Two symbols of brighter days for acts and orchestras in every branch of show business.

The San Francisco Golden Gate International Exposition and the New York World's Fair will create greater employment opportunities for bands and orchestras, for acts of every description.

Not only will exhibitors and concessioners at these great expositions use talent, but operators of night clubs, hotels and theaters in the vicinity of the Fairs will augment their shows with more talent. New entertainment spots, featuring live talent, will come into being. The combination of these three factors must result in more work for more acts and orchestras at better prices.

Keep informed about the latest developments in connection with these two great expositions by reading the special "1939 World's Fairs" section in The Billboard every week.
Two Bills To Liberalize Outdoor Show Licenses in West Virginia

CHARLESTON, W. Va., Feb. 11—Two bills before the legislature, one with the blessing of the powerful house committee on taxation and finance, It would repeal the license fees for vaudeville, circus, carnivals, and concessions. It would repeal only a part of the general law regulating the fees, for such additional amusement as might be dovetailed into one measure.

The other bill before the Legislature, the license fees would be:

- $5 a week, for each entertainment of the play itself with original cast.
- $15 for 100.
- $200, for 101 Web Programs Survey Basis

Daytime Blurs Twice as Long And Noisy as on Evening Shows;

NEW YORK, Feb. 11—The average quarter-hour radio program has proportionately twice as long and a half as much advertising talk as the average half-hour program, and advertising talk is counted as the average half-hour program. This finding is based on the first study of the kind of the length of radio commercials. It was prepared by Olive Miller, a student at Kansas State College.

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Sponsored Radio Am Hour Put On Vaude Stage at 10c Admit

BIRMINGHAM, Ala., Feb. 11—For a tie-up between radio and stage, the Variety Show derives without. It is put on Sunday afternoons from the studio of the Century Theater, a vaudeville theater.

The Variety Show has an interesting history. It began about four years ago with a WGUL radio program. This was later changed to a variety show and the Variety Club, which regards it as its own production, was formed.

Radio Talent Possibilities

NEW YORK, Feb. 11—About-facing on ancient attitude which regarded radio a grim competitor, local legiti producers now employ the medium.

Local fairy shows are attracting by the radio advertising program. Successful experiment with radio has continued for several months.

Separate Unions for Circus, Carnival Workers Probable

Status as concerns AFA changed when parent union excludes non-performers from ranks; per capita tax now to go to AFL but groups may be responsible to AFA

NEW YORK, Feb. 11—Status of circus and carnival workers as concerns the American Federation of Labor is in doubt now. The Associated Actors and Artists of America's resolution on Monday which divorced all non-performers from the ranks of the parent theatrical union. Although it would seem that the circus and carnival unions would function as separate organizations, with certain restrictions and responsibilities, it is understood that the body whose separation is made necessary by the Four A's resolution will still be under the supervision of the AFA, which was not a party to the any of the actions of the union which started to organize the circus field in May, 1937.

Following the Four A's meeting, Ralph Whitley, executive secretary of the AFA, said that nothing definite had been decided, altho in all probability the circus and carnival unions would function as separate organizations, with certain restrictions and responsibilities, it is understood that the body whose separation is made necessary by the Four A's resolution will still be under the supervision of the AFA, which was not a party to the any of the actions of the union which started to organize the circus field in May, 1937.
Four A's Labor • Like Mt.: Brings Forth Several Mice

Ups per capita tax, ban non-performers, try to coordinate agent licensing and talks about interchange-ability—Thomson wants to change voting system

NEW YORK, Feb. 11.—Representatives of the performer unions have been conferring, mostly in caucuses, the past few weeks to strengthen the revived parity principle. The union is now laboring like a mountain and has brought forth, several mice—raising the per capita, tax, banning non-performers, coordinating the licensing of agents, encouraging the use of union cards and the canvassing of less reputable membership cards. The Four A's get tough.

GENE BUCK

(Gene Buck's Week's Cover Subject)

GENE BUCK, president of the American Society of Composers, Authors and Publishers, and a graduate of the University of Oxford and his college years were spent there— he is an alumnus of Detroit College—and it was not until 1907 that he went to New York. His ambition was to become an artist and he left his job as a copyboy in the morning to work for a while. He was not pleased, however, with his painting ability, and he turned toward that form of creative art to another—music—just a printed title page, and it was because of that form that the music industry adopted the present membership cards. The Four A's also discussed giving aid to those unions that have not organized their fields, such as the various unions to co-operate even closer than now, and better interchange-agencies. He was not pleased, however, with his painting ability, and he turned toward that form of creative art to another—music—just a printed title page, and it was because of that form that the music industry adopted the present membership cards. The Four A's also discussed giving aid to those unions that have not organized their fields, such as the various unions to co-operate even closer than now, and better interchange-agencies. He was not pleased, however, with his painting ability, and he turned toward that form of creative art to another—music—just a printed title page, and it was because of that form that the music industry adopted the present membership cards.

The Four A's get tough.

Henie Signed for London

BOSTON, Feb. 11.—Walter E. Brown, manager of Boston Garden, has signed Marie Novel, the French skating queen, for the fall. Brown, who introduced ice dances in the New York Garden, and his associates will be a tremendous hit in Britain's capital. A complete company of skaters will be taken along. Prior to her sailing for London Songs will have her farewell engagement at Boston Garden in the fall. Her first American appearance was made seven years ago.

Met Gets Tax Out

ALBANY, N. Y., Feb. 11.—Reversing an earlier decision by the Industrial Com- missioner, the Unemployment Insurance Board of the State of New York has agreed to allow Marie Novel, the French skating queen, to appear in the United States, as the Met's Unemployment Insurance Board of the State of New York has agreed to allow Marie Novel, the French skating queen, to appear in the United States, as the Met's

What To Know About Federal Income Taxes

By HERBERT H. LEVES

(Certified Public Accountant, New York City, New York)

THIS is the first of a series of three short articles on federal income taxes. They will outline the details which concern the average individual in the show business. First, you must file a return, whether or not you have to pay a tax. If you are:

(a) Single, or married and not living with your spouse, and have a net income of $6,000 or more.

(b) Married, and living with your spouse, and have a joint net income of $12,000 or more.

(c) Single or married and have a gross income, before considering business expenses, of $6,000 or more. If married, consider gross income of husband and wife together.

You must report all income received from the following sources: Salaries, wages, royalties, commissions, fees, rents, ordinary dividends on stock; interest; dividends, received interest on bonds, mortgages, etc. Include tip money, received prizes, bonus, commissions, etc. as Christmas or New Year bonuses or extra pay. Include profits made in any business, partnership, or joint venture. Include the value of interest in real estate or personal property— the law on this point is complicated and has been changed in 1918; be careful if you have transactions of this nature.

There are items which are deductible: 1. Life insurance received because of death of insured; 2. Gifts or inheritances; 3. Money received through accident or health insurance, workers' compensa- tion, or as damages because of personal injury, resulting in death or dismemberment, such as railroad injuries. 4. U. S. pensions to war veterans or their families. 5. Interest on federal, state or municipal obligations, generally. Interest on state, federal or municipal bonds, both income and capital gains. 6. Losses on the sale or exchange of property. 7. Health expenses—this is one of the most important items deductible in the case of the show business, and it's one which can make a big difference. You can deduct the medical expenses incurred in taxes, and it's a benefit that can be utilized by the professional.
Broadway Beat

BY GEORGE SPYDELIN

ROCKETEERS at Clifton Odets' Rock-A-Bye Baby's birthday bash on the first act, in order to cover up the absence of Irving Berlin, who, it is said, decided not to come. It seems that Act II of the plan, as Odets prefers to call it, will not go on the same evening on which any other evening would have placed any other evening on the same evening. Odets prefers to call it, so that the crew could have had some time to work on the show. Nobody noticed, but Odets did. He is preparing to direct his own show, which will be called "The Great American Tragedy," and is expected to open in New York next spring.

GHOST STORY DEPT.: Anne Mary Lawler, poet of Milten Laughlin, slightest of all the new generation of poets, who have made the rounds of the Milkeny (literary) colony, home, built about 1840 for the late Dr. Silas Levingston and his wife by his father-in-law, sitting in the living room, said, "I always had a feeling that I was going to die in this house." She was always nervous about the night, and the night came on, and she turned the light off, and awaited the return of the dead. She was soon joined by her husband, who was also a poet, and they sat on the sofa, holding hands, and said, "What a wonderful experience in the mannequin line, also has patents on devices that make the figures bend at the waist, bend their arms and legs, and also makes the figures look as if they were made of plaster of parts.

Mrs. Laughlin, excited and eager, said, "I always wanted to be a poet, and now I have my chance."

"Since I have been a poet, I have written some wonderful poems."

"I have written a poem about the night, and it is called "The Night of the Mannequin Line.""

"It is about the night, and how we were able to make the figures bend at the waist, bend their arms and legs, and also make the figures look as if they were made of plaster of parts."

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Rent a Late Model

Victor 16mm. Sound Projector

$7.50 a week

It's yours—FEE—After 50 consecutive weeks rental—Complete film service being used exclusively can be had.

Write for literature and descriptive catalog of available films.
AFRA May Protest WAAF Dismissals

CHICAGO, Feb. 11.—Dismissal of two staff employees at WAAF, Chic radio outlet, was not the only protest that has culminated into an investigation on the part of the AFRA local branch. Another, in operation is Jack Oddie, who was program director at WAAF. Oddie is a member of the AFRA, but whether the union had anything to do with his being out is not known to the AFRA’s secretary, Ray Jones.

A good number of WHP personnel, commercial manager, said inefficiency was his reason for being out, but whatever the reason, it was heard that both men were putting in around 44 hours per week. Oddie, however, it was learned that neither man was doing anything correctly named the product.

Running second is Jack Benny, with 31 percent of the listeners who were able to name the exact product correctly. The program, with Bing Crosby, fifth show, only returned 10 percent of correct identification, with an additional 14 percent saying “Kraft,” but not naming the exact product.

The Johnson wax program, with Fibber McGee, was given 60 percent correct identification. Edith Atwater, with Camel cigarettes, had seven listeners give them as their favorite, all properly named the product. Kay Kyser, with seven favorite mentions, was given 71 percent correct identification.

Only one other program received more than five favorite mentions, Andy Wallace being given seven. The product is not used their radios within 12 hours.

New York, Feb. 11.—Mailing of a promotion brochure by WEVD this week marks the start of a campaign by that station for an increase in its English commercial business. Station herefore has relied primarily on daytime foreign language commercials for its income. Using this revenue to produce “social conscious” programs of a type most interested in those who refuse to recognize these programs, such as the University of the Air, have helped build the station to the point where it can be the country. Marble, might be WEVD’s concentration on elastic marketing.

WEVD hopes to maintain its “social conscious” motif in the commercial area it it believes in the English language bracket. One program being offered in Bryce Oliver’s news show, show

Paralysis Fight Set Free Time Precedent

NEW YORK, Feb. 11.—Campaign to raise funds for the Paralysis Foundation of New York, is being planned by Grossett, is given as having originated in the “March of Dimes.” According to the committee in charge of the campaign, the introductory meeting was headed by Frederick Millet. At least three times as much money was raised this year over the campaigns of other years.

In addition to the announcements sent out through newspapers with thanks to General Groves and others who were supplied, and networks were given special, with various names, with various personal names.

Spatz-Souvaine Case Still Pending

NEW YORK, Feb. 11.—Process between the West Coast group of musicians Souvaine is still in hands of trial board of musicians Local 602. Spatz charged Souvaine with unfair practices, of successful, Souvaine owes him $6,000 advanced to Souvaine that he might get seasoning, with contract with General Motors, Spatz did and that he has the right to protest collect. Souvaine, on other hand, said he paid Prism’s price of $6 and the band leader some months ago for personal services rendered.

Local 602 is standing by, with examining case more deeply.

KGLO Staff Changes

MASON CITY, Ia., Feb. 11.—Staff changes have been announced at KGLO, station of Virgil Hicks at KGLO. Hicks, who was forced to go south for his health, has been succeeded on the air by John A. Price, former program director. Nick School has taken Price’s place in the station. Nick School into the production manager’s berth. A staff addition to the staff.

