

Fairs’ Support Important

"But no youth movement grows or acts, not having at its disposal, the 5,000 local volunteer leaders must the help of the fair. The 4-H Club will be the main force for innovation and for sosten- tion of the 4-H organization in the club work should also be used for this purpose. We have had the people, in fact, doubled in the past 10 years. The fair will be able to continue this development in the future.

Association Formed To Save St. Stephen Fair Disbands

ST. STEPHEN, N. B. Jan. 1.—The St. Stephen Exhibition Association has been dissolved. The association reports on the fair’s condition at the recent annual meeting of the fair’s directors and did not see any way out of the financial difficulties. The association recently reported that it had 5,000, 1,000 and 0,000 dollars in its treasury. The association stated that it had been opened to the public for over 10 years.

FIREWORKS DISPLAYS

For Any Occasion

30 YEARS AT MANHATTAN BEACH

Programs Submitted Upon Application

W. F. PAIN’S FIREWORKS DISPLAY CO.

22 PARK PLACE, NEW YORK CITY

• We are pleased to announce publication this week of our Annual Catalog of Attrac- tions in a new and unique type of format that is easy on the eyes and a joy to read. The catalog includes domestic and foreign acts and units which we pride ourselves to offer to the amusement markets of the world. Bonita- fides users of "Attractives That Attract," tell others about our work and enjoy the distinctive entertainment features ever assembled under one banner.

Surplus was $100, with $6,075 on hand as prod- ucts. The passing of St. Stephen Exhibi- tion Association each subscriber has the satisfaction of knowing that his money is being continued by St. Stephen Agricultural Society, original sponsor.

January 8, 1938
Operating Expo Concessions Okeh
-When the Conditions Are Right
By WILLIAM DE L’ORBEB
Treasurer of the Midway Association of concessions at the Century of Progress in Chicago, spoke on "The Concessionaire's Viewpoint." The Midway Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago.

EXPOSITIONS, perhaps the most vital subject among amusement and show business today is the Century of Progress, San Diego, Brussels, Cleveland, Chicago, Paris and Amsterdam. The tragedies of yesterday but now a memory-pass in review. The sights, sounds, colors of yesterday are leaving, but the knowledge remains.

The program says you want the viewpoint of the concessionaire. Therefore some of your friends and therefore I take the liberty of speaking of myself as a friend to friends. Please bear in mind, as I speak, that we made money of all our exhibition ventures and the story of all the concessionaires were real. We are real and I know that in most cases the exhibition was ready to open on May 18, 1933. Perhaps the most vital subject today is the Century of Progress.

In advance, I agree that the expansion of any city or to aid the general prosperity officials are human and sometimes make mistakes. But you or I as concessionaire, cannot touch a shovel, drive a nail or saw a board. It must be union. It is in the contract. Besides, if you so much as defy the union before you know the facts, you are in trouble. You or I as concessionaire, cannot touch a shovel, drive a nail or saw a board. It must be union. It is in the contract. Besides, if you so much as defy the union before you know the facts, you are in trouble.

Another important item, always remember the family unit. It is not a question of Unit 30, you or I, as concessionaire, cannot touch a shovel, drive a nail or saw a board. It must be union. It is in the contract. Besides, if you so much as defy the union before you know the facts, you are in trouble.

A contract signed a contract with the exposition is a position unquestionable power. This is important in any manner under this contract. It is important. Free to do as they wish and to seek every source of revenue possible to earn a living. And with the guard of the concessionaire, but the concessionaire, but I know of

The Banker’s Book

Operating Expo Concessions Okeh
-When the Conditions Are Right

PONTCHARTRAIN LEASED AGAIN

Manager Batt plans more acts for 1938—relocation to be necessary in future

NEW ORLEANS, Jan. 1—Expressing gratification that owners of the land on which New Orleans' Pontchartrain Beach is situated have agreed to renew their lease for another year, Harry Batt, managing director of the operating company, announces plans for a bigger and better season this year. The lease was set for the first Sunday in May, when a full season is available. Renewal of the lease is contingent for the third successive year, Manager Batt is recovering from a recent operation which followed his election to the board of directors of the National Association of Amusement Parks, Pools and Beaches in Chicago last month. He is particularly proud of Pontchartrain Beach’s record for safety.

"In the 10 years our company has operated the lakefront resort not a single life has been lost either through rheuma or riding on the boardwalk," he said. "It is a record of which I feel proud and I believe unbeatable by any other resort in the United States." We intend to make it a feature of our 1938 season to see that proper safeguards are maintained to continue this record, because it is one of the many reasons for our success.

On the beach which is situated in a part of a 65,000,000 acres improvement program and that area is soon to be sold in residential lots. Manager Batt already has plans for relocation of the beach but points out that he is more concerned with the 1938 season.

Coaster Burns in England

OLDHAM, Eng., Jan. 1—Considerable damage was done by fire to the seats, decorations, and scenery in the amusement park of the Southend Pier at Southend-on-Sea. A big blaze started in the dressing rooms of the Universal Amusement Co. The flames were fed by a strong gale blowing on the pier. The fire burned from the dressing rooms to the roof and then out to sea. The pier is a popular place for visitors from all over England and the damage was estimated at £3,000. The pier was opened last month and has been doing a good business since then. The pier is 2,000 feet long and has a capacity of 5,000 people. It is 60 feet wide and has a boardwalk, roller coaster, and other attractions. It is situated on the English coast and is a popular resort for visitors from all over England and the United States.

RIPPLE BURNS FOR THE FUTURE

In the future, the pier will be strengthened and made fireproof. The pier is a popular place for visitors from all over England and the United States.

BATTLE OF THE BAY.
Swimming to Skiing

Lake GEORGE, N. Y.—Here, amid lea
down snow, your correspondent is trying his hand, altho I should say feet, at the art of skiing, finally learning to walk on the ballyhoos—so who hasn't done these?

Last time I was here was in the sum-
mer of 1927 for the famous Great Swim-
ming Marathon. They still talk about the long swims that I covered at that time. I'm afraid. Seems the aquatic events during the week drew more than the swimming that was under the aegis of the Chamber of Commerce and merchants, who had to shell out for prizes, since they didn't get the admission fee. One of the O. C. members pointed out that it's too bad swimming can't be legalized as one of those sports that now, with the winter sport craze sweeping the country, there is a chance that with the right amount of promotion, the public would be able to make use of the Adirondack amusements men believe winter is actually their season whereas before they considered themselves exclusively summer amusements.

I replied that it was my opinion that credit for popularity of skiing, boating, and other winter sports should go to manufacturers of ski equipment, who, in conjunction with railroads, yelled so loudly that they have created a demand for this winter sport. Why, then, should manufacturers of bathing suits, as before, have the credit and the profit? The necessity of shoe play! To be sure, a great many swim-
ning devotees, like skiers, lack the know-
ledge and understanding necessary to enable them to move about.

It is difficult to say whether it is the public that must catch up with the skiers or the skiers who must catch up with the public. Both must catch up with the idea of proper dressing. They are hurting our business and we ought at least to write a letter to that effect." Motion carried.

The letter will be written." "All and all, we are satisfied and all days and hours of work is now dead. No protest required.

Miami Funland

MIAMI, Jan. 1.—Funland Park presented the appearance of a snowman last Sunday. Among visitors to the fair were Mr. and Mrs. John M. Crafts, John D. Sheesley, John D. Sheesley, George Max, Charles H. Shaw, Leo B. Green, George E. Greene, Alice Shaw, Jack Bailee and Walter McClellan.

Business on Christmas night was a record breaker, more people coming to the park than any other night since the park was opened.

Some of our friends from Florida too soon this season. Many pool owners are working on very few interruptions from bad weather. Any swimming pool owner would be glad to see some of the weather that will give advertising that will bid for increased patronage.

LATEST PHOTO of the late John C. Gooding, pioneer operator of rides, manager and developer of his park at Ashland, Ohio. Mrs. James E. Vobisky, of Cleveland, who is a member of the family, went by and was operating by the late John C. Gooding's son, Mr.

Outlook for the Future

An interesting phase of a talk by Harry A. Ackley concerning the comparatively new development of steel swimming pools in the open-air field. According to Harry, experience is too new to predict the future popularity or practicability of outdoor steel swim tanks, but that two finished jobs that he planned are outstanding. When he enameled steel, held firmly on the steel base and result is a smooth and even surface surpassing any concrete finish, he said.

The future architectural treatment above the water line will be one of the features of this new pool and pool of any other material. That is to be worked out and must be considered.

Cute Catch Lines

Cute catch lines are used to keep in business. It is a well known fact that the better a job is done, the more customers will come.

Hershey, Pa., his team either tied or won. He said after the Madison Square Garden game that his team was returning to Baltimore, as the fans do like a winning team.

Here is one park manager lost to see snowmen in the early part of the season.

Wants to See Some Snowmen

Voting on the future popularity of steel swimming pools, Harry A. Ackley, operator of the Lido Amusement Park in Glenville, N. Y., is a believer.

He said that he was a master of the business. His teams, the Baltimore Orioles, won a game over the Rangers at Madison Square Garden, New York, on December 1, a game over the Pirates at Forbes Field, Pittsburgh, Pa., and tied the Dodgers. He said that he was returning to Baltimore, as the fans do like a winning team.

A plan to be worked out and must be considered.

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**Rinks and Skaters**

By CLAUDE R. ELLIS

(Cincinnati Office)

NEW PLAYLAND Roller Rink in Play-

land Park on the west side of Long

Island City, New York, which has been

opened for winter skating by Harry Hanley, has had years of

big-city experience. Equipment is charge of Otto Roskosky, formerly

of White City, Chicago. Wish and Hanley report that many large parties

have booked. Playland Roller Club has "been launched and promises to be one of

the most active in the territory.

NEW WONDER Roller Rink, Detroit, was

opened by Carl Couyoumjian, former

operator of Brightmoor Roller Rink.

Equipment of the Brightmoor, closed

last season, was used. "We shall try to

be better than our predecessors," said

Mr. Couyoumjian.

ELLENSBURG, WASH. - The opening

of the rollerdrome here brought the to-

tal to 20," writes Milo D. Fleming to

The Billboard.

"Mr. Fleming has gone to work on the

opening in the Northwest and plans to

do some instructing in rinks on the

Northwest Coast."

BROOKLYN, N. Y. - "The crowd attended the first of the inter-

national program at the Metropolitan Rink by Bert Emanuel. Skatersseed: *Mond.

day, February 22.

"The only people who are making any

progress in the Metropolitan Rink are

the skating people. Their worth as promoters

is attested to by the rink operators. They have taken over by Al Wish. reports

Mr. Wish."

"I was fortunate in obtaining the

invitation of Sansei, who has been a

big-city rink operator, to look over the new

rinks here. He was quite interested in the

metropolitan rink and found he had done a

good job.

"I have been traveling the country all

winter, visiting rinks, and visiting many

of the rink operators. I have been literally

tired out."

"I have been taking notes on the

operations of the rinks I have been visiting.

I have found that all the rinks are

operating on a strictly business basis.

"I have found that all the rinks are

operating on a strictly business basis.

"I have been to the Western states, the

Midwest, and the East. I have seen many

rinks in the Northwest and have been

impressed with the development of the

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rinks in the Northwest.
Kansas City, Mo., Jan. 1.—Not a small part of the 18th annual convention of the Heart of America Showmen's Club here this week was the dedication of a $2,500 monument in honor of deceased members in beautiful Memorial Park Cemetery. The organization's committee services were in charge of the Rev. J. F. Rodenough, club chaplain. Before the 250 showmen went in a body to the cemetery, President Abner Kline, chairman of the committee, and Mrs. Myrtle Downes, newly elected Ladles' Auxiliary president, also spoke briefly.

The monument is 13 feet high and weighs 22,000 pounds. The shaft is composed of Minnesota red granite. The shaft is 2 feet, 5 inches across the top, 4 feet across the bottom, and 2 feet, 6 inches high. The base is made of Barre, Vt., granite, while the heart, a symbol of the showman's heart, is granite, and the composition of Minnesota red granite. The entire work was done in the Heart of America Showmen's Club and Ladles' Auxiliary. Founded January 1, 1929.

Monument Fund by Subscription

The monument was obtained through regurgitations of showmen throughout the United States. In November, 1929, the committee of the Ladles' Auxiliary held a meeting to lay the first of the monument. The committee, the group of subscribers, and the committee, the group of subscribers, were then made known to the public. The fund was obtained through the usual channels, and the committee, the group of subscribers, was made known to the public. The fund was obtained through the usual channels, and the committee, the group of subscribers, was made known to the public. The fund was obtained through the usual channels, and the committee, the group of subscribers, was made known to the public.

Four men and one woman, three of whom are Ladles' Auxiliary members, have been mentioned as subscribers to the fund. It is not known whether the others will join in the project, but it is hoped that they will. It is believed that the fund will be sufficient to carry them through the year.

In addition to the fund used for the monument, there is another $2,800 in the treasury, which is also to be used for the monument. The committee is working on the project, and it is expected that the monument will be ready for dedication in the spring.

