Season's Greetings

To all my friends in show business—Fair Secretaries, Park Managers, Celebration Committee Men and Fellow Performers. Thanks to all of you, 1938 was one of my best seasons, the sixth consecutive year of solid bookings.

This year has been a great one for free acts. They have more than proved their worth. Because of them, countless amusement spots and events have come through successfully. With the public insistent to see first-class, thrilling entertainment, executives are relying more and more upon good crowd-producing free attractions.

I am grateful to have had a part in it and sincerely wish everyone a very happy and prosperous New Year.
1939 • the year for live talent

THE WHEEL HAS TURNED

THE BILLBOARD is proud of the part it played in keeping the torch burning. During the darkest years, when it often seemed that the amusement industry was about to eliminate the live, human factor completely, The Billboard spread the hope that lay in facts concerning the state of live amusements. The Billboard fought for what it believed to be sound and right. The Billboard performed its most valuable service during those dark years both to the amusement industry in general and living entertainment in particular by courting truth rather than sentiment; by calling a spade a spade and by performing with plodding regularity the prosaic but tremendously important job of reporting progress on the "flesh" front—the good with the bad—but never permitting its readers to forget that no matter how dismal the moment there is hope written in the misty phantasmagoria of the future.

The Billboard is indeed proud today because the worst of the uphill struggle seems to have been left behind. And the things we stand for are definitely on their way up.

It is with a mixture of gratitude and pride that we open the prefatory doors to the pages of The Billboard's 44th Anniversary and Holiday Greetings Number dedicated to the promise held forth by the dawn of a new year—filled as we are with the conviction that 1939 will mark the most promising year for live entertainment since the peak of the twenties.

Facts and figures speak more eloquently than high-sounding phrases. There is no denying, for example, that vaudeville is now definitely on the upgrade after hitting the bottom early this year. Night club and hotel employment rose steadily during the year, recession notwithstanding. The Legitimate Stage has produced fewer shows but far better ones. Could any sign be healthier? The music publishing business is improved; ballrooms are doing satisfactory business and name bands had their best breaks in more than 10 years during 1938. Radio made definite progress as a channel for the employment of talent. Phonograph recording and the industry built around it made sensational comebacks. While the going was difficult for films at the outset of the year, a neat pickup was made in the last lap of the year's running—thanks, in part, to the industry campaign.

All in all, there are many things to be happy about. The year that wanes was a troubled, critical year but the various amusement branches were strengthened and broken in under fire. Today we are in a far healthier condition than we've been at any time since Wall Street's Humpty Dumpty had his great fall.

The Year 1939 dawns with hope and promise. We are thankful as we go into the stretch of a new year that we still live in the land of the free and the brave. We thank God for these United States.

To all of amusements we extend our heartfelt good wishes. To the artists, managers, agents and others who have helped make this issue of The Billboard a success we say "Thanks!"
Music of YESTERDAY AND TO-DAY

Styled the Blue Barron way

Season's Greetings
At the close of the most sensationally successful year in our short career, we wish to express our sincere thanks to all those who have made our theme line . . .

"Music of yesterday and today styled the Blue Barron way"

Known from coast to coast

Our deepest appreciation to

- Mrs. Maria Kramer
  Who introduced us to New York in a nine month engagement at her Green Room in the Hotel Edison

- National Broadcasting Company
  Who featured us on the Red and Blue Networks

  And the entire staff of Consolidated Radio Artists, Inc.
  For their able counsel and efforts in our behalf

- Harry Kalcheim - Bob Weitman - Sidney Piermont - Harry Mayer
  And all other theatre bookers and executives who presented us to their audiences

- Eli Oberstein and his associates at RCA Victor
  Who featured us on Victor - Bluebird recordings

- All the music publishers and their contact men
  Who lightened our musical burdens by bringing us their hits

- Sam Sax of Vitaphone and Lou Diamond of Paramount
  Who feature us in short subjects

- Dance promoters and colleges
  Who brought us before the colleges

Blue Barron
And his orchestra
"Music of yesterday and today styled the Blue Barron way"
44th ANNIVERSARY

The Billboard

Many Happy Returns!

RKO THEATRES
THE YEAR FOR LIVE TALENT

N.Y. Prepares for First Thematic New Year's Eve, Done "a la Fair"

NEW YORK, Dec. 24.—In a collective effort to make New Year's Eve foster optimism by heralding the World's Fair, "The Dawn of a New Day," 55 local hotels, 125 restaurants, some 50 theaters, 145 novelty manufacturers and an enormous Perisphere-Tytony Christmas tree in Times Square have virtually assured concrete support here for a nation-wide plan publicly announced three weeks ago. A report of these activities came this week from official sources of the fair, chief sponsor of the New Year's program.

Up to the present 14 large motion picture houses within the district have pledged themselves to celebrate New Year's Eve "a la Fair," providing appropriate music, decorative motifs and appropriate entertainment. Theatrical producers have decided to decorate their playhouses, inside and out, to accent the "Dawn of a New Day" theme. Fourteen night clubs are planning to fall in with the plan. Many Broadway store fronts in the center of town will wear the fair's orange and white, and at least 200 million dollar planning especially colorful displays. Seven of those will be large department stores. Local executives of several steamships (see N. Y. PREPARES on page 14.)

Additional news pertaining to the New York World's Fair and Golden Gate Park will be found in the Fair and Carnival departments.

More U. S. Acts Abroad, But Troubles Over $4 Are Worse

Balkans and Orient worst offenders—night clubs demand mixing—violate contracts—money exchange a worry—acts urged to consult legation, study contracts

NEW YORK, Dec. 24.—The past season has seen one of the best years for American acts abroad, with the number of countries played by U. S. performers increasing by 100 per cent over those played a couple years back; yet the wall of discontent and the wrath against mistreatment of returning artists has doubled. Non-English speaking countries, where the names are different, are noted for their lack of proper legal procedure, and many squawks against England, Germany, Spain, France, Belgium, Sweden, Norway and Denmark, are heard in New York for the first time.

It is difficult to say how many acts have had difficulty in the Orient, and especially in those places is far beyond the heights that-Novelties—has now set strongly in the other direction. In the Orient, including the popular boom for bands, the show business and music industry is thought to have been the most profitable in the entire country, including the World's Fair. The fair has been encouraged by the return of vaudeville, the widespread increase in the use of club floor shows and the pleasure of cities all over the country for touring attractions.

Definitely, hopes for the year—particularly the expectations for increased employment—lie largely upon the World's Fair in New York. But the gains expected will be bigger in the United States than in any other part of the world. The year 1939 may see a more return to the eight-hour day and to the better conditions for which old in New York, for the most part. With the expected upswing in general business conditions, show business will feel the results permanently thru greater profits, increased scope of operations and a large increase in jobs. Show business always follows the general business trend, and with the expected six months before the effects of the depression become evident in world business conditions, show business will feel the effects strongly in the next two years. The hope, founded on the actual facts of the past year and on easily predictable trends in the immediate future, is greater than it has been for a decade. All signs point to the fact that 1939 will definitely be the year for live talent.

Turns Scarlet for Sake Of Scarlett O'Hara

MRS. BOBSON, Dec. 24. —"Scarlett O'Hara, At Last," says Ruth Sato, local Japanese news woman, turned her couflure into red from ebony black this week and looked "like a legitimate Occidental."

"Well," she explains, "I've been told that anybody but a Jap or a Chinese is likely to be selected as Scarlett O'Hara, so I figured I might as well put myself in the running."

Miss Sato was known for years on piano as the only legit chorus girl of her race.

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Fare-Cost Curb Policies

Carnivals' Biz Up at Finish

Important Carnival Events and Happenings of the Year

Protect Your Ideal

Act, Show Demand Up

1939 Looks Good for All Fields Of the Entertainment Industry

World's Fairs help, but prospects are primarily based on permanent gains—radio, music, legit, night clubs, vaude all go into new year with hopes of better days.

NEW YORK, Dec. 24.—As 1938 draws to a close more hope can be discerned on the horizon than there was at any other time during the entire year of the world's depression. All show-business fields expect to participate in the general rise, but particularly those depending primarily upon the mechanical entertainment while the mechanical novelties were still there—novelties—that now seem to have been forever straightened out in the other direction. A widespread optimism is being manifested itself in all sections of the industry.

This is due to the fact that World's Fairs help, but prospects are primarily based on permanent gains—radio, music, legit, night clubs, vaude all go into new year with hopes of better days.

December 31, 1938

The Billboard

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.

Subscription, $2 per year. Copyright 1938 by The Billboard Publishing Company.
FTP Ballet in Chicago

CHICAGO, Dec. 24.—Federal Theater here engaged Ruth Page and Bentley H. Fancher, members of the San Francisco Opera House, to prepare another ballet. The pair are working on the choreography of Carmen, using a cast of 50 to 80 artists. Will be staged probably at the new Civic Opera House, opening on December 31, 1938

**Possibilities**

GLEANED BY MEMBERS OF THE \( \text{BOARDS OF DIRECTORS} \)

The purpose of this department is to benefit producers, booksellers, agents and others interested with the exchange of some of the talent in the major indoor fields thru the Bulletin. In the management of every show business.

INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE \( \text{BULLETIN} \), 1544 BROADWAY

**For VAUDEVILLE**

**Infinite Sisterings—All and attractive singing team now appearing at Levy & Elder's Club, New York.**

One hundred and twenty-five in the former 11:30 deadline, pact between the theatrical unions co-

**For LEGIT**

**MUSICAL**

The DTWON—young, good-looking and able dance team caught our attention at the Convention of Independent Bookers, Co. gave Christmas gifts of $25 to all employees in the rooms department. Co. gave Christmas gifts of $25 to all employees in the rooms department.

**REGIONAL ECONOMICS COMMITTEE**

WASHINGTON, D.C., Dec. 24.—The cost of living in the Washington area was now a little less, due to the weather, but not by much. The cost of living in the Washington area was now a little less, due to the weather, but not by much.

**THE NEW YORK TIMES**

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**The Sugar's Domino**

IT MAKES a guy's guts boil to hear certain alleged experts who are supposed to know their stuff, come out and show and who boast about seeing pre- liminary programs or sneak peak or any of those things and then say that there isn't a chance to bring back anything. It's the same with all these guys. It's the same with all these guys — incidentally, individuals who wield considerable power—are just saying it because they say it makes their advisors feel better. Black is white merely by making the statement. As a matter of fact, the more one listens to alleged comedy programs coming and going over radio, the more one realizes that the average highbrow radio show is really a rehash of the corniest stuff written by the writers of half a century ago.

Your comment is not approved.
THE YEAR'S BIG SHOW IS READY!
1939 BRINGS THE PICTURE THAT TOOK ALL OF 1938 TO MAKE!

"GUNGA DIN"

STARRING

CARY GRANT • VICTOR MACLAGLEN
DOUGLAS FAIRBANKS, JR.

SAM JAFFE • EDUARDO CIANIELLI • JOAN FONTAINE

PANDRO S. HERMAN IN CHARGE OF PRODUCTION
PRODUCED AND DIRECTED BY GEORGE STEVENS

From a Story by REMICHT and CHARLES MACARTHUR
Inspired by ROYARD KIPLING'S Poem
Screen Play by Joel Sayre and Fred Guiol

EADY!
Since the yesterday of 1898 it has been the pleasure and privilege of the WILLIAM MORRIS AGENCY to take active part in the world's great expositions.

The Paris Exposition in 1900, the Pan-American Exposition in 1901, the St. Louis Exposition in 1904, the Winnipeg Dominion Exposition in 1905, the Jamestown Exposition in 1907, the Hudson-Fulton Celebration in 1909, the Panama-Pacific International Exposition in 1915, the Philadelphia Sesquicentennial Exposition in 1926, the Century of Progress Exposition in 1933, the Exposition Internationale de Bruxelles in 1935, the Texas Centennial Central Exposition in 1935, the Fort Worth Frontier Centennial in 1936, the Great Lakes Exposition in 1936-37, the Empire Exposition in Wembley and the Paris International Exposition in 1937 . . . all stand today as milestones marking the world's march of progress.
The records of these great expositions are written into the pages of history where they serve as testimonials to the men who conceived and directed them.

The WILLIAM MORRIS AGENCY is proud that these men chose to call upon it to serve as one of the forces in helping build these monuments to world progress.

Today the far-flung personnel of the WILLIAM MORRIS AGENCY salutes the men who are building tomorrow's new world.
The International Alliance of Theatrical Stage Employees
Endorses The Billboard's Campaign to make
1939 the year for live talent

Headquarters:
630 Fifth Avenue,
New York City

Phone: Circle 6-4370

George E. Browne
President

Broadway Beat
By George Spevlin

One day last week, in the midst of Christmas shopping, Christmas decorations, Christmas sales and Christmas spirit, the tune coming over the p-a. system in Stern Bros. department store was one from a Warner film of a year or so ago—entitled Summer Night... It seemed for a long time as the Hay-wood Scott had the monopoly on all the screwy song titles, but now comes word that Harry Brant, who will supply the musical setting for Pauline Koner's dance revue next month, is the proud composer of such inspirational opuses as Concord for Eleven Flutes, Whoopee Overture and Fins and Ten-Cent Store Music for Kitchen Utensils, Tin Whistle and Piano... That last one should hold some sort of record... During a radio interview recently Harry Wood, the singer, told why he changed his name from Lou Rapp; in the first place, he said, it was to avoid conflict with brother Barry Rapp, the actor-leader; and in the second place, he was convinced the change was advisable when one listener addressed him as "You Rat."... Subject for simian reflection: Whether or not that attractive couple usually to be seen behind the counter at Lord & Thomas agency, tops the bunch; he claims he sent a prescription to be filled at a drug store and it came back marked "No funds."... Bella Carroll, who usually manages to do pretty well with her publicity (ask Clark Gable), got another press break when she switched from the Paradise to a Newark bakery and did a "preview" of her new art for the Newark Public Morals Bureau... A censor's life is tough... The town's gossips fall for a hunk of World's Fair publicity that called Harry C. Baker and Harry G. Traver, who are down for the Coaster contract, carnival impresarios; in the first place, they're not—and what's more, he carnival moguls would hardly fit them for Coaster stuff... What carnival has one of these gravity gadgets?... Has it occurred to anyone interested in such sociological problems that Ted Gorcey is a mainstay of the Dead End Boys while his brother David is a member of the cinematically competitive Little Tough Guys?... The Gorcey home must look like the scene of a long war if the kids take their screen roles seriously... A hopeful from Cleveland Heights, O., asks us to "forward what information you can concerning breaking into the vaude field. No discouragements (sic) please; just the information."... Merry Christmas and Happy New Year!

Feagin School's "Everyman"

NEW YORK, Dec. 24.—The Feagin School of Domestic Art presented the members of its senior class in a series of performances of the famous English morality play, Everyman, December 15 and thru 20 at the school's auditorium in the International Building, Rockefeller Center.

Alternate casts were used, the title role being performed successively by Donald Harmon and Birt. Accounts are divergent.

The production was directed by Grace Mills.
BEST WISHES FROM THE FRIENDLY COMPANY in 1939!

(Enjoy the holidays with a realization that M-G-M's hit parade goes merrily on! And with its popular entertainments M-G-M sends heartfelt seasonal greetings of its organization to friends the world over!)
Low Cost Money Orders for Mailing
People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is go to the nearest Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprisingly low—as little as 5 cents.

Postal Telegraph
When speed is essential telegraph money orders at low cost. Every telephone is a POSTAL TELEGRAPH office.

N.Y. PREPARES—
(Continued from page 7)

lines have reported that 46 ships at sea on New Year's Eve will dress their parties in the official colors of the exposition. Their orchestras, too, like many others here and throut America, will strike up the fair's theme song. "Dawn of a New Day," promptly at midnight.

Supplementing these activities, 12 local civic organizations are preparing to compete in a window display contest. One of the features of the festivities will be the formal dedication of the "Dawn of a New Day" itself, at 10 a.m., January 1 in Radio City Music Hall. With a capacity crowd of 6,000 anticipated, four of New York's outstanding leaders will deliver addresses stressing the significance of humanity's four great cherished "freedoms"—the freedom of the press, of religion, of assembly and of speech. These speakers, too, will accept America as the eternal steward of these "freedoms" and define the nation as their perpetrator. An elaborate program of music is also planned for this occasion.

"Already this prompt response to the 'Dawn of a New Day' celebration," Grover E. Whalen, president of the fair corporation, pointed out, "indicates the enthusiasm of the public, industry and other enterprises to embrace the exposition's doctrine of that same optimism which is destined for a brilliant fortissimo when the music and revelry of New York and elsewhere reaches its grandiose and the minute will blend with the grandiose and the minute will blend. How many other states are making similar trinkets has not been ascertained. This present sortment of novelties available for the celebration is a sure indication achievement in imagination, humor and piquancy.

The bright garnet includes 20 different kinds of paper hats, many with their peaks suggesting the fair's emblematic Trylon; 30 different kinds of noise makers, ranging in six fair patterns, a Trylon-Perisphere centerpiece of paper-mache and tablecloth—three kinds.

Other appointments in orange and blue or suggesting Trylon and Perisphere are ash trays, cigarette boxes, match boxes, bottle openers, compact cases, cigarette wallets, key rings, jewelry, glassware, chin, trays, playing card cases, table games, wrapping paper and paper cups for peanuts and hard candy bars.

With a sense of detail seldom revealed, the city itself has matched its will against the fair to make "The Dawn of a New Day" a carnival in which both the grandiose and the minute will blend. The managers of the Trylon and Perisphere! A popular night club and also one of New York's prominent hotels have hit independent-ly on the same scheme. In each at midnight "The Girl of Tommorrow" will break the shell of a Perisphere in which she has been imprisoned. Their authorities reported, has decided to scrap the idea for party reservations and replace them with others bearing the "Dawn of a New Day" title. Many golf clubs are adopting fair motifs, and merchant executives will assemble at the New York Public Library on New Year's Eve, with the mayor presiding a key all Fifth Avenue traffic lights with five times as a signal for the forlornes' store to uncover their brilliant déclaration of "The Dawn of a New Day" idea. 375 firms have in their offices a declaration of "The Dawn of a New Day" idea. 375 firms have in their offices the "Dawn of a New Day." Among these were the Fifth Avenue's Greatest Retail Shopping Street.

Season's Greetings
from
BILLY HOU
LOW COST MONEY
14 New York World's Fair 1939 Contracts and our ever increasing clientele
Phone - Vanderbilt 6-5060

Withycomb Sues WFIL for 50G
PHILADELPHIA, Dec. 26—Don Withycomb, manager of WFIL, has filed suit in New York for the station for $200,000 in damages to rescind breach of contract.

Withycomb charged that he inked a three-year contract in May and was let out in September. Under the contract, he claimed, he was to get $15,000 a year plus 5 per cent of the gross business.

Samuel Rosenbaum, WFIL president, said that the suit was a "publicity stunt" and denied the separation necessary left WFIL no legal liability. Rosenbaum, who heads the leading member of the Philadelphia bar, said that he had offered Withycomb "a generous settlement" but that the latter had elected to sue. He refused to reveal what the circumstances of Withycomb's severance were.

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This was supposed to be an ad, but all we really want to say is "Thanks" to everyone who has helped us this year, and best wishes for a happy 1939.

Tommy Dorsey
for the entire band.
New Theaterites Overact Play on New News Approach

NEW YORK, Dec. 24.—Straying from the familiar patterns of Hollywood newspaper part, the New Theatre League has taken upon itself to give another phase of journalistic endeavor with its none too palatable production of Press Time at Labor Stage Theater last Sunday night.

This three-act "comedy-melodrama" is a brainchild of the collective thoughts of Sidney Coleman and Jess Brookman and is just the reverse of the drivel turned out by the cinema, mainly of Stedman Coles and Jerome Brookman. Policy, supporting labor, night.

At too palatable production of Press Time taken upon itself to give another phase New News Approach

Overact Play

Briefly speaking, the tale is one of a paper man if you please, who inherited the paper and brought several of his cronies along from the big city to make a go of things. Their education in labor struggles get the paper into all sorts of Dutch with their employees, then the mill owners when they advocate a strike, subsequently with the police, who are attempting to break said strike, and lastly with a gangster, Nibbles Conte (cast true to type) who is working his way into the play in a left-handed way, Need to say, the paper emerges victorious when it is able to prove with a photograph that the gangster responsible for the murders, yes, that and not the union leader whom whom local officials are trying to pin the charge.

The union struggles are, of course, in the background, with this new type of conflict clearly shown in the main theme. It has its moments, but they are so widely scattered that each so of dramatic worth almost becomes an event.

Joe Wynne, the perspicacious managing editor, doesn't go badly in his role. Probably the best acting performance was delivered by Cecili Natapoff, who gave a little warmth and feeling to his part without acting with a capital A. Joseph Blount, the civet man, tries to square his conscience with dramatic

Season's Greetings

Charlie Wayne, M. C.

Lafe Harkness

Judy Dell

Kentucky Girls

Don and Helen

Natcehee and His

Arizona Boys

The Drifting Pioneers

The Novelty Aces

The Musical Brakemen

Denny

Pa and Ma McCormick

Kenny Carlson and

"Scrappy O'Brien"

Bobbie Bolton's Square Dancers

WW BOONE COUNTY JAMBOREE

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When You Want 'Em

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FOR SMIRNOFF

$50,000.00 Bond Guarantees Quality and Accuracy

THEATRE EQUIPMENT NEW & USED

530 S. Wabash Ave., CHICAGO, ILL.

I. A. OGLE, General Delivery, Pensacola, Fla.

WANTED

Floor Pops all lines, dancing Orchestra and orchestra equipment. War Liquor License, Illinois and in any other state. Write to J. E. OGLE, General Delivery, Pensacola, Fla.

ANNOUNCING OPENING AFTER NEW YEAR


FOR SALE

400 Brown and black spotlights $110.00 each. $550.00 for Sale. Ask for largest and newest. Write to J. E. OGLE, General Delivery, Pensacola, Fla.

MOVIE SUPPLY CO., Ltd.

134 West 46th Street, New York City.

Phone: 160-4 Acres 3-6499

WANTED

State all facts and where located on checked line below.

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KING BRADY

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Movie Supply Co., Ltd., 134 West 46th Street, New York City.

S. G. G., General Delivery, Pensacola, Fla.
December 31, 1938

Night Clubs-Vaudeville

The Billboard

Night Work, Profits Up

New Year Shapes Up Promising
More Niteries, Hotels-Vaude

5,000 night clubs—2,000 hotel spots—400 vaude spots
\---competition for better talent is raising salaries
vaude's slow comeback—burlesque outlook hopeful

New Year, Dec. 24—Thousands of acts, bands and cocktail units will find
work in night clubs, hotel rooms and theaters this New Year, due to the fact
that the nation is still suffering from a business recession, the surprising fact is that
move and more hotels are spotting acts and giving floor shows.
rooms; and more and more night clubs are
being built; more and more restaurants and hotel spots are
using vaude shows.
There are at least 2,000
night clubs in Canada using bands and acts. One group alone (First Movers) spends $1,800,000 a year
for music and talent. At least another $9,000,000 is spent for entertainment
by the other hotels. There are many indications that hotels will use entertain-
ment and vaude will not go away because they must meet the ever-
growing competition of night clubs.
In turn night clubs cannot let down in entertainment, for they are keeping
ground to the hotels. And there are at least 5,000 night clubs using floor shows
and music from one night to the next.

Night Clubs-Build
The trend is toward the steady state since Prohibition Repeal has forced many
hotels to add floor shows to their amusement budgets.

In addition, new buildings are going up which are planned and equipped
exclusively for entertainment. This trend is the good sense of the night club
field and suggests greater stability. These new spots include theater-floors, p-a, p-s systems, dressing rooms,
night club offices, and even executive offices.

In addition to the AFA and the musical
agents, a number of organizations have
been formed to provide night club shows,
with one that is raising salaries
in burlesque.

The bottom in vaudeville was reached during the 1937-'38 season.
Not only that, but performers themselves seem to have finally come out of
their stupefied state.
The new year will see more and more night clubs and hotel spots
opening their doors, and more and more money being spent for music and talent.
Due to competition, it is inevitable that night club salaries will continue to rise.

In vaudeville, too, there is a lighting of the better day.
At least 400 theaters are using stage shows of some sort, either regularly or on a
spot basis. With public pressure being increased by the government seeking to
break the alleged film-theater monopoly and with the presentation of a friendly interest in stories of a vaude revival
the new year can't help being a good one for vaude.

Not only that, but performers themselves seem to have finally come out of
their stupor. Hairstyles and stage shows have advanced.

In the vaudeville field a turn for the better was reached during the 1937-38 season.
If it had not been for the mushroom growth of night clubs and hotel spots since Prohibition Repeal, most vaudeville performers would have been driven out of show business. The post-repel night club-hotel field developed in the nick of time, giving employment to thousands of acts. Today it is the greatest user of live talent in the entire amusement field.

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Night Club Reviews

Trianon Room, Ambassador Hotel, New York

Main point of interest is the ballroom team of Mayris Chaney and Edward Fox, which opened here December 19 on the crest of terrific publicity ensuing from their friendship with Mrs. P. D. E. and from their new dance, The Eleanor Glide.

The team landed newswave and newspaper plugs on their new dance, which is a combo of strut, walk, polka and square dancing. They are presenting a simplified version and hope to popularize it as a sort of American Lambeth Walk. Perfun Music is publishing a new song called The Eleanor Glide, written jointly by the team and Nick Kenny and Harry Link.

They have also done three numbers twice nightly—a lively rumba, a Zebra Dance Waltz and a Sugar Blues affair. Their appearance is pleasing—especially Miss Chaney in upswept coiffure and a blue-silver Kuhn gown. They are graceful, emphasizing arm work—which is perfect for floor work—and shun too many lifts and stunts.

Dick Gasparré (piano) leads his 10 men for sweet dance sessions. The triple fiddle section lays on the schmaltz and the orchestra as a whole is thoroughly pleasing for listening and is, of course, very danceable. The men double on instruments and vocalizing and successfully avoid becoming monotonous.

Alternate combo is Vincent Bragale (violin and maracas), who is backed by four men. This small outfit dishes out South American and Latin tunes that are lively and melodic, with Bragale himself holding attention with his eager personality.

Eleanor French, a socialite, is vocalist with Gasparré's Band. She is a lovely brunette who has that regal bearing but who can't really sing. Just about gets away with personality and appearance. Voice is controllable of a very limited range.

Room is very ultra and strictly for the upper classes. Food and liquor, along with service and atmosphere, are perfect. Prices are in keeping with other spots of this class. William Adler and ensemble play during luncheon and the cocktail hour.

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Harry Spolp p. a.'s the room
Paul Denia.

Pump Room, Ambassador East Hotel, Chicago

One of the newer and one of the smartest rooms in town drawing Chicago's sophisticates. Mushrooming almost overnight into the spotlight of the patronized niteries, it has been the talk among social circles and a familiar name on the society pages. Atmosphere is very cordial, and the setting, a reproduction of London's famed Pump Room in the early 19th century, is unique. Visiting celebrities come in to see and be seen, a stimulating business feature.

Ernest Hyfield, of the Sherman Hotel, is also the guiding pilot of this hostelry and it is in no small share responsible for the current prominence of the rendezvous. The room has been tastefully decorated with bits and inscriptions of old English after-dark rounders.

The music and show policy is fittingly informal and pleasing. Howard McCrerry has a versatile five-piece combo in the center-of-the-room band stand, playing a variety of tunes, both old and modern. McCrerry himself has a youthful and bright personality and is a friendly salesman. He seems to be equipped to fill unusual tune requests, and boys have the proper musical background to lend suitable support. Leader plays a violin, and his cohorts and respective instruments include George Julis, accordion; Arthur Wayne, guitar; Danny Casella, drums and vibratone, and Reimer Hoffman, bass. All double as vocalists, individually and collectively.

Rombas and tangos hold the upper hand here, and the McCrerry combination, as a result, concentrates on these Latin dance crazes. Then the McCreery LeMaire, exhibition dance team, devotedly to the Danube waltz and a Sugar Blues affair. Their appearance is pleasing—especially Miss Chaney in upswept coiffure and a blue-silver Kuhn gown. They are graceful, emphasizing arm work—which is perfect for floor work—and shun too many lifts and stunts.

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JOE WONG

NICKY BLAIR'S LATEST OFFERING TO THE BROADWAY STAY-UP-LATERS IS A REVIEW CENTERED AROUND THE THEME OF THE 1939 NEW YORK WORLD'S FAIR. CONSISTS MOSTLY OF PRODUCTION NUMBERS, SOME EYE-FILLING BEAUTIES THAT ARE HANDSOMELY COSTUMED AND SOME SNATCHES OF TALENT, BUT WHAT A GOOD BUY FOR THE $1.50 MINIMUM.

THIS LITTLE STUNT WILL UNDOUBTEDLY WARM THE HEARTS OF GROVER WHALING'S PUBLICITY DEPARTMENT, BECAUSE VIRTUALLY EACH NUMBER IS STAGED AROUND THE FAIR, ITS DOINGS AND ITS BACKGROUND. SHOW FINDS A LITTLE DIFFICULTY GETTING UNDER WAY, LACKING PACE AND GENERAL ELAN, BUT GETS OUT OF THE DOOLDRUMS QUICKLY AND THEN SHOWS SIGNS OF LIFE THRUOUT.

MOST OF THE 70 MINUTES ARE GIVEN OVER TO PRODUCTION NUMBERS—BUT WHAT WITH THE LAW TIGHTENING UP ON BARE TORSO EXHIBITIONS, THE NUDITY OF PAST PARADISE REVUES WAS CONspICUOUS BY ITS ABSENCE. FIRST PRODUCTION, USING THE BEAUTIES AND SOME SNATCHES OF TALENT, BUT WHO-KNOWS-HOW TO HANDLE.

THE SPEED OF THE SHOW IS PROVIDED BY TRISTLE MAY, GIRL JUGGLER, DOING A WELL-ROUTINED AND FAST ACT WITH A LOT OF ZIP AND FLAIR FOR SHOWMANSHIP. HER CLOSING TRICK WAS AS STRONG AS ITS BUILD-UP—STANDING ON ONE HAND AND SPINNING A HOOP AROUND ONE LEG AND ONE HAND.

FRANK PARIS AND HIS MARIONETTES ARE HOLDOVERS FROM THE LAST SHOW BUT HE USES TWO NEW PUPPETS, DOROTHY LAMOUR AND MICKY HOONEY, WHICH WERE WELL RECEIVED. LEE SULLIVAN EMMASES THE SHOW AND SINGS WITH THE PRODUCTION NUMBERS. DOES A CAPABLE JOB OUTSIDE OF HIS SHOUTING THE ANNOUNCEMENTS, WHICH, SHOULD BE RESTRAINED FOR A BETTER EFFECT.

GLENN MILLER'S BAND IS BACK AGAIN TO ACCOMPANY THE SHOW, DOING AN EXTREME CAPABILITY, AS WELL AS PROVIDING HIGHLY PLEASANT, DANCABLE TUNES.

SHOW IS STAGED BY MARJORIE FIELDING. MUSIC AND LYRICS BY TEDDY POWELL AND LEO WHITLOCK. JOHN TIERMAN IS PRESS AGENTING THE SPOT.

JOE WONG (extenbo jbotibap)

NOW WITH OLSen & JOHNSON'S

“HELL ZA POPPIN”

WINTER GARDEN, New York.

EXTENDS HOLIDAY GREETINGS TO EVERYBODY EVERYWHERE.


Merry Christmas and a Happy 1939

The Year for Live Talent

THE DUANOS

(Doña) and Antonio)

“The Ballroom Dance Team That Is Different”

Now Appearing on Opening Show

CASA CUBANA, N.Y.

Indefinitely

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McKenna

Season's Greetings
FROM
JOE MCKENNA
DIRECTION CHARLES HOGAN, WM. MORRIS AGENCY

4th YEAR—LEON & EDDIE'S, NEW YORK

Season's Greetings from LOU MARTIN and his Orchestra

MILT BRITTON and his "MERRY MAD MUSICAL MANIACS"
NOW APPEARING AT THE DOWNTOWN CASINO, DETROIT'S NEWEST THEATRE CLUB

PLAYING THE ENTIRE
MUSICAL STAGE SHOW

APPEARING WITH THEIR OWN ORIGINAL
HILARIOUS COMEDY ACT OF 40 MINUTES

SUPPLYING AN EVENING
OF SUPERS DANCE MUSIC

Season's Greetings

Paul Remos
and his TOY BOYS
Back from their very successful tour in England.
Now Playing 12 weeks with MAL KEMP and His Famous Orchestra.
We wish all Managers, Agents and Friends
A Merry Christmas and A Happy New Year

Paul Remos

New Town Casino, Miami Beach, Florida

New Town Casino's opening show was a smash hit. Locals in the habit of dropping in for a July beer would never recognize the spot. The present helm, handled by Cliff Hough, became a joyous spot as the summer steerers. The band stand has been really turned into a band stand, and a dusty pink, white and turquoise color job prevails.

Virginia Gibson, tall and sophisticated, delightfully debutante in her soprano-flavored ditty and proceeds to teaset the table occupants with a spicy routine. As for the flesh, curtain rises on the Eyeline, who immediately draw attention because he has red hair and she has black. The crowd had never seen a dance team who didn't look as tho they just stepped out of the same pod. Their numbers are different. They work to I Got Rhythm and with one chorus arranged in rumbarhythm.

Johnny Honnert is another 885 veteran, a veritable Gil Lamb at the piano, and amusing mimicry.

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Season’s Greetings to
The Billboard
The headline tells the story

WATCHING THE JUGGLER

The King and Queen of England in the Royal Box raptly watch the ventriloquial and juggling turn of

WENCES

at the Royal Command Performance

PALLADIUM, LONDON

November 15, 1937

Wences extends his best wishes and greetings of the season to all his friends the world over

* Reprinted From The London Daily Mirror
  November 16, 1937
The Billboard

NIGHT CLUBS - VAUDEVILLE

Currently at THE NEW HOLLYWOOD, NEW YORK

The Popular, Current Dance Sensation

THE SAMBA

which CIRO RIMAC and his SOUTH AMERICAN ORCHESTRA are currently featuring at the New Hollywood, New York, was originally introduced in the United States by the Ririacs in 1927.

Direction HARRY ROMM, ROCKWELL-O'KEEFE, INC.,
Radio City, New York.

Just completed successful engagements at
PALLADIUM THEATRE, LONDON.
PARAMOUNT THEATRE, PARIS.
SCALA THEATRE, BERLIN.
RONACKER THEATRE, VIENNA.
HOTEL BRISTOL, OSLO.
CHINA THEATRE, COPENHAGEN.
ROYAL THEATRE, AMSTERDAM.
FENYES THEATRE, BUDAPEST.

BEST WISHES OF THE SEASON

CIRO RIMAC and SOUTH AMERICAN
his ORCHESTRA

Currently at THE NEW HOLLYWOOD
NEW YORK
NIGHT CLUB REVIEWS—
(Continued from page 20)

Tocce's Serenade. Also leaves the mike, to show he has a larynx, with My Renere.

English comedian Cyril Smith does a pair of clever monologs which weren't appreciated here. In all fairness, Smith's act was hurt by a noisy society crowd. Cyril plunk-off, The Bow Song, did rock the house, however.

Hank the Mule is the kind of an act that can never toy an egg. Hank's appeal extends to all ages and all types. Mother is in a muted skin and daughter is the director. Their antics are simple and laughable.

Dorothy Fox is entertainingly effective in her dance caricatures. Her Day at the Beach was Grade A mimicry, as were the concert singer and the chorus girl take-offs. Miss Fox, incidentally, seemed a little scornful of her audience.

Duke Dingley, blond Adonis, is at his best, and his 12 Gentlemen of Rhythm work smoothly for dancing and for the show. Vocalist Alan Hanner is big time.

Café de Paris, London

Two new American entries here. Isabel Shatta makes her long-awaited London debut and comes up with her singing. Has a good rep with several numbers of her own. Outstanding items are One of the Front Row Girls and a travesty on Miste. Meastro.

Also new to London are the Batchelors, male singers. Boys strike a happy medium between the old act of the Revellers and the sophisticated Yacht Club Boys, both former successes here. Put over a swell routine of topical and comedy lyrics. Forced to encore.

Bert Rose.

Cotton Club, Jefferson City, Missouri

Once again an attempt is being made to establish a stand-out night spot in Central Missouri, and judging from the grosses of the first month, Clay Ray and Mrs. Ray are on the road to success with the Cotton Club here.

Taking over the building vacated by Swingland, Ray has redesigned it, brought in an all-Negro show and put in a small cover fee.

Currently it's Eddie Johnson's Orchestra, direct from the Club Plantation in St. Louis, with Bobby Taylor as vocalist. Johnson's combo is solid from head to toe, and the special arrangements earned him plenty of applause.

Alan DeLee, band soloist, gave fine vocal renditions.

The hit singer of the show was Mary Lou King, tall and attractive brunette. She opened with A-Taker and encored with I Won't Tell a Soul and Marie. She ended herself encored with My Renere. She shows plenty of promise, especially as torch singer.

Eddie Peathers and 11-piece band furnish music.

Bus fair, and host, Joe Bianco, is very genial.

Milton Miller.

Club Mayfair, Yatesville, Pa.

This Northwestern Pennsylvania night spot remains the only one still featuring two shows nightly. While the weather has hurt business on occasion, Club Mayfair has been enjoying a fair play from both Wilkes-Barre and Scranton patrons.

Two local kids, Price and Rita, scored a hit with their refreshing tap routines. In bellhop uniforms, the young pair displayed plenty of promise and got a big hand. Later Price returned to give a solo tap, with the pair closing the show with a sure-hit routine of the Shuffle Kids idea watching.

Petey Wells, as ensnare, was splendid singing special arrangements of I Love a Parade and medley of Ziegfeld show hits, but his gags didn't go over so well. His voice comes over fine thru mike, and the special arrangements earned him plenty of applause.

Alan DeLee, band soloist, gave fine vocal renditions.

The hit singer of the show was Mary Lou King, tall and attractive brunette. She opened with A-Taker and encored with I Won't Tell a Soul and Marie. She ended herself encored with My Renere. She shows plenty of promise, especially as torch singer.

Eddie Peathers and 11-piece band furnish music.

Bus fair, and host, Joe Bianco, is very genial.

Milton Miller.

Holiday Greetings from

COUNTLESS YVONNE MONOFF

NOW APPEARING

ROSE BOWL, CHICAGO

MANAGEMENT

SAMMY CLARK

Exclusive Management

JACK BERTELL

Paramount Theater Building, 1501 Broadway, New York.
Season's Greetings from

MAURINE AND NORVA

"THE TALK OF HOLLYWOOD, C Alif."

An all-smart team with an international following. Definitely a good radio offer. As always, drawing all records for 6 months at the

CURBOLA, HOLLYWOOD

"Four Stars to Maurine and Norva. They're Tops for Us."—JIMMY VALENTINE, Hollywood, Los Angeles.

MAKE FLOOR YOUR "FALLEN" with MILLER's new "FILMPHOTO"—sound film can be taken from the stage, processed and projected with this, which permits your silent film and silent pro-

VILIES REPRODUCER CO., INC.

116 W. 124th Street, New York, N.Y.

Sincere Good Wishes for Christmas and the New Year

from

MAISIE

NOW PLAYING 15TH WEEK

Iridium Room. ST. REGIS HOTEL, N. Y.

Dir.: MUSIC CORP. OF AMERICA

Padula Heads Philly Clubs

PHILADELPHIA, Dec. 24.—Arthur H. Padula, operator of the Aradilla-International Restaurants, who was re-elected last week as president of the Philadelphia Restaurant Owners' Association, Other officers chosen were S. B. Wilcox, head of the Hot Shoppes, vice-president; Sad Drezfus, treasurer, and Frank Seely, secretary.

La Crosse Club Opens

LA CROSSE, Wis., Dec. 24.—Oswie Goodwin and Charlie Goldenstein have opened the former Colonial Club as the Squire Night Club, with Phil Zink as manager. Entertainment billed by the Three Squires.

Maisie So Happy She Cried When Nick Threw Surprise Xmas Party

Dear Paul:

GUESSES I don't have to tell you how thrilled I was reading those nice letters \about Orlando. The Billboard last week. Mayby I'll write them a story later. And yet I've been doing a single act all my life and it's not easy to make the change. I guess I don't know what I'd do if I were working with a partner. The closest to it I ever got was at the El Bullio Club, when the waiters used to cross the floor between any turns and I never knew when I was going to have a trio act.

Anyway, while I'm thinking seriously whether to give up my single or not, I've got to make a living—so I'm playing Nick Pappadopulos' Romantic Rendezvous here.

It used to be a high class coffee pot, but Nick made so much money that he leased the next-door grocery store and turned the combination into a night club. It's not a bad spot, either. Nick, from another act, also envisions the shows because Joe Pursent, the agent, convinced him he was really another Edward Arnold. And now Nick is trying to polish up his Greek dialect so that Joe can take him to Hollywood.

Nick was taken over a small hotel, too, and now he's thinking of opening a theatrical agency with Joe and tying up the best acts in this territory. Then, says Nick, all the other night clubs would have to come to him. His idea is to sign acts to exclusive management contracts and, in turn, guarantee them free lodgings at his hotels, two free meals a day at his club and he's even planning a tip-in with the Ladies & Gent's Billiard and Bowling Parlor for free recreation. His idea is to keep acts busy and happy whether they're working or laying off.

NICK used to be a professional strong man before he got too fat and went into the coffee pot business. So now he'll always book a strong man act—but first the strong man has to wrestle with Nick and, if he survives the bout, the booking. Even the waiters are former wrestlers. Last night the club was in an uproar when some wise guy rang a toy bell and four waiters dropped their daisies and tasted each other.

Business has been pretty bad and Nick is trying to make the place look lively by inviting his relatives to sit around. The idea isn't bad, except that his relatives are not so rowdy.

Season's Greetings from the

ROYAL DUO

1939—the year for live talent

The CHICKS and myself

with everybody a

Merry Xmas and A Happy New Year

GALI GALI

now playing SCALA, BERLIN

Dir.—MUSIC CORP. OF AMERICA

Season's Greetings to Everybody Everywhere

NAT KALCHEIM — WILLIAM MORRIS AGENCY

Notable Evening at the Farmleigh Hotel

FARMLEIGH HOTEL, N. Y., Dec. 24.—Frank Seely, theatrical agent, last night had a notable evening at the Farmleigh Hotel, where most of the talent are resident at this spot.

Two Equillos, singing acrobats, do a succession of clever and difficult feats held over from the previous show. Produced the show—the act are swell dancers and have showmanship, Bert Ross.

Royal Bath Hotel, Bournemouth

Exclusive out-of-town spot which generally uses one American act. Taste usually runs to a solo dancer or a team. Current is Eleanor Knight, tap and rhyming dancer, making her English debut. Fares splendidly with a beat offering. Is easy on the eyes and has showmanship, Bert Ross.

Heel and his music is drawing a young crowd to the floor. Heel Taylor sings, a la Bibel Waters, in a pleasing way that fits in nicely when Johnson's act hits him a slower tempo.

The six-girl line is well rehearsed and provides a nice background for Miss Taylor and Snowball and Johnny, dance team. The latter is a boy and girl duo, Snowball (the boy) doing most of the dancing and Johnny serving as well-built scenery, but the act clicks.

Myron Austin, Negro acrobat, has a fair voice and handles the show well.

Most of the talent is from the Club Plantation, St. Louis, or the Club Continental, Washington City.

The Rays are not new to the entertainment field, having previously owned and operated a spot at Hannibal, Mo., among others.

A. B. Jackson Jr.

Grosvenor House, London

New MCA show is tabbed Grandfather's Follettes. Has a motif that is Victorian, with even the waiters and the orchestra garbed in appropriate motif.

Only incongruous note is struck by the introduction of latter-day tunes, bordering around the 1912-14 period.

Chief entry is the Music Hall Boys, almost resident at this spot. All gifted with excellent pipes, they have developed their comedy until it stands out. Hit solidly.

Flora Darce and Earl Leslie—latter produces a romance—also swell dancers held over from the previous show. Fit their straight and comedy terps into the presentation to a nicely.

Two Equillos, singing acrobats, do a succession of clever and difficult acts whilst working. Three Admirals are the best of English male harmony trios and make a solid impression, Bert Ross.

The Scandal Makers

The Scandal Makers, who have scored well in other engagements, gave a solid performance last week at the Granada, Brooklyn. They are fluent in their comedy until it stands out.

Their act is a musical comedy revue, with Snowball (the boy) doing most of the singing. The six-girl line is well rehearsed and make a solid impression, Bert Ross.

Season's Greetings FROM

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CURBOLA, HOLLYWOOD

"Four Stars to Maurine and Norva. They're Tops for Us."—JIMMY VALENTINE, Hollywood, Los Angeles.
"Is Everybody Happy?  
Yes, Sir!"

- That is how my organization and myself feel after having completed an engagement of four glorious weeks for Warner Bros. at the New York Strand Theatre.

- Our sincere thanks to Harry Mayer, Zeb Epstein, Harry Gourfain and their staff for making us happy.

Sincerely

Ted Lewis

P. S. — After a year and a half solid we are taking a much needed rest Xmas week, routed thereafter: Palace Theatre, Cleveland; Shea's Theatre, Buffalo; Palace Theatre, Akron; Palace Theatre, Youngstown; Circle Theatre, Indianapolis.

HAPPY HOLIDAY!

Personal Representative—

MILTON E. PICKMAN
Hollywood, N. Y., Needs More Dough; $5,800 Music Cut

NEW YORK, Dec. 24.—The newly face-lifted Hollywood Restaurant after being closed for two years, painted, repainted, and ready to open, has been closed again. It is expected to be open when the ice is out on the lake. It will be ready to serve its customers by this time next week.

There is no chance of its folding, said a Hollywood official, who mentioned that the ice on the lake will be out in a week.

A new lease has been signed for the restaurant, which is located at the corner of Broadway and 6th Street. The lease runs for five years at $5,800 per month, payable in advance.

N. Y. Cafes Faced With Waiter Union Threat New Year's

NEW YORK, Dec. 24.—There is a possibility that there will be labor trouble New Year's Eve for some of the local night clubs.

The agreement was reached with the waiters last week at the El Capitol. The agreement provides a minimum wage of $60 per week for waiters, $50 per week for busboys, and $40 per week for waitresses.

The agreement also provides for a overtime rate of $1.50 per hour, and for a 10 percent bonus for all work done on New Year's Eve.

The union claims the Guild is not representative of local restaurants and cafes, alleging it has only 70 shops compared with the 210 shops controlled by the union.

The Guild is now the only Times Square cafe-owners' group that has attempted to organize a night club owners' association having bopped.

Season's Greetings FROM THE TOP Hat UNION CITY, N. J. One of the Metropolitan District's Newest and Outstanding Show Places. 10 Minutes From Times Square, New York.
And in Their Spare Time...

GLENS FALLS, N. Y., Dec. 24.—Per-
haps the busiest of the Roy ren- 
ballroom team, are being 
kept quite busy at the Walkilki Room of the 
Hotel Rockwell here. 

They appear twice nightly, changing numbers and wardrobe nightly, and also perform within each the Lambeth Walk 
patrois. In addition, they have ar-
range a block of home-made masks, 
used mostly in their own dance num-
bers. Also, they’ve introduced numer-
ology readings on Mondays, making that 
night a packed night. 

Parades also ensue the show and Miss Jetan, a former model, is planning a fash-
on show. They’ve also found time to 
play a couple of beritals at Sarata 
Lake. 

In their spare time they drive to near-by Cosayuna, where they operate a 
chicken farm.

Early Curlew Worries Philly

PHILADELPHIA, Dec. 24.—Night spot 
operators are on the look out for whether 
police will wink at the “Blue Sunday” 
festival New Year’s Eve and allow them to 
remain open and sell liquor after the midnight 
deadline. 

Mayor Wilson announced that the Sunday closing ordinance will be strictly 
encouraged. This action would force night-
spots to close, because many clubs have 
been holding on, despite protest business, 
with the hope that New Year’s Eve busi-
ness will save them.

Cincy IA Sponsoring Vaude

CINCINNATI, Dec. 24.—Local No. S. 
IAE, has acquired the Taft Theater 
for a block of vaude, beginning next 
Friday (30), when Phil Spitalny and his 
“Hour of Charm,” all-girl act, aggregation 
take the stage. Local deckhands’ union 
is out to raise money for its Beneficial 
Fund. While some of the local theater-
men are a bit hot over the union’s action 
in offering added competition to local 
theater biz, especially on New Year’s Eve, 
all are agreed that they’d like to have a chunk of the venture. It’s Spita-
Ialny’s first visit to Cincinnati with his pres-
ent all-girl unit and it looks like a lead-
pipe cinch to garner the coconuts.

Detroit Spots Using Lines

DETROIT, Dec. 24—Detroit’s night 
spots have apparently become line-
conscious to a formal extent that 
showed at least a dozen spots in town using lines of girls, considerably more 
than was the case a few years back. 

In most cases, the shows are averag-
ing about six girls apiece, indicating em-
ployment for about 75 people. Bulk of 
the business apparently is going to Am-
usement Booking Service, which has 
10 lines. Two new spots just added to 
this class are the Green Mill, at 
Saginaw, and the top Hat, at Bay 
City.

Fox, Detroit, Has 
Bondholder Trouble

FOXBORO, Dec. 24.—A petition was 
filed this week in Federal Court asking 
the removal of David M. Inland and the 
United Amateur Co., co-trustees of the 
Colwood Co., the owner of the 
Fox Theatre, located in the Fox 
Theatre Building. 

Petition filed by three bondholders, 
represented by Harris W. Wiener, at-
orney, alleges that the trustees have not 
complied with the terms of a lease 
agreement entered into with the ap-
proach to Federal Judge Evans A. 
O’Brien at the time of the organization 
of the Fox Theatre.

The terms of this agreement provided 
that the Michigan Corp. was to get the 
theater from the Colwood Co., under a 
15-year lease at a minimum rental of 
$125,000 yearly and a percentage of 
the theater’s gross. 

They appear twice nightly, changing numbers and wardrobe nightly, and also perform within each the Lambeth Walk 
patrois. In addition, they have ar-
range a block of home-made masks, 
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on show. They’ve also found time to 
play a couple of beritals at Sarata 
Lake. 

In their spare time they drive to near-by Cosayuna, where they operate a 
chicken farm.

Oklahoma, Kansas Territory Opening 
Up to Acts, Units

TULSA, Okla., Dec. 24.—Success of a 
number of houses in and around the 
State resorting to occasional stage 
attractions. 

Most promising is the Madison The-
ater, Madison, under management of 
G. S. Laird, where “Flip” and her Pals, 
a dog act, recently more than doubled 
the average daily take of the 1,250-
sacter. Augusta, Kan., is also on the 
lookout for novelty acts with drawing 
power. 

A number of other houses indicate 
will take occasional stage shows, now that Bank Nites have been 
outlawed, but complain that very few acts come their way. Located in this 
group are the Wellington, Arkansas City; 
Winfield, Fort Hays; Cicero and the 
Miller, both in Wichita.

Ritz, Pawnee, and Nusho, Cleveland 
(Okla.), will take on any good act on a 
percentage basis. 

Eureka, Kan., and Pawhuska, Okla., are 
both definitely closed to vaude.

New Golden Gate P. A.

SAN FRANCISCO, Dec. 24—John M. 
Kennedy, manager of the Golden 
Gate, has been appointed press agent 
for the Golden Gate Theater, replacing 
Kenneth McCloud, who died here De-
ember 9. Kennedy is a former San 
Francisco newspaper man.

More Vaude for Detroit

DETROIT, Dec. 2.—Further reports of 
vaude planned for New Year’s Eve by 
local theaters came in this week from the 
area’s ace circuit,—United Detroit 
Circuit. At least three of its major 
houses, the Ramona, the Annex and the 
Bodine, will have four-act shows for the eve.

Vaudeville Notes

WALTER DARE WAHL, who recently 
failed in a vaude act here, has taken 
on a successful 10 weeks in England in order to join his ailing 
wife, planned to return to England and 
the Continent soon.

WALTER KING, of the Three Kings 
(Walter, Molly and Pat), is confined in 
Roper Hospital, Charleston, S. C., recov-
ering from an operation for a brain 
tumor.

BIRTH HARRIS, comedienne, is back 
from her Homestead, Pa., home and about 
to join a vaude unit.

CHARLES RAPP
Director
COSMO AMUSEMENT ENTERPRISES
World Famous Orchestras and Entertainers
Official Entertainment Representative, Hotel Astor, N. Y.
1650 Broadway, New York
Circle 7-6646

Seas'an's Greetings
NOW APPEARING
Harry Richman's "ROAD TO MANDALAY"
"EXCLUSIVE MANAGEMENT - WM. MORRIS AGENCY"

Season's Greetings from
HARRY A. COURFAIN
Warner Brothers
STRAND THEATRE, New York

Season's Greetings
CHARLES RAPP
Director
SUNSET THEATRE, NEW YORK

Seas'an's Greetings
Official Entertainment Representative, Hotel Astor, N. Y.
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Season's Greetings
HARRY A. COURFAIN
Warner Brothers
STRAND THEATRE, New York

Season's Greetings
**Berlin Wintergarden, Pioneer, Rings Up 50 Years of Vaudeville**

BERLIN, Dec. 19.—Leading house for variety, the internationally famous Wintergarten, presents one of the best programs ever given in celebration of 50 years of existence.

The program concerns itself with the presentation of modern variety, the history of the house and a survey of 50 years of international variety. It presents the metamorphosis of the house, located beside the famous Unter den Linden, which had once been a garden and then a Wintergarden with its glass roof. It became a vaudeville house in 1888 and underwent its last change last month for the special celebration.

A long list of great attractions started with the famous Five Sisters. Then followed the five famous dancers of the end of last century: La Bella Otero, Consuelo Torsipada, Rosario Guererro, Cleo de Merode and Miss Saharet. Highest paid attraction was the famous French dancer, Yvette Guilbert, who earned as much as $60,000 a month.

The direction has always paid special attention to great juggling acts. Many of them started from here, including Bellini, Salerno and Spadoni, and later Plietto, Paolo and Raafeli.

Ventriloquists and magicians always played a big part of every presentation. Artists such as Nicola Lupo, Bernardi, Carter, Miss Valeria, Nadrage, of Amsterdam and many others who started at the Wintergarten and are now internationally famous.