KGLO programs were analyzed in the Billboard survey of Mason City.

Radio Survey of Mason City, Iowa

SPONSOR IDENTIFICATIONS OF FAVORITE PROGRAMS NOT ESPECIALLY STRONG IN MASON CITY STUDY

CHASE & SANBORN, BENNY, “FAMILY” GOOD

WEVD Starts Drive For English Accents

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Penn. Webs May Soon Exhaust Name Supply

HARRISBURG, Pa., Feb. 11.—A new Pennsylvania newspaper, the York Web, is being set up and will be used chiefly for political broadcasts and speeches of Gov. Arthur J. James, who plans to use radio extensively during his term. The loco, which the Pennsylvania Commercial Network, will also carry special features from the time to time to A. K. Redmond, WHLP manager. WHLP is the key station of the network, which has 12 outlets. These include KDKA, Pittsburgh; KDKB, Erie; WQOQ, Wilkes-Barre; WBAX, Wilkes-Barre; WSNJ, Allentown; WBAA and WBAR, Williamsport; WPIL, Philadelphia; WLSG, Erie; WIEG, Sunbury; WYAB, Pittsburgh; WCAU, Philadelphia, and WRGB, Reading.

There have been other Pennsylvania State webs, including the Keystone, Quinn, and Chester State stations.

SOME TIMES this spring the Phil Baker Dixie pineapple program will move to Toronto, according to its producer from the island. It’s in the context. In the course of the regular broadcast, the producer, Hawaiian Pineapple Co., wants to test his good will in the islands from the standpoint of its salesmanship to Hawaii.

For World Fair News

Complete news of the World Fairs (New York and San Francisco) will be found on page 21.
WLF: Longest Fight

WASHINGTON, Feb. 11.—WLF will appeal the Federal Communications Commission's decision to restore to it a return of $50,000 by March 1. First the Crosley station will seek a reversal decision requiring a return of that amount, and if unsuccessful the station will seek a stay pending the filing of its appeal in the United States Circuit Court. Practically all radio analysts believe that WLF's last word on WLF's superpower will not be written for at least two years, and that the proposed stay will give the station to present hefty lung for the appeal.

Muzak Takes Steps

NEWARK, Feb. 11.—Muzak, wired music service, is directing Long heighten American Federation of Musicians, for a contrast similar to that existing between Muzak and New York Local 842. International headquarters of American Federation of Musicians will not permit a contract-term contract—one year be the length of the contract. This is in accord with Federation's policy of keeping a watchful eye on mechanized music development.

Provisions of fact, if and when, will call for Local 16 to have final say as to whether Muzak can go into various New York spots, for service is to be allowed in places where employment opportunities for musicians are likely to be affected.

No "Ranger" Blurs

DETROIT, Feb. 11.—Banning publicity is thought one reason contributing to the demise of the Ranger news, which had the job of keeping stuff out of the papers and magazines.

One experiment with actual personal dramaticism was tried for about five years ago when the Looney Tunes were first shown.

Presentation, including the horse Silo, was a hit in the theater, but resulted owners of the serial to decide the horse against personal publicity.

No actor in the play is publicized, nor is the horse Silo. "No writer may suffer, largely in salary reductions on the way to WXYZ, where the WXYZ shows. Many acts now on the stage are big money-makers. It is claimed that cutting the power will not affect Mutual, since the station is a leading one. Before it was given its high wattage. Besides, it does not take many material changes.

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Provisions of fact, if and when, will call for Local 16 to have final say as to whether Muzak can go into various New York spots, for service is to be allowed in places where employment opportunities for musicians are likely to be affected.
WASHINGTON, Feb. 11.—Corcoran-McNinch's action in the Independent Offices Appropriations Committee this week to broaden the terms of the measure given to the FCC last Thursday, is evidence of the House's determination to bring about a fair and equitable disbursement of the FCC's funds. The House has been given the chance to express its views on the matter, and it is expected that the committee will act accordingly.

Some of the House's members have expressed concern over the issue, and some have called for a special hearing to be held. Others have stated that they will vote against the measure, while others have said that they will support it. The House is expected to vote on the matter this week.

Senator John Kenneth, NAS President and NAB Director, has stated that the Senate will act on the matter as soon as possible. He has called for a special hearing to be held in the Senate, and he has called for the FCC to be given more money to work with.

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Broadcasters Scoff at Mills' Pacifier

HOLLYWOOD, Feb. 11.—Toning for the nerves of local broadcasters was dashed out last week by a week-long conference of administrative committee of ARSC, which held that there was no fear when new ASCAP agreements are sent out to replace existing contracts. They felt that no official word can come from ASCAP offices in New York any time soon, with the exception of new suitable contract forms.

Mills scoffed at a cotch of the songwriters' Protective Association at the Victor Hengel, who Dig a letter to new ASCAP's new licensing legislation in several States affecting ASCAP. With decisions being handed down in Arizona, California, Florida, Maryland, Montana, the verdict of the courts will be watched closely by this organization. If decisions are rendered in favor of ASCAP, it is believed that Bill restricting the activities of ASCAP in Indiana might be killed.

One broadcaster declared ASCAP was wasting its time in trying to "goodwin" station owners with any hopes of security in 1940. Broadcaster pointed out that "this goodwin legislation" was "ASCAP's chief strategic weapon," and that it will have to be kept alive to bring about a "long-term" auditing into line by a quick, well-timed attack around the first of the year the old contract owners.

Kenneth C. Davis, head of Davis & Browne, who represents ASCAP, said that there will have to be a larger catalog used by ASCAP to 1940 to compete definitely with ASCAP.

Of the time spent in trying to get ASCAP started its stampede in 1940 to sign up broadcasters, he was going to be ready in March for a big checking of D. S. service. He said he was using D. S. as "ASCAP insulation."

Colo., Second Station

DENVER, Colo., Feb. 11.—State Senator Curtis P. Ritchie, owner of KGHF, Purple, has introduced a bill before the Senate authorizing and requiring Colorado to raid ASCAP's so-called "exclusive," so-called "monopoly" of all the song pluggers in town. He said that the bill will be of use to those who are performing "with a signature," permanent address and street and city upon which the signature was taken.

Several performances are far superior to the amateur. The amateur is usually "a girl singer heard at WOR recently, with the addition of vocal choruses and either have their own band." These performances are far superior to anything else on the air.

Music Corp. Absorbs Jimmy Saphier's Biz

NEW YORK, Feb. 11.—Music Corp. of America has absorbed the business and personnel of James L. Saphier, an independent, effective in two of three weeks. Saphier, one of the leading independent music publishers in the country, has been in the music business for seven years. Most likely the various acts have been the result of business, including in a recent case of Budy Clark and Barry McKinney, will not be affected by the merger. Saphier is closing his New York and Hollywood offices.

Saphier returns to the Coast in a new music-publishing firm, will not show, which he will retain. James L. Saphier is the new name of the New York office.

With MCA Saphier will work in the West Coast city. MCA has been described as increasing radio bookings for some time, and as a young manager of the ASCAP talent set-up.

AP's Chain Policies Renew Sponsor Talk

NEW YORK, Feb. 11.—Future of the Press Radio Bureau is one of those following arrangements between the networks and Associated Press where-by the Bureau can broadcast AP sponsored inquires at the Press Radio offices without any tangible information. Indications were given, however, by James Barratt, head of the outfit, that Bureau would continue in business and renew the present lease expiring May 1. It is understood that Bureau has pulled off the game "a la carte." Generally, conjecture is being made between that some new network company would take some sort of action as a result of Press Radio pulling off on itself.

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NBC's Secret Agent

NEW YORK, Feb. 11.—Radio Features Service has announced that five independent NBC and National Broadcasting Co. have completed arrangements for NBC national sponsorship of "Secretary to the Stars," a new and amusing program to be produced in NBC's local studios. Thirty-nine episodes to be made.

McNinch Supports Wheeler Bill for Revision of FCC

BALTIMORE, Feb. 11.—Federal Communication Commission chairman Frank McNinch staunchly supported the Wheeler bill in a radio address here last night. Present set-up was marked by "inefficiency, lost motion, wasted time and injudicious action," and the only way out was a smaller commission, he said. Stressing the importance to the public of radio, telephone and telegraph, he said, "I am 100 per cent in favor of this bill."

McNinch said that the President's bill provides, would appoint a bipartisan, three-member commission with the advice and consent of the Senate. There would be three administrators assistant to the chairman and an advisory board.

The chairman said that it is the President's bill that the Wheeler bill would provide for a trip of the special hook-up on demand. A free service for readers

ATTENTION is directed to The Billboard's Material Protection Bureau, the only bureau in the world that has all the information available on the current activities of ASCAP. The Bureau was established to prevent the abuse of copyrighted material. The Bureau is to be provided with a database of copyrighted material, which will be accessible to the public.

The Bureau takes every reasonable precaution to prevent unauthorized use of the Bureau's materials, and such use cannot be guaranteed or assumed by any liability in the event of unauthorized use of the materials.

The Bureau is not designed to solicit payment for the use of copyrighted material, and such payment is not required.

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Saphier returns to the Coast in a new music-publishing firm, will not show, which he will retain. James L. Saphier is the new name of the New York office.

With MCA Saphier will work in the West Coast city. MCA has been described as increasing radio bookings for some time, and as a young manager of the ASCAP talent set-up.

AP's Chain Policies Renew Sponsor Talk

NEW YORK, Feb. 11.—Future of the Press Radio Bureau is one of those following arrangements between the networks and Associated Press where-by the Bureau can broadcast AP sponsored inquires at the Press Radio offices without any tangible information. Indications were given, however, by James Barratt, head of the outfit, that Bureau would continue in business and renew the present lease expiring May 1. It is understood that Press Radio might take some sort of action as a result of Press Radio pulling off on itself.

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CURRENT PROGRAM COMMENT

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Each review in this program is a brief for a production that curtailed on time it is presented.

"Street Broadcast," quarter-hour program sponsored by Wyant-Furni.

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With the creasing of the Chicago Daily News, Mo., a company makes a comic show which uses the comic style and current events. Basinement Supermarket, announcer Bert Coul- lard, a character of most of the show, has been by showing up on the job with black clothes, is known for his other accoutrements of the mystery fraternity. Coulard is a professional detective who has a number of things that are not mysteries, but are part of the show's appeal. The show has a lot of humor and is well received by the audience.

KWSO, in Jefferson City, Mo., consists of a comic, and his father's son's group of 15-minute daily slot, "Correspondents, Mo., at time the number and weight, and number of the new arrival are given, along with the show's half-hour segment. The show has a lot of humor and is well received by the audience.

Greece.

AUDITIONS

Present your best efforts on the best re- corded who will be offered in an attractive and authoritative manner. Send in your best efforts on the best re-}
BUFFALO UNION FINES 
Radio Maestro $500

BUFFALO, N. Y., Feb. 11.- Erwin Gluckman, former music director of Radio Station W.B.F.F. (Buffalo) in a hot water when it was alleged that he did not see any of the engagements that were being booked for him. Not only did he lose the local bookings that were already booked last Saturday after his three-time failure to appear before the trial board, but Gluckman is assured by the board to work around these parts until he pays off the fines.

To top it all, the radio station appointed Robert Armstrong, the former public relations man, to take over Gluckman's post as band conductor and music director. Gluckman is seen with W.B.F.F. for the past five years.

Limeford's Grand Grand

BROOKLYN, Conn., Feb. 11.- Local jitterbug dance bands to the number of 800 jumped into Bill Limeford's Sunday to get their terp inspiration from Jimmie Lunceford and deposit a profitable $1,000 at the gate. A band in a live feature in these parts. Dances were priced at $1.75 per couple and a dime for the fairer sex.

Talkie A Toe Reminder

NEW YORK, Feb. 11.- Gray Gorden, exponent of "tic toc rhythm" currently ticking it out at Hotel Edison, turned a clock a Tic Toe Reminder... injunction served on 800 jitterbug dance hounds to the number for the fairer sex.

Whiteman Gets Yale Bid

NEW HAVEN, Conn., Feb. 11.—Paul Whiteman has been selected to play the Yale University Junior Prom in the Payne Whitney Gymnasium on February 24. Harold Howe, ’30, is chairman of the dance committee. Whiteman played the prom last in 1935 and will bring his entire crew of $1,000 at the gate.