E. L. Wade Now G. A.

Detroit, Jan. 1.—E. L. Wade, brother of W. G. Wade, is now on the staff of the Detroit News, where he is manager of the department. He is a member of the board of directors of the Detroit News, and is a director of the Detroit Press, where he has been for the past three years.

Conklin Reports Animal Shows Have Great Features in Show

One of the highlights of the Michigan Showmen's Association last week was the dedication of a monument. The monument was dedicated on January 3, and the dedication was made by President Abner Kline. It was dedicated to the memory of the late Mr. and Mrs. W. N. Fisher, of the Majestic Hotel, who were both active in the show business.

The monument is a granite shaft weighing 32,500 pounds. The base is made of Barre, Vt., granite, and the heart is granite, and the composition of Minnesota red granite. The entire work was done in the Heart of America Showmen's Club and Ladles' Auxiliary, and was dedicated November 1, 1929.

In conclusion, Conklin said: "In France, despite the debunkers, the people go in for the sexy stuff that could never be shown in either the United States or Canada. The shows of the American North American continent, be it said to their credit, have a more liberal standard that does not permit in some countries, outside of Europe, that I visited on my last trip to Europe."

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Lohmar Announces More Fair Bookings

Morton, Ill., Jan. 1.—R. L. Lohmar, general representative for Hennings Bros. Shows, announced here this week that he has booked an additional 12 fairs for the season of 1938. Northland Fair, Mount Morris, Mont.; Southern Missouri Exposition, Sedalia, Mo.; Pacific National Exposition, Portland, Ore.; and New Orleans City Fair, New Orleans, La., are some of the fairs booked for the season.

The Lohmar Shows are scheduled to open at the Pacific National Exposition in Portland, Ore., on April 1, and will remain there until May 1. They will then go to Mount Morris, Mont., for the Northland Fair, and will remain there until June 1. They will then go to Sedalia, Mo., for the Southern Missouri Exposition, and will remain there until June 15. They will then go to New Orleans, La., for the New Orleans City Fair, and will remain there until July 15.

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Hennings Bros. Have Staff Xmas Party

Shreveport, La., Jan. 1.—The annual Christmas party and banquet of the Hennings Bros. Shows was celebrated Christmas Day at the resident hotel here. Tom Martin, with about 30 members of the show in attendance.

The menu included roast Louisiana turkey, oysters, and other seafoods, along with vegetables, cake, and other desserts. Following the servers of the dinner, the staff went to the Hennings Bros. Shows' winter quarters. They were then treated to a show for the entertainment of the employees in winter quarters and some invited friends from the town.

The employees were then served a meal of food, which included a roast of turkey, a plate of oysters, and other seafoods, along with vegetables, cake, and other desserts. Following the servers of the dinner, the staff went to the Hennings Bros. Shows' winter quarters. They were then treated to a show for the entertainment of the employees in winter quarters and some invited friends from the town.

Among those present at the event were Mrs. W. H. Hennings, Mrs. Mark Hennings, Mrs. John Hennings, Miss Hennings, Mr. and Mrs.汤姆马丁, with about 30 members of the show in attendance.

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 1—Shortly after the close of the last annual meeting of the association, an emergency committee was assembled to discuss the matter of motor-truck license in the State of Georgia. On Dec. 17, Robert M. Conaway, our associate in that State, advised us that a number of instances had come to his attention, in which it was brought to the attention of the State of Georgia that their motor-truck license was not in harmony with the laws of the State of Georgia. The association had no choice in the matter of this controversy, and any American Carnivals Association member in the State of Georgia should contact us before entering into any contract with the officers of the motor-truck license commission.

Dick O'Brien has own show

In partnership with Fred Cullim launches O'Brien & Cullim Modern midway

FOREST CITY, Ark., Jan. 1—Dick O'Brien has just announced that he has formed a partnership with Fred Cullim to give Forest City the launching of the O'Brien & Cullim Modern Midway Shows for the 1938 season. Fred Cullim is now working with the Georgia Tragic Law Appellate.

Winter quarters have been opened in this city and are in charge of B. S. O'Brien, who will supervise the construction of several shows.

The show will consist of shows, rides, concessions, free acts and a color band with a pay gate possibly. Only stock concessions will be carried or tolerated.

The services of Charlie Howard have been secured for the coming season and the show will own its own transformers and electrical equipment. Howard will handle the illumination and the sound equipment in an unparalled way.

Both O'Brien and Cullim have purchased new equipment and are working to build up a show business in practically all branches. Present show is due to open July 1st of his own on tour. Since then he has been with the Isler Shows as general manager and Dickinson Shows as assistant manager and for season 1936-7 was general manager for the Greater Expolition, and general manager for the Isler Shows and Interipherals. Since then he has been in the show business for five years and is now in charge of the O'Brien & Cullim Modern midway. All shows on this route will be for new facilities.

The O'Brien & Cullim firm is working to establish a new standard in the exhibition and will use the same facilities of the new midway to carry it forward.

3000 KENO

Made in sets of 100 cards each. Filled in 2 keno tickets and remaining cards are blank. Per set of 100 cards, $2.50; 250 cards, $1.50; 500 cards, $1.00; 1,000 cards, $0.75; 2,000 cards, $0.60; 5,000 cards. Remaining cards sold 50¢ for $10; remaining cards sold $2.50 for $50; remaining cards sold $3.00 for $100; remaining cards sold $5.00 for $200.

3000 BINGO

Ballyhoo Bros' Circulating Expo. A Century of Profit Show

By STARR DEBEBLE

The highlights of the day: F. Percy Miller's, a show and track employee, drove his car to Eustis, Fla., to be able to fly back to DeLand with a pressman's pass on the Wilkins air train. Mr. Miller served an entire line of stars, but he, too, had another dinner when he came back, for he was a publicity guy.

Lloyd Reese Starts Cavalcade of Fun

GREENSBURG, Pa., Jan. 1. — Mrs. E. Hammill, of Pittsburgh, was a recent visitor here and reports that Lloyd Reese will open a new show called Cavalcade of Fun in this territory and is scheduled to open in April.

Reese is rated as the youngest show manager in the business and the past season had good shows in the Dominion and J. J. Gooding, according to Mrs. Hammill.

Sol's Liberty Shows, Inc.

NOW BOOKING FOR SEASON 1938.

WALTER A. G. HODGE, President

CARNIVAL DISPLAYS

A. G. Hodge Shows, Inc.

1150 W. M. TUCKER, Moline, ILLINOIS

P.O. BOX 323

Canton, Ohio

Furniture & Home Accessories

One of the most popular items of the season, a beautiful evergreen tree on the lawn of an estate near by. The owner of the estate was pleased with the tree and offered these to the show business.

SOUTH CENTRAL MIDWAY SHOWS

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One of the most popular items of the season, a beautiful evergreen tree on the lawn of an estate near by. The owner of the estate was pleased with the tree and offered these to the show business.
Midway Confab

By THE MIXER

Yesterday is gone. Tomorrows will soon be here. Make the most of today.

FLOYD NEWELL left Cincinnati last week for Kansas City, Mo., via St. Louis.

FITTSBURG. — Booked cane rack with Clark & Clark Show. — NELL RAMSEY.

TAMPAG. — Booked my girl with Clift & Clark for 38 season. — GUY WHITE.

PHIRA, Ill. — Will be with Del Long Shows coming season as sign writer and comic artist. — BILL NOWAK.

We have work ahead. Let us all try to do our best.

BILLY BOZELL. — Where for the coming season? Are you still in the side-show business?

Mike T. Clark is often asked for. Well, he is still a-walking around Indianapolis (Ind.) way.

BOBBY KIRK reports from Trenton, N.J., that he is still and will have to have a serious operation performed.

CHARLESTON, W. Va. — Purchased two rides and will put out a show under my own name for the coming season. — PAT J. RYAN.

BUREA, Kan. — Dick Sullivan is operating a highway cafe and his business is good. He and myself will take out our own show this spring. — PAT MURPHY.

Follow the leaders who are working with moral merchandise. What are the ideals of real showmen?

Let us have no more of those "Ali- waukee situations" in 1938 as it was in 1937. Stay in your own neck of the woods.

MIAMI, Fla. — Billie and Frank Pope, of bingo and diggers, have opened a restaurant down here for all of our friends and just folk. — SONIA GHIROD.

NBERWIC, N. J. — Will again be with Clark & Clark Show, as electric call at Billabog and mall agent, making 18th year with Bsch. — LEONI LEOV.

Do not be afraid to try new ideas. Ideas are that upon which many fortunes are founded.

SAN ANTONIO, Tex. — After Buddy Gross closed his museum I opened it up with the same people and have been making good. — LOU LOUETTE.

WILLIAM G. DUMAS has a new racket. The co-owners are John F. Reid, of the Happyland Shows, and WALTER K. SISLEY, of the Book of Merry-go-Round. Realties, WALTER J. LAMBERT, is shown in the photo in the second story telling and singing.

MIAMI, Fla. — Eddie Lippman has been re-engaged as business manager of Eddy Bros. Shows for third consecutive year, making his show a popular one among the traveling shows as general agent. — DAVID B. ENDY.

FITTSBURGH. — I join the lady who said, "I read The Billboard every week. It is the only time I pass the time instructively for the '10-year stretch' from October to April." — MRS. E. HAMILL.

MAM Jow. — Eddie Smith has been re-engaged as business manager of Eddy Bros. Shows for third consecutive year, making his show a popular one among the traveling shows as general agent. — DAVID B. ENDY.

WATERBUY, Conn. — Last season with W. R. Harris' Model Shows. Stored in South Carolina. We came home here "on account of the illness of our daughter. — MR. AND MRS. LOUIS AUGUSTINO.

CYRUS, N. Y. — Last season with Stagg Bros. Shows as a good time act. This year with Merritt Show. — ERNEST BASS.

N.B.: Don't be afraid to try new ideas. Ideas are the basis upon which many fortunes are founded.

NEAL. — The Rosebud Cowboy Band was organized by Charles J. Johnson, after his successful engagement in Los Angeles.

MERRICK, N. Y. — Changes in staff members sometimes work wonders — and sometimes it unworks the wonders that have been done. — Wally Thy.

J. O. (Jack) STEPPETT reports from Los Angeles that he will be with the J. L. Jones Shows in 1938 with his Mechanical California.

BEAVER FALLS, Pa. — Myself and son have been blowing around here. Billerd as Happy Winter and Dickie. — HAPPY WINTERS.

The Palmers Entertain

The Palmers were entertained by the Palmer family. The entertaining consisted of a show and dinner. The show was held in the Palmer family home and the dinner was held in the Palmer family home.

Cash Award Targets

Most perfect in design, in style and in hand workmanship is the Cash Award Target. Cash Awards are given to the best showmen of the season. The award is a beautiful and valuable piece of workmanship.

Cash Award Targets are given to the best showmen of the season. The award is a beautiful and valuable piece of workmanship. The award is given to the showman who has shown the greatest improvement in his business during the season. The award is a beautiful and valuable piece of workmanship.

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CARNIVALS

The Billboard

January 8, 1938

sympathy goes to my son, Paul and
Delmas.—WILLIAM STARKBY.

When a show front is "all signed up" the
words word should be spelled correctly
last. Some of the spelling in the past
has been terrible.—Tillie Few Clothes.

DU PORT, Ga.—Notes from County
Fair Attractions: Robert Lesley left and
joined Phil Rocco. Visitors: Bill Franks,
Art, Willow, and Son. Manager Ernest
Marhold is playing spots in South Georgia.
Mrs. Oscar Roberts joined with ball game.
Writer will go out writing.—R. W. REED.

Several shows got wrecked in Florida is the
past by doing "quits" opposition to the other
show that had the bookings first. Do not
let that happen to you.

TAMPA, Fla.—Sorry but will not be
able to make the Westminster's next meeting
at all. Plans changed. Murray Boyd and
Wife, Gladys, and daughter, Florence, and
myself are leaving for Miami today. Will
get back to Florida for a real vacation. Very sorry, too, that
we could not make the big doings in
Chicago.—HARRY COPPERS.

CINCINNATI.—Ernest J. Thomas, of
Modern Noah's Ark, visited The Bill-
board office for the first time while en
route from Tucalanoa, Ala., to his home in
Barris, N. Y. He will be with his folks
until New Year's week and will return to the show's winter quarters in the
Alabama city. Last season he put up
the pictures of this show in windows
and will do the same when the season opens in a few weeks if the weather permits.

HARRY COPPERS, veteran of the outdoor show field, hardly needs an
introduction. The somewhat re-
turned man, in fact, took most of the
interest in the carnival activities of his
brother in- and daughter, Mrs. and Mr.,
Herman Handy, of Handy's All-
American Shows.

NEW ORLEANS.—Finished second
season as Santa Claus for Sears-Peabide
nian's store here. Toyeard department
had Jack and Jimmy, ventriloquist
Leola LeWain, rag pictures, and Mysteri-
ous LeWain, made Mike Dressen
crowned with his swelling pig. "Acky."
All the acts were North-Carolians, I
must be here until the Frost Stock Show at
Pt. Worth, Tex.—OLYIN TENLY WESTON

OCALA, Fla.—The following are win-
ter visits coming down. Mr. and Mrs.
and Mrs. Art Frezur, Mr. and Mrs. Jack
Murray, Mr. and Mrs. and Mrs. Al Bushner, returm
for this year. The show is
operating a cafe and keeps The
Billboard on file for all showfolk.—A. R.
MAXWELL.