Marionettes, the joy of adults and children alike, were shown by Schichtl and Dr. Podrecca's Theatro (les Piccoli. In a niche of their own in the house’s history are the great clowns, Grock, Three Fratelli, Charly Rivel. Three Barnardos and Doll Trio and others.

A leading role has always been played by ballets—Sunshine Girls, Tiller Girls, to the Budapest, London, Vienna and Russian troupe—until the appearance of dancers such as the Dodge Sisters, Tiffany Twins, Florence Forman, Marika Rokk Irvin Sisters, Geschwister Hopfner, Tiller Girls, the Duncan Sisters, Baretas, Cairoli Trio and others.

The Three Alices who showed a double salto on the trapeze. As a feature were the Duncan Sisters in their little parodies and songs. The illusionist Cortini was not so good, but his little parodies and songs. The illusionist Cortini was not so good, but his trapeze work brought applause they deserved. Maybe their humor and Lubow did not quite get the applause they deserved. Maybe their humor was too American. Breathtaking were the Three Alices who showed a double salto on the trapeze. Just as exciting were Brezlin and Partner.

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Most interesting of all was screening of the first film ever presented to the public. This was the invention of Max and Emil Skladanowsky of the so-called Biopic." in 1895. D. Schuhle-Kohn.

**Season’s Greetings**

LYNN and LAZZERONI
Skaters Extraordinary
Now Appearing at VILLAGE BARN, New York
Thanks to Milt Pickman and Lew Weiss
Also Congratulations to Meyer Horowitz on the Occasion of the Eighth Anniversary of His Popular TEMPLE OF ENTERTAINMENT, THE VILLAGE BARN.

BERNARDI PRODUCTIONS
For Cafes—Vaudeville—Clubs—Lodges—Conventions—Fairs—Ballrooms

**Holiday Greetings**

to Our Friends Everywhere

DAVE HACKER and JUNE SIDELL
After a World’s Tour of Two and One-Half Years, playing the leading spots of Sixteen different countries, return to the United States to debut at the Rainbow Room, Rockefeller Center, N. Y.

Opening January 11, 1939

**Season’s Greetings**

LyNN and LAllERONI
WANTED
Youthful Talent—Specialties—Novelty Acts
30 Weeks Consecutive Booking

BERNARDI PRODUCTIONS
85 RIVERSIDE DRIVE
EN-dioct 2-5514 NEW YORK CITY

NEW IDEAS IN REVUES
With Beautiful Girls and Gorgous Wardrobe, also Small and Large Acts, Novelty—Orchestra—Name Bands—Celebrities

For Cafes—Vaudeville—Clubs—Lodges—Conventions—Fairs—Ballrooms
A Good Show To Fit Your Budget

WANTED
Youthful Talent—Specialties—Novelty Acts
30 Weeks Consecutive Booking

CHANLEY and FOX
“Celebrated Dancers”
Creators of the "ELEANOR GLIDE"
Currently AMBASSADOR HOTEL, New York

Season’s Greetings from BOB ROSEN
1650 BROADWAY, Artist’s Representative NEW YORK.

**Season’s Greetings**

JOHNNY HOWARD
FIRST CHICAGO APPEARANCE
NOW—185 CLUB, CHICAGO
Direction: MILTON PICKMAN, ROCKWELL-KEEFE, New York.

**HAPPY HOLIDAYS**

JOHNNY HOWARD
State, New York
(Radiated Thursday evening, Dec. 22)
Radio columnist Dandy Doyle, of The }
Foghorn (R), joins others of the }
working press that have succumbed to }
the lure of self-aggrandizement by way }
of a Broadway personal appearance.

With no past experience on the boards, }
Doyle can be excused for a great deal }
of his floundering and lack of knowledge }
of his job as guest-sponsor. But speak-
in terms of accepted entertainment }
values, judging by the work of the pre-
ceding columnists in the same pre-
dominate, he falls short of expectations. }
One thing in his favor is that he re-
stricts himself to very little time in }
confidently.

He has five acts and a raft of guest }
artists. As a matter of fact, when the }
five acts have gone thru their paces and }
the guests start it takes on the am-
blance of a benefit show—so much for }
Doyle as for the patrons. An idea of }
how important the guest artists are to }
this bill can be had by the fact that the }
margine offers not the name of Doyle }
or any of the top acts with him, but }
rather that of the biggest guest name.
Bill proper opens with Jimmy and }
Mildred Milchben, harmonics due, }
in trick singing and effective selling. }
Distinct novelty because of the woman }
figure is a journeyman, some strong results for the }
same accomplishments that have }
come to be expected from soloists.

Lester Boy, in tall slacks, song }
and tap combination, with a strong }
resistance. It’s a neatly executed rou-
tine, with gestures and highly imagina-
tive pieces of biz a la Von Grona tech-
nique.

Boy Roy does his familiar routines }
stop the high and low uncles, run-
ing the same gamut of paragraph }
tricks in his juggling and balancing. }
His closing number is a showmanly bit of bal-
ancing and juggling on the tall bike, }
in spandex.

Too much dramatics and studied ef-
rpt in the pop selections and ballads is }
for. Too much dramatics and studied ef-
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rpt in the pop selections and ballads is }
for. Too much dramatics and studied ef-

The Four Earls, a graceful roller-skat-
ing trio, started the proceedings with }
tricks that are perhaps more beautiful }
than sensational.

The man helps out in this }
veloped a definite taste }
to pump out the best that’s in them.

The pianist is a funny colored }
and \)

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Music Hall, New York
(Revised Thursday Evening, Dec. 23)
In addition to the pandemic Christmas production of Grimm's Fairy Tale held over from last week, the Radio City Music Hall has added for the holiday week a yeuliful pageant, Peace on Earth, to spotlight the Vienna Choir Boys.

Dale Winthrop has a peppy routine of extemely fast tap work and, altho it isn't yet polished, but in a short time, the Lecuona Cuban Boys. Erich Schmidt announces "the Red Pepper, dumpy cornetist from the California Varsity, has joined the band. He handles his instrument with a high degree of salesmanship and his is a most unusual performance of pashy playing of Melan- to the bill. Well liked.

Eddie Rio and Two Brothers did comic take-offs. Eddie started with version of a dame taking a bath, always good for laughs. Trio followed with burlesques on "March of Time" dramatization of a holup and a hokey piece of nonsense attempting to be a comic portrayal of what was on in Pancho Villa's gang. "March of Time" was excellent. Closed with the laugh is laugh, a smart appearance in long gowns. Rose Blaine, vocalist with the band.

Paramount, New York
(Revised Wednesday Evening, Dec. 21)
Saxophonist rate special mention for three well-featured soloists, who reaches the high peak of the Boys. Ronsg and Baker are in fine form, with spirited and accurate solos. Laryngitis kept many night spots.

LUCAS
16

LONGINES
 imitation watches.

VOICEOF GINNY
Now Appearing at the STRAND Brooklyn, New York
Week December 30
LOEW'S, Montreal, Can.
extends season's greetings to everybody Everywhere!

Chicag, Chicago
(Revised Friday Afternoon, Dec. 23)
Three entertaining acts and the annual holiday kiddie show make this bill a hit. The Lecuona Cuban Boys, who were featured that evening, did a kick of work in Paramount's "March of Time" show. Erich Schmidt announces "the Red Pepper, dumpy cornetist from the California Varsity, has joined the band. He handles his instrument with a high degree of salesmanship and his is a most unusual performance of pashy playing of Melan-

The three main attractions, the Three Alizes from Paris—novelty turn, came out in typical comic fashion and on occasion gagged, but a few days should see him adding his balladeering to the highly entertaining act. Act goes very well. The laughs are surer. Act goes very well.


Wintergarten, Berlin
(Month of December)
This month's program is still under development. The Twin attractions—the Miller Ballet, modernistic and the Herbert Graf Artistry and Marvelous Costuming, and The Threepenny Opera—have been held over. Maybe the Three Alizes are not yet polished, but in a short time they should come up to par. Further, there is the remarkable Jugger Brothers, who conduct a dancing school and star in the local Palmer House. Unit is labeled Santa's Living Toys, is tastefully costumed and reveals much ballyhoo that is not yet clever. Adults will find most of this stuff palatable even if only by watching the amusing expressions of the kiddies in the audience, who turn out en masse for this spectacular good time.

Business surprisingly good first show opening day. Sam Homberg.

Roxy, New York
(Revised Friday, December 23)
A short but zippy stage show is the holiday offering, featuring that California Varsity gift to the Broadway scene, Al and Lyman, and Know magic in his name to match mostwonderful decoration. Laryngitis kept many night spots.

BELL'S HAWAIIAN FOLKLESTON
New Playing Southern States.

Now raking up from 4:40-5:40

SEASON'S GREETINGS

TERRY HoARD
WITH JACK TALLEY
Direction—CHARLES HOGAN—CHICAGO

A Happy New Year To All Our Friends
MOS SACHS
ALICE KENNEDY
EN ROUTE THE HIRST CIRCUT

Second year. The girls are appearing at the surprising set seen at the M. H. Strand, New York. Close big. Will return.

Wintergarten, Berlin
(Month of December)
This month's program is still under development. The Twin attractions—the Miller Ballet, modernistic and the Herbert Graf Artistry and Marvelous Costuming, and The Threepenny Opera—have been held over. Maybe the Three Alizes are not yet polished, but in a short time they should come up to par. Further, there is the remarkable Jugger Brothers, who conduct a dancing school and star in the local Palmer House. Unit is labeled Santa's Living Toys, is tastefully costumed and reveals much ballyhoo that is not yet clever. Adults will find most of this stuff palatable even if only by watching the amusing expressions of the kiddies in the audience, who turn out en masse for this spectacular good time.

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Holborn Empire, London  
(Week of December 19)

Swell line-up, headed by Henry Hall and Band, including three American acts.

Leon and Kiki, male skating comedians from Chicago, are with The Hiller Ballet. Their act features a demonstration of outside garbage disposal.

Mollie Morrell. Blonde Colleen, one of the most talented to appear here in a long time.

Tracey Plans New York Tryout Well

NEW YORK, Dec. 29—Bid Tracey, of Tracey and Hay, comedy team that recently returned from a long engagement in the far West, says he hopes to launch a vaudeville house here soon.

Says he is selling shares for $100 each and hopes to get other backing from the circuits making the house the official tryout theater in the territory.

Peter Sisters, English monologist works fast and is sure-fire.

Wences, Bert Ross.

Paramount, Los Angeles

(Reviewed Tuesday afternoon, Dec. 27)

Bill this week is headed by Louis Prima and his New Orleans Five. Show has plenty of soul and seemed to go over.

Opener found Jack Stary doing a trick book act to much applause. Then came a hot cornet and clarinet, and had the audience hold its breath as they went through their perfectly timed routine.

Prima and his clarinet player was superb.

Robinson Sued on Hit Tune

Crosby Sued on Hit Tune

Crosby, San Francisco, where he has been appearing for over a month. This week they have been offered to going acts in the territory.

Crosby Sued on Hit Tune

SOUTH BEND, Ind., Dec. 24—Bill Crosby, Sanitary-National Music Co., Paramount-Publix Corp. and W. C. Kolmer, the operators of the Paramount Theatre here, have had an offer to go to New York for a holiday stay in the Gibralter Hotel, Atlanta.

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Acts-Units-Attractions Routes

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

EXPLANATION OF SYMBOLS

- auditorium; b-ballroom; c-café; c-cabaret; c-country club; h-hotel; m-music hall; nc-night club; p-pavilion; re-restaurant; ro-roadhouse; r-theater; t-theater

Night Club and Vaudeville Routes must be reached at the Cincinnati offices not later than Friday to insure publication.

What Has Become of the Stock Scene Artists?

By J. L. (SCOTTY) CARROLL

As I read The Billboard regularly, I have often pondered over this question. I am interested in the stock career and the varied experiences and the numerous business for over 30 years, in stock, from burlesque to dramatic, and in studios, I have not forgotten the good old days when you didn’t have to be out of work long just with the ordinary breaks.

Of course, the work of the stock artist today, as applied to the stage, is much easier because of the advancement of the time and technology. There was a time when one had to do thousands of feet of lining on a simple interior to produce the effect of massive moldings and door casings, and the fancy Rocco Scroll sets required a lot of patterns and hours of labor. Always it meant hours of labor for the next production to get out on time. In addition, usually, the stock artist had to do a bit in the show itself. In fact, he was the real utility man if there ever was one. He was expected to know everything, and with no trouble at all to be able to paint anything from a coat hanger to a wall. However, his job today is not as it used to be. We have followed the use of one’s past experience as a stock scenic artist. As for me, I have gone through many, many, many, t.

I can recall many amusing experiences in my stock career, and I have often wondered how it would be today if a man pounded on the door of a stock artist in late 1930 and was introduced to a big little man Dino Denny used to get a big kick out of telling about the time he was with a stock company and the play being put on required two horses. The manager felt he could not afford the cost for these animals. So he asked the artist to paint a pinto pony on one side of it so that when it entered from one side it was a white horse, but entering from the other side, with another actor to make it a pinto pony. Thus, even the horse doubled and did its part to make the show go through.

I know of another incident where the artist was requested to paint a king on his throne. It happened this way. The stock company was producing an English show and was short an actor. So the manager decided that one could possibly double the part. The king had but two or three speeches to make from the throne, and the manager felt he could not afford to pay an extra to play the part. So he hit upon a bright idea. He went to the artist and asked him to paint the throne on the backdrop of the palace setting with the king on the throne and he had one of the stagehands read the king’s lines off stage at the proper cue. Such were the things the old-time stock artist was asked to produce.

I wonder what has become of such old-time stock scene artists as George Hermance, Minor Reed, Dino Denny, Charles Tabor, J. L. Carroll, F. B. Findley, Frank Rhode, Jack Harvey, Ed Lewis, Charles Thompson, Art Phillips, Herman Bray, Kirk Brown, Charles Clapp, Scott Williams, Frank Conc, George Charley, James Snowp, Jimmy Scott, Frank Conlin, George Edmundson, Edward Black, Blackwood, T. J. Hawes, and Ed Boorman. No doubt some of them have answered the call of the Last Battalions and are no longer with us.

I have wondered if stock were to come back again whether there would be enough artists to supply the demands, as the profession today has no system of apprenticeship because of the Depression. The settings of today would have been pie for the old-timer. Today the work is modernistic, flat stippled or splattered. There are no moldings, no medallions, no cornices, no caryatids, no pilasters. The buildings are cobled and the herringbone brick is painted on the street, no old-time Rocko Paas landscapes, garlands, horizons, water falls, and fountains. Scene sets were composed of flat panels not forgetting the grand drop, painted drapes and even the old-time ad curtains with long lines of lanterns and space with long lines of lanterns ad wall, etc. It would be read.

But with the passing of stock there are still other facts one may enter making use of one’s past experience as a stock scene artist. For me, I have gone into the interior decorating business and have found my past experience with all the beauty of a scene, not forgetting the grand drop, painted drapes and even the old-time ad curtain with long lines of lanterns and space with long lines of lantern ad wall, etc. It would be read.

Fills in the designation corresponding to the symbol when addressing organizations or individuals listed.
**Songs With Most Radio Plugs**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>14. Night Before Christmas</td>
<td>Chappell</td>
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<tr>
<td>2</td>
<td>2. You Must Have Been a Beautiful Baby</td>
<td>Bemick</td>
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<tr>
<td>3</td>
<td>3. My Reverie</td>
<td>Robbins</td>
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<tr>
<td>4</td>
<td>4. That's Why I Love You</td>
<td>Boudin</td>
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<tr>
<td>5</td>
<td>5. Two Sleepy People</td>
<td>Famous</td>
</tr>
<tr>
<td>6</td>
<td>6. Hurry Home</td>
<td>Spier</td>
</tr>
<tr>
<td>7</td>
<td>7. Who blew out the flame?</td>
<td>Felts</td>
</tr>
<tr>
<td>8</td>
<td>8. You Got Me (M)</td>
<td>Bryant</td>
</tr>
<tr>
<td>10</td>
<td>10. Here We Go Again</td>
<td>Famous</td>
</tr>
<tr>
<td>11</td>
<td>11. Old Folks</td>
<td>Henderson</td>
</tr>
<tr>
<td>12</td>
<td>12. They Say</td>
<td>Famous</td>
</tr>
<tr>
<td>13</td>
<td>13. It's a Lonely Trail</td>
<td>Famous</td>
</tr>
<tr>
<td>14</td>
<td>14. Santa Claus is Coming to Town</td>
<td>Famous</td>
</tr>
<tr>
<td>15</td>
<td>15. What Have You Got That Gets Me?</td>
<td>Famous</td>
</tr>
</tbody>
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**Holiday Spirit Prevails, So 'Christmas Leads Air Racers**

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 8 p.m.-11 a.m. weekdays and 11 a.m.-2 p.m. Sundays for the week ending December 30. Those receiving less plugs are listed under WMCA and WHN. Film titles are designated as "F." musical production numbers as "M." Based on data supplied by Accrediting Reporting Service.

**Pittsburgh Hotel Men Elect**

PITTSBURGH, Dec. 24.—Clem Young, assistant manager of Hotel Webster Hall, has been re-elected president of the Pittsburgh Hotel Sales Managers' Association, and A. O. Frey, of the Pittsburgh Convention Bureau, was named secretary-treasurer.

**SOUTHERN THEATRICAL AGENCY**

Announced that its books the Floridan hotel, Fleetwood hotel, Belmont Club, Little Club, Ship Bar and Marine Club in Miami district. Office opened with its first vaude show at the Flagler theater, Miami, December 14, with 11 other houses following. Young, engaging comedian, has opened a booking office in the southern territory, and is also currently booking the Hollywood Beach Hotel and the Rainbow Grill there.

**Go, Youse People**

JOS. E. BUTLER, of New York, handling private clubs bookings.

**Talent Agencies**

**Ben Franklin Finally Opens With Reggie Childs Band**

PHILADELPHIA, Dec. 24.—The Ben-
jamin Franklin Hotel, after several weeks of Indecision, opens its Garden Terrace with Reggie Childs Orchestra December 30. The hotel itself was shunted from the roundabout, thanks to the management's hopes that the jobs will solve its unemployment problems.

**Open Air Show Plans**

NEW YORK, Dec. 24.—Movie Opera-
ators, led by Samuel Goldwyn, are setting up planning room projections, show-
ning the local results. If it de-

does not launch an expanding circuit, the Festival hopes the jobs will solve its unemployment problems.
ASSOCIATED ENTERTAINMENT DIRECTORS of NEW YORK, Inc.

In keeping with the tenets of its constitution expressed in this excerpt:
The aims and objects of this Association shall be...to further the best interests of the industry...to establish fair practices between the entertainers and the entertainment director...to make every effort to bring the standards of the entertainment business...to synchronize them with all laws governing the said business...to co-operate with any recognized organizations that are working for the most common good of all the people in our industry.

1939-The Year For Live Talent and The Billboard's continuous campaign to further the interests of entertainer and entertainment director.

Season's Greetings from all our officers and members to the entire show business.

ARTHUR FISHER CARL FRIEDRICH SID HALL DAN COVENHAGEN HARRINGTON THOMAS E. KELLY GEORGE KUTTIN WILLIAM B. ROBBINS CHARLES J. McGOVERN AL ROCK CHARLES LAYNE FRED W. NEAVIS IVING BARRETT FRANK SHERMAN ALFRED SKEA EDWARD LUNTZ AL SILVER

ASSOCIATED ENTERTAINMENT DIRECTORS OF NEW YORK INC.
Headquarters: 1564 Broadway, New York, N. Y.

THOMAS E. KELLY WILLIAM B. ROBBINS
President Executive Secretary

Season's Greetings to all Burlerese from front of house to back from 1. Harst and Circuit

TRIBORO, N. Y. City HARRY PALMER LYRIC Allentown, Pa. ORPHEUM, Reading, Pa. JACK BECK CASH TAYLOR, Baltimores, Md. HON NICKELS HOWARD, Boston, Mass. A. C. ROBINSON NATIONAL, Detroit, Mich. DAVE KING - C. SCHILLER EMPIRE, Newark, N. J. SAM BEITZ


RUBY BARTH
"Youthful Ultra of Swing"
Now at the YACHT CLUB, New York City
STAR OF KAY PARSONS SHOWBOAT EVERY SUMMER.

Alvin, Pittsburgh, Back to Vaudeville
PITTSBURGH, Dec. 26.—Alvin Theater reverted to stage policy for the first time in more than two years.

Bill headed by Jane Wilkerson, screen, will include Dugie Eilts, Iris, Cappa Barra's Harmonics Band, shaggers Engert and Schiem, singer Doris Duquesen, and Alvin Elliot's house band.

Harry Ammoniter Co., operator of Alvin, recently opened Senator, decided to throw vaude into river-front house after announcing part-time stage policy for new theater because Wiikmen photos have shown at Alvin to create following (they hope) and because house can seat more.

Stanley Theater, Warner property, has more than month of name bands set. Both programs feature variety bills headed by Ken Murray and Gene Austin, the latter in order. Ben Bern, Hal Klem, Tom O'Connell, and open date and Russ Morgan. Ted Weens is also penciled in.

With few exceptions, radio name bands have outpollled popular acts in past three years, so that Alvin adopted stage-pix policy.

VAUDE GROSSES

NEW YORK—Grosses continued to fall during the Christmas seasonal slump last week, with no houses doing any business to speak of. In the five Broadways houses playing stage shows, three were holdovers and the total take reflected that condition. Of the holdovers, the best business was done at the Strand with Ted Lewis in his fourth week plus the clip Angela Lansbury in her party faces, grossing $23,000, or a total of $89,000 for the four weeks. The Paramount, with Blue Barron and Ken Murray in their second week on the stage, along with Thanks for the Memory, accounted for but $20,000. At the boxy $21,000 in for the second week of Thanks for Everything and Bob Howard, Cappa Barra, Oldfield and Ware, Charles Warner and Gloria Gilbert on the stage. Radium Theater Muscle mill did a fair $20,000 with its seasonal Christmas stage show and The Duke of West Point.

CHICAGO.—The heralded was just marking time in the last pre-Christmas full season, of the houses expecting much. Chicago held over Young in Heart and the stage bill headed by Saint's Puppets and, toying in an extra screw-up over the closing night, wound up with a pretty sad $18,000. The Oriental was held in its normal take, gathering a meager $12,000 with the quintet Fice of the Stars in a five-act stage presentation. Palace closed with a similarly poor performance, log the combination of REO's Ambertakes a Yore and a flesh bag topped by Ben Blue.

PHILADELPHIA.—Benny Davis' revue plus film, Hard Fo Gel, brought only $11,000 to the Earle this week, the pre-figure, using the combination of a Kind and a five-act stage presentation the lull session, none of the houses expect any business to speak of.

In the five Broadways houses, there was no business to speak of last week, with no houses doing any business to speak of.

The Great National Exposition in 1901.

SPECIAL HOLIDAY CATALOG
Noisemakers, Paper Hats, Decorations, Bingo Prizes
Lowest Wholesale Prices—be sure to mention your line of business

MIDWEST MERCHANDISE CO.
10th & Broadway, Kansas City, Mo.

SPECIAL HOLIDAY CATALOG
Noisemakers, Paper Hats, Decorations, Bingo Prizes
Lowest Wholesale Prices—be sure to mention your line of business

MIDWEST MERCHANDISE CO.
10th & Broadway, Kansas City, Mo.

ST. PAUL, MINN.
Currently Canadian Tour.

CLINTON HOTEL
10th Street, Below Square.
PHILADELPHIA, PA.
Newly furnished and equipped.

10 SURE-FIRE PARADISE, $1
A safe in every line with occasional winning premium in each. They come in Cases of 12, with Free Bound Book. "The Great National Exposition in 1901."
The problem of theater operation today, especially the theater that has stage shows, is a much more complex situation than it was in former years. This view is expressed by none other than David M. Idzal, managing director of the Fox Theater, Detroit.

According to Idzal, the subject of vaudeville booking, exploitation and general theater operation today is purely a local problem and should be treated from a local standpoint. It is no longer true that "what is sauce for the goose is sauce for the gander," and an attraction of box-office value cannot always be based on results obtained in other cities.

"The problem must be treated from a local angle by taking into consideration the type of operation and the quality of the picture product," continues Idzal. "For instance, attractions, both on the stage and the screen, that border on the sensational or sex angle have no drawing power to speak of at the Fox.

"We have found that we have been most successful with a consistent policy of variety entertainment for general family consumption. In other cities, unless they have a nude dancer or a sensational personality that arouses curiosity rather than the quality, they fail to get a substantial gross."

Film Stars Mean Nothing

The average run of picture stars' personal appearances means nothing in Detroit. In some other cities, regardless of how small the comparative name value of the film notables, they all have a definite box-office value.

According to Idzal, too, the same theory and peculiarities of booking applies to units. All theFox has played most of the big units that have been produced in the last five years, not one of them has ever meant very much more than ordinary receipts.

The name-band situation, on the other hand, presents a more generalized application for a cross cut of theaters that play them. But even they, goes on Idzal, are not entirely exempt from local exigencies. For every name band that was profitably played at the Fox there were twice as many that failed to meet the nut, if not to actually show a substantial loss, and yet those same bands that were disastrous ventures for the Fox were, for nearly the rest of the country, among the top attractions of the year. By the same token, bands and attractions that failed to draw in other spots hit new highs in Detroit.

Records a Good Barometer

Advising on a possible barometer to use for the proper booking of a theater, Idzal finds that today the most successful operators of theaters that play stage shows are the Independently owned houses. The Independents feel the local reaction and are able to properly supply and stimulate the demand. They do not have to accept an attraction, as with circuit operation, in order to make up a route or just because it does business in some of the other cities wherein the circuit has theaters.

GREETINGS OF THE SEASON FROM

THIDA LOY

Chinese Princess of Character & Interpretive Dances at
CAPITOL THEATRE
Postage, Oregon.
Address all Mail Care of JUDITH MERRILL, Reno, Nev.

SEASON'S GREETINGS

GERRY GERARD

and His-

LASY RIVER RHYTHM

TOP OF THE TOWN.

SEASON'S GREETINGS

BESTEST OF NEW YEAR GREETINGS

HAL KEMP AND THE GANG

JUDY STARR
PORKY DANKERS
CLAYTON CASH
EDDIE KUSBY
E. A. KENYON
BOB ALLEN
BEN ILLAMS
MICKEY BLOOM
LEO MORAN
JACK SHIRRA
SAXIE DOWELL
KATHRYN LA BAHN
HARRY WILIFORD
C. A. VAN NORDSTRAND
JACK LE MAIRE

SEASON'S GREETINGS FROM

EL CHICO

at 80 Grove St., at Sheridan Square, New York, N. Y.

SEASON'S GREETINGS

DARIO and DIANE

GREETINGS

DARIO and DIANE

SEASON'S GREETINGS

GERRY GERARD

and His-

LASY RIVER RHYTHM

TOP OF THE TOWN.

SEASON'S GREETINGS

GERRY GERARD

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and His-

LASY RIVER RHYTHM

TOP OF THE TOWN.

SEASON'S GREETINGS

GERRY GERARD

and His-

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LASY RIVER RHYTHM

TOP OF THE TOWN.
A BOOKER can be reasonably sure of holding down a hotel room account if he gives the spot all the service it requires, provided, of course, the operator has enough sense to appreciate such attention. Fortunately, hotel room operators are usually fine businessmen who are willing to listen to ideas that will improve their dining room trade.

The booker who used to map out a show in his office and then wait for the commissions to roll in has passed out of the picture. To be sure, some of them are still around, but they don't figure in present-day competition.

The modern hotel manager wants the agent to take an active interest in the room, not only in the bookings but also in the presentation and reception. Both must keep in close touch with each other from the moment a new bill opens until it is time to change shows. Display an ownership concern in the account and the operator will be equally concerned in your returns.

College Inn Is Progressive
A good example is the College Inn in Chicago's Sherman Hotel, booked by Eddie Eldkort, of Music Corp. of America. Manager Frank W. Bering is an alert, far-sighted showman always eager to talk over new features and test out new entertainment ideas. In addition to making frequent College Inn trips in the evening, Eldkort goes into a powwow with Bering at least one afternoon a week, and during those meetings they discuss the progress of the show, improvements, acts that may fit into the hotel atmosphere, and new ways of pleasing College Inn audiences.

Some bookers make the mistake of selling acts they know would please the operator and not necessarily the audiences they are intended for. In the long run such methods prove disastrous. Acts are unhappy in unsuitable environments, business drops off and the room either folds or suddenly finds itself on the books of another office.

It is the duty of a booker to sell the right type of talent and to point out to the operator that it is the best entertainment for that room. Unfortunately, in some cases this proves to be a most difficult task, particularly where the operator is not a showman and is not inclined to listen to reason from more experienced people. This can be corrected, however (and experiences of several Windy City bookers will attest to that), by constant driving in the mind of the operator that a local booking office is in a favorable position to tell him what is advisable in entertainment.

Managers Willing To Reason
Eldkort, for one, points out to the argumentative managers the names of successful hotel rooms and explains their respective policies. Being business men, they recognize the logic in such reasoning and in time work in close co-operation with him.

The DeWitt hotel chain in Ohio is an admirable example of co-operation between managers and bookers. The room operators control hotel rooms in Cleveland, Columbus and Akron, and General Manager Richard F. Marsh, together with Merle Jacobs and DeAry Barton, of Cleveland's MCA office, controls the show policies. The rooms are among the most successful in that part of the country because of perfect back-of-the-house co-ordination by progressive showmen who cater to modern tastes. Marsh, Jacobs and Barton understand hotel entertainment policies and act as a result seldom book poor bills. They fight for the right acts and will go thru any amount of trouble to get them.

Generally, hotel room booking could be improved 100 per cent if hotel operators would book far in advance. Only in this way can a booker guarantee the proper acts at the lowest possible prices. Such a condition is bound to develop, but only at such a time when all managers are foresighted enough to appreciate its necessity.

Hotels Avoid New Talent
With few exceptions managers are not anxious to give new acts the proper break. Bering, of the Sherman, is an exception because his audiences crave novelties and he will play any act that can furnish something new. There have been disappointments, but that does not mean that he will not continue to give newcomers a break. Bering is responsible in bringing to prominence such people as Ben Bernie, Cherry and June Preiser, Bob Bronsky, Jackie Keller, Rufe Davis and Howard Nichols, among others, all of whom were given their initial hotel breaks at the College Inn. The Calgary Brothers played their first American engagement there and proved the comedy sensation of the club for 18 consecutive weeks. As a result of Inn engagements Rufe Davis landed a Paramount contract and the Preiser Sisters moved on to Broadway fame.

Dave O'Malley, of Chicago, who books the Bismarck Hotel in that city, also enjoys the confidence of the management, and thru the combined efforts of himself and Roy Steffen, manager of the Walnut Room, several acts were given their initial big-time opportunities there. Frank Payne, impresario, and the Three Boys, radio instrumentalists, are Bismarck graduates. Lucille Ballantine, of Consolidated Radio Artists, is another booker who displays a keen interest in her Chicago hotel accounts (the Stevens) and by booking fitting attractions and watching their development has a $400,000 business in his hotel engagements.

Season's Greetings From
HEODORE and DENESHA
"Cyclonic Dancers"
1939—The Year for Live Talent

GUIDO and EVA
"Creative Dance Moods"
Permanent address: 1601 Garfield Street, BRONX, N. Y.
Phone: Westminster 7-1172.

Greetings
"THE ROMANY THREE"
GEORGE KALMAN
EMENI LEE
MANNY LOPEZ
1717 W. Hellendein Hotel, Cleveland, 0.
Management M. C. A.

Season's Greetings
HARRY BIBEN
Agency
Market St., National Bank Bldg.,
Rittenhouse 4944-4950.

GREETINGS

Paul Duké, Jr.,
Presenting
A FANTASY IN MAGIC

Season's Greetings From
ELEANORE KNIGHT
Now At
BERLIN MONTE CARLO LONDON
Direction: M. C. A.

GREETINGS FROM
GEORGE EDUARD and his BOYS
at the CAFFE LOYALE

YOUR MAGIC MAN

PAUL
Permanent Address
BROADMOOR HOTEL
NEW YORK, N. Y.

"A Symphony in Smoke"
Endorses The Billboard's Campaign To Make 1939 the Year for Live Talent

GREETINGS
PAUL DUKE, JR.

OPEN FOR ENGAGEMENTS
WE ARE GRATEFUL
TO ALL WHO HAVE ASSISTED US IN MAKING POSSIBLE OUR
PRESENT STRENGTH AND GREAT SUCCESS
AS MILITANT FIGHTERS FOR THE CAUSE OF LIVE TALENT EVER
SINCE OUR INCEPTION FIVE YEARS AGO. WE ARE STILL FIGHTING
TO MAKE THE YEAR 1939 A BANNER YEAR FOR LIVING AT-
TRATIONS.

AMERICAN FEDERATION
OF
ACTORS
(AFFILIATED WITH AMERICAN FEDERATION OF LABOR)
NATIONAL HEADQUARTERS: 1560 BROADWAY, NEW YORK.

SOPHIE TUCKER
PRESIDENT
RUDY VALLEE
HON. PRESIDENT
CHAS. S. MOSCONI
TREASURER
RALPH WHITEHEAD
EXEC. SECRETARY

BOSTON
230 TREMONT ST.
BRIDGEPORT
84 SAVOY ST.
CHICAGO
CAPITOL BLDG., 159 N. STATE ST.
DETROIT
WALTON HOTEL

PITTSBURGH
244 FOURTH AVE.
ROCHESTER, N. Y.
415 CENTRAL TRUST BLDG.
SAN FRANCISCO
200 GOLDEN GATE BLDG.
TORONTO, ONT.
FORD HOTEL

progress throughout their engagements does
most of the business in that spot.

Confidence in the Booker
An outstanding example of confidence
in a Booker by a Hotel is Merriel Abbott,
Chicago dancing-school operator and
booker, who has complete charge of en-
tertainment in the prominent Empire
Room of the Palmer House. While not
a hotel employee, she gives the final
chokes on acts, banda, rooming of shows,
etc. She has been using excellent judg-
ment in lining up Empire Room talent, keeping a judicious eye on both the
budget and taste, and was given the entertain-ment-buying reins by General
Manager E. T. Lawless.

Managers report that patrons are fast
tiring of stock hotel acts, such as
ordinary dance teams and single dancers,
particularly those who do a lot of floor
work, because most floors are not
terraced and all floor tricks are lost to
the majority of patrons. Girl singers
(names excepted) are finding rough sail-
ing, since most bands carry female
vocalists who double in shows. The
coming talent trend points to novelties
and sooner or later more managers will
have to give such acts break-in dates.
With opportunities in vaude lessened,
night club and hotel managements
should encourage new talent, due to the
scarcity of suitable name attractions.

Instead of using newcomers in emer-
gency cases only, or for purely personal
reasons, they should order their bookers
to turn talent scouts and bring in the
hopefuls. This should be done on a big
scale, for even today the supply of good
hotel acts and novelties is insufficient.

And, too, it is more difficult to book a
hotel room than a night club. Because
of transient trade each hotel requires
its own type of talent.

Shows Draw Conventions
Operation of hotel rooms is not for
profit alone. As a matter of fact, few
rooms in the country can boast of year-
round profits. In Chicago most oper-
ators consider floor show and music ex-
speses as part of their advertising
budgets to attract regular hotel trade
and conventions. Many an assistant
manager soliciting annual gatherings re-
turned with the business thanks to the
attractions his hotel’s major dining room
had to offer. Conventionites want fun
and entertainment, and the hostelry that
can furnish such demands will get
preference.

Consequently the alert Booker has this
in mind when servicing a hotel. Both
his co-operation and that of the oper-
ator is sorely needed to turn the room
into an asset rather than a liability.
Such action is evidenced by the progress
hotel room entertainment has chalked
up in the last couple of seasons.

Holiday Greetings from
ROSITA ORTEGA
Acclaimed as Spain’s Greatest Dancer
Now Appearing At
HAVANA-MADRID, New York

Holiday Greetings
SWIFTS

Eddie Davis
Celebrating 152 Weeks at
La Rue Restaurant, N. Y. C.
The Billboard

NIGHT CLUBS-VAUDEVILLE

December 31, 1938

Season's Greetings to all our friends

from the

STORK CLUB
in NEW YORK
Now in Second Year

SONNY KENDIS
and his ORCHESTRA
Extends
Best Wishes For a Merry Xmas and a Happy New Year

Season's Greetings

Ella Logan
Yours Aye

Vincent Bragale and his ORCHESTRA
3rd Season AMBASSADOR HOTEL, New York
Direction: Music Corporation of America

Private Club Dates
Boon, Niteries See Weak New Year Biz

CHICAGO, Dec. 24.—Uppermost in the promotion campaign for New Year's Eve business in local clubs this week was the impression ops tried to build up that the customers will get their money's worth. The report around the booking offices is that the number of private parties to celebrate the new year will be higher than ever before, and the club and hotel room boys fear that the poor service and stiff prices usually prevalent at these gatherings may keep a good many rounders home.

Ads and direct mail from the after-dark spots carry the exact fees to be in effect New Year's Eve and a guarantee of excellent service. Cover charge in the top rooms, including the price of dinner and favors, will average $7.50 this year, with the figure sliding down to $3.50 in the smaller cafes.

Most offices report a normal demand for talent, with an increase noted in the club date departments. Many of the stand-by acts will have two or three club dates during the night and early morning, while a good many performers working in leading spots here expect to double outside engagements.

The Congress Hotel's Casino, for one, reopened this week to ballyhoo its room for the holidays. Frankie Trumbauer's Dixie and a floor show will work over the weekend and if business is strong the spot will probably remain open for the rest of the season.

Cincinnati School Scholarship
CINCINNATI, Dec. 24.—Contest to decide the first award of the scholarship set up by Tyrone Power at the Schuster-Martin School of Drama will be held January 17 at the Little Playhouse here. The contest is open only to graduating-class students of the school, and the scholarship is a year's tuition for post-graduate dramatic studies. The award will be made yearly.

Tyrone Power established his endowment last spring at the commemoration of the founding of the school in 1900 by the late Mrs. Helen Schuster-Martin, his aunt.

Jim O'Donnell in Politics
ALLENTOWN, Pa., Dec. 24.—When present Councilman Fred W. Fegley was campaign manager, it was said his chief asset was an old acquaintance, James H. (Jimmo) O'Donnell, formerly in vaude and circus. O'Donnell aided Fegley's victory.

Ever since has his own act in vaude, Jimmo and Hughie O'Donnell, was a member of the Four Comrades in the Ringling show, was associated with the Colleano Family and married the former Katie Colleano.

After his election Fegley rewarded O'Donnell with a position as supervisor of the municipal incinerator.

Songwriter Sells Flowers
MILWAUKEE, Dec. 24.—Buddy Valentine, author of Anything Can Make You Happy and Someone To Go Home To, is selling flowers in local night spots while waiting for his first royalty check from the latter hit.

More singing with his selling.

Beloit, Wis., Club Anniversary
BELGIUM, Dec. 24.—Ernie Wilson observed an anniversary and remodeling party at his Ramrod Club last week, with the Congenial Gentlemen of Rhythm furnishing the music.

Holiday Greetings

Corine Muer
Detroit, Mich.

Season's Greetings to our Friends Everywhere from

MARLYNN and MICHAEL
Featured Dancers

10th Month

RAINBOW GRILL
RADIO CITY, N. Y.

Circus School Scholarship
CINCINNATI, Dec. 24.—Contest to decide the first award of the scholarship set up by Tyrone Power at the Schuster-Martin School of Drama will be held January 17 at the Little Playhouse here. The contest is open only to graduating-class students of the school, and the scholarship is a year's tuition for post-graduate dramatic studies. The award will be made yearly.

Tyrone Power established his endowment last spring at the commemoration of the founding of the school in 1900 by the late Mrs. Helen Schuster-Martin, his aunt.
ALEXIS RULOFF Presents
RUSON, DORSHA and BARO
AMERICA'S SMARTEST BALLROOM DANCERS
IN THEIR OWN
ORIGINAL COMEDY SENSATION
"WALTZ . . . TANGO . . . . . . . . ABACIO"

THE GENTLEMEN OF THE PRESS SAY

"WILDLY AMUSING HOKE"
NIKON—PITTSBURGH.
Lester and Irmaean follow with their pole-vaulting control display, leading into the slick comedy of Russon, Dorsba and Baro, two men and a gal. Looks like the usual adagio threesome at the beginning but develops into wildly amusing hokey, with the white lies tail and the femme virtually in stripline on her back and cyan up in a heap. Good laugh turn and a natural for presentation houses as well.—COLUM, Variety, October 5, 1938.

HALIFAX, June 17, 1938.
One of the latest acts to hit this city in some time is a feature of the revue now playing at the Carriage Hall. The act is a popular one in Sacramento and is known as Russon, Dorsba and Baro, ballroom dancers. The act is managed by Pete Ardwin, was resorted to by Russon, Dorsba and Baro, ballroom dancers. One of the latest acts to hit this city in some time is a feature of the revue now playing at the Carriage Hall. The act is managed by Pete Ardwin.

HALIFAX, June 17, 1938.
The act is popular at muscians join acts on picketing.

Season's Greetings To All
AND WE WISH OUR MANY IMITATORS BETTER LUCK THAN THEY HAVE HAD IN THE PAST

TO ALL MY FRIENDS EVERYWHERE
Season's Greetings

Night Clubs Play Anthem; Patrons Drink to Liberty
NEW YORK, Dec. 24.—The current wave of patriotism has spread to the night club district and many night spots on Broadway have started a policy of having the customers rise and sing "The Star-Spangled Banner" at the close of each floor show. Crowds are taking it good naturedly, but many were stationed at the recent opening of a night spot when the music backdropped the patrons to abandon their highball for a moment to rise and sing the national anthem.

Owners feel that this flag waving is in keeping with the present American spirit. In line with this, one cynical café manager said it would be a good idea to get the customers to pony up with a drink and gulp one down for American liberty. Warnings have also instituted a policy of singing "The Star-Spangled Banner" when the lights go up in the chain's 400 theaters throughout the country.

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Held Over for 6 Weeks!
THE RANCHO SAN PABLO
EL CERRITO, SAN FRANCISCO, CAL.

Due to Sensational Hit and Business

Holiday Greetings to All
MARY and HARRY JACKSON
Daughter and Son of
HENRY JACKSON
“Australian Woodchoppers”

Boston Nitary Business Okeh

BOSTON, Dec. 26—Will Maelin Trio, featuring Little Jimmy, appears now at the Tocadero, a new hot spot dishing tremendous business.

The Old-Fashioned Cafe has Leansy, former “Our Gang” star, and his dad. This place is grossing $5,000 weekly.

Business at Balinese Room in Hotel Somerset, swanky spot, is far above ordi

Duffy Revue Breaks Record
DENVER, Dec. 24—Attendance records for the Automobile Show here this week were broken by All America, a revue presented by Kathryn Duffy, of Oklaho

Beverly Hills in Final Week
CINCINNATI, Dec. 24—Swank Beverly Hills Country Club, Newport, Ky., just across the Ohio River from here, swung into its final week of the season last night with a new floor show that comprises the Three Swills, Gil Lamb, Dave Brothers and Mary, Buckie Hoyle, Jean Longelle and Truly Juelson’s 12 Ador-

Season’s Greetings to All

a statement from ARTHUR FISHER
of the ARTHUR FISHER AGENCY
1560 BROADWAY
Bryant 9-6359

1939—the year for live talent

JOE MALL AMUSEMENT OFFICES
CAN USE ACTS—Singles and Teams—for NIGHT CLUBS AND THEATRES.
Write—Wire—Call
457 Hippodrome Bldg.,— Cleveland, Ohio.

Season’s Greetings

WHEELING, W. Va., Dec. 24—The Emb-

troy, which has operated as a cocktail lounge, has added a balcony and dining room and will operate as a dance- and

dance spot.

Wisconsin County Tough
BEAVER DAM, Wis., Dec. 24—Effective since December 10, all nurses in Dodge County are now required to close at 1 a.m. Those selling intoxicating drinks must remain closed until 8 a.m.

Canton Clubs’ Headaches
CANTON, O., Dec. 24—Amendment of the city liquor law to prohibit dancing in places which dispense liquor is being considered.

If dancing is permitted further regula-
tions must be provided. Among those suggested is compulsory installation of air-conditioning, presence of a uni-

Season’s Greetings to the Entertainment Industry
ENTERTAINMENT MANAGERS’ ASSOCIATION
OF NEW YORK

Mayfair Building
701 7th Ave.
New York City

Holiday Greetings From
EUNICE ALEY

MILES INGALS and JACK DAVIES

NIGHT CLUBS—VAUDEVILLE

Wheeling Club Expands
WHEELING, W. Va., Dec. 24—The Emb-

2017 7th Ave., Wheeling, W. Va.

Season’s Greetings

THE PERFORMER, October 10:

THE MAIL, Hull, England, October 25:

JOE MALL AMUSEMENT OFFICES

547 Hippodrome Bldg.
CLEVELAND, OHIO

Held Over to Play England’s No. 1
ing rare, entertaining act. Also a surpris-
ing droll idiocy. Also a surpris-

“A comedian if there ever was one,”

Beverly closes its doors New Year’s morn-

at the St. Francis Hotel, San Francisco.

Henry Jackson

American Representative
HARRY NATHANO

British Representative
WADE RONG

404 A Stantonbury Ave., London, W. C. Z.

December 31, 1938

THE Billboard
MONTE CARLO FOLLIES
Produced by
COL. F. MAYBOHM
featuring
RULSON, DORSHA AND BARO
ORIGINAL COMEDY SENSATION
WALTZ . . . TANGO . . . ADAGIO

EDDIE COLLIS
Master of Ceremonies
"ENGLAND’S REVENGE FOR THE BOSTON TEA PARTY"

SHIRLEY HERMAN
Singing and Dancing Comedienne
The Mrs. Schleppe of the Jack Benny Program

RUTH COBURN
"Poetess of Song"

STEVE DEY
One of the Fastest Whirlwind Tap and Ballet Dancers in the Profession

Stage Manager
CHARLES C. RANDOLPH

LARRY MADDI
AND HIS ORCHESTRA

Lit club tapster

GEORGE HOLLAND, Boston Evening American.
"... lad has ability, is showmanship, smart, concise, 
... ok for night club..."

GEORGE MARVIA
Versatile Dance Duo
NOW APPEARING
HAWAIIAN BLUE ROOM—ROOSEVELT HOTEL, NEW ORLEANS.
THANKS TO SEYMOUR WEISS AND MEL WASHBURN.
Thanks, Friends! Greetings From

BILLY CARR
Emseeing Second Solid Year at 606 Club, Chicago

Merry Xmas From

BETTY & LAWRENCE COOK
New in Our 48th Consecutive Week

RUBY BENNETT
Personal Management Will Weber

20th Month

JESSIE ROSELLA
Blues Singer

5th Month

JOEL & ANETTE
"The Gentle Art of Manhandling a Woman"

MARY JANE BROWN
Mimicry in Tap

ROSS TWINS

COLLETTE
My 26th Week

PATRICIA PERRY
TRIPOLI TRIO
Ending Our Second Year

Season's Greetings to All

BELLE REGAS
Song Stylist and Mistress of Ceremonies

Now Playing Return Engagement OETJEN'S Brooklyn

EMPLOYING A UNIQUE TECHNIQUE IN EMSEEING.
SELLING SONGS WITH SUPERSALESMANSHIP.

Good Luck to The Billboard in its campaign in behalf
of live talent.

Greetings of the Season

LYDIA JORESCO
Poets of the Dance

Proving It's Real

NEW YORK, Dec. 24.—Answering the question of who is going to play Santa to professional Santa Clauses, management of the Hotel McAlpin for the fourth consecutive year will play host with a Christmas dinner to all and sundry gentlemen who come attired in the traditional get-up. After all, they can do their act a little more effectively if they believe in it themselves.
December 31, 1938

NIGHT CLUBS-THEATERS

Now! SMASHING CRASHING Box-Office Records!

ALLEN GILBERT

AMERICA'S FOREMOST PRODUCER OF FOLLIES-TYPE POPULAR PRICED REVUES

The public wants FLESH...

and here it is!

ALLEN GILBERT

Available for the first time to independent managements and theatres and clubs outside of New York

with

COMPLETE PRODUCTION GIRLS COSTUMES SCENERY

Meeting modern, economic and audience demands

- All of the gorgeous and expensive trappings of Broadway revues heretofore night clubs and popular-priced theatres.
- Whatever the size of your stage or floor, whether you use 50 girls or 10, whether you have your own chorus or want an organized troupe, you can now enjoy the record-breaking business of personally staged and equipped Allen Gilbert Productions

ONE PRICE INCLUDES THE SERVICES OF ALLEN GILBERT AS PRODUCER, COMPLETE WARDROBE OF SMARTEST COSTUMES, ATTRACTIVE NEW SCENERY AND PROPS, ORCHESTRATIONS AND ALL OF THE COSTLY INCIDENTALS PERTAINING TO ELABORATE PARISIAN-NEW YORK PRESENTATIONS


Season's greetings to all
Burlesque Review

Palace, Buffalo

(Reviewed Tuesday Evening, Dec. 20)

Letitia, featured this evening in the Rialto New Year's week, performed quite a unique spectacle at local burlesque house. Completely covered with a luminous paint, and holding a prolonged pose to almost static perfection, she was of such beauty and poise that even the most sensitive of the audience could not bear to look beyond the posteriorly highlighted screen which closely resembled the moving water of a fishbowl. Her appearances are sans clothes, yet surprisingly above the class of the ordinary stripper.

For one hour and a half per performance, the Palace has presented a mix-up show all week, and to better serve the air crowds. Particularly pleasing are the skits. Some of the acts are so well executed that even the old jokes are made to sound good.

A well-selected personnel includes Jack (Tiny) Fuller, and Jack Romig, comic; Eddie Haywood, straight man; Renee, exotic dancer and strip; Jack Doyle, straight and manager of the troupe; Melanie Lebeau, Adeline 'Babe' Foxe, and Jack lover, singer. A 13-girl line, now in about its fourth week, is popular as a novelty, and the clientele, the majority of the rest of the show (Unit No. 5 of the Midwestern Burlesque tour group), consists of well-trained girls in attractive costume.

Fuller, no newcomer to Buffalo, is just as funny as on previous visits. Works with Coyle as his straight man, and the two make a splendid team. Beller is one of the other extreme in physique. Never wearing clothes that are less than twice his size, he is a clown for any man's show. Haywood works with him as straight. Beller subjects embody many scenes. A rare program mix-up between cooking recipe and physical exhibition, broadcast harmony, cafe family circle, marksmanship and street episodes. All start out with a convincing air of seriousness and then break out into a circle of grief humor. The strip artists are all talented in their line and have no difficulty in making the audience roar. Capacity of the Palace is 900. Four performances a day. Prices from 25 to 30 cents. There is a midnight performance everyday.

Business has been fair this year, says owner Dewey Michaels, with receipts varying about 50 cents per seat for the last year. The Rialto is a modest place and the performances are of the utmost. Personalities from the box office are Betty Boris, Jack Russell and Tempe. There is a notice from the Capitol to have the burlesque troupe at the Capitol Polichs. Held over are Peggy Hill and Crystal Ames.

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Season's Greetings from

NADINE MARSH

and

RAY LIPPINCOTT

Touring the Hirst Circuit

To All Our Friends

MAXIE FURMAN

and

ALMA MAIBEN

Holiday Greetings

NADINE MARSH and RAY LIPPINCOTT
Circuit Hate Double Features, Love Name Bands, Sorrow for Unemployed Pit Musicians—but

NEW YORK, Dec. 24.—The meeting January 9 between the American Federation of Musicians and the representatives of some of the theater circuits and film producers over the AFM’s demand that pit musicians be returned to work is being watched by the entire vaudeville industry.

Few believe that the AFM will be able to compel the major circuits to bring back the “good old days” for pit musicians, despite the AFM’s threat that it may pull out on film-studio musicians. The AFM told the circuits at the October conference 8,000 to 10,000 musicians lost their jobs in legitimate and vaudeville houses before sound was adopted, and that at one time 21,000 union members were earning $48,000,000 to $50,000,000 a year. This dropped to a low of $4,000,000 a year. President Joe Weber of the AFM asked the circuits to agree to impose a “nominal charge” on each reel of film exhibiting in order to exceed $35 to $40 a week even in the deluxe houses—this money the circuit was paying the AFM “for the employment of musicians.” Weber told the circuits that from $18,000,000 to $25,000,000 a year is needed to care for unemployed pit musicians.

The film-studio officials revealed that film producers own some 2,300 out of 17,000 in this country, all of which 1,500 to 1,800 are owned outright.

Noah Youngblood (MGM) revealed that in Washington Loew is making money with the Palace (straight film) and profits the Capital (vaudeville films). Austin Keogh (Paramount) told of the circuit’s Metropolis, Boston, will not resume vaude. He said the house made “very little money” with stage shows but is “making money in double features.”

The circuit-film company officials, also revealed that they would like to drop double features but dare not due to competition. Existing are sorry for the unemployment of pit musicians, they pointed out that it wouldn’t do the AFM any good to offer a lower film studio rate in return for theater employment, as they anticipate film production and theater employment will be divorced soon—under pressure from the government. This, of course, it appears as tho the divestiture of theaters and films is no longer a impossibility. In any event, it appears that the AFM of its trump card, the threat to divorcement of theaters and films, when and if it comes, will cheat the government. In other words, it appears destiny to isolate the pit musicians.

Unemployed Pit Musicians—But Circuits Hate Double Features,

HANK HENRY

MURRAY

"LOONEY"

LEWIS

Sends Best Wishes
To His Many Friends
in Burlesque

Greetings

BUDDY ORLANDO

TENOS

MILLION DOLLAR PIER
MIAMI BEACH, F.LA.
Indefinitely, This Winter

Many Thanks and Holiday Greetings
To All My Friends

HANK HENRY

December 31, 1938

VAUDEVILLE-BURLESQUE

The Billboard 45

Greetings

CAROL DRAKE

Burlesk’s Newest Sophisticated
Strip Tease Sensation
Now Touring the HIRST Circuit
MANAGEMENT
DONA DAVIS
Palace Theater Bldg.,
New York City.