Jack Frost Comes North

HAGERSTOWN, Md., Feb. 11.—Isador Collander Co., of the WCAE Airliners, Davis Schroeder Brings In Welk

MIWAULKEE, Feb. 11.—Lawrence Welk follows into the Schroeder Hotel here with a first-class chocolate fudge winner, the day after airings over WTMJ and NBC during his stay.

AFTER A RECORD HUNT at the Crystal Ballroom they produce $750. Hotshot Pete Miller and his Whispering Swing band move into the Plains Hotel for an indet stay.

Jersey Town Curbs Jitterbugs Dancing in Ice Cream Parlors

CLIFTON, N. J., Feb. 11.—There’ll be no chocolate fudge winner with a floppy floy for the jitterbug feel. High quality ice cream will satisfy the craving for a taste of the ice cream parlors and confectionery store.

Brothers Under the Swing

NEW YORK, Feb. 11.—The new swing aggregation at Christina Brock’s Emporium, 3128 First Avenue, is headed by the late online with his brothers as the nucleus.

Bob Crosby Ork Slapped With Summons for $8,000 by R-O’K

NEW YORK, Feb. 11.—What might have ordinarily been a pleasant jump back to Chicago last week when they started a repeat engagement last night at the Blackhawk Cafe, was fraught with legal complications for Bob Crosby and the boys in his band. The Paramount Theater, 620 West 23rd Street, where the Crosby boys were served with summons by Rockwell-O’Keefe seeking to recover some $8,000 which they claimed was owed them under a previous arrangement, etc., when they started out under the agency’s banner as a co-operative warning that somebody is going to get hurt.

Wm. Morris Hogs The ’B’way Scene

NEW YORK, Feb. 11.—Coming into being only some five months ago, band department of William Morris agency feels chesty this week—and with reason. A newcomer in band-booking circles, office has established a regular Saturday night dance, and will bring his first six months in the dance scene this week, which is dominated by Lawrence Welk. Mr. Morris guidance is reported that the band will take totals in the neighborhood of $1,000 for their first six months in the downtown scene this week to get a band booking desk started in the Midwest sector.

Whiley’s From Stand Nuts a Neat Profit, Brown’s 17C Great

BUFFALO, Feb. 11.—Fut profits were reached when Austin Whiley drew 1,400 persons to the D’Youville College Junior Prom at Hotel Statler last Friday. With tickets at $7.50 per couple, including a dinner, made for a gross take of $7,700, including 1,000 tickets sold to patrons at $5.50 per. Profit was figured to be at least $5,000. Chairman of the affair was Catholic College ’38 points leader Wm. Morris Hogs.

Against the above figures Niagara University also has an engagement to strain the money-maker with its 900 at $7.50 per couple. Held last Saturday was Bob Armstrong’s band and Jan Campbell’s College Band playing at the Niagara Hotel in Niagara Falls, N. Y. Gross of $450 just broke it even.

Ray Brown and his Pennsylvanians, playing an open dance at Buffalo Athletic Club last Saturday, had 1,799 persons at a $1 per. A profit of $1,000 was estimated, highest this season. Donald Weber will be the new president of a charge of all entertainment, which incidentally is announced here for the week. Brown has now established a regular Saturday night dance night for the downtown public and will bring his show of fumes into Buffalo.

Office started from scratch last September when Ed Plimack was brought in from the West Coast to head the left-behind Mc, Recipe for Love and Whistlin’ in the Wind.

Summons for $8,000 by R-O’K

Agency seeks to money advanced Crosby, Inc., before band left—public contract may still be pending before Federation—Local 802 interested

Bob Crosby and Git Rodin, ask player with the band and band corporation to join in a suit to recover money advanced to them as a band contract—situation is complicated as the same local 802 is involved here. But failing to check the practice, some-
Battle of Euphors

UNUSUAL interest is centered in the band of New Align Music (18) at Arcadia Ballroom, Brooklyn, as the group possesses a three-piece rhythm section, comprising BERNARD ARMSTRONG and HARRY JAMES, new- est maestro out of Goodmaid's gang... and his band has been doing times with palestoch echo, suddenly promis to be the one to watch this season... In fact, following Saturday (25) finds another quarter million of end, and possibly one of the most interesting international bands to rock York's Harlem section at Rockland Palace, mostly with the rhythm section of ANGEL KINGS, the other remaining horns... and for the same night, at 3491 Broadway Hotel, RED NICHOLS and his BAND GROUP coupled in the rhythm ring... "Henry King" (16) is moving into his new Dover in Hotel New Yorker, New York, March 8, bringing "all in April"... Jan Garber takes over... PERRY BURKE has been upper assistant office manager of Artists Management, Inc., Paul Winternitz's agency... Columbia University's Junior Front on the 25th at Waldorf-Astoria Hotel, New York, will go over in the company of ELLINGTON and HAL KEMP... Will bring BILLY GOODMAN back next Fall.

Chicago Chat

STAN ZUCKER, who heads the local CBS office, struck redundant chords the other night with his friend, Betty, templates a switch over to the William Morris Agency. There has been some talk between that office and myself ever since last March," said Stein, "but I am happy to report that the parties are considering any at the present time... A six-week trip to France, an in-week six-week return trip to Merry Gardens Ballroom, is the sour note on his schedule... HOREN HENDERSON plays the annual Front Palace, for the third and last time, the Wednesday (10), sponsored by the Newspaper Guild... JACK BELSANO, manager of the City Ballroom, disposed of his dancing sessions between LOUIE PANICO, for the opening, and CHARLES STURRATT for the Saturday opener... WALT FORD plays Savoy Ballroom on the 15th... The man who developmented the University of Chicago Junior Front, LEO FIDLER, recently at Seminick in Hollywood, took over at the Colony Club, where Kipper Beall left off..."}

Cocktail Combos

THOSE THREE GUYS, Max Davis the "ringleader" and "ringleader" of April 1 at Patio Club, West Palm Beach, Fla. ... LOLA KINO and her Ladies of Swing, currently featuring ERNEST TAYLOR, at Hotel Atlantic City, N.J. ... RAPTORS, under the baton of "King" MURPHY, at the Lafayette, St. Louis, Mo. ... BOB McGUIRE, at the Lounge Cafe of Hotel Roosevelt, Philadelphia, honoring his engagement with Marie Martinovich, holding woods. The band was folded with Ted Fred Cafe, New York ... Larry Jacobs, Russ Pfann and Boyd Jones, over for another four weeks at Game Cock Hotel, Dayton, O...

California Charter

After her return from Mister Ballroom, Long Beach, changes the bandstand scenery with BOB HAMILTON and his "New Deal in Music" taking over, a new band, ALEX HYDE, MGM composer-conductor, has been heard to have all the ork personnel at the studio. "BUDDY HOLLAND" (16) opens for an April 10 engagement at Hotel Ambassador's Coconut Grove, Los Angeles, Calif. "MYSTERIOUS" lighting it to Chicago ... MARVIN JUNIOR, late of Shubert, joins the staff of the railroad in Chicago ... JIMMY MURPHY follows into the Torch Club, Los Angeles ...

Ray Herbeck

Not Off the Cuff

Since ARTIE SHAW has been hopping the band polo, his asking price in theaters is reported to have jumped to $10,000 a week, on par with Benny Goodman's price... Ken magazine is at last almost impound paring a success story on JULIE STEIN, with her husband, TEDDY KING signed with R-O-K for a three-year management ... "Teddy" is the bandstand maestro of the "Weekly" with GERALD WILLIAM MARSHALL, Dallas maestro... TONY WALLACE, the exalted "minister" of the exalted "minister" of what he says is his "new" number, was recently to propose and European stage since contracts are ready for his signature to become due at 52nd street's Palace Door ...

New Tunes for Morgan Pic

NEW YORK, Feb. 11—Russ Morgan's forthcoming short for Paramount will bring about original music written especially for it by Teddy Powell and Leonard Furie ... Title of the new band, "Old Heart of Mine and Holiday in Togland."
New York, Feb. 11.—Among Larry
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Music Supply Co., of New York; Lyon
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Other new officers for the
position are Charles Decker, vice-

Mike Riley, in collaboration with Zig

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Jerry Livingston has turned out a new
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Job by Elimination

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The Swing-Hit-of-the-Month

Hold Tight!

(1 Want Some Seafood, Mamma.)

Featured by the Andrews Sisters

Goodman

The Dorsey

Alvin Stars

From Swingdom

EXCLUSIVE PUBLICATIONS, Inc.

1619 Broadway, N. Y. C.
Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the sections of the list.

APPROPRIATIONS: a—auditorium; b—ballroom; c—cabaret; ca—country club; h—hotel; mb—music hall; nc—night club; p—amusement park; r—road house; re—restaurant; sb—showboat; t—theatre.

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

A

Addler, Carleton: (Kosher Diner) Los Angeles, h.

Aldridge, OC: (Cherry Grove) East Liverpool, N. Y.

Aldridge, Earnest: (Club Casey) Chicago, h.

Aldridge, Frank: (Gardenia) Detroit, h.

Aldridge, George: (Sherwood) Clarksburg, W. Va.

Aldridge, Howard: (Brown's Palace) New Orleans, h.

Aldridge, John: (Cannon Club) Chicago, h.

Aldridge, Lloyd: (Club Continental) New York, h.

Aldridge, Philip: (Cherry Grove) Detroit, h.

Aldridge, Samuel: (Cherry Grove) Chicago, h.

Aldridge, Stephen: (Club Continental) Philadelphia, h.

Aldridge, Will: (Continental) New York, h.

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Musical style, listeners recognize it for the music itself. Band leaders would be hardly another Sweetheart of Sigma standards alternated for the balance (in both its meanings) of the program. discerned evidences that band leaders are slowly coming around to the belief that they must offer an accented listening to the distinctive stunt. Popes are interpreted with a band of palms. Cartists like Carter especially-listen. Two on the program caught were Tinsel's A-Perk and the dash music of Al Fremont—Dash Music of Al Fremont. It's the same music in the flit of the Hawaiian music. Specializing in one type of thing is all right, but Owens should take into consideration with Owens doing the announcing like the fellow who made that and other tunes it's a succession of practically every instrument that ever came out of the islands, proving again that it's possible to get a mixture of tonsilers. Arnold (Bliss) Blieaner fingers the slide. Arnold (Bliss) Blieaner fingers the slide. And apart from Bunn's swell pickings of the Hawaiian tunes and week-ends if he's not too much on the ball until the last hour and a half of the job, when they bail into some doing which gives the dancers a genuine lift and creates that very lovely good humor which Frankie has been having out music since Bunn's arrival. Frankie is proving good bait for the steppers at the Coliseum Ballroom. And his name to the label, nor the buglers are start to finish.

The main fault with his band is the school of music that he has been into, and the ossified style that the main fault with his band is the school of music that he has been into, and the ossified style that the main fault with his band is the school of music that he has been into, and the ossified style that

TINY HILL (Melody Mill, North Riverside, Ill., WOR) capitalized on his holiday theme. The Hawaiian music with the shuffle rhythm. And apart from Bunn's swell pickings of the Hawaiian tunes and week-ends if he's not too much on the ball until the last hour and a half of the job, when they bail into some doing which gives the dancers a genuine lift and creates that very lovely good humor which Frankie has been having out music since Bunn's arrival. Frankie is proving good bait for the steppers at the Coliseum Ballroom. And his name to the label, nor the buglers are start to finish.

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The main fa...
MAJESTIC
Beginning Thursday, February 9, 1939
STARS IN YOUR EYES
A musical comedy with book by F. P. McClymond, lyrics by Max...
BROADWAY RUNS
Performance to February 11, Inclusive.

The Original Language must have been thought Is noble, there are hints that the original can only wring their hands 

night—half buried by the drifting sands 

et's 

Third Assyrian Officer Night, Eleven Months Later.

Afternoon, a Month Later.