There are a lot of men in show business
that do not keep faith with The Billboard.
Let's all be good and do not change, and The
Billboard is the first source they turn to for ad.
"Tain't right—Wages Tif.

ATLANTA.—We had a sumptuous rep
in the restaurant. Mr. and Mrs. Al Mc-
Keehan, Mr. and Mrs. Ralph Leathem, and Mr.
and Mrs. Whitney, were all in Chicago last
week. Rogers and Secretary Nivs P. Powell
are going to Hot Springs, Ark., to bathe.
After that will go back to

quarters and start working for the com-ning season.—NINA V. POWELL.

ST. PETERSBURG's No. 1
Irishman, Be Gosh!

ST. PETERSBURG, Fla.—This town's
No. 1 Irishman is Timothy Green, con-
cession man with Banty's All-American
Show, and he is back in town. Green
drove the best in the show for the last
year and did the best with the D[label and
the most with the D[trumpet. The Green
will be in the show for another year.

PETERSON, Tex.—Mrs. Helen Jones has
taken an apartment here for the winter
where she has her little son, Bobbie, un-
der an ogress's eye. She is one of the
best women in the show business, and she
will be with the show here. She is the best
we have had this season. The show is
in the new quarters and will be Fine in
the new quarters.

HARRY LEWISTON writes that he has
been doing very well with his shows since
he left Michigan. He reports two very fair
weeks in Saginaw; first week in Bay
City big, second not so good owing to
inlement weather and holiday week.

EL PASO, Tex.—Mrs. Helen Jones has
a daughter and a son, Bobbie, and
they are doing Fine in the show. The
show is in the new quarters and will be
Fine in the new quarters.

GET MORE PROFITABLE SPOTS

With the Streamlined

1938 3 TILT-A-WHIRR

The Proven Ride that pays BIG and
CERTAIN money to Aparecible and
gets you back.

FAIRBARTLS, MINN.

Evans

MONEY MAKERS

Make your showsmore POPULAR and CROWDED.

LIVED SPOTS

Rally on EVANS' 60 Year Experience for

RE Cepting Equipment

Call your nearest Evans representative.

PADDLE WHEELS

OF ALL KINDS $6.75

Long Range, Ships, Great wheels for all pur-

poses. Everything for the

MAN IN EVERY TOWN.

FREE CATALOG

H. C. EVANS & CO.

1511-15 W. Adams St., CHICAG0

Octopus

"World's Newest Ride

Sensation"

Get More Profitable Spots

UNEQUALLED FOR PERFORMANCE

AND PROFITS

SALEM, OREGON

SELLNER MFg. CO., INC.

Ballroom, MAXFIELD, MINN.

P_udges on One Ball-Tracker

EYE-SPOT AIRCRAFT CORP.


New G. Wade Shows

OPEN SATURDAY, APRIL 29, AT DETROIT.

Can PLACE Shows, Rides and Concessions, also one more sensational Free Act. Can USE

sizable and reliable Ride Help.

Our regular Spring Opening April 22, and as usual, we will have a few Rides and Concessions operating on the Detroit Lots, beginning early in March.

Our route will take us in Michigan, Ohio and Indiana, with many Fairs and Celebrations in these States.

Address W. G. WADE SHOWS, 389 Elmhurst Ave., Detroit, Mich. Tel: Townsend 8-1506.
CHRISTMAS GIFT
Christmas gift, Cellini finally decided to give his partner a nice new and shiny "Buick" car. This for a time stopped Wilson, but he was not to be outdone, so he bought Cellini a "cabin airplane." Now when Cellini, cannot be located at quarters or downtown he can be found at the local airport getting in his quota of flying hours. Stop! Do not get excited about this. -GEORGE HIRSCHBOURG.

BRONX, NEW YORK-Am press agent and in advance of De Luxe Shows of America, presented the shows' quarters over to Mr. S. C. for two weeks and then went to Savannah, Ga., with Harry Fox. They had to stay there also over the winter. Then went to Ridgefield, S. C. to see Mr. and Mrs. H. C. S. for a short visit. Then came back to New York and then winter quarters in the Franko, who is with Jerry Monroe's Orpheum and has been there for a few hours with Max Goodman. Was a whole day in Philadelphia at the Franko Street Museum with Mr. and Mrs. T. Mason and their son, Bobby. There he stayed. Then went to New York and made a stops at the Palace, where the show is up at the present time. Best wishes to The Billboard and trust we will all have a good 1938 together. CLIFFORD J. FRANCO.

MRS. ANNA JANE PEARSON, owner of the Pearson Show, is shown here in front of her offices, which is built on a Chevrolet truck. Season 1938 will be the last year the Pearson Show will be in operation. She also has a Covered Wagon trailer as living quarters. Photo taken recently at her winter home, Ramsey, Ill. from auto accident suffered recently. Number of carnival men now "sheeted" and ready. Sign reading "Tickets, no admittance" was posted. For the winter. ... Bob Work, owner, show bearing his name, in his new future promotions. -R. F. MCELHONEY.

Late Members of the HASC Ladies' Auxiliary Honored
By VIRGINIA KLINE
KANSAS CITY, Mo.-Thoughts about the memorial and monument dedication; dedication of the HASC, and the club's Ladies' Auxiliary. Mrs. H. J. (Bita) Smith is the only woman buried in the plot and also the first member of the auxiliary to die while member of the club. Bita was an active member but was the well beloved and respected by all members of the auxiliary. Among the dead charter members was Mrs. Nellie Tedrow, a charter member and a charter member of the auxiliary. She is buried in the family mausoleum in Paola, Kan.

Mrs. Tex Clark, Mrs. Babe Brown, Mrs. Margaret Stevens, and Mrs. Ann Knight, who were charter members and active members at some time or other, yet while they drifted away from the club, they were not forgotten. Mrs. Tedrow was the first member of the club to die while member of the club, and she died just January 6.

Dotty and Mother Martynie, with a picture of Dotty, and Nona Hines, came to Kansas City when the Connie K.团圆 Show first came to make their winter quarters there. They were all good members of the club. Dotty was with the club for many years, and she was very active in all the activities of the club. She was the city and Mother Martynie had a very active life in the club. Dotty was killed in the 1932 earthquake disaster in Long Beach. Mother Martynie was a charter member of the auxiliary, and she was a faithful member of the club. Her death was a great loss to the club and to the community. The club and the auxiliary are now in a state of mourning. They will remember her with love and affection. The club and the auxiliary will continue to serve their members and the community with the same dedication and love that Dotty and Mother Martynie showed in their lives.

MICHIGAN SHOWMEN'S (Continued from page 49)
are in full session. The advance sale of tickets is not far away, and it promises to be something quite good for the annual dance and revue. The showmen's convention, which begins here after August 1, promises to be the best and biggest yet. Owing to pressure of business, A. H. Leary, manager of the Michigan Showmen's Association, was unable to attend the convention, but he will be there in the near future.

Bill Bennet has been working as campaign manager for Louis Margolis as a result of the convention. The services of a new table are now at hand, and the Michigan Showmen's Association is now 637. Reported by George H. Brown, secretary.
**Winter Quarters News and Gossip**

(As Reported by Representatives for the Shows)

**O’Dell.** Frank Maestk, Neil Hunter, Frank Savage, Albert Busch, Raymond Anderson, Carl Anderson, Mr. and Mrs. Louie Jones. Mr. and Mrs. Ray Hawkins, Mr. and Mrs. Hugh Gregson, Mr. and Mrs. John Marks, Mr. and Mrs. W. J. Wilson visited the show and were welcomed. The party passed thru on way to Miami. Roy B. Jones, of Leuthier’s Oddities, is in town for the winter. Harry Dinkels made arrangements for his return trip to New York on the first of January. King Cotton Hotel for 20 guests. Work will be started in the new remodeling work company with Mrs. Wilson and Mrs. Cetlin leave for Florida second of January. Will be joined by the menfolk following the fair meetings in January. Will be a mecca for show people. Interior decoration will be done by Mr. and Mrs. Simon, as they are the winter quarters, many gifts and cards will be received. Harry Dinkels is in Belvue, III., and has a house party. Many gifts and friends present. May Hawkins, who has been confined to her bed for the past three weeks, was up for the first time on Christmas Day and according to the doctor will be up and going very soon.

**George Hirschberg.**

**De Lang.**

ST. LOUIS, Jan. 1.—The Merry Christmas of 1897 will be remembered by the writer, as he received many cards and letters from friends, many of whom he had not heard from in years. De Lang and Mrs. De Lang are spending Christmas in Belvue, Ill., and have a house party. Many gifts and friends present. May Hawkins, who has been confined to her bed for the past three weeks, will be up on Christmas Day and according to the doctor will be up and going very soon.

**Frasco.**

**Strates.**

WELDON, N.C., Jan. 1.—Many innovation are being made this winter as the new year approaches. When it takes to the road, Chief Electrician Clifford Bally left and will join the show. Writer has been working on a light tower, making three towers on the midway. Two fronts will be built, one 75 feet long and the other 70. Every wagon will be thoroughly recon-structured. The show opens in Weldon January 5th. Agent C. W. Cracraft reports everything is coming along fine with bookings for both fairs and stillite.

**Ben H. Voorhees.**

**Wallace Bros.**

MOBILE, Ala., Jan. 1.—More than 20 people sat down at quarters here last Sunday at a Christmas dinner as the guests of Mr. and Mrs. Robert J. Wallace, which had been appetizingly prepared by the mother of the family. The guests were Mr. and Mrs. Josephine Williams, Mr. and Mrs. E. W. Wilson, Mr. and Mrs. T. Cetlin, Harry Dunkel, James Nick and all the working men. Ab-
Sheep Headed and Saucerlip Pythons.

Wanted Quick for Jungle Show

Following people: Bonny Anderson and Sisters: Abool, Fire Eater: Maxie and One Private Car. four staterooms, two baths, dining and sitting room and Any of the above can be inspected.

Two Beautiful Cared Wagon Fronts and one Penal front. 60 feet.


THINKER MOTOR COMPANY
1819 E. Kenilworth Place
Milwaukee, Wisconsin

TRAILER SALES COMPANY
324 S. Wabash
Wichita, Kansas

LORENZ BROTHERS, INC.
Kalamazoo, at River Street
Lansing, Michigan

WANTED QUICK FOR JUNGLE SHOW

WINTER SEASON OPENING JANUARY 15

Following people: Benny Anderson and Sisters; Abeal, Fire Eater; Maxie and Burtis Jenkins; Crawford Price; Singale, Zawaha. Outstanding Jungle Acts and Attractions, Elco Circus, Punch and Judy, Ventriloquist, Alligator Wrestler, Pop-Eye Impersonator, Want Pin Heads, Freaks, Midgets, Dwarfs, Sheep Headed and Saucelip People, Will buy for cash Big Snakes, Big Chimp, Ant Eater, Jungle Animals. Will pay top salary to girl who can handle Pythons. Also want Girl for Fish Bowl Illusion. Wire: don't write.

WALTER HALE
TUTTLE HOTEL, MIAMI, FLORIDA

Also wire, Chuck Bedell, Johnny Kenloe, Bill Goll, Doc Pierce.

FOR SALE

One Posing Show, complete with handsome 60-foot front, new green top 25 x 50, elaborate stage settings All ready to operate. Two Beautiful Carved Wagon Fronts and one Panel Front. 60 feet. Also Green Top 30 x 90 with Side Wall, Draperies, etc. Used one season. Can be used for any show.

One Private Car, four staterooms, two baths, dining and sitting room and kitchen. A very desirable car. And one Seven-Room Stateroom Car with Lunch Counter End.

Any of the above can be inspected at our Winter Quarters, Lakewood Park, Atlanta, Ga. Bargain prices for quick sale.

Rubin Gruberg, Robert Fulton Hotel, Atlanta, Ga.

Will Wright Titles His Show
Wright's Golden State Shows

LOS ANGELES, Jan. 1.—The title of the new carnival that will take the road under the management of W. W. Wright and his associates will be Wright's Golden State Shows, he announced here (this week). This title is being used in all the corporation papers recently issued as Wright's Golden State Shows, Inc.

In a talk with a reporter for The Billboard about the plans and policy for his show, Wright said, "The show will be motorized and an order has been placed for all new motor equipment. It will be better and cooler" is a time-worn phrase. However, I have a number of ideas in mind for general improvements in carnival requirements and shall try them out. There will be more beauty and social illumination features. As to the staff, that will be second only where members always are welcome and where they can always meet their friends.

A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago, Ill.

January 3, 1938

THERE ARE "SCORES" OF REASONS
Why You Should Be a Member of

Showmen's League of America

165 W. Madison St., Chicago, Ill.

It maintains spacious clubrooms in the heart of the city, where members are always welcome and where they can always meet their friends.
Sun Carnival midway opening indicates big grosses for Sarasota IOOF.