Greetings

VICKY (BABE)
DAVY
VERSATILE

Singing — Dancing — Talking
Direction
MILLY SCHUSTER—WEST
DAVE COHN—EAST

Greetings

DORIS WESTON

The Glamour Girl of 1939
Featured in the Stock Shows Alternating Between Werba’s, Brooklyn, and Triboro, New York City, Indefinitely.
THANKS TO PHIL ROSENBERG
Newark Ledger: “Hollywood’s Gift to the Stage.”

GREETINGS

PEGGY REYNOLDS

With the Stock Shows Alternating Between WERBA’S, Brooklyn, and TRIBORO, New York City, Indefinitely.
THANKS TO PHIL ROSENBERG

HOLIDAY GREETINGS

CHAS. “RED” MARSHALL AND LEONARD—MURRAY
HIRST CIRCUIT

"GRETCHEN"

EN ROUTE

BEST WISHES FOR 1939

Blumberg (Universal Pictures and for various experiments) recently acquired by Jones, Linick & Schaefer. B&K announces a low-price admission policy which will have only two figures in effect: 20 cents main腺 and 40 cents evenings, including Saturdays and holidays.

While the Oriental, too, opens with a two-bit low, it switches to 35 cents at 1 p.m. and closes at 40 cents on week nights only. There’s a 10-cent US Saturday and holiday evenings.

Consider the neighborhood type of crowds those houses draw, the difference in price tags is expected to react at the box offices. While JABs may meet B&K’s trans-price policy, it is assumed theatredum that the former chain will reduce prices even further to meet the stiff competition of the more advantageously located Oriental.

Juggling from its initial bill, B&K does not expect much profit at the start. Stage show which opened this afternoon has Helen Morgan and Dick Foran, of the movies, as headliners, and Dick and Leota Nash, Ray and Trent, the Skating Marvels and Dr. "Think-a-Drink" Hoffman for support. The Oriental got into the swim yesterday with another Major Bowes unit.

Burly Returns to Atlanta

CINCINNATI, Dec. 24—Hy Minta, Harry Grose and Lee Cannon have late Wednesday for Atlanta, where they will launch a burly policy at the Atlanta Theater, beginning tomorrow. Minta, of Cleveland, is dough guy in the venture: The house will operate on a two-day basis, with nine principals and six line girls. Bobby Vail, also has made the trip south Wednesday to join the troupe.

Burly returns to Atlanta.

Palace, Akron, Bookings
AKRON, Dec. 24—Henry Sommers, manager of the Palace here, announced almost constant stage-show bookings for the next several weeks.

Will Osborne’s Orchestra, Lola Lane and others are with the team, the touring unit, with Count Berni Yei and and Sohlep- persman, Major Bowes’ Third Anniversary unit, Henry Buse Orchestra, and Pete Lewis and Co. are to play in the order listed, Sommers said. It’s the only stage in town.

Shows at National, Boston

BOSTON, Dec. 26.—Louis Krasnow has virtually converted the National Theater, 4,000-seater, into a vaude house by staging innumerable amateur stunts and "special nights."

From a grand theater Krasnow has built the National for his boss, E. M. Loew, into one of the best in the town. Choreography is double those of a rape ago.

Must Be Low Type

DETROIT, Dec. 24.—What’s show business coming to! Notice in the vocal office of Harry Russell, manager of Empire Theatrical Booking Service, read: “Wanted at once. Low-type Burlesk Comedians.”

No census on the response has been taken.
Brooklyn's Original Home of Burlie-Girlie Shows at Fulton, Jay & Smith Sts.

447 Broadway

JUNE M. SCHUSTER

JULIE BRYAN

While we would like to thank you individually, we take this means

STAR THEATRE

NOW PRODUCING SHOWS AT THE MILLION DOLLAR PIER

REPUBLIC FRENCH FOLLIES

EVA COLLINS

The Billboard

After a Real Pleasant Engagement at the

REPUBLIC THEATER, NEW YORK CITY

DANCE NUMBER PRODUCER

Costumer to the Profession

MIAMI BEACH, FLORIDA

For the Same Operators

SEASON'S GREETINGS

TO ALL OUR FRIENDS AND EMPLOYEES

REPUBLIC FRENCH FOLLIES

NEW YORK CITY

Season's Greetings

JUNE ST. CLAIR

424 STREET ELTINGE and GAYETY THEATERS, N. Y. CITY

We send our holiday greetings to our many friends in the theater. While we would like to thank you individually, we take this means of conveying our thanks for your holiday expressions.

Abe Minsky — Max Rudnick — Harold Minsky — I. H. Herk

GREETINGS from

EVA COLLINS

Costumer to the Profession

447 BROADWAY

NEW YORK CITY

SEASON’S GREETINGS

STAR THEATRE

Brooklyn’s Original Home of BURLI-GIRLIE Shows at Fulton, Jay & Smith Sts.

Phone, TR-1-1550

BE A BOOSTER FOR

MILTON SCHUSTER

Greetings of the Season to All

Theater’s Solo Vaude Drive

GREENFIELD, Mass., Dec. 24—Victoria Theater here, managed by Lewis Rosenweig, is not only doing its bit to bring back some of the magic of vaudeville by playing it on stage six days a week, but has also undertaken to make every line of business connected with the importance of vaude in the local home.

The back page of the house’s program booklet is devoted to a message to the town in general, and stresses a side of the argument for the return of flesh which is very often passed over.

“Food for thought!” says the notice, “vaudeville supplies work for many people—stagehands, musicians, artists, railroadmen, hotel employees, etc.—taxi drivers, stores and shops—all benefit by vaudeville artists playing in Greenfield. This should be of particular interest to our merchants as well as all employees, patrons, etc.

This is particularly a good argument, not especially new, but still good enough to be seen.

No Trust

BROOKLYN, Dec. 24—Subway Theater requires that persons attempting in search of "friends, relatives, etc."

post a deposit equivalent to the price of admission. If the depositor fails to return the deposit in five minutes the money is forfeited.

Barger Plans

Big Unit Show

CHICAGO, Dec. 24—N. S. Barger, local operator of the Rialto Theater, is planning to take out a large one-night show and sign into effect a program titled Way in Canteen.

Ned Alvord is scheduled to be associated in the venture both in the production and promotion ends. Current plan is to give between 60 and 100 people and as many hand and to play the revue under prominent auspices.

Barger was in New York this week and it is understood that he dickered for Paul Whiteman's services and looked over the act situation for talent.

ftp Vaude in Chi Hits Low;

Plan 2-a-Day Show

CHICAGO, Dec. 24—Local Federal Tax Theater vaude is down to a new low using only one unit of 17 people. Project had eight shows at one time playing this area, but due to the limited number of acts the bills played the same "circuit" dates over and over again. As a result most of the vaude people have been heralded in and have been put into the Christmas show, which employed over 50 people.

A plan is afoot to use Chicago's 72 vaude performers in a two-a-day idea which materializes early next year. An earlier attempt to bring back two-a-day vaude thru the WPA failed because of lack of available talent.

and his unit is among those scheduled for personal appearance with the New Year subject. Major Bowers' unit follows...
December 31, 1938

RADIO

Conducted by JERRY FRANKEN—Communications to 1564 Broadway, New York City

The Billboard 47

PALM VALLEY NEWS

Special Events

Broadcasts Led All '38 Records

NEW YORK, Dec. 24.—As pointed out elsewhere in this issue, the Promotion Department of White of Columbia Broadcasting System, specialty in such things as Christmas, were far more than so in 1937, as one of the most important factors in radio broadcasting. In 1937 the CBS bulletin series were...six days a week.

(3) New England Gannet. As the case of radio coverage of floods a couple of years ago, stations came thru very well publicizing the campaign against polio disease.

Pan-American Conference. Radio coverage originated on the spot, with National Broadcasting Co. taking the ouches.

Radio in Eggs flight and Corri- gan flight. Radio followed Hughes flight during the entire globe- circling. WBB did not score, but was believed the plane. WABO led in coverage, interest, and ratings.

(5) Shornclit-War Admiral race. Tremendous publicity build-up the nags got placed this event among the leaders.

Cuffo Scripts

NEW YORK, Dec. 24.—Tom Fidales, office, which recently started sending radio gospel scripts to stations on the air, now has over 123 stations using the weekly talk. Scripts run 12 minutes, allowing time for opening and closing announcements, and place of stations have sold commercial. Fidales is billed as the author.

Believed to be the only press agent doing this radio in NBC, this is somewhat similar service, but after Fidales was under way.

WLS Revamps Press, Promotion Depts.

CHICAGO, Dec. 24.—General shake-up and reshuffling has hit the publicity and promotional departments at WLS here, with five or six people getting the boot for the first of the year. Makes the second upheaval in this section within a year.

Don Kelley, former WLS sports editor, heads promotion now. He has brought Don Finlayson, of KFAB, Lincoln, Neb., to succeed John Gillis, Kelley's assistant director. John Noble, manager of the Howard Seyer publicity firm, takes over the publicity job, succeeding Mary Moulton. Others getting the skids are scattered office workers.

Offer Lou Nova

NEW YORK, Dec. 24.—Russell Pierce, publicity director of Cecil, Wharket & Legler and business manager of Lou Nova, says weight battles are not the main battle. Tommy Farr, is casting about for advertising and radio contracts for his fighter. Nova is understood to be a good Nova, heavyweight battler who recently beat Tommy Farr, is casting about for advertising and radio contracts for his fighter.

There is no need for their to succeed John Gillis, Kelley's assistant director. John Noble, manager of the Howard Seyer publicity firm, takes over the publicity job, succeeding Mary Moulton. Others getting the skids are scattered office workers.

Fire Destroys XEPN Following Gun Fight

HOUSTON, Tex., Dec. 24.—Station XEPN, across border from Eagle Pass, the Texas-Mexican line, got the brunt of an armed conflict between alleged rival managements,clamor by the forced seizure of the transmitter by one of persons, who were shooting at each other. This was of unknown origin last week-end. Plant was valued at $50,000 and was owned by one of the most powerful stations in Mexico.

W. F. Branch, who locked himself in the station's 10-ton metal box to keep the police guards of the Mexican force, left the station a few shots were fired. The blaze was and was in Eagle Pass at the time, along with Mrs. Branch. Bess, owner of the station,丝路 in a Mexican district court in an atte...tain the same court for damages in the event of damage to the transmitter. Neither could account for the origin of the fire.

Barber Resigns WLW Post

CINCINNATI, Dec. 24.—James D. Shouse, vice-president of Crosley Corp. announced Tuesday, that Ray Barber, the effective January 1, has been accepted. Barber, who has been in the sports department of General Mills, Minnesota, for the past several months, was a jobber and Nixon Denton, sports editor of The Cincinnati Times-Star, have cooperated in a sports program on WLS six days a week.

Union Developments

Agung Well

For Talent: "Info Top in '38

NEW YORK, Dec. 24.—The possibilities of 1939 for radio talent make the year look highly inviting to performers on the ether. The possibilities, mainly, are opportunities. Most important is that, for those now engaged in the field and members of the American Federation of Radio Performers, salaries will almost certainly increase. During 1938 network sustaining salaries did increase, and since APRA will soon start its campaign of organization in the independent field, some new rate schedule is likely. In many cases actors now working on sustainers for nothing will be paid.

The commercial field will, possibly, soon be the scene of a crisis. APRA has got its demands to advertising agencies, and before the year is over major developments may take place. The agencies, after months of futile negoti- ation, are now more sure of line—in APRA's eyes—as to lead to a strike is more than a mere remote pos- sibility. But, strike or no strike, contractual subs will go higher than their present standard.

The second possible development is that transcription use may be curtailed because of new AFM scales, raising their production costs.

Talent in '38

Radio's big new name for 1938 is Raymond Welles, the reverse of the Blue, giving that network a much-needed hit. Welles, who has been on the program since it is inevitable, has another tangent. Many radio actors, now working for constant income, need the option pick-up. Welles is getting $5,000 a week and is looking for a hit.

The Welles show, of course, was for many years a hit with APRA—by its Martian broadcast. Ignoring the angles of the repercussions which fol- lowed this one hit, it is a highly signifi- cant and interesting point about the whole situation that the character of the show was on the air at the same time as the Chase & Sanborn program. This still has radio's biggest audience. This in itself constitutes the most important record. Sound, the Chase & Sanborn program, is still getting them to bite. As to the Chase & Sanbor show, it is still climbing. Immeasurably

Boxers Foes 'Em

Contribution to the sport by Edward Bowes and his Thursday amateur hot on CBS for Chrysler has kept on piling on with every record. The seers were the seeing the end for this pro- gram, but it has not only lived, it has been the country by storm. The show has absest the race for its audience, its program, and the ratings still carry the Bowes show in the first four or five. Rudy Vallee, likewise, is still in the first four or five, alfro predictions and the program. The show's success, sharing this responsi- ble talent find of 1937, is losing his grip, ever so slight, but losing it nevertheless.

1939 • the Year for Live Talent

More Money for Talent

This employment of talent by radio carry with it as strange a contrast as the show business has ever seen. Like the show business, new, new, constant growth in talent in the show business, then pays its names handsomely. Radio's stars, most of them also film stars, are accustomed to pay checks ranging from $5,000 up per broadcast. That's one side. The other takes in the countless number of radio performers who work for nothing. With the exception of the major networks, stations have never paid more than $25 for a show. Many have paid a radio, in an enormous number of cases, fails to pay even that. "Go on sustaining," stations said; "will build your name and then get paid by a sponsor." It's a bait that has worked many times and is still working by them to it.

Radio's increased use of live talent in 1939, which now looks as tho it is inevitable, has another tangent. Many radio actors, now working for constant income, need the option pick-up. Welles is getting $5,000 a week and is looking for a hit. As to the Chase & Sanborn show, it is still climbing. Immeasurably

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Radio Talent by JERRY LESSER

HARRY C. KOPP, NBC sales manager, was desiring of that new appointment this week. "I know what I want," he said. "Let me have $5,000, $8,000, or $10,000 a year."

McMAHON by Midwest NBC affil- iates.

Niles Trammell by Midwest NBC affili- iates.

Orrin Tucker will take his ork out to visit the folks over Christmas.

Florida to visit the folks over Christmas.

Baines show, got word this week that he has gotten his long-cherished wish -fulfillment --to wish fervently that no matter what you do for dames proclivities? (2) study by any agency's research depart- ment, this week. They have stressed bran's purported aid as a laxative, and the networks said no. They were willing to take the business problem, but not the Procter & Gamble. The Miller in asserting right of a station to give a station had no obligation to air a program playing up religious bigotry, and was undoubtedly precipitated by it. Miller in asserting right of a station to air a program playing up religious bigotry, and was undoubtedly precipitated by it. Therefore, the stations.

NAB head upholds Stations' Demand for Advance Copy

WABD, New York, Dec. 24.-New York's WABD, the home of the World Wide Radio Broadcasters, last week upheld the right of radio stations to demand advance copies of programs. The station's statement follows agitation caused by a special Christmas issue of the Billboard by Donald Flamann, head of WABD.

WABD's statement followed agitation caused by a special Christmas issue of the Billboard by Donald Flamann, head of WABD. The Billboard, through its chief target of the Coughlinites. Miller's statement had no obligation to air a program playing up religious bigotry, also mentioned that broadcasters were responding to lobby threats. "You can make your pet issues and base your threats on them," Mr. Flamann said.

Stating the right of a broadcaster to determine what is in the public interest, Miller held that denial of station privileges may be merely an act of "good stewardship."

Baltimore's Ovelton Maxey, WRTD manager, on a week-end trek to Norfolk, Va. said:

"Kingley F. Horton, newly ap- pointed sales manager of WERJ, Roanoke, Va., has obtained under the Division of Columbia Broadcasting Service's "State of the Industry." Rather than extend Christmas greet- ings, he wrote:

"Here's an interesting note: F. Donald Coster (Musica) appeared at each of the rehearsals of the McLean Musicale. He sang and worked out a song on the program that he couldn't write. On one program, they that they include Books-Boola and The Hallelujah Chorus. This is the same for the week, so again to you all, and Jack Allred, press operator, and Thelma Tuttle, nonpro.

EC. LAFAVRE, now with the sales department of WNAX, Yankton, S. D., was formerly regional ad- vance for Look magazine, with headquarters in New York. Y. V. P.夏湄, assistant to the skipter's KHTP-KSGO commentator, doing a new new series of "Travel Digest," is a former shipter's KHTP-KSGO commentator, doing a new new series of "Travel Digest," is a former

"Lastly, has George Gallup and his In- stitute of Public Opinion returned rather than a swift kick, by way of remedying these alleged symptoms of low Croceleys, just like the vice-president's nephew, who made the jump to show business through Princeton, 420 Lexington avenue and Standard Rate and Data.

Development of the queen complex in psychology becomes a joyous period, in which chiselers are ringing in the New Year.

Questions (1) are ringing in the studios. The other is a genial chap, despite the fact that he has the habit of getting his yarn turned around in his mouth.

"Robert Dryden, NBC actor, is spend- ing his Christmas vacation fishing in Lake Eufaline, Ala. The station.

"EVEN MERRY CHRISTMAS to youse all."

"Happy New Year to youse all."

"... Orrin Tucker will take his ork out to visit the folks over Christmas."

"... Confined in the hospital, is currently sick with a fever."

"... and is on his honeymoon."

"... and his Christmas vacation fishing in Lake Eufaline, Ala. The station.

"When she picked up her bag and started out, the porter said 'How did you...'

"... or something. Another time, when too, she asked the porter to open the express car for her. The porter's last, someone hid them until after the show..."

"... Celina, half-pint NBC blues singer, says it's a good thing she has a pleasant disposition. At a recent rehearsal for Men of Letters, she rang the bell in the boxes, and the other night she overslept and in her haste to get to the theatre found the express car loaded with mail and that the Porter's last, someone hid them until after the show..."

"... Bill Cornell, the NBC fireman, is a fine fellow. One day he had a tough job trying to keep actors from smoking in the studios. The other is a genial chap, despite the fact that he has the habit of getting his yarn turned around in his mouth.

"... Thanks, Senator Ford," Merry Christmas!"

"... and is on his honeymoon."

"... and is on his honeymoon."

"... and his Christmas vacation fishing in Lake Eufaline, Ala. The station.

"... Confined in the hospital, is currently sick with a fever."

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NBC, Blow Defendants
In Damage Litigation

NEW YORK, Dec. 24.—A hearing scheduled for December 22 in suits brought against NBC by the Bow Co., an agency; Milan Blout, its president; and the Philip Morris cigarette firm, by Roy Post, criminologist, was adjourned until January 18 at plaintiffs' request. Supreme Court litigation is on two counts, an injunction suit and a damage suit.

Two of his attorneys, O'Brien, Driscoll & Hafferty, Post alleges that a Philip Morris radio feature called "The Perfected Crime" was taken from properties he had shown to NBC and Bow, and seeks for an injunction on the use of the title.

Post, who had a series on NBC during 1938 for the Morris Plan Bank called "You Are the Jury," also charges that the first program in the Morris series was a verbatim transcript of one of the stories he broadcast on NBC in his series. Post also is being used this story in a wax series now on the air for Gruen Watches and also used it in a game called "The Jury Box." The Gruen series is called "You Are the Jury." Post demands an accounting and $50,000 damages.

RADIO TALENT—
(Continued from page 47)

and Frank Morgan, lifted the show out of its dolefulness and have been largely responsible for its strong position today. Lux Radio Theater maintains its dominant listening position and is leading the field into a dramatic trend.

Quizzes also served to make Kay Kyser one of the biggest in the radio-dance field. With not much of a New York reputation a year ago, Kyser, on the basis of his National Kris Kringle by Lucky Strike, is now at a major New York hotel spot, and a great leader.

Fred Waring came back after some time away from radio and is now Brono Quinn's feature: Al Pearson shows from Ford to Grape Nuts, after turning down an enormous salary from Dr. John; Luckies' Hollywood Parade, using Warner Brothers talent, was a first grade show; co-operative shows grew stronger and continue to do so; Bob Hope emerged from the Hollywood Parade thing stronger than ever, and is now doing very well for Pepsodent; Amos 'n Andy changed from Pepsodent after 1938 and are now as potent as ever for Campbell's Soup: The O'Neills, The Goldbergs and Nancy James, among the crop of daytime shows, stayed with the daytime serial situation in the main in its own little groove—or run.

Locally, in New York, WXR and WNYC figured in the best station improvements. WQXR, in a unique position, has been steadily building an audience and a business record. WNYC improved under Morris Novik's management. WVFD, another unique station, moved into a new studio set-up, continuing its important evening broadcasts and paying for them with hefty daytime business, largely thanks to WQXR's musical programs and WVFD's cultural-educational features. WVFD, a state-wide station, tried to build steady and important audiences for both stations. WNYC does not take commercials.

But radio, all in all, didn't do much, certainly not as much as it should have, to build new names for itself.

N. Y. Station Publicity Chart

Yearly Totals Show Most Stations Off Against 1937 Totals...Upsets Scored by WJZ, WQXR and WNYC

NEW YORK, Dec. 24—Tabulations for publicity breaks obtained by New York City stations during a 48-week period of 1938, dating from December 26, 1937, to November 26, 1938, are given below. In several respects the tabulations are in the nature of upsets. One upset is that, for the first time in years, WEAF is out of the second spot, giving way to its sister NBC station, WJZ. WJZ's gain is probably indicative of the push NBC is giving its Blue linkage.

The totals for all the stations show that, due to the departure of various radio columnists, the defunct New York American and The New York Sun's Saturday column, the stations got 8,715 mentions less than last year. WQXR's musical programs and WEVD's cultural-educational features have continued to stand out, with the daytime serial situation staying in the main in its own little groove—or run. The Sun's Saturday column, the stations got 8,715 mentions less than last year.

RADIO TALENT—
(Continued from page 47)

and Frank Morgan, lifted the show out of its dolefulness and have been largely responsible for its strong position today. Lux Radio Theater maintains its dominant listening position and is leading the field into a dramatic trend.

Quizzes also served to make Kay Kyser one of the biggest in the radio-dance field. With not much of a New York reputation a year ago, Kyser, on the basis of his National Kris Kringle by Lucky Strike, is now at a major New York hotel spot, and a great leader. Fred Waring came back after some time away from radio and is now Brono Quinn's feature: Al Pearson shows from Ford to Grape Nuts, after turning down an enormous salary from Dr. John; Luckies' Hollywood Parade, using Warner Brothers talent, was a first grade show; co-operative shows grew stronger and continue to do so; Bob Hope emerged from the Hollywood Parade thing stronger than ever, and is now doing very well for Pepsodent; Amos 'n Andy changed from Pepsodent after 1938 and are now as potent as ever for Campbell's Soup: The O'Neills, The Goldbergs and Nancy James, among the crop of daytime shows, stayed with the daytime serial situation in the main in its own little groove—or run.

Locally, in New York, WXR and WNYC figured in the best station improvements. WQXR, in a unique position, has been steadily building an audience and a business record. WNYC improved under Morris Novik's management. WVFD, another unique station, moved into a new studio set-up, continuing its important evening broadcasts and paying for them with hefty daytime business, largely thanks to WQXR's musical programs and WVFD's cultural-educational features. WVFD, a state-wide station, tried to build steady and important audiences for both stations. WNYC does not take commercials.

But radio, all in all, didn't do much, certainly not as much as it should have, to build new names for itself.
Greetings from

THE NATIONAL BROADCASTING COMPANY

World's Greatest Broadcasting System

A RADIO CORPORATION OF AMERICA SERVICE

YEAR IN TRANSCRIPTIONS

Wax Had Up and Down Year—AFM Scale and Legislation Hurt, But Foods Came to Rescue

NEW YORK, Dec. 24.—Consensus of opinion among leading transcription companies is that the industry held its own, for the past year and possibly did a trifle better than in 1937. Estimated by World Broadcasting that national advertisers used $10,000,000 worth of radio time both this year and last to broadcast wax programs produced by World. Remainder of the business is estimated as using about the same amount of radio time.

Year had both an upward and downward trend, opposing factors being seemingly about equal. Confusion in and legislation against, the automobile co-operative dealers accounted for a decided slackening off of auto advertising. Chevrolet is an example. Drug advertising, too, did not come up to expectations, and disk men are attributing this in some measure to restrictions on radio copy imposed by the Federal Trade Commission. Felt that the FTC, in this instance, has been more severe on radio copy than on newspaper ads.

Offsetting this, however, industry experienced booms in rubber advertising. Tire companies such as Firestone and Goodrich and United States Rubber taking sizable amounts of wax. Firestone's Voice of the Farm, begun in April, is now aired over 90 stations.

Disk advertising in foods has gone up appreciably, and in the case of World Broadcasting, foods constitute the firm's largest single classification. Account such as Procter & Gamble, General Mills and agencies such as Compton and Blackett-Sample-Hummert are hypoing this end of the business.

An important development in the wax field, judged from a broad viewpoint, was the sale of the National Association of Broadcasters' wax library to E. V. Brinckerhoff, who will pay $25,000 and rebate a percentage to the NAB in order to return to the trade org the money it spent in developing the library. Idea is to provide the broadcasters with tax-free music, thus bolstering them in the event of trouble with the American Society of Composers, Authors and Publishers in December, 1940, at which time broadcasters' contracts with the society expire.
The Year in Washington; NAB Reorg, FCC Held Spotlight; Look to Congress for O.O.

By EDGAR M. JONES

WASHINGTON, Dec. 24.—The new Congress has not had sufficient time to adjust itself to the legislative problems of the new year, and if so far as radio is concerned the matter still rests with the developments at the Federal Communications Commission. Nevertheless, it is safe to say that radio will be one of the items to be considered early in the session, probably in questions directed at individual members as to their thoughts on this and that phase of the broadcasting problem.

The consensus of opinion seems to be that a Congressional probe is in the offing, whether the Administration wants one or not—but this will be governed by other considerations—whether foreign affairs or economic conditions will push other pressing matters to the side. Several things seem certain, even at this early date. One is the grilling of FCC members by the House sub-committee on appropriations when the budget for the FCC comes up for consideration. The FCC has asked for an increase in funds in order to expand its field offices and to promote its safety at sea program. Another is the known number of bills awaiting the convening of Congress. Another is the return to Congress of some congressmen deeply interested in the radio problem. (One of these is Rep. Joe Martin, of Massachusetts, who leads in the race for minority leader, and who during the last session lent his sympathy to efforts of his fellow Bay Staters, Billy Connery and later Lawrence Connery, to push a radio probe. Martin also supported Rules Chairman O'Connor in Rules meetings toward an inquiry vote. Other members are Connery and Wiggleworth, re-elected.)

No one in Washington with any capital experience will say that the Congress will do this or that until certain forces have gotten under way. So far Congress has only indicated an interest in agriculture, armaments and 1940. Its interest in radio can only be measured by the statements of Senator Wallace, H. White Jr., and the known interest of other members. Senator Wheeler in a recent speech before the Federal Communications Bar Association told the lawyers that he would support any measure to probe radio and its regulatory agency. Other legislation respecting radio appears to remain in the background because those best qualified to speak on radio only talk investigation. However, radio has had a hectic year. It has had its purges in the regulatory body and the chaos in morale that inevitably followed. Talk of superven power quieted down to a whisper as Wheeler spoke out against it, as the FCC condemned it and the other classes of stations levied it. The National Association of Broadcasters in a reorganized form emerged from its February convention in Washington showing all the signs of sickness and convalescence, and even now is only showing possibilities of strength. An awakening of program values took place during 1938 and, as problem after problem with Mae West, Coughlin, Orson Welles and others paraded past the microphones broadcasters realized more than ever that they were dealing with a vast social instrument, that their smallest actions could create widespread praise or blame—sometimes both. So toward the close of the year, with the NAB sponsoring a meeting in New York, the broadcasters moved forward with some constructive
Leading Network Advertisers 1938

Tables below, arranged according to networks alphabetically, show which advertisers will go down in the books as each chain's best 10 accounts for 1938. CBS and Mutual figures are estimated, the 11-month total being added to the estimated December expenditures. NBC figures are for the 11 months ending November 30, 1938. Tables also show the expenditures for each advertiser on the same network for 1937.

Procter & Gamble is still the biggest network spender (and although the figures aren't shown here, radio's biggest), but General Foods will finish a very close second. P & G network total, between CBS and NBC, will wind up the year around $5,900,000, with General Mills Foods around $5,300,000. American Tobacco will have about half of the P & G total.

CBS Accounts
(Twelve Months — Estimated Total)

<table>
<thead>
<tr>
<th>1938</th>
<th>1937</th>
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<tbody>
<tr>
<td>Lever Bros. Co</td>
<td>$2,788,036</td>
</tr>
<tr>
<td>General Foods</td>
<td>$2,720,032</td>
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<tr>
<td>Colgate-Palmolive-Peet</td>
<td>1,779,640</td>
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<tr>
<td>Proctor &amp; Gamble</td>
<td>1,311,338</td>
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<tr>
<td>American Tobacco</td>
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<tr>
<td>William Wrigley Jr</td>
<td>1,241,054</td>
</tr>
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<td>Liggett &amp; Myers Tobacco</td>
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<tr>
<td>Ford Motor Co.</td>
<td>1,052,905</td>
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<tr>
<td>Chrysler Sales Corp.</td>
<td>1,003,617</td>
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<tr>
<td>H. J. Reynolds Tobacco</td>
<td>1,000,184</td>
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MBS Accounts
(Twelve Months — Estimated Total)

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<thead>
<tr>
<th>1938</th>
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<tbody>
<tr>
<td>Bayuk Cigars</td>
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<td>Gordon Baking</td>
<td>182,574</td>
</tr>
<tr>
<td>Lionel Yeast</td>
<td>178,024</td>
</tr>
<tr>
<td>Gospel Broadcasting Association</td>
<td>153,812</td>
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<tr>
<td>General Mills</td>
<td>137,522</td>
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<td>P Lorillard</td>
<td>96,096</td>
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<td>Lutheran Laymen's League</td>
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<td>Vadosco Sales Corp</td>
<td>83,761</td>
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<td>Phillip Morris</td>
<td>78,310</td>
</tr>
<tr>
<td>Journal of Living</td>
<td>72,185</td>
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NBC Accounts
(Eleven Months of 1938)

<table>
<thead>
<tr>
<th>1938</th>
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<tbody>
<tr>
<td>Proctor &amp; Gamble</td>
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<td>Standard Brands</td>
<td>2,442,825</td>
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<tr>
<td>General Foods</td>
<td>2,316,672</td>
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<tr>
<td>Sterling Products</td>
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<tr>
<td>American Home</td>
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<tr>
<td>Campbell's Soup</td>
<td>1,416,877</td>
</tr>
<tr>
<td>National Dairy</td>
<td>1,353,169</td>
</tr>
<tr>
<td>Miles Lab.</td>
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</tr>
<tr>
<td>American Tobacco</td>
<td>1,219,076</td>
</tr>
<tr>
<td>General Mills</td>
<td>1,012,522</td>
</tr>
</tbody>
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thoughts on their medium, the main one being that their standards of programs could stand improvement if the industry were to survive.

The fruits of their labors will not be known until after July of next year, when the NAB will hold its convention in San Francisco. Then the members will vote upon the work of the committee. By that time another step by the broadcasters should already be evaluated in its effect on the programs. Its investment in the NAB Bureau of Copyrights will have been returned, presumably under the contract effectuated between the NAB and E. V. Brinckerhoff, of New York. Brinckerhoff, if his plans meet his expectations, will have produced 300 hours of tax-free music in both recorded and sheet music form so that radio men can face 1940 with an assurance that they can fight ASCAP for a better contract or at least as good a one as the one they have already.

In all probability the broadcasters themselves will attach more importance to the ASCAP problem than they will to programs. Nevertheless, programs are the only things that attract an audience, and ASCAP, NAB, FCC or Congress can't change that.

Year 1939 indicates a better business year in general—therefore a better radio year. It also ushered in a year promising cooperation between the Radio Manufacturers' Association and the NAB to really sell radio to America.
Program for the Blind Strong
With Human Interest; Not Gooey

"Sightless School of the Air"
Reviewed Sunday, 4:15-4:30 p.m.
CST. Style.—Educational talk. Sustaining over KWOS (Jefferson City, Mo.).

It won’t take you long to realize that here is a 15-minute radio program that isn’t just another radio program. It provides people who know what they’re talking about, and their talks are not only educational but tremendously interesting, too.

O. E. Jones and his wife represent the Central Missouri Association for the Blind. They try to educate blind people in self-dependence and sighted people in how to educate blind people to self-dependence. When caught, Jones was exposed as one of the many silly things, sympathetic and well-meaning things, that tend to irritate and hurt the sensitive feelings of blind persons.

"Don’t push a blind person into his chair at the table," said Jones, "but place his hand on the table and let him seat himself." There were a half dozen other examples which he gave of sighted persons unintentionally embar-

rassing blind persons by doing things for them, rather than aiding them to do the same things for themselves. Blind people usually develop other senses to make up for the loss of sight. They have an ability to develop into a well-known radio figure, a dramatic songstress, like a J. Walter Thompson agency va-

nery show than a sustainer.

Rollo Roberts, a Grand Central redcap, vocalist; Rodgers and Hart, scriveners; former New York mayor; Sophie Tucker, comedy relief; show included Ed Gardner, producer and director; Lillian Russell, currently engaged as emcee, and dozens of others.

The show endeavors to capture, in its dialog and thru its varied atmosphere, and thru its variety, the city’s many colors and sides. Its greatest point to the blind is: Do the things that you can do, without help. Ask help only when you must have it.

Mr. and Mrs. Jones know what they’re talking about. They give every indica-
tion of being well-read, intelligent, thoroughly independent folk. But both of them are totally blind. The quarter-hour you’re listening to is time well spent.

A program like this offers an excellent opportunity to a radio advertiser seeking an institutional and/or goodwill program. Obviously, there could be no such sale anywhere, nor should there be. But by paying for the program, with the proceeds to go to help the blind, it is a certainly both good and good-will would accrue.

This is New York" Reviewed Sunday, 8-9 p.m. Style.—Variety. Sustaining on WADC (CBS network).

This is New York is Columbia’s re-

placement for the Orson Welles series opposite the potent NBC Chase & Sbean program. The show endeavors to capture the city’s dialogue and thru its distinguished guests, the big city atmosphere, and tries, too, to give some idea as to the city’s many colors and sides. That’s a big order, and while the show, as caught, only moderately succeeded in these par-
ticular aims, it did succeed in being an entertaining hour variety show, with several top-notch attractions.

Certainly, for a sustaining show, CBS is spending money. Thus, talent on this show included Ed Gardner, producer and comedy relief in the role of Archie; Gilbert Selde, emcee; James J. Walker, former New York mayor; Sophie Tucker, Lillian Russell, Nathan Milford, a chorus; Dan Seymour, announcer; Andy Hardy, actor; Nelson Delmar, actor; Rosso Roberts, a Grand Central redcap, and a quartet of redcaps; John Gurney, attorney, lawyer, part of the show. That’s how good it is, like a J. Walter Thompson agency va-
tertainment.

Selden, as emcee, did not quite fit. How-

ever, for some reason, timing was off and chucks were bad. If Mr. Selden were given more of a part, again, there could be a tremendous place for him.

Robert Crouse is the announcer, and Russel Crouse is the program director, and they both did very well on radio.

Some of the songs used were "It’s been a long, long time," "I married an Angel," "I am a Catholic," "I am a Protestant," "I am a Jew," etc., replacing Dad and Junior.

Program’s appeal is its variety, which is more than 15 minutes of short stories, games and songs, all done in the New York manner. Tuesday program was based on the yarn of the shoemaker and the elves, with Miss Gordon stringing the elfin words. Thursday program was based on the boat. Wednesday program was based on a story about a man who gave a piano to a German girl to leave her country by the Nazis. Friday program was based on a well-written script and its delivery was simple and effective.

Gurney sang several numbers in a warm and full voice. Dick Rodgers spoke about the various musicians he and his partner have written, and Miss Gardner, ill, picked up on a remote for the show. The recond interview was interesting and the quartet, singing spirituals, swell. "Leith Stevens’ Orchestra and the chorus were thereby professed. Miss Christi did vote a number from I Married an Angel.

Program has potentialities of a strong cliche when production facilities, the music, one and a two other things needed, been improved. Then, it’s elCOMMENIed to try his hand as emcee on the December show.

Frakensien.

Bob Russell
Reviewed Tuesday, 7:30-8 p.m.
Style.—Singing, Spoken. Sponsor—Consolidated Edison. Agency.—Maxon, Inc. Station—WJZ (Blue network).

Russell, currently engaged as emcee and singer at the Hollywood Restaurant, guested as part of a segment for Consolidated. Sang two tunes, and in the last, David and Goliah, revealed a well-controlled voice and effective dramatic power. Delivers well on ballads, too.

Russell attempted a bit of comedy with the announcer, who quizzed him on the tribulations of emceing an entertainer. This chatter, tho, was secondary to the warbling of the effective song.

Could well very well take over a commer-
cial radio singing turn. Ackerman.

Dorothy Gordon
Reviewed Tuesday, 5-5:45 p.m.
Style.—Children’s stories, songs. Sponsor—Wheatena Corp. Agency—Randolph & Gibson, Station—WOR (Mutual network).

Dorothy Gordon series for kids in-
cludes stories, games and songs, all done by Miss Gordon. Tuesday program was based on the yarn of the shoemaker and the elves, with Miss Gordon stringing the story together thru straight narration and character work. When script was wanted, she introduced a bit of singing. Program has potentialities of a strong cliche, probabilities, very probably effective. From the standpoint, too, because Miss Gordon does much can be done for what is probably a very non-sounding stuff.

Show has the backing of various edu-
cational groups and will probably do a good job replacing Dad and Junior, former Wheatena program.

Molly Picon
Reviewed Tuesday, 7-7:30 p.m. Style—Music and drama. Sponsor—General Foods. Station—WMCA (New York).

Molly Picon, resuming her series from last year, is doing a musical and drama program, visiting hospitals and other in-
stitutions for the lame and halt. He closed the show on an interesting note of world travel and the interest willow as can be conceived, especially the store of a German girl who gave a piano to a German girl to leave her country by the Nazis. Mr. Crouse was aided by a well-written script and its delivery was simple and effective.

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Frakensien.
Talking Shop

Words

This is a peculiar situation. For no reason at all I have a desire to do a column but haven't a thing to say. Probably it's the silly season, but I can't see what happens by adding up some few million dollars on almost anything.

... Somebody ought to invent some words out of the Benny Goodman show. Can't see why lovely swing should be cluttered up with a scenario that tries to be light and funny but is neither. ...

... After all these years CBS is finally doing something about the horrible elevator service in its building. A receptionist is going into the lobby on the main floor such that a lot of people have to go roaming around the studio and business floors playing old hub with the in-and-out airplane service company. CBS also breaks out with new studios soon, but not in the present building, and don't get the idea from this that a new building is going up, cause it isn't.

From the usual good sources this one comes: An advertiser buying a news spot on a local station went shopping for announcers. One was approached and told the job was his and he accepted. The idea was that the new job was to be colored over ever so slightly, but colored, in favor of a particular political group. Anonymity said no. Co-operative shows must have little patches for their producers every one in a while. Bad enough when you get kicks from one sponsor, but how is it to get 10, 20 or 40 spots? ... Which has nothing to do with my opinion that Fred Allen's new building is going up, 'cause it isn't.

...ough I'm getting old, but I can remember Judy Valleye on the air on WMCA at about 8 a.m. for Herbert's jewelry store. Also Nelson Eddy, before the build-up, singing on WOR for Hor- man's pop drinks. ... Whatever happened to the Mills Brothers? I like them and wish they were back on the air. ...

...his guy Bill Slater, who does the Yale football broadcasts, and whose brother-in-law is Lilly institution of learning, and active history; is now head of Adelphi, Brook- ...
There may have been many more clever phrases on the air during the year 1938, but undoubtedly the most exciting was the one beginning with "We interrupt this program."

At those words American listeners from Maine to California sat up and listened, abandoned whatever train of thought they might have been following, and rushed close to their loudspeakers. For those words, during 1938, were the prelude to many stirring events. They heralded the tenison of Hitler's entry into Vienna in March. They brought the sound of Howard Hughes' round-the-world plane as it rolled down Floyd Bennett field in July. They brought the casual voice of young Douglas Corrigan from Dublin a few days later. And in the muggy, hurricane-ridden month of September they brought消息 about a border maneuver, and hope to millions as the world wavered between peace and war.

"We interrupt this program. . . ."

To those of us who deal with news at CBS those words are not so much a prelude as a finale. A finale to feverish background or analysis. But this may not be the real case at all. The Graustarkian troops may have been sent to the border of Transalpinia merely as a show of force to impress the populace of Graustark, who were upset over internal differences. Or the movement may have been arranged to impress a neighboring power. Or the march may have been only a border maneuver executed as part of a regular military plan.

Evidence is not enough. Something more than the bare announcement itself. So as radio has become a greater and greater factor in daily news, it is no longer possible to leave the announcement itself. For example, suppose we interrupt a musical program to read a Press Radio bulletin such as this: "Graustark, 150,000 Graustarkian troops today are being mobilized along the Transalpinian border. This news was brought to you from the Press Radio Bureau. Further details will be found in your newspaper." The radio listener, hearing that bulletin by itself, would have no other recourse than to believe Graustark and Transalpinia were at war, add that it would be only a matter of hours before the rest of Europe became involved.

But this may not be the real case at all. The Graustarkian troops may have been sent to the border of Transalpinia merely as a show of force to impress the populace of Graustark, who were upset over internal differences. Or the movement may have been arranged to impress a neighboring power. Or the march may have been only a border maneuver executed as part of a regular military plan.

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News Bulletins Not Enough

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network operating smoothly in less than half an hour.

News Broadcasting Studio

Ever since the two long European crises of 1938 we have been using a single studio for all news-broadcasting. It is No. 9, on the 17th floor, next to my office. This studio and a small adjacent room contain news tickers, several microphones and a special new set-up device whereby we are able to break in at any time on whatever part of the network is on the air at the moment. During a crisis, when we have to interrupt a great many network programs with news bulletins or special new set-ups, we can tune out a network program, and put Studio No. 9 on the air in its place.

With these and many other devices we had things rolling pretty fast in 1938. Sometimes, in fact, we worked so fast in New York that other parts of the world didn't know what we were talking about. For example, when the Press Radio bulletin announced that Douglas Corrigan had landed in Dublin, we immediately put the call to Douglas Corrigan on the air. The call went thru in less than 10 minutes.

"Corrigan's in Dublin, where are you?" I shouted across the Atlantic.

"Tm in London, and who's Corrigan?" came the answer.

"Why—he's the young flyer who left New Jersey meadows.

"Well—if he left last night for California, how on earth did he land in Dublin?" shouted the flabbergasted Murrow, CBS head of foreign affairs in London. The call went thru in less than 10 minutes.

"Corrigan's in Dublin, where are you?"

"I shouted across the Atlantic.

"I'm in London, and who's Corrigan?"

"He landed so far ahead of his schedule that no one had any idea he was going to arrive. We had expected him along about 3 p.m. and had sent out special equipment to the field. But we weren't on the air. Suddenly I received a call in New York from one of our transmitter engineers at Wayne, N. J. He had just seen Hughes' plane flying over the Jersey meadows.

"Immediately I got in touch with Mel Allen out at the field and told him to go on the air at once. Allen was quietly asking Albert Lodwick, Hughes' representative in New York, just when he expected Hughes, and Lodwick had just answered, "In about 15 minutes," when suddenly he broke off with a wild cry, "That's him coming now!" It was 2:32 p.m. and several minutes elapsed before any other station broadcast the news.

Some of these beats were due to speed of operation and the excellence of the facilities at our disposal. Others were frankly due to plain luck.

Luck

Our news-beat on the Hughes landing at Floyd Bennett field, for example, was pretty much a matter of luck. Hughes landed so far ahead of his schedule that no one had any idea he was going to arrive. We had expected him along about 3 p.m. and had sent out special equipment to the field. But we weren't on the air. Suddenly I received a call in New York from one of our transmitter engineers at Wayne, N. J. He had just seen Hughes' plane flying over the Jersey meadows.

Immediately I got in touch with Mel Allen out at the field and told him to go on the air at once. Allen was quietly asking Albert Lodwick, Hughes' representative in New York, just when he expected Hughes, and Lodwick had just answered, "In about 15 minutes," when suddenly he broke off with a wild cry, "That's him coming now!" It was 2:32 p.m. and several minutes elapsed before any other station broadcast the news.

The transatlantic telephone, of course, became the special events man's most important adjunct in 1938. We called European capitals with the same familiarity
The Billboard

Success to

Billboard

December 31, 1938

Greetings of the Season

FROM

AL DONAHUE

and his

ORCHESTRA

3rd Year RAINBOW ROOM, Radio City, N. Y.

Opening in January

PALM ISLAND CASINO, Miami, Fla.

Management! ROCKWELL-O'KEEFE, INC.

Thank You for Mentioning The Billboard.

with which we used to call Chicago or Los Angeles. Outside of a few unavoidable difficulties, transatlantic facilities were excellent throughout the two crises. The overseas operators struggled to put thru calls for us when the lines were swamped with other calls. In fact, one operator struggled for days and days. On September 23 I put thru a call to Maurice Hindus in Prague. The operator regretfully informed me that all phone service to Prague had been interrupted. Then came Godesburg, Chamberlain's two flights, and finally the peace at Munich. The whole crisis had ended and I was catching my breath when on the comparatively quiet morning of September 30 my telephone rang. It was the overseas operator calling.

"We're ready now with your call to Prague," she said in a matter-of-fact voice. By that time the original call had been forgotten.

That Phone Bill

Naturally, with the pressure of events in 1938 and the improvement in our facilities, our public affairs budget increased a great deal. But the amount of money we spent was not as staggering a sum as some might imagine. The heaviest expenditures were for toll and facility charges. These, during the German-Czech crisis, often came to $25,000 a week.

However, we would never have been able to adhere to our complete and steady schedule of news coverage without the cooperation of one group which deserves mention—the sponsors of commercial programs. They were unfailingly cooperative, both about the cancellation of their programs and the interruptions with important news bulletins. They realized, for one thing, that a vast audience was going to be listening for news, especially during critical hours of the day, and that if this audience did not hear news at that hour it would automatically turn to another station. Many sponsors felt this attitude of the public toward news so strongly during the German-Czech crisis that they often requested us to announce at the beginning of their programs: "If any important developments in the European crisis occur during the next hour we will interrupt this program to bring you the news."

Paper-Radio Relations

Newspaper-radio relations were also excellent in 1938. We owe an immense debt of gratitude to the newspapers, whose correspondents were heard on many of the programs, and to all the American press associations—the Associated Press, the United Press and the International News Service—which supplied us their news thru the Press Radio Bureau.

Throughout 1938 they gave steady evidence of the brilliant and comprehensive character of their coverage. I don't believe there has ever been so striking an example before of the way a free press and a free radio may work together in informing the public.

Public interest in radio as a news medium, I might add, mounted enormously in 1938. During the German-Czech crisis we received thousands of letters and telegrams. We discovered, too, listeners abroad were following our American programs.
Playing to Kiddie Trade Is Tough, But Their Loyalty Pays

by JOE PENNER

I WAS listening to a famous radio comedian the other night at the Brown Derby. Blanked by several of his gag writers and a string quartet, he sat on his fan mail. The trouble was, so far as I could gather, that a major portion of his correspondence was from youthful listeners.

"For years I've been on Broadway and in pictures," he was saying. "My work has always been appreciated by adults who can tell the difference between a prat fall and a Ritchie Gravlık. Now I perform for a lot of kids who can't. And it's tough to go on doing something in which you have little or no confidence, or which you feel you want self-respect.

"Now don't get me wrong. I'm not going to point out that this chap because of his vast juvenile appeal has become one of the most affluent figures in show business. And that in attaining this state he should kneel and gratefully give thanks to his admirers because they have helped him become rich. I know of several performers who really are doing the worst sort of work and practically nobody appreciates it. When they toil with a legitimate reason for what they do and they should be congratulated for their artistic accomplishment.

"But this chap! What he was doing was admitting that he neither appreciated the phase of his fans nor respected it. And in that attitude I consider him a fool.

"I say this for two reasons. First, strictly from a performing viewpoint, kids are a pretty impressive audience. Second, anybody who believes that keeping kids satisfied is a pushover is greatly and very sadly mistaken. Chaplin and George and Jack Benny and George S. Kaufman before the comic so that they could tell him they consider Chaplin the foremost comedian of his age. And he never, publicly or privately, felt he was being persecuted because kids love his stuff.

"And yet this fellow sits at the Brown Derby, flanked by several of his gag writers and a fawning agent, he was sounding off on his fan mail. "POSSIBILITIES" MAY ADDRESS THEM IN CARES OF THE NEW YORK OFFICE OF THE BILLBOARD'S COVERAGE OF EVERY BRANCH OF THE SHOw BUSINESS.

"POSSIBILITIES" MAY ADDRESS THEM IN CARES OF THE NEW YORK OFFICE OF THE BILLBOARD'S COVERAGE OF EVERY BRANCH OF THE SHOW BUSINESS.

Possibilities
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru the Billboard's coverage of every branch of the show business.

SEASON'S GREETINGS TO ALL BILLBOARD READERS

MURRAY "LOONEY" LEWIS

Thanks to FRED ALLEN

for two appearances on his Sal-hepatica and Ipana Show December 21 and 28.
Radio's New Responsibility

When radio first came into existence it was looked upon primarily as a medium of public entertainment. Events transpiring since that day have given it another responsibility of far greater social significance. It is, generally acknowledged now that radio is a powerful educational force and as such exercises considerable influence in public affairs. With this acknowledgment comes a new responsibility on the part of management in radio. It is no longer possible to say that radio's only obligation is a station disclaimer read now in vogue is a station disclaimer read this obligation in terms of station responsibility. After the broadcast.

Radio's Growing Pains

These are but a few of the intricate problems confronting station management in modern times. I like to call them "growing pains." They are painful in many ways but they are representational of the progress radio is making in achieving for itself a position of influence in public life. As in all painful associations, efforts are often made to avoid these situations completely, but the sooner radio management realizes the utter uselessness of avoiding responsibility the sooner will radio find for itself some expression of public interest.

Let us try to analyze this responsibility in an effort to find a policy adaptable for the problem.

Radio must be impartial in its policies. As in all painful experiences may be said to be in the public interest? Has station management the right to determine the public interest in this regard? If so, is it not exercising censorship, a word which Americans, for numerous reasons, do not like to hear?

Radio's Responsibility

In his early thirties, Donald Flamm is probably radio's youngest station head. He broke into radio in 1926, when he went on WMCMA as dramatic critic, probably another instance of the industry likes it or not, radio is no longer possible to say that radio's only obligation is entertainment. Whether long or distorted information may inflict injury over the air its facts remain unchallenged, is given over the air its facts remain unchallenged, is given over the air, and in an effort to find a policy adaptable in its application to radio.

As a matter of fact, many radio speeches frequently are the subject of news stories in newspapers after they are broadcast.

But as this freedom of speech in radio becomes more pronounced it brings with it new problems. What kind of a speech may be said to be in the public interest? Has station management the right to determine the public interest in this regard? If so, is it not exercising censorship, a word which Americans, for numerous reasons, do not like to hear?

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December 31, 1938

RADIO

The Billboard

61

THE NEW\nSWING OUT THE OLD\n
AND MAY IT BE THE BEST\nNEW YEAR OF THEM ALL

Benny GOODMAN

The WILLIAM ESTY ADVERTISING AGENCY\nFor Producing Our Camel Cigarette Program\n
THE R. J. REYNOLDS TOBACCO CO.\nFor Presenting Us Over the Air Every Tuesday Night\nfor Camel Cigarettes

AND HIS\nORCHESTRA

R. J. REYNOLDS TOBACCO CO.\nFor Presenting Us Over the Air Every Tuesday Night\nfor Camel Cigarettes

THE MANAGEMENT OF THE WALDORF-ASTORIA\nWhere We Are Appearing Nightly in the Empire Room

by those of contrary opinions, whose mis\nstatement of facts does not justify the\ngranting of radio time, must be met with equanimity by the courageous broadcaster. Wherever you have a thriving democracy you will find divergence of opinion. But those opinions, if they are to be worthy of broadcasting, must be based on incontrovertible fact.

Censorship a Vague Term

Censorship is a vague term. In its original application in ancient Rome it concerned a magistrate who was in\ntrusted with the supervision of public manners and morals. Later it was applied to manuscripts and plays in the\ndeletion of statements offensive to govern\nment. During the War, and as still practiced by totalitarian governments, it is the imposition of silence upon all opinions or facts contrary to authority. As concerns radio today, it should be executed only for the protection of good taste and to safeguard free speech and democracy.

In conclusion, I summarize by stating that this brief discussion of the new responsibility of management growing up in radio is entirely academic. There are many phases of it which I have not broached in this article and it would be presumptions to declare that the subject can be solved with any single article. It is a beginning, a new evolvement in the continually expanding sphere of radio's responsibility to the American people.

The question affecting broadcasters in the adoption of the principles herein set forth is not one of evasion so much as liability. Unfortunately, radio management today is not as free of liability as are newspapers. I am sure that radio stations generally, WMCA included, would be happy to extend their facilities in the direction of editorial opinion if they were permitted reasonable freedom of liability for their opinion.

It would therefore appear that the place to start in tackling this problem is in the legislature. If and when the State and federal legislatures adopt regulations relieving radio stations of personal responsibility you will find a keener, more responsive management in the appreciation of the part radio must play in the modern world as an instrument of public education.

- REMEMBER -

"RICH KID" with FREDDIE BARTHOLOMEW and the Dead End Kids

"CAT-WIFE" with BORIS KARLOFF

"DARK WORLD" with JOAN CRAWFORD

"I DO" with HENRY FONDA and BRIAN AHERNE

"THE HARP" with MAURICE EVANS and HENRY HULL

"ADAM and EVE" with can't mention the name

"BRIGHT WORLD" with WALTER HUSTON

"ALTER EGO" with BETTE DAVIS

By

ARCH OBOLER

WM. MORRIS AGENCY

ABC

KOLOSSAL KNEWYEAR

From the

KIDDOLLERS

Is Your Subscription to The Billboard About To Expire?
ALL NEW YORK IS TALKING ABOUT THE NEWEST WMCA PROGRAM CREATION

"Jimmy Walker's Visiting Hour"

BARBARA WEEKS—BASIL LOUGHRANE
THE CAST AND THE WRITERS OF 'HER HONOR, NANCY JAMES'
SPONSORED BY KLEENEX

are pleased to carry into the New Year with radio's newest serial success.