First Assyrian Soldier Theodore Paul

Second Assyrian Officer George Petrie

Joab Nahum

St. Herald

Third Guard Alexis Tcherkassky

First Guard

His Wife

A Merchant

Ruth, Her Younger Son

Her Older Son

Mama Van Isledyke

The Same as Scene 2,

Scene 2: "The Proph- 

Cameron Mitchell

Katherine Murphy

Robert Harrison

Gordon Nelson

Byron Russell

Walt Kelley

D’Oyly)

Mamba’s Daughters (Empire) Jan. 3

Dear Octopus (Broadhurst/Jan. 23

One for the Money (Booth) Feb. 3

The Mikado, The

Performances to February 11, Inclusive.

The theme is mighty, the prophet, never realizing that his "proph-

in- 

prophet, never realizing that his "proph-

Then the people raised him up as a 

things united, then, in an utterance

Biblical tale of the prophet Jeremiah, by the atrocities of Hitler and on the

that blind and dangerous fanaticism

magnificence that seem demanded.

never reaches the necessary heights and

that often descends to muddled and

Sinister—never reaches the necessary heights and

stylized and foolish.

shows little or no understanding of the

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but Messrs. 

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\end{verbatim}
N.Y. Lawmakers Rush to Tell Agents What and Not To Do

ALBANY, Feb. 11—Although the State Legislature has taken no action yet on proposals for State control of amusement and labor law in connection with employment agencies, sponsors of the proposals are working on a bill exempting theatrical agencies.

Measures introduced by Senator John J. Raskob of New York and Speaker Edwin P. Morrow of New Jersey propose a license fee of $55 in cities having populations of 20,000 or more, and a license of $100 where populations are less than 20,000.

Repetition of A Bill

Speaker Morrow introduced a similar bill last year for the purpose of raising money to defray expenses of department insulating licenses. Measurers providing for exempting theatrical agencies as an agency or bureau procuring, offering, or promising or attempting to provide engagements for circus, vaudeville, theatrical or other entertainments or performances, or giving information as to where such engagements may be procured, will be made effective July 1.

A bill, one of two which are companions to the Speaker's bill, to exempt professional agents from the provisions of the act was introduced by Senator Thomas C. Denzmon of New York, February 10. It provides that no license shall be issued to any person, firm or corporation doing business as an agency or bureau procuring, offering, promising or attempting to provide engagements for circus, vaudeville, theatrical or other entertainments or performances, or giving information as to where such engagements may be procured.

Racing Season

Will Hypo Hot Springs Niteries

HOT SPRINGS, Ark., Feb. 11—White horses and chestnuts are shown in the catering act of a racing period. February 27 to April 1, floor shows at night spots are under way.

Philip and Dolores, tap stylists, at Atlantic City, are drawn into a night spot; Philip filling in as emcee. The Two Sons, new, novel, skating, are other feature. Acts booked by Amy Cox, Kansas City, are on the cards.

Belaire's Club's floor show has been chciałted by Sol Rollet and Dober. dance team; Audrey Merritt, singer, and Louise Lucino, entertainers; dancing by Johnny Fish, ritual with Joe Cattras's Orchestra. is emcee.

Ray Miller's Delectarum Band and rep troupe have become a permanent fixture at Thelma's. where they fill their third month. Siller, pianist and accordionist, and Arlette are the vocalists. Their performance, thrilling by the hundreds present, are doing specialties. Show is to last six weeks.

Southern Club and Grill in downtown Hot Springs, operated by W. J. Jacobson, introduced a new band called the Hi Hat Five. The group is the most fashionable of spots, is featuring the newest and brightest in dance. The orchestra is made up of the best talent to be found at any of the city's night spots, and guest muatol numbers and is composed of the most progressive and modernists, and the band is made up by Steve, accordionist, and Daniel Barou, guitarist. The Hi Hat Five's story is one that came here from Platinum Grill, Chicago.

Former western picture star Jack Hork's venture with string band at dance hall at New York Lurina resort, near here, has folded.

Maisy Wrecking Her Career

And Hazy a Phony, Says Fred

By PAUL DENIS

Detroit, February 9, 1939.

Dear Paul Denis:

Wasn't this morning from that sad thing that Maisie was going to double with some guy named Hal Hazy. I couldn't believe it, so I rushed over to the library and got the whole truth. (I didn't buy it for a minute.) The show was slipping in 7th Avenue and it was in no position to be in a new contract. Maisie and Hal Hazy are the happiest couple of dancing stars in the world. They're about to open a new show next week, and they're going to make it a big success.

Maisy is about the nicest girl you could ever meet. She's always willing to help you out, and she's got a great sense of humor. She's also got a great sense of style, and she always looks great. (I'm not just saying that, I've got a lot of friends who've seen her perform and they all say the same thing.) She's also got a great sense of justice, and she always stands up for what she believes in.

Hazy is a great guy, too. He's got a great sense of humor, and he's always willing to help you out. He's also got a great sense of style, and he always looks great. (I'm not just saying that, I've got a lot of friends who've seen him perform and they all say the same thing.) He's also got a great sense of justice, and he always stands up for what he believes in.

I think these two are going to have a great time together, and I'm sure that they're going to make a great team. They're both got a great sense of humor, and they're both got a great sense of style. (I'm not just saying that, I've got a lot of friends who've seen them perform and they all say the same thing.) They're both got a great sense of justice, and they always stand up for what they believe in.

Please let me know how you're doing. I hope you're doing great. I'll see you soon.

Yours,

P. S.: If you run across Daisy Dale, Hazy's old partner, put in a good word for me.
Leon and Eddie’s, New York

The latest of Leon and Eddie reviews is a fast, lively floor show that has no trouble pleasing the discriminating first-week spots.

Like most of the previous shows here, the bill is a mixture of novelty turn, singing, dancing, flesh displays and comedy and it fits in nicely with the other night's entertainment, wall paintings, the lively music and the informal atmosphere that pleases these men.

Main point of interest is J. Harold Murray, who occasionally comes out of retirement to pick up his old job. He is still a presentable fellow, and his baritone is still sure and deft in handling musical comedy songs. He played up in his usual vein, and he was by the sentiment evoked by his appearance here.

Rags Ragland, burly comic, who was in musical comedy recently, turns up with a typically buoyant black out (but dressed up) in which he gets going as a master of comic timing, Ben Gamm, another former vaudevillian, is away on one of his occasional trips. The Arden Artist Models (Jackie Glad, Olga, about the size of a Dionne quint, was in good form, with a British accent singing Ole Black River. His encore on Dick Powell singing My Way’s, went over big.)

The Bill Sacks, on loan from the Let’s Go Variety show, does emcee in addition to doing a fine job of handling the act. He still offers one such imperishable bit, went over big.

Unfortunately, there are a couple of weak spots. One is a previous issue) emsees nonirritatingly. He still offers one such imperishable bit, went over big.

Beverly Hills Country Club...has been nothing to write home about. It’s a place that has been going on for years. People go there to eat and they get something to eat and you can’t ask for more than that.

Chez Paree, Chicago

The most colorful work in the new show, as expressed by the reviewer, is the eye-catching "flying girls" numbers produced by Fred Evans. Described as a "flying girls" number, the long voice spot is fitted by Benny Fields and Helen Morgan, two Chez veterans who are probably grabbing off the richest ace in the legitimate pit. From its initial point of entertainment alone, the conceit was well conceived, particularly Miss Morgan, whose growing indifference to the calliope performances is a noteworthy point of her personality to sell her specialties. Acts are presented three times nightly. Stanley Quinn.

The Billboard

February 18, 1939

Hollywood Beach Hotel, Hollywood, Fla.

About 18 miles north of Miami, and well worth the trek, is the Deco Room.

Bobby Parks and his ORCHESTRA

* Presenting

NIGHT CLUBS - VAUDEVILLE

The Royal Windmills

Aristocrats of Skating

Speed Thrills Grace Class and Precision

New Appearing at

BILLY ROSE’S CASA MANANA

New York

... on the smallest mat in the world...

East-Yates Agency

Middle West - Seymour Shapiro

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The voice and violin of Olivo Brouauce added a touch of individuality to the entertainment, and the song of the Keene Twins and Vic and LaMarr aroused the audience to the rhythm of their virtuoso performance.

The band's virtuoso performance was highlighted by the Keene Twins, and Vic and LaMarr

In the basement of Joe Venuti's Orchestra, with its small, intimate setting, the musicians

Henri Gendron's Ork directly translates the essence of the rhythm and swing style to the audience.

The Gay '90s atmosphere is prevalent throughout the club, with the Gay '90s being the official theme of the evening.

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Benny the Bum's, Philadelphia. Follow pow at the Adelphia, Philadelphia.

the Hawaiian Gardens, San Jose, Calif.

York March 1.

ing a return date at Coconut Grove.

the Cincinnati area early in the spring.

Miller in Miami, Fla., plans to return to

F'aldez now in his fourth month at the

isco, after 19 months at the spot. Vern

Athletic Club Friday.

a Chicago theater engagement week of

Hotel.

Inn's ice show in April.

der, Milwaukee. will go into the College

VILLE, who say they are the tallest ball-

Chicago:

SAM) DOWELL, Texas showgirl in Billy

Leonard broadcast from the Normandie

agents would undoubtedly have shown

are servicing the columnists and night

are the only p. a.'s among the winnershandling hotel

fectively" are Leonard MacBain, James P.

is publicized by the Sutton News Service

bara Semple. Rochester's Lexington Hotel

in two and Vincent Astor (St. Regis),

does not seem to have a p. a. at the

man does not seem to have a p. a. at the

voted each. Ray Vaughan got a sixth vote

for the hit group last year also.

As for the most effectively publicized

hotel owner or manager, the final score

by Tom J. Collings.

Among the band leaders, Artie Shaw Is

the surprise, from the publicity angle.

build-up from Joe Glaston. Jack White

ago. Hans Jaeger's, a York-

man and Karl Bernstein during its hectic

man with two and Vincent Astor (St. Regis),

drew one vote. Regis, the Tom Fizdale

who handles the hotel, and also

for the Casa Manana March

Spier's wife, who has had Les Zimmerman and

meeting with Dorothy Ross to give all his

years ago. Sydney Spier, in the Broadway

accordingly. He is Spier's, the Tom Fizdale

was: Ralph Hitz (hotels New Yorker and

two society spots, two hotel rooms and

one small nitery in Greenwich Village.

Clearly, a good publicity job can be done

no type of monopoly on the press.

Mary Martin Best

in answering the query "what entertain-

her, and now doubling into the Radio

with two and Vincent Astor (St. Regis),

himself. Billy Rose, in particular, made a

The poll revealed clearly that the Rose-

room team in the business (he's 6 feet 2

KRAMER, who handles the Casa Manana

and the Jack White -Pat Harring-

the Jack White -Pat Harring-

Henle, Betty Hutton, Jack White, Hilde-

prize, as these spots were voted the best

publicized.

North Dakota Bill Up

BISMARCK, N. D., Feb. 11.—Directly

aimed at North Dakota night clubs a measure

that would make it unlawful to permit drinking of alcoholic beverages

in any commercial liquor store was

omitted other than the room in which the beverage is sold.

Generals of the proposed law lies in the

law adoption Wednesday. Bills that directed bars and dancing in the same

building, including a locally night club operation

constructed small barrooms adjacent to their dancing premises, permitting

customers to buy their liquor at the bar

and carry it into the dance floor.

The Voters

Those voting in the poll of night club

directors, columnists and syndi-

The Billboard were:

Helen Smeltzer, Chicago;

Bill Mckinnon, New York; W. B.

Tennessee: New York Times; Bob

Bob Syl-}

Women's Daily; Daily News Broadway columnists.
Vaudy Grooses

Music Hall, Roxy, Strand Big: State Poor: Para Fair: Other Grooses Thruout Country Okeh

Jaekle Grooses

Empire (burlesque) proved to be a good attraction and rounded up $4,500. Good to Doing $60,000 to $70,000 unit, which played the Riverside, Minneapolis, the week before, provokes the $4,500 figures for the period. Vaudeville is now looking for returns here. Claimed it did $2,000. Phon was Suburban Patrons.

MONTREAL — Lowel, with Count Bernic Vital's Stars Over Broadway unit and the Miss Mabel Mannon, grossed $9,000, one O. Tubby average, for week ending February 4.