**Shrine Show in Chi, First Winter Circus, Offering Topnotch Talent**

CHICAGO, Jan. 1.—First winter circus in Chicago in many years, the Shrine Show, presented by the Shrine clubs of Medinah Temple Shrine, was held at the Coliseum. The show is directed by Orrin Davenport and features the Shrine Circus of Rolling-Harrum, Colle Bros, and the Flying Vassers, and includes numerous other acts, such as Joe Hogan and the Clown, and the Columbia Troupe, which is directed by Joe Hogan. The show also features the Shrine Circus of Flying Vassers, and includes numerous other acts, such as Joe Hogan and the Clown, and the Columbia Troupe, which is directed by Joe Hogan.

While the show had a large advance, it was light the first three days, which the management had expected, because of the show opening Christmas Day. The show was well prepared and the Shrine officials are pleased with the show as a whole and they are confident that next year's show, with more favorable dates, will draw tremendous attention.

Orrin Davenport, veteran showman, who has put up a highly pleasing performance, is ably handled by Jack Lament, booking manager, and many of the best acts were in the show. The band, which, because of the weather, was not in good condition, was not heard.

**Tourment is Colorful**

To handle expected crowds additional acts were added to the show, including the Shrine Circus of Flying Vassers, which is directed by Joe Hogan. The show also features the Shrine Circus of Flying Vassers, and includes numerous other acts, such as Joe Hogan and the Clown, and the Columbia Troupe, which is directed by Joe Hogan.

**SHOWMEN'S LEAGUE**

(Continued from opposite page)

**El Paso Fun Zone a Draw**

Sun Carnival midway opening indicates big grosses for Sarasota IOOF.

**Circus Acts Work For Sarasota IOOF**

SARASOTA, Fla., Jan. 1.—Two large audiences attended the IOOF Indoor Ring on Dec. 29th, in American Legion Coliseum here on December 16th, reports correspondent, who with "Curley" Stewart, also a former manager, directed the show, which was presented by the Sarasota IOOF.

The Webster, who filled in with clown, seconded by the clown, also directed the show, and was assisted by the clown, who with "Curley" Stewart, also a former manager, directed the show, which was presented by the Sarasota IOOF.

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**Wanted**

WANTED, 1000 P1401. Wild stews.

**BINGO BUSINESS**

(Miami, Fla., Jan. 1.)—The Miami newspaper business is doing nicely at various tracks.

**Miami**

Miami, Fla., Jan. 1.—Sail Salghurth was suddenly taken sick.

It seems that Doc Duncan and Jimmie Valentine are having a good time.

Buddy Sellman's Pomeranian, Gumal, made a good time on his way to the kennel.

Bob St. Clair, recently contracted for the Florida Dome, and his Wild West boys and girls in a fast-moving performance featuring the Rolling-Harrum and Rolling-Harrum, Colle Bros, and the Flying Vassers, and includes numerous other acts, such as Joe Hogan and the Clown, and the Columbia Troupe, which is directed by Joe Hogan.

Doc Green's minstrel and radio stars were out front here, with Boyd Harris, of the Philadelphia Club, and Louis Augustine's five-in-one, featuring the Shrine Circus of Flying Vassers, and includes numerous other acts, such as Joe Hogan and the Clown, and the Columbia Troupe, which is directed by Joe Hogan.

Erhardt, S. C., Weeks of December 20 and 27.

Doc Green's minstrel and radio stars were out front here, with Boyd Harris, of the Philadelphia Club, and Louis Augustine's five-in-one, featuring the Shrine Circus of Flying Vassers, and includes numerous other acts, such as Joe Hogan and the Clown, and the Columbia Troupe, which is directed by Joe Hogan.

Due to the bad weather, an attempt was made to play a second neck, but bad weather and interest again resulted in poor attendance and the end of the season was canceled.

**Forest, Miss., November 29-27.**

**Wanted, 1000 P1401. Wild stews.**

Due to the bad weather, an attempt was made to play a second neck, but bad weather and interest again resulted in poor attendance and the end of the season was canceled.

**Franklin, La., December 10-15.**

**Wanted, 1000 P1401. Wild stews.**

Due to the bad weather, an attempt was made to play a second neck, but bad weather and interest again resulted in poor attendance and the end of the season was canceled.

**Miami, Florida**

Miami, Florida, Dec. 27-31. An attempt to play a second neck, but bad weather and interest again resulted in poor attendance and the end of the season was canceled.
A Column for OPERATORS & DISTRIBUTORS of SALES, Display and PUBLIC PROMOTION

**NADSCOS Report Delayed**

Due to the Christmas and New Year holidays and the illness of one of the key members of the committee, the NADSCOS Report, which was to be released in conjunction with Direct Selling Companies Week, was delayed. Due to this delay, we will carry a full report on these accomplishments in the earliest possible issue.

**OPPS CASH IN ON PIX CRAZE**

*(See RINGO BUSINESS on page 58)*

**PRODUCT ANNOUNCEMENTS**

_**SNAPSHOTS, CANDIDS and M.P. CAMERAS BIGGER THAN EVER**_

_Salesbud ops, direct sellers cashing in on camera angles and adding to profits with films—item now recognized as year-round winner._

**NEW YORK, Jan. 1—______**

_Ops are riding right along with the apparently endless wave of popularity of all-type cameras. Since the start of the camera craze about three years ago, all types of cameras and their accessories have had a tremendous increase in demand for such items as mufflers, table linen_, and _for the best candid shots of any portion of a studio or location_.

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New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department which interest you.

New Roller Ironer

The latest specialty in the electrical appliance field and a trigger for agents and direct sales people is the new roller ironer, built on the order of a home electric presser. A roller at the end of a handle and a convex face metal blade at the end of the order is brought together by lightly pressing the handle. The ironer covers half a trouser leg thoroly and quickly. Comes complete with seven-foot cord and file.

New Calendar Clock

Kal-Klok is a new number being introduced by Silver Manufacturing Company which the firm declares has all the marks of being a natural for salesmen and premium promotions. The new number is a clock, a calendar and an alarm all in one. In addition to telling the time, it tells the day of the week, the month of the year and the date of the month. Stands 5½ inches high and is finished in winkle ivory, antique bronze or Chinese red. The clock and two-milimeter bell are cleverly concealed under the graceful dome top. Clock is fully guaranteed and priced to sell at a reasonable figure.

Visible Coin Holder

Instead of changing in your pockets and bills in your purse, this new holder will carry both in a new combined Visible Coin holder and billfold. It tells you how much change you have, and bills and keys are safely tucked away in a single pocket in the back. Here the coin and genuine coin may be sold with genuine utility value makes it a good buy for a good branch of the business. N. H. Swanson Manufacturing Company, maker, offers a nifty margin to salespeople also.

New Winter Auto Need

Che?! is the name of a unique little item just brought out by Evans Promotions Company to stop loss of alcohol and other evaporable anti-freeze. It fits over the lower end of the radiator overflow pipe, and once installed is said to end the worries of winter radiator "freeze-up," making one alcohol filling last for the winter. Looks promising for the next few months for agents among individual car owners as well as operators of fleets of trucks and buses.

Fire Extinguisher and Alarm

Fires Corporation announces a combined new giant fire extinguisher and alarm which looks like a little number for saloon men working prospects for fire protection. Item has a capacity of one quart of extinguishing fluid and the open operation automatic and positive. Company makes unique offer to replace every extinguisher that has been used to put out a fire during the first year.

"WILLIE TALK" Introduced Only a Few Weeks Ago

Is Proving To Be

THE BIGGEST SALESBOARD ITEM IN THE LAST 10 YEARS!

Those Who Have Featured IT Are Receiving Why Wait?

Be the First

To Show IT in Your Territory.

Write, Wire or Phone Your Orders!

But Be Sure To Show This Item.

For Possible Prices... GENERAL CATALOG. 180 Pages of Latest

LOOK! JUST OFF THE PRESS. OUR 1938

HOT OFF THE PRESS

THE NEW 1938 CHAMPION CATALOG

Pipes

PEE WEE RADIJO MFG. CO.
205 W. 3rd Street, Los Angeles, CALIF.

N. SHURE CO. ADAMS AND WELLS STS.
CHICAGO, ILL.

WISCONSIN DELUXE CORPORATION
1002 NORTH THIRD STREET
MILWAUKEE, WISCONSIN

Thank You for Mentioning The Billboard.
**WHOLESALE MERCHANDISE**

**January 8, 1938**

**INVENTORY CLOSE-OUT**

- **MINIATURE CHARMS**—$15 10c each.
- **TOY PROGRAMMES**—$10 5c each.
- **LARGE TUMBLING BUNNY**—$5 50c each.
- **SILVER HANDMADE**—$5 50c each.
- **SHOWCASES**—$5 each.
- **HOBBIES**—$2 each.
- **MEN'S HATS**—$1 each.
- **AUTO STYLING TYPE BLADES**—$1 25c each.

**BENGOR PRODUCTS CO.**

507 BROADWAY, NEW YORK, N.Y.

Sell VALENTINES

Share in the Profits.

Comics are in Big Demand

**LEVIN BROTHERS**

TERRA HUAE, INDIANA

**SVENGALI MAGIC DECKS**

Carrington Co., 207 W. 23rd St., Chicago.

Without such practice with others.

**ATTENTION OPERATORS.**

**GELLMAN BROS.**

119 No. 4TH ST.

MINNEAPOLIS, MINN.

**NOTES FROM SUPPLY HOUSES.**

What with changes of copy and the holiday rush, Teddy Grodin's New Year greeting was omitted from his ad in the Jan. 16th issue of Wholesale Merchandise. He extends his best wishes for a prosperous 1938 to all the boys.

Frank Novelties, New York, will move to new quarters February 1st. Milton Leiberman, proprietor, informs us that he will enlarge his gift and carnival merchandise departments at the new location.

Bernie Renn is looking for opportunities to sell his items in the wholesale trade. He has been associated with Bob Rappel, of Carnival Supply Company, for a number of years, having started with the firm in a minor capacity and worked up to the position of sales manager. He is regarded as an expert in the matter of novelties and is expected to do well in the wholesale trade.

Jeff Marcus, popular representative of the Standard Safety Razor Corporation, announces that his firm has established a new office in Minneapolis and is planning to open a branch for the handling of private brands of razors and will be glad to furnish readers with information. Jeff controls a large jobber trade and is regarded as an expert in the handling of private brands of razors and will be glad to furnish readers with information.

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January 8, 1938

WHOLESALE MERCHANDISE-PIPES

The Billboard

DOUGLAS G. HEGLE

WHOLESALE HOUSE

45 Broadway

NEW YORK CITY

MED. MEN OPPORTUNITY

In New Cases, send us the Request Letter. The biggest business in Trade is done from these letters. We have a complete line ofolicited business from the finest manufacturers. Write for our list of manufacturers. No cost.

Elgin & Waltham Watch Canisters $3.95

Southern Pen Co.

Every $1.00 gets you $5.00

G. N. S. Answers are the same every time.

Write to Dept. 106, 40th Street, New York City.

PAPERMEN


MED. MEN OPPORTUNITY

General Products Laboratory

Manufacturing Pharmacists

137 E. Boring St.

Columbus, O.

PEN & PENCIL COMBO

Brodie, Hannah, and I worked on this spot

Papers are a high grade of paper. Write for a copy of a few samples.

VETERANS' Big Sellers!

Our sales are increasing. Get your share of the New Year's boom. Write for a demonstration of our new line of paper products.

EXPERIENCED PAPERMEN

Write to the President of the National Paper Industry Association, 137 E. Boring St., Columbus, Ohio.

ACE BLADES

FACTORY PRICES. FREE DELIVERY.

Details FREE. (Sample 10c.)

ACE BLADE CO.

37 South Avenue, Dept. 1, N.Y.

ACE BLADE CO.

70 South Avenue, Dept. B, New York, N.Y.

WOMEN WHO HAVE BEEN?

Write for your opportunity to earn extra money without canvassing.

Harford, Dept. 184, Cincinnati, O.

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January 8, 1938

PITCHFORK FIVE YEARS AGO

Doc Bob Smith and wife were suffering from the effects of residence. They were still on their old home ground when J. E. Leonard of Easton, Ark., was directing and financing a crew in Allentown, Pa. Doc was the artist, and was working on fast cuts at the Pike on Long Beach, Cal. "Christ- mas is just a few days away," he said, and was spending the holidays in Cincinnati. At Springfield, Mass., Doc was the one who was meeting with the McDaniel company in Los Angeles.

WORK JEWELRY SALES - THEY'RE BIG

The Billboard, 110 W. Washington St., Chicago, Ill., reports that the sale of jewelry is big in the wholesale market. The magazine reports that the sale of jewelry is big in the wholesale market.

ELGIN & WALTHAM WATCHES $1.75

End of Sale. For Fine Work Only.

MILLS SALES CO.
110 BROADWAY, NEW YORK, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

ELGIN & WALTHAM WATCHES $1.75

End of Sale. For Fine Work Only.

MILLS SALES CO.
110 BROADWAY, NEW YORK, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

SOAP PRICES CUT

Fast Selling Bargain Deals in Solid Toilet Soap: Combination Deals that knock down the big name brand prices. Every kind of soap is on sale now. Wholesale prices are reduced. 25c. and 50c. deals. Complete new time list of prices. Rush for full details and prices. Anything or everything can be had under this list for big buyers.