AN EDWARD WOLF PRODUCTION
Presented By LORD & THOMAS, INC.

Greetings Everyone

GABRIEL HEATTER

Guy Hamilton Pans Dailies' Antagonism

SACRAMENTO, Dec. 24.—The radio-newspaper squabble was made to look silly here this week by Guy C. Hamilton, vice-president and general manager of the McClatchy newspapers, in a talk before the Sacramento Rotary club. Hamilton said that the McClatchy outfit, which owns three newspapers, the Sacramento, Fresno and Modesto Bees, and five radio stations in the Sacramento and San Joaquin valleys and Reno, has profited immensely thru the radio-newspaper tie-up.

Pointing out that the McClatchys were the first publishers to own a radio station in the West—back in 1922—he said that in 1932 all circulation promotion for the newspapers was eliminated due to the depression, yet, thru radio plugging, circulation figures continued to climb.

All three McClatchy newspapers carry radio news. The Sacramento Bee runs a picture a day of a radio star, and carries straight news-plugging on programs—no comment.

Hamilton said he had found news bulletins on air only whetted appetite for newspaper readers.

The company is now experimenting with facsimile newswriting. Hamilton said 100 facsimile sets will be placed in Sacramento and Fresno homes January 1—50 in each town—and the McClatchy stations will broadcast facsimile for one year at no cost to the receiving clients. No advertising will be carried.

Hamilton said he didn't know whether facsimile would be successful or not, but McClatchy company wanted to get in on ground floor if it was—hence the experiment.

YOUNG & RUBICAM
(Continued from page 59)

real, of which approximately $200,000 was on Mutual. R. & R. will, in all probability, be the number one agency as far as CBS is concerned. Benton & Bowles, based on the 11-month figure, is sixth largest time buyer, but there is a good chance this position may be improved, since the figure of $2,940,711 shown below is for CBS only and does not include NBC time purchases. Benton & Bowles is the agency for Maxwell House coffee, an hour program on NBC, which explains why its standing is likely to be changed when all the results are in. Compton agency, with $2,276,664, placed all that business on NBC. N. W. Ayer agency is considerably behind last year's business on radio, not showing in this group.

Tentative positions of the agencies, with relation to total time purchases, follows, initials in parentheses showing which network or networks got the business.

Agency Billings—1938
(11 Months)

Blackett - Sample - Hummert (CBS, NBC) $8,098,749
Young & Rubicam (NBC, MBS, CBS) 4,570,820
Lord & Thomas (CBS, NBC) 4,342,863
Ruthrauff & Ryan (CBS, MBS) 3,287,662
Benton & Bowles (CBS) 2,940,711
Compton (NBC) 2,276,564

FRED ALLEN
and PORTLAND HOFFA

'Town Hall...Tonight!'
MUSIC IN THE MOVIES

WEBB GETS NO PAY AS PROMOTERS SKIP

GALVESTON, Tex., Dec. 24.—Chuck Webb made plenty of swing for the jubilant crowd at a dance last Wednesday—day at city auditorium, but when it came time for the payoff for his musical efforts, he found his band and combo was missing.

The downtown combination, under the leadership of their manager, Murray Williams, Gus Bivona and webb, consists of nine others, with Irving Michaud, Bunny Berigan has revamped his band and combo, which included George Whitmore, who was taken in custody at the auditorium after the dance. Both promoters were held under $500 bond each.

webb's manager explained that the promoters had signed a contract agreeing to pay the band $500 and that after the dance only $100 was in the box office. He said that about $400 of advance ticket sales was missing and that Cawthrone, the Riverside proprietor, while an ordinary businessman, is not to blame. He said that the promoters had signed a contract agreeing to pay the band $500 and that after the dance only $100 was in the box office. He said that about $400 of advance ticket sales was missing.

Farewell party was quite a thing; they danced all night. Formal announcement had been made that the activities were going to be cut down at a special Sunday dance, at which time the bugs had their last fling as far as Riverside Ballroom was concerned. It is a necessity to the very lifeblood of entertainment.

NEW YORK, Dec. 24.—Along with the renaissance of live talent in other entertainment fields, music has risen to a position far above its previous status of being something merely for listening. As swing has placed ork leaders and bands in the forefront of the amusement picture, to the point where they share headline honors with stage, screen and radio names and in some cases eclipse them as box-office attractions, there are radio and pictures, primarily shorties, guest shots, with the primary salary. The audience demands a stage; recordings and electrical performances are on the market, and in some cases eclipse them as box-office attractions. There are radio and pictures, primarily shorties, guest shots, with the primary salary. The audience demands a stage; recordings and electrical performances are on the market, and in some cases eclipse them as box-office attractions. There are radio and pictures, primarily shorties, guest shots, with the primary salary. The audience demands a stage; recordings and electrical performances are on the market, and in some cases eclipse them as box-office attractions.
The American Federation of Musicians of the United States and Canada feels that the trend of the times is evermore toward the greater use of live talent and, of course, live music.

Since such a trend and its ultimate culmination means greater employment opportunities for the musicians of the United States and Canada, the American Federation of Musicians is 100% for The Billboard's aggressive campaign to "sell" the entire amusement industry on the wisdom, the smart "box office," the revenue potentialities and the high cultural value of live talent. And this announcement is to put the American Federation of Musicians on record as standing behind The Billboard's campaign in full force.

To all our members everywhere, to our members of the locals throughout the United States and Canada, to all our friends in the show business, we extend at this time our most sincere wishes for a happy 1939. May it, indeed, be...the year for live talent.

Sincerely,

AMERICAN FEDERATION OF MUSICIANS

President
Add New Names for Mills' Millers' Disk Stacks

NEW YORK, Dec. 24—Irving Mills is centering most of his activities in his Music Corp. offices, pushing his enterprises for Brunswick and Vocalion. Deal was made two weeks ago for the June Richmond Combo and Milt Britton to become the latest label after the first of the year, British recording the girl group and the tenor saxophonist for Brunswick and Vocalion. The routing was handled by Madame Jimmie Lunceford's booking agency. The June Richmond Combo will be the Fats' Choo-Choo. Miss Rich- mond, vocalist with Cab Calloway, uses her voice as a substitute ork all are girls. The Fats' Choo-Choo, which will stay on non-union locations in the northeast, dehcating that the debut was a success.

Hank Duncan at the piano bench. First to play is Jack Mills, head of Mills Music, Inc., of the opinion that the outlook for the music business in 1939 is brighter than it was at the beginning of the new year. He bases his belief on the awakened music-consciousness of the public. The big jobs ahead in 1939—to make it a bigger year for recorded records—will be the Saddle Fontain Rep. Duke wrote about it, while working as the Foodie Dog Cat. Washington, and only recorded the score of a musical script. Phill Lang also put in another appearance at headquarters. Foreman, adapted from Morton Gould's Second String Sym- phonette. Lang, incidentally, is Gould's assistant.

Busse and King Give Lincoln Turnipke 25 C

LINC0NLIN, Neb., Dec. 24—Both Wayne Busse and King Berkeley proved rather starrers in the Volapuk at the Turnip-

The American Tobacco Co. will give on New Year's Eve a program of music and dance, featuring the Honey Bears, a band that was formed by John Kirby's Band. Band men were Among a group of Woo-Gods.

Duke Ellington put in a full week of recording sessions at Brunswick for Mills Music, Inc. He will make up the difference in the platter that the kids were home for the holidays. Oldsters who had heard the band a year ago came out and made up the difference.

NEW OFFICERS of the Oshkosh (W1a) Musicians Association, Local No. 46, are Joseph Schrottky, treasurer; James J. Hayes, business agent; and Norman Koehl- er, secretary.

MILDRED STANLEY, vocalist with Glenn Miller's Orchestra, left the band this week in Lincoln, Neb., for Chicago, where she was called by Metro-Goldwyn- Mayer, screen test.

Le Dispute Hot

NEW YORK, Dec. 24—Let him who believes that the ethics and tactics of the music industry are principally of the outgrowth of the popular practice of throwing dimes at the floor and the fact that such is not always the case. Several weeks ago Duke Ellington wrote a jive number in honor of the Frogees, copyrighting it, and titling it Le Jazz Hot. Last week David E. Oskol, attorney for the Cats, W. P. Okeley, learned that Duke Ellington had also jived a ditty with the same title, copyrighting it, using it, and the combined Lünoncof- fored, Grosvenor, and Musi- cians, and got a hearing before the Broadway as far as City Hall. How many times Harris wishes to relinquish the title in favor of Jim- mie Lunceford and R. G. Gates, a property of Lünoncof at the cur- rent price of $5,000, and also insists that a fact that he can't copyright is not a copyright. The question is, can the motive for domicile and when Jimmie and his mates in a battle of music at the Bowery, Philadelphie, on mon- day (25).

Film Yarn for Platters

NEW YORK, Dec. 24—A new experiment in phonograph recording is in progress by Musi- cants, which produces class platters on a subscription basis. For the first time a motion picture story will be transferred to discs, waxing Jean Benett-Levy's Ballettina. Continuity will be presented by a nar- rator while the crucial scenes will be enacted in detail. Benett-Levy is supervising the writing of the condensed ver- sions. Music has already acquired an outstanding success with its records of Marc Blitstein's The Cradle Will Rock.

MUSIC PUBLISHERS

SEASON'S GREETINGS
HAL BURDON
A. C. R.

MUSIC PROSPECTS BRIGHTER

CALMEN, N. J., Dec. 24—Of the most significant developments in the Radio Industry during the past year is the acceleration of public interest in recorded music, says George K. Throck- morton, pres. of RCA Manufacturing Co., in a year-end statement. For the sixth successive year there has been a marked increase in the popularity of recorded music.

Music fees also that music publications, by the growth of both the popular, standard and classical fields, are contributing to the country's musical consciousness and playing a large part in the improved taste of American music today.

Phono Field Only Tapped, Says RCA's Throckmorton

BRIDGEPORT, Conn., Dec. 24.—Edgar Hayes and his 14 sepia tooters were able to attract only a small crowd last Sun- day at Kitty Ballroom here. Less than 100 dancers turned out, which was about $400 and $400 and the lack of Hayes' drawing power was attributed to the fact that he is not very well known in this territory.

Hayes a Weakie With $340

BENEDICT—(Continued from page 55)

At the rate of purchase there are now very few theme songs on the open market for sale to other pubs. Another stunt for prestige and point raising in ASCAP is the acquisition of scores from shows and cabarets. In some cases the half dozen or so numbers published from a score together don't sell as many copies as one fair- ly well-known pop tune. Society rating of the publisher is greatly improved by the score's publication. Chappell handles most show music, but other pubs are quick to grab up sheet music's scores and tunes from intermediate shows. Numbers are rarely plugged or even or- chestrated in stock arrangements, but the appearance of copies on sheet-music racks works wonders in ASCAP classification.

The Theme Songs and Show Scores Good Tonic for 'Pubs' Ratings

HICKORY, N. C., Dec. 24—A couple of small details such as a burning power house and the shutting off of all city lights didn't bother Jack Wardlaw and his band during an appearance at the Carolina Theater here. Stage show had been on for 45 minutes when the town's only power house was forced to go up in flames. Notiming daunted, Wardlaw embarked upon one solid hour of jam until illumination was again possible, and, with the aid of a pocket flashlight, the patrons singing and dancing in the aisles. Among other things, the Lenor Rhyne College student present in the audience, performed as guest directors, and Jack played five consecutive banjo solos. What with the fire in the power house and the jam on the Carolina's stage, there really was a hot time in the old town that night.
The Season's Best
OSCAR DE LA ROSA
and his RHUMBA ORCHESTRA
currently at ROAD TO MANDALAY
at Delmonico's

Season's Greetings
The McFARLAND TWINS
and their Orchestra
now playing RAINBOW GRILL
Radio City, N. Y.
Dir.—Music Corporation of America

Season's Greetings from
Joe Ellis
and his ORCHESTRA
* currently QUEEN MARY
NEW YORK

JOHN GART
and his ELECTRIC RHYTHM MAKERS
(The First All-Electric Orchestra)
Appearing Nightly SHELTON HOTEL, New York
Management: John A. Andrew

Sending Their Best
CHARLIE AGNEW
AND HIS ORCHESTRA
CHICAGO ILLINOIS

Greetings From
and his Swingtette
TITO at the LINCOLN HOTEL, NEW YORK

AMERICA FACES A NEW ERA OF PROSPERITY

"This is one of the most sensational recoveries in history and the end of the rise is not yet in sight," states Roger W. Babson. "And in the midst of today's uncertainty, I am willing to forecast that American business within a few years can pass 1929 peaks."

One way to keep on the right track, the INSIDE TRACK, where the latest news, valuable ideas and worth-while opportunities in the Amusement Business are to be found EVERY WEEK is to read The Billboard EVERY WEEK on subscription. Treat yourself as a live and surely successful proposition. Prepare today, AMERICA FACES A NEW ERA OF PROSPERITY. Mail coupon below NOW!

THIS OFFER EXPIRES MIDNIGHT, JANUARY 15

This Coupon Saves You $2.50

This Coupon Expires Midnight, January 15

The Billboard
25 Opera Place
Cincinnati, Ohio

Please enter my subscription for the next 30 issues, for which I enclose—not the $4.50 thousands of readers will pay for these copies at the news stands—but ONLY $2.

Name . . . . . . . . . . . . . . Occupation . . . . . . .
Street . . . . . . . . . . . . . . New . . . . . . .
City . . . . . . . . . . . . . . State . . . . . . .

Regular Rates, One Year $5; Single Copy Price 15c.

The Rate on This Offer in Foreign Countries (Except Canada) Is $3.50. This Offer Applies to "Permanent Address" Subscriptions Only.
**The Billboard**

**December 31, 1938**

**MUSIC**

**By DANIEL RICHMAN**

**Melodic Melange**

HETEROGENEITY of midnight music is so sure to dis- twisters lately, altho unearting the cut-out thing is still required a bit of shopping around on the networks. In the midst of this, however, an surprising amount of novelty has been rearing its unusual head, and listeners who have become slightly jaded by an average run of late-night music as commercial to remote broadcasting, despite the principles of making everybody bounce whether on the floor or not, the band stand always large and the armchair critic has to be pretty fond of swing to stay with such streamlining. A swing record for sale appears for more than 10 minutes.

**JERRY BLAINE** (Arcadia Ballroom, New York, WOR) whose stuff admitted a certain to have the auditor making a whole meal, thereby tripling its effectiveness. In the midst of swing and jitter-inclined terteps, Blaine makes the most out of the band at all times. Band has gained a bit of shopping around on the hack class. Set-up is 12 men split equally among the dyed-in-the-wool Swingy as-far-as-the-compos are concerned. Tony Martin goes in and out of the Kaycee corner the way Eddie Dunster's organ to make somber Decca manner and brought out melody in its later ses- sions. The leader does the work well. Gene Ramey's bass work and fingered piano tricks, Down Home Jump is best on the hot ones, having a basic swing to toe the mark set by its plattermate.

**Lawrence Welk**

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**The Billboard**

**MUSIC**

**December 31, 1938**

**The Champagne Music of**

**LAWRENCE WELK**

New Hotel Wm. Penn, Pittsburgh, Pa.

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**RALPH WEBSTER and his Orchestra**


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**JACK TRACY and his "BOULEVARDIERS"**

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**JIMMY and his BARNETT ORCHESTRA**

"New Melodies in Music" featuring ESTHER TODD Exclusive Management

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New York - Cleveland - Kansas City

**LARRY FUNK and his Band of a Thousand Melodies**

Currently VILLAGE HALL, NEW YORK. Exclusive Management

FREDERICK BROG MUSIC CORP.

New York - Cleveland - Kansas City

**RAY HERBECK and his MUSIC with ROMANCE**

Currently BILL GREEN'S CASINO, PITTSBURGH, Pa. and MUTUAL BRUNSWICK-VOLCANO RECORDS Exclusive Management

FREDERICK BROG MUSIC CORP.

New York - Cleveland - Kansas City

**WALLY STOFFEL and his Orchestra**

TANTILLA GARDENS, RICHMOND, VA. Exclusive Management

FREDERICK BROG MUSIC CORP.

New York - Cleveland - Kansas City

**GLEN LEE and HIS LEE-WAY MUSIC**

Currently SOUTHERN MUSIC, KANSAS CITY. Exclusive Management

FREDERICK BROG MUSIC CORP.

New York - Cleveland - Kansas City

(1) A song has to be adaptable. Orchestras have to be able to play the melody if it is to succeed, just as people have to be able to sing it. 
(2) The lyric and tune must have a content of some importance or sentiment. They can't be high-brow or low. They must be consistent, just as a husband and wife must be dependable. 

Notes Off the Cuff

Maybe the new year will bring favor to WILLS HUNDO in the orchestra world. . . . our watchsket is now the custodian of a press release headed: You've got to be a flop to be a succe-

(3) Happiness is a product of your own thinking. If you have a positive mental attitude, you will be happy. If you have a negative attitude, you will be unhappy. 
(4) A song should have a humorous text, just as a husband and wife should have a sense of humor. The audience should be consistent, just as a husband and wife must be dependable. 

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New York - Cleveland - Kansas City

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Year-End Tally Finds Names Only Has-Beens for Pla-Mor

KANSAS CITY, Mo., Dec. 24.—Checking over his box-office receipts as 1938 neared an end, Will H. Wittig today declared Shep Fields to be the biggest money getter in his box-office receipts as 1936 proving his point. Duke Ellington was offered to him for a one-nighter on a $1,300 guarantee, Wittig turning it down because of the failure of other names to draw. Several wires were sent Wittig urging him to "take advantage" of the offer, but it was no sale. It later developed that Ellington after playing a solo here for the Negro musicians' union, which went in the hole, laid over two additional nights without a job on a week-end rather than accept the $800 Wittig had offered to the Duke's management. Thus it was a dead loss to Ellington, but Wittig made money that particular week-end with Howard Becker's crew.

Jit'bug Bites Back With a $5,000 Suit

OMAHA, Dec. 24—Al D. Wolf, manager of Charlot Ballroom, and two employees received the wrong end of a $5,000 damage suit this week from a jitterbug who objected when the trio tried to stop him from dancing "something worse than the Big Apple." Employees were Buddy Musler, pianist of the Omaha Junior Chamber of Commerce, who is also floor manager at the ballroom, and Fred Christianson, special officer. Wolf and employees said that the plaintiff, who sued originally for $10,000, was bothered and stomped his feet on the floor to annoy other guests. After four warnings the trio took the "wrong end of a plentitude of vocals in the winter music at Town Casino Club, Miami, Fla. Will bring in a 13-piece orchestra plus Grey Downs and Alan Bate for the new year's eve at a private party in Bartlesville, Okla.

Wingy Flies Morris Coop

NEW YORK, Dec. 24—Wingy Manone, standard bearer of the swingy syncos has been given his release from William Morris Agency and parted with Billy Shaw for CRA management. In coming over to Consolidated Manos II is getting the benefit of a fully instrumental band that will take to touring for the breaking in. CRA's Chicago office has added Ayres Lamar to the agency's personnel, starting off New Year's Eve at a private party in Bartlesville, Okla.

MUSIC IN AIR—(Continued from page 67)

This year-end tally of money-getting activities of the bands that have been around for several seasons will not surprise the season in September as the week-end. The Jazz Age and Dorsey Brothers, Chicago, have provided plenty profitable on week-end stands. They're costs less and provide danceable rhythms, which Wittig believes, after all, to be the most important to hard-paying patrons. As a result Wittig is using the younger units more often. He plans to buy the alleged big names not more than once a month, where last year it was not uncommon to feature two each week. Theatres in his opinion have harmed the b.o. value of many top-notch acts in this section of the Middle West. Other riots in the Kansas area also have made the same complaint.

The shortcomings charged by the nationally famous aggregations also make for a not too big, in Wittig's opinion, and he cites an example to prove his point. Duke Ellington was offered to him for a one-nighter on a $1,000 guarantee, Wittig turning it down because of the failure of other names to draw. Several wires were sent Wittig urging him to "take advantage" of the offer, but it was no sale. It later developed that Ellington after playing a solo here for the Negro musicians' union, which went in the hole, laid over two additional nights without a job on a week-end rather than accept the $800 Wittig had offered to the Duke's management. Thus it was a dead loss to Ellington, but Wittig made money that particular week-end with Howard Becker's crew.

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_Season’s Best from the Jovial Host of Captivating Rhythms_

JACK GILLETTE

and HIS FAMOUS NBC ORCHESTRA

featuring

GRACIE WHITE

The Lady of Song

NOW ON TOUR

Available for Limited Number of One-Niter Engagements

PHONE, WIRE, or WRITE

CONSOLIDATED RADIO ARTISTS, INC.

New York—Chicago—Cleveland—Hollywood—San Francisco—Dallas

Music Items

SONGS AND SUCH—Eddie Pau’s theme song, Stolen Moments, is slated for publication by Evan Georgeoff Co., Cleveland music pub, with dealers getting it the first week in the new year. Tune is the work of WENDDELL GIVEN, arranger for the Paul band. AL SIEGEL and EVERETT WELLS; the former is noted as the discoverer of Ethel Merman—a signed a series of 13 programs based on a lyrical dramatization of popular and symphonic music by prominent American composers, and four agencies are vying the idea. DeValinge Music Corp., Chicago, is releasing IRVING BERGENS new one, Lena. FRANK E. LANG did the collaborating. The classic poem, Song of the Siren, has been set to music by Sidney B. Holcomb, of Pittsburgh.

HOLLYWOOD HIGHLIGHTS—Paramount has permitted its option on RALPH FRIED’s hit, and the studio now has only four songwriters under contract, Frederick Hollander, Frank P. Lasser, and the team of Hainger and Robin. SIGMUND ROHEBERG and EDWARD HEYMAN turned The Night We Named the Day for MGM’s for Follett. JACK YELLEN left 20th Century-Fox after four years of lyric scribbling for the studio. Failure to come to terms with the company on a new contract was the reason.

MILBROSE BROS.’ Music Co. has secured the renewal rights on F. Duddleh Vernon’s and Byron D. Stalzer’s Sweetheart of Sienna Chi after a year of negotiations with the writers, Morton Schaeffer, the local manager for Melrose, antehorse. Walter Milbrose originally secured the publishing rights in 1928.

Ellington in Concert

NEW YORK, Dec. 24.—This being the open season for the music men in concert realms, Duke Ellington joins the masters who have their booties to the concert hall. Sponsored by the Harlem YMCA, Ellington concertizes January 3 at Great Hall of City College here. This will be the first serious effort Ellington has made along these lines in this country. His first concert appearances were in London and Paris in 1930.

Cuts Dance License Fees

OSHKOSH, Wis., Dec. 24.—County board of supervisors has rescinded its dance hall ordinance, which has been in effect since December, 1934. Action was in response to recent complaints to the county board from Orange representatives, charging that the 85 annual dance hall license fee worked a hardship on their organizations, preventing them from holding dances.

Disk Bites Dog

KANSAS CITY, Mo. Dec. 24.—Not one of his musician friends would believe his story until Jesse Price, probably the hottest colored drummer in the Kaycee corner, rounded up witnesses to prove it.

Walking along 18th street the other night with a new jazz platter under his arm, Price was attacked by a big-mouthed police dog which raced from an alley straight toward the hide beater’s legs. Plenty scared, but gambling on a last chance of bluffing the animal, Price sailed the32-inch disk straight at the hound’s head. It caught him on an ear and sent him loping away in another direction.

Season’s Greetings

ALLAN and his

FIELDING original MUSIC

(Registered U. S. Patent Office No. 108274.)

Currently at

HOTEL ADELAIDE, Philadelphia, Pa.,
March 22.

Returning to

HOTEL ADLPHIA, Philadelphia, Pa.,
March 22.

Thanks to Morton Muncher.

Golden Exclusive G. M.

NEW YORK, Dec. 24.—New managerial setup for Exclusive Music has Mickey Golden ups to general managership, Marty Melcher coming in as professional manager and Alie Brackman continuing as advertising director. Phil Lang, Morton Golden’s assistant at WOSU, is house composer. Frank Kelton, who handled Exclusive for the past few months, returns to the Coast shortly. The firm moved this week into the offices vacated by Words and Music.

Oshkosh Gets Musical

OSHKOSH, Wis., Dec. 24.—Local musicians union requested common counsel for a 61,000 appropriation to provide for free band concerts in city parks next summer. Memo was passed along to the council’s budget committee.
Swing It—Sweetly!
BY TOMMY DORSEY

JAMMING will decline—but swing will grow! Does that statement seem strange? Actually it shouldn't, for there is no real connection between these two branches of the popular music, tho the general belief seems to be the contrary. What is more important, swing will continue to play an increasingly important part in America's musical expression.

People often confuse the two terms—swing and jam—and use them interchangeably. To make sure that we are on common ground, I will give my version of both terms. To my mind, swing is smooth, easy to listen to and calming enough for the most conservative dancer—there are no extraneous flourishes and "out of the world" take-offs.

Swing—sweet swing as I call it—is understandable and interesting—it has a definite form and meaning. The layman accepts swing and will continue to do so, because the individuality of a tune is not lost in the branches of the popular music, tho the general belief seems to be the contrary. What is more important, swing will continue to play an increasingly important part in America's musical expression.

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“MY BALLROOM was certainly a fool bawl this past season,” remarked a prominent Midwest-ern amusement park owner to me a few days ago.

He went on to say that not so many years ago all the ballroom owner had to do to lure an orchestra, place a few newspaper ads, scatter some window cards and then sit back and watch the crowds and dollars roll in. He further stated that most ballrooms, including his own, have not been the great profit-producers in recent years that they formerly were.

Unfortunately, this last statement is all too true. In fact, dance business has dwindled so much in various sections of Ohio that at least 11 large ballrooms scaled down their operations to stay in business.

One owner, Mr. Wittig, has attempted to put a "spin" on his ballroom and the hotel.

**Institutional Advertising**

In further combating the beer garden and eccentric dancing, and in a campaign to place the ballroom and dancing in the good graces of the public, excellent use can be made of institutional advertising.

Last April friends in Detroit wrote me about the institutional advertising being conducted beer garden offering free dancing and the ballroom to the public as well as other nights. One manager told me that his "Wednesday night dancing classes" were established in the interest of dancing.

Recent polls taken of college students in the East and predictions of Rehn-Powell and other celebrities to the fact that the beer gardens are on the way back to popularity. Waits contests sponsored by news offices in several Midwestern cities are known to have attracted thousands of interested dancers and spectators, some of the contests having been in their "60" and a few were even older. If we "sell" the waiters and smoother dances we will bring many people back into the ballroom who have not patronized terp palaces in many years.

**Bands and Dancing**

In keeping with this trend to smoother dancing, a few ballroom managers will increase his business thru presenting the sweater styled bands. Operating, better than 80 per cent of our Summit Beach ballroom patrons this past summer enjoyed a dance to the sweater dance rhythms. Bands playing fast and torrid tunes appeal to the "jitterbugs," but the "girls" as the "jitterbug" is called on the high class of the high class-ballroom's trade and have driven so many true ballroom dancers away from the ballroom that dancing on their own is no longer possible. In the opinion of many of the managers, the noisome "jitterbugs" and "jeepers" for their "jitterbug" contests.

*Through this district such bands as Lawrence Wells, Abe Brigo, Ralph Web-ster, Rudy Bundy, Ray Herbek, Hod Willi-ams, Ray Pearl, Johnny Martin, Herschel Holmes, Jimmy Richards and Ber- nard Bi-liott have won great favor with ballroom patrons.*

These bands have acquired reputations for playing dance rhythms which can be enjoyed by customers of all ages, and provided which steers the mix of the ballroom and also educate the public to think of the ballroom and other ballrooms as the place to go to have fun. A national "Dance Week" could be arranged. A national contest could be adapted. The national contest could be adapted. A national "Dance Week" could be arranged. A national contest could be adapted.

*This information impressed us so much at Summit Beach Park that we decided to acquaint the Akron public with the following features of our ballroom:*  

1.-Intoxicating liquors are not sold in the ballroom and intoxicated persons are not tolerated.

2.-Floor supervision at all times by competent men. Eccentric dances, much like the "shag," "mooh" and "jeep" are not permitted.

3.-The ballroom, all surrounding grounds and parking lots have proper lighting.

4.-A policy of reasonable admission prices and good "danceable" music at all times.

That our efforts brought results is testi-fied to by the satisfactory box-office receipts grossed during a season when general economic conditions in Akron and vicinity were at a low ebb.

**A "Dance Conscious" Public**

For many years most ballroom man-guages, including myself, were so engrossed in advertising our dance band attractions that we completely neglected to "sell" dancing in our communities. This policy of making the public "dance conscious" proved profitable, but the failure to make our patrons "dance conscious" may be another reason for the present dark outlook in the business. With many of the nation's big same bands playing theaters in direct competition to ballrooms and seriously damaging the box-office receipts of the latter, it would be a timely move to plan a program of making the public "dance conscious" and "ballroom minded.

We may be able to attract new classes of patrons thru "selling" dancing as healthful exercise, an excellent sport, and one of the very best forms of amuse-ment in the world today.

If more groups were to be formed such as the "Northern Operators Associa-tion" it would be possible thru co-oper-ative efforts to wage a national campaign in the interest of dancing. A "Na-tional Dance Week" could be arranged. A national contest could be adapted. A national contest could be adapted. A national "Dance Week" could be arranged.

**Season's Greetings**

JACK KURTZ'S POLLOKERS

Instrumental and Novelty Trio

Barbershop Quartet

Stilt Showers—Buck-A-Buck-

Stilt Humorists—Buzz-Beau-

Playing the Smarter Cocktail Lounge and Ballroom music.

Currently at Hotel Victoria, New York, N.Y.

**Season's Greetings!**

**Summit Beach Park Ballroom, Akron, O. 1.**

**Manager of Summit Beach Park Ballroom, Akron, O. 1.**

**December 31, 1938**

**By LEW PLATT**

*The Billboard being offered us, why not es-

sume the sale of these ads, and then have the thing.*

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Season's Greetings

GRAY GORDON
AND HIS
TIC TOC RHYTHM
OPENING DECEMBER 31
EDISON HOTEL, NEW YORK
Management: Consolidated Radio Artists, Inc.

DON JULIAN
and MARJORIE
Our Appreciation to
MR. WOODFILL for Summer at
Grand Hotel, Mackinac
MR. EITEL for Return Engagement
Stevens, Chicago
MR. GORDON for Pere Marquette, Peoria

IT'S TIME FOR
GRAY GORDON
AND HIS
TIC TOC RHYTHM

Don Julian and Marjorie

JIMMIE BELL
AND HIS
OL' SOUTH REVELERS
Now 12th Week
OL' SOUTH GARDEN AND LOUNGE
STEVENS HOTEL, CHICAGO

LOIS HARPER
"TAILORED TAPS"
Current 7th Week
CHEZ PAREE, CHICAGO
Booked by LUCILLE BALLANTINE, CRA, CHICAGO

Season's Greetings
THE KING'S JESTERS
GEORGE HOWARD  JOHNNY RAVENCROFT  IRA BASTOW
AND THEIR ORCHESTRA
Management: Consolidated Radio Artists, Inc.

Season's Greetings
CARLOS MOLINA
AND HIS ORCHESTRA
Now—Continental Room
STEVENS HOTEL
CHICAGO
Management
CONSOLIDATED RADIO ARTISTS

Holiday Greetings from
AL KAVELIN
and his
"Cascading Chords" Orchestra
Now Playing JUNG HOTEL, New Orleans
Management: Consolidated Radio Artists, Inc.
Personal Director: BOB LEE

Season's Greetings
JIMMY RICHARDS
AND HIS ORCHESTRA
"MUSIC WITH A SILKEN SWING"
featuring
BILLIE RICHARDS  MOYER TWINS
CAROL KENT
NOW PLAYING
COMMODORE PERRY HOTEL, TOLEDO
Management: Consolidated Radio Artists, Inc.
The Billboard

MUSIC

December 31, 1938

Selecting Bands
For Movie Shorts

By SAM SAX

(Production Executive, Warner Bros. Vitaphone Eastern Studios)

The production of movie short subjects has endured a trying period of cinema history that has had as competing factors the double feature, lottery and giveaway. But now, as never before, motion picture exhibitors—satellite showmen—are again becoming short-conscious. Trade journals are giving more space to the field—a real indication that the field is teeming with activity, and it is gratifying to note the intense interest taken in the exploitation of shorts by the exhibitors.

Entertainment a Must

The trend of production is guided largely by the trend in exhibitors, who, in turn, follow the indications of public and patronage preferences. But, whatever the turn may take, there is a single cardinal rule to be remembered in selecting subjects for a short. They must provide entertainment—not mere lottery and giveaway. But now, as never before, motion picture exhibitors-astute showmen—are again becoming short-conscious. Trade journals are giving more space to the field—a real indication that the field is teeming with activity, and it is gratifying to note the intense interest taken in the exploitation of shorts by the exhibitors.

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the thing to step them up into the "name" class.

In fact, every established dance orchestra with a following is likely material for a movie short except the society maestro. I do not mean the Eddy Duchin type of society orchestra, for he brings his music to the masses as well as to the smart set. Rather, the society leader who confines his playing to the exclusive hotels and deb parties and whose music is entirely unfamiliar to those outside of the social register. And it is the personality and music that appeal to young people that make the most desirable movie short subject.

Scouting the Records

While we are advised of preferences from every part of the country by our own sales department and exhibitors, we have found that one of the best indices of band and band style popularity is the phonograph record—those which people buy and play. All other things being equal, a popular record maker is the one for us in selecting bands for shorts. In the movies a dance orchestra must sound as good as it looks.

We have been advised that the interest in swing music is waning. Before starting production for this season's product we took a scouting trip, visiting small and big towns alike throughout the United States and Canada. But in all the travels we found no evidence to support the report that swing is just a passing fancy. In every locality we paid particular attention to the records in coin-operated phonograph machines and to those that got the best play. By far we found that the most popular and most played recordings in the machines were those of Artie Shaw, Clyde McCoy and Larry Clinton—all swing bands. And while your sweet and stylized bands are not slighted in our selections, the preference—until we find indications to warrant otherwise—goes to the swing band.

Because songs get old we can't afford to store band reels in cans. However, as a result of this trip we have our eyes on many bands—Jan Savitt, Gray Gordon and Eddie De Lange to mention a few—and are waiting until they mean more to the movie box office.

The Most Beautiful Waltz of all time

INDIANA MOONLIGHT

Words and Music by JOE DAVIS

DECCA RECORD  BLUE BIRD RECORD  VICTOR RECORD

by        by        by

DICK ROBERTSON  ARTHUR GODFREY  SAMMY KAYE

JOE DAVIS, INC. (PUBLISHERS)  1619 Broadway, New York City

Holiday Wishes

PAUL DENNIKER

Composer of

MAKE BELIEVE BALLROOM
MILKMEN'S MATINEE
and other Hits

Care THE BILLBOARD, New York.

Local 802 A.F. of M.  
ASSOCIATED MUSICIANS  
OF GREATER NEW YORK

Affiliated with the  
The American Federation of Labor

hails  
1939

THE YEAR FOR LIVE TALENT

As always, Local 802 will do everything in its power to further the interest of its members, one and all.

From all indications—from the many promising developments in the past year—it seems that 1939 will see a greater use of live music than ever before.

Local 802, AFM, will strive to do its share to make the new year, truly

THE YEAR FOR LIVE TALENT

Local 802 A.F. of M.

Headquarters
1267 6th Avenue
New York, N. Y.
The Billboard

MUSIC

December 31, 1938

The Orchestration

Some of the most familiar numbers I might say, heated discussions that have ever been held in our offices have been on the difficulty of determining how much of the original rhythm should be retained in piano copy and dance orches-

tration. It is a hopeless problem, involving the choice of pleasing the foreign-born musicians who welcome their native rhythms no matter how trite they are, or the other hand, simplifying it to satisfy the Latin who could not master the intricacies of the original.

There are thousands of Latin American compositions available, because those are music-loving people and the composers are most profitable. But the first require-

ment is to be able to choose quality rather than quantity. Experience has shown us that one carefully chosen piece by a top-notch Latin composer is worth, more than 100 by his would-be imitators. We believe they can write the Latin American also.

We are generally credited with leadership in the field of oldtimers, min-

strel songs and such. It must be remem-

bered that we had the advantage of possessing a catalog dating back to the beginning of the gramophone. The songs have been played and performed by many specialists. There is, for instance, one firm which issues religious music almost exclusively and does an excellent job of that. There are others that publish school operettas, music for diverso, solo instruments, college songs, old-

timers, national music of countries other than the United States to become better ac-

quainted with them. It is reasonable to expect that this huge job so efficiently to master the all.

of these recordings bring as many nickels to ASCAP is bound to be impressed by the constant and ambitious efforts on the part of the young lads who handle this huge body of material so efficiently to master the all the information about the strange new rhythms and un-

derstanding how to pronounce properly the Spanish titles and composers' names.

The tremendous vogue of Latin Ameri-

can music in the Orient is a fact that has shown that its appeal, once people be-

come acquainted with it, is universally irresistible.

The Crass Starts Coldy

At this point the reader is probably asking: "What about Latin American music?" Mr. E. B. Marks must be rolling in Spanish gold. Unfortunately, neither statement is quite true. It has been definitely a failure, and in some cases a complete one. But the one thing that music, the story distinctly has (its other side. Whereas the Latin American music is immediate and immediate and immediate and immediate, the Spanish music is a cousin to Latin, a more subtle

affirmation in the hearts of Frenchmen and Belgians. Here the same 商品化 of Americans. Englishmen and others, who literally had to be educated to the strange new music, have the advantages of the Spanish, having already mentioned, the so-called "snoopy" clubs practically all have their rumba, tango and other dances in their rotations. Then comes a certain amount of practice of holding special nights for tango contests, tango competitions and the like. Some of the best interpretations of the tricky Latin dances are heard on the dance halls. The great middle class has been a little slower in accepting these foreign dances but is now indicating that it is rapidly "going Latin American" also.

The Songwriter

Those American songwriters who be-

lieve they can write the Latin American
type of composition will naturally be interested in ascertaining just how much opportunity there is for them, particularly as the field gets broader. Unfortunately I cannot paint a very rosy picture. There have been a few genuine hits by American-born writers in this category—Vincent Youmans' Carioca and Orchids in the Moonlight, from an early Astaire-Rogers film, immediately come to mind—but the vast majority of those songs which achieve popularity are by Lecuona, Lara, Grenet, Cugat and others whose names are gradually becoming familiar to the American musical public.

In publishing the works of American writers who essay this type of piece we have found, sometimes to our annoyance, that merit is not always the prime consideration, but that orchestra leaders and singers refuse to consider them seriously because the composers' names do not sound Latin. This is unreasonable and a definite evil, but at the same time it must be generally conceded that few Americans can hope as yet to compete in this field with the class of writer just mentioned. In the same way you could hardly expect John Doe's band to play a rumba as well as Cugat's, yet some American orchestras distinctly demonstrate that the exception still proves the rule.

In an article of this kind the whole comprehensive field of Latin American music cannot be covered. It must be understood that the average composer in these countries is a much more versatile fellow than his American counterpart. Ernesto Lecuona, for example, writes a Malaguena, which is played by the very finest concert artists; he then turns out a Siboney, which fits in the middle somewhere as a beautiful melodic Cuban song, and finally directs his apparently unlimited talent toward writing a red-hot rumba that falls right into the swing category. The Mexican Ranchero Grande is really a rowdy gang song, while other Mexican melodies by the same general type of composer are considered so exquisite that Aaron Copland, for example, has used them as motifs for a concert piece recently played by the Boston Symphony at Carnegie Hall. While it is true that some tangos do resemble others closely, there are others that are quite unique and one does not generally find the dull repetition clearly to be heard in most American popular songs of today.

Music Will Draw Us Closer
The situation in Europe today clearly indicates that the United States as a democracy must look more and more to South America for co-operation against anti-democratic forces. It is, of course, essential that some of the South American nations steer their course safely past the Fascist dangers that now threaten them. Under the proper leadership of the United States I feel confident that they can surmount these obstacles and that the entire western hemisphere will become the largest force for peace in the world.

Music will play its part in cementing the bonds of friendship between the two American continents. Perhaps that is why I have more than merely a selfish interest in the propagation of the better Latin American compositions in our country. Not only will it help us to learn more about and understand better these good neighbors, but it will provide hours and hours of entertainment and joy to those always hungry for fine music.
B'way the Music Pub Hub But Tin Pan Alley Co. in Philly

More than 1,000 standard and pop pubs in 1928—fewer than 200 today—80 per cent concentrated in New York City

NEW YORK, Dec. 24—Ten years ago more than 1,000 music publishers, both standard and popular, were thriving and flourishing in New York City. But that comparatively short space of time the industry has been affected down to fewer than 200. Yet in spite of the influx of Hollywood's coin and influence substituting the song for a gypsy tune and freezing out the smaller houses which can no longer depend on sheet music sales to keep in the swim—today, as then.

Tin Pan Alley has changed little in a popular and standard music publishing industry still centers its activities in this city. Branch offices have been added where the lots are for music. But the home office is still, for the most part, a Broadway address.

A list of all popular and standard music publishers located in the United States, as well as existing sheet music jobbers, published on this page, shows that 80 per cent of the publishing houses are located here. The West Coast boasts only a handful of the older established publishers still maintaining their offices in Chicago, Philadelphia and Kansas City.

It is another interesting commentary to note that while Tin Pan Alley has earned and kept the "Tin Pan Alley" sobriquet, no single public took advantage of that highly publicized name to identify their own house. It remained for Penn Music Co., 1619 Broadway, to capitalize on the everyday expression and call his publishing firm the Tin Pan Alley Music Co.

ABC Music Corp., 799 Seventh avenue, New York City.

Affiliated Music Corp., 549 West 42nd street, New York City.

Agel, Yellow & Bernstein, Inc., 745 Seventh avenue, New York City.

Albert Brothers' Pub., 1401 74th street, New York City.

Alley, William, 1401 45th street, New York City.

Alumina Music Co., 1600 Broadway, New York City.

Anonymous Music Co., 101 West 45th street, New York City.

Art Music Co., 107 East 45th street, New York City.

Ascher (Emil), Inc., 315 Fourth avenue, New York City.


Austin (George J.), 145 West 45th street, New York City.

Barber (E. L.), Inc., Oaklawn, Ill.

Barnum (M.), Inc., 121 West 57th street, New York City.

Berlin (Irving), Inc., 799 Seventh avenue, New York City.

Bosson, L. V., 180 East second street, New York City.

Blachy Publishers, Music Publisher, 1585 Broadway, New York City.

B. H. Blodgett & Co., 221 Columbus avenue, Boston, Mass.

Black (Charles), Associated Music Publisher, 1545 Broadway, New York City.

Bliss, J. M., 35 West 42nd street, New York City.

Books and Music, Inc., 113 West 57th street, New York City.

Boosey-Hawkes-Thirum., Inc., 43 East 23rd street, New York City.

Boston Music Co., 3 East 45th street, New York City.

Bromberg Music Co., 1619 Broadway, New York City.

Bregman, Voce & Conn., Inc., 1619 Broadway, New York City.

Brown Association, 1619 Broadway, New York City.

Brooks (George F.), Inc., 1674 Broadway, New York City.


Brown (Floyd), 500 Fifth avenue, New York City.


Bunting (Robert L.), Inc., 3 East 45th street, New York City.

Bunting (Robt. L.), Inc., 3 East 45th street, New York City.

C

Cecil (Irving), 1619 Broadway, New York City.


Curtis (S. B.) Music Publisher, 1270 Sixth avenue, New York City.


Circle Music Publications, Inc., 1270 Sixth avenue, New York City.

Clark (John), 1172 Centre street, Philadelphia, Pa.

Cochrane Music Publishers, Inc., 1270 Sixth avenue, New York City.

D

Davis (Joe), Inc., 1619 Broadway, New York City.

Denton & Haskins Corp., 1655 Broadway, New York City.


E

Edwards (Gus), Hollywood, Calif.

Empire Music Publishing Co., 1587 Broadway, New York City.

Epstein (Leo), Inc., 1629 Broadway, New York City.

F

Fest (Leo), Inc., 1629 Broadway, New York City.

Festival Music Co., 1115 K street, N. W., Washington, D. C.

Fisher (Carl), Inc., 56 Cooper square, New York City.

Forster (Fred), 1120 Broadway, New York City.

Foster (Bert), 1120 Broadway, New York City.

Fox (Sam) Publishing Co., 1250 Sixth avenue, New York City.

Gaither Music Corp., 17 West 44th street, New York City.


Geoffre (Evain) Music Publishing Co., The Arcade, Cincinnati, O.

Gershwin Publishing Corp., 1270 Sixth avenue, New York City.


Goodman Music Co., Inc., 1619 Broadway, New York City.

Gray (H. W.), Inc., 159 East 48th street, New York City.

Green Music Co., 214 South Wabash avenue, Chicago.

H

Henderson Music Corp., 1507 Broadway, New York City.

Henderson Music Corp., 1507 Broadway, New York City.


Houston Music Co., 1250 Sixth avenue, New York City.

Howe (F. T.), Co., 1250 Sixth avenue, New York City.

Hymie Bresl., Inc., 1573 Broadway, New York City.

Harmony House, 1053 Howard street, San Francisco, Calif.


Harwood Music Corp., 1250 Sixth avenue, New York City.

Herbert, Charles G., 701 Seventh avenue, New York City.

Henderson Music Corp., 1507 Broadway, New York City.

Hitchcock Publishing Co., 38 John street, New York City.

Hollywood Songs, Inc., 1250 Sixth avenue, New York City.
The music industry has shown that there are three or four different channels thru which a hit song can be released—mainly pictures, radio, musical productions and, in recent months, phonograph recordings have probably been one of the most valuable assets. Alto the industry has advanced considerably during the past several years, the forward steps have been thundering with heavy thuds lately because of several evils which are retarding whatever progress it has attained. Great- est of these evils is the weekly recapitulation report—of songs plugged on radio.

To the music concern which is controlled by a motion picture firm, the weekly "sheet" is merely a report on how many free serial plugs its current films received on radio. To the independent music publisher it means nothing for it is common knowledge, accepted by every Tin Pan Alleyite, that the No. 1 song on the sheet does not necessarily mean it is a top seller. The difference between a radio plug and a coin machine performance is immense, rarely run parallel. It would be unethical for one music publisher to illustrate exact cases with competitive songs, but a comparison of past records and data on the subject will reveal that these facts are true.

The "Sheet"

What is occurring today in the music business as a result of the "sheet" may result in major anemia. Seldom are the popular songs of the day judged by orchestral leaders and performers on their melodic or lyrical merit. For the most part, and especially on large commercial radio programs, a song is played only if it attains high representation on the weekly recapitulation report—regardless of its musical worth.

It is surprising to find many agencies relying on a policy that no song can be programmed for a commercial air show unless it is on the "sheet." Consequently the thousands of extra dollars spent for music on sponsored air shows sound little different melodically than those offered on a remote broadcast from a cafe or hotel spot.

While sponsors spend hundreds of dollars for especially written scripts, playlets and other material, music, which is invariably a major factor on any show, is disregarded. Instead of consulting music publishers and music companies, which have a distinctive material, they glance at the weekly report and select tunes by number. Unfortunately, this is not a practice with all agencies, but this method is increasing to such a degree that unless checked it will become a common policy. In the long run radio, which is dependent on music publishers as a whole for its music, is due to become the loser. For more than one reason serious consideration to a revision of this method should be given.

Songs do not necessarily attain hit proportions by virtue of radio plugs. In years past theme songs dominated and the picture industry was credited with creating song hits via the screen. But this has fallen off considerably with the decreasing interest in film musicals. Radio then dominated the field, but during the past year the rejuvenated phonograph record became the biggest creator of song hit material. In the past 12 months the biggest song hits of that period were created and started on recordings.

Platters Produce Hits

The increasing popularity of recorded music, resulting from increased usage of automatic coin machines and increased sales of phonographs, has opened a new field for exploitation for music publishers. It may appear inconceivable that coin phonograph machines could compete with radio in weighting plug values, but they have proved to possess certain definite advantages.

Suppose there are 5,000 recordings or one particular song scattered around the East and in each of the automatic coin phonograph machines the tune is played only once a night to an audience of 10 persons per machine, that would mean 60,000 people heard the tune at least once. However, statistics show that a successfully operated machine should get at least five plugs per record each night, consequently as many as 3,000,000 hearings can be reached in one night.

The difference between a radio plug and a coin machine performance is immense, rarely run parallel. The radio plug is often surrounded with talent, comedy, advertising and other factors which may detract from the appeal of the song or its "selling point." In the small tavern, cafe or restaurant the rendition is given to a concentrated audience whose attention is focused on the tune either for dancing or listening purposes. Also, the person who spends 5 cents to hear one rendition of a song has greater potentialities as a music buyer than the radio listener, for the latter may be hearing a program casually paying closer attention to a favorite comedian or guessing, giving music little attention.

It is common knowledge in Tin Pan Alley that at least 12 of the big sellers in the past year were started on phonograph recordings in coin machines and were later stimulated thru radio plugs. Several top songs were selling big even before radio began its mass plugging.

Records Show the Way

Radio might well take a lesson from phonograph record companies, which today make it a policy to record songs before they achieve success on radio, thus getting the jump by offering music that sounds new and fresh. The popularity of phonograph records has been credited to the fact that they offer music that can be heard on radio and when a song finally becomes a top radio plug invariably its appeal in coin machines falls inversely.

Radio would find it more economical to disregard the all importance of the top plugged tunes. When a publisher spends three weeks to get his tune to top position it is certain that the song is lagging far behind within another three weeks. Once on top position it must start to descend. Consequently the arrangement on that tune is good for a six-week period. On the other hand, if a publisher nurses his song along and manages to stay in the middle of the sheet the song will endure for a longer period and often achieve a reputation for being a standard. Thus radio can save not only money on its arrangements but obtain greater value.

Naturally the value of radio plugs cannot be minimized, but just as the films decreased in value as song hit creators, and similarly the value of phonograph recordings increased, radio can find greater success by seeking new forms of musical material for its sponsored shows rather than becoming addicted to a pre-determined routine of following the "sheet" for a guide.

Very few people who depend on the "sheet"—racing or musical—come out ahead of the game.
Orchestra Routes
Following each listing appears a symbol. Fill in the designation corresponding to the city when addressing organizations or individuals listed.

ABBREVIATIONS:
- a-auditorium
- b-ballroom
- c-cafe
- cb-cabaret
- cc-country club
- h-hotel
- m-music hall
- n-no-night club
- p-promenade
- r-restaurant
- s-showboat
- t-theater

Forst, Joe: (The Brook) Summit, N. J., re.

G
Geiger, Frank: (Devlin Clinton) Altoona, Pa., re.
Gray, Joe: (Blackhawk) Chi, re.
Garcia, Tito: (Berkley) Bay City, Mich., b.
Garten, Jerry: (Top of the Town) St. Louis, Mo., b.
Gibbons, Billy: (Belleview Club) Long Branch, N. J., b.
Goldin, Golden: (De Witt Clinton) Albany, N. Y., b.
Cohn, Solomon: (Brush) New York, N. Y., b.
Gosch, George: (Old Fashioned Boston) Boston, Mass., b.
Griff, Johnny: (Benny's Bar) Phila, c.
Gardner, John: (Saratoga Spa) L. I., re.

H
Hall, George: (Peabody) Memphis, b.
Hallett, Mallie: (MEADOWBrook) Cocker Creek, N. Y., b.
Hart, Robert: (El Morocco) N. Y., c.
Harris, Phil: (Wilson Hall) Los Angeles, re.
Hartley, Bill: (Burnett Club) Chicago, n.
Hatcher, S.: (Blimp) Detroit, n.
Henderson, Everett: (Pal Sal) Panama, b.
Herbert, John: (Main Club) Asbury Park, N. J., c.
Howland, Frank: (Orphuan Springfield) Hollywood, b.
Hoffman, Hall: (Francisco Gardens) Chi, c.
Howe, Ernie: (Ernie Monroe) N. Y., c.