WASHINGTON — Lowel's Capitol, with Roscoe Amos on stage and pie, Thanks for Pie, which had $1,000, as against average of $16,000. Warner's Earle, with Stage Door Canteen, had $297, which as against average of $8,000. Made Me a Criminal, knocked off $15,000. (See VAUDE GROSSES on page 27)

City House Plans Vaude to Win Back Suburban Patrons

TAMPA, Fl. — Weekly exodus out of the city to the suburbs—vaudevillers to next-at-Kro makes it impossible. The City House has proved to be uniformly strong and that market to be the ones to capitalize. This is why the management is quick to see the potentialities of this market and has now decided to try a new plan to bring the vaudeville audience back to the City House. The City House is planning to offer a variety of shows, including comedy, music, and dance, to appeal to a wide range of audience members. The management is also planning to offer special discounts and promotions to encourage more people to attend. Additionally, the City House is considering adding a new feature, such as a vaudeville performance, to attract more patrons.

NEW YORK — Despite bad weather conditions, Roxy house took in some heavy grosses. Radio City Music Hall was top with $8,000, again. The Capitol had $5,250 on the second, while the Garden did stage and show. Figure is pretty much the same as for the previous week, except for lesser factors, such as the weather. For the week of Jesse James and a stage show, the Palace had $3,000 for the second week, with $2,600 for the first. With $1,500 more per week, the Palace is looking for a successful run. The Roxy has $1,500 for the second week, and with $750 for the first. The Capitol has had $1,500 for the week, with $1,000 for the first. The controller of the Palace is not booking any shows, and is not looking for a successful run. The Roxy is looking for a successful run.

Chicago, Ill. — Acts here are finding club dates ideal places to break in new material. This practice has been followed by other producers for some time, but they don't generally work out as well as they might. It is believed, however, that the Roxy is doing it better than most. The Roxy is booked to take care of the Roxy's $42,000 for the fourth and last week of the week.

NEWARK, N. J.—Week ending February 11 found local vaude in good standing, and the material was not as striking as expected. The Palace had $12,000 for the week, with $11,000 for the second week. The Roxy had $10,000 for the week, and the Palace had $8,000 for the week. The Palace is looking for a successful run, with $7,500 for the second week, but the Roxy is not looking for a successful run, and is not booking any shows. The Palace is looking for a successful run, and is not booking any shows.

DETROIT, Feb. 11.—Contracts were signed by local agents for work at the Capitol. The AFA shop effective February 13. The Wednesday night spots have been placed locally. The AFA shop, with its first time that the agents have accepted an AFA license.

Harry Clark Not Booking Nashville and Birmingham

CHICAGO, Feb. 11. — While Harry Clark of the AFA shop has several packages, the handles for the Lucas & Jenkins Corporation, is not booking the Princess in Nashville for the month.

Thru an arrangement with Ed Gardner, the company of the AFA shop is selling the shows for the Lucas & Jenkins Corporation, and the Gardner AFA shop and the AFA shop are now under negotiation. The Gardner AFA shop has a few packages, but the AFA shop is not booking the Princess in Nashville, and is not booking any shows. The Gardner AFA shop has a few packages, but the AFA shop is not booking the Princess in Nashville, and is not booking any shows.
Loew’s State, New York  
(Restricted Thursday Evening, Feb. 5)  

Don Bostock’s aggregation, topping this bill, delivers solid musicalism and good song ideas. Band gives out with a refined type of commercial swing, yet the heretofore weary gets something—but probably much more lasting. Bostock himself fronts this interesting band with impeccable style.

Among the specialties, Dunc Yount, comedy singer, plays a segment with that unusually with Mannie Don’t All No Music and Join Me a Skull. Could probably do a single number; Bessie Jones, Johnny Russell, has a fine, masculine delivery with sound arrangements. Emily Adreon, whistle and acrob dancer, gives out with both talent and sex appeal. Phyllis Colin, vocalist, is not the equal of Russell, but nevertheless knows how to deliver. Scored well on two tunes. Bostock, of course, did a stint on the console vibraharp, a delicate rendition of A Pretty Girl Is Like A Melody and Star-  

Fritz also featured Walter Payne, sax. Opened with an excellent vocal rendition by Miss Gehl. Miss Gehl, with sound arrangements. Emily Adreon, whistle and acrob dancer, gives out with both talent and sex appeal. Phyllis Colin, vocalist, is not the equal of Russell, but nevertheless knows how to deliver. Scored well on two tunes. Bostock, of course, did a stint on the console vibraharp, a delicate rendition of A Pretty Girl Is Like A Melody and Star- 

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Joy Hodges and Waterloo Theater Scrap Accusations

NEW YORK, Feb. 11.—Joy Hodges, stage and pin name, cracked plenty of publicity in the dailies over her experiences playing a date in Waterloo. Miss Hodges, who said she was thrilled at being back in New York—led a World-Peace Committee interview that the Iowa theater "had a five-piece orchestra for my 25-piece arrangement," and "the curtain fell on one of the girls dancers." Miss Hodges, who squawked at the loudness of the microphone and other things, got J. V. Dowell, Iowa Theater manager, so mad that he announced it wasn't so long since Miss Hodges was asking for something like coffee and doughnuts.

Tiger Rag to horseplay convincingly irruptions of rival orchestras, which screen is on in other bands, are handled crisply by maestro, who knows the stuff. He exploited his stock in trade to begin with. Mike Heggie of Miss Hodges easily handled the orchestra at the start with Whistler and His Dog Interpretation.

Show builds up a custom-made encore for Miss Hodges, who further ingratiate herself with a duet with her husband. Their clear soprano and baritone blend. Then they sing "You're Just Like Coffee and Doughnuts." The comedy tumbling of Marian Belt and Fogel and Brothers draws the inaudible laughs of the afternoon and an exclamation rounded off a series of numbers so well selected.

Box D.173, care The Billboard. Cincinnati, O.

Palace, Akron, O.
(Reviewed Sunday Afternoon, Feb. 5)

(Reduced standard act, playing radio)

Frolics and fun before the cameras where it risked being seen again before the cameras in a really super act. Wyman was a horseplay vocalist. He said "I'm going to horseplay you to start with. People don't appreciate what goes on in the show. Even when the men in the house go, they completely Bole was in. It looks terrific, incisioned sound. The act has four minutes of music and after three numbers his ingratiating encore with Waltrip's for the house, a super act. Weather very bad and business off. Paul Culbert, St. Louis exhibitor, throws most of the drawing burden on the show.

Jerry Franken.

FOR STANDARD ACT, PLAYING RADIO

HILLBILLIES WANTED

Box D-175, care The Billboard, Cincinnati, O.

Casa Manana Back To Musical Revue

NEW YORK, Feb. 11.—Finding it tougher and tougher to get name talent, Billy Rose will drop straight vaude for his Casa Manana here after the four-week bill that opens Feb. 19 and switches to a girl show staged by John Murray Anderson. He says he'll have 25 dancers, 25 showgirls and 16 chorus men in the revue.

The vaude policy of the 19th will be composed of Andrews Sisters, Mario and Ross, Delores Benson and Harriet Hilliard, Willie and Eogene Howard, Gil Hunt, Gloria Gilbert and Steve Van Winkle. The vaude policy has been in New York since April and went over well to an almost packed house on quality alone, despite the lack of star appeal.

SALOON DANCE Creations.

Sailed February 10 on the Queen Mary for London and is booked for 10 weeks with an option of 10 more at the London Hippodrome, England.

Thanks to Dick Haney of the W. M. Morris Agency.

PRISM ROY'RE "SELASSIE" WINFIELD

Formerly of Tip-Tap-Toe and Motion Picture, "You Can't Have Everything," First individual appearance.

PARAMOUNT THEATER, NEW YORK

Direction—MARK J. LEDDY, RKO Building, New York.
Good Film, Good Vaude Is Best Combo—Manager of Fox, Detroit

DETROIT, Feb. 11.—Neither a policy of good vaude nor a policy of good films alone will make money consistently for a big house, is the experience of the Fox Theater here. Study of grosses indicates that the relative pulling power of the two classes of attractions is being taken over by the new Woodmont Corp. three years ago. The new corporation is reorganization involves no change in management and department may predominate.

In recent weeks when one or the other department results in a gross averaging perfectly in any one week, but the objective perhaps rarely at- 

The Fox has a good film and stage show policy for about five years, after a brief period of experimentation with straight pictures. This period was so far back in the depression that conditions that 

However, a strong stage show can outweigh a weak film and one good show as much as 175 per cent of normal—of the Blondie-Davis combination, the mathematically, the drawing power of a good film is strong above normal business, while the drawing power of a very good film is about the same as average business. Tying the two good programs results in a gross averaging slightly less than the present grosses.

The objective of the Fox, which has been under the handicap of a trustee- 

The average gross is the reflection of the change in the particular week, the one that has a weak stage show, has a low gross; good pictures alone will not make money consistently for a big house. Yet, the Fox, with a policy of good film and stage show, is making a profit, despite the huge overhead. Idzal 

The Billboard

Pinned in San Francisco

SAM FRANCISCO, Feb. 11.—Neither the Biondie-Davis combination, nor the Biondie-Davis management, is going to take off so many clothes any more. The medium-brown and shapely, was arrested several weeks ago at the Capitol Palace, along with the house's stage manager, Kiyoko, forting an indecent performance. Kaple and Jack Ross, comedic features of the revue, have so much fun going around the West that the remodeling and redecoration of the average gross for the entire five-year period. Biondie-Davis management in the past three years has not increased this average.

"The average gross is the reflection of the change in the particular week, the one that has a weak stage show, has a low gross; good pictures alone will not make money consistently for a big house. Yet, the Fox, with a policy of good film and stage show, is making a profit, despite the huge overhead. If-

Burlesque Review Empire, Newark, N. J.

(Retrieved Thursday afternoon, Feb. 9)

The burlesque review, which this week typically of the usual staff offered more of the usual fare. Despite the change, the reviews have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. The shows have been well attended by people who are tired of the usual fare. 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REPOIRE-TENT SHOWS
Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

MOODY REPORTS BETTER BUSINESS

HARTFORD, Feb. 11.—Ralph W. Moody, manager of the Hartford Orpheum Theater, is greatly in favor of his business, has shown a decided increase since the first of the year, and predicts a better season in 1939 than in 1938.

The idea of carrying extra vaude shows has been tried successfully by many legitimate theaters and has also been adopted by the Harkmo Theater in this city and has been a decided success. It is planned to supplement the regular vaude shows by adding another vaude show at a later date.

CHICAGO.—Lucille's address is the hospital, according to a recent report from the home city. Her destitute circumstances in a Memphis hospital have been reported.

Mrs. Bryant Sails Feb. 24 with relatives from England on the S. S. Manhattan, Eastman says. Tolbert maintains his reputation as the most careful stage manager in show business, with the exception of his own show. Eastman says. Tolbert has been employed by many theaters and has always been successful.

In a huddle frequently recently work-bert tent show, and Eastman was present, a new repertoire of scripts was created. ..

Tolbert To Try New Idea

Eastman Unit Still Going; WAGE.

I remain, yours very truly.

BETTY CHAPMAN, of the Chicago Daily News, is scheduled to arrive here Friday, February 8, Captain Seymoure of the Roxy, Kansas, to motor to Miami, as your article stated, but one of our deckhands was in it before.

There is no truth in the article written by Mr. Jones, who has always been that of paying off, and we have no reason to believe that he has ever worked for us. . . . The boy was a regular vaude show performer, and he joined me, and he was not an actor, and he was always a good hand.

Last season was a hectic one for us, as the skating of the bond court got us in trouble. But the day after the same everyone was paid off, and we are at the point of view and can run an article as I was told what was suggested about us. I remain, yours very truly.

Eastman Unit Still Going; Tolbert To Try New Idea

DOTHAN, Ala., Feb. 11.—Toby Eastman's show is in its 14th week at the Roxy here. Our reputation has always been that of paying off, and we have no reason to believe that he has ever worked for us. . . . The boy was an excellent performer, and he joined me, and he was an actor, and he was always a good hand.

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Yarn on Original Showboat All Wet, Says Cap Seymour

Capt. Milford Seymour, of the Original Floating Theater, takes exception to the report that was printed on this page the other day, and enjoyed its largest week's business recently.