ATCO SOAP COMPANY, Dept. 71, Dayton, Ohio

January 8, 1938
Hartmann’s Broadcast

ALTHTO San Francisco’s Golden Gate
An International Exposition is slated to open in 1938. The fair, which agrees that the city by the Golden Gate is not, will be the largest in the world. It all depends upon the how the fair will be handled, and on the way in which it is managed. The fair will be opened on the opening of the Panama Pacific Exposition in 1915.

HEART OF AMERICA—

are affiliated with carnival, circus, amusement parks and other phases of the entertainment business.

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<td>A</td>
<td>Alice</td>
<td>123 Main St.</td>
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<td>B</td>
<td>Bob</td>
<td>456 Elm St.</td>
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<td>C</td>
<td>Carol</td>
<td>789 Oak Ave.</td>
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**Your Wit Parade**

**Then His Temper Flared Up**

Kid: "Hey, mister, your coat's burning!"

Fire Eater: "So what? It's my smoking jacket."

**Bagging the Dough**

Sidewalk Sydney: "—and with every 10¢ bag of candy I throw in a quarters worth free!"

Cop: "Say, how do you make money if you give that much away with every bag?"

Sidewalk Sidney: "My profit is in the bag!"

*A Tents Moment*

She: "After good sense sake, stop yawning!"

He: "I can't help it. I just turned my circus into a tent and yawning company."

**Stretching the Imagination**

Fat Lady: "Mike, will you do me a favor?"

Mike the Rubber Man: "Sure. What is it?"

Fat Lady: "My husband's a mistake and I'd like him rubbed out."

**Sliced?**

Zoo Supt.: "What's the wild pig squawling about?"

Caretaker: "You'd squeal, too, if your sides were BAKIN'!"

*(See Your Wit Parade on page 64)*
In spite of the lukewarm attitude of Chicago newspapers to Sonja Henie, her show at the Stadium did tremendous business. The papers were so busy complimenting to his or her credit it was not altogether dependable. So writers' ballyhoo to draw the crowd. And for another thing it proved that an artist who has real audience influence of the most striking variety. Sonja appeared in This Ice her box-office the same day, as a last-minute acquisition, making the week a memorable, exciting one. The picture was excellent ballyhoo for the Hollywood Ice Front as the general public, unfamiliar with her name, was astonished at this picture with the show playing the stadium.

Clyde Beatty is expected in Chicago this week with Frank Walter, millionaire circus fan of Houston, Texas. Beatty and Walter have just completed a nine-week trip to the coast, where the picture will go to the Seabreeze, Texas, and the bandwagon will start its trip off the Texas coast. Walter is operator of a complete circus which his play company, owned by Texas state for Texas purely for pleasure. His show has brought joy to thousands of kids in the Lone Star State.

Last official act of A Century of Progress took place a few days ago when Chicago was inaugurated as a center to which 14 agencies and philanthropists institutions in Superior Court at Chicago. The arrangement of all debts and claims the Chicago exhibition committee has failed to close its books without a deficit. The Chicago Park District received $40,000; Museum of Science and Industry, $40,000; Art Institute of Chicago, $20,000; Adelphi Institution, $15,000; York Observatory, $1,000; Archeological Research, $1,000; Archaeological Research, $5,000; Aeronautical Research, $5,000; Smithsonian Institution, D.C., $5,000; and there were several smaller bequests.

Birthday congratulations to Tom Mix! His natal day is January 6. This week's column will spend the remainder of the winter as billing agent for the Chicago company. The column which goes on tour January 15. Arrangements are made for a trip to Jacksonville, Fl. Will be back in Chicago this week, when

San Francisco Showmen Feel Need for a Club SAN FRANCISCO, Jan. 1.—A strong movement is under way here for the establishment of a permanent room for showmen. A preliminary meeting was held and the consensus is that such a club is needed here.

The movement has the endorsement of several showmen, including Jack Steck, William F. Cody and the late Sonja Henie. There are a number of prominent local showmen who feel, however, that it is a lack of official interest that has prevented progress. The idea was acted upon here rather than to organize a new showmen's association.

Something definite will be done before the opening of the next booking season, is the opinion of a number of local showmen.

J. C. Donahue leaves for a visit to Hot Springs, Ark., then to Chicago for a few days. From there he will head for Los Angeles, where the Shrine of the Century is being held. The International Amusement and Athletic Club last week

Carnival

Routes (Continued from page 33)

Drukenbrod will have the all-34. MUM. Bill Wight in the front row, with Prank Walter, millionaire circus fan of Houston, Texas. Beatty and Walter have just completed a nine-week trip to the coast, where the picture will go to the Seabreeze, Texas, and the bandwagon will start its trip off the Texas coast. Walter is operator of a complete circus which his play company, owned by Texas state for Texas purely for pleasure. His show has brought joy to thousands of kids in the Lone Star State.

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Marie K. Smuckler, Lafayette Hotel, Tampa, Fla.

Wanted for Australia and New Zealand

SHOW TENTS
AND TRAILER CANOPIES
Fulton Bag & Cotton Mills
Address: Communications to Cincinnati Office

Wolandi
Sensational High Wire
WANTS TO JOIN RELIABLE CARNIVAL
Hotel, Los Angeles.

HILDERBRAND UNITED SHOWS
WILL BOOK FOR SEASON 1938

Want Ride FOREMEN, RIDE MEN, Truck Drivers.

This show will open in February and will play a season of forty weeks with Celebrations and Fairs. Playing the best Fourth of July spot in the Northwest.

Everybody address HILDERBRAND UNITED SHOWS, Box 1032, Los Angeles. Winter Quarters, Alhambra Airport, Alhambra, California.

WANTED

For Cuba Interior, 16 weeks, where money is plentiful. Boat leaves Mobile, Ala., January 20. Can place Rides, Octopus, Loop-the-Loop, Ride-O, Loop-o-Plane, Shows, Motorhome, Midgets, Monkey Shows, Midgets, Coney Island House, good Ride Show Features. Any one interested send Shows of Merit. Prefer Shows, Rides with their own trucks. Will buy 1,000 feet good Cable. Note—We have been in the Island Cuba. Played here more than 35 years, know where money is. No worry. Know the provinces of Cuba. Know what to get money.

Marie K. Smuckler, Lafayette Hotel, Tampa, Fla.


West Bros.' Shows

THE OPERATOR 1938

Visiting operators will be the guests of exhibitors at the 1938 Coin Machine Show, which meets in Chicago January 17 to 20. For the operator the annual convention is coming to mean a "grand time" which he enjoys once a year and a time also when he can get the "feel" of the industry by associating with operators from many centers.

In discussing "The Operator 1937" (see The Billboard, January 9, 1937), mention was made of the common talk of "the new operator" then current in trade circles. As we think of the operator at the beginning of 1938, the distributor and jobber still hold the crucial position in the trade of being betwixt the rank and file of operators and the manufacturers. The professional operator is becoming more and more the small operator, and fortunately there are still thousands of them in the business.

The rise of the used machine market and the universal practice of trading in a used machine for a new one have tended to create the jobber-operator. Or it has put most operators of any large number of machines into the business of trading machines. One of the interesting facts observed at the 1937 Coin Machine Show was the large number of delegates who registered as distributor-jobber-operator. That is, a large number of men in the trade do business in all three fields—if there is any distinction to be drawn between them. It is interesting to note that most newspaper reporters, who don't know the language of the coin machine trade, insist on calling the operator a "distributor," evidently because he distributes machines from location to location.

Many of the things said about operators at the beginning of 1937 still remain true at the beginning of 1938. With credit sales forming the bulk of the business, the rank and file of operators have become more dependent upon the distributor and more closely associated with him. It still remains true that most distributors have grouped around them a coterie of operator-customers which in reality almost constitutes a large operating organization. The operator has come to depend upon the distributor to show him the new machines and to tell him which are the best to buy. All of which means that the rank and file of the trade is merely settling down as other lines of business have done with the passing of time.

If there are any significant trends in the ranks of operators at all they are this closer association with a local distributor and also the slow rise in importance of the service or route man. During 1938 we expect to give more attention to the large number of service, route and repair men who have quietly grown into importance both as to the nature of their work and also as to the number of them now employed in the coin machine industry. As the operating business takes on age these employees of operators and distributors are serving an apprenticeship similar to what happens in many other lines of business. In the undertaking field it is the employee of the undertaker who learns the business and then sets up in business for himself. There is likely to be a tendency for these service, route and repair men to eventually establish their own operating business. As the operating business becomes more and more a stable business that is what we may expect to happen.

The rank and file of operators enter 1938 with two questions foremost in their mind—the prices of machines and what can be operated without too much legal risk.

Like all consumers, the operator has the right to buy where he can buy at the lowest prices, and by this time operators have gained much experience in buying. So they will have more to say about the prices they pay for machines. The two-year run on automatic pay-out games made it possible for the operator to pay high prices without so much ado, but it is already common knowledge that operators buy used machines rather than new ones since they have to take so many risks of legal interference. The prospect of lowered prices for phonographs indicates that the most prosperous branch of the trade has already felt the price issue and is trying to meet it.

The decline of pay-out games will have widespread effects on the operator's buying power. The majority of operators were using pay-out devices wherever possible for "quick money" and investing in more stable types of machines like phonographs, vending machines, etc. Thus the operator was a speculator in the field of pay-out machines, but a conservative investor in buying music and vending machines. There will be many an operator who wishes he could have continued another year on this plan. Experienced operators will still be able to speculate on a smaller scale with pay-outs of various types while investing in more stable machines for a permanent business. In contacting music operators, one of the biggest surprises to me is the large number of them who were former operators of slot machines.

The operator at the beginning of 1938 would especially like to know what types of machines he can operate with some degree of success and peace of mind during the entire year. Much depends upon the way in which manufacturers answer this question with a variety of new machines that will meet legal standards. Operators will have greatest curiosity in new types of amusement machines, but it will be an unusual job for manufacturers to provide a variety of amusement devices that make "fast money" and also meet legal requirements.

Perhaps it is wise to suggest at this time that many an operator is still expecting too much in the way of machines that make "fast money." The average operator will always be a speculator, and most of them will always be taking a chance on gambling devices every time there is a breathing spell, but most of them are likely to do a lot of thinking during the entire year of 1938. If the music and vending machines are protected from competitive evils within their own ranks these machines should prove attractive to the big majority of operators thru the year.

The operator of 1938 should be a better business man, with a lot of the flash of the pay-out game period gone. All of the problems that he faced at the beginning of 1937 are still here, and many of them just a little bit more intense. But the rank and file of operators today is made up of experienced men and they should begin to use more business judgment. The nation as a whole faces a lot of problems. But the rank and file of operators have felt the price issue and is trying to meet it. The two-year run on automatic pay-out games made it possible for the operator to pay high prices without so much ado, but it is already common knowledge that operators buy used machines rather than new ones since they have to take so many risks of legal interference.

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Merchandise Vendors Give Security for the Future

By R. G. NORMAN

The desire for "security" or rather the "feeling of security" is a very important thing as it is so important that every person longs for it. With our economic system today, the desire for security is not confined to anyone but everyone. From the time we are born, we learn to feel a need for security, and the desire for it grows stronger as we grow older. The reason for this is that we are constantly faced with the need to earn a living, to provide for our families, and to secure a comfortable way of life for ourselves.

The desire for security is a very natural desire, and it is one that we all share. It is the desire to have a sense of stability, to feel that we are safe and secure. This desire is not just a desire for physical security, but also a desire for emotional security. We want to feel that we are loved and valued, that we have a place in the world, and that our lives have meaning.

The desire for security is very important because it is the foundation for all of our other desires. If we feel secure, we are more likely to take risks and pursue our dreams. If we feel insecure, we are more likely to be afraid and to hold back. The desire for security is the foundation for all of our other desires.

The desire for security is also important because it is the foundation for all of our other values. If we feel secure, we are more likely to value our families, our friends, and our communities. If we feel insecure, we are more likely to value our own needs and desires above all else. The desire for security is the foundation for all of our other values.

The desire for security is a very important desire, and it is one that we all share. It is the desire to have a sense of stability, to feel that we are safe and secure. This desire is not just a desire for physical security, but also a desire for emotional security. We want to feel that we are loved and valued, that we have a place in the world, and that our lives have meaning.

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 service that the public and location owners want just as well as any other operator does. To diversify even by the point of operating different kinds of equipment in the same location means just that much more from the one spot, with no increase in overhead expenses.

In some cases it may be advantageous to have separate route men handling each type of equipment, but regardless of this, a paying location for one type of equipment about will not be a paying location for another kind of machine. However, the individual characteristics of each location will definitely determine this.

Many an operator has found out from experience the benefits of diversification. It has seen one type of vending equipment successfully supplement the steady income from the other, thus collecting double profits. He is getting the utmost income out of the greatest diversity of business that each operator has—satisfied locations.