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

Holmes, Herbie: (Herbert Beach) Chi, h.
Howell, Ed: (Bueno Vista) Miles, Mo., b.
Howe, Herbert: (Boo Boo Club) Daytona, Fla., b.
Humber, Wilson: (Southern Dinner Club) Norfolk, Va., b.
Hunley, Bob: (Wender Bar) Cincinnati, n.
Irish, Mac: (Chantilly) Millburn, N. J., c.
Johns, Al: (Bimbo's) Providence, n.
Jensen, Jack: (Rossevelt) Cedar Rapids, Ia., h.
Johnson, Joe: (El Rio) N. Y., b.
Johnson, Jerry: (Lesie's) Kansas City, Mo., n.
Jury, Harold: (Jung) New Orleans, b.
Jerger, Burg: (Argo) Chi, b.
Kane, Allen: (Jone) Chi, c.
Kirk, Gordon: (Silver Slip) N. Y., c.
Kleiner, Malvina: (Aladdin) Chicago, c.
Klein, Marty: (Vanouver) Vancouver, b.
Kiley, C. (Rainbow Room) Salt Lake City, b.
Kelly, Kyloren: (Country Club) Lawton, Okla., n.
Kemp, Hall: (Shelton) Cincinnati, b.
Klein, Marty: (Vanouver) Vancouver, b.
Klein, Marty: (Vanouver) Vancouver, b.
Kline, Ben: (21 Club) Grand Rapids, Mich., n.
Kwok, Mindy: (Cherry Hill) N. J., c.
Kuhn, Dick: (Astor) N. Y., c.
Kuhne, Dick: (Lilac Room) N. Y., c.
Kuhn, Harry: (Munson Gardens) N. Y., c.
Kupper, Ross: (Railroad) Chicago, b.
Kyle, Billy: (Pine Grove) Detroit, n.
Kurth, Dick: (Yankee) N. Y., c.
Lane, Bob: (Lion) N. Y., c.
Lasky, Floyd: (Yacht Club) N. Y., c.
Leone, Les: (Crockett's) South Beach, S. L.
Lefevre, Bert: (Piazza) Pittsburgh, re.
Levy, Saul: (Kaufmann's) Phila, c.
Lewin, Joe: (Fensterman's) N. Y., c.
Light, Ben: (Evergreen) Chi, b.
Lentz, John: (Pennsylvania) N. Y., c.
Lewis, Leon, Lou: (President) N. Y., c.
Liotta, Anthony: (Pelham Heath Inn) N. Y., c.
London, Tony: (Topsy's) Los Angeles, b.
Long, Johnny: (Shlider) Buffalo, c.
Long, Louis, Jr.: (Ballerina) Chicago, c.
Lora, Sol: (Gay) New Haven, Conn., b.
Los, Sam: (Club) Los Angeles, c.
Lostosky, Mel: (Embarcadero) San Francisco, b.
Lowell, Archie: (Dolores Inn) San Diego, re.
Lowry, Abe: (Avalon) Bryan, Tex., c.
Lucas, Clay: (Marx Kaplan) San Francisco, b.
Lymo, Abe: (Irene) N. Y., c.
M
McClure, Scott: (Palmer) Los Angeles, b.
McGeough, Ben: (Schubert Club) Chi, b.
McInerny, John: (Jackie O) N. Y., c.
McIntyre, Dick: (Hula Hut) Hollywood, c.
McPherson, Joe: (Buck's) N. Y., c.
McPherson, Joe: (Buck's) N. Y., c.
Mclnroy, Bill: (All Girl) Hollywood, b.
McMurtrey, Frank: (Commodore) N. Y., c.
McParlane, Pratt: (Chases Modern) N. Y., c.
McSorley, Mike: (Hula Hut) Hollywood, c.
McVicker, Joe: (Looking Glass) N. Y., c.
McVicker, Joe: (Looking Glass) N. Y., c.
McVicker, Joe: (Looking Glass) N. Y., c.
Meehan, Pete: (Jackie O) N. Y., c.
Meehan, Pete: (Jackie O) N. Y., c.
Meehan, Pete: (Jackie O) N. Y., c.
McKee, Bud: (Jackie O) N. Y., c.
Mckenna, Eddie: (The Eldorado) New York, N. Y., c.
Mclnroy, Bill: (All Girl) Hollywood, b.
McPherson, Joe: (Buck's) N. Y., c.
McPherson, Joe: (Buck's) N. Y., c.
Mclnroy, Bill: (All Girl) Hollywood, b.
McPherson, Joe: (Buck's) N. Y., c.
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Meehan, Pete: (Jackie O) N. Y., c.
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Nervous disorders and premature gray hairs among music men. The interpreter. His latest effusion when he knows that the applause is not so much for it as for whatever their idols play, regardless of type, authorship or, most important of all, merit. A publisher can get no accurate reaction as to what he may expect from a manuscript, what guarantees success or failure. Figure it out! It's a crazy, unpredictable, unorthodox, contradictory and fascinating business. 2% is a crazy, unpredictable, unorthodox, contradictory and fascinating business with a million angles. I have no real sympathy for the people who are so important in the creation of a hit won't touch a newly released song with the proverbial 1.0-foot fire, apparently natural number turns out to be a dreary bust; a weak sister becomes a hit. How do you figure it out? Figure it out how you figure it out! The current tremendous interest in swing and swing bands has made that possible. While there is much in the music publishing business that emotion prompts me to declaim, for reasons obvious to my colleagues and understandable to everyone else, it cannot be emotion but practicality that must be the guiding hand behind thoughts devoted for the public good.

There are a number of vital problems and pernicious evils extant in the music publishing industry today that cry aloud, if not for complete rectitude, at least for correction. I expect the reader to understand that these problems and evils—has, perhaps, solutions for them—but he is also cognizant of the fact that to air them publicly would be tantamount to himself to the kitchen and turning on the gas. Discretion is normally the better part of valor. I cannot pretend that the discord and music profession, it is the only part.

The Swing Influence

The current tremendous interest in swing and swing bands has made it, comparatively simple; now it's a puzzle of name bands, singers, radio wires, ASCAP classifications, plugger, songwriter, new song trends, unsolicited manuscript and money tunes. Precedent can't be followed, because constantly changing tastes in music make imperative the establishment of new precedents. There may be an answer to it all. There are a number of vital problems and pernicious evils extant in the music profession. The Swing Influence. The artists who are so important in the creation of a hit won't touch a newly released song with the proverbial 1.0-foot fire, apparently natural number turns out to be a dreary bust; a weak sister becomes a hit. How do you figure it out? Figure it out how you figure it out! The current tremendous interest in swing and swing bands has made it, comparatively simple; now it's a puzzle of name bands, singers, radio wires, ASCAP classifications, plugger, songwriter, new song trends, unsolicited manuscript and money tunes. Precedent can't be followed, because constantly changing tastes in music make imperative the establishment of new precedents. There may be an answer to it all.
Prospects for 1939 Hopeful on All Fronts, Both Stem and Road

Plenty of production plans—industry co-operation should bear fruit—b. o. continues to improve—two fairs should help plenty—no short chore

By SYLVIA WEISS

NEW YORK, Dec. 24.—Just as other branches of the amusement industry are looking forward with much optimism to bounties in 1939, the legitimate theater expects the effect of current employment conditions next year as a direct result of the New York World's Fair and other forces already in operation. A dis- sistency militancy is based primarily on the premise that visitors to the fair will be pleased in the flushing spectacle exclusively. There is assurance, even, that the road is in line to perform, with the Golden Gate Exposition contributing measurably to the im-petus.

O. old legit hands concede a swelled gross for Broadway during the fair simply on the theory that during the flush of popularity and the psychological argu- ments that all visitors who have failed to at- tend at least one hit on the famous street. That contention is borne out further by the lack of legit product being booked for the fair proper, a leg show being little more than a quick excursion to the length to compete with midway spec- tacles. For Broadway's stage, however, probably would draw plums in a slighter way, remaining on at least one excursion to the Great White Way. Trade consensus forecasting this cash overflow from the Meadows resulted in reports of promising plans for the coming year. The less than 50 per cent increase in fare does not imply a lack of new productions. Out here, there are enough options and the fair has a story to tell, which they have fixed a basis to the solving of many problems, and the stage is a sign of concor- t. Outside has been entwined in intermediaries in both the Great White Way and the Great Brown Street.

The optimism appears entirely justified. It is true that production on Broadway has dropped quantitively from year to year; but, on the other hand, average length of run last season was longer than at any time since the depression. The gross has increased during the current season, and the musical field, recently almost a complete loss, has sprouted on to new activity and new success.

1939, it is safe to predict, will see an increase in number of pro- ductions, an increase—according to the number of producers' jobs available, another increase in the average length of run and a very definite step toward complete rehabilitation of the legitimate field. For years now the mourners have clustered around the Wailing Wall in Shubert Alley, bemoaning the fate of a theater that is dead. It is likely that the Playwrights' Co. The new theater has given definite evidence that it has awakened to the situation confronting it and made unified plans to meet it.


dramatic (See Looks Like Legit on page 89)


dramatic (See "CLOWNS" TIGHTEN on page 89)


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THE GAY COURTESAN
in, George Abbott's
"THE BOYS FROM SYRACUSE"
and to all
THE BOYS FROM THE PAPERS

Sincere Thanks For Those Swell, Swell Notices:
WALTER WINCHELL

N. Y. Daily Mirror,
Nov. 24, 1938.
The outstanding member of the new line is Betty Bruce, of the Melodrome Ballet and the French CANINA, Hotter than the heart curl. The "Bravos" from the audience left no doubt of their approval.

GEORGE ROSS

N. Y. World-Telegram,
Nov. 25, 1938.
George Abbott has given us a couple of new something to laugh about this season, but this was better than the last time. This time, upon noting Betty Bruce's performance, I have been ins privilege to see in many seasons.

IRA WOLFERT

North American
Newspaper Alliance
There is a girl dancer who talks the talk in a most charming manner. She is Betty Bruce, whose performance was largely as a stagemanager in the title role of the five-piece comedy and who the critics say has brought her knowing, sincere, touchingly humorous performance to the public.

KELCY ALLEN

Women's Wear Daily,
Nov. 25, 1938.
Best dancer is Betty Bruce, whose step is a joy to watch. As always, her performance was notable for its beauty and grace.

EUGENE BURL

The Billboard,
Dec. 3, 1938.
A young lady named Betty Bruce offers only one of the most sensational dancing acts of the season, consisting of tap and ballet, with such grace and tenderness, that it has been permissible for me to say in other notices that she has a talent for dancing. Betty Bruce, whose step is that of the old-time Danse Machine, has a most amusing and effective performance to the public.

SHERYL WAYNE

Extends Holiday Greetings
to all her friends everywhere.

Also wishes to extend sincere thanks to

OLEN & JOHNSON
for a pleasant and happy engagement in their smash success

"HELZAPOPPIN"
Now Current at the WINTER GARDEN, NEW YORK.

Season's Greetings
S. M. CHARSTOCK
What About Dramatic Stock?

BY GUY PALMERTON

The question is often asked, "Will dramatic stock ever come back?" It is true that there is a growing interest in the idea of traveling stock companies, and this interest is felt in various ways. The chains are definitely not interested in the idea of presenting "live theater" for the purpose of presenting "live theater" to the public. They have found them most unreasonable in their dealings with theatrical stock companies, and they have also presented annual stock seasons in cities throughout the United States, with a guarantee of not less than six weeks.

Rentals Too High

It is my theory that Broadway will not see a reflection of 1920 until the summer stock is revived, either in the form of dramatic stock companies or road shows. True, last year was considered a success, and the theatergoers are still interested. But I know that many a stock company has done sincere justice to a Broadway show, but has been forced to close because the rental of $300 per week had been offered.

Stock must possess better-than-average physical condition, and it is not always easy to find an attractive location. But I believe that the theater must pay a fair rental, and that the stock company must have a guarantee of not less than six weeks.

Rental of $500 weekly, with a guarantee of at least $300 per week, is generally considered acceptable to theatergoers. They would, however, not demand such high rent, and the theater must pay the same amount for dramatic stock companies as for road shows.
To Walter "Santa Claus" Winchell

Holly wreaths and a big bunch of mistletoe to you for making it possible for all of us to enjoy the Merriest of Merry Christmases

Olsen and Johnson

and the entire cast of

Hellz A Poppin

Season's Greetings from

Larry Hart's Brother

TEDDY

In Keeping With the Current Trend Toward the Greater Use of Live Talent and First Quality Presentations

UNITED SCENIC ARTISTS OF AMERICA

Urge Producers, Owners and Managers everywhere to enhance the attractiveness of their presentations with smart new up-to-the-minute Scenery as designed and constructed by the members of the UNITED SCENIC ARTISTS OF AMERICA.

UNITED SCENIC ARTISTS OF AMERICA
LOCAL 629—Of the Brotherhood of Painters, Decorators and Paperhangers of America.

281-W-42 ST.
NEW YORK, N. Y.

Affiliated with the American Federation of Labor, Central Trades & Labor Council, Building and Construction Trades Council, District Council No. 9, Combined Amusement Crafts, United Scenic Artists Local 621-350 and the New York State Federation of Labor.
By EUGENE BURR

**Legitimate Theater in 1937**

WHEN, just a year ago, the bell rang for the start of 1937 the legitimate theater had its nose buried in the canvas and everyone thought that it had finally succumbed to the body blows of the depression. But, contrary to expectations, it managed to struggle to its feet at the count of nine and won the spring round very handily with a nice succession of hits. It came out of (the corner in the fall rarin' to go; and, though it hasn't done as well as was hoped, it's still managing to hang on energetically. It hasn't done as well as was hoped, it's corner in the fall rarin' to go; and, tho successions of hits. And, spring round very handily with a nice pectus, which had been built up over the last few years, and even those weren't conspicuously successful. The prospects were, to put it mildly, bleak. Producers, driven to cover by the deluge of quick closings during the previous fall, were looking out of storm cellars and steadiness rushing to announce. But before the new year was a month old the entire picture had changed. A heap of busy successes came in on one another's heels during the usual draft period at the end of January—On Borrowed Time, Our Town, Tempest—(which can be considered legitimate. Born were the leaders—and when the curtain fell the returns for the field seemed headed for bigger and better things.

**New Season Started With Rush**

The new season started with a rush—or with what seemed like a rush coming in the cautionary warnings that stumblings that marked the start of other recent seasons. Plays came in early, one after another. Producers were building up something that looked promisingly. Not one seemed to notice that the failures were coming in clumps. Musicals, which had been practically extinct during the past few seasons, seemed to notice that the failures were coming in clumps. Musicals, which had been practically extinct during the past few seasons, and even those weren't conspicuously successful. The prospects were, to put it mildly, bleak. Producers, driven to cover by the deluge of quick closings during the previous fall, were looking out of storm cellars and steadiness rushing to announce. But before the new year was a month old the entire picture had changed. A heap of busy successes came in on one another's heels during the usual draft period at the end of January—On Borrowed Time, Our Town, Tempest—(which can be considered legitimate. Born were the leaders—and when the curtain fell the returns for the field seemed headed for bigger and better things.

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THE AMERICAN WAY
BY GEORGE S. KAUFMAN & MOSS HART
WITH
FREDRIC MARCH
FLORENCE ELDREDGE
MARCALO GILLMORE
Technical Director — HASSARD SHORT
CENTER THEATRE OPEN SATURDAY NIGHT
48th ST. AND 6TH AVE.
ON TOUR
SAM H. HARRIS PRESENTS
GEORGE M. COHAN IN "I' D RATHER BE RIGHT"
By GEORGE S. KAUFMAN & MOSS HART

season's greetings

COMERFORD-PUBLIX THEATRES CORP.

M. E. COMERFORD

1600 BROADWAY NEW YORK, N. Y.

SAM H. HARRIS & MAX GORDON PRESENT
A PLAY ABOUT AMERICA

THE AMERICAN WAY

BY GEORGE S. KAUFMAN & MOSS HART

With
FREDRIC MARCH
FLORENCE ELDREDGE
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Technical Director — HASSARD SHORT
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GEORGE M. COHAN IN "I' D RATHER BE RIGHT"
By GEORGE S. KAUFMAN & MOSS HART

Ziegfeld Believed.....

that people came to the theatre to escape hum-drum reality. That's why their Hayflicks were so successful. The Great Waltz, Red Hot and Blue, White Horse Inn, I Married an Angel, Hamlet, American Lindsay, and all the other hits of today and yesterday were all box office hits.

Follow their example--Use Costumes!

THEATRICAL COSTUME WORKERS UNION

PUBLIX THEATRES

1600 BROADWAY NEW YORK, N. Y.

SAM H. HARRIS & MAX GORDON PRESENT
A PLAY ABOUT AMERICA

THE AMERICAN WAY

BY GEORGE S. KAUFMAN & MOSS HART

With
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MARCALO GILLMORE
Technical Director — HASSARD SHORT
CENTER THEATRE OPEN SATURDAY NIGHT
48th ST. AND 6TH AVE.
ON TOUR
SAM H. HARRIS PRESENTS
GEORGE M. COHAN IN "I' D RATHER BE RIGHT"
By GEORGE S. KAUFMAN & MOSS HART

Ziegfeld Believed.....

that people come to the theatre to escape hum-drum reality. That's why their Hayflicks were so successful. The Great Waltz, Red Hot and Blue, White Horse Inn, I Married an Angel, Hamlet, American Lindsay, and all the other hits of today and yesterday were all box office hits.
Mae Goodwin To Continue Operation of Tent Show

CRYSTAL CITY, Tex., Dec. 24.—Mae Goodwin, who will succeed the late Lyle Coley, will be in charge of the operation of the 17-week-old circus, which is situated under canvas in this territory, it was announced this week.

In addition to the mechanical problems of operating a circus, Mrs. Goodwin faces the problem of organizing the cast. Mrs. Goodwin formerly troused with the Red Cross and later operated their own rep organization as the Beauty Co.

Goodwin is survived by a son, Joe, a mill hand in Houston, Texas, and her hus-

Illinois Circle Gives Nolan Players Good Biz

BLOOMINGTON, Ill., Dec. 24.—Nolan's will close this week after giving six solid weeks of entertainment here for the past three months.

The biggest news of the season for the troupe is the presentation of "Dance of the Seven Veils," which will be the showpiece act of the company. It is the opening show of the season and will feature a new cast of 50 that includes the most remarkable female impersonator in this territory. The cast, besides members of the family, consists of Sadie Slangway, 1938 winner of the Dancer of the Year award, and major others.

Advance fashion notes indicate that the season will start in February. As noted will be a Scotch and a nudist crawling over a barbed-wire fence. "The Feather Dance," which will be the opening show of the season, will feature a new cast of 50 consecutive Sundays.

Race to Chicago as Optimistic as an Old Scotchman

THOMAS L. O'BRIEN, business manager of the comics who are in Chicago for the holidays, is on his way to that city to close the three-week engagement here. Mr. O'Brien is a Chicago native and is quite familiar with that city. He will try to break a record by getting the comics to Chicago in less time than any other manager has ever done. O'Brien has a reputation for making his comics comfortable and happy on the road.

Peep Ripples

CASA GRANDE, Cincinnati, will start three new shows early next week. Mildred Devoe, formerly with the Sunshine Comedy Co., who is in charge of the show, was esque; Bunny Cannon, of the Sunshine Comedy Co., will be the leading man. Fanny Shapeleigh, daughter of an obstetrician, will be the leading lady. Fanny is sojourning in Chicago for the holidays. Mabel Nolan, George B. Fisher, Mary Nelson, Cody Thomson, Boney O'Keefe, Jimmy O'Keefe, and Shila O'Malley.

Forecast of Show Biz for 1939

MAC BY JOHNSTON

The most successful Broadway hit will be produced by Dr. Vats Dais, publisher of the New York Sunday Post. The play will be a two-reverseable. Ann Teak, the successor to Helen Hayes, will play the title role of "A Woman of the Year." The show will open next week's advance, will head the cast of 50 beautiful girls and 49 beauti-

Bob Fischer, pianist - organist, is now on Station WSVA, Harrisonburg, Va., coming back to the station. Fischer, who is well known in this territory, will be a welcome addition to the station. The station is now on 1420 and 1050.

Golf Comedians Showing In Converted Storeroom

WACO, Tex., Dec. 24.—B. M. Goft's Comedians, after a long tent season in Waco, will be in a permanent stock and will play a two-week engagement in a converted storeroom on the block on December 31st.
MEL-ROY met up with Old Man Hard when Mel-Roy was driving along the coast road in front of his truck loaded with illusions and small objects. The Associated Actors and Artists of America has introduced Old Man Hard and will follow up an application with the Treasury Department for a revision of methods of computing and remitting income taxes which actors' salaries would be taxed on a three-year average basis, as necessary to the convening of the new Congress next January. The move is part of the professional theater and its struggle to get an admission tax. The original report, according to the bill, was credited for stimulating road business and will be sent out to work with local organizations.

"CLowns" THIEF (Continued from page 42) are outeretures to release both theaters and planters of the finest. The Associated Actors and Artists of America has introduced Old Man Hard and will follow up an application with the Treasury Department for a revision of methods of computing and remitting income taxes which actors' salaries would be taxed on a three-year average basis, as necessary to the convening of the new Congress next January. The move is part of the professional theater and its struggle to get an admission tax. The original report, according to the bill, was credited for stimulating road business and will be sent out to work with local organizations. outereatures to release both theaters and planters of the finest.
A NEW EXAMINATION of the information which has been presented to the Bureau of Internal Revenue agencies covering the cooperation with various requests for a determination as to the applicability of the taxes imposed under the Social Security Act with respect to services rendered in the amusement industry indicates that the Brosa of Internal Revenue "business" may naturally be divided into two parts: the "indoor" entertainment which is produced and presented in fixed and permanent locations or housings, herein referred to as "indoor" entertainment; and the outdoor entertainment which is usually produced in outdoor locations and referred to as "outdoor" entertainment.

The indoor group includes such forms of entertainment as the broadcasting of radio programs, the legitimate stage, burlesque, vaudeville, night clubs and related activities. The outdoor group includes circuses, fair, and similar events shows, commercial entertainment presented in parks and various other special types of outdoor entertainment.

In determining the applicability of the taxes imposed under the Social Security Act to any particular relationship, certain requirements must be made to the pertinent provisions of the Act and the regulations issued pursuant thereto. The taxes under the Act are imposed with respect to an employer and employee relationship and must be determined as to the extent to which the same result will not necessarily be reached in another case unless certain conditions are observed.

The Internal Revenue Bureau has given careful consideration to the many factors which have an influence on the determination of the status of a particular relationship. It has been impossible to be more specific.

In general the Internal Revenue Bureau has issued advice concerning the applicability of the taxing provisions of the Social Security Act with respect to entertainment generally. While it is appreciated that the statements contained herein are of a general nature, and may not be the same as those contained in a great number of cases, it is impossible to be more specific. In this connection attention is called to the fact that the nature, extent, and amount of tax liability imposed by law, and that a casual or general treatment under the circumstances is impossible. Furthermore, it is and has been the constantly reiterated policy of the Bureau to render a decision relating to the character and extent of tax liability only after a full and complete disclosure has been made of all material facts and circumstances of a given case. Such decision when made embodies the administrative interpretation of the law as it relates to the facts upon which a particular case rests. It is especially to be noted that the same result will generally be reached in another case unless all material facts are identical with those of the case with respect to which the ruling was issued.

Where there exists a doubt as to the applicability of the taxing provisions of the Act with respect to services performed in any specific instance, the matter should be sought from the appropriate source of taxation in matters of internal revenue. The request should, in every case, be accompanied by verified or photostatic copies of all pertinent contracts entered into between the parties concerned if such contracts are in writing; or if orally made, a statement should be submitted of the terms and conditions of the agreement between the parties. A full and comprehensive explanation of all the facts and circumstances surrounding the actual performance of the services with respect to which advice or a ruling is requested should also be submitted.

Important Note to Readers of This Social Security Article

The text of the accompanying article represents the extent to which the Internal Revenue Bureau has issued advice concerning the applicability of the taxing provisions of the Social Security Act with respect to entertainment generally. While it is appreciated that the statements contained herein are of a general nature, and may not be the same as those contained in a great number of cases, it is impossible to be more specific.

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management. It appears from the information submitted with respect to the arrangements in effect between the radio companies and the agencies that in general the manager or agency is not the employer of the artist, but merely engages his services as the result of a contract between the agency and the artist to contract to perform his services. This is done, it seems, largely on the fact that the interest of the manager or booking agency usually extends only so far as to arrange engagements and to return a stated percentage of the artist's earnings.

As a part of the service provided in connection with the booking of artists, the agencies constitute the broadcasting companies supply announcers, production men, orchestra leaders, and orchestras. The agencies also desire to have a particular announcer appear on his program. He negotiates a contract with the broadcasting company for the services of the announcer at a specified sum per broadcast. This sum, the regular management commission of the booking company's artists' service, is paid to the announcer in addition to his regular compensation from the company. Under such an arrangement, the company or its management is merely as his agent in procuring the engagement, and is therefore not considered to be his employer. The reason for this is that the station or the announcer desires to have a particular announcer appear on his program. The conditions are such that the company pays the announcer the sum per broadcast, and the pay of one musician, plus a fixed percentage of the total sum received from the purchaser. An exception is where the employment is for the purpose of distinguishing between the characters of the music to be played and the general type to be produced is that the agency agree that a radio program will be produced and that the agency, the sponsor and the broadcasting company will operator the program. Such arrangements are furnished to the latter as and where the agency directs. The information available to the Bu- wireless medium.

Radio programs are sometimes formulated by an independent producer having exclusive rights to radio services of the program. Such an arrangement manifests the particular entertainers under his exclusive management, announcers, a number of the service of the production of the program, together with the necessary script, music arrangements and orchestrations.

Commercial announcements are furnished to the broadcasting company on its own account, produced under its own direction and control, with-
NOTE—Mail held at the various offices of the Cincinnati Post is classified under the respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail inserted should be sent to Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
A NOTHER year is about to disappear. Many of our outdoor amusement circles feel that they have received a new lease of life from the standpoint of business. For other fairs and carnivals, there were others who were not only well satisfied with the way their enterprises but surprised at the level of their business. The business recession still hanging over our industry as a whole, has left us in a position in which all branches of the outdoor amusement field progressed alike.

Of course, there was a big change in the year and our outdoor amusement circles probably suffered the most, the almo amusement parks and county fairs. Carnival, too, had to do considerable struggling in the early weeks, but fortunately found conditions improving as the year advanced. This was especially true of those organizations which played fair. Fairs, with few exceptions, came with flying colors, the larger ones in particular. Fairs, of course, had the advantage over the major branches, as most of them were held under natural conditions and showed an improvement.

While the general business recession had a great effect on carnivals, fairs, and parks, it also made financially no small extent by the very cold and rainy weather in the early part of the season. Most of the park season fell in the early weeks of the year, and for the most part the amusement field progressed alike. This was especially true of those organizations which played fair. Fairs, with few exceptions, came with flying colors, the larger ones in particular. Fairs, of course, had the advantage over the major branches, as most of them were held under natural conditions and showed an improvement.

However, in spite of this generally poor outdoor amusement year, purveyors in a number of localities enjoyed a very good business. One of the small ones, too, are proceeding with their plans for the coming season, which will be in store. Optimism is especially characteristic of the outdoor amusement circles. They are looking forward to the fair season, which is fast approaching. They are hoping for a good business in 1939, and many of them are planning to make new and improved displays. They are also looking forward to the growth of their business, and they are hopeful that the business will continue to improve.

This was especially true of those organizations which played fair. Fairs, with few exceptions, came with flying colors, the larger ones in particular. Fairs, of course, had the advantage over the major branches, as most of them were held under natural conditions and showed an improvement.

Moreover, in spite of the general business recession, there were many who were able to make a good business. They were able to overcome the difficulties of the past year, and they were able to improve their business. They were able to increase their business, and they were able to increase their profits. They were able to make a good business, and they were able to make a good profit.

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New Rochelle
Fine for WPA

Turnaway at Saturday mat-

time-measures honors

Toto, famous clown

NEW ROCHELLE, N. Y., Dec. 24.—
The WPA Federal Theater project's engagement here Decem-

ber 17 was business excellent thru-

out the run. Saturday matinees was a table d'hote success.

Due to the fact that Toto died the day before the show opened. Managing

Director Burke O'Sullivan announced

Annoy Billy Walsh to ask the audi-

ence to stand at attention for a minute in-memory of the dog, who gave pleasure to

thousands of children.

As a part of its program for "Circus Fans' Night," February 3, which is being held in honor of the "Save the Circus" movement of the Circus Fans' Association, the executive staff of the show has decided to hold a contest seeking the ideal of a typical American boy. The youngster picked by the staff will sit with the President tonight.

A large group of boys from Children's Village, South Attleboro, will participate in the Sat-

urday matinee. Arrangements for their being present were made by Paul Ed-

wards, administrative officer of Federal Project No. 11, and Fred W. May, di-

rector of employment of that project.

Oscar Lowande, member of clown school of the Billers' Alliance, has been

transferred to a new Federal Theater show in Chicago. Captain Engerer, who has the lion act with show, added his big jumping dog to the program last week. In addition to the lions and police dog, Engerer also has an event where he shows a man-nered elephant that is being pre-

sented by his nine-year-old son, Preddy. Engerer said that his family will go into New Jersey. First town on the tour will be New York City, followed by Elizabeth, Orange, Newark, Jersey City, Scranton, Bayonne, reports Wendell J. Goodwin.

Roberts Show To
Open at Camden,
S. C., January 9

CAMDEN, S. C., Dec. 24.—The Jack C.
Roberts Indoor Circus, 10 acts, will get under way here January 8, auspices of the A. F. of L. The organization has six weeks booked and will keep show on the road for a month, before laying off a couple of weeks and open ing outdoors in the Northeast.

All dates will be heavily advertised. The circus will do merchants' booths, contests, and prizes.

IABPB Local Elect

CHICAGO, Dec. 24.—Local 1 of the Billers' Alliance held its annual election this week. Otto Kroger, who had been a business agent of the union, was elected president, succeeding William McNab. Formerly secretary-treasurer to Local 1, John Celetta; treasurer, Joseph Cohn; business agent, Harry Gunderson; record-

ing secretary, D. T. Hamill. Elected to the council of twelve were Roy Purcell, Louis Hartel and Thomas Cahill. Membership commission, Charles Lindblad, Fred Johnstone and Charles Davis.

WICHITA, Kan., Dec. 24.—The Billers' Alliance, Local 121, recently elected the following officers: president, C. O. T. DeLisle; vice-president, John Cella; business agent, Joseph Oehmke; record-

ing secretary, T. D. Hamill. Elected to the council of three were Roy Purcell, Louis Hartel and Thomas Cahill. Membership com mission, Charles Lindblad, Fred Johnstone and Charles Davis.

Addie Sparks Improving

MACON, Ga., Dec. 24.—Mrs. Addie Sparks, who had just undergone a long illness for several weeks, is reported Improved. She was removed from a Mis sissippi hospital to the Hotel Dampeny, Macon, Ga., soon after Downie Bros.' Circus went into winter quarters.

Circus and the AFA

(See Article 2)'

By LEONARD TRAUBE

Ringling Bros. and Barnum & Bailey

Circus and the American Federation of

Actors last week agreed to the

inclusion of 11 minimum per

month. This is the figure that the cir-

cus fought for last year, a figure

vohenously opposed by the AFA thru

its executive secretary, Ralph Whitehead.

That the union is not geared to face

heed the "key;"

the "Forty-Four"

to reveal to showdom, its votaries and

to show the world the value of the circus

has been used by shows.

It has been purchased by the city as the

city— lots available for

for news treatment until they are rati-

ings of artists and workmen are pro-

a single detail of the settlement.

facts is indicated in the December 15 is-

eral chairman of the event, announced

the showing of the "Forty-Four," the most out-

ing that there is no a lot that will accommodate the

of The Billboard has remained the same:

Urgent power of truth opens for all The

it now may see.

The show is now playing indoor circus and club dates. Three large African lions, a con-

bears, two coons, six monkeys, a baboon, an ape, nine dogs, nine Shet-

land ponies are carried, also six aerial performers, doing mostly small acts. Robert

is featured on the slick wire.

“Forty-Four”

by DOC WADDELL

Forty-four years ago The Billboard took the step that has made it known the world over. It started serving show people, their friends, show fans and the "inside and sinners" of the earth, setting forth the idea of this large but conse-

crated group. Thru the 44 years The Billboard has remained the same: to reveal to showdom, its votaries and posters that the profession is a vital one which should be used to bring peace, happiness and supply into their lives. Provo, a small beginning The Billboard has grown until it now goes thousands thru its columns and ministers to them helpfully and lovingly.

During this anniversary year may special blessings come to The Billboard and make 1939 the most outstanding year in its years of service. In this thought and spirit I dedicate the ap-

In this way, The Billboard is showdom's monitor

for winter quarters.

of the Parker &

settlement, whether favorable to the union or anything to do with the AFA prior to

tion. That union membership is

the "key;"

forever and a day The Billboard grips

the "Forty-Four". It seems to neutrals that the mouth-

longest year may

the world over. It started serving show people, their friends, show fans and the "inside and sinners" of the earth, setting forth the idea of this large but conse-
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for winter quarters.

of the Parker &
The Christy show closed a 39-week season at De Quincey, La., December 17, according to J. R. Malloy, managing director. The Bills Alliance, elected the following officers for 1944: Edward Miller, president; Joseph H. Hughes, vice-president; Frank J. Rupp, secretary-treasurer and general manager.

The Sale of the 101 Ranch, donated $800 to the 1954 Christmas fund of the Ponca City, Okla., Chamber of Commerce...

Manager M. E. Newsom, of the Downie Circus, purchased a 10-acre orange grove with a three-story building at a show buying winter quarters, Alachua, Calif...

Joe Rickman, equestrian director of Golden Bros. Circus, contracted with the Grotto Circus in Los Angeles to furnish the big male lion act and clown band for 10 days...

Firo Irwin's Dog and Pony show closed its season, December 15 at Hartford, Ala., and went to quarters at Dothan.

Max Schumann, formerly of Schuman's Circus, of Germany, arrived in winter quarters of John Ringling North at Peri, Peru, Ind., to train horses. He signed a two-year contract with the Robinson Circus.

The following arrived at the Robinson winter quarters to help in training acts: Mr. and Mrs. Griffith Thompson, Mr. and Mrs. Elie Carreno, Mr. and Mrs. Bill trier, Silvers Johnson, Julian Rogers, Ola Carruthers, Will Griffin, and Milt Moore...

The Aerial Clarks (George and Mrs. George Clarks) of the M. Main Circus, were playing with James O'Donoghue's Society Circus...

Bill Grant, of the Houston winter quarters, used Roland Butler, an elephant, as a product of the artistry of Roland Butler, general press representative.

The card is the product of the artistry of Roland Butler, general press representative.

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The season of 1938 was one of the worst experienced by the big Circus Down 13ut Not Cu

New Truck Shows

The most important and happening show was represented by about the same number of organizations as in previous years. There were several others that didn't go out. These new shows were Parker & Watts, Newton Bros., Admire & Eggin, S. W. Gumpertz, and others.

Entertainment Was Good

The caliber of entertainment offered by some of the big tops was very good. Wardrobe on several was outstanding. It is probably just as solid as it was in 1937. Some of the most elaborate and spectacularly dressed circuses in the history. Wardrobe and lighting, which, naturally, affected receipts. Business during the recession period, and folks were not in the spending mood in consequence. The country was in a poor season. Summer was very spotty, but improved. Still there were other circuses that couldn't make the grade even in the fall season. A good season was experienced by the Bloomington, Ill., August 3 due to a picketing and boy trouble in the way of picketing and boy trouble. A number of cars, some performers and staff members of R-B joined the C, B & Q Railroad and the railroad unit. This resulted in more labor union trouble. There was a lot of picketing, and there was a lot of picketing. This, naturally, did not help the show any, but business the latter part of season was said to be good. The weather, which, naturally, affected receipts. It is a recession period, and folks were not in the spending mood in consequence. Business during the recession period, and folks were not in the spending mood in consequence.

The Hagenbeck-Wallace Circus in the spring also had trouble with union picking, and a small crowd lived. This show was reported to have had a very good season. The show was closed at Charleston, Ill., August 3 due to a picketing and boy trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble.

Other Early Closings

There were several other early closings besides R-B, but none of them were very definite. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble. Cole Bros. Circus, another big railroad organization, had to call it quite a season due to financial trouble.

Oddities

Dorothy Herbert with Cole Bros.' Circus, was appointed manager of the new Col. Tim McCoy Circus. Dorothy Herbert, daring rider, for several years assistant to Dan Rice Circus, and the canvas made a nice appearance in the big top. A big draw was Gargantua, a costumed being most realistic in some respects. Nepali, the costuming being most realistic in some respects. Nepali, the costuming being most realistic in some respects. Nepali, the costuming being most realistic in some respects. Nepali, the costuming being most realistic in some respects.

Prospects for Future

Despite the fact that 1938 was not a good year, circus men are of the belief that 1939 will be better. More people will go out. There is no doubt that the circus is the greatest show on earth, and that it will continue to be as a world-wide attraction. The motorized circus is the greatest show on earth, and that it will continue to be as a world-wide attraction. The motorized circus is the greatest show on earth, and that it will continue to be as a world-wide attraction. The motorized circus is the greatest show on earth, and that it will continue to be as a world-wide attraction.

The Billboard

1938 was one of the worst financial years in the history of the circus. Circus revenues were down, and the cost of running a show was higher than ever before. The big tops were hit especially hard, and many circuses were forced to close early. But there were still some good shows, and many performers continued to work hard to keep the circus alive. The future of the circus remains uncertain, but it is clear that the industry must continue to adapt to changing times in order to survive.
BRO.' Circus was organized 100 per cent in Feb-ruary by American Federation of Actors.

BELASCO DEATH—Jean Belasco, aged 86, ac-cidently shot himself in the head and died in Fla., by a fast passenger train. was in the process of writing a history of his life and also Shaw, who escaped uninjured.

JOHN ROBINSON SUITS—John O. Rob-inson, manager of the Joseph Robinson, was con-victed of contempt of court July 4 in Federal Court, New York, for violating an order of the court issued June 28, 1939. Robinson was ordered to pay $1,700 in a judgment in bankruptcy and registered at Hu-per, Ind., attorney, was named by Cir-cuit Court at Peru November 3 as re-

KELLY GIVING TWO YEARS—Follow-ing conviction April 26 in Federal Court, New York for violation of the Mann-Elkins Act regarding wages for indoor shows, P. N. Kelly, 60, former agent of the Ringling-Barnum and Bailey Circus, was sentenced to two years in jail. Kelly had been with the circus for 38 years and was convicted of violating the Mann-Elkins Act.

LYONS DEATH—Mike J. Lyons, 65, manager of the Ringling Bros. and Barnum & Bailey Circus. died of pneumonia in La Fayette, Ind., May 22. Lyons was born in Ireland and had been with the circus for 36 years.

OBITUARIES—D. F. W. Brown, 55, of New York, died of heart trouble in Chicago March 31. Mrs. Brown was a noted circus nurse who had been with the circus for 24 years.

RECEIVER FOR H-W—Henry S. Bailey, 54, president of Ringling Bros. and Barnum & Bailey Circus, died of a heart attack September 1 in St. Paul, Minn. Bailey had been with the circus for 34 years.

RICHARDS DEATH—Charlie Richards, 64, a former circus manager, died in Los Angeles March 6. Richards had been with the circus for 27 years.

ROBBINS CIRCUS—The Robbins CIRCUS. died of heart trouble in New York City, May 29. Robbins was a former circus manager who had been with the circus for 22 years.

STORM STOPS—A severe storm, with winds up to 60 miles an hour, blew down the big top at the Ringling Bros. and Barnum & Bailey Circus, near St. Louis, Mo., May 27. The storm caused more than $100,000 in damage to the circus property.

TIGER BILL DEATH—D. S. Bailey, 57, a former circus manager, died in Chicago, Ill., October 27. Bailey had been with the circus for 20 years.

TUCSON, Ariz., May 26 by Judge John P. & Associates, the manager of the No. 2 car of Cole Bros.' Circus, died of pneumonia in La Fayette, Ind., May 1.

FREDERICK DEATH—G. R. (Butch) Frederick, 53, former circus agent, died in a Wichita, Kan., hospital of heart failure May 26. Frederick was a former agent of the Ringling Bros. and Barnum & Bailey Circus.

JOHN R. NORTH PRESIDENT—On April 16, 1939, P. N. Kelly announced his retirement as president of the National Circus Association and was succeeded by J. R. North, long-time secretary-treasurer of the association.

KING BACK WITH COLE—Floyd King, 62, former manager of the Cole Bros. Circus, died of heart failure in St. Louis, Mo., May 27. King had been with the circus for 35 years.

CARESS DEATH—William H. (Bill) Caree, 58, a former circus manager, died at Denver, Colo., May 27. Caree had been with the circus for 26 years.

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UNDER THE MARQUEE

By CIRCUS SOILY

WALTER L. MAIN and wife are spending the holidays in Pittsburgh.

VALUE ASSETS in show business, common sense and the ability to use it.

F. DON ENDRESS is publicity director for the Al St. Goberts Circus, Gadsden, Ala.

VERNON REEVE, contracting agent, is spending the winter at Riverhead, N. Y.

PAT KRAMER, frost door superintendent at the Parker & Watts Circus, is in Peru, Ind.

BOB RUGER, manager of the Hines Theater, Portland, Ind., is a great circus fan.

THE MANY CIRCUS friends of Clint W. Flener wish him well in the carnival field. Will be with Max Goodman.

TIGE TAIL, trombonesist, is on the West Coast of Florida, fishing and biding.

DR. GEORGE W. T. BOYD, with the Tom O'Leary Show, is in Monrovia, Calif., for the winter.

SEVERAL TRIPWHEELS from Macon, Ga., visited Davenport's Circus when it played Philadelphia.

G. CORNWALL SPENCER, in press department of Cole Bros.' Circus past season, is now on his old desk on The Chicago American.

BECK LEAHY, comedy gymnast, past season with the Hagenbeck-Wallace Circus, is appearing at night clubs in Providence, R. I.

RALPH GRIBBLE has returned to Barney Bros.' Circus from Aransas Pass, Tex. Is working for Peggy Waddell, selling time for winter shows.

CALVIN WHITNEY will again be with the Penn Kreissel as cradle bearer and acrobatic contortionist. It will be his third year with them.

HARRY RECORDS, Sparta (Ky.) banker, and his associates are reporting. to be planning to launch a show for the coming season.

NEWS FROM York, S. C., is that there will be considerable activity at Barney Bros.' Circus in the near future.

SOME ORGANIZATIONS have the same problem: Can't get wind up behind the eight ball. It is absolutely necessary to do something now you want to get anywhere.

JAKE NEWMAN'S many friends are pulling for him to make a decision. Since he visited with the Golden Gate International Exposition.

BRET C. NEALSON is wintering in Oakland, Calif. He hopes to make a connection with the Golden Gate International Exposition in San Francisco.

HARRY THOMAS, who was announcer and radio man for the Eistein, is back from Montana, working for station WBNX in Wilkes- Barre, Pa. He is continuing his promotion work and sports announcing.

IT STILL CAN be done. The operation of small shows is on the up and up. Two truck circuses the past season without the initials C.W., with successful operations having won seasons. Are you listening?

FRED'S KIDDIE Circus big in Texas has been better than fair. At Atchison, Kan., was a success in September and is P. D. Whetten's second trip on the circuit.

DON TAYLOR cards that he and Baby Lee, who were with the show which opened and closed recently in

TIGHT-WIRE WALKERS

NOTICE

WANTED! A Fast Young Boy Tight-Wire Walker who can balance on both hands and also one who can do the "Top- Momine." If you can't do it, don't answer.

FAMOUS WHITESPREAD TROUPE, 545 Golden Gate Avenue, San Francisco, Calif.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival, and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Opening date and stand for 1939 if definitely set

DEODORIZING THE CIRCUS

They're talking of deodorizing the circus—drawing off the old animal-pooed-sweat smell and making the whole business a more attractive one. Well, we have a deodorized one for you. The chimp circus, or did until they began to mix too much disinfectant with the sawdust.

Today, long after the pure romance of circus days has faded, we'll get an occasional drift in strange places of circus smell that transports us for a moment to a far-off past. The very word "circus" in the dictionary has an aroma. Circumstance, no odor; circle, no smell; cirrhosis, no fragrance, but circus—ah! There was, in fact, a suggestion of it on the man who directed a circus over the years. It just hit you and the real enchantment began.

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Iv. Y. his show and concert with the Atkinson ler Carreon, Percy Moore, Mr. and Mrs. Al Winter Circus at the Coliseum in had the Wild West attraction with the Davis & Son's Wagon Shows playing Princess West field posted with news of your activities. What do you say! the 1939 rodeo season the biggest ever. with that old co-operation and make committeemen and who look to this department each week sports, and what contestants are doing, Wild West shows. Since there are thous- authentic news pertaining to rodeos and department Alice Greenough.

AMERICAN LEGION RODEO to be held soon in Miami Beach, Fls., will be there ever to be staged there, it is said. Event is to be presented in February for city owned and operated. City council recently approved the plans and preparations are now in progress. Office has been opened and Chairman Teddy Moss has arranged with Fred Beebe to direct the rodeo. It is also understood that Dave Edy, of Bundy Bros. Shows, now wintering in Miami, will arrange all concessions and rides.

THREE OF ALBERTA'S topband stampede performers will set sail early in February for Australia to seek prize money at rodeos to be held "down under." They are Jerry Ambler, 1937 saddle bronc riding champion; Jack Whittaker, steer decorator, and Jack Sherman, bronc rider. The Alberta contingent will be joined by three cow- boys and three cowgirls from the United States, making the Americaners are Alvin Gordon, Bill McMakin, Shorty Creed, Regs Hoynes, Iva Del Jacobs and Alli Greenspoon.

The Corral
By ROWDY WADDY
WHAT'S HAPPENED to John A. Stryker's writin' stick? Haven't had much news from him lately.

ADDRESS all news to this department to Rowdy Waddy, The Corral Department, 25 Opera Place, Cincinnati, Ohio.

HAVE YOU given the Letter List in this issue a gander? Your name, might be added there.

RAT. POO HORN CLANCY, what's doin' in your diggin' this winter? Haven't heard. Write from you in some time.

WHAT ARE YOU DOING this winter, Poley Ducett, Pete Forrester and 'Red' Honeymoon? Is it lumberjacking in Highland, N. Y.?

DOROTHY MORRILL ROBBINS, well-known in rodeo and Wild West circles, is spending the winter in Rochester, N. Y.

FIRST EDITION of the Rodeo Association of America convention in Livingston, Mont., gets under way January 6 at 10 o'clock. No resolutions will be passed until after 3 p.m., however, in order to give late arrivals a chance to vote.

LEONARD (HAPPY) WILLIAMS, for- mer rodeo contestant and now a min- istering in the Episcopal Church at O M & S House, San Antonio, suffering from a broken leg sustained in a fall from a horse recently, reports Edna M. Gardner Hop- kins, sister, is in the G. M. & S. Hospital, San Antonio. They are to be one of the original Wild West woman riders. She letters that Williams is anxious to hear from his friends in the field.

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Party Given Stanbery
By Members of Santa Claus Parade Units
CINCINNATI, Dec. 24.—Albott White states that the two units of the Thatcher-Stanbery Productions Santa Claus Parades had a very nice, four weeks' ride and that a party was given for H. S. Stanbery, he being presented with a large Gladstone bag, leather fold and leather key container. L. M. Snell made the presentation speech. Special guests were Juanita Hueston, Agnes Brody and Meredith Young.

Roster of No. 1 unit: H. S. Stanbery, manager; Ray Hart, assistant; Mrs. M. L. Young, wardrobe; Mrs. Gayle Hart, as- sistant; Glen Pawley, Santa Claus; Jim Peterson, animal man; Eddie Williams, assistant; Ernie Petersen, mechanic; Frank Brooks, bugler; Herman Walters, live stock; Bud McCaskey, assistant; Herman Frikey, float foreman; Gene Hulett, assistant; Teddy Barbeau, Es- kimo dogs; Nobby Shabbal, Henry Argell, trucks; Dotorn DeShanique, ventriloquist; Albert White, clown and wardrobe.

Roster of No. 2 unit: L. M. Snell, manager; Mrs. Lorene Snell, wardrobe; Kay Barbeau, assistant; John Koll, Santa Claus; Ralph Pitcher, sound man; Gene Koll, assistant; George Cassen, mechanic; Sunny Osborne, bugler; Chuck Hart, live stock; Nelson Ambeling, assistant; Ollie Anderson, float foreman; Bud Gochee, assistant; Eddie Barbeau, Eskimo dogs; Max McCullon, A. H. Horner, trucks; Ken- neth Britz, scenic artist; Leonard Pear- son, ventriloquist; Heinz Marcom, clown, cop. Both units were in eight States in 40 cities. No 1 traveled 2,000 miles and No. 2, 3,220.

Los Angeles
LOS ANGELES, Dec. 24.—Jack Grimes, producer, has announced that the show for the Helms Bakeries of Los Angeles will wind up with the Johnny J. Jones Exposition. That is, the Johnny J. Jones Exposition. Mrs. Lew Young, who was handling the Johnny J. Jones Exposition, said to the Los Angeles Herald Examiner that a lot of publicity was being given to the Johnny J. Jones Exposition and that the show was doing well.

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Ridin' in to say:
Merry Christmas and A Happy New Year

HARRY KNIGHT
M. T. COULBURN
Asst. Manager Managing Director

THE WORLD'S CIRCUSES
WORLD'S CHAMPIONSHIP RODEO
RODEO CORPORATION

WORLD'S CHAMPIONSHIP RODEO CORPORATION

WORLD'S CHAMPIONSHIP RODEO CORPORATION

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WORLD'S CHAMPIONSHIP RODEO CORPORATION

The Billboard, December 31, 1938

CIRCUSES

Los Angeles

producers

WORLD'S CHAMPIONSHIP RODEO

Madison Square Garden, New York
Seay Is New Head in Dallas

Net from 1938 State Fair $66,000 - improvements from earnings

DALLAS, Dec. 24.—Directors of the State Fair of Texas elected Harry L. Seay, president for the coming year. Elected first vice-president was T. M. Cullum, second vice-president, J. W. Carpenter; treasurer, W. F. Pendleton; Herold, president the past seven years, announced that he would not accept another term.

Stock in the fair is held by about 1,500 (first time in fair history) persons at locations of the State. It pays no dividends, as all earnings are put back into permanent improvements of the plant. It comprises more than 175 acres, known as Fair Park, which is situated in the heart of Dallas, not far from the downtown business section. The board of directors and stockholders will meet immediately for the 1939 fair to determine improvements to be made from the earnings of 1938.

Vets To Have G. V. Village

SAN FRANCISCO, Dec. 24.—One of the important announcements to come out of the Pacific Coast International Exposition here was of the signifying that the Flushing fair this coming January, and trying to get the best known personalities in the out-of-state entertainment world, will be housed in a 30,000 square foot building in its amusement area. It's been decided to install a music hall, where the Flushing fiesta next month can be conducted hundreds of people. Opening day will be Watermelon Day, management giving away two carloads of watermelons and featuring a free fair.

Building in Americans. Ga. Site Established

ATLANTA, Ga., Dec. 24.—The 1939 Bunton County Fair will be held at the new fair grounds, which are being established on land purchased from Mr. L. L. Lyles. At the fair managers Association, a group of farmers on December 13 and 14, showed sources of $4,850. Receipts and disbursements for 1938 were $20,000.

A CONTEST to determine the leading New York fair was held recently in the given in the outdoor section under "Who Is Your Favorite Fair." Results were as follows:

<table>
<thead>
<tr>
<th>Fair</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>4200</td>
</tr>
<tr>
<td>Chicago</td>
<td>1300</td>
</tr>
<tr>
<td>St. Louis</td>
<td>1000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>900</td>
</tr>
<tr>
<td>Boston</td>
<td>700</td>
</tr>
</tbody>
</table>

The results show an overwhelming lead for the New York fair, which is a well-established and well-organized event.

Two Resign C. G. Post

Officials declare expo policies not involved—several palaces are ready

SAN FRANCISCO, Dec. 24.—Another resignation was handed the board of directors of the Golden Gate International Exposition this week. Frank Y. McLaughlin, assistant to the president, and Ray Smith, director of finance, resigned last week. Both held executive position. It has been decided to continue the fair at the same site.

Three resignations have been announced from the board of directors. They are: Edgar F. Beatty, executive vice-president; M. E. Beatty here for the fair were very much alive and that financial backers for the fair were more than willing to sign contracts for Bubna here for the fair were very much alive and that financial backers for the fair were more than willing to sign contracts for the fair.

Bonds Are Reported Ready For Beatty at G. C. Expo.

SAN FRANCISCO, Dec. 24.—Bonds for the fair are ready for sale now to be a cinch to open in February at the Golden Gate International Expo

Parnell Memorial Adopted

RALEIGH, N. C., Dec. 24.—At the annual meeting of the North Carolina Agricultural Fairs was held at the State Fair in Raleigh this week. The fair is becoming more and more a source of pride to the farmers of the state.

Charlotte Construction Paid

CHARLOTTE, Mich., Dec. 24.—At the annual meeting of the Union County Agricultural Society, the Charlotte Exhibition and Industrial Exposition, the construction of a new fair building is to be paid for.

Lueders Ready Five Shows

DETAIR, Dec. 24.—United Booking Office will put out five shows to play the Midwest for the next season, said Manager H. H. Lueders. Ship Aroy and French Francois will carry 24 girls in line, an 11-piece band and six acts each, besides its prancing ponies and famous shots, while Jack Sheldon, 13-year-old gunman, is considered one of the most popular attractions of the fair. The shows will be given as follows:

STATE FAIR - EXPOSITIONS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O. December 31, 1938

DEC. 24. — Frank Wirth of Baltimore, Maryland, has resigned the post of director of the Consumer's Association of Camby County Fair, Ebensburg, Pa., with revue and acts. Contract runs thru Wirth's Pittsburgh rep, Jayne Jarell.

LITTLE ROCK, Ark.—State board and executive committee of Arkansas Livestock Stock Show Association voted unanimously that they would conduct another show at the Fair Grounds next spring, but a month earlier than that of this year. Acting President A. Howard Beatty and his animal act look right alive. Beatty and his animal act look right ahead. Opening day will be Watermelon Day, management giving away two carloads of watermelons and featuring a free fair.

NEW YORK, World's Fair

Shop Talk, Chatter and March of Progress

BY ROGER LITTLEFORD JR.

NEW YORK, Dec. 24.—This city will really be fair-minded during the holiday season. A permanent project plans go through theFlushing, N.Y., show. There will be a parade of Trylons and Perispheres, of orange and blue pennants, the fair's official colors, and all sorts of descriptive displays of this and that scene or building or attraction that will be part of "World of Tomorrow." To Broadway, the village green about 500,000 square feet on the front gate and about $200,000 from inside sales.

SASKATOON Surplus Reported As Against Deficit of Last Year

SASKATOON, Sask., Dec. 24.—Surplus of $3,002.56 on operations up to October 31 was reported at the annual meeting of the Saskatoon Industrial Exhibition board, as against a deficit of $1,771.53 on operations for the same period in 1937. Increases in grand stand, gate and auto concession receipts accounted for surplus. Profit on concession receipts. Honorary Treasurer was an increase of more than $1,000 in concession receipts. Honorary Treasurer was an increase of more than $1,000 in December 31, 1938

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Joyous New Year to All from

GEORGE A. HAMID, INC

and

HAMID'S MILLION DOLLAR PIER

ATLANTIC CITY, U. S. A.

It Gives Us Great Pleasure to Announce That

GEORGE A. HAMID'S

EUROPEAN CIRCUS

WILL BE A FEATURE OF THE

NEW YORK WORLD'S FAIR

We endorse The Billboard's campaign to foster interest in the greater use of live talent. George A. Hamid, Inc., and all associated companies have dedicated themselves to the same cause... to create more work for acts and more good acts for clients and patrons throughout the land.