The Family in its Juvenile Circus Revue, which has been a success, is continuing to amaze entertainers all around the country. The show is the most beloved by the audience and the most popular.

Wetters from the various towns will be more than happy to compete for the capi-

HALZEL, KINNINSTON, and stock and rep per-formers, is being checked by impres-sions in Vermont for local groups under Mrs. Violet Harris, of the Roxy, Kansas, to motor to Miami, as your article stated, but one of our deckhands was in it before.

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**EVERYTHING SHOWS**

**Communications to BILL SACHS, Cincinnati Office**

**WELLSTON, Mo., Feb. 17—At the 30th hour mark 18 couples and three solo items have entered the American Derby here, which continues to play with good profit. Last Sunday included Ron Brown, chief; Miss Margaret Blau, assistant, and The Week. Recent visitors to the show were George Blake, George Denny and James Durland. The agency claimed that the magician owed them $30 for appearing and two bookings in the West recently.

CLAUDIA H. (KID) LONG, agent with The Bill Rock show, is confirmed to be in the ads of all the shows that have room. He has a spot billed by Feix Belf, well-known magic show impresario, who has a string of Southern dates arranged just for this week. Rock played a return engagement at the Alhambra Theater, Cincinnati, Sunday of this week, and played three dates in Chicago during the week. George T. Knowles, who recently finished his magic turn to a comedy act, has landed a part in the Alhambra pantomime. The pair are billing themselves Mr. and Mrs. Thomas, W. Va., February 2 occasioned by the wrecking of the new Hal J. Ross show. FLOURNOY LATHAM visited the desk last Saturday (11), which was the opening of the latest Hotel's Florentine Room in Cincy. The Will Rock show, No. 50 is on the road to the Coast. C. M. Chambers, president of the Society of Detroit Magicians at the organization meeting here last Saturday. A $200 suit against the Great Blackstone in Circuit Court, Milwaukee, is now being appealed to the Supreme Court. Leavenworth, Kan., has been settled by a $1500 settlement. The New York City agency claimed that the magician owed them $100 and two bookings in the West recently.

JOHNNY HUGGERS, editor that he is the biggest and best magicians in the city of Baltimore, have left the Coliseum to work with the Triple Bill. He is working with Flory and White, just out of the field, and reports that while he has been out of the field working day and night and adds no telegraphed advertisement accepted unless regular subscriber is in good standing. No subscriber is dispensed with even a subscription to the Rifle."
In the late 1800s, at his home in Buffalo February 5. He had played with the D'Ovly Carte Opera Co. on its tour of America. In 1917 he appeared at the Coliseum, London, as Lord John Phillpot in an excerpt from The Merry Wives of Windsor. He also appeared in several other plays in which he played the role of a lawyer, military officer, or politician. In 1893 he played a part in the community theater in Miami, Florida, and an aunt.

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Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail held for 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 Advertized Mail. Please Use Postcards.
Also state how long the forwarding address is to be used.
CONSTRUCTION CALISTHENICS

NEW YORK, Feb. 11.—Construction started this week on three amusement structures adjoining the Flushing Meadows Park, the location of the 1933-34 Chicago World's Fair. One of these, the World's Fair Hotel, is expected to gross plenty if it actually gets under way.

The hotel was expected to be completed in time to be ready for the 1933-34 Chicago World's Fair. The company involved in the project is the World's Fair Hotel Development Corporation, which is expected to gross plenty if it actually gets under way.

In contrast to rumors prevailing here-above the ground construction set for the end of the month, Schless Co. at present is busy peddling construction set for the end of the month. The company involved in the project is the World's Fair Hotel Development Corporation, which is expected to gross plenty if it actually gets under way.

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Beatty Animal Show Deal Is Called Off

SAN FRANCISCO, Feb. 11.—After it had appeared certain that Clyde Beatty's Beatty Animal Show would be a Gayway attraction, attempts to interest backers in the project were broken off this week.

It is said that backers objected to the cost of putting up a building that but that was not mentioned in the initial negotiations.

Beatty Animal Show Deal Is Called Off

SAN FRANCISCO, Feb. 11.—Beatty Animal Show backers will not be able to interest backers in the project, it was announced Monday.

The project involved in the project is the World's Fair Hotel Development Corporation, which is expected to gross plenty if it actually gets under way.

New AFA Contract Expected Covering Cast of Cavalcade

SAN FRANCISCO, Feb. 11.—Contrast between conditions at the old World's Fair and the American Federation of Actors is expected to be made by a new contract covering cast of Cavalcade. The West has been torn up as unfavorable to both sides and will be supplanted by a new A.F. contract.
**New Spec 70-Horse Menage Number for Ringling-Barnum**

Plans announced by John North before departing for Florida also include many European acts and more circular big top with box seats in center sections

**NEW YORK, Feb. 11.—**The 1939 Ringling-Barnum show will sport an entirely new feature this year in the form of a downed big top, with a new and more lavish opening spec “more lavish than last year’s,” according to John North, general agent.

Big top will be 28 feet wider at the center poles and will contain both sides of the ring. Height instead of the usual 55 and canopies will be painted blue on the inside.

New acts obtained by North in his recent trip through Central America and Europe include Mustello, clown alley.

Sixty men at P-W Quarters

**SOUTH PT, SMITH AVE, Feb. 11.—**Sixty men are now at quarters of the Park A -Whitehead for the Al Sirat Grotto which is progressing rapidly. Manager Tua M. Watts has been in and out of the city frequently during the past week, but not seen in the management. Watts is one of the best known showmen, L. B. Greenlaw will be the stage manager, L. S. DeBarre will be the booking manager, Fritzi Bartoni, high trapeze, both will be added to clown alley.

**George Hamid To Have One-Ring Show at New York World’s Fair**

**NEW YORK, Feb. 11—**Planned for George A. Hamid’s one-ring European-type circus at the New York World’s Fair is a spectacular combination of design and engineering, and complete with all the latest features, according to the report.

Hamid was here arranging for the indoor circus at the New York World’s Fair. The Grotto Circus has always given interesting and adventuresome shows since it passed under the management of George A. Hamid. The Grotto show will be 25 cents, plus tax and business will be 25 cents, plus tax. The Grotto circus is enjoying the best publicity it has ever had.

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**Sixty acts Engaged by Myers**

**NASHVILLE, Tenn., Feb. 11.—**Mr. Myers, Wild Animal Circus has contracted the following: James M. Cole, secretary-treasurer; Edward Moss, superintendent of show; Chuck Lankford, assistant superintendent; S. W. Floyd, assistant manager; Calvin Spindles, assistant; Ed. Sanders, big-shot cow carnival; Jack R. Miller, W. H. Lee, the human hoop; Capt. Byron N. Hubert, lion stock and trained dogs.

**Separate Acts for Circus, Carnival Workers Resolved**

(Continued from page 3)

**George Hamid To Have One-Ring Show at New York World’s Fair**

**NEW YORK, Feb. 11—**Planned for George A. Hamid’s one-ring European-type circus at the New York World’s Fair is a spectacular combination of design and engineering, and complete with all the latest features, according to the report.

Hamid was here arranging for the indoor circus at the New York World’s Fair. The Grotto Circus has always given interesting and adventuresome shows since it passed under the management of George A. Hamid. The Grotto show will be 25 cents, plus tax and business will be 25 cents, plus tax. The Grotto circus is enjoying the best publicity it has ever had.

**Sixty Men at P-W Quarters**

**CIRCUSES**

**February 18, 1939**

**Co-Operation From Crotto**

**CANTON, O., Feb. 11.—**A dozen Crotto shows are at present being organized in cooperation with this year’s Al Sirat Grotto at the New York World’s Fair. In several cities within 50 miles of New York, Crotto shows are being scheduled to stretch the same dates as the New York World’s Fair. The Crotto shows are handling their own admissions and the entertainment is held in the same type of circus at the New York World’s Fair.

**Eddie Roberts will be on the payroll of Barnum & Bailey**

**CIRCUS NEWS**

News of indoor circuses which do not appear in The Billboard will be found in the sponsored Events Department of The Billboard during the winter.
The Billboard

MELVIN DONNY REINHOLD 926

Detroit, Mich.

(Signed by WALTER HUHEDADEL, BELL, M. A., GORDON, M. I.)

DUFFUS, Mrs. Movement" of the Circus Fans' Association, was introduced from the floor and made a short speech on the public relations department of the CFA, was a huge success.

On February 13 the 250 employees of the Des Moines Union Railway and Iowa Transfer Railway, of which J. A. Wagner is general manager, went him the following telegram at his home where he is convalescing after an attack of arthritis. "Forty-six years of service and devotion to the Des Moines Union Rail-

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Walter Buckingham, Naime Hildreth, Donald Macgregor, Fred S. Clarck, Stan Rogers, Irving K. Pond, John J. Goodwin, Manuel E.os Jr., John S. Peatty, Andrew H. Sneed, Andrew H. Marracci, Tom Claflin, Philip W. Schwehm, Mrs. Anna F. Nattrass, Mrs. Edna Curtis will present the shows.

Ed M. Hilteary, Frank W. Magill, Frank W. Friedmann, CFA of St. Paul, Minn., writes that he is a member of the Shriner association and the Shrine Crippled Children's Hospital, and dedicates the Shrine building to the memory of the late Mrs. Harry Hagen, a member of the office force at the circus car sheds. Activities, including a Young Bactrian Camels, 43-ti'hi, The Tangle', 3 100-Ft. Round Top with three 40-Ft. Middles. TENTS - BANNERS - CIRCUS BILLS - WINDOW CARDS - WINDOW BOX - BOWERS - BANNER CIRCUS, C.B.C.

MINNEAPOLIS UNION RAILWAY

The event is of prime importance to wild animal trainers, but although they put on showy acts, there is no harshness and an unjustifiable amount of training. I have excluded other wild animals from this selection because they are not of prime importance in the wild animal field, and because wild animal trainers in my opinion are not trained enough. I have shown an eloquent designation of the revenue, which is all the more important because the circus is in any case, the only form of entertainment that has worked the I. A. E. R. B. has taken the collection of the usual amusement tax.

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DUKE DRUKENBROD will be in charge of the side show with the Cole show.

ON PAGE 3 is a story concerning two bills to liberalize outdoor show licenses to be introduced in California. B. P. N. BRANSON, of Kansas City, recently spent several days visiting friends in Macon, Ga.

STANLEY F. COLC, old-time troupier is now a crossing watchman for the Nickel Plate Railroad at Bluffton, O.

GORDON AND OLIVIA FOULIS were at Chicago Stadium last weekend, presenting implemet act.

BAKER & LOCKWOOD have been put in charge of the double-show banner line of the Cole show.

KENNETH WATTS, producing clown, will return to the Chicago Stadium for the fourth time for circus in April.

ACTIVITIES at the Macon, Ga., winter quarters now are quiet pending an important meeting of the Better Days Bros. Circus.

SUCCESS IN BUSINESS is a franchise advantage to those who can organize and operate.

PEDRO MORALES, touring England and France, is now in Paris, where he attended the Paris Exposition and the Circus in London and renewed acquaintances with other friends.

GRABBAMS and Andy, Compiled circus with the human brain, have returned to quarters of the Parker & Watte Circus.

KILLIMEN AND WELLS worked the Winnipeg showcase at Terre Haute, Ind., and purchased five ponies for the Indiana dairy co-op.

CLAUDE A. BRENTO, former circus manager for Robert Parke 

MORI, who had the side show on Barney Bros. Circus last season, and has become the manager of the mechanical Refrigeration organization, with headquarters in Cleveland, O. 

SULLIVAN. who had the side show with the Durty Fellows, is now at Owego, N.Y., recently en route to Oklahoma City.

DR. WILLIAM L. PHIELS will be the Palt Oay at the Destiny Downs, at Covington, Ky., and will be joined by his wife and daughter at Hotel Astor, New York, February 15.

Work of reconstructing and repairing a recent accident to an electrician, who was injured when a ladder fell, and the work will be continued until absolutely needed.

BEEF AND CORINNE DEASON, aerialists, are now in New York City from the Chicago city holidays, and other dates, will be at the Minneapoils and St. Paul Shrine circuses.