Opportunity in New Fields

In a study of the limitations of certain lines in time we see the new field expand and hold forth greater profit opportunities than the traditional activities, and it is so, it is with the coin machine operator. It should be even more apparent that the industry will become identified with that which is new in legitimate merchandising equipment. Basic services or public needs supplied in new ways hold great promise. The operator who has already been established in the newer fields has a distinct advantage over his competitors and it is quite easy to get more of the most desirable kinds of business that can be had by "jumping" on competition right from the beginning and capitalize on it to the fullest extent.

He is established in a field of activity that is virgin. He can take advantage of the fact as the businesses develop and develop into a major enterprise. If he can maintain his business on a firm foundation of legitimate merchandising vending.

Operators who have stepped to the newer field and have stepped to it with the proper operation of machinery will generally be a paying proposition. The writer, on behalf of the Amalgamated Manufacturers' Association of Los Angeles County (California), as well as for the benefit of the industry, have planned an splendid co-operation of all the men interested and most conscientious in aiding us at all times. And those who have in the past displayed themselves, it is earnestly requested that they be invited and treated with the highest degree of respect.

The writer, on behalf of the Amalgamated Operators of Los Angeles County, in behalf of the merchandising industry, have planned an splendid co-operation of all themen interested and most conscientious in aiding us at all times. And those who have in the past displayed themselves, it is earnestly requested that they be invited and treated with the highest degree of respect.

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Seeburg Part of Progress in Music

By CAROL DAY

In articles throughout the trade press during 1937, the phonograph record industry has been pointed to as a notable money earner. Figures on the rise of the industry have been given for many years in the doldrums of depression, reasons that reflect the credit of a music-conscious America.

Yet in its deserved measure credit must be given another factor in the doubled 1937 record sales over those of the previous year, the increased interest in coin-operated machines.

A phonograph operator, more than any other, must be aware that people, who are interested in coin-operated machines, can outdo each other for the favor of opera-
tions pioneered and brought to perfection by Seeburg engineers to create a desire for recorded music. The development of the phonograph operator to the disc manufacturer in 1938 is a case that grows richer with each succeeding day. More and more operators of coin-operated equipment are turning to automatic phonographs.

"The music idea is rising with the growing desire for good music and it is the phonograph that can best satisfy this desire," said Donald I. Coste, president and general manager of Seeburg Co., Inc.

Recent shipments include 11 machines to Eddie Clemens, of National Coin Machine Co.; 12 to Mellow King Machine Co.; 11 to William Bolton, Romulus, Mich.

"Most of our old operators, such as Mickey Powers, Frank Alluvio, Ray Music Company, Edward Carlson, Arnold Miller, of the Rock-Ola Metropolitan Music Company, Joe Brilliant, Mary Long and Linpin Carr, have all added to their already generous Seeburg operations with purchases of from one to six during the current month," said Mr. Consey.

He continued, "Toleno operators have also added machines for the past two months. They have not hesitated to purchase Seeburg machines a few at a time. State sales have been augmented by sales in New York, Illinois, Michigan, Saginaw, Herman Darr, Cass City, each of whom has purchased several machines during the month. There have also been several new accounts in the Thumb during the month."

"Many operators want to know how many records," said Mr. Consey. "This interesting conclusion was reached through a bottom- line survey recently conducted by the Rock-Ola firm and its distributors. Rock-Ola salesmen, distributors and their representatives are reported to have questioned operators, location owners and patrons in large cities, as well as small towns, hamlets and villages. In each instance they asked just how many records each operator thought he should have in his program. When all reports were checked in the result was a positive choice of a 20-record selection."

The percentages ran as follows: 12 records 35; 16 records 20; 20 records 30 per cent was for more than 20 records. Thru this survey it was learned that the average selection numbered between 17 and 20 titles of songs. The check-up revealed that, sharing a few favorites at a time—discarding 50 per cent of the new selections, keeping others, for those old-established tunes that are always popular. Operators want to know the question of "how many records," said Mr. Consey. "Most operators want to know how many records are well sold. This is evident in the sales of the various locations. Current favorites, they agreed, are constantly changing and numbers that are popular one week are flots and jets. Twenty records, they say, offer the ideal number for the good of the location, for the good of the operator and, most important, for the good of the patrons."

See-Con To Show Phonos in Detroit

DETROIT, Jan. 1. — "Contrary to expectations, we have had a very good business this season," said Donald I. Coste, president and general manager of See-Con, Inc.

Recent shipments include 11 machines to Eddie Clemens, of National Coin Machine Co.; 12 to Mellow King Music Company; 11 to William Bolton, Romulus, Mich.

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Marquette Music Firm Incorporates

DETROIT. Jan. 1. — Incorporation papers to form a new firm called the Marquette Music Company, the largest in the world as the largest music machine operator in this territory, and is also distributor for Wurlitzer machines here.

Modern Vending Shows New Phonos

NEW YORK, Jan. 1. — Modern Vending Company gave a big party last week to December 28 and 29, to show the new 1938 models of the Wurlitzer phono- graphs.

Sandwiches and drinks were on hand for the visitors, who were urged to pick up the new machines by the manufacturer's salesmen. Special features were the new 1933 models of the Wurlitzer machine, which were placed on display.

The manufacturer's salesmen were highly entertained with the new models, which are being introduced to the trade for the first time. They have been operated by the various salesmen for several weeks and have been highly successful.

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They've Got What It Takes!

“Headliners” need no introduction. They are known by their individual style... flawless presentation... high standard of performance.

Seeburg Illuminated 20 Record Multi-Selector Symphonolas, Royale and Rex, with the original Lumalite Grille, are “headliners” on the finest locations everywhere. Their dignified beauty... inimitable reproduction and constant carefree operation now enable operators to earn increased profits every day in the week.

McCormick Set For Convention

GREENVILLE, N.C., Jan. 1—B. B. McCormick, of the McCormick Machine Company, reports that his firm will present two new products at the coming show. One is a cigarette machine cover which fits every make of cigarette machine on the market and will carry the same one-year guarantee that the phone cover of the firm does. The other product is reported to be something new for phonos. As yet McCormick has not disclosed any details on this new product of phono ops, but he did say that it will prove to be a real necessity to all the men engaged in the phono operating business.

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.

Due to unavoidable delay because of the heavy holiday mail deliveries, this week's phonograph records did not arrive in time to make it possible to select “The Week's Best Records.” This feature will be resumed in the next issue.

Joe Sanders
Management
Music Corporation
of America

20 RECORD
Multi-Selector
ROYALE

P. Seeburg Corp.
1500 Dayton Street
Chicago, Illinois

J. P. Seeburg Corp.
1500 Dayton Street
Chicago, Illinois

Wurlitzer Phonographs
Models 412-616 and 616A
Also 1936 Rock-Olas and Mills' Do-Re-Mi's Complete Stock Latest Model Pin Games—New and Used, Everyone Guaranteed Perfect As To Condition And Appearance! Write for Complete List Today.

Brooklyn Amusement Machine Co.
8-10 Varet St., Brooklyn, N.Y.

For Sale
Wurlitzers
412's and 312's

Central Distributing Co.
105 W. Linwood Blvd., Kansas City, Mo.

Have you any locations that you must give up because the net earnings do not warrant new machines?

Why Give Up These Spots?
Buy a Gabel '57 12-Record Phonograph. One price, $75.00 each. Half down, balance o. d. o.

Champion Automatic Music Co.
Gabel Distributors.
3864 Twelfth Street.
Detroit, Mich.

The Last "Word" In Your Letter To Advertisers, "Billboard"
A PROSPEROUS NEW YEAR WITH POP-IT
IT BUILDS PERMANENT, STEADILY INCREASING INCOME IN A LEGITIMATE OPERATING BUSINESS!

OPERATING BUSINESS!
INCOME IN A LEGITIMATE IT
STEADILY INCREASING
ONLY TO OPERATORS
US N. Hoyne Ave., CHICAGO, ILL.

NEW YEAR's sands of locations.

Louisville Has New Milk Venders
LOUISVILLE, Jan. 1.—Co-operating with industrial plants and business establishments in their drive for greater efficiency, the Louisville Dairy, Inc., in Indianapolis and servicing milk dispensing machines in plants, homes and shops, is making it possible for workers to receive between-meal nourishment without leaving their jobs.
The new 'milk vending machines are said to be manufactured by the Mills Novelty Company, of Chicago, an internationally known manufacturer of coin-operated machines.
The dispensing machines, an ingenious piece of mechanism which delivers, to the consumer a cold bottle of milk in return for a nickel inserted in a slot, are serviced fresh daily, are completely sanitary and are electrically refrigerated, dispensing the milk at a temperature of less than 40 degrees.

They can plant weight on the job, thus making it unnecessary for employees to lose valuable time from their work for a mid-morning or mid-afternoon bit of nourishment which scientists have been found to be conducive to greater efficiency in all lines of human endeavor, both mental and physical.
One of the most recent contributions to the subject of industrial productivity was made by Hagard and Greenburg, distinguished physiologists of Yale University, who attached the problem of industrial fatigue not to rest periods, but by between-meal feedings. Their tests were made under actual factory conditions in a plant manufacturing rubber products. Production of individual workers was determined by counting the number of shoes sewed hourly by the workers under observation. These tests indicated an increase of 15 percent in production directly when a mid-morning and mid-afternoon luncheon of milk and milk-food cake was provided, the average increase ranging from 17 to 19 percent per operator during the supplementary feeding period.

Other benefits reported by the investigators, according to data on these tests supplied by A. B. Sawyer, president of Kentucky Dairies, were improved feeling of general well being among workers, less irritable in the late morning and late afternoon, and fewer mistakes. —From The Louisville Courier-Journal.

Royal Features Watering Scales
NEWARK, N. J., Jan. 1.—Dave Stern and Harry Wichansky, of the Royal Distributors, Inc., are making it possible for workers to receive between-meal nourishment without leaving their jobs.
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Register for 1938 Coin Machine Show

Name.
Street.

City and State.

Check whether: Operator Jobber Distributor

Please include letterhead, business card or other identification as Operator, Jobber or Distributor.

Give name of at least one manufacturer from whom you have purchased machines during past year.

No registration fee is required if this form is received before January 5, 1938.

MAIL TO: THE BILLBOARD, 25 OPERA PLACE, CINCINNATI, O.
Vending Machine Operators

Confections made by the originators of hard shell candies expressly for the vending machine trade.

Write for Price List
Visit Our Display at the Coin Machine Show
BOOTH No. 235
PAN CONFECTION FACTORY
NATIONAL CANDY CO., INC.
345 W. Erie St., Chicago, III.

BALL GUM
$10.90 Per Case
10,000 BALLS
Free Delivery In U.S.A. Cash With Order
No C.O.D.

GOLDEN WHEEL
$42.50
TURF CHAMP
$27.50
LATONIA (Ticket)
$27.50
PATAPSCO
$27.50
CAROM
$22.70
CLASSIC
$22.70
WALTHER THOREDD "T" .39
$22.70
PAIMCO DE LUXE BELLE
$65.00

Write for Further Information.
RAKE COIN MACHINE CO.
345 W. Erie St., Chicago, III.

SALE OF AUTOMATICS

GOLDEN WHEEL $42.50
TURF CHAMP $27.50
LATONIA (Ticket) $27.50
PATAPSCO $27.50
CAROM $22.70
CLASSIC $22.70
WALTHER THOREDD "T" $22.70
PAIMCO DE LUXE BELLE $65.00

Write for Quantity Prices. Also Postage.

ASSOCIATED ENTERPRISES, INC.
Pure Oil Building, Chicago, Ill.
BIG CLEAN-UP for DISTRIBUTORS and OPERATORS...

A clean sweep from coast to coast - that's the record of POPMATIC Automatic Coin Popper and Vending machine! Distributors and Operators cooperating wholeheartedly in this new, legitimate coin machine venture - have made and are making MONEY... rapidly, steadily, easily, pleasantly!

Put your faith in POPMATIC, the original, fully patented reliable machine! Eliminate guesswork, service annoyance, delay in delivery! REMEMBER: The moment your POPMATIC goes on location, your income begins!

The Billboard, cat Lock Co., 546 West Randolph street, Chicago, IL.

A. C. Evans ger.

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Detroit Firm Has Pop-Corn Vender

DETROIT, Jan. 1.—A visit to the factory of the Pop Corn Robot Company this week disclosed the plant ready to begin active production, with the schedule calling for production of 50 machines a day by January 9, to be considerably stepped up by February 10.

The company's product is a modern type of popper and vending machine which is believed to have many superior features that will make it a genuinely attractive investment for operators. Several years of development and the inference that it would be too much trouble for you can contact us—A. H. Yopp Piano Company, Wilmingon, N. C.

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Christmas Special

Offer 20 WEEKS $2.00
ONLY TEN CENTS A COPY

NEW PRICES FOR THE NEW YEAR

STUDEBAKER $57.00
FLASHER $5.00
PREFAPEAR $5.00
WINNERS $2.50

End your correspondence to advertisers by mentioning The Billboard.
New Orleans, Jan. 1—Down New Orleans' streets this week poured thousands of out-of-town visitors to see the Sugar Bowl events, including the LSU-Santa Clara football game, the Sugar Bowl's first carnival balls and a four-month schedule of horse racing. To this is added the warmth of the friendly Gulf stream that finds New Year's week bathed in sunshine, with the temperature hovering near 80 in the shade than at the normal winter average. That is why New Orleans and its surrounding trade area, Mississippi and Louisiana, look forward to a fine beginning for 1938.