GEORGE A. HAMID, INC

1560 BROADWAY NEW YORK, N. Y.

Telephone, BRyant 9-2410

BOSTON
260 Tremont Street

PITTSBURGH
722 Empire Bldg.
FAMOUS COST CUTTERS

EXCEPTIONS, probably justified, of a considerable slump in attendance and receipts at the 1938 State, district and county fairs. Financial losses, dire indeed, did not necessarily rose again at many major annuals. However, receipts were naturally affected by economic recession, altho not to an extent that naturally might have been anticipated. The season of fairs had a healthy effect upon carnivalgoers and again kept plenty of acts and attractions coming. Industry felt that the records would be shattered to the extent that they were in 1937 over 1936 or indeed for the two years previous.

Stability and future prospects of Fairs and Expositions. These indicate a turn to the International Association of Agricultural Fairs in Milwaukee January 12 and 13.

The chief reason, they say, is the need of more money for improvements and their cost were re-estimated by the organization more democratic and to attract the interest of smaller fairs was necessary to spend more money for improvements and their cost were re-estimated by the organization.
sory" of fairs suddenly "coming to life under the stimulus of charitable societies for war finance". Again, the communal sense for monetary gain was themes of the 19th annual meeting of the Massachusetts Agricultural Fairs Association in Worcester April 22.

MURPHY NIXED — Publicists' pleas to have George Murphy's Los Gatos Rhythm quintet present at the dedication of the Sun set on June 13 were rejected by the chief manager of the Kansas Free Fair, Topeka, as excess of $500,000 was an expenditure equal to what California's famous Hollywood Bowl project transformed grounds of the Exposition, had passed the halfway mark. Canada Exhibition, Ottawa, Ont., August 6-22, for a 16-day run to largest attendance ever. Alfalfa stover, 105,000, was killed when his parachute failed to open. This is a good spot and is money maker. Chicago, and 'bought a 7 per cent increase in admission over opening day Friday.

WORLD'S FAIR remains the 700-foot grand stand was constructed on Western Canada's Central Canada Exhibition, Ottawa, Ont., Aug- uste 6-22, for a 16-day run to largest attendance ever. Alfalfa stover, 105,000, was killed when his parachute failed to open. This is a good spot and is money maker. Chicago, and 'bought a 7 per cent increase in admission over opening day Friday.

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FAIR MEETINGS

Indianapolis County and District Fairs, January 3 and 4, Clay Center, Clark county, Franklin.

Western Canada Fairs, January 4-6, Hotel Schroeder, Milwaukee, Wis.

Western Kansas State Board of Directors, January 5-7, Palace Hotel, San Francisco, Calif.

National Organization of Kansas Fairs, January 10 and 11, Hotel Jayhawk, Topeka, Kansas. (See AGRICULTURAL on page 112)

Valley Fairs

Cornhusker Association of Managers, January 11 and 12, Dealers'-Wallack Hotel, Columbus, Ohio. (See AGRICULTURAL on page 112)


Midwest Exhibition of Agricultural Fairs, January 17 and 18, Pembina Exhibition Hotel, Fort Garry, Man. President, J. M. H. McKee, secretary, Winnipeg, Man.


Texas Association of Fairs, February 1 and 2, R. H. Nichols Hotel, Richmond. President, C. H. Stoddard, secretary, Richmond.

Pennsylvania State Association of Agricultural Fairs, January 27 and 28, Adolphus Hotel, Dallas, O. L. Powell, secretary, Denison.

Illinois Association of Agricultural Fairs, February 1 and 2, Nicholas Hotel, Springfield. E. E. Irwin, president, F. P. Herd.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. A. C. McCoy, president. Oliver B. White, secretary.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Henry, president, 135 State Street, Albany.

Ohio Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. G. Carroll, president, and elected C. M. McCormick, vice-president, G. P. Stewart, secretary, Columbus.

Fair Meetings

National Shoemakers' Association

/pro/\ National Shoemakers' Association

An Organization by and for Shoemakers and Allied Fields.

BEVONENTIAL PROTECTIVE SOCIAL

Hospitalization and Cemetery Fund

Dues $10

Initiation $10

Sixth Floor, Palace Theater Bldg., 1564 Broadway

New York City

WASHINGTON, D.C.

December 31, 1938

FRANK WORTH PHIL osophies

Head of Booking Association Writes on Attractions and Dictatorships

A GOOD deal of our supposed health

is imaginary. As a matter of fact,

our health has never been worse,

nor will it ever be better, because

they will be commercialized, social or physical, or any way you like it.

It would be a wonderful thing if we could change the whole world,

so that all men will be delivered

as they are responsible for much dis-

and then watch the pendulum of emo-

It is between the two extreme

emotional swings-both in bookings and in

There are times when all of us feel

ized with the ego of self-importance,

tion swing us to the lowest depths of

And what does the future hold?

This is why it is necessary to be

Better for Artists

And what does the future hold?

one but yourself to dictate the terms you

We are able to open a fair, park or

Looking ahead into 1939, BAE sees

in the United States and some foreign

important stimulus to business in 1939.

The foreign demand outlook for 1939

The manager will strike a new high

There are times when all of us feel

looking at the long run. If the demand

There is no doubt that farm earnings

We are able to open a fair, park or

What more can we do for the

it is expected, it seems probable that the

The demand for farm products, that

Non-commercial income expected to average "sub-

In the demand for farm products, that

Farmers' cash income from marketings

Farmers' cash income from marketings

If the weather is favorable and the market

Farmers' cash income from marketings

In the demand for farm products, that

Non-commercial income expected to average "sub-

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BETTER for Artists

One of the best things that is happen-

MOUNT. VERNON, O. - President,

JOSEPHINE Dods.

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Cornhusker Association of Managers, January 11 and 12, Dealers'-Wallack Hotel, Columbus, Ohio. (See AGRICULTURAL on page 112)


Midwest Exhibition of Agricultural Fairs, January 17 and 18, Pembina Exhibition Hotel, Fort Garry, Man. President, J. M. H. McKee, secretary, Winnipeg, Man.


Texas Association of Fairs, February 1 and 2, R. H. Nichols Hotel, Richmond. President, C. H. Stoddard, secretary, Richmond.

Pennsylvania State Association of Agricultural Fairs, January 27 and 28, Adolphus Hotel, Dallas, O. L. Powell, secretary, Denison.

Illinois Association of Agricultural Fairs, February 1 and 2, Nicholas Hotel, Springfield. E. E. Irwin, president, F. P. Herd.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. A. C. McCoy, president. Oliver B. White, secretary.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Henry, president, 135 State Street, Albany.

Ohio Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. G. Carroll, president, and elected C. M. McCormick, vice-president, G. P. Stewart, secretary, Columbus.

Looking ahead into 1939, BAE sees

The demand for farm products, that

Farmers' cash income from marketings

Farmers' cash income from marketings

In the demand for farm products, that

Non-commercial income expected to average "sub-

Non-commercial income expected to average "sub-

Non-commercial income expected to average "sub-

BETTER for Artists

One of the best things that is happen-

MOUNT. VERNON, O. - President,

JOSEPHINE Dods.
**Holiday Greetings**

**3 of the World's Highest Aerial Acts**

**TEETER SISTERS** The Original Hollywood Thrill Girls

**VIRGINIA SENIOR** The One and Only SKY-HIGH GIRL

**SENSATIONAL HIGH POLE AERIALIST**

**SENORRETA**

Under Exclusive Contract With
**GUS SUN BOOKING AGENCY**

Regent Theatre, Springfield, Ohio

**YESTERDAY AND TODAY SALUTE TOMORROW**

A Story of the World's Progress

SEE PAGES 10 AND 11

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**CHRISTMAS GREETINGS**

**RUTLAND, VERMONT, STATE FAIR**

**WILL L. DAVIS**

President and Treasurer

---

**CONSOLIDATED AMUSEMENT ENTERPRISES**

"Buster of World-Famous Attractions"

**FLEMING BLDG., Suite 517-19-19,**

**DE SMOINES, IOWA**

**NEW CANADA CIRCUIT**—Formation of new amusement circuit due to the new Canadian Midwest Fairs Association, was organized by the exhibitions in Lethbridge, Medicine Hat, Moose Jaw, Prince Albert, and Yorkton, Ont.

**TEXAS JUBILEE BIG**—Texas State Fair's Golden Jubilee Celebration in Dallas, October 8-23, culled up attendance of 941,593, fifth largest in the fair’s history.

**O. G. & AFA SIGN—Golden Gate International Exposition and the American Federation of Artists signed a contract for all union labor.

**EXPLOITATION FUN ZONE**—Golden Gate International Exposition began laying out the Gayway, its fun zone. Harry C. Baker, president of the National Association of Amusement Parks, Pools and Theatres, announced forthcoming expenditure of $200,000.

**NEW YORK CITY VILLAGE**—Messmore & Danon, with George Jenson publicity director, signed to operate the New York Village at the 1939 World's Fair.

**PUBLICITY DIRECTORS' ORG.**—Florida publicity directors, intense upon elevating the general ethics of their profession, organized the Florida Association of Publicity Directors in Tampa.

**WEATHER SITES S. W. SPOT**—The 33rd annual South Texas State Fair, opened October 16, was off 26 per cent due to seven days of bad weather. American Royos's midway business was up 75 per cent.

**LITTLE ROCK DEPET**—First annual exhibition and rodeo of Arkansas Livestock Show Association had a deficit, and rodeo initial expense was heavy.

**FAWN GROVE Fair,** Pa.—Marvin E. Webb was elected president of Fawn Grove Improvement Association, operated by Fawn Grove Fair, to succeed A. H. Mor- ro, who served two years.

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**Fair Grounds**

**CALGARY, Alta.**—Additions to barns on Calgary Exhibition grounds are expected to be completed by January 15. Alterations and improvements, financed from $156,000 borrowed by the city under the provincial improvements assistance act.

**HARRODSBURG, Ky.**—For the sixth year F. H. Bee Shows were contracted and will produce a big Agricultural Fair and Horse Show here, reports President E. Buford VanArsdale.

**MURFREESBORO, Tenn.**—Mid-State Colored Fair here has been organized, has asked the Legislature for a $2,000 bond for improvements and general expenses, reports J. R. Patterson, secretary.

**LONGVIEW, Tex.**—Marvin D. Aber- nagy, former manager of Gregg County Fair and past president of Texas Asso- ance, has been elected manager of Gregg County Fair and Horse Show here, said Manager S. R. Mor- rison, secretary to succeed Myron Lyman, de- installation enlarged its in Como, also ined exhibitions in 1939.

**WADENA, Minn.**—At the annual board meeting of Wadena County Fair Wednesday, December 15 Secretary Murray Whitney reported a loss of $353, receipts totaling $4,963. A DeWaldo program was grand-stand entertainment, and many acquisitions being announced this week.

**NORDWICH, N. Y.**—Altho Norwich Fair will be off this year, Mayor Frank Zuber announced he will bankroll the 1939 fair again. Chamness Agricultural Society, sponsor, named an executive committee, Capt. Daniel Fox, Mayor Zuber, J. O. Sizemore, H. C. Litchfield, and Willard Mrk.

**SENATORIA, Miss.**—Profit of about $19,000 has been realized by Panola-Tate State Fair, said Secretary G. E. Hightower, treasurer. Proceeds from a fair and horse show last week were used to expand exhibits in 1939. The associa- tion now plans to erect a new building on approximately 25 acres of land, which was purchased for $1,600.

**LOWVILLE, N. Y.**—At the 1939 Lewis County in Lowville, N. Y., a $2,000,000 bond was issued to finance buildings and improvements on Rusk County Fair grounds which were opened with a $10,000 expenditure last year. Section T (lower end of the amuse- ment zone) remains unsold, although it is understood by less than six applicants are still negotiating for big thrill attractions. More new improvements for 1939, said Secretary W. L. Webber.

**CUMBERLAND, Md.**—According to reports, however, next week will be one of its quiet spells—no new midway attractions, no new rides. Treasury was paid, it was reported at the annual board meeting here on December 15, President E. L. Ross Jordan, to be held in the Hotel Ionia, Mich., October 18.

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**HARRY B. KELLEY,** who has long been active in Mid-State Fair and Horse Show and for the State Fair, Detroit, was re-elected secretary of Hillsdale County Fair, which has made improve- ments during his years in the office. He stated his annual report. Proceeds from a fair and horse show last week were used to expand exhibits in 1939. The associa- tion now plans to erect a new building on approximately 25 acres of land, which was purchased for $1,600.

**MACON, Ga., Dec. 24.**—Annual meel of American Association of Fairs of Georgia has been tentatively set for January 12, said Secretary E. A. McKenzie, who attended the meeting here. Ed G. Jacobs, president of Georgia State Fair, and Secretary and Treasurer, said that since it was organized nearly 20 years ago, has increased approximately 36,000 in Vineville avenue. He has been in failing health several months.

**N. Y. WORLD’S FAIR**

**(Continued from page 15)**

odtal statements that the New York fair will keep the lid on nudity, etc., according to the New York Field's statement. That's "it," you ask, when an article in a movie magazine. (Cont. below)

**Section T (lower end of the amuse- ment zone) remains unsold, although it is understood that six less than six applicants are still negotiating for big thrill attractions. More new improvements for 1939, said Secretary W. L. Webber.

Concessors generally "in the know" are persistent in their belief that the combined fireworks, water- sound and electric display will be the highlight of the fair. Board of design is working out details of show and will offer preview for a time to time early next spring. More to see at least 152,000 more, will be present at a floating island in Fountain Lake nightly at 10 p.m. Exhibits close at this time and the lake show should be of tremendous interest to the general public. Amusements, of course, remain open until 2 a.m.

The concession department hit another one of its quiet spells—no new midway acquisitions being announced this week. According to reports, however, next week will see at least 152,000 more, will be present at a floating island in Fountain Lake nightly at 10 p.m. Exhibits close at this time and the lake show should be of tremendous interest to the general public. Amusements, of course, remain open until 2 a.m.

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**NEW A. C. FETE SET**

**Novel Pageant In Midseason**

Hamid's M-D. Pier to be scene—will tie in with New York World's Fair

ATLANTIC CITY, Dec. 24.—This resort will have a midsummer beauty festival and pageant in 1939 with a nation-wide beauty contest, returning to its old home and run on an amateur basis in a special tie-up with the New York World's Fair. Nationally known show people will be among sponsors, judges and directors. Announcement to this effect was made this week by George M. Hamid, New York impresario with Hamid's Million-Dollar Pier, following a meeting of the pier organization at the Hotel Dennis. Councilman Clarence Grossman, Philadelphia, owner of the pier property, said the idea would build summer business.

Authorization for the World's Fair tie-in was made by Hamid before his visit here and after conferences with Fair President Grover Whalen. Winners and runners-up of contests of the festival, which will also include a gigantic bathtime beauty pageant, will appear in special events at the World's Fair.

Hamid, who was re-elected president of the American Recreational Equipment Association at its annual meeting in Chicago on November 27, said the association would take active participation in the World's Fair. There will be parades, special events, tie-ups with large cities and a program of major attractions, all together with one of the largest publicity and advertising programs ever put on by a New York World's Fair Million-Dollar Pier's big Ballroom of States will be scene of main events.

"There is plenty of room for another big national event on the same program of the resort and we are going to put on what we hope will be the biggest of its kind at any time in the world," Hamid said.

"The resort, besides having the equipment for attracting his share of the multitudes of dollars' worth of valuable publicity, is in the heart of the World's Fair in New York." 

**VIEW OF BROAD RIPPLE PARK, INDIANAPOLIS, where President and General Manager W. A. McCurry of Broad Ripple Park Corp., owner and operator, is in charge of a big building scheme for a program of events that will be embracing addition of some new rides and games. What is called the country's largest amusement center and famous for being beautiful and caroused of send are being shipped in for the bathing beach.”

**Big Resort Hostelry Burns**

SCHROON LAKE, N. Y., Dec. 24.—Fire of undetermined origin early on December 18 destroyed the 24-year-old Lefeld House at this adirondack resort. It was one of the largest summer resort hotels in the north and the loss is set at $75,000. It was patronized by the public and the former owner-rental was owned by Albert L. Emerson, Warrensburg, and for several years until he transferred to and operated by John G. Osler, Miami, Fla. The hotel was closed for the season early in September and Osler had planned to reopen it early in July.

**Jersey Corp. Is Preparing**

ASBURY PARK, N. J., Dec. 24.—In view of an anticipated influx of visitors from the 1939 New York World's Fair, Louis L. Levinson, president of the newly organized Central Amusement Corp., which owns and operates the Jersey Shore Palace, said the organization is preparing for a banner season. Funhouse, Ghost Ride and other attractions are to have changes and improvements. It is declared that it will be necessary for amusement operators to work hard and "not sit back and expect the fair to shower them with riches." This season recently received its 50th anniversary. One of the major attractions is a 80-foot Ferris Wheel. In the amusement center are more than 100 pin games, other coin- operated devices and a de luxe shooting gallery.

**A CONTEST to determine the leading outdoor performers is expected in the general outdoor section and "Who Is Your Favorite Outdoor Performer?" Read it and then send for your ballot.**

**Faith in NAAPPB Risk Plan Is Justified, Report of Committee**

Report of the public liability insurance plan of the National Association of Amusement Parks, Pools and Beaches has been made by the 25th annual convention in the Hotel Sherman, Chicago, November 26-December 1.

The NAAPPB is pleased to report at the conclusion of the third year under our public liability insurance plan with the Associated Indemnity Corp., that the arrangement has again operated successfully during 1938.

The premium volume was lightly diminished as compared with 1937, which was largely due to reduced gross receipt of our members and consequent smaller premiums.

Claims incurred by the company, as shown by the incomplete experience records for the year, were enough to allow application of the profit participation schedule. However, as cases for reserves are now carried are settled, your committee feels that dividends may yet be earned for those years.

The same arrangement will apply for 1939. All members of the association will share 50 per cent on all insurance paid for over $500 per member, 25 per cent on all insurance paid for over $250 per member, and 10 per cent less than the rates offered by other companies. The 25 per cent additional interest will not be paid for any reserve; the 10 per cent will become non-assessable at the end of the policy and the elimination of the 25 per cent rate will result in dividend being returned to the members.

We recommend the above arrangement to our members.

**Take Your Coat Off!**


to Go Work?**

An Inventory of

By CY BOND

Dodge Corporation

I have often wondered what it is that makes some men successful and others a failure when both seem to have the same amount of ability. One always gets ahead and does things while the other just gets by.

I have a short while ago I was traveling across country and was listening to a radio program. The ground was being bought for the construction of a world building at Bucknell University. Professor Wriggin was making an address. The speech was a most interesting one. What made the man who spoke the speech successful was an ability to make constructive suggestions for the improvement and advancement of his country. Those in the lower brackets had little or nothing to say. If you quoted it on the next page you might get a great reservation. The men that go into business today are those who are capable of expressing themselves.

I thought how trite this is in the outdoor amusement world, and I only have to look about us to see those who succeeded. It is just these men who are continually planning new and novel attractions that will entertain and please people. A public is what is needed, or, if you prefer, great reservations. The men that go into business today are those who are capable of expressing themselves.

**Archives W. Colyer, more de- tails of whose death on December 18 are expected to be given in to- morrow, as general manager of River- iside attractions, which has been in amusement park business 25 years, Park employees, Ed. Evans, Sam Woolbright, Al Steller, William Jorgg, Leonard Simmons and Ford Carabadian, were pallbearers. He had designed a novel Christmas card of his devices appearing enough to attract the public. The board of directors are the ones who must be a reason, for some of us know, who is going to make the appeal that appeals to both young and old more than a thrill- ing ride.**

**On Mechanized Play**

People never really grow old and the thrill of their lives is to roll that barrel to the grave. Ask any aged persons if they feel old and see what they say. If they say they do, then they have something like this, "I never felt younger, and I hope I never do." They have not grown old in our desire to play. To want to grow older is to grow old in the sense we eat and we breathe, we live, we walk, and do all the things that we have been all our lives. We want our play modernized according to the times. Give your feters and see how the newest streamlined automobile and I guarantee that you will be a success.

Just for the moment let us see what mechanized play is. The reason the Carousel was built as a miniature. (See TAKE YOUR COAT Off on page 111)
December 31, 1938

PARKS-RESORTS-POOLS

The Billboard

109

The Pool Whirl

By NAT A. TOLH

(Please see page 109-110, for story)

Admission

December 31, 1938

PARKS-RESORTS-POOLS

The Billboard

109

The Pool Whirl

By NAT A. TOLH

(Please see page 109-110, for story)

Admission

December 31, 1938
WHILE amusement park business in the past has been notorious for spotty financial returns in almost any given season, that of 1938 was near as nearly all seasons felt it. The general falling off in receipts varied as to locations, of course, but those who could report a profit or indeed an increase in business were conspicuous by their absence. Surveys indicate that estimated drops in revenue ran anywhere from 25 to 75 per cent over the previous year or better per cent instead of the earlier anticipated 25 to 50 per cent. The past year there was a reversal of conditions of 1937. The year 1938 opened were poor because of economic conditions and persistently bad weather, the latter having a telling effect upon attendance. Stress of the time is that the opening closing of weeks in the Northeastern States. In 1938 was curtailed public spending years previous.

Little better than that of 1936, which, materialize and what had apparently all instances were much stronger than probably fared better than spots in any previous.

Many lessons have so inclined.

Amusement Parks, Pools and Beaches.

Baker, New York, told the National Association of Amusement Parks, Pools and Beaches, in Hotel Sherman, Chicago, was held unprecedented in the 20th annual convention in Chicago. "Plain and inclement weather" is a truism, on which all door showmen, played a predominant part. General economic conditions and proved to be an impervious front for few years back yet feared prevalent, with subsequent talk, the showmen have been pessimistically, because showmen are not so inclined. It is facing the general skepticism with a challenge that can be said and will again be our friend. I speak of the showmen, who can rally our ambitions and start out anew. During the past year I have received thousands of miles and talked with main fellow operators of amusement parks, pools, and beaches, who have been learned by them that have been and will be the part.

Final Events of the Season

That operators were ready for a big season was evidenced in much overlapping, which will stand them in good stead the next. It is being realized that even the probably fared better than spots in any one other section of the country, the crowd, during the season have been strong and concessioners reported increased taken over the past summer.

Rests in the East, South and Middle West which emerged with a greater degree of success than some others were those where managers and staffs were active in promotional work and where exploitation took roots new to their territories. Presentation of thrill aerial and other utilizing acts, with bold, artful are selected, often better than in any other one section of the country. This shows of which we are justly proud.

Among these spots can be enumerated Ocean View, Va.; Forest Park, Hanover, Pa.; North Beach, Stratford, Conn.; Welcome Park, Mechanicsburg, Pa.; Palisades (N. J.), Edgewater Park, New Jersey; Belmont Park, Cartierville, Ill.; DeFuniak Springs, Fla.; Coney Island, N. Y.; and Kentucky furloughs for July 4, 1938.

EASTERN DEBUTS OKEH - Average favorable openings in Eastern parks gave promise of a successful season for 1939. On this basis, NAAPPB.

FAIR BOARD COMES THRU - Supp.

TICKET SERIES FOR 1939 - The 19th annual convention of NAAPPB was set for Flagler street, Miami, Fla., and will be put to the fullest use."

The eyes of parkmen will be on the National Association of Amusement Parks, Pools and Beaches, in Chicago, Illinois, and many other agencies, in Atlantic City. The above was announced by Carl J. Sedlmayr and Emergy Duncan, co-chairmen of the new Atlantic Amusement Association.

PINDS FOR LANDMARK - Fairmount Park, Kansas City, Mo., passed on Feb-ruary 6, when workmen for a real estate development project met and adopted an ordinance, in favor of a proposed landlady and operator. The park, which was given Emil Peduto for a amusement pier on Bridge Island, next to Ab-ington, on which is situated Atlantic City.
With the Zoos

PARKS-RESORTS-POOLS

December 31, 1938

Parks Resort-Pool

With Fort Worth.

Ester—The Zoolander Hamil-

tonHitone, Forest Pool Zoo here, and

residents, have a series of swaps, some

been recently added. The zoo is ready for

10 big fraternal organizations in your

Classify your promotions as follows—

the entire take of 1937.

DALLAS—Marsalis Pool will have

a special program for each one, make

a new and better job of it. I can tell you

with its place in a glass cage in the make-

zoo.

Baker in New York, and say, "Please send

the new method. They unfor-

tioners' association of those who will op-

tion at the fair. They are going to use a

tion, will be given better shows.

again the season, Labor Day, ex-

new and better job of it. I can tell you

with its place in a glass cage in the make-

zoo.

Baker in New York, and say, "Please send

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tion, will be given better shows.

and industrialists like them if they

them click.

So you want to make good. Just take

your cost off and go to work.

RECREATIONAL—

(Continued from page 109)

several months to get ready for

it a little further.

There are plenty of ways to get a crowd

the most desirable for profits.

We all will agree that large crowds are

necessary to be heard.

There are at least

said. However, it is a very

natural, but it takes a little foot and

We have now the four-abreast jumping

by hand.

These first machines were turned around

to be heard.

So far I have not advised the spend-

acrances to be heard.

For outdoor construction, but a mild

portion to the new method. They unfor-

sioners' association of those who will op-

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your cost off and go to work.

HARD OHIO SEASON—Majority of

stations is still free, and unex-

edness and a previous offspring, were

Keeper Fred Chatten

bear, Henry, from Dallas Zoo. Numerous

keepers Walter Carlton, Dallas Zoo,

said. In the year 1938 and 1939, the pool

zoo.

To buy. Why? Because new and better

admitting licensees and others for the breed-

Zookeeper Walter Carlton, Dallas Zoo,

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zoo.
Muncey, floormen; Grace Flathau, ward. Plans to start skate-dance classes after paper. Having good business.

Mich., opened in November and has been new Skateland Roller Rink, Saginaw, appropriate distance to satisfy the ruling of the county commissioners.

Mr. and Mrs. Fred E. Leiser was celebrated on December 1. The Billboard reports Walter E. Sutphen. Rink was open yesterday in connection with the recent Dwight Long exhibitionists, who recently completed a tour of the county commissioners.

John Davidson, more than 40 years ago a pro roller and ice-figure skater, died in King County Hospital, Brooklyn, October 31. The increase in the demand for farm products has been greater than in 1938, with higher prices for beef and dairy products and vegetables. The season is in its last few weeks and the demand for farm products is expected to increase.

The Billboard reports Walter E. Sutphen. Rink was open yesterday in connection with the recent Dwight Long exhibitionists, who recently completed a tour of the county commissioners.

Interest in roller skating is increasing about 400 per cent during the last two months. The increase in the demand for farm products is expected to increase.

If you plan to start skate-dance classes after paper. Having good business.

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Interest in roller skating is increasing about 400 per cent during the last two months. The increase in the demand for farm products is expected to increase.
Carnivals Not Under New Act, Opinion of ACA Counsel Cohen

Missouri City, Mo., Dec. 24.—That carnivals do not come within the term "interstate commerce" and therefore the new federal wage and hour law does not apply to them is the gist of an opinion by General Counsel Max Cohen, American Carnival Association, Inc., Rochester, N. Y.

He has sent to The Billboard a copy of a letter and copy of a report that he will submit to the committee appointed by President John W. Wilson at the recent fifth annual meeting in Chicago. The committee is to make a study of the status of the industry as to whether it is affected by the new law.

'It should be borne in mind that our conclusion may or may not meet the approval of others interested in a determination of this question," said General Counsel Cohen.

As a result of the ruling by the bureau on the basis of which the organization on a ticket which had no opposition, reports Helen B. Heston Smith. Other officers for whom Secretary Elizabeth Yeargin was instructed to cast a unanimous vote were Ruth Ann Levin, first vice-president; Pearl Vantass, second vice-president; Peter Landes, third vice-president; Elizabeth Reynolds, secretary, and Graham Smith, treasurer.

New names added to the board of directors were those of Myrtle Duncan, Lois Boshart, and Mrs. D. W. Parker, Jesse Kline, Hattie Howk (See V. KLINE HEADS on page 126).

KANSAS CITY, Mo., Dec. 24.—Annual election of officers of the Ladies Auxiliary, Heart of America Showmen's Club, here on December 16 saw Mrs. Abner K. (Virginia) Kline assume presidency of the organization on a ticket which had no opposition, reports Helen B. Heston Smith. Other officers for whom Secretary Elizabeth Yeargin was instructed to cast a unanimous vote were Ruth Ann Levin, first vice-president; Pearl Vantass, second vice-president; Peter Landes, third vice-president; Elizabeth Reynolds, secretary, and Graham Smith, treasurer.

New names added to the board of directors were those of Myrtle Duncan, Lois Boshart, and Mrs. D. W. Parker, Jesse Kline, Hattie Howk (See V. KLINE HEADS on page 126).
Some Increase at Fairs

Industrial conditions so affected early spending, together with adverse weather, that shows sometimes took a tumble under the figures for 1937. Reports on still date indicate that the inside take had been off from 10 to 50 per cent from that of 1937. But in many instances, they did pay the dividends. On the whole, it did in a great measure serve to see them thru a period so tough that many executives and managers of motorized shows that had earned a reputation with them practically all the way down. The carnival field never before had been closed so long and no such heavy and many executives have declared that in the long run they will profit mightily from this peremptory suspension of the past season.

While it could not be expected that the results of this policy is satisfactory to a number of them, it is a policy that is being followed by a number of them.

CARNIVALS' LAD UP AT RINISI

The early season was with them practically all the way down. It is a policy that is being followed by a number of them.

In this policy is satisfactory to a number of them.

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league of america seems definitely assured.

P. T. OKELES CARNIVAL - Parent-teach- er Association, Kansas City, Kan., spon- sored J. L. Landes Shows. About 35,000 in attendance during the two-day stand. 

LIVE DEATH - Hugh Lowe, 48, for the past 15 years a carnival showman, died May 10, in Paris, Ill.

CARNIVALS WIN IN K. C. - Parent- Teacher Association and veterans' organi- zation of Kansas City, Mo., joint forces and held obtaining license to enable carnival to play the city without paying the $100 assessment.

WHITE JOINS B. G. - Walter A. White, of Quincy, Ill., returned to carnival business week of June 20, when he joined Beckmann & Gerety staff.

AMERICAN UNITED FLOODED - American United Shows, while appearing at seven circuses, for a week which ended June 25, were marooned on the lot Gaston, which was covered with about five feet of water.

GREAT WILNO INJURED - Great Wil- no, human cannon ball, free attraction with Eddy Bros.' Shows, suffered a dis- located shoulder night of July 4 when he miscalculated his landing as he was hurled over a Ferris Wheel.

McLEOD INJURED - C. McLeod, agent for Rubin & Cherry Exposition, was seriously injured in an auto accident.

RICKS KILLED - Mrs. and Mrs. Clark B. Rice, of Bemidji, Minn., and their niece, Leila Pfitzinger, of St. Paul, all members of Son's Liberty Shows, were killed when their truck was struck by a train near Watertown, Wis.

DORMAN JOINS CLYDE SHOWS - George F. Dorman joined Clyde's United Carnival week of July 24 with his Big George F. Dorman joined Clyde's United Shows, and his aid, Bernard Abadie, were killed in an auto accident near Bangor, Me.

TOURNO ADTH Thomas shows - Art E. Johnson's unit suffered heavy losses in Valhalla, Minn., July 9 when a tornado blew down every top on the lot. 

MCBOD INJURED - C. A. McLeod, agent for Rubin & Cherry Shows, was seriously injured in an auto accident June 25.

RICKS KILLED - Mr. and Mrs. Clark B. Rice, of Bemidji, Minn., and their niece, Leila Pfitzinger, of St. Paul, all members of Son's Liberty Shows, were killed when their truck was struck by a train near Watertown, Wis.

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TEACHERS' CONCESSIONS BURN - Fire which started in Mrs. Edward Kanthe's concession on the Worldof Mirth Shows, and spread to adjoining booths and did con- siderable damage both the Blockette (Calif.) Fire Department could respond.

CARNIVAL DRIVER KILLED - John D. Docen, operator of the freak animal show, his aid, and his chief of Mirth Shows, and his aid, Bernard Abadie, were killed in an accident near Bangor, Me.

WINTER QUARTERS ADDRESS: 819 N. E. 89th St., Winter Quarters, Des Moines, Iowa.

GRUBER GOES TO MIDWAY - Gruberg's World's Exposition Shows took a daring step when they played Alexandria, Va., which has an excellent license.

ELKINS-COROL MARIED - Isabel El- kins, of Chicago, and A. R. (Red) Cohen, of the Conklin Shows, were given a party August 25 in the King Edward Hotel, Toronto, in celebration of their mar- riage.

UNION DRIVE - An intensive drive to en- courage carnivals to join the organization of Actors.

BACUE QUIT B. G. - Walter Hale, press agent with Beckmann & Gerety Shows, left the show September 4 as it was making its bow at Nebraska State Fair.

CARNIVALS MERGE - Royal Ameri- can, Beckmann & Gerety and Rubin & Cherry Exposition Shows merged Sept- ember 16 into the Amusement Corp. of America. Carl J. Sedlin was named president.

R. F. G. ROSS-HIGH - A gross greater than its midway contributed to the New York State Fair, Syracuse, in the last two years combined was recorded by Rubin & Cherry Exposition at the fair which closed September 17.

MISS TAX RULING - An attempt to force the payment by carnivals of privi- lege taxes when playing county fairs in Mississippi was overruled by Attorney- General Creek L. Rice, Jackson.

BENNET-JAMBOREE ON C. & W. - Harold O. Hoffman, former owner of Great America, New Jersey, named the Cetlin & Wilson benefit show at the New Jersey State Fair, at which he was re-engaged as manager, was named the National Showmen's Association.

BOOKER BOWS TO CUPID - Bob Becker, secretary-treasurer of Miler- brand's United Shows, was married to Madam of Grants Pass, Ore., when the show played there.

ROBBED OF $800 F. W. Warner, opera- tor of the Mickey Mouse Shows, had John R. Ward, his booker, robbed of $500 at Paris, Texas.

LIVE WIRE KILL TWO - Earl White, chief electrician with the Benning Shows, was killed September 26 when he contacted a 2,300-volt wire in the show's transformer truck. Charles Alvin Roberts, of Rubin & Cherry Show, was electrocuted September 26.

ONE KILLED, NINE HURT - Earl Breon, employee of White City Shows, was killed and nine other members of the organization were injured October 3 when the light truck and office bus in which they were riding slipped off the road near Bear Valley, Calif.

KELLEY SIGNS - L. Clifton Kelley, who closed as general agent of Good- man Wonder Shows October, was signed with the Amusement Corp. of America for 1939.

BASKET FUND NETS $1,250 - World of Mirth Shows, a national Shows, was launched with a benefit show at the New Jersey State Fair, at which it was named the National Showmen's Association.

CONKLIN RE-ENGAGED - Manage- ment of Canadian National Exhibition re-engaged J. W. (Patty) Conklin to continue and direct big grandstand and amusement area, Preliminary, for 1939.

RAS DENY DEATH - Hugh Lowe, 48, for the past 15 years a carnival showman, died May 10, in Paris, Ill.

SEND ORDERS NOW TO W. C. KAUS SHOWS, INC., 193 PASSAIC ST., CARFIELD, N. J. 

SEASON'S GREETINGS TO ALL FROM B. & V. SHOWS

W. C. KAUS SHOWS, INC.

N. C.

The Billboard

Happy New Year

To All of My Friends Here, There and Everywhere
Midway Confab

By THE MIXER
Communications to 25-27 Odessa Place, Cincinnati, O.

“NEXT year’s the big one!”

REPORTS: Passing of Joseph Oliver Florey in New Orleans.
No, Clarice, jingle bells have nothing to do with jingle boards.
E. V. ABENREY letters from Pittsburgh that he and his wife will return to the road again in 1939.
IT may take a test case to finally clear up the wage and hour law situation.
F. C. FRANKLIN, confined in Fletcher (Okla.) Hospital for some time, is reported to be well on the road to recovery.
That carnival that gave its route listing as Maniac, Ga., didn’t state when it was playing under.
A LITTLE gaming can be more reasonably classified than things with Rich as a background.

THEY ARE POPULAR sites of the widely known owners of the Fairly & Little Shows, photographed on the “lot” during the past season, are Mr. and Mrs. John F. Little and Mr. and Mrs. Phil C. Little.

FATIMA AND ALONZO CARBEJO are shown in front of their easy chair residence in Dan Anson, which they built recently after a successful season with the Anderson-Carbejo Shows, both are very happy over the fact that Alonzo has regained his sight after being blind almost all of last winter.

To All Our Friends:
A Merry Christmas and A New Year

USA TENTS & AWNING CO.
653 W. Second St., Ottumwa, Iowa

USED TENTS
48x106-40x60-25x50
We Specialize in Roller Skating Tops.

For a BETTER 1939

ELI BRIDGE COMPANY
200 E. 17th St., Indianapolis, Ind.

120 Pages, 2 Sets Numbers, Clearing and Polishing Crystals, Ouija Boards, Planchettes, Etc.

No. 1, 34-Page, Gold and Silver Covers. Each $1.00

MENTAL TELEPATHY, Booklet, Forecast and Analysis, 9-p., Fancy Covers, Each $0.25

Gazing Cards, 35c.

Cards, 35c.

Paper Covers, Good Quality Paper. Sample $0.15

Beautifully illustrated, Polythene Binding.

Instant delivery.

CHILDREN’S CATALOGUE

PARK SPECIAL WHEELS

Full line of Aluminum Ware, Canes, Gom, Aluminum Wire, Cans, etc.

124-126 W. Lake St., Chicago, Ill.

NEW DREAM BOOK

120 Pages, 30 illustrations, Incl. 1200 Dreams. Drawn in Heavy Gold Print Paper. Surprisingly Good Quality. Binding, 10c. 18x15


PACIFIC 78 EGYPTIAN T. F. CARDE, Annette All Questions, Luck Numbers, Tarot Cards, $5.00

UNIVERSAL, 60 Rupee Cards, $5.00

MENTAL TELEPATHY, 21 Pages, Each 25c.

Pittman's Guide to Your Customers Under Your Name, Rate & Frequency, 25c.

Our taste or color do not affect in any sensibility.

SIMMONS & CO.
19 West Jackson Blvd., Chicago, Ill., are leading dealers for Wholesale Season.

BURDA PAPERS-SUPPLIES
1939-30 ASTRO DAILY, HOURLY FORECASTS 1.50, ASTRO WEEKLY FORECASTS 5.00, ASTRO MONTHLY FORECASTS 10.00, POSTER SIZE, $5.00, VICTOR, ESSEX, Guaranteed. 10x14, $5.00.

Buddha Shoppe, 827 E. 15th St., Columbus, Ohio.

NEILSON ENTERPRISES

The Billboard CARNIVALS
December 11, 1938

Buddy Burns, 815 E. 24th, Minneapolis, Minn., Red and White, 35c.

Albert Simms, 505 S. Alvarado, Los Angeles, Calif. Red and White, 50c.

HUBERT’S MUSEUM
269 W. 42nd St., NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF 1939

To the Reader: We carry in stock 12-15-20-24- and 30 number PITCH POT, $30.00.

We Specialize in Roller Skating Tops.

Ottumwa Tent & Awning Co.
653 W. Second St., Ottumwa, Iowa.

Sealed Envelope, 50c.

Available at:

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Available at:
CARNIVALS

December 31, 1938

THE Billboard

SEASON'S GREETINGS
to Customers --- Friends --- Showfolk Everywhere

EVELYN AIRCRAFT COMPANY

ABNER K. KLINE, Sales Manager
Salem, Oregon

Invest in the Time-Tested
TVL-A-WHRL

Flashy --- Reliable --- Money Getter

FARMS, ARMS AND TREES WRITE
SELLNER MFG. CO., Inc.
Faribault, Minn.

UNITED STATES TENT

S. T. JESSOP, Pres.
AND AWNING CO. GEO. JOHNSON, V. P.
OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS, DEAL WITH THE HOUSE "WITH AND FOR YOU."

SUNSET AMUSEMENT COMPANY

Extends Holiday Greetings To All Showfolk

8 RIDES
LEGAL CONCESSIONS
8 SHOWS

RESIDENT ALL OUR FRIENDS

BULLOCK AMUSEMENT CO.

extends Season's Greetings to All

WINTER QUARTERS
SUMTER, C. T.
J. S. BULLOCK, Gen. Mgr.
E. A. MURRAY, Gen. Agt.

SEASON'S GREETINGS TO ALL OUR FRIENDS
WANT IMMEDIATELY FOR SEASONS 1939 AND 1940, FRAUDS, ODITIES, WORKING ACTS AND TALKERS.

DICK BEST
ROYAL AMERICAN SHOWS

TOM RANKINE
RUBIN & CHERRY SHOWS

Address all communications care Royal American Shows, Tampa, Fla.

WE EXTEND SEASON'S GREETINGS TO ALL OUR FRIENDS' DICK'S PARAMOUNT SHOWS, Inc.

1939—NOW CONTRACTING FOR SEASON—1939
RIDES: Octopus, Chairplane, Kiddie Autos and U Drive It. Note: We have our own trucks.

SLEIGHT-OF-HAND AND MIRACLE SHOWS: Monkey Circus, Fun House, Motorodrome, Midget and Grind Shows with or without
CONCESSIONS: Codehouse, Penny Arcade, Grind Stores, no coupons.

Would like to hear from CHARLES BROOMAN, SIDE SHOW BELLEVUE, NEAL KRAMER AND BLOBBIE MACK.


NOTICE SHOW FOLKS
NOW IS THE TIME TO MARRY ONE OF OUR MULTITUDE OF FRIENDS IN THE SHOW BUSINESS. WE ARE USING THE WIDE CIRCULATION OF THE BILLBOARD TO WISH YOU ALL A
HAPPY NEW YEAR

CHAS. T. GOS
WITH: STANDARD CHEVROLET COMPANY --- EAST ST. LOUIS, ILL.
CARNIVALS

December 31, 1938

Season's Greetings

To Our Many Friends in the Fair and Outdoor Show World and Best Wishes for a Happy and Prosperous 1939

HENNIES BROS. SHOWS, INC.

"World's Largest and Newest Independent Shows"

Orville W. Hennies

Harry W. Hennies

DELUXE SHOWS OF AMERICA

SAMUEL E. PRELL, General Manager

Extends a Happy New Year

TO ALL ITS FRIENDS AND CONFIDENTLY LOOKS FORWARD TO

A Bigger and Better 1939

Now booking Shows, Rides, Concessions, etc., for next season, opening in April. Address communications to HEADQUARTERS, 36 GREEN ST., NEWARK, N. J.

Canada

Tenth Annual Tour

SIMS GREATER EXPOSITION SHOWS

Canada's Finest Midway

Now booking for the season of 1939, Shows of merit, that have something worthwhile to put on the inside. Will supply tents, banner line and wiring for same. Also want a few more legitimate Concessions that work for stock. Same will be helped by being charged a reasonable fee.

Write to

FRED W. SIMS
P. O. Box 85, Toronto, Ontario, Canada

Canada

Season's Greetings

To Our Friends Everywhere

Mr. and Mrs. J. C. MccAFFERY

THANKS to each and every member of the Showmen's League of America for the wonderful co-operation during 1938. Your many and various ideas will soon make our dream of "The Showmen's Old Age Home" a reality

J. C. McCAFFERY.

Merry Christmas and a Happy New Year

from

WORLD OF FUN SHOWS

Now Contracting for the Season 1939

RIDE ST: Can place Loop-o-Planes, Tilt-A-Whirls, Octopus or any Kiddie Rides. Or will buy them. State offer for same.

SHOWS: Have complete outfits for the following: Ten-in-One, Girl Shows, Minstrel Show, Indian Shows, Barn Shows, Concessions. Will book Shows with own Concessions, reasonable percentages.

CONCESSIONS: Any legitimate Concession that can work for ten cents, except Bingo and Pop Corn. Good opening for clean Cook House, privilege in tickets, Address all mail to

J. E. STEBLAR, 40 Colonial Road, Stamford, Conn.

man, with whose organization Strob- mather has been associated for six years.

A SCOTCHMAN and his wife walked from the county town to bed down with a heavy lunch basket. When they reached the grounds he considerably turned to her and said, "You'd better let me carry the basket now, Mary; we might get separated in the crowd." -

JINELLE BILLS. Two trusted troupers who had walked a highway all day stopped in a country town to bed down for the night. At 11 p.m. they discovered the railroad depot with the waiting-room door open, building a big fire with company coal, they stretched out on the easy chair, a comfortable snooze. Suddenly one awakened the other with, "I believe there's a Santa Claus here. Don't you hear sleigh bells approaching?" "Sleigh bells?" said the buddy quickly, "then there's Saram, quick; that's the burglar alarm. Someone's discovered us here!"

FRED W. SIMS, life member of Heart of America Showmen's Club, cards from an enjoyable trip to Mexico City he is writing. There are thousands of carnival folk here, and what a spot in which to cut Jack pots! It enters and gives a person the fever to get back into the game. Among these present are Bob Morron, Hamid-Morton Circus; my former boss of years ago, Carl J. Bednarz, Royal American Shows; Ike Paust; Harry (Curley) Berger, Puma, Haverhills, Ohio; Hot Springs, Ark., and Bill Britton and Charlie Camp, with Redd Stover, who has his performing ages working the North Miami Zoo to good busi- ness.

CELEBRATION manager to concessioner—"I want nothing but legitimate concessions and no waffs for Grind Shows complete. What is a true story.

DURING the illness and death of my friend, Mr. J. R. H. Flory, 51, in New Orleans on December 13 he was constantly attended by relatives and friends," writes Irish Jack Lynch. "He was given the best of care and passed peacefully away. Often said that when he faced the Orient he would try to do so with a smile on his face, and he altered Beside him was his wife, his son, Melvin, wife and baby, Joseph Oliver II, and other relatives and friends, including J. C. and Stella Mahan and other services, conducted by his old pal, Harry F. Stone, were largely attended by friends he had made while in New Orleans.

DURING these days, this fast age, we must book, build or organize shows that will please the present broad-minded populace, and one's idea of the midway of today. "The world has gone modern; we must keep ahead of the trend of the times and shows and equipment must be modernistic if we are to please our public."

But there is a world of difference between being "modernized" and "ostentatious.

E. C. MAY, special agent of the Mighty Sholesley Midway, writes that he has returned to quarters in Brownsville, Tex., after a enjoyable trip to Mexico City in the company of Mrs. May, J. C. Weir, Mr. Jack Balise as agent of Weir. But let G. tell it: "All agreed that we had a pleasant one. On our way to Mexico City we saw our first bullfight and then the Cardenas Carnival Co., located in the downtown district. It consisted of 20 riding devices and 40 concessions, all legitimate. Mr. Cardenas himself is an artist, and we hope to visit very much. On our way back we saw a small show at Monterey, Dijon, Texas, with Mr. Weir left for A. P. B. show in Corpus Christi, Ind., where he is street commissioner, for a Christmas show and holidays. He attended the Chicago meetings before visiting us.

In his own estimation he was the Solomon of the carnival world, as he stood in the center of a group of troupers, talking and mincing cigars and yelling in a crowded hotel lobby. "How do you know it all?" he asked me. We were both book keeping, and the connoisseurs were all, the showmen were amateurs—"you fellows are the ones that are doing it with it, for it or against it. A native itinerant of the trade, the main thing is, the guy ought to incorporate."

Mr. AND Mrs. J. T. McCIlLlan are in Corpus Christi, Tex., for the winter after an extensive tour of Illinois, Indiana, Wisconsin and Iowa. They have been here. Before starting their show in North Little Rock, Ark., the McCillans motored to Petersburg, Ind., where they voted and enlisted to the forces. Wintering south, they attended the Southwest Illinois fair meet- ing, Pekinville, and visited the following shows at their winter quarters: Pan-American, Johnson City, Rl. Stl. Barker, Charleston, Minn.; Joe Boland, Mo.; Al Baysinger, Poplar Bluff, Mo.; Roy Johnson, Greater America and Zimbras. North Little Rock, and Goodman Wonder, Little Rock, Ark. They also visited the Jack Diamond Shows, which were operating in Confederate, Mo. Arriving in Texas, the McCillans stopped at Florence, Texas, Sims Shows in Paffrills and then took in the red-sea steamer on the road. They spent some time with Doc and Priscilla Pool, the operators of George Bowes' performance. In Brownsville they spent several days fish- ing and then headed for their present location.

TWO STICKS were playing rummy with two members of an Italian band in the day coach while on the run. From the beginning the sticks were getting the worst of it. The musicians kept up a conversation in their native tongue, and the Italian one needed help to the other, putting him out. Not know what the conversation means, he didn't dare make any frame-up accusations. That night the sticks were working together and cracking in pig Latin. After losing six straight games, one of the sticks suddenly spread his arms and said, "Spok English, please.

WANT MORE REVENUE FOR YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK
Greeting's to my Friends Everywhere and Best Wishes for the Coming Year

W. D. Barlett
Digger Concessions
For Fairs and Carnivals

Season's Greetings

Los Angeles

Mac McNally (Formerly Allentown, Pa.)

For Fairs and Carnivals

26-28-30 N., E. 56th St.
Miami, Fla.

GREETINGS TO MY FRIENDS EVERYWHERE
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MAC McNALLY

26-28-30 N., E. 56th ST.
MIAMI, FLA.
Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Rubin & Cherry

MOBILE, Ala., Dec. 24.—Boys around quarters at the fairgrounds here will have to hire their own Auto Stoocker ride and diggers with the shows in 1939. Lewis also purchased another Ferris Wheel, making triple wheels on the midway. The new Ringo Funhouse from Allan Herschell Co. General mechanic, Konat, is fishing in Sarasota, Fla., visiting his sister. The new marquee entrance, which will grace the shows' entrance in the spring, is said to be one of the most elaborate and modern entrances on a traveling organization. Five new light towers also are under construction, and all of which will be utilized and his crew are assembling the towers. The Dippe Doodle Mfg. Co. advises that the new Dippe Doodle ride, invented and manufactured by H. Barkoff and planned for the coming season, will be ready for shows' running here next season. Owner George C. Crowley, of Crowley's Shows, reports that he is enjoying the cold weather and is fairly well satisfied with his family for the holidays. A new 24-foot office wagon also is reported by Doc Waddell. Mrs. Viola Fairly, the wife of Fred Pernand, is in the hospital some time next week. Anna Hoskins, Dr. J. R. Hull, Mrs. J. R. Hoskins (Mother) Smith, Mrs. M. E. ('Madame Marcella') Jackson, Mr. and Mrs. Arthur Hens and Dr. and Teresa Bayne. Reported by Doc Waddell.

James E. Strates

SAVAHANNA, Ga., Dec. 24.—Work on three new fronts, with construction superintendence, has been officially completed and started. Tom Evans, trainmaster, will start his crew working about February 15. Bennie Wells, pictorial artist, has arrived to direct work on his designs satisfactorily. New quarters here are being equipped with jet-propelled machinery to facilitate the rehabilitation of present show property and work being done. James Zabriski and his assistants are overhauling the trucks and semitrailers. Harry Hamsh, bookkeeper and treasurer, is in charge of quarters. Recent visitors included Wm. J. Breege, general manager Glicks Ideal Exhibition Shows; Gilbert Nourse, Carl Collins, press agent; Bill Lewis, wrestling promoter and former carny and athlete show manager, and Mabel Kidder, of World of Mirth Shows. Shows are now in the process of being visiting 16 to 25 January 1. E. G. Albee, reported by John Ellis and family are dickering for another 450 kw. to illuminate the midway. The Billboard is now on its way to the West Coast in the making of the forthcoming shows. The St. Louis Show Women are reported by Representatives for the Shows.

Dick's Paramount

WORCESTER, Mass., Dec. 24.—General Manager Richard E. Gildolf has purchased a fleet of six semitrailers and trucks, some of which had to be driven the remainder were shipped here. Quar- tiering new riding devices. J. W. (Jimmie) Win-

corded to him. His wife, Frances, took off to eat and drink. The Billboard is now on its way to the West Coast in the making of the forthcoming shows. The St. Louis Show Women are reported by Representatives for the Shows.

WALTER A. WHITE, whose con- nexion is in the show business, has mounted the Amusement Corp. of America. He has been an executive of the R. & C. Fairly & Little Shows, after several weeks in Corpus Christi, Tex.

stables, and has an office wagon... James E. Strates, owner of the St. Louis Show, has taken over his show for the winter. The Billboard is now on its way to the West Coast in the making of the forthcoming shows. The St. Louis Show Women are reported by Representatives for the Shows.

Heath Re-Engages Fontana

WICHITA, Kan., Dec. 24.—She has announced, here, that Joe J. Gordon, manager and general agent and assistant manager of the or- ganization, has been re-engaged. Owner Heath also reported pur- chased a new billboard and window from C. W. Naill, Western and part of Bell's-Stirling Circus motor equipment, which is in line with the organization's plans to enlarge for next season.

Chapter 120

CARNIVALS

December 31, 1938

Show Women Most Versatile

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 24.—I have always contended that show women are the most versatile, and the party tendered the Heart of America Showwomen's banquet, to be held here on December 15 in St. Louis by the Western office of the International Association of Showwomen once again proved my contentions correct. Formerly known as the Association of hospitality and good fellowship, but the food served that evening was all first-rate in every respect of the event. Here is where the show women demonstrated that they could be domestic as well as the "backfield" of the Amusement Corporation, which, with the Royal Mar- chelle) Jackson, Mr. and Mrs. Arthur Hens and Dr. and Teresa Bayne. Reported by Doc Waddell.

James E. Strates

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Manager Richard E. Gildolf has pur-

chased a fleet of six semitrailers and

trucks, some of which had to be driven

to the Midwest, while the remainder were


Win-
FREQUENTLY owners and employees of parks, carnivals, and other amusement enterprises are confronted with the problem of determining whether an idea of a new amusement game or slogan advertised extensively was actually utilized by the originator of an idea, plan or slogan. This question is raised quite often by the owner of a park, circus, carnivals, or other amusement concern who desires to use an idea or slogan which he purchased, or who contemplates adopting and using the slogan or idea suggested to him by another. The courts have held that if he pays for it he is entitled to use it. And if he purchases a part and combines it with other parts, which comprises an infringement of the invention, he cannot be held responsible for any damages except the amount paid for the part.

The invention, plan or scheme is not subject to sale. It is our opinion that if the employer, or his employee, is the originator of an idea, plan or scheme, the employer has no right to sell or assign the same. However, the fact that an idea or slogan was submitted to the one who purchased it without his permission does not make him liable to the originator of the idea or scheme for the increased profit received from the use thereof.