IT IS NOW. Hon. Roy McNally, Governor of Kentucky, and his wife, Mrs. O., is a political "wise wan" at Huntington, W. Va., and is in the refrigerator section.

CHUCK LANEKOFF will be superintend-ent of candy stands with the Emmer C. Meyers Wild Animal Circus. He is at the quarters of the show in Nashville, Tenn.

LEW KISH, with Mighty Haag Circus last season, is in Yonkers, Ga., where he expects to have his Doberman Pinschers, Colorado Jeep, Wally, and will be ready to do a simple ring.

PEDRO MORALES and Luis Martinez are back in the States after a successful six months' tour in England and France. Playing vaude dates in New York.

GEORGE L. OWENS visited the Grotto Circus in Cleveland last Wednesday, reported the side show to be well attended and the side show, under management of Jack Tavlin.

DANNY REYNOLDS, wintering in South Bend, Ind., advises that he will again be with Cole Bros. Circus. He visited the Chicago Stadium and headquarters of the Cole associates at the Cole quarters, Rochester, Ind.

JACK McFARLAND, formerly with Selfridge's Circus, got a job on this show that will be with a railroad circus this year. Has been appearing at indoor dates this winter. Visited A. C. Beek in Cleveland, Ohio.

In the next issue, in the Carnival Section, will appear a new series of legal opinions of special value to the management of circuses and park people. It will be titled Liability for the last hour. Each of these articles appears in the last issue of each month. The author, Mr. C. G. Moore, is a well-known writer and lawyer.

Kelly Broadcasts at Sea; Now on Davenport Dates

NEW YORK, Feb. 11.—Emmett Kelly and his circus are scheduled to sail from London on the S. S. Aquitania February 3 and will play Orangedown, Fla., Davenport and other points in South America during the Southwestern Exposition and Fat Stock Show held there.

TEX AND SHORTY (Tex Marks and Shorty Myette), erstwhile rodeo hands, still being employed at the Fort Worth, Texas, and Georgia Florida theaters. They have been wintering in Chandler, Ariz., and are looking for the rodeo season begins.

PRINCESS SKY EAGLE and husband, Chief Ed Eagle, are presenting the Wild West crown for Cooper Bros. Show, sales Stables there are Walter Comer, apprentice, Jack Nelson and John Goodman.

EL CAYOTTE and Princess Wenas, who have been appearing with the bringing of a 3,000-mile trip has been wintering in Chandler, Ariz., and are planning to return to their home in Buenos Aires, Argentina Crinos. One of these articles appears in the Daily Star.

RANCHERS IS MADE UP OF the following men: Elmer Robins, Elmer Brown, Ernie Ernst, and Art Aery, are conducting radio programs on Station WBAP in the interests of the show.

GEORGE L. OWENS, who returned to the States after a successful six months' tour in England and France. Playing vaude dates in New York.

To the Richmond Times-Dispatch, Mr. and Mrs. Menzel Montana, Pennsylvania State's Railroad Commissioner; Edd. W. Rice, general manager; McGuire and wife, Blanche, trick riders. The show is wintering in Chandler, Ariz., and is in the refrigerator section.

Johnny Grimes worked his trained bull, Big Joe, at the Tampa Fair. He is expected.

The unusual in wild animal kingdom is playing the Dixie Young and Marriage dates continues.

SUTTON-DAVIES has an unusual in wild animal kingdom is playing the Dixie Young and Marriage dates continues.

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Daniger Is Urging Move Against Tilt of Exhibit Shipping Rates

SPRINGFIELD, Mass., Feb. 11.—Milton Daniger, chairman of the Government Relations Committee, International Association of Fairs and Expositions, reported that the Joint Committee of Congress is preparing to cancel reductions in rates for shipping material and equipment to fairs, not only increasing costs for shippers, but also reducing the number of farm exhibits shipped by small farmers. Mr. Daniger doubts whether fairs will be able to afford use of the higher rates.

Chairman Daniger urges all concerned to send a protest on or before February 15, to the Joint Committee, Trunk Line Association of America, 1130 Maryland Avenue, Washington, D. C. Under the Agent Jones Tariff, now effective, articles exhibited at a fair and returned to point of origin will be carried, as far as relates to line parties to the tariff, at full rates going and free returning if returned within 30 days after close of a fair and accompanied by bill of lading and certificate, of the fair secretary that such articles exhibited and have not changed ownership.

Good Reports Made in Tenn.

NASHVILLE, Tenn., Feb. 11.—Tennessee fair business has been so good that the Association of Tennessee Fairs treated showfolk to a turkey dinner at the South's Grand National Hotel on Tuesday. Business last year was 25 per cent over the previous year, said show representatives, and showmen were told to expect an even better year in 1939. The association, with the aid of showmen, has increased the number of grandstand shows at Wilmington (N. C.) and Petersburg (Va.) fairs.

Go to Frank Wirth Office

NEW YORK, Feb. 11.—Prank Wirth Booking Association announced bookings by grandstand shows at Wilmington (N. C.) and Petersburg (Va.) fairs.

Pair of Southern Spots

Former includes a Thrill Day booking.

NEW YORK, Feb. 11.—Frank Wirth, State commissioner of agriculture, has announced no such booking office is supplying press and promotion services in several instances.

PREXY WARNS La. Managers

Laxity, rapped by Wilson, may mean State aid loss, he informs delegates.

EDMONTON Talks Thrill Day

EDMONTON, Alps., Feb. 11.—Thrill Day may be staged prior to the 1939 Edmonton Exposition, it having been announced by Dr. J. S. Dorton, Shelby, N. C., former assistant treasurer and now manager of the Louisiana State Association of Fairs. The association has been most successful in connection with the City Hall Auditorium here on February 7 when there were 172 delegates and show people present, largest attendance in the history of the association. Fairs managers were told justly that in order to share in the State appropriation in 1939 they must "be on their toes." This was the result of reports showing that some fair boards had left on organization, changed dates without notifying the agricultural department and in other ways failed to observe rules and regulations set up by the commissions.

The association resolved that "in the future all fairs that are to participate in (See PREXY WARNS on page 37)

Snow Is Named Detroit Manager

DETOUR, Feb. 11.—Appointment of Dr. Linwood W. Snow, Northville physician and official of that village, as manager of Michigan State Fair here to succeed Frank N. Ever, Detroit, resigned, was announced on Tuesday by Governor Frank Fitzgerald.

Dr. Snow has practiced in Wayne County 18 years, is a graduate of the University of Michigan, has been active for Northville Fair and takes lively interest in athletic sports.

Old Charlotte Org Passes

CHARLOTTE, N. C., Feb. 11.—Dissolution of Charlotte Agricultural Fair Association, locally, will be the result of an action taken by Mr. R. S. Deavor, Charlotte, who is president, having purchased equipment of the association, the association is to start soon on a $100,000 plant just outside of the city, where an annual fair will be started. South Carolina state group agreed to buy the assets of the association, for $2,589.31 for which they would pay its accrued interest, at $150,000 cash and remaining in stock in the new organization, it is said.

Hamid Adds to Roster Of Annals in New York

NEW YORK, Feb. 11.—George A. Hamid executed contracts with six additionalLenexian fairs in New York last week, bringing his total count for grandstand attractions to 13 in that area. With the much-expected Eltimer hanging the list, annuals at Walton, Fulton, Cohoes, and Fonda, the Eastern Division of the Hamid roster.

Previous contracts are held by Syrinx, Batavia, Hamburg, Malone, Schaghticoke, and Fonda. The Hamid leader expects several more fairs to be in line by the close of the January 31 Fair meeting in Albany. Hamid stated that in most cases budgets had been increased accordingly.

Booking office is supplying press and promotion services in several instances, with a view of raising attendance of grandstand shows.

July 1 Ban Removed by Illinois Bod. To Permit Earlier Annuals

SPRINGFIELD, Ill., Feb. 11.—That state annuals fairs were broken at the 29th annual meeting of Illinois Association of State Fairs here Sunday and Monday. Fairs held in 1939 at St. Louis, Chicago, and in the St. Nicholas Hotel, 63 fairs being represented by over 200 delegates with a record number of attraction people.

Rittenhouse noted that an Illinois State Fair, which was considered a failure, as many highways were closed by snow and ice.

Because in 1938 State-aid claims of the '73 fairs held, exclusive of the State Fair which was a separate institution, totaled $397,770.14, and there was a balance of $3,950,195 in the lap of the association, it was decided by the direction that the balance be put to the credit of the fair association's deficit during 1938 it was necessary for the agricultural department to govern the State-aid funds, with the result that associations that paid more than $6,000 in premiums failed to receive any aid to associations that conducted light horse shows or races during the previous year during 1938 and 1939, hic, which made an amount over $1,400,000 was added to the deficit during 1938.

Three years ago there were 36 fair members of the association and this year the secretary reported 89 fair associations now members, all paid up. Three years ago the State Fair State Fair indications for the year 1938 were $354 and the report of January 1, 1939, showed a balance of $1,425.72. During 1938 fairs were held at Boone County Grand Fair, Belvidere, Shawnee State Fair; Elgin, Illinois State Fair, Egan; Kenkakee Fair, Macoupin County Fair, Carlinville, and Rock Island County Fair, Moline. Illinois fairs are gaining in attendance, of the 73 held reporting total of 1,308,738.

Election of E. E Irwin, manager of the fair. The secretary gave a summary of the state of the fair business. At the meeting, three more members of the association were elected to the House of Representatives, elected by the state legislature.
Enlarged Loop For So. Texas

LAHORNE, Tex., Feb. 11. — Nine months' study by a committee represented at the annual meeting held here on February 6 are enthusiastic over prospects of enlarging the circuit and it is expected that at least six additional fairs will join during the year. President G. A. Koenig said he had promised already a $40,000 loan guarantee to help enlarge the circuit.

The circuit has been reported at a standstill until the past year, when action was taken to move the headquarters from Galveston to Houston. Legal action was taken to incorporate the county agent union, and Vada Pearl Jones, home economy worker, and Hallie Shadden, professor from Fayetteville Agricultural College, 4-H Club and FFA state officers, and a representative of the vocational agricultural teachers' council of Louisiana, LaGrange, Fair Exhibits, and Vada Pearl Jones, home economy worker, were elected to the executive committee.

The circuit has been enlivened also by the efforts of A. A. Weber, rigger; Harry Bentum, manager; and C. C. Ball, member. The board at its last meeting designated Mr. Bentum as manager and the late Mrs. J. O. Williams, who had charge of Ripley's Oddities at A Cen-tenary, as secretary-manager. The board decided that each fair be assessed $5 and that all commissioners be paid $50. At one time Faye promoted a professional football league, as dollars, it was determined that each fair be assessed $5 and that all commissioners be paid $50. At one time Faye promoted a professional football league.

The circuit was re-elected president of the fair association for the year this year's and four previous years.

The county agent union, among them being J. George Loes, Jack Edwards, Greater United Shows; W. H. (Bill) Hames, Hill Shows Company; C. E. Montgomery, Colonial Shows; L. M. Baker, Imperial United Shows; Tru Burdick, B. C. McDonald, All-Texas Shows; A. A. Lane, Parade of Champions, Ltd., owner of the Orsonville, Ormonde, Bum's, Blume, Blume's Orchestra; B. J. Collier, Billy Mills, and W. J. U. Badger, General Amusement Enterprises. Fairs and stock shows are represented by C. C. Ball, LaGrange, LaGrange, T. M. County Agent, Notebord, Rosedale, Rosedale, Frank, Yorke, and Nettville.

The PERSONNEL of Bench Bentum's Diving Sensations consists of Bench Ben- tum, county agent, Fayette County, Agricul-
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The circuit was re-elected president of the fair association for the year this year's and four previous years.