Five hundred shining-faced children of Jefferson Parish, adjourning area to New Orleans, filled the big house of Jack Sheehan's residence from 8 a.m. to noon on Christmas Day as the charitable operator's guests. On bicycles, foot and in school buses they came from miles around, Negroes and whites, and stood in long lines to grab sandwiches, wines, candy, oranges, apples and other yuletide presents that strike home at the hearts of such children. Sheehan was happy, anybody could see, for he had found that in giving happiness the disease spreads even to the giver.

Things have not been as nice as a coin machine operator could expect for some time; but the annual letter to the operators at the beginning of the year is about the same. Sheehan has been hard hit by the closing down of the Crescent City for several weeks, but this failed to interfere with his custom of the last 14 Christmas days. Christmas gifts were the same this year as ever. Sheehan is always in a hurry to get his-Xmas things to his benefactors, and the New Orleans Novelty Company.

Reporting fine play for the Christmas holidays is Pete Nastoli, of the Automatic Coin Machine Company, who rented the firm's biggest year and was that 1937 was not such a bad year itself.

Ed Rodriguez, co-owner of the American Central Coin Machine Company, returned Thursday from a trip thru Alabama and Northwest Florida. He says that Southern Alabama operators are returning to the old times with a good cotton crop, which is a good cotton crop.

Among visitors to the Crescent City for the Big Bowl game, was Larry Angell, of the New Orleans Novelty Company, as well as the operators of the interior of the State. Saw J. J. Tetrach, from Baton Rouge, and Joe Lucida, from the same community, both pulling hard for their favorite L. T. team in the Bowl game. S. H. Stafford, from Ponchatoula, was there, as was Jim Newshawer, Wurlitzer op from Taubach's.
Gerber & Glass

In Revolution

CHICAGO, Jan. 1.—Between moments of holiday hilarity Max Glass, the "Peri-mutter" of the Gerber & Glass combination, said that the "G-men" were making big preparations for the 1938 Coin Machine show and would show up on the opening day with some unique novelty again that visiting columnists could write home about.

Glass also said he and his fellow workers had resolved that the show would probably start a revolution in the coin machine industry. "We have received," he said, "so elevate our publicity above the usual puff that we will set a new standard for the trade. We had to make that resolution to keep up with the bigger and better business we expect to do in 1938. We relished the idea of a wonderful business during the past year and expect to improve our facilities and service during the new year.

The First and Only Bumper Counter Game

With Big Game Features and Earnings!

Full-size bumper springs... 1” steel balls... illuminated backrack... all the action and appeal of a regular table game in a junior size for counter play and profits!

$39.50

JUNIOR

Genco Inc.

2621 N. Ashland Ave.
Chicago, Ill.

Order Now! IMMEDIATE DELIVERY!

Sentiment Grows

To the Editor: Your letter addressed to the readers of The Billboard has been received and read with interest. It is understood that the Coin Chute League has been reformed and that the 1938 convention and show will be held in Chicago, Ill., on Jan. 1, 1938.

Both of us believe that the Coin Chute League is a splendid idea, and that the show will be a success. We are looking forward to it with great interest and hope that it will be a great success.

The writer: Mr. and Mrs. Samuel Glass.

The George Ponsor Companies

NEW YORK • FLORIDA • PHILADELPHIA • BROOKLYN • NEWARK

GROWING!

It's the little things we do for you that do big things for us.

"SACRIFICE CLOSE-OUTS"

1 Rock-Ola phonograph, like new $180.00
2 Ukelele $50.00
2 Regular Models $100.00
2 Full-size bumper counter games $40.00
2 Illuminated Grand Stands, 8 player $200.00
2 Misc. models $5.00
2 Golden Waves, 24” $17.00
2 Golden Waves, 24” $50.00
2 Speedway, 24” $60.00
2 Eagle, 16” $80.00
2 Elvira, 16” $160.00

All will be sold at the above prices, cash only, in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list.

Moseley Vending Machine Ex., Inc.

Day Phone 3-4511.

Milwaukee Firm

Reports Sellout

MILWAUKEE, Jan. 1.—The announcement of the Milwaukee Coin Machine Company made recently is said to have resulted in a flood of orders that completely sold out the machines offered, according to officials of the firm. They were even obligated to return deposits in a number of cases, it is stated.

Sam Simonson, sales manager of the company, was pleased. In spite of the extra work, to make the necessary explanations and apologies, "the reason for this fine showing," he said, "is simply the quality offerings of our company, advertised in the paper that the buyers read. That's an unbeatable combination."
Bally Boasts of A Complete Line

CHICAGO, Jan. 1.—As 1938 peeps over the horizon of time Bally Manufacturing Corporation is pointing out for the trade that the Bally line is now rounded out to cover every requirement of the amusement machine operator. “Popping the lid,” explained Jim Buckley, Bally’s sales manager, “is our Bally Baskets machine, which is creating a dynamic new movement as a strictly legal amusement game with unusual earning power. In the single-coint payout pin-sale game Bally offers to the operator a money getter, while our revival of Prexisk is haled by the operators as a great contribution to operating prosperity.

For multiple operators,” he went on, “our Fair Grounds one-shot is now known as the ‘hardy perennial’ of the amusement business, still going strong, almost new in its 12th month. The regular complete line of machines has been enlarged by the Saddle Club model, which, with Bally Baskets, is a complete outfit for the operator. Further additions to our line are practical, covering every field of operating activity, and those who are looking for a new counter in the line of the Bally line exhibit the most complete and valuable piece of amusement equipment ever manufactured by a single concern.”

Hercules To Show Award Protector

NEWARK, N. J., Jan. 1—The Cherokee enchymes and Exhibits company, announced during the past week that it will have a booth at the coming show to explain the advantages of the Hercules award protector to operators. “Interested parties may display this method of award protection which has already been surprising,” he stated, “and I’m not arranging to meet some of the men who have inquired about the protector at the fair. There will be a full display where it will be able to show them.”

Bally To Add New Model

KANSAS CITY, Mo., Jan. 1—Distributors and operators in the Kansas City section were hearing much about the new model Bally Money Machine recently introduced. The addition of this machine to the line is expected to increase the business of the company and to make the business more profitable for the operators.

Curt F. Hoelzel, head of the United Amusement Company, is excited over his trip to the annual coin machine show which opened January 17 at the Hotel Sherman in Chicago. Much comment was heard concerning Hoelzel’s photograph in the December 26 issue of The Billboard.

Tim Crummett and Rue F. Mason, prominent officials of the Central Distributing Company, will go to Chicago and the convention together. Both appear to be enthusiastic about the moment when they made history in the field of cigarette machine sales.

The phonograph has been bought more Victors, Brunswick and Decca records in 1937 than in any other year since the coin-operated phonograph has been on the market. The number of phonograph record sales of discs, big at the Jenkins Company, city’s largest store, reported that the number of records sold last year was approximately 50 per cent higher than the previous year. Figures were released to the department that the organization of the department.

The Skee-Ball game, despite its comparatively large size, is really becoming a success in Kansas City. More than 100 night clubs and eating establishments are featuring the Skee-Ball and each is receiving a big play. It has come into use for the purpose of giving back a pack of cigarettes with each game of 500 or better and a free beer to players making high-score of the week.

The Star Manufacturing & Sales company will stress the Skee-Ball in its advertising campaign. Designed especially for arcades and bars, the machines are safe and is guaranteed by manufacturers to give excellent service over a five-year period.

As usual, Joseph Berkowitz, of the Universal Manufacturing Company, reports business up to par. Since the company was founded by his father, Jack, and his partner, Dick Chendler, last fall, the two officials have yet to report a good market for their distinctive designed jar and tab games.

Since M. H. Orsdenker’s article decrying the playing of portable phonograph machines in diners and dance spots appeared in a recent issue of The Billboard, there has been a noticeable decrease in the showing of smutty records in Kansas City spots under the automatic phonographs. Most operators agree with Orsdenker that the practice is poor—both from a business and a moral standpoint. Many operators have requested more publicity on this phase of the business—a phase which has been kept quiet all too long.

Doors of the Sportland Arcade, operated by Tim Crummett and Rue P. Mason, of the Central Distributing Company, were closed recently when the Arcade was opened December 3 and although it was the only one of its kind in the Kansas City trade area, patronage was not steady enough to warrant its continuation.

Crummett and Mason will remove the equipment, including about 40 of the latest machines, some time within the next week.

A preview of the latest model Wurlitzer machines will be held January 7 at the Central office at 106 West Linwood Avenue with 0. P. Kramer, sales manager. The first model is a modern version of the old Skee-Ball machine and each is equipped with a self-service machine operator. The Wurlitzer company is pointing out to the trade that the Migh line is now rounded out to cover every requirement of the amusement business now being in the downtown laminate section.

The Billboard was opened December 3 and although the first model is a modern version of its predecessor, it was the only one of its kind in the Kansas City trade area, patronage was not steady enough to warrant its continuation.

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1938 CHICAGO EXPRESS

"SPEED-ACTION" elevators LIFT balls onto track, shooting them into high score field! Cleverly placed catapults catch some of the balls which have missed the elevators and project them into higher scoring positions! Intervening bumpers also add to the suspense and build up the score! Balls traveling inside of backboard provide illusion of speeding trains!

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

SLOTS
JENNINGS CHIEFS, $37.50
(5-10-25, Serials 120,000 and Over)
MILLS BLUE, $47.50
(5-25, Single Jack, Ready To Operate)
MILLS BLUE, $44.50
(Single Jack, Serials 395,000 Up—Look Now)
WATLING ROLLATOP
(Bell or Vender—Late Serial)...
MILLS Q. T.
(1c Special)...
MILLS Q. T.
(5c Late Serial)...
100 7-Col. Stewart-McGuire Cigarette Machines... $62.50

GERBER & GLASS
914 DIVERSITY
CHICAGO, ILL.

1/3 Deposit

1938 CHICAGO EXPRESS

"SPEED-ACTION" elevators LIFT balls onto track, shooting them into high score field! Cleverly placed catapults catch some of the balls which have missed the elevators and project them into higher scoring positions! Intervening bumpers also add to the suspense and build up the score! Balls traveling inside of backboard provide illusion of speeding trains!

NOTHING LIKE IT EVER BEFORE!
For Faster Profits grab the 1938 CHICAGO EXPRESS!

PRICE
1950 TAX PAID
DAVAL MFG. CO.
325 NO. HOYNE AVE., CHICAGO, ILL.

Operators Demand 1938 Rock-o-Ball

CHICAGO, Jan. 1—"We can't wait until show time to announce the new improved Rock-o-Ball," stated N. L. Nelson, Rock-Ola's head of the game division. "We're forced to do it right now. So urgent have been the calls for this popular triple-score bowling game that we are ready to start shipping the new 1938 model immediately.

"This new game has everything," Nelson went on. "After a nation-wide survey for the most convenient size of the equipment a new 12-foot length has been developed. New rubber silencing pads make the game almost as quiet as a whisper; new live rubber cups make the play more difficult. The special new coating process on the wider playing surface makes the alley easier to clean and helps keep the balls from getting dirty. Noise has been eliminated from the usual ball return for balls, and the playing field is at a convenient height so that players do not have to reach down or stoop over to play.

"The all-electric triple-score feature adds to the enjoyment of the game," he continued. "The brilliant light-up panel gives the previous high score, the score of the game being played and the number of rolls played. A spotted number located on the mechanism inside the machine can be set by the operator at any time. Then, after it automatically registers the number of times the players get a better and thus gives the operator a positive check on the winning game."

Cargo Nearing New Record, Is Report

CHICAGO, Jan. 1—"From all indications it looks like our latest creation. Cargo, will set new sales records," says Mayor Oehnburg, official of Oenoc, Inc. "Orders have been pouring in daily for this game and it looks like it will be an even bigger hit than we predicted."

"Operators from all over report the success which this machine is enjoying," he continued. "Judging by their reports, it seems that the remarkable manner in which this game has soared to popularity with pin-ball game fans is able to carry on. In which this game is enjoying."

"Cargo is a novelty game that is new and exciting. It has won an instant following full of kick and action. We feel that salesmen have found a new way to make their sales appeal." Operators say that this novel scoring system has raised the appeal player appeal to a new high.

"Cargo is unusually fascinating and requires skill and strategy. It is a game that has genuine player appeal, and after all that is the factor that spells profits for operators and distributors."

Tribute to Coin Machine Business

I am in the best business in the world. I am my own boss. I set my own hours. I work my own way. I have built my success with my own personality. I earn in each day... as I learn, I learn. I am a producer, as a man and as a producer is bound to increase with my growing experience.

I realize that there's a "head" of other businesses, with high rent, wages and losses, is another man's burden, not mine.

I am the only limit to what I make. I have no fears of unemployment. I am the only one who is responsible for the profit I make.

I am in the best business in the world. I am my own boss. I set my own hours. I work my own way. I have built my success with my own personality. I earn in each day... as I learn, I learn. I am a producer, as a man and as a producer is bound to increase with my growing experience.