Various higher courts have held that if the company the idea or scheme was submitted to purchased the idea or scheme, and there were to be no payments unless the user derived a profit therefrom, it then becomes a property right subject to sale.

The courts have generally held that a release or assignment obtained by a promise to pay a certain amount of money or other consideration is not effective as a release or assignment.

The legal effect of a release of an idea, plan or scheme is the real question. This is the question which the courts have been confronted with in determining the effect of a release or assignment. The courts have generally held that a release or assignment obtained by a promise to pay a certain amount of money or other consideration is not effective as a release or assignment.

The courts have generally held that a release or assignment obtained by a promise to pay a certain amount of money or other consideration is not effective as a release or assignment.

Legal Effect of Release

Various courts have held that a release or assignment is not effective if it is obtained by fraudulent representation or by force or duress. However, a release or assignment obtained by a promise to pay the originator in the future is likewise ineffective until the promised remuneration is paid.

For instance, in Brook v. National, 160 N. W. 358, 360, 361 (Minn. 1916), the court held that a release is not effective if it is obtained by fraudulent representation or by force or duress. However, a release or assignment obtained by a promise to pay the originator in the future is likewise ineffective until the promised remuneration is paid.

Carnival Shows and Concessions

Campsites in 28 states or 100 cars each. Place, in 3 sets or 100 cards each. Per set of 100 cards with markers, $5.00. $10.00; 250 cards, $12.50; 300 cards, $15.00; Re, 1.50 per lot. Requesting a lot, send $2.00. Requesting cards, send $5.00 per lot.

THIN BINGO CARDS

Milledgeville, Ga., Dec. 24.—Ted C. Heth are spending the holidays with his wife and children. Mr. Heth is employed by the U.S. government as a clerk in the Post Office Department.

WANTED!!

GAINESVILLE, Ga., Dec. 24.—Ted C. Heth are spending the holidays with his wife and children. Mr. Heth is employed by the U.S. government as a clerk in the Post Office Department.

Wanted to close this Christmas week and have a few days to spend with the family.

HAPPYLAND SHOWS, INC.

Contracting Shows and Concessions for the Middle West

Address: 6233 South Ave., Detroit, Mich.

REYNOLDS & WEALE UNITED SHOWS

Now Contracting Shows and Concessions for the Middle West

For sale

OCTOPUS FOR SALE

One Binghamton, New York, a very fine Atlantic Blue and White, $75.00 plus freight. Address: W. H. C. WALLACE, Milledgeville, Ga.

FOR SALE

W. G. WADE SHOWS

Contracting Shows, Rides and Concessions

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Contracting Shows, Rides and Concessions

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Contracting Shows, Rides and Conces
Social Security Tax Laws as Applied to the Amusement Industry

December 31, 1938

The Billboard

CARNIVALS

Social Security Tax laws as applied to the Amusement Industry.

(Continued from page 11)

agement, irrespective of the fact that such actors and artists may have been engaged for a stated period at a fixed amount, is that the sole consideration for the engagement was the purposefulness of the artists to entertain in their own particular manner.

The conclusion set forth above will also apply generally with respect to entertainers in hotels, night clubs, and other places of entertainment. In such cases the management ordinarily designates the time of the performance and controls the times of intermission so as to co-ordinate the entertainment with the other activities of the establishment, such as the sale of food or drinks or the rendition of music or other artistic performance. Furthermore, the management usually retains the right to approve or change any particular performance or portion thereof and to require that such performance as a whole conform to the standards of the establishment.

The engagements of actors, vaudeville artists, and other specialty entertainers are usually negotiated through the offices of personal representatives, managers, management or booking agencies under substantially the same procedure and conditions as heretofore outlined with respect to the engagement of radio artists. However, certain points in the discussion of the radio business, which are applicable to the engagement of such intermediaries to secure engagements and collect the agreed-upon fees for contracts of a similar nature, and where the personal representative, manager, or booking agency has no right to control and exercise control or direction over the performance of the individual, such personal representative, manager or booking agency is not deemed to be the employer.

However, where an entertainment bureau is the owner or lessee of substantially completed and finished programs or furnishes complete entertainment units or services to its clients for a fixed amount, such bureau is not considered to be an intermediate, but rather is considered to be a program producer or independent contractor engaged in the business of supplying entertainment. In such cases it appears that the bureau selects, fixes the compensation of, releases and generally supervises and directs the talent engaged for the programs; that the individual entertainers have no contractual relations with the bureau's clients; and that ordinarily the bureau is liable for the compensation of such talent, irrespective of whether it receives payment from its clients. Under such circumstances it would appear that the requisite right of control and direction over the services of the talent in the entertainment bureau, and such bureau would therefore be deemed to be the employer of the individuals comprising the personnel of the entertainment unit or services organized by the bureau.

Outdoor Entertainment

Outdoor entertainment, as referred to in the beginning of this article, comprises a variety of forms and types designed to afford recreation to the public. Among these enterprises are circuses, carnivals, tent shows and other traveling entertainment whose principal attraction and activity is the exhibition of the talents of various kinds and classes of professional entertainers. In addition there are fairs, exhibitions, celebrations, parades and recreation grounds operated commercially and engaged in the business of supplying entertainment to the enterprise or subject to any instructions, rules or regulations with respect to the operation of the concession, and where the management is interested only in this respect in the collection of rent from the concession, such concession is not an employer of the management. However, those individuals engaged by the concessionaire in the operation of the concession are the employees. The fact that an individual leases a particular concession from the management is not in and of itself sufficient to warrant his classification as an employee. Thus if a concessionaire is leased or rented under circumstances whereby the management retains the right to control the details of the methods and means by which the concessionaire is operated the concessionaire and those individuals engaged by him to assist him in the operation of the enterprise with either the express or implied consent of the management are employees of the management for purposes of the taxing provision of the Act.

Circuses

A circus is in most instances operated as a unit by a centralized management, which organizes and controls the artistic talents of various individuals with the object of presenting a completed finished program or exhibition which is offered to the public. As is the case in other types of entertainment enterprises, circuses engage personnel and have the responsibility of equipping or to perform their unique feats or to exhibit their particular talents and to a certain degree exercise no control over such performances. However, as in the case of radio and stage productions, the management ordinarily exercises a right of control sufficient to the extent of amount of control to constitute the artists employed of such management or anyone else having instances of necessary services are required to conform to certain rules and regulations established by the management for the purpose of the program in order to achieve the required result; that is, a smooth and finished exhibition. Furthermore, it appears to be the general practice in the circus business to furnish meals, lodging and transportation to all employees, and these factors also indicate the existence of the employer-employee relationship. Likewise it would appear, in the light of the circumstances surrounding employment in circuses, that those individuals engaged to perform manual, clerical and other classes of labor in connection with the activities of the circus are employees thereof. In this connection it is deemed advisable to point out that under the regulations of time during which any individual engaged by the employer may exclude himself from the management. However, there would appear to be a recognition that the employees are entitled to the protection of labor laws and are considered as employees of the operator of the enterprise.

Entertainment enterprises may be considered as being generally applicable with respect to services rendered in connection with the operation of circuses, carnivals, fairs, trade shows, charitable and benefit celebrations, expositions, et cetera, under the provisions of Sections 811(b) and 907(c) of the Social Security Act.
December 31, 1938

CARNIVALS
The Billboard

HAVE YOU SEEN THE NEW 1939 KOZY COACH
TRADE NAME REG. U.S. PAT.OFF.

Every year Kozy Coach owners from Coast to Coast say, "We don't see how you can make it better," but once again Kozy Coach leads with inside style and comfort in mind.

There's new streamlined floor-on-the-exterior—side cabinets are continued clear to the back, giving 20% more storage space—on ingenuous floor plan makes possible the new change between the living room and the rear compartment, insuring complete privacy. With a Kozy Coach, you have a brochure of a lifetime and you'll be convinced that "You're Ahead with a Kozy Coach.""
Sponsored Events

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Circus Performers Lend Talents To Yuletide Benefits in Florida

SARASOTA, Fla., Dec. 24—Star performers of John and Anna White's Ringling and Barnum & Bailey and Ringling-owned Al O. Barnes' Boys—Bells—Pistons—The Ringlings—were among the most enthusiastic of their talents during the past week for the benefit of worthy Sarasota projects. For the benefit of the Sarasota Police Department Radio Fund, proceeds of which will be used to finance installation of a police radio system in this city, a group of performers appeared in a midnight show in the Florida Theater here on December 17.

Featured were the Uyeno Trapeze, acrobats; Alfonso Loyal, juggler; Nikko Brothers, foot jugglers; Atan May, aerialist; Edwards Sisters, contortionists; Kathi Kaban, beading; Great Maximo, wire walker; Halesteo, acrobats; Miriam and Gloria Day, vocalists; and the team, completed the program. The Uyeno presentation was heightened by use of imported Japanese scenery.

For benefit of the Salvation Army Empty Stocking Fund, a crew which annually drew substantial contributions from John Dingell, a visitor to his death, a galaxy of stars volunteered their services for an open-air show in Payne Park last Tuesday night. Not only did the performers donate their services, but the Ringling management also made all facilities of the big show in winter quarters here available for the occasion. A number of performers wintering here appeared.

Program of the Salvation Army circus: John and Anna White, with their nine performers; Great Maximo, stack wire; Walter McAlary, the ever-popular elephant herd, Tex Umlight, with his Arabian stallions; Lou Jakob, clown specialty; Heifinck, Krampen's Trapeze; Edwards Sisters, contortionists; Ralph and Estelle, Clowns; Northrock riding; Canestrelli Troupe, unsupported ladder period; and, as a special feature Terrell Jacobs, Ringling lion trainer, presented a wrestling match between his pet panther and his great Dane. The animals, raised together, were puppets. Staged a glorious roughhouse in the arena, with Jacobs as referee. In addition to these two a number of the circus performers were scheduled to appear in a Christmas performance for inmates of the American Legion Hospital for Crippled Veterans, in St. Petersburg, annual affair.

New Annals Established

Again the past year was a tendency evident to prolong the duration of special events, for one-day affairs have been extended to three-day periods and in many instances to full weeks. There were many additional reports of initial events that will be made annual occurences because of their acceptance of public and patronage. No longer do committees which have had any experience of carnival and circus events, home or for civic purposes to put across their festivities. They have found that dependable showmen, with their operators and concessioners who know their business are the great factors in assurance of success, as are the result of full weeks. In giving assurance that organizations will be greater than ever before. For the benefit of the Sara-...
CLASSIFIED ADVERTISEMENTS

December 31, 1938

SHOW FAMILY ALBUM

Some women members of Howe’s Great London Show, season of 1914, when short skirts were compulsory by their absence being left to the right are Mrs. Charles Taylor; wardrobe mistress; Hattie McCree; Marie Melrose; Martha Schmidt; Mary Connors, Isabel Nicholson, Mrs. Glen Warner; Mrs. Harriett Markham; Mrs. Hama Tanaka; Mrs. Evelyn Young; Tetu Robinson and Toma Yoshih. Name of the child on the end is not known.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photo preferred, but pictures of individuals are STILL LIVING will be welcomed. They will be returned on desired. Address Show Family Album, Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

THEATRE PRINTING

WANTED TO BUY

MERRY-G-ROUNDER, MUST BE TWO-AREABET, equipment, modern library; publicity, billposting.

ALLEN, 333 S. 12th St., Reading, Pa.

WANTED TO BUY

MILLS COLD BALL Vendors.

HUBBARD Entertainers, Inc., Kearney, Nebr.

THEATRE PRINTING

At Liberty

CLASSES AND CLERICALS

At Liberty

AGENTS AND MANAGERS

A-1 ADVANCE AGENT

Will book National Attractions and All-Girl Shows. Shows with good wardrobe and dependable transportation contact immediately.

RAY SALZEN, 712 E. 7th St., Muncie, Ind.

At Liberty

BANDS AND ORCHESTRAS

DON RICARDO AND HIS Royal Cavaliers—10 Men, Girl Vocalist. For local and road engagements: permanent address, 605 B. No. Dearborn, Chicago.

RUSSELL G. ALDER, 1524 1/2 Michigan Ave., Chicago, III.

At Liberty

January 10.—7-PIECE BAND for location. All essentials, double, vocals, style. Will augment. Now playing Country Club, Chicago. Phone number 3130.

LOGG ORCHESTRA, Lawton, Okla.

Vendable San Francisco

At Liberty

CIRCUS AND CARNIVAL

At Liberty—ALIVE, OSSFIED STONE MAN. Museum or Freak Show Act. Salary, room and transportation. Write MAHAGE, 4315 W. 15th St., Los Angeles, Cal.

At Liberty—FOUR ACTS. ROSTO SONGSTERS. Electric violin, rhythm box, cornet on one, xylophone. 8-12 inches. No banners. Two people. No ups, no down, only own stuff. Museum or side show. Now or coming season. The original Texas Cliff Overmyer, 200 North St., Fremont, O.

At Liberty—RAE-TERRILL, ONE OF THE most unusual feature teams (Joe Oddity). Attractions on the road not a solid hall and half. Managers looking for a new, clean, clever and different attraction for a contract. Be sure to respect, write for full information to RAETERRILL, 514 S. 6th St., St. Louis, Mo.

ABOUT FOR 1000—While Von Bletter, "The World’s Sensational Rhythm Girls" is out of the country, the world is anxious to have an idea of this wonderful attraction of its kind. Young, everything exactly new, complete, well trained. Write for full details, MRS. D. M. HUTCHINSON, 512 W. Houston St., New York, N. Y.

RIDICULOUS TRIO—Three regular heads, beat their own drums, no accompaniment. Addreses Box 573, Manchester, N. H.

At Liberty

MUSICIANS

VALENTINO QUOGH—Darin and Maguire booked one season. Will supply this sensational team for spring and summer write or wire, New Billboard, 1564 Broadway, New York, N. Y.

VENDABLE ORCHESTRA, 2225 No. Dearborn, Chicago.

Earl C. Peterson, Minneapolis, Minn.

WANTED TO BUY

Name band experience.

JIMMIE PENNINGTON AND HIS CALIFORNIA Coast tour. Wants inure experience and opportunity to learn new house trailer.

Name Black Type.

AT LIBERTY—PIANO PLAYERS

All essential—Read, take-off show, concert, arrange engagements. Experience necessary. Have Deering magic act if possible. Box C-57, Billboard, Cincinnati, O.

AT LIBERTY—PIANIST, AVAILABLE JANUARY 1ST. Band. Mrs. Phil Little, Dallas.

AT LIBERTY—PIANIST, AVAILABLE JANUARY 2ND. Band. Mrs. Phil Little, Dallas.

AT LIBERTY—PIANIST, AVAILABLE JANUARY 3RD. Band. Mrs. Phil Little, Dallas.

EXPERIENCED PIANIST—SOLOS, SONGS. Excellent reader, appearance, ability.

MASSACHUSETTS, E. 21, Boston.

PIANIST—ARRANGE, UNION, ALL ESSENTIALS. Available, January first. Wire or write.

LeRoy Hotel, Wichita, Kan.

Pianist—Le Roy Hotel, Wichita, Kan.

PIANIST—Rental. Union, all essentials.

Revere Hotel, Boston, Mass.

PIANIST—Rental. Union, all essentials. Write or wire.

AT LIBERTY—PIANO PLAYERS

All essential—read, take-off show, concert, arrange engagements. Experience necessary. Have Deering magic act if possible. Box C-57, Billboard, Cincinnati, O.

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ALABAMA


ARKANSAS


CONNECTICUT


DISTRICT OF COLUMBIA


FLORIDA


Georgia


GEORGIA


ILLINOIS


Indiana


INDIANA

Indianapolis—State A. Jan. 15. R. P. Jenkins, 1208 E. Washington St., Indianapolis.

IOWA


Kansas

Wichita—State A. Jan. 15. Mrs. S. W. Reilly, 57 E. Long St., Wichita.

KANSAS


LATIN AMERICA


MISSOURI

St. Louis—State A. Jan. 15. J. M. Suckstorff, Sidney, Mont.

MISSOURI

St. Louis—State A. Jan. 15. R. L. Winklepleck, 502 E. Market St., St. Louis.

MONTANA


NEBRASKA

Lincoln—State A. Jan. 15. B. W. Baldwin, 1205 S. 14th St., Lincoln.

NEVADA

Las Vegas—State A. Jan. 15. C. H. McNulty, 2328 W. 17th St., Las Vegas.

NEW JERSEY

Atlantic City—State A. Jan. 15. C. H. McNulty, 2328 W. 17th St., Atlantic City.

NEW MEXICO

Santa Fe—State A. Feb. 1-2. N. E. Hedges, Lodge of New Mexico, Santa Fe.

NEW YORK


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NEW YORK

Acute shortage of new numbers felt throughout the year—review of popular items is given—prospects for the new year appear bright

NEW YORK, Dec. 24.—The year 1938 was an active one for the wholesale merchandise industry despite the acute shortage of new numbers that was felt throughout the year. While it is impossible to estimate accurately the total volume of sales the industry chalked up during the 13 months, early reports indicate the volume will be about the same as that for 1937. In the first five months the sales were ahead of those of the same period last year, while in the second half of the year a sales angle were of outstanding importance and there was a noticeable revival in the ventriloquist dummy enjoyed. Approximately $10,000,000 worth of sales were reported by the ventriloquist dummy manufacturers. In April 1937, the Charlie McCarthy, Dummy Dials and Viva Titas reached the peak of their popularity in early spring. They proved to be popular numbers on sales charts on many board and bingo and on concession stands.

The best week to enjoy widespread popularity during the year was the last week in March. The Perk-a-Boo and Hottey-Totey resulted in ready sales. At the peak of their popularity the demand was so short by the appearance of strip-tosee the field and competition that enabled brought prices down to the level where every man could afford to shave electric shavers. The advent of the permanent Social Security laws to arm any crusader with plenty of ammunition was in evidence throughout the year. The perfection and marketing of portable cameras entered the radio field. The introduction of pee-pee clocks made its debut early in the year and was a great financial success. The Peek-a-Boo and Hotsy-Totsy glasses sold readily. The spread popularity during the year was seen in the various lines of strip-tosee glasses. The second number to enjoy widespread popularity during the year was the Charlie McCarthys, Dummy Dans and Willie Talks reaching the zenith of 1937, appearing on the markets in the latter part of the year.

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Past efforts in combating Green River legislation proved so successful that such courts of Florida, Maryland and South Carolina held the ordinance unconstitutional. In the latter part of the year the pachyderm committee of the state of Michigan recommended that the anti-lottery law be removed from the state laws. A public relations campaign during 1939 will be conducted by the National Association of Direct Selling Companies, with an estimated budget of $100,000, a sum estimated to be adequate for the drive. Further efforts will be made in support of the efforts of the association in charge of the current campaign. The main object of the campaign will be to oppose such legislation as the Green River ordinance, which prohibits door-to-door selling without invitation. Other objectives will be to create a more favorable attitude toward direct sellers use of local newspaper and improve conditions within the industry thru the adoption of a better code.

The Billboard

Whole Sales

938 A BANNER W/OSE DME

Dummies, Strip-Tease Glasses, Shavers, SS Plates Best Items

The salesboard business is not a complicated business, but like any one is of this type I don’t know. I am aware, however, from various comments in your column, as well as from other sections of The Billboard, that there is plenty about the salesboard business that I don’t know.

How He Got Started

In the early nineties, I am a banker and I entered into the business. It has been a great success. I have made many friends and have enjoyed the work very much. I would recommend it to anyone who is interested in the field.

We are conducting a special promotion to attract more buyers to our store. We will offer a 50% discount on all merchandise purchased before the end of the year. This promotion will run from December 31, 1938, to January 31, 1939. The promotion is available to all customers who purchase at least $50 worth of merchandise. We hope that this promotion will encourage more people to visit our store and to buy our products.

Direct Sellers Plan Campaign

Public relations drive to agitate for repeal of Green River ordinances

CHICAGO, Dec. 24.—At a recent meeting of the National Association of Direct Selling Companies voted unanimously to renew its efforts toward organization of direct-selling associations. The projected campaign will be an expansion of that waged for the association in the past year by Real Silk Frocks, Inc., and Servel, Inc., it was indicated. To raise funds for the campaign, the reported plans provide for a gross sales volume of individual companies. Any degree of accuracy the total amount of $100,000, a sum estimated to be adequate for the drive. Further efforts will be made in support of the efforts of the association in charge of the current campaign. The main object of the campaign will be to oppose such legislation as the Green River ordinance, which prohibits door-to-door selling without invitation. Other objectives will be to create a more favorable attitude toward direct sellers use of local newspaper and improve conditions within the industry thru the adoption of a better code.
Popular Items

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

Flameless Pocket Warmer

What promises to be a feature specialty of the season is the flameless pocket warmer just brought out by Kummy Warmer Co. Said to be a smash winner wherever shown, item is light in weight, pocket size and starts in a jiffy with a match and gives heat 12 hours. There is no flame, however, and unit is harmless. Gives relief, combusting warmth in coldest weather and can be carried in glove, pocket, shoe or stocking or inside clothing. Item is available at a price that can meet any price budget, or can be pitched at a worthwhile margin of profit, it is reported. It makes a flashy demonstrator.

Back-Up Signal

One of the newest ideas in traffic safety measures and one that is said to be making a hit is the warning signal that both rings and flashes when an auto or truck goes into reverse to give ample warning to those in the path of danger. Item was recently introduced to the direct selling and demonstrator trade by Federal Back-Up Signal Co. and is exactly the safety signal for any car or truck. Company reports that emphasis on safety-first items in many States should mean quantity orders among bus and taxi fleets, filling stations and garages.

Windshield Cleaner

A handy auto accessory that has the earmarks of a winter money maker for demonstrators, pitchmen and agents is the gadget for removing sleet, snow and steam from windshields just introduced by the Cooper Procter Co. Sponge rubber on one side takes sleet off the inside of windshield and window and hard rubber on the other side removes sleet or snow from the outside. Item fits in a side pocket when not in use. Item claims item has many household uses, too, giving it wide appeal.

Pie Trimmer and Sealer

A gadget that seals edges and keeps juices from running out of pies is being marketed by the Vaughn Novelty Mfg. Co. Gadget is well made, it is reported, and comes complete with colors in a plastic handle. Number should be a good pitch item at fair next season, since it has wide appeal and is priced low enough to allow a wide margins of profit, the maker states.

Mending Kit

Needle-book workers should find the new Excel Handy Mending Kit marketed by Excel Mfg. Corp. a profitable addition to their line. Kit is made of metal finished in French ivory. Contains all accessories for sewing, darning and mending and includes such devices as a scissors sharpener, needle thresher and darning dome. Firm reports the item is making a big hit with housewives.

NEW 1938 Wholesale Catalog

Max 260 pages of irresistible bargains; 4,000 items—boutique, dime, 10-cent, 1-cent plans; two price brackets, scribbling values—at work at 1.10 a m. This catalog is Free. Send for a copy today.
Extra Value! 5 for $10.50

Bakelite case. Electric Shavers are selling hot and still have a Leatherette Case.

Mention your business. We do not sell retail.

Get acquainted offer our Distributors' Wholesale Price List.

Bingo Operators Get "Top"

In April 30 to change matters. Having no opportunity to play their favorite game at the World's Fair, we could mean to some charity like the Community Chest or the Milk Fund!

There were presents for everybody from hotels, most of the Horn and Hardart automatons were full. The clothing business, or are there not any opportunity to play their favorite game at the World's Fair, we could mean to some charity like the Community Chest or the Milk Fund!

3:00 A.M., the circus was full. The clothing business, or are there not any opportunity to play their favorite game at the World's Fair, we could mean to some charity like the Community Chest or the Milk Fund!

Ballyhoo—(Continued from page 113) canvas curtains on the grounds with "Merry Christmas!" By noon every man, woman and child had arrived in the pinata show top to enjoy the yuletide festivities.

Long rows of tables filled the place, covered with turkey, goose, sweet potatoes, candied yams, creamed potatoes, celery, dressing, soup, vegetables, nuts, candy, fruits, cigars, cigarettes and every delicacy of the day.

To those who were closing the day, the thought of having a day's pleasure would have been enough to make the whole affair a 'wonderful experience."

"That's all that we ever want and that's plenty. Hope after all this you're still on your feet but just a bit"}

WILLARD A.C. Electric Shaver, 147-225 W. Madison St., Chicago, III.

DEALS—(Continued from page 159) He, of course, had a man who did nothing but collect.

If you own this card for me. There are only 16 numbers less than 20 cents. I usually promise the seller an open set for quick action, but as a rule, he doesn't know how to use it anyway, even if he makes him five weeks, which I set as a limit, I could give him about $4, so the profit is slightly over $8.

What To Do?

"Would I do better with better merchandise on this site card? Should I lower the 20-cent top with more purchases, or more purchases and a sign that says 20 with no stop? If I raised the meet-up, or go so far as to charge the seller for two men, what commission could I pay him? Should I have to put in a, say, a bag about $45 a week? Would you suggest I lower to $15 or $20 a week? In fact anything you can suggest along these lines will be appreciated.

"I think that's a pretty large order. And I wouldn't mind if for any reason you are not at liberty or unable to answer me in detail.

Cigarette Deals

"You mentioned something about cigareless deals. This, I take it, would be the one for which the best money is made. But I can't be interested in it unless it is much better than what I am now doing.

I am writing again from Philadelphia now for four weeks and have hardly left the downtown district. Every put house in all hotels, most of the Horn and Hardart automatons were full of birthday gifts for freight and passengers in elements in the place.

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PLUNGERS - Special $18.00 PER
UNDERWOOD
Seep. Tablets, Herbs, etc. Low prices - rapid service. Write today for new catalogue of Tonics, Oil, Salve, we Manufacture a Complete Line of Fountain Pens,
THE ZIRCON CO., Dept. 12,
106 North 7th Street,
Rebuilt

H. Unley St., Dept. "X", Pittsburgh, Pa. Send $2.00 for Samples. Please return samples. From the Factory

WE MANUFACTURE A COMPLETE LINE OF PIPES AND ACCESSORIES - WHOLESALE MERCHANDISE - PIPES FROM THE FACTORY - Send for catalog...

TERMS: 25% Cash Deposit With Order, 30 Days. Germany, Russia, India, Japan, China, etc., See - Shipments. We Manufacture a Complete Line of Pipes and Accessories. Write Today for New Catalogue of Tonics, Oil, Salve.

IF YOU'LL BE SATISFIED WITH
TOMMY COOPER, veteran med performer, scribbles from Chickasha, Okla.: "Have been here for their fifth year in a Los Angeles depart-

WERE WEARING DAIMOND 28.00.

WHEN DIAMOND DAZZLING BLADES from the mines of faraway Russia are as im-

OFFICIALS OF the San Francisco Depart-

REFCO MANUFACTURING CO.
26-Gauge Chisel Edge Social Security Money Clip, 3.50. Included among the pitch contingent are Ed Williams, radio boosters; Barney Werners, Joe Leaser, and Joe Morris, electric razors. "The town," says Al, "looks like a big mis-

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**Pitchdom Five Years Ago**

Doc Hardy Dally called it a season after he finished a three-week engagement at the Kalamazoo, Mich., and, accompanied by Charley Weiss, went to Sarasota, Fla., to spend the winter.

"I was in Sarasota about a week, after course of baths at Hot Springs, Ark., and discussing the political situation in the United States, and Ray Lewis, left for Miami for the Dr. Carlton Med Show," Dally said. "I'm going to spend a close in St. Bernard, O., and then leave for a season in the Southwest. Louis E. Collins (the Wizard) began a two-week vacation in that sector. His home is in Tuscaloosa, Ala."

The Progressive Farmer Co. reported that Al Decker, former pitchman and sheetie, was vacationing and visiting old friends in the South. Joe (Wing) Bennett was col- lecting plenty of lucre with blades and spouts. One of his friends, who plan to enter the pitch profession for Fred X. Williams. He promoted among the fraternity and his home office trip to the Southwest. Joe Hess, former pitchman and sheetie, was spending the holidays in that sector.

Maurerstock and A. L. Richards send in demonstrations. He asks that Al Decker, former pitchman and sheetie, was spending the holidays in that sector.

**FAMOUS LAST WORDS:** "I'd be windowing in Florida, too, if I had only better breaks in 1938."
Who Is Your Favorite Outdoor Performer?

Ballots have not as yet been cast. The only organization that has cast ballots is the Wisconsin Association of Fairs meeting. However, a person having moved from his city home to Jackson, Mich., where Paul Lewis, who is in charge of the show, jump in your car or take the train to Jackson. The show is cared for. A large group of the wintering shows in St. Louis and the next issue, January 7.

Cynthia, 1507 Broadway and a ballet (no more than one to a person) will be sent to you. Be in show business every Wednesday and Thursday. Ballots or “feed-in” (for example, make a yes or no response to the question, “Do you believe the show is a success?”)

Beck, Secretary

Beck, first vice-president; Edgar McMil-


Chosen for board of governors were Lewis A. Duffour, vice-president; Chas. Wish. Frank Wagen, Wadlon Balseit, badminton player, baseball player, etc., a. u. p. and Louis J. Margolis. Chairman Lewis Lippits, president, and the entertainment committee reported that the annual banquet will be held on the night of January 17 with the hot water and electricity are in all buildings. The first day of the show will also be a special day for those coming in by train.

Michigan Showmen’s Association

Detroit, Dec. 29—President Louis J. Margolis presided at the December 13 meeting of the Michigan Showmen’s Asso-

Cincinnati, Dec. 24—Al C. Beck, secretary, of the Cincinnati Showmen’s Association, is on his way to visit his customers of Lewis Bros. Circus. If you are one of the doubting Thomases who think the circus is all put up by the show business, you will find the following story interesting. Mr. Lewis purchased 140 acres of land to build his homes, and buildings that comprise one of the finest parts of this country. If Paul had the farmhouse remodeled, he would have them moving from their city home to the old maid’s home. All are living in good health and Felicity, who works hard at her job.

Beck, Secretary

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C. Stahl, vice-president; Edgar McMi-
Why Get Picnics? How To Get Them


It is obvious that the first step is to get a list of picnic possibilities. Do you obtain it from the government lists at Ottawa. Personally I like the plan I had the other day. I stepped on the market and ask the owner for a picture. The billboard in November is for the West’s World’s Wonder Shows, Florida Fairs, at Largo, Fla., January 10. The headline is: “Why Get Picnics? How To Get Them.”

There is no better medium for humanizing an industrial organization than by this approach. You will rarely meet the employer whose interest is not awakened by the thought of how he can take pleasure in anything that might add to the comfort of his employees. There is nothing to get, reveal, or invent. It may be that you have a picnic and you want him to come.

Wishing All Our Friends Every Good Wish for the New Year

Wishing All Our Friends Every Good Wish for the New Year

CONCLUSIONS

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that Congress has a comprehensive power to deny and obstruct commerce and the employees "engaged in commerce or in the production of goods for commerce." Not Blanket Coverage

"It is noted that the coverage as described in Sections 6 and 7 extends to a blanket way with industries as a whole. Indeed, in Section 7 it is provided that every employer shall pay the statutory minimum wage to employees who is engaged in commerce or in the production of goods for commerce. It thus becomes an individual matter as to the nature of the employer employees in a given industry may or may not be subject to the act of Congress. None of the employers in the industry may be subject to the act in respect to some of its employees, and not others; still other employees in the industry may subject to the act in respect to all their employees, except those especially exempted by the interplay of Sections 6 and 7.

The first category of workers included those "engaged in (interstate) commerce" and those "engaged in commerce or in the production of goods for (interstate) commerce." Paragraphs typically but not exclusively provided that large group of employees engaged in interstate business, productive plants a part of whose goods moves in commerce out of the State in the ordinary course of interstate business. The plant is located in a State limited merely to employees who are engaged in actual physical work in the product itself, because by express definition, Section 3 (19 U. S. 8, 341) is deemed to have been engaged in "the production of goods if it is engaged in producing, manufacturing, mining, or in any other manner working on such goods, or in any process or occupation incident to the production of goods," in any State. Therefore the benefits of the act are extended to include these kinds. If they were not doing work necessary to the production of goods, they were employed in producing, manufacturing, mining, or in any other manner working on such goods. Enterprises which are engaged in commerce are subject to a special regime of rules, from all of the foregoing it is evident that, apart from certain specific exemptions enumerated lower in the statute, Congress intended the widest possible definition of commerce and the administration, in interpreting the statute, for the purpose of performing his administrative duties, should be directed toward a broad interpretation of the key words: "engaged in commerce or in the production of goods for commerce."

Unsatisfactory

The problem is now before the courts. (Gibbons vs. Ogden, 9 Wheat. 1.)

To carry on interstate commerce is an unqualified privilege. It is a right which every citizen of the United States possesses under the Constitution and laws of the United States (U. S. Constitution, Article I, Section 8, Clause 3) that Congress shall have the power to regulate commerce with foreign nations, and among the several States. (The provision is popularly phrased, this means that Congress has a comprehensive power to deny and obstruct commerce and the employees "engaged in commerce or in the production of goods for commerce." This does not vest in Congress the right to regulate ALL acts or activities of persons who may or may not be engaged in commerce or not.

To begin with, there are limitations upon this federal legislation, and Congress is constrained to extend Interstate Commerce Thus, under the employers' liability act, it was urged, and was held, that persons engaged in interstate commerce, subject itself to possible regulation by the States as to their activities, including those which have no relation to the interstate commerce. In the present instance the court repudiated. (Howard vs. Illinois Central Railroad, 267 U. S. 86.)

So the mere making of contracts between employers and employees to constitute interstate commerce (Paul vs. Virginia, 119 U. S., 173), and even to constitute commerce, workers engaged in commerce or in the production of goods for commerce (Interpretative Bulletin No. 1, issued October 12, 1918, "he says (italics ours):"

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who is the post of secretary-treasurer" of the question was bitterly debated "and anticipated in any open and formal discussion of the subject on the floor of do know, and I challenge the AFA or to labor issues and unionization, but I man's pro-isms or anti-isms as related is. This column cannot find anyone who par- and Expositions chief topic at the recent convention of bands to the public. This column will be glad to hear from batonist of the language now. A world-famoUs was overwhelming. It is significant that the bands (1) pronunciation.

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He did this not only for competitive "All members must vote in person. How-

This information they can whether a the" is held the post for 26 years. It is more man than his predecessor. Members are that the is to see a other types of journalistic endeavor having to do with "spot news." Other reasons for the Kingman

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Drama and Musical (Routes are for current week when no date is given in some instances possibly missing dates are listed.)

CIRCUS AND WILD WEST

Babes (Sandusky, Ohio), 1-28, 2-4.

Misce Lance

Bagdon, (Mayo's), Maysville, Ky., 1-28.

Willie, (Chicago), Chicago, I a., 1-3;

Irene, (King), Eureka Springs, Ark., 1-7;


Clara, (Atwood), Chicago, Ill., 1-3.

Mary Sherrard, (Kreischer), Kansas City, Mo., 1-5.

From Out Front

SUCCEED

a, in which Clifford ("White Hope") Odean, for his work in Soliloquy, an excellent play that was quickly mainstreaming as the coming word of the season; for his role in the play Doctor are not the same thing; to Harry Woods, for his performance in the Savoy pieces; and to Martin Gabel, that sturdy performer, for his work in Soliloquy, an excellent play that was quickly mainstreaming as the coming word of the season; for his role in the play Doctor are not the same thing; to Harry Woods, for his performance in the Savoy pieces; and to Martin Gabel, that sturdy performer, for his work in Soliloquy, an excellent play that was quickly mainstreaming as the coming word of the season; for his role in the play Doctor are not the same thing; to Harry Woods, for his performance in the Savoy pieces; and to Martin Gabel, that sturdy performer, for his work...
"Foreign Markets and the AREA"

At the annual dinner meeting of the American Recreational Equipment Association at the Hotel Sherman, Chicago, on the night of November 27.

The initiation of our organization, AREA, covers a big territory. In fact, the "AREA" of the entire world is a market for our products. We are all too well aware that we have been too lenient in the past in not making a more deliberate effort to accept the invitation of our friends and customers in many countries to come and see what we have to offer them.

You know from experience that we are geared up to manufacture a lot more than we can sell at home, and this is particularly true in the amusement device industry. It is therefore very necessary for manufacturers and distributors to sell the surplus output of their plants in foreign markets.

I believe it is a well-known fact that the additional 15 or 25 per cent of our sales to foreign countries will prove more than adequate to pay for the cost of the additional facilities for the export business. This export trade may be the very deciding factor between profit and loss in some of our plants.

No doubt you have been particularly interested in the possibility of doing business with the countries of South America. These countries offer new fields for business, as we have the added advantage of being in the same geographical sense than Europe.

The trade agreement that was signed on March 8th, 1935, has been a great success. With the mutual agreement of the two countries, it is expected that a large number of sales will be made on the basis of the agreement when the Colombian goods are available on the market.

In times of depression a 25 per cent difference in volume sales on the credit side for the same goods is a very important factor. It is therefore of the utmost importance to encourage the sale of our foreign markets not merely as a matter of profit, but as an essential to help us maintain the number of employees on whom we and our families so much rely.

Business is dependent upon the economic condition of the country. The condition of a country is closely interconnected with the political situation. By the time a war begins, a country has already been invaded or is in a condition of emergency. Even then, it is not usual for us to have the opportunity to enter into a larger line of business for the new country, as the government requires most of the surplus output.

People Burdened by War

I look at China and Japan in my mind. They are very close to us in distance, and to us in spirit. Their problems are not of our making, but they are of us.

And no Photomatic machines or other amusement devices will help them out. Although they are fighting for their very existence, we cannot help them by selling them our surplus output. It is too late, and the war has left them a defeated people.

Normalizing Trade

Now, I wish to take up a subject which I think is of interest to all manufacturers. I refer to the possibility of doing business with the South American republics and the countries of the southern continent.

Today, the question of selling Photomatic machines in South America takes place. This policy, by the way, holds true for all countries.

Young Nations an Outlet

Our best markets today are Australia and New Zealand. There are two countries which, in spite of the close relations and the ready means of communication that exist between us, are not yet aware of the possibilities of the South American market, and the products of the farm. Here is the opportunity for American manufacturers.

Regardless of what may happen in the future, the United States and the American republics will hold greater significance for us than any other countries.

The future of the South American market will be determined by the conditions in South America, for there is a marked difference in the price quotations.

With the idea of forming a strong South American alliance favorable to us, we should do all that is possible to help the South American countries establish their independence, and then it will be possible for them to help us do more business with them.

In Japan the war has been going on for several years. It has been a long and bitter struggle, and Japan has not been able to do much business with foreign countries.

With this thought, let me tell you about our foreign sales department and the work that it has done.

In Japan the war has been going on for several years. It has been a long and bitter struggle, and Japan has not been able to do much business with foreign countries.

The Billboard's intention with regard to the foreign department is to give you a picture of the foreign market and the possible earnings from it to those manufacturers who are interested in that field.

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Green Speaks on Value of Horse Show as Regular Adjunct to Fairs

Excerpts from address on "The Horse Show Circuit," on Fairs, by Charles W. Green, secretary of Mis- souri State Fair Association:

"As a subject which is the center of interest during the last 10 years in visiting and judging at a great many of the enter- prises of quality but who stand out in the so- cial and financial world of our great whose names were standouts in the so-

were asked questions of the local manage- ments concerning the advisability of a horse show in connection with the fair or exposition. I watched the crowds and asked questions as to what they thought of a horse show in connection with a fair. In a great in- stance it has been told that it was be- lieved that the fair could operate as well without a horse show as it could with one.

On receiving the invitation from Sec- retary Nephew to present my ideas on this subject to the members of 13 fairs in the States which hold horse shows, I asked them about their fairs and asked them these questions:

1. Do you consider your horse show a distinct asset to your fair?

2. Is your horse show self-sustaining or does it cost your fair money?

3. How effective are you in promoting any other activity in place of your horse show?

4. Who should manage your horse show?

I have replies from nine of these man- agers, and eight of these said emphati- cally that the horse show is a distinct asset to their fair. They state that their horse show does not make money.

Presented by Itsel

It has always been my thought that a horse show should have only a limited place primarily as a horse show and not as a means of financing the fair. It is not the place for such acts or other attractions unless they are offerings of horse appeal. On taking over management of Missouri State Fair in 1939 I found the horse show in front of our grand stand at night and was interested in the idea of turning our horse show from the grand- stand into a straight show in the Coliseum at the same time that the management of the livestock was being presented in front of the grand stand. We thus gave you the fair patron who chose to see the kind of show they preferred to see. Our horse-show attendance and receipts have increased since the initial showing.

The horse show does not pay its way, speaking strictly of the gate receipts but it is an asset to every one of the shows and fairs. It is the inducement to come to the fair, we feel, however, that it is worth all that it costs because it would be necessary to set up premiums for breed- ing classes for light horses and for the horses that are used principally for pleasure and that there are $72,000 more on farms, plantations and ranches, which includes young stock coming in on horses and used for riding on such places. There is no question that riding has increased greatly in the last 10 years and that there are far more riders than there were before. We have a large premium classification of the small one-day horse show whose management is 1,600 shows that have been held to date, the horse show can very properly be called "The Grand Opera Star of the Show Arena.

WHERE ARE YOU WINTERING?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

OPENING DATE AND STAND FOR 1939 IF DEFINED

"FOREIGN MARKETS"

(Continued from opposite page)

"FTONT WORTH, Tex.—Tarrant County Fair Association, elected Paul R. Wel- lingworth, president; and Houston County Fair, elected E. R. Howes, vice-presidents elected; Ray Luttrell, Dr. W. B. Campbell, secretary. W. C. Hol- lingsworth, president; and Houston County, elected H. C. Huffman, W. L. Joe, D. Lionel, L. A. Sanders; Claude Willemsen, treasurer; F. H. Wadley is to be secretary-manager. Thirty-three counties took part in the 1938 fair in October. A move is on to hold the 1939 fair earlier.

BILLIECLO, O.—Belleville Independent Agricultural Society, elected: E. R. Whalen, president; Lewis Walker, vice-president; E. D. Koehler, secretary; G. L. Cherp, assistant secretery-treasurer.

IBONTON, O.—M. H. Fogey was elected president of Lawrence County Fair; Curt Shaefer, vice-president; John H. Fisher, secretary. The board is considering a free fair next summer.

"FOREIGN MARKETS"

"FOREIGN MARKETS"

"FOREIGN MARKETS"
This is one of the most sensational recoveries in history and the end of the rise is not yet in sight," states Roger W. Babson. "And in the midst of today's uncertainty, I am willing to forecast that American business within a few years can pass 1929 peaks."

One way to keep on the right track, the INSIDE TRACK, where the latest news, valuable ideas and worthwhile opportunities in the Amusement Business are to be found EVERY WEEK is to read The Billboard EVERY WEEK on subscription. Treat yourself as a live and surely successful proposition. Prepare today. AMERICA FACES A NEW ERA OF PROSPERITY. Mail coupon below NOW!

THIS OFFER EXPIRES MIDNIGHT, JANUARY 15.

This Coupon Saves You $2.50

The Billboard
25 Opera Place
Cincinnati, Ohio

Please enter my subscription for the next 30 issues, for which I enclose—not the $4.50 thousands of readers will pay for these copies at the newsstands—but ONLY $2.

Name
Occupation
Street
City
State

Renew

Regular Rates, One Year $5; Single Copy Price 15c.

The Rate on This Offer in Foreign Countries (Except Canada) is $3.50. This Offer Applies to "Permanent Address" Subscriptions Only.

AMERICA FACES A NEW ERA OF PROSPERITY

Here are 10 basic reasons why 1939 will see "one of the most sensational recoveries in history," states Roger W. Babson.

1. Huge long term Armament program. All nations doing it. No prospect of "arms limitation."

2. The rise in stock market prices. Values have ALREADY increased over $15,000,000,000 (that's 15 billion) since June 1.

3. Building 10% ahead of a year ago and is rising sensationally.

4. Demand for homes, railroad equipment, machinery and thousands of other products is the largest in history.

5. Carloading reached new 1938 high. Steel operations above pay point; textile activity exceeds the levels of a year ago.

6. The greatest money supply in history available.

7. Banks can finance a business expansion of $250,000,000,000 (250 billion) compared with an actual expansion of $55,000,000,000 (55 billion) at the 1929 boom peak.

8. With 1940 in mind, the Administration is laying ground work for business boom.

9. The U. S. Treasury will pour over $2,000,000,000 (two billion) into industry DURING THE NEXT FOUR MONTHS.

10. Business is at a new 1938 peak and is pushing upward vigorously. (Ask the department stores how their Christmas business was. Best in history.)
BARRY—Arthur, 70, known in private life as Mr. J. H. Harmon, who appeared in support of Maine Adams, John Drew, Elephant Man, and the Giant Sea Horse, in the opening scene in the supporting role being that of the giant, in the English Circuit, in 1878, is dead. Survived by his wife and two sons.

BROWN—Sadie E., 49, 56th avenue stage and screen actress, who appeared in support of Maude Adams, John Drew, Elephant Man, and the Giant Sea Horse, in the opening scene in the supporting role being that of the giant, in the English Circuit, in 1878, is dead. Survived by her husband, 56th avenue stage and screen producer, and a son.

BROWN—Martha, 83, a veteran theater and screen actress, who appeared in support of Maude Adams, John Drew, Elephant Man, and the Giant Sea Horse, in the opening scene in the supporting role being that of the giant, in the English Circuit, in 1878, is dead. Survived by her husband, 56th avenue stage and screen producer, and a son.

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COTLER—Archie W., 55, secretary-treasurer of the Equity Theater, Detroit, is dead. Survived by his widow, a son, and a daughter.

CRONWELL—Charles, 85, old-time circus artist, who appeared in the Wistaria and other carnivals, is dead. Survived by his widow, a daughter, and a son.

DAVIDSON—John, veteran roller and ice cream vendor, is dead. Survived by his widow, a daughter, and a son.

FILLIUS— Walter T., 64, a time signature to Buffalo (Bill) Cody, in Washington recently following for a year and a half in the service of the United States, is dead. Survived by his brother and three sisters.

GIBSON—Bill (Hoot), rodeo performer, December 10 in Shenandoah, Ia., from injuries sustained while participating in one of the events during the last week of the Chicago rodeo last October, is dead. Survived by his mother, a brother, and a sister.

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HARRIS—Lawrence Edward, 69, old-time circus artist, who appeared in support of Maude Adams, John Drew, Elephant Man, and the Giant Sea Horse, in the opening scene in the supporting role being that of the giant, in the English Circuit, in 1878, is dead. Survived by his widow, three daughters and two brothers.

PAULS—Roy, 45, for the past five years projectionist at the Brin Theater, in Hollywood, is dead. Survived by his widow, a daughter, and four sisters.

RidOUT—L., M., 71, veteran theater operator, was killed in a traffic accident in a hospital there. He built the Star Theater there in 1932 and later was manager of the Western Star Theater in the town. He retired from the theater business in 1937.

BOBBY—Sir Donald, 66, Scots comic, magician, and mentalist, suddenly in Huntington, Va., December 16. Bobby had appeared for several years with C. W. H. and was associated with C. W. H. and the Wonder World and was being made to direct his relatives.

ROBBSON—William B. (Murphy), 52, trooper and magician with Roger's Dog Show, was killed in an automobile accident in Hollywood, Calif., December 6. Survived by his wife, his daughter, and her son.

ST. CLAIR—Heintz K., an operating manager for the Chicago and St. Paul Palace, was killed in a traffic accident in Hollywood, Calif., December 6. Survived by his wife, his daughter, and her husband.

SOOY—Raymond R., 59, superintendent of the RCA Victor Co., at his home in Meriden, Conn., December 20. Survived by his widow and two brothers.


WIGG—Miss, 56, a veteran stage and screen actress, who appeared in support of Maude Adams, John Drew, Elephant Man, and the Giant Sea Horse, in the opening scene in the supporting role being that of the giant, in the English Circuit, in 1878, is dead. Survived by her daughter, a son, a brother and several grandchildren.

BOOY—Raymond B., 59, experienced editor of the RCA Victor Co., at his home in Meriden, Conn., December 20. Survived by his widow and two brothers.
TIS is the second in a series of ar-
ticles (See The Billboard, January 29,
1938, page 70) designed to interest op-
erators in the advantages of join-
ing associations or bands together for the
purpose of bettering conditions. The first article
was concerned itself with the admonition of "Live and Let Live." It tried to appeal to
the better side of the operator in or-
der to show him the error of his ways in
the better side of the operator in or-

"Live and Let Live." It tried to appeal to
the better side of the operator in or-

slowly but surely to lose their foothold in this industry.

Slowly but surely, more and more trained
spectable and respected businesses were
those who succeeded in establishing re-
tion.

Those who follow the lead set in other
dishonest, the rule of profit will apply to
bilization where each and every opera-
in the future.
those who will remain in the industry
survival
judgment and of fair dealing in their
regard every rule of decency, of good
scrupulous operators may still
vails.

of "catch as catch can" no longer pre-

become a member of an association. The
stabilization of the industry.

This disastrous type of operation, those
most unscrupulous methods which could
obtaining that training.

At first he re-

Little by little
merchandisers
the success of the associations, having
ship was 100 per cent or over 60 per cent
their particular division of the coin ma-
chine industry to join their association.

But there is an angle of fun and fellowship to the annual
home-coming for 1939 is at the Sherman Hotel. The
hotel officials themselves are co-operating in every way possible
to make the operators feel at home. So, in inviting every
member of the trade to come to Chicago in time for the opening
of the show January 16, it is an invitation also that includes
the full co-operation of the hotel that houses the convention.

Why This Neglect?

One should imagine that having seen
the success of the associations, having
learned of the tremendous expansion
made by those who became members of the
association, cognizant of the addi-
tional profits earned by those who re-
pected the location owners, those who
operators would join; nevertheless, hun-

dreds of operators throughout the country
have either neglected or deliberately re-

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the full co-operation of the hotel that houses the convention.

To make the atmosphere of home-coming as complete as
possible, the convention management is seeking to make your
entry into the convention as easy as possible. If you send in
your name in advance we will have your convention badge
waiting for you. Everybody knows what a convenience this is
and names are pouring in. The convention rules have also been
reduced to a minimum so that everybody can feel free to enjoy
the convention and also make the best of an annual trip to the
coin machine center of the world.

The work of the convention management, plus the welcome
of the Sherman Hotel, insures about all that is humanly pos-
sible to make your visit to the January show a happy one.
Those who remember the floor show last year at the annual
banquet will know that a better one is coming this year. It was
the peppiest floor show ever—now come and see a still better one.

Your presence for the opening on January 16 will make it all the more truly the industry's Home-Coming celebration for 1939.
How Not To Operate Phonos
By ALBERT M. KOPOLO, Chicago

Following are bona fide rules and regulations of how not to be a successful phonograph operator:
1. Start your collections as late as possible and be home at 6 p.m. for supper. Don't keep your family waiting.
2. If a location is a dead one, leave your machine there to rest in peace also. Operators may bring a present to Jack or Sarah.
3. Do considerable work on Saturday. Location owners just love to have you around. Remember, you may want to play the machine.
4. Keep your cabinet and glass (inside: dirty outside) accessible. Customers enjoy the music better.
5. Worn-out needles and records add to the tone of your phonograph-and what a tone. By all means keep that away.

Moloney Predicts Stabilized Trade
CHICAGO, Dec. 24.—Questioned about prospects for 1939, Ray T. Moloney, president of Bally Mfg. Co., predicted that stabilizing influences which have been at work during the past year will show marked results in 1939. "In many ways," Moloney declared, "1939 will be a boom year. But it will not be the tremendous boom we have seen in the past. It will be a boom based on new equipment operators will make more long-range plans than ever before. "Get-rich-quick" psychology will be less of a factor in the 1939 plans of operators, distributors and manufacturers; instead, operators will be found working for greater stability, and when we return to a balanced sheet at the end of 1939, we will see that stability has been the one of the greatest net profit it has ever known. "Pessimism among stabilizing type of operators will help sales of new coin-operated equipment.

Stop and Go Spreading Cheer
NEW YORK, Dec. 24.—"Many operators are extending their cheeriest season's greetings in years," says Bert Lane, head of laneboard files. "And this year's statement, "Get-rich-quick," is making the machines do the chasing around. Many are putting in their machines at key locations for the season's greetings and "no stops and more go!" in 1939."

Brooklyn Firm Enlarges Force
BROOKLYN, Dec. 24.—Charley Aronson and Bill Allberg, of Brooklyn Amusement Machine Co., experienced coinmen, have been at work this past year, according to reports, building a large efficient organization. Says Aronson: "We now have 20 men at work for us. Ten men on the outside circuits and 10 men on the inside. We have developed a few key men in this part of the country and are in a position to use a large quantity of novelty games. This year we are going to attend the CMMA show in Chicago with one thought in mind. We feel now that we are in a position to efficiently handle the products of some outstanding and the new manufacturer. We will, in necessary, open offices in New York City to supplement our present offices and will also open offices in surrounding cities to handle the neighboring territories.

Phono Assn. Men To Meet in Trenton
TRENTON, N. J., Dec. 24.—Committee from the Philadelphia Music Operators Association and the Music Operators Association of New Jersey were scheduled to meet here yesterday at the Hotchkiss Hotel to discuss reciprocal trade agreements and the adoption of uniform trade practices.

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November 31, 1938

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39x172
1 TRACK TIME, Red Head, Excel. Cond.
1c MILLS Q. T.s ........ ........ $ 22.50
FAIRGROUNDS
AIRWAY$19.50AUTO DERBY
FINN & GENE,
FAVORITE, Like New
SENSATIONAL PHONOGRAPH
1/3 WITH ORDER. BAL. C. 0. D.. F. 0. B. NEWARK. WRITE FOR NEW COMPLETE LIST!
FREE WEEKLY ILLUS-
work like a charm.
are clean as a whistle and
swell
Anyone'll
Hare
Fleet (3 Meters)
Fleet
Eagle Eye (Ray Gun)
Bull's Eye
Airway
EVERY MACHINE GUARANTEED
MONARCH
Oroetchen Co-

WE'RE DOUBLE
CAREFUL!
Anyone'll want that our
combination games
works like a charm. Even
regulars non - players.
Just try it! SEND FOR
FOOLPROOF WEEKLY ILLUS-
LATED CATALOG!

TIME MARCHES ON!
NOVELTY GAMES
STURGEON'S STATION:

CHICAGO, Dec. 24. — It has been rare
in the past, to date, according to C.
Darling, secretary of NACOMM, in spite
of the successful shows that have been
conducted in former years, that an op-
erator, jobber or distributor has taken
the trouble to seek out members of the
show committee or others to pay a com-
pliment upon the way the show was
conducted.
This year, however, during the last
day of the show and since its close
dozen of operators, jobbers and dis-
tributors have taken pains to com-
favorably on the show.
These comments are letters from a Chicago operator and from a
well-known distributor in Texas.
Herman Torrence, of Chicago, writes:
"On behalf of my wife I wish to thank
the show committee or others to pay a com-
pliment upon the way the show was
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pliment upon the way the show was
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The Billboard
54 West Randolph Street, Chicago.

Daval's Side-Kick
Wins Acclaim

ChICAGO, Dec. 24. — "Positively the
greatest game we've ever manufactured,"
was the way I. D. Rotkin, advertising
manager of Daval Mfg., Ch., described
Daval's Side-Kick, Daval's newest five-ball nov-
elty game.
"In our business," said Rotkin, "we're
inclined to be conservative about the
merits of a new game until we know it
to be definitely a hit. We refuse to
fool ourselves and we reserve judgment
until the new game has been thoroughly tried on location.
After that, sales tell the story. Side-
Kick sales are now telling an eloquent
tale of successful operation and big
profits. Repeat orders further emphasize
the greatness of the game.
"The reasons for Side-Kick's popularity
are evident. The game has everything
that makes for a successful game, in
this case the five-ball game. Players are
engrossed by the success of Daval's
mechanical perfection. The game is
mechanically perfect. The Side-Kick high-score feature, shift-
ing 1,000 points, and the five-ball fea-
ture are a combination that gets the
players and holds them.
"Every precaution has been taken for
the operator's complete protection. We're
overjoyed with the manner in which dis-
tributors, jobbers, operators, locations
and players have received Side-Kick."
It is important that you be represented in this directory. Every operator in the country will find it helpful and informative. Study this page carefully. It shows how the directory will be compiled and classified so that you receive the greatest benefits. Make sure your company is represented by reserving your space today. Full details have been mailed to all jobbers and distributors. If you did not receive them, write for complete information immediately — The Billboard Publishing Co., 25 Opera Place, Cincinnati, O.

All copy must be of a general nature . . . No Prices, No Listings of used equipment.

Here is another Sample Advertisement

J. D. SMITH & CO.
46 Upper Street,
DEXTER, IDAHO
Distributors for
BALLY, GENCO, WESTERN, CHICAGO, MILLS, JENNINGS, DAVIA, STONE, GOTT-LIEB, KEENEY, EXHIBIT, ROCK-OLA.
A Wide Variety of Good Used Machines.
“We Are Here to give SERVICE”

Advertisements will be grouped by States and Cities, making it easy for operators to find your listing.
Chicago Candy Show in August

CHICAGO, Dec. 24.—The committee for the Greater Chicago Candy Show has announced that the Sherman Hotel in Chicago will present the annual candy show. They have selected the week of August 29, 1939, and will work on the show for the next three weeks. They anticipate that there will be considerable media activity and that displays for the show will be even better than in the past. Plans and ideas are being planned that will surpass anything that has been attempted in the past.

 Says A. L. Waldner, chairman of the committee, "The committee suggests very strongly that those in the industry make every effort to take off their vacations at the time of the Chicago Candy Show, Chicago is a very pleasant vacation center. The Sherman Hotel is centrally located and the members of the industry who attend will not only enjoy a splendid vacation but will also be able to see many interesting exhibits and to learn things regarding the candy industry. Undoubtedly the word is spreading.

Kenworth To Head Candy Group

CHICAGO, Dec. 24.—At a meeting of the Fielding Manufacturers’ Association held at the Maryland Hotel, Joseph K. Kenworth was elected president of the confectioners’ group. Kenworth has been selected to head the office of vice-president and Howard S. Short will function in the capacity of secretary-treasurer.

The Chicago Candy Club is one of the oldest of confectioners’ organizations and has been recently promoted by many of the members who are closely allied with the National Confectioners’ Association of the United States. The club will take the place of the present wide distribution of the slogan, "Soft Food—Start Some Every Day."

Silver Kings Attract All Eyes

CHICAGO, Dec. 24.—"We believe that one of the highlights of the recent coin machine show was the display of the Silver King bulk merchandise venders," states W. J. Fielding, president of Automatic Glass, manufacturer of the venders.

"There was particular interest shown in the introduction of two new Silver Kings. The new units caused favorable comment among jobbers and operators alike.

This was the first show appearance of our company. We were glad to show distributors throughout the country what support of jobbers and distributors very much in the past few years. They have dealt with us because of our fair dealing and moderately priced quality merchandise, and an advertising campaign which many an operator’s eye was caught by the chromium vendors for the Silver Kings which boasted pastel colored porcelain.

"We are looking forward to 1939. We feel that we have a great opportunity to build up the business our side line or part business, and we believe that we can do so without any profit."

NATD To Discuss Gig Machine Sales

CHICAGO, Dec. 24.—Meeting January 18 to 21, the National Association of Tobacconists, Inc., will discuss a variety of subjects of special interest to all persons dealing in tobaccos and in the related confectionery industry. The meeting is scheduled to be held at the Palmer House, Chicago.

A program of subjects dealing with merchandising has been mapped out by the committee in charge. One of the subjects of interest to confectioners is listed in the program. That subject is, "Mechanical merchandising—how can it be managed efficiently and successfully?"

PROVEN MONEY MAKERS

(Experienced operators have the important thing to do, get the Vendor into the heart of your store's trade and make it tell.)

Model "E" SELL-MOR

$25 SAMPLE

(Thanstd in Quantity!)

Guaranteed 5 Years!

Vends all Candy, Toys and Gum, Comes RIGID-GER PROFITS!

(We will exhibit only at Hotel Sherman January 19-21.)

GREAT STATES MFG. CO.,
DEPT. E, 4203 Fullerton Ave., Chicago

CAMERENT MACHINES

1939 Edition

Big Opportunity for Keen-minded Salesmen.

Tells Top Profit Venders. Largest No. of Venders.

Send for Full Details. Prices and Money-back guarantee.

FIELDING MFG. CO., Dept. S, Kansas City.

Victor Displays Challenger Vender

CHICAGO, Dec. 24.—Open house was held at the Victor Display company display rooms during the recent convention, at which several retailing from the bulk vending machine firm’s offices. They report that many prominent jobbers and operators from all parts of the country participated in the review of the new Challenge bulk dispenser now being shown at the factory.

H. M. Schreiber, president of the firm, commented: "I wish to extend an in-

Merchandising Section

December 31, 1938
Bally Enlarges Factory Space

CHICAGO, Dec. 24.—"1939 will be Bally's biggest year," says Jim Buckley, general manager of Bally Mfg. Co., "and we are getting ready for it now."

The first step in our expansion program is extensive rearrangement of our office space which is considered so necessary a factor to the factory and still obtain greater efficiency and reduce expenses. This rearrangement will relieve some of the strain due to our present space and is a necessary move for further increase in our manufacturing facilities to be necessary.

The general office space and it is merely a question of setting up additional rooms. We believe we have more than the space we can get in 1939."...

"And we are getting ready for it now. Bally's biggest year," says Jim Buckley, old timer at Bally's. "We have some exciting new games ready to roll out."

We have made some important marital announcements recently. Charles Polgar, New York op, is getting ready to stop the post new games almost every other week. Seems location owner felt he was being made a guinea pig for the pin game. "Can you tie that?" Sam wants to know.

"But," Bill Allberg is now on a diet. "I don't want to be a fat man."

"I'm feeling better. I'm going to be a marathon runner."

"Just wait until you see my new game sensation he will have ready for the show."

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"Can you tie that?" Sam wants to know.
AMUSEMENT MACHINES (MUSIC SECTION)

Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying new life on phonograph machines.

BLUE BARRON

The rise of Blue Barron and his distinctive music of Yesterday and Today to a position well in the dance band market within little more than a year is, in the opinion of many, one of the outstanding success stories in radio music and orchestra field. The start of Blue's climb up the national charts dates back to October, 1938, when the management of the Floating Palace, a high-class showboat in the possession of Sol Troy, N. Y., decided to give the Baron outfit a tryout. The package that gave its patrons some of the biggest name bands in the country, Blue created such a furor that the band remained on the Floating Palace bandstand for 21 weeks.

The start having been accomplished, the follow thru was inevitable and commercial success. Barron was booked for a dozen weeks at Martini's Paradise Restaurant in Rochester, N. Y., with a network wire and then he went to the Cafe Bong in Wilkes Barre, Penna., and then to Tropicana and Funtown in Plattsburg, N. Y., for a lengthy stay. Following these, he started out on the road with the Floating Palace, made a hit at the Southern Tavern, nightly revisiting the Floating Palace in Chicago, and then added the work and the big turning point in the Barron career.

Barron's broadcasts from the Southern Tavern that attracted the attention of executives of the Hotel Edison, Inc., New York, who were so taken with the band's style that they journeyed to Cleveland to meet him. The story of Blue Barron's rise to fame is the story of a young man who, with a strong energy to study the music business, and in music stores to merit a place in the phonos. Some ops are finding this better than that, particularly as Al Donahue does it.

An appealing love song by the writers of So Help Me, Who's Who in Hollywood. This song, arranged and executed by Al Donahue, is out now. It's not a bad thought, at that, and ops probably will catch on to it. Composed by a dream team, this song has been given the Al Donahue touch.
What the Records Are Doing for Me—

In this, the operators' own column, the music merchants and the entire motion picture industry help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column, be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to

WHAT THE RECORDS ARE DOING FOR ME,
THE BILLBOARD PUBLISHING COMPANY,
1564 Broadway, New York City.

New York

December 24, 1938.

To the Editor:

There's no denying the fact that we operators in New York are placed in an advantageous position when it comes to getting tunes for our machines. Be that as it may, we are in the backyard of the record companies and hence the new pressings before they are listed on the release sheets. Of course, this very position does us no favors.

We have to pick the tunes right out of the gutter; we have no yardsticks to measure the potential money-making power of each number. Consequently, we have to pick the right tunes right up without a lot of discussion on our hands that we won't even be able to give away.

Another thing that has been a famous of good numbers released by the disc companies in recent weeks, there are a few coming on the horizon which are sure-fire, two. The new numbers which all ops should cash in on are I Have Eyes and You're a Sweet Little Headache. Bing Crosby and Benny Goodman have both done both numbers. Art Shaw has also discied the Headache ditty. Keep your eye on these two tunes. They'll be on top of the heap in a few weeks.

Another number which I predict will be another Old Man Mose is Puckin' On the Golden Horn, by Patricia Norman, the gal who gave us the Mose numbers a few months back. Of course, it takes to get the nickel in bars, taverns and similar spots. In fact, in some spots, operators have even had permission slip above the printed name of the tune, "The New Old Man Mose." It's helping sales, too.

For the jitterbugs Count Basie's Jumping at the Woodside is exceptionally good as is Bob Crosby's new release Chil Me a Sunny Kiss. Andy Kirk's I Won't Tell a Soul and Round and Round on their phonos for the quivering three vocalists in trio formation. It's a very good novelty number.

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The best novelty number this time for Decca. Eschewing the so-so novelty music, the Royal Canadians give vent to the novelty ditties of the day—making it a field day for the quivering three vocalists in trio formation. But the Guy will have no trouble wooing 'em with I Must See Annie Tonight and The Girl Friend of the Dancing Derelict or better yet, the Guy gets novelty with bowery passions, He ponders to Her and She Ups to Me. All of these numbers are just beginning to be cut, ground and ready cut. Lombardo in his old recordings for Bluebird. Unethical as it may seem, but it makes for bargain days for buyers, especially in getting Lombardo in royal style for Loser's Lestravum and Gershwin's Summertime.

The Royal Guy

By L. A. "GUY" LOMBARDO

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END YOUR WAYNE 3901..05
SEPARATE CASH BOXES
Awards RESERVE JACKPOT starts FIRST CHOICE DAVAL MFG. CO. 315 Coin Divider and Two Coin Divider and Two Separate Cash Boxes the game! The Fascination stand on the prome- na de is being measured and surveyed for improvements. It was a popular feature last year and bids fair to be a leader this coming season.

Hugo Goemel is justly named the most efficient salesman at the Wurlitzer factory recently. "The Fascination stand on the promenade is being measured and surveyed for improvements. It was a popular feature last year and bids fair to be a leader this coming season."

He was on his way to the Crescent City from the conven- tion. Max Kirsch is putting out a lot of Seeburgs.

Ellsworth Rice has joined the staff of the King Amusement Co.

Asbury Park was host to several promi- nent buyers from the adjacent territory. They were in town looking over some of the new models with the view of buying for next summer's trade. Business is sort of slack now on account of the stretch of the imagination to discern the result.

Fred Bletter will be back with his cigarette stand next summer. He's enjoying a rest now.

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ABLE through the association office at pre-

Fifth, Merchandising. This specialty pre-

Sixth, Identification. Brass, alumi-

Seventh, Maintenance. Bookkeeping

Eighth, Accessories, such as spray

Ninth, Arbitration. The settling of dif-

Tenth, Legislation. The association may

Eleventh, Consultation. Frequent

Twelfth, Friendships.

Wrong Psychology

That if they were to join an association

Yet I know of no instance

Wherever there is a democracy

Can it be possible

Can it be possible

3,500 coin machine operators who are

In speaking of the lack of efficiency

In speaking of the lack of efficiency

In speaking of the lack of efficiency

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December 31, 1938

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the policies of an association or any of

The settling of disputes, the adjustment of regula-

Unlike other authoritative reviews, the associa-

the policies of an association or any of

With no litigation, no court costs,

As The Billboard.

The settling of disputes, the adjustment of regula-

With no litigation, no court costs,

With no litigation, no court costs,

With no litigation, no court costs,

With no litigation, no court costs,

With no litigation, no court costs,

With no litigation, no court costs,

With no litigation, no court costs,
"Jim" Boyle says:

"Come and Get It — Rock-Ola's sensational one-shot pay tables with two backboard panels and award charts are sure-fire money-makers. Just a few left!"

Factory Rebuilt Just Like New.

3-UP and ACROSS THE BOARD

Sensationally Low Prices, Wire Today

BOYLE AMUSEMENT CO.
522 SOUTH WEST THIRD ST., OKLAHOMA CITY, OKLA.

Look for Salesmen Will Leave Same Day
BLUE AND WHITE FRONT, SUITABLE FOR 2-UP AND DOWN. Also 900 Steel Lens Stand, $23.95

SALESBOARD OPERATORS
Read "DEALS"

A column about new salesboard ideas, deals and personalities. In the Wholesale Merchandise Department THIS WEEK and EVERY WEEK

THE HIT OF THE SHOW COLORS

The Lowest Priced Console

$150.00

Order Direct or From Your Distributor

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST.

New Orleans

NEW ORLEANS, Dec. 24.—Back to the home of crawfish bisque and Mardi Gras came the score or more New Orleans after witnessing another fine display of the latest in machines at the Chicago show. And, as usual, it will take weeks before some of the boys will settle down to a normal life after a week to 10 days in the Windy City. First the big show itself, then the big night clubs of Chicago, and finally the relations of many tales concerning the whys and wherefores of the contingents.

“It was a grand show, and Chicago as usual, opened up its arms to the operators and distributors from Dixie," Sam Gentlich, general manager of the Dixie Music Co., reports.

Much praise for the hospitality of the numerous Chicago factories is circulating among the circle that attended the show. The manufacturers left little undone to make the stay in Chicago worthwhile. The show itself was an inspiration to many of the delegates.

In one group went Dan Cohen, of the Picture Amusement Co.; Andy Mons of the A. & M. Amusement Co.; Sam Gentlich and Joseph Piro, of the Dixie Music Co., and Ben Cohen, of the Automatic Amusement Co. What a quiet set!

Emil Iacoponi and Ruth Hamsan, of the Bell Distributing Co., were often in the company of George Ewbank, president of the United Music Operators' Association of New Orleans. They visited the factories of O. D. Jennings Co., Mills Novelty Co. and H. C. Evans & Co. W. F. Young, comptroller of the Jennings factory, had the trio as his guests on one occasion. “The show was a grand one, and the new consoles of the Evans company were a treat to us," Iacoponi said.

F. W. King, boss of the C. & N. Sales Co., said that exhibits were very interesting. He called on several of the factories he represents in this area and found everybody friendly. He said the weather was a little too cold but the reception was warm enough to offset the temperature.

The latest addition to the music operating industry of this area is the firm of Joe Montgomery and Steve Quantra under name of Westside Amusement Co: Montgomery and Quantra have bought out the route of 25 machines formerly owned by the Melody Music Co. and have in addition added 10 new Wurlitzers to their line. Frank de Barro, manager of the Jules Peres Novelty Co. reports the company will continue its operations to the west bank of the Mississippi River. De Barro also reports the sale of several new Wurlitzers for over-the-river operations by John Brode, promoter of Jefferson Parish.

First visitations to Amadeo Rodriguez and August Otsanaro, of the service department of the Melody Music Co., for its fine decorating job for Christmas. The office of the company isN 100% drayed with yuletide colors and tinsel.

Pressed by business at home in filling his capacity as president of the local operators' association, Julius Pace, head of the Dixie Coin Machine Co., Bally and its distributors, was unable to attend the December show but promises to be on hand with colors flying when the January show is held at Hotel Sherman.

At least a half dozen distributing and operating firms of New Orleans promise to hold open house on Christmas Eve, and others are opening their homes to office attaches for special Christmas parties. The Dixie Coin Machine Co. is giving away attractive pencils and pearl-handled knives to Christmas callers and want to use this column of The Billboard to invite their friends to visit during the holidays.

Rushing into town before the holidays to buy Christmas needs and in some instances to take new machines in preparation for heavier winter play were such popular operators as Ollie Shirley, of Gulfport, Miss.; G. D. Hartman, of Hazelwood, Ia., and Michael Puris, of Donaldsville, La.; H. E. Nelson, from Natchez, up in the Delta country; Bob Sensive, Marrizville, who bought a new line of Wurlitzer phonographs, and others.

Jules Peres, of the Peres Novelty Co., set up one of the finest electrical displays for Christmas before his home on City Park and so impressed him his dismay the other morning when he arose to find that culprits had stolen one of his bulbs overnight. Peres says that he has replaced the bulbs and is now ready to hold open house to his many friends on Christmas Eve. The “Mexican Con- suit” will assist Peres at the party.

A Christmas Eve party is also promised the score of employers of the Great Southern Novelty and Music Co. by Buster Clesi, head of the firm. It is the usual custom of Clesi to hold an informal affair on this night for his crew.

Laid up with a cold in his head since his return from a week in the Windy City, Melvin Mallory, manager of the Louisiana Amusement Co., has been loud praise of his return from Chicago. "The Rock-Ola factory has turned out a peachy piece of equipment here and our company looks for a great season," Mallory said. He met Hal Horton, of Stella, and Horton, while in Chicago and they spent many happy hours discussing the winter and spring campaign with the Rock-Ola officials, including President Rockola and Jack Nelson.

Larry Copeland, local pin-game operator, reports it has been a fine winter season thus far and credits the increase of play with his machines to the fine equipment recently turned out by the Bally factory.

Season's Greetings

GEORGE PONSER
31 WEST 66th ST., NEW YORK

IRV MORRIS
10 E. BURTON ST., NEWARK, N. J.

BEN BECKER
451 BEDFORD AVE., BROOKLYN, N. Y.

JOE ASH
10 R. FRANKLIN PHILADELPHIA, PA.
Bookie Case Is Adverse

But Judge strongly favors statutes to license gambling in general.

CHICAGO, Dec. 24.—The power of State statutes to prevent local options on gambling came strongly to the fore here this week when Circuit Judge Harry M. Fisher ruled that the City of Chicago did not have power, in view of State laws, to license bookies. This question has gone thru a long process of courts, the State Legislature and a veto, since the city council passed an ordinance to license bookies.

Judge Fisher's preliminary and official opinion was in the main a liberal document, indicating that under existing law he had no other choice. He definitely stated that he felt the Legislature should provide for the regulation and licensing of gambling.

To quote Judge Fisher further: "Students of the subject solemnly depose that the prohibitive laws drive commercialized gambling into the underworld, despite these laws, thousands of gambling establishments exist. They can live only either under the protection of or by the enforced criminal partnership of syndicated criminal bands. I have on several occasions publicly expressed the belief that it is better for the State to substitute regulatory laws for the unenforceable statutes aimed at the suppression of gambling."

Vemco To Publish Personnel Folder

PAVETTICVILLE, N. C., Dec. 24.—Joe Calcutt, of the Vending Machine Co., reports that his firm today is preparing a folder listing all the personnel and offices of the organization. Mr. Calcutt: "It will contain in illustrated form a general story of Vending. It will picture the offices of the organization as well as the executives who have been largely responsible for the firm's success."

"We hope to better familiarize the operators and jobbers with ourselves and our staff. We feel that this is one way that will help us to a better and closer understanding with our many friends throughout the world. We want them to know something about us and about our way of operating our business just as we like to know something about them."

December 31, 1938

AMUSEMENT MACHINES

THE BILLBOARD

THE GREATEST - FASTEST SALESoard DEAL OFFERED!!!
GIVE AWAY GENUINE
ACTUAL WHOLESALE VALUE $27.50
Send Today for RETAIL $50
FUR COATS

Here & the hottest Salesoard Deal FREE Offered Everywhere. A WINTER Sensation! But a Super-Winner Right thru the Winter season. The Card has 100 holes and the player pays from 1 cent to 99 cents absolutely FREE a gorgeous FUR COAT. 
FREE. Your only investment to start playing this sure-fire deal are 250 cards. Each Card has $1.00 face value and 150 large photos of fur-cost on model, mounted on hard celluloid card with edge of Figure-the-Weather disk. You play the deal in location of your choice. Every Card has $4.00 face value. All costs until the cards have been completely sold and you have collected your Fur Coats. Opposite each proposition, we'll give you one complete deal absolutely FREE. Just rush your inquiry today as you can get started at once. DON'T LOSE A MINUTE, WRITE - WIRE TODAY - AND CASH IN.

M. SEIDEL & SON D-18 543 W. 30 ST.
NEW YORK, N. Y.

Keeney Completes Biggest Year

CHICAGO, Dec. 24.—"Old Man 1938 was pretty good to us," stated J. H. (Jack) Keeney in discussing the past year with a group of Keeney distributors visiting the recent Keeney show.

"If you'll go back over the last 12 months," said the builder of "The House that Jack built," "you'll find we had a nine-iron swing at the game. There were our Concessions, Triple Entry and 1938 "Win-Win" Scheme. We also had a Winning Ticket and our current Stepper-O-Matic. Our Free Races, Multi-Fast Races and the present Stable Mate Stepper—Upper. We had Winning Ticket and our current Time. We became the best string of months," said the builder of 'The House that Jack built,' "showing. Visiting was pretty good to us," stated J. H. Keeney in discussing the past year.

In payout table successes we certainly went to town in the free races, etc., in a certain section of our market.

We will have a complete display so that operators equally well and better than in the past."

It is reported by the firm that it is now installing an elevator in the building in order to facilitate handling of games and enable operators to reach upper floors without walking.

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"We hope to better familiarize the operators and jobbers with ourselves and our staff. We feel that this is one way that will help us to a better and closer understanding with our many friends throughout the world. We want them to know something about us and about our way of operating our business just as we like to know something about them."

Hercules Installs A Console Floor

NEWARK, N. J., Dec. 24.—Irv Orenstein, of Hercules Machine Exchange, Inc., reports that the second floor of the new Hercules Building will contain consoles of every kind, both new and used. Said he: "There has been a growing demand for this type of equipment. We will have a complete display so that operators will have a complete freedom of choice in selecting their machines. We plan to specialize on each type of equipment, counter, game, phonograph, etc., in a certain section of our quarters. Thus we will serve all types of operators equally well and better than in the past."

It is reported by the firm that it is now installing an elevator in the building in order to facilitate handling of games and enable operators to reach upper floors without walking.
Jar Deals Gain

BY GUY E. NOEL

So jar deals are small-time stuff, are they? And they are just about dead, do they think.

If that's your attitude, brother, you are on the wrong track; you must be thinking of something else. We've heard from the field, from many advantageous operators, that jar deals are not appearing at the moment in quite as large numbers as always. Well! What of it? General economic conditions have slowed up the play on any type of game as far as that is concerned. Furthermore, people don't eat potatoes at every meal, but they sure eat side dishes. Interest change, but when once people have enjoyed something they will go back to it, and customers who have played jar deals will go back to them, too, you can be sure of that.

Nobody seems to know exactly how long jar deals have been functioning and showing profits for operators, locations, manufacturers, jobbers and frequen-
ters for players. This much is certain: They began their existence in a quiet way in the vicinity of Michigan, Ind. There today and in several other communities, in place of the tiny group of people who worked at manufacturing jar deals, hundreds of families have earned support by doing much of the work in their own homes and several manufacturers have completely equipped their factories with automatic machinery, making heavy investments. So popular have jar deals become and so extensive their operation. Why? What has made jar deals click in such a big way? They Are Fast

Speed is one consideration. Bell machines have long held their fascination because of the jar, by which they could be played. Salesboards gained favor because they permitted the operator a profit of all the money in the deal. The player reaches in and instead of making a single play the average player will play five or ten times on one time. As a result the operator sel-
dishes and nickels and dimes—the money may be counted in folding money. It is not unusual for a good location to run off one deal a day and in more than one jar deal has done better than bell which are alongside. Looking back to the comparison between other things on other machines, it is estimated that the latter are as much as eight times faster than jar deals, chiefly because the numbers are large and more legible, and the players, paid up, to and over 85 percent. As long as there is a kind of a break for the players the money jar deals will continue to be popular.

The average jar deal operation is a 50-50 proposition after the cost of the jar and the money jar deals would continue to be popular.

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of the family itself. The growing use of machinery on the farm is doing to increase the production of the machine shop. Price competitiveness is growing over what power farming and farmers think important. From this region indicate that the serious est ideas in mechanical inventions and design from all parts of the world. Twenty-eight technical sessions were held in which experts discussed the latest developments in the industry. According to Kay, “For some months we have been increasing our stock of used games to meet the demand for this type of equipment which it has received.”

The Billboard AMUSEMENT MACHINES

Women Get Even With Operators

NEW YORK, Dec. 24.—The women of this country have conspired in some way to stop the production of future coin-machine operators. It seems to be a vicious circle in which the female of the species in the United States is vanishing. Coin machine manufacturers have jumped to the conclusion that if girls are getting fewer and fewer, then there will be fewer and fewer prospective operators born. This question may assume paramount importance at the forthcoming coin machine convention in Chicago, January 16 to 19.

The alarming conclusions are due to a recent report of the Metropolitan Life Insurance Co., in which it is shown that American women are getting scarcer and scarcer each generation. Their statistics have shown that 100 girls born now will produce only 95 girls at the present production rate. The production rate 100 years ago was that 100 girls had 223 daughters and 497 granddaughters. Some hold the suspicion that women are getting even with the coin machine trade because it has always been difficult for them to get into the operating business.

Ace Distsribs Have Large Used Stock

NEWARK, N. J., Dec. 24.—Jack Kay, of the Ace Distributing Co., reports that his firm has increased tremendously the stock of used games due to the demand for this type of equipment which it has received.

According to Kay, “For some months we have been increasing our stock of used games because we have been shipping all over the country on demand of the operators born. We are now in possession of one of the largest and best stocks of machines in the history of our business and are able to satisfy every demand.”

“Ancient coinage department has also been increased and games are repaired and prepared as far in advance as possible so that no shipments will be delayed.”

Engineers In Convention

NEW YORK, Dec. 24.—The American Society of Mechanical Engineers convened in its 59th annual meeting here recently. An attendance of about 3,000 delegates was reported.

Twenty-eight technical sessions were held in which experts discussed the latest developments in mechanisms and design from all parts of the world.

The Billboard AMUSEMENT MACHINES

Bar, Bell & Fruit

TICKETS TO DEALS
2544 - 2592 - 2664 5c or 10c Play

SOLD ONLY to JOBBERS

Wheeling Novelty Co., Inc.
27 Southard St. Wheeling, W. Va.
Detroit, Mich., Dec. 24.—Palex J. Jencks, manager of the Michigan Automatic Snooker Table Co., has opened a department store in St. Louis, Mich.

Henry C. Lenke, head of the Lenke Coin Machine Co., one of the oldest members of the coin machine industry in Detroit, visited Chicago recently.

Sales of music machines showed a decided pick-up, with a number of operators buying new machines to add to their totals. Among the Seeburg machines were those of George C. Roberts, of Groves Pointe, and Don C. Elshe, Thomas Berda, John Baker and Hazel M. White, of Detroit, while Edward Isley of Detroit, and William B. Bomol, of Homuila, were buying Wurlitzers.

William Palmer Co., headed by Louis Berman, is altering its cabinization from 655 to 765, with a floor of common stock to $11,000 common and $4,000 preferred. This company operates a large number of music machines in the Detroit area.

Max Lipin, partner in the Brilliant Music Co., is discussing plans to build a new office and showroom structure to house the operations of his company.

James A. Passamante, manager of the J & J Novelty Co., believes in having the proper quarters for any coin machine business. "It pays to have a good place of business," he says. "For one thing it impresses the location owner very favorably when he visits you and realizes from the atmosphere of the place that you are dealing with a real business firm."
Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. For a fee, it is possible to search through the records of all patents granted since 1790. Each patent is for a term of 17 years from the date of issuance and is renewable for 2 additional terms of 7 years each. A patent gives the owner the exclusive right to make, use, offer to sell, and sell the invention described in the patent, throughout the United States.

A patent owner has the right to exclude others from making, using, offering to sell, or selling the invention. The patent owner can sue for infringement of the patent, and the patent owner can stop others from making, using, offering to sell, or selling the invention.

The patent owner has the right to use the word "patent" in connection with the invention. The patent owner can also use the symbol "®" in connection with the invention.

Inventors are encouraged to apply for a patent on their invention. The patent application process is described in detail in the United States Patent and Trademark Office's "Guide to Patent Practice". The guide can be obtained by writing to the USPTO at 1000 Independence Avenue, SW, Washington, DC 20231.
**Exhibitors at NACOMM Show**

(Continued from last week)


**RCA-VICTOR Co.,** Camden, N. J. Displayed phonograph and Bluebird records. Represented by Jack Williams, Herb Allen, Tom Smith, Phil Gussaith, Dean Park, Pat Vance.


**SIMPLEX VENDING MACHINE CO.,** 804 Sycamore street, Cincinnati, O. Displayed vending machines. Represented by W. C. McOwen.


**WIN DISTRIBUTING CO.,** 250 West 54th street, New York City. Displayed Waaco saphire needlepads. Represented by Robert Gunner.

**THOMAS A. WALSH MFG. Co.,** 201 South 10th, Oshkosh, Neb. Displayed sales-boards. Represented by Dave LaMear, Earle R. Baker.

**THE DOLPHIN WURLITZER Co.,** North Tomawanda, N. Y. Displayed phonographs.

**Kansas City**

**KANSAS CITY**, Mo., Dec. 24.—Back from the Chicago convention with excitement for the coin machine industry in general. Kansas City is a regular meeting place for manufacturers and prepara-tions for Christmas.

The CMMA convention, held at the Sherman Hotel in January also will find Kansas City well represented, with several large outfits.

J. A. Boudiau, head of the Great States Mfg. Co., has two inexpensive penny games ready to introduce at the next meeting. The first, on the market next month, is the Gadzoo Zip-It and Drop-It and feature several peddlers of variants from the Run-of-the-mill small game types, according to Sandhaus. Also to be introduced is the Great States Bantam Beatty, a midget vender with 1/4 gallons capacity for gum and merchandise. The Bantam Beatty will occupy less than seven inches of counter space. Great States is introducing a completely new line of pasted colored vending machines. Luminous greens, blues, pinks and yellows will cover porcelain bases, and in Sandhaus' opinion will attract the eye of everyone.

The other unique innovation of the Great States line of barbecued nuts, actually barbecued over an open flame, will be introduced at the Chicago show for the first time in America. The barbecued nuts of the Spanish peanut and blanched Vir-ginis, tested and recommended by Carl F. Hoelzel, president of the company, are doing the best business in many Western cities.

Dave Cooper, president of the Peer-less Distributing Co., is still another phonograph distributor who is up to his ears in work as the holidays neaer. "Things are rushing," says Cooper, "and I am doing the best business in many months."

**Texas Governor States Opinions**

**FORT WORTH, Tex., Dec. 24.—Governor W. Lee O'Daniel recently issued a statement, widely quoted in the press, concerning the hunt for revenue to pay the $800-a-month pension promised to every person in Texas over 65 years of age.

In his statements the possible sources of revenue are being carefully studied even in other States and are re-ported for a more thorough study. The entire field of State taxes in the light of the new General Assembly is said to be something new in the field of State revenue. The State Governor said that he had not yet reached a decision on taxes he would recommend.

Genco Set for New 1939 Games

CHICAGO, Dec. 24.—"A new factory production record is being set these days," declares Dave Genzberg, of Genco, Inc., "and we are getting that record for 1938 the game that is now coming off the production lines. We are ex-tending new earnings record for 1938 thru- out the country. We refer to Stop and Go, which bids to continue its popu-larity and march toward new earnings records for 1938 thru-1939. We have a bigger year than 1938."

"Demand for the game shows no signs of letting up in spite of expectations of a natural seasonal setback. We are finding that the call for Stop and Go is as unrelent-ingly as when the game was first introduced, we are now a little behind in our orders for Stop and Go for this set for a flying start and we can promise our customers of the great demand that 1939 will be a bigger year than 1938."

**Genco, Inc.**

2621 N. ASHLAND AVE. CHICAGO, ILLINOIS
Dallas

DALLAS, Dec. 24—Local operators report phonograph and amusement game business as improving. Coldest weather is pushing receipts up by bringing the crowds inside. This is certainly a sales- board Christmas for Dallas operators. More merchandise and salesboard combos are on the local market than ever before. Many locations are doing a nice holiday business and the selection of boards is wide and varied. Combinations are on display offering all kinds of merchandise from money and marbles to milady's fine fur.

Local coin machine men and ops who attended the coin show in Chicago last week included Mr. and Mrs. Earl Reynolds, of Simplex Distributing Co., Fisher Brown, Brown & Pulson, and W. W. (Mike) Ackman and Harry Drollinger, of Modern Music Co.

Sol Ritter, sales representative for Gardner & Co., Chicago manufacturer of salesboards, called on Jobbers and operators in Dallas last week. Ritter has just completed a business trip thru Louisiana and East Texas. He reports business good in both those sections.

M-G Candy Co., Oklahoma City, has been appointed exclusive Oklahoma State distributor for the Kidd Sales Co.'s line of photo candy deals and jar deals.

B. W. (Burt) Davis, Dallas, has opened a new local sales office at 6225 Elgin Avenue. His new firm, the Burt Sales Co., will specialize in original salesboard deals. Davis is planning to manufacture a new line of salesboards. Associated with him are W. F. Pankey, Curtis Trotter and Dan Maple.

The Kidd Sales Co. is to manufacture a new jar deal which it plans to have on the market by the first week of the new year. Charles K. Kidd, of the firm, just completed a successful trip thru East and South Texas and reports an excellent business for his new photo frame candy deal. East Texas ops were reported doing a splendid holiday business. Kidd said that since the introduction of his photo frame candy deal three months ago his firm has sold over 100,000 units of the candy deal, which means that his company has distributed over $0,000 pounds of candy in this holiday business this season.

St. Moritz and Alps are on display offering all kinds of merchandise from money and marbles to milady's fine fur.

Three Chicon Games in Production

CHICAGO, Dec. 24—"Three games in production at one time, and all in demand; that's the set-up at our factory now, and we're proud of it," says Sam Gaines in Production at the Chicago Coin Machine Mfg. Co.

"The games are St. Moritz, Alps and Trophy, and the remarkable thing about production is that St. Moritz and Alps have been running for an unusual length of time, as novelty games go. As a rule, when a manufacturer announce a new game the demand for previous games immediately lessens and by the time the new game has been in production for a week or ten days, production on the old games drops to a mere dribble.

"We were pleasantly surprised to see a new local sales office at 6225 Elgin Avenue. His new firm, the Burt Sales Co., will specialize in original salesboard deals. Davis is planning to manufacture a new line of salesboards. Associated with him are W. F. Pankey, Curtis Trotter and Dan Maple.

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St. Moritz and Alps continue their popularity with operators along with the new star game, Trophy. It is spoken well of by all the operators and has been a good seller. The next move appears to be the introduction of a new game which it is hoped will make a success and add to the already fine line of Kidd games.

CHARLES K. KIDD, Vice President, Kidd Sales Co., 2200 N. Western Ave., Chicago, Ill.
HAPPY NEW YEAR
IS MORE THAN A SLOGAN WHEN YOU OPERATE
BALLY GAMES

For a prosperous 1939... get on the Bally Band Wagon... a complete line of equipment for every location... including PARAMOUNT Spinning Captive Ball Sensation in Reserve, Novelty or Free Play Models... THISTLEDOWNS Reserve Type Multiple One-Shot... BABY RESERVE Counter Games with $50 top... RAINBOW Pod Velour with Buy-Back Feature... DIXIE and other 7-cent cones... and the sensational new BALLY BELL that doubles your bell earnings.

GLOBE 1939 SPECIAL
2500 PLENTY OF ACTION 5 CENTS HONES
BARRREL STYLE TICKETS.
Each Combination repeats 12 times. Field Rows contain 100 Tickets. 1 Each $12.51, $10, $7.50, $5, $4, $3.50, $2, and 87 $1.00.
Action Rows contain 15 Tickets: $2.25, $1.00, and 12 $0.50. Takes In $12.50. Average Payout, $84.00.

GLOBE PRINTING CO.
1023-27 Race Street,
PHILADELPHIA, PA.
WRITE FOR OUR 96-PAGE CATALOG.

YEAR-END CLEARANCE SALE

AUTOMATICS
6 Spirit Pops $7.50
3 Flashpops 3.00
3 Derby Champs 3.00
3 Mills Champs 3.00
3 Golden Wheat 1590
2 Gottlieb Derby Days 12.00
2 Gottlieb Fact-Or-Finish 15.00
3 Chips 3.00
20 Mills 5.00
25 SLOTS
7 Mills Millionaire St. $47.50
2 Mills Millionaire 75c 40.50

SPECIAL: CLEARANCE SALE

REAL BUY IN NOVELTY GAMES

Palm Springs $24.00
Silver Flash $12.00
Flash $7.00
Bally $9.00
Bomber $9.00
Derby $9.00
Bally Reserve $9.00
Bally LX $6.00
Bally Star $6.00
Bally Button March $6.00
Bally Luv $6.00
Lucky Strike $6.00

We Have a Large Variety of Other Games at a RED RUG. Write in for Price List

YALE AMUSEMENT COMPANY
982 GRAND AVENUE
NEW HAVEN, Conn.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Gottlieb Hints At What's Coming

CHICAGO, Dec. 24.—In discussing what D. Gottlieb & Co. have up their sleeves as a surprise for operators at the CMA Show in January, Dave Gottlieb stated, "We'll be ready to give the trade a revelation in new machines designed for money-making under present conditions.

"We have a number of surprises to show apart from one machine in particular, which we have up our sleeve, that will sweep operators off their feet. This is a totally new and timely idea, applied for the first time to a coin machine with startling results. There is no closed secret for this idea, and its effect on the present type of location is almost magic.

"In addition, we'll have plenty of new things to show in pay tables, notably some games and counter games that nullify old standards of profit-making, telling you all I can let out of the bag now, but you'll see all our new numbers revealed for the first time at booths 31, 32 and 33 of the CMA Show in January."

"Let me add," he continued, "that members of the industry who are interested in what's really new for 1939, and who are anxious to make money during the coming year, should not miss this greatest of all coin machines shows. You'll be more than rewarded by what you can see and learn."

Commissioners To Ask Games Okeh

YOUNGSTOWN, O., Dec. 24.—Trumbull County commissioners will ask the State Legislature to legalize slot machines, operating and other forms of amusement, also to increase the cigarette tax one cent in order for finance relief, Neil Duck, a member of the commission, has announced.

Duck's statement was made as commissioners from Trumbull and Mahoning counties met with newly elected State legislators to discuss the relief situation and plan for the future.

Locations Help Farmers

NEW YORK, Dec. 24.—Owners of groovy locations, thru the National Association of Metal Grocers, are indicated here recently that this vast organization may be of a movement to help farmers over the nation adopt some plan of crop control. The movement is designed to help the farmer get better prices for his products. Many of co-operation among farmers themselves is a serious handicap.

Several croppers may join in an educational program to improve conditions.

MILLS NOVELTY CO.
2640 BELMONT AVENUE - CHICAGO, ILLINOIS

BOOTHs 19, 20, 21, 22, 47, 48
SHERMAN HOTEL
JANUARY 16-19, 1939

PRE-SHOW CLEARANCE

Entire Stock of
USED GAMES

Thoroughly Reconditioned and Refinished.
"EVERY MACHINE MAKES A SATIS-
FIED CUSTOMER."

CONSOLES

5 Jennings 5 Cent Novelty and Pin Ball, in excellent condition, $54.00
1 3c Jennings, in Excellent Shape, $12.00
1 3c Gottlieb (Coin Head), $34.50
4 17.50 Zephyr, $40.00
4 17.50 Cargo, $45.00
4 17.50 Bally Reserve, $55.00
2 Pacific Deluxe Bally, $35.00
1 Bally Club Model, $30.50
1 Even A Kiss, $29.00

PHANTOM

1 1937 Rock-Ola Rhythm King, $75.00
1 1937 Guld Coin 24 Record, 70.50
1 1937 Guld 18 Record, 69.50

PIN GAMES

2 Mills 1-2-3 (Rebuilt) $60.50
2 Mills Millionaire (Excellent Shape) $72.00
1 Fruit Machine, $65.00
1 Fizz Buzz, $59.00

$10.00 Ea.

3 Gottlieb Monopole $12.50
3 Pacific Monopole $19.00
3 Gottlieb Lightning $15.00
3 Bally Monopole $15.00
1 Fairbanks $18.00
1 Fairbanks $18.00
3 Mills Taft $15.00
3 Mills Taft $15.00

Baltimore
Blue Birds
Horn Disabled
Kingpin
Fly Finish
Stack
Pony Test
Salary, Derby
All Star
Royal Rams
Multiple

$5.00 Ea.

3 Gottlieb Pinball $15.00
1938 Days, Colson Flasher, Speed King, High Dec. Factory, and Mini American $10.00
2 Fort Sherman $10.00

1 Evans Keene $12.50
1 1938 Lady Luck, $9.00
1 1937 Rock-Ola Rhythm King, $75.00
1 1937 Guld Coin 24 Record, 70.50
1 1937 Guld 18 Record, 69.50

NATIONAL SCALE COMPANY
1416 Wash, E., Minneapolis, Minn.
Wire, Write, Phone, 1/3 Detroit.

For Export Cable: "Mammothine" N. Y.

MIKE MUNVES CORP.
591 Tenth Ave. • NEW YORK

69.50

$6.00 Ea.

Turk King .5 9.00
Turk Deluxe .5 9.00
Bally Deluxe .5 9.00
Turk King .5 9.00
Electra .5 9.00
Roadster .5 9.00

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:
MILLS NOVELTY CO. A. B. T. CO. CRETCHEN METAL CO.
BALLY MFG. CO. H. C. EVANS & CO.
COLUMBUS VENDING CO.
CHICAGO METAL MFG. CO.
DAYAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntington Sts.
PHILADELPHIA, PA.

VALUES

15 EXHIBIT MERCHANTABILITY .80.00
15 RED HEAD TRACK TIMES .80.00
7 1937 MILLIONS (REBUILT) .75.00
2 1938 JENNINGS PICK-EM .75.00
2 1938 MILLIONS PICK-EM .75.00
4 DELUXE BELLS .25.00
4 BALLY TEASERS .25.00

FRED PRAY, New York district manager for Rock-Ola Mfg. Corp. reports that luck on his hunting trip in Northern Michigan was en-
danced above. Pray enjoyed two weeks of rest, he reports, "in prepar-
ation for a big, 1939!"

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
Four Hectic Days of Surprises

CHICAGO, Dec. 24—"Four hectic days of surprises," promises the CMMA managers in summarizing the plans for the 1939 Coin Machine Show to be held at the Sherman Hotel here, January 16 to 19, 1939.

"You've asked for an outline of our plans," replied Jim Gilmore, secretary-manager for the CMMA, "and that's really the best answer I can give you. Four days of surprises—24 hours of surprises—are 360 minutes of surprises. Because there will be surprises every minute of every day.

"Naturally, we can't divulge the de tails of our plans at this time. After all, the January Show will be nothing more nor less than a gigantic surprise party; and giving out information about a surprise party is like uncorking a bottle of champagne the day before you drink it. Simply tell the boys that the 'Convention Champagne' which will be uncorked on the morning of January 16 will pop in a way which they will never forget. And from the moment he steps off the train until he heads back home at the end of the week, each operator, each jobber, each distributor will be living in a gay, glamorous atmosphere of surprises, surprises and more surprises.

Machine Surprises

"Some of the biggest surprises, of course, will be up on the Exposition Floor. Because there the operators and distributors will see machines they never dreamed were possible. Machines which will put new pep into every branch of the industry. Not merely new models, but revolutionary new type machines. The kind of machines that come along once in a while and put the entire industry back on Baby Street."

"And we will need an army of ticket inspectors to inspect many of these machines and I have never before felt so optimistic about the future of the coin machine industry. No operator need feel concern about his future as long as he has a source of machines such as are now lined up in the engineering departments of our exhibitors waiting for the curtain to rise on the Big Show and Surprise Party at the Sherman. On the other hand, no operator who hopes to keep in the running in 1939 can afford to miss the first showing of these new machines. This year, more than ever before, it will be important for operators and distributors to get out on the ground floor. The surprise machines which will be springing at the Convention will be the kind for which there will be a terrific scramble. And the big profits for 1939 will go to the operators and distributors who are first to make their decisions right there during the Show.

Three Divisions There

"Incidentally, I want to emphasize that the Big Surprise Party at the Sherman in January will include every branch of the industry. Music, merchandise, amusement machines and bells—all will be represented by elaborate exhibits of the big leaders—plus bril liant displays of slot machines, jackpots, premium goods and allied products. Right now practically every foot of display space is sold out—which means that every inch of display space will be jam-packed with items of vital interest to operators and distributors."

"Our various committees realize that all work and no play is a lousy arrangement. Therefore, in addition to the surprises on the exhibition floor, there will be many other surprises to entertain and amuse operators and distributors. Some of these will be sponsored by the association and will far surpass anything ever prepared for the delight of coin machine men. Other surprises are in store up in the Open House suites of the various manufacturers, and these too, will be on a more lavish scale than ever.

"Surprise Floor Show

"In this connection, I want to say that the Floor Show for Hanpout Night has already been arranged by Dick Hood, of the H. C. Evans Co. Mr. Hood was the originator of the famous Streets of Paris during the World's Fair and has already been in charge of coin machine banquets in previous years. He promises the greatest show you've ever seen—and PLENTY OF SURPRISES!"

"Make your plans now to come to the Big Surprise Party—the biggest Coin Machine Show in history. Write me at CMMA Headquarters, 325 Hotel Sherman, regarding room reservations. And be there with bells on—1939 Coin Machine Show—Sherman Hotel, Chicago, January 16-19—'Home-Come Week' to commence everywhere!"

"Some of our surprises will be revealed to you in the next issue of The Billboard and in the January issue of all other trade journals of the coin machine industry that you will receive right after you get off the train until he heads back home.

"A part of them cannot be revealed until you come to the show and see for yourself your gamble your last dollar that coming to see in 1939. You ain't seen nothing yet!"

Old Age Pensions

Gaining in News

BOSTON, Dec. 24.—The Boston Herald has been told that Senator Henry Cabot Lodge Jr. (Rep.) intended to make good on the promises of many of the recently elected new members to Congress who had favored the Townsend plan or other new old age features plus Evans' precision engineering make this marvel absolutely incomparable to any other game regardless of claims. Perfect performance unconditionally guaranteed!

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EVANS' 1939

GALLOPING DOMINOS

WITH NEW LEGALIZING

SKILL ATTACHMENT

SEE THE NEW

JACKPOT MODEL

LUCKY LUCRE

AT THE CMMA SHOW!

BOOTH 30-31, 37-38

Baltimoreans Bandon and Goldsmith compare Keney's new console, Pastime, with actual dice game.

Advertise in The Billboard—You'll Be Satisfied With Results.
Daval wishes you a Prosperous New Year... and you're sure to have one if you operate SIDE-KICK

MAGNIFICENT NEW FULLY-ADJUSTABLE 5-BALL NOVELTY GAME!

You'll fall for the SIDE-KICK the minute you see it! It is... for SIDE-KICK was specially designed to be your buddy... you're your money-making sidekick... it's got 5-BALL ACTION — "all-over-the-board" ball action — snap and animation — speed and suspense — repeat play — complete anti-chute protection — happens again power!

GREATEST FEATURES YOU EVER SAW!

* New 3-point thrill suspense (see pictures below).

MAKE SIDE-KICK YOUR SIDEKICK — AND WATCH IT KICK IN THE CASH! ORDER SIDE-KICK NOW!

3 MODELS:
1. STRAIGHT HI-SCORE.
2. HI-SCORE WITH $50.95 RESERVE BANK.
3. HI-SCORE WITH FREE PLAY.

Ball scores 1,000 when it goes thru Side-Kick channel, and another 1,000 points if it scores at the target bumper while corresponding side is lit-up!

$49.50
1/2 Deposit
Guaranteed Immediate Delivery.

Mills Vest Pocket Bell — Automatic Payout

The simplest Automatic Bell Machine in the world with worthy promise. Only 3 parts, working in precision and exactitude, provide the same profits as the largest size slots. A permanent solution to operate in small territory. Cash box holds $60.00 in nickels.

SICKING MFG. CO., Inc. 3122 FREEMAN AVE., CINCINNATI, O.

List of Exhibitors

CMMA ANNUAL COIN MACHINE SHOW
Sherman Hotel, Chicago, January 16-19, 1939
(List as of December 22, 1938)

CHICAGO, Dec. 24—In releasing the list of firms that have reserved exhibit space at the Sherman Hotel for the coin machine show to open on January 16, the Coin Machine Manufacturers’ Association stated that the 212 possible booths of a total of 169 had been sold up to and including December 22. This leaves 22 booths and they have been going at the rate of about 5 or 6 a day recently, the management stated.

Whereupon the CMMA declared that the 1939 show would be “a colossal display of the industry’s latest and greatest creations. The stage is set, every branch of the industry will be fully represented, you will see the most phenomenal array of new ideas ever assembled. Novelty game hits, payoffs, consoles, counter games, slots, scales, vending machines, phonographs, sales stimulators, premiums, novelties, salesboards, jar deals, many items that will mark a new era.

“Prizes to attending delegates are to assume an important role. Not only will there be grand prizes by the organizations, but also exhibitors will offer about 150 prizes individually. The big story will be told later.”

Firms Exhibiting


Carl Trippe Plays Santa to Employees

ST. LOUIS, Dec. 24.—Carl P. Trippe, owner and general manager of the Ideal Novelty Co., will play Santa Claus again to his host of employees, giving everyone in his employ a week’s salary as a Christmas gift.

The gift applies to those people in his branch offices and also to those employed by the Ideal Sales, Inc., the firm’s salesboard subsidiary, which is managed by Doc Wilson.
BIG—because of the complete coverage of ALL OPERATORS—why take less?—when you can get it all! Concentrate your advertising in The Billboard. The CMMA Convention Show Number of The Billboard (January 21) will be distributed at the Sherman Hotel Tuesday, January 17, and copies will be mailed to operators throughout the country. This distribution will be in addition to the regular weekly circulation.

Since 1899 The Billboard has been read regularly by coin machine operators...bringing to them WITHOUT DELAY the important news of the industry. Its large following and preference among operators TODAY is the result of valuable unmatched WEEKLY service for 40 years.

JOBBERS and DISTRIBUTORS

This edition of The Billboard will include a directory of Jobbers and Distributors, making it possible for everyone to find your listing. ALL spaces will be uniform in size at a very nominal cost. The importance and value of being represented in this directory—probably the only one of its kind—is very evident. Operators will keep it for future reference and refer to it often. If you have not received the details by mail, write today for complete information.

A Great Advertising-Selling Opportunity for Manufacturers and Distributors

DON'T MISS IT!

THE BILLBOARD PUBLISHING COMPANY
5-27 Opera Place — Phones, MAin 5306, 7 — Cincinnati, Ohio

NEW YORK
Palace Theater Bldg.
Dallion 3-1616, 7, 8, 9

CHICAGO
4th Floor Woods Bldg.
Central 8480

ST. LOUIS
390 Arcade Bldg.
Chestnut 0443

PHILADELPHIA
7222 Lampert Road
Madison 6895
WURLITZER completes its initial year of
CONTROLLED PRODUCTION

One year ago Wurlitzer published its Policies for 1938. Part of that Policy and wholly new to this industry was the announcement of this pledge:

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

Wurlitzer inaugurated this Policy because we believed it would be beneficial to both the music merchandising business and the business of manufacturing phonographs. Gladly we sacrificed our chance for greater profits during 1938 in exchange for a Policy which, for unlimited years to come, would guarantee consistent profits for both music merchant and manufacturer.

Wurlitzer Controlled Production has now been in force for a year. Because of the wide acceptance accorded Wurlitzer Models 500, 600 and 61, and because of an instant appreciation of the benefits of Wurlitzer's Factory Trade-In Allowance Plan, we were immediately and have been consistently faced with demands to exceed the production schedule we promised to maintain.

Wurlitzer has not acceded to these demands—has actually controlled its 1938 production to within a fractional point of the pledged 40%.

Today with one year of Controlled Production behind us, we are more than ever convinced of its benefits to you, to us and to the industry in general.

Wurlitzer hereby renews its Plan of Controlled Production for another year, firm in the conviction that Wurlitzer Music Merchants everywhere will greet this announcement as another step ahead in the stabilization of this great business.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N.Y.