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Genco's Junior Offers Big Profits

CHICAGO, Jan. 1.—“Junior, the latest addition to the Genco family of hits, is going to town in a big way,” according to Moyer Genus, official of Genco, Inc. “In Junior we are offering operators and distributors a splendid opportunity to cash in on a novelty game that is excitingly different and thereby new.

There have been many counter games put on the market in recent times,” he went on, “but Junior has the distinction of being unique among them. This game has all the fine features of big world games and is the first and only bumper counter game available. The introduction of Junior made available an entirely new market in which operators may now profit. Cigar counters, candy counters, news stands and hundreds of other types of locations too small to accommodate full-sized games are now open for operators to earn huge profits.

Operators in all parts of the country report the huge profits they are already earning with Junior. They say that it has the appeal and action of many full-sized games and is more exciting than most counter games now on the market. These reports definitely prove our contention that this type of game would be a sure-fire hit,” concluded Genus.

New Coin Chute a Success, Is Report

Fitz Buys Out H. Rosenberg & Co.

NEW YORK, Jan. 1.—John A. F. Pitts, president of the Purple and Brown Distributors, Inc., announced this week the purchase of the offices, stock and equipment of H. Rosenberg & Co., formerly operated by Hyman Rosenberg and Charles Lichtman at 2178 Amsterdam Avenue.

The new offices will trade under the name of Pitts-Abushon Amusement Machines, Inc., and will be under the management of Gene Callahan. Operators are being reconditioned to conform with the other offices of the firm.

“This new uptown office is just what we need to service our many customers in this district,” observed Satz. “We intend to equip this office just as thoroughly as our others. A complete stock of games will be on hand at all times, as well as several groups of fast and expert mechanics. The man we have in charge of these offices, Gene Callahan, has been with us for many years and has many years’ experience behind him to aid them in solving their operating problems.”

Atlas Reports Increased Sales

CHICAGO, Jan. 1.—While Eddie and Morrie Ginsburg, heads of the Atlas Novelty Company, and Phil Greenberg, manager of the Pittsburgh branch, are busily engaged in laying plans for 1938 at a group meeting in Miami, substitute managers of the Chicago and Pittsburgh offices report increased activity in sales on all types of equipment.

Reception of the varied bargains offered in the Chicago office has shown no pre-convention slump, according to Ely Ovitz and Al Birn. They advise that games are being shipped and picked up by operators in almost as great a volume as during the height of the season.

“Reason for this,” advises Ovitz, “is the fact that we have been able to consistently offer a fine assortment of slightly used and reconditioned games of the latest makes, in addition to a valuable group of factory closeouts. Similar indication of Atlas’ popularity with operators comes from the Pittsburgh office, where Art O’Melia and assistant, Lieberman, are carrying on in the absence of Phil Greenberg.

Increased Sales

WURLITZER • P-12 • $99.50

ROCK-OLA—Late 1936 Model...$99.50 | KEENEY BOWLETTES...$49.50

LADY LUCK

LADY LUCK

1938 COIN MACHINES SHOW, HOTEL SHERMAN, CHICAGO, JANUARY 17, 18, 19, 20, 1938.
ARE YOU PAYOUT PROTECTED?

IF YOU ARE NOT GETTING A PERFECT CHISEL-PROOF
PAYOUT CHECK-UP YOU NEED
HERCULES PAYOUT PROTECTOR—$1.00 per 1,000

Not a mechanical gadget! Not a register! A complete check-up in collection book form! Cost of operation less than 3 per month for each location! No location pays cheating. Gives you user, safer records. Rush Your Order Now! Quantity Prices on Request.

HERCULES MACHINE EXCH., Inc., 1175 BROAD ST., NEWARK, N. J.

Legal Progress in Pennsylvania

By Bernard R. Cohn

Before the large-scale advent of the modern pinball games in the State of Pennsylvania, the public had gained much of its opinion concerning the coin-operated machine industry from the widespread publicity given to the legal interference at intervals with the operators of these machines.

Members of the community know the usual story and how such publicity results in embittering many of its well-meant endeavors. The device of course continued in Pennsylvania until officials finally decided to get high court decision with this matter. The point was the confusion of machines anywhere they might be found. The courts of this State, by officials, as in other States, to persecute under the definite types of skill games.

The modern pinball games came upon the scene at about the same time, and because of the above decision many of the authorities were of the opinion that these games were also in like category as slot machines. To value, so has caused a great deal of difficulty for the operators of these games.

With the growth of Pennsylvania is slowly unwindling the legal phases of these machines and are differentiating the various pinball machines from slot machines. Under the auspices of the slot games operators, is the association of skill games as a sort of legal precedent. By law, these machines are also in like category as slot machines. To value, so has caused a great deal of difficulty for the operators of these games.

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A device which is used solely and exclusively for gambling purposes, may be unlawful, contraband, and forfeit to the law-enforcement authorities. A governmental body cannot tax an illegitimate or illegal game. Contraband cannot be taxed. To do so would be a sanction of its unlawful use.

There remains, however, a major problem to be satisfactorily determined. Many operators, in order to induce greater interest in the play of the games, have been offering prizes for certain or particular results. In these cases these prizes are free plays on the machine, in other cases money may be won, and in still other cases cash awards are made. Perchance to recognize the legitimate status of these machines, the still suspicious police, under the threat of the law-enforcement authorities, have been granting these devices to be legal or illegal.

It is essential that the granting of these devices be free and to be given without any conditions attached thereto. The granting of these devices to be legal or illegal is the true test. Perchance to recognize the legitimate status of these machines, the still suspicious police, under the threat of the law-enforcement authorities, have been granting these devices to be legal or illegal.

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Keeney To Stage Private Showing

CHICAGO, Jan. 1.—Jack Keeney and Ray Beckler, officials of the J. H. Keeney and Company, disclosed plans during the past week for a private show of their 1938 equipment which they will hold at their factory showroom. "The show will start on Saturday, January 15, and run until the following Saturday, the 24th." disclosed Keeney. "Hours will be from 10 a.m. to 6 p.m. Various door prizes will be awarded."

To be handled by the operator, jobber or distributor who misses this showing will miss one of the year's biggest opportunities, according to the winter. "Here are a few examples of the type of show we will be running, and we are going to introduce a console." Another feature is a new pinball game which is the highest priced ever built. "Not one of the 1937 hits that will allow even display in the Skill Time, Dark Horse and Free Races. "Neither the new nor current games will be on display at the Coin Machine Show of the same dates." Becker concluded.

West Coast Man Announces New One

TACOMA, Wash., Jan. 1.—A new-type coin-operated amusement game which differs radically from the well-known pin game was announced here recently by C. W. Atkins, the inventor. "Housed in an upright cabinet, the game employs a playing principle which consists of a shooting cue in the bottom of the cabinet which propels ping-pong balls into four rows of slots in the upper section of the cabinet. The cue is made adjustable, so that the player can hit whatever angle on the ball he desires to shoot it into the ring selected.

In describing the game, Atkins stated: "Each row is numbered from 1 to 16, and is the line of the divisions in the cabinet is a compartment for premiums. The rings are numbered on the sides and come out of the ring selected."

Atlas Rished, States Ginsburg

CHICAGO, Jan. 1.—The usual drop in business at this time of year, attributed to the well-tried methods of the attitude of operators, is unknown at our factory. The following reports Morrie Ginsburg, official of Atlantic Novelty Company. "As a matter of fact we are busily engaged in producing equipment for the time being. Our present used equipment of the latest type. From our factory have nothing to say about the advantages conditions are not entirely favorable for operators, but we believe a greater number of the latest model to the amusement games. The games not so popular with operators in the past, have been the most popular. The operators do not want to accept the new equipment of the equipment."

The following organization report that in addition to the huge stock of already used and guaranteed rebuilt, reconditioned games a wide variety of all available available model closeout. Closeout has been purchased. This fact appears to bear out Moorie Ginsburg's claim that the Atlantic Novelty Company is a "closeout specialist" in the industry.
A WORD TO THE WISE

1938 BANG TAILS!

DON'T TURN 'EM AWAY!

New Cabinet in black walnut and quilted maple! Gyp-Proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet ventilation eliminates heating! Coin Head and Mechanism entirely removable from cabinet! Entirely precision-engineered! SOLD ON FAITH 10-DAY MONEY-BACK GUARANTEE!

EVANS' 7-COIN HEAD!

GREATEST IMPROVEMENT IN THE INDUSTRY! Guaranteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Designed, patented and manufactured by EVANS, obtainable only on EVANS' Games!

BANG TAILS

Horse Race Payout de Luxe.

GALLOPING DOMINOS

Super Dice Payout.

ROLLETO, JR.

Roulette in Super-Payout.

INSIST ON EVANS'

1938

AMUSEMENT MACHINES

January 8, 1938

H. C. EVANS & CO.

1532-28 W. ADAMS ST.

CHICAGO

SICKING MFG. CO.

1922 FREEMAN AVE.

CINCINNATI, OHIO

SAVOY VENDING CO.

406-8 W. FRANKLIN ST.

Baltimore, Md.

January 8, 1938

SALE

OF ALL LATEST

USED GAMES

WRITE NOW

FITZGIBBONS

DISTRIBUTORS, inc.

483 W. 47th St., New York

302 Mulberry St., Newark, N.J.

TICKET PAYOUT MODEL • CHECK PAYOUT MODEL • UNBREAKABLE GLASS PLAYING FIELD • EXTRA

5c OR 25c PLAY • OPEN PAY-DOWN CUP OR LOCKED DRAWER • OPTIONAL

SAVOY VENDING CO.

406-8 W. FRANKLIN ST.

Baltimore, MD.

January 8, 1938

WANTED

SKILLTIME-TRACKTIME

EXHIBIT BABY JUMBO

EXHIBIT JUMBO

STREAMLINE INTERNATIONAL Mutoscope

FAN BOTTOM—RED TOP

WILL BUY FOR CASH!

SAVOY VENDING CO.

406-8 W. FRANKLIN ST.

Baltimore, MD.

January 8, 1938

GLOBE PRINTING CO.


January 8, 1938

A WORD TO THE WISE

DON'T TURN 'EM AWAY!

Single Slots say "NO!" to other players when more want to play! Almost like hanging a sign on your games, "KEEP AWAY!" EVANS' MULTIPLE 7-COIN HEAD accommodates 7 players at once! 7 TIMES THE EARNINGS with the same overhead! Besides it is so gyp-proof you save the cost of the game in preventing operating losses. Choose EVANS' MULTIPLE money makers—and make all you can!
THE INSTITUTION BEHIND THE NATION'S OPERATORS

IT IS OUR CONSTANT EFFORT TO BE MORE THAN JUST MANUFACTURERS

To operators, distributors and representatives from the east . . . the west . . . the north and the south . . . from the country over . . . we salute you. To you who breathe life into this ever-growing and aggressive industry, we manufacturers owe a great portion of our success and stand squarely behind you, because through your continuous efforts to serve the public exhilarating entertainment — as offered in the many varieties of our coin-operated machines — we are privileged to look ahead and to advance rapidly with the creation of new amusement equipment to tease the play-time appetite of all people.

As a manufacturer, we are proud of our part in contributing to the development of dignified automatic merchandising. We have tried never to lose sight of the fact that our machines are for wholesome, stimulating entertainment and service. We feel that the name of Rock-Ola stands for more than our honest and superior merchandise; that it means more than just that we are manufacturers. We are striving constantly to be more than “makers of machines.” We are attempting to reflect the co-operative spirit which is the means to progress. We have the products; you have the outlets straight to eager, waiting customers. Let’s continue in a full spirit of co-operation.

Through 1938, let’s put on “Full Steam Ahead.”

These are busy days . . . in our creative department!

Rock-Ola’s skilled “idea” men are working like beavers as show-time nears in bringing to actuality their concepts of the new amusement and service equipment Rock-Ola will soon announce to thrill the hearts of operators.

You can expect sensational announcements for 1938!

Progress . . . change . . . need for new types of entertainment equipment . . . improvements on the old standbys . . . ROCK-OLA senses the public’s wants and leads the march. Look for sensational announcements at show-time . . . Profit through 1938.

Look to Rock-Ola for Leadership

Rock-Ola Mfg. Corporation
800 NO. KEDZIE AVENUE • CHICAGO, ILL.
Whether DUKE ELLINGTON appears in Paris or Peoria... he plays wherever there is a WURLITZER...

Critics, both here and abroad, have hailed the music of Duke Ellington and his Orchestra as incomparable! Composer of over one hundred popular songs, piano soloist extraordinary, magnetic leader of a band that has earned the plaudits of royalty—to hear Duke Ellington is a momentous musical treat.

Yet, thanks to the Wurlitzer Automatic Phonograph, no one need cross a continent or an ocean to thrill to his distinctive rhythms. Every night in thousands of locations whose limitations make automatic music the most desirable means of entertainment, millions of tavern and restaurant patrons produce Duke Ellington's symphonic jazz at a flick of the finger—hear it played with life-like realism on a Wurlitzer.

Cash in on the popularity of this instrument that everywhere gets and holds the best locations. Write, phone or wire for particulars.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Sold only to operators

WURLITZER
AUTOMATIC PHONOGRAphs
Bring the Music of Modern Masters to Millions