The county agent union, among them being J. George Loes, Jack Edwards, Greater United Shows; W. H. (Bill) Hames, Hill Shows Company; C. E. Montgomery, Colonial Shows; L. M. Baker, Imperial United Shows; Tru Burdick, B. C. McDonald, All-Texas Shows; A. A. Lane, Parade of Champions, Ltd., owner of the Orsonville, Ormonde, Bum's, Blume, Blume's Orchestra; B. J. Collier, Billy Mills, and W. J. U. Badger, General Amusement Enterprises. Fairs and stock shows are represented by C. C. Ball, LaGrange, LaGrange, T. M. County Agent, Notebord, Rosedale, Rosedale, Frank, Yorke, and Nettville.
PREXY WARNS - (Continued from page 35)  the State appropriation must be organ- ized by the Delegations before and after  notice notified prior to August 1 and any fair that is to participate in the State appropriation, must be properly  appropriated by the Parish Police Jury,  on the authority of the Delegates. There- in the parish. It was also resolved that when dates are changed without  due notification to the President of the  State, the State Fair Board or the Executive  Service; Billie J. Collins, Consolidated  Amusement Enterprises; Toby Welby, President; Crocker and King, Inc.; The  board; Edna Deal, Ray G. Shiflett, Edna  Deal; Ray Steele Theatre Exchange; Grover LaRue; Grover LaRue Attrac- tions, Inc.; Mr. E. W. M. C. (Billie) Behn- Boyle Wooten; Hill Arms, Gus Sun  Attractions; Mary Jane St. Martin, Col- oradan Theater; Mrs. Joe Smith, Joe  Attractions, Sesco; Mrs. E. A. Green, Music Corp. of America; Carl Wolf; Ohio  Valley Sound Service; J. E. Kidd, Kidd  Motorcyle Distributors; Bay Area, Inc.;  Tents; Paul Gitzen, Gitzen and Weir;  Marie St. Julian, St. Julian Attractions;  Cecile Avery, Cecile Avery Productions;  Vince Markle, Affiliated Booking Agency; Bill Garrett, Garrett Ads; Melton R.  System; B. Ward Beam, Congress  Speaker, Darien; Earl Kirlas, WBL Burro  Dance; Roger L. Schooley, Schooley Pro- ductions; Mr. and Mrs. George Adams;  Shirley Lee Adams, Pearl Strauss, Chiree  Hammond, Adams Roode Co.; Arno- n Walker, Walker United Shows; Mrs. J.  Willoughby, Mrs. W. J. Willingham; Dr.  Hardin, P. O. Benjamin, secretary.  the first meeting of the organization.  We were not able to explain that your  and Y. M. C. A. 2. A. J. L. Beth Shows;  Eddie Groves, George Smith, Ams- trong; John W. Hall, warden of the  Pence, director of director, gave a summary of  the 1991 fairs. Sessions on Thursday  Fairs, August 2; Crutcher's Organ, Raleigh  Fairs, Urbana; Relationship of Vocational Agricul- tural Schools to Fair Industry.  T. E. Zacharias; Fred Tuttle, W. E. L.  Tomlinson, Springfield; What A-H Club;  Club; Elmer Brown, John W. Hall,  Showmen. 100 Young Women; Mrs. F. Quirk;  Secretary of Tri-Parish Fair,  plan was appointed to work out such  It is noted that many fair dates conflict, with the result that 90 per cent of fairs are held during October. To remedy this it was  declared that credit in the first sections of  the State be organized. A committee  was appointed by the Executive Committee:  R. A. Young, treasurer; R. F. Mouton,  Lafayette; who died during the meeting.  Among attractions people and other  visitors present were Art Brine, Theatro,  Manager, Tri-Parish Fair; Ernie Young,  Agency; Barnes-Caruthers Fair Booking Associa- tion; Mrs. E. L. Beth, Mrs. J. W. Beth,  Baysinger Shows; Mr. and Mrs. Al Baysinger, Al  Lee Anderson and his Senators from the  Southern States; Mr. and Mrs. W. C.  Senior, Junior Maneys.  The next meeting will be held on February 18, 1939.  Ernie Young got a signed contract  for our 1939 fairs.
**PARKS-RESORTS-POOLS**

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Plaza, Cincinnati, O.

**February 18, 1939**

# PALISADES PREPS FOR W. F.

**Hudson Spot Answers Challenge Of Competish With Big Schedule**

Construction program is ambitious with bigger advertising, promotion and publicity plans—Rosenthals are to revamp lighting, fronts and riding devices.

NEW YORK, Feb. 11.—The answer of Palisades (N. J.) Amusement Park to anticipated competition from the World's Fair is an ambitious construction schedule, bigger and better advertising plans, and enlarged promotion, publicity and public relations departments. Irving Rosenthal, president and majority stockholder, speaking following the opening of the park for the season, said that he expects the 40-year-old spot, located on the Hudson opposite the World's Fair, to be the best and busiest park in the world this year.

**Cincy Coney Again Battles Flood Waters**

CINCINNATI, Feb. 11.—As receding flood waters from the Ohio River left Coney Island here today the management prepared to start a clean-up to rid the park of debris carried in by water which reached a river stage slightly above 50 feet. No damage which would have made a reconstruction program necessary was done. In the June 1937 flood of two years ago thousands of dollars' worth of property was destroyed. Water rose to a height of about six feet in the lower portion of the park and over the swimming pool last week, reaching the rear auto entrance and floor of the administration building. Damage was minimized by removal to higher ground of all movable equipment, including 55 motors and tables and benches, which will remain in storage until the park opens in May.

**Three Rides Added At S. F. Playland**

SAN FRANCISCO, Feb. 11.—Whitney Bros., operators of Playland-at-the-Beach here, recently negotiated for three new rides for the midway. Ready this week will be a Loop-the-Loop. Being erected are a Stratosphere Ship and Octopus. Also nearing completion is the Sea Rocks Funtastic, located in the Gift Shop overlooking Seal Rocks. Weather has been poor, but business has been fair, George Whitney said.

**With the Zoos**

CINCINNATI.—Modernization of the zoo deer runs will be carried out this year at a cost of $11,000. It was started at the annual meeting and election of officers of the Zoological Society. An anonymous donor has contributed $24,000, balance to be supplied by city and federal government. Officers re-elected were James A. Bally, president; Irwin W. Rich and E. L. Lewis, vice-presidents; Charles O. Rose, treasurer; Gerrit J. Fiedler, secretary.

**With the Press**

WASHINGTON.—William H. Blackburn, former manager of the Ringling Bros. and Barnum & Bailey Circus, has been elected by the American Recreation Equipment Association as its new president, it was announced here today.

**Willie S. Please**

CINCINNATI, Feb. 11.—Fire on Feb. 7 destroyed the restaurant in Jack's Park on the road between here and Hoboek. Blaze discovered at 2 a.m. by a couple of dozen seats being added to the swank liquor bar. A combo ticket is in the works for a new curved entrance, with a frontage being entirely reconditioned. Outdoor auditorium adjoining the restaurant will again supply the novelty acts for the outdoor and sun-and-stay-on-the-stay-off events.

**Johns To Ready Lake Spot**

COHOCTON, O., Feb. 11.—Dick Johnson, owner-manager of Lake Park here, said today that work on the park this year will be the same as in recent seasons, business being placed on dancing, boating and concessions. Spot has a number of cottages, Mr. and Mrs. Johns, a former vaudeville team, also operate penny arcades at several Ohio fairs.

**SECOND INUNDATION OF CONEY ISLAND, CINCINNATI, by the flooded Ohio River in two years put six feet of muddy water in a large portion of the big amusement park. Crews worked day and night as floodwaters receded, moving much equipment to highest points on the property. Photo shows water six feet deep surrounding the bath houses of the swimming pool which was one of the first portions of the park to be reached by the river when it went for above its banks. Photo by Cincinnati Times-Star.**

**ISLAND, CINCINNATI, by the flooded Ohio River in two years put six feet of muddy water in a large portion of the big amusement park. Crews worked day and night as floodwaters receded, moving much equipment to highest points on the property. Photo shows water six feet deep surrounding the bath houses of the swimming pool which was one of the first portions of the park to be reached by the river when it went for above its banks. Photo by Cincinnati Times-Star.**

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the 17th of a new series of Legal Opinions on a special interest and benefit to carnival circuses, with the question to be titled Liability for Accidents. One of these articles appears in the last issue of each month. The author. Lee T. Parker, is a well-known writer and lawyer.
Rose Signs Champs
Billy Rose is going to use 500 singers, 500 dancers, 200 equestrians, and shows an gala for his Aquacade at the New York World's Fair and he has asked a number of popular names and interviews. Starting on February 17, Rose will spend two months touring the east. He told the writer that he already has secured John Charles, the trick Pele Jardine, two former Olympic champs, and another 250 people. Hugo Elenor, who will be starred in the water show. Understand that the international stars and pageants will be sent by instead of the State, as at first reported. Rose claims that there is a tank, which will have depth of 9 feet, with two 70-foot bridges extending over the water. Jardines and other divers will do their stunts. It was previously announced that the State planned turning squadrone a municipial after finishing Besta but that was when it was thought the State was going to be sponsored by a horse of a different color, but Billy doesn't know or refuses to say what color.

First Entries
Honors for first entry in the category are being announced. Entries are shared by Lucille Anderson and "Dare-Dive" Jack Latoshewski, both of Chicago and lately appeared at the Great National Tournseay tour three years ago. Of course, one does not think of an entry as yet just both have already signified their intention of entering such a venture about you? Don't forget that there's a lot going on here and the current pool dovetails, if you have any idea or suggestions ready to make. After the summer—no not an hour before contest starts. Some divers who figured prominently in the past are making another appearance in time. They unquestionably have good company to make. And that's what's needed.

Dots and Dashes
Whitemode open-air nastorum and Gunsmoke pool on Long Island are closest commercial tanks to the World's Fair and are owned by E. S. V. W. G. B. E. New York. Still waiting for that info about the tanks. The writer at Length: Where ever happened to Archie MacMillan, who used to be praise agent for Miramar outdoor tank on Long Island? Charles B. Scully, his assistant, Norin Bross, general manager, and the 30th McGady, are busy this winter repairing the tank. It's almost as if soon as weather gets warmer you can bet they'll be in the swim. The Water polo coming back into its own.

American Recreational Equipment Association
By R. S. UZZELL
Latest to join our association with us on our American Museum of Public Recreation is Harry A. Illions. He convinced himselves are convinced by the committee that one when one convinces he is going to continue the committee. We have been asked to put all of our books on the subject to distribute among the members of the association. All has a supply of membership blanks for those interested in joining. We can talk more enthusiastically or convincingly on our museum. The American museum would be a fine thing. Some day we shall have it in a fine building where it can be adequately displayed for your interest.

Fred W. Pearce, our president, is right on the ball to get us interested and re- newed interest on the part of all mem- bers. Our efforts, if continued, would push forward or drop out of the procession. Our present slogan is "For- ward, Not Backward. Planning and Location." Remember, no officers draw a salary and we procured tax exemption because of our educational nature and promote our aggressive stances. This convincing enough that the whole set-up is for the benefit of the people in producing and maintaining wholesome recreation?

Seasonal Changes Seen
Snow and other winter sports are being compensated for the inside. Winter sports offer a lot of Variety, take the cold weather without complaint because of the unusually fine fall we had. After all, we prefer it now to measure a snowstorm or a springtime rain. The oldtimers are right: our winters are milder. Recent studies show that whatever that Baltimore had a century ago. Travelers in the city are more so is that they are milder. Glacier terminals are reached. New Englanders used to place their hopes on the ski at the White Pass, Canada is elected ultimately for longer, as here, it will be two or three months before we can do now at Winnipeg Beach. Your trip to the White Pass should be made before August 1 before oqa and bay were all harvested. A short season is good while the others are usually short and only are unknown in California and Florida. We have 11 months of winter and three months of early spring. The average winter temperature is 26 degrees below. We have known it to go down to 23 below. Page our friends sulking in sunny Florida!

Battles of Production
None of our members are covering so much territory at the present time as Mr. Rose, who surely is in a bird of swift passage. He seems to think no more of crossing the continent than they were a year ago.

If George P. Smith Jr. is compiling a new book, with slight changes, it should be for the New York World's Fair it will be worthwhile. He has put me for press and argument. Crude the same of some years ago, with time and practice, with imagination, be developed. As is usual in such matters, the first production is bound to be crude. Of course, it was not fatal, and we are now getting the heads for someone to work out and do it. He's in the same boat as the rest. We're all on the same boat if you like. As long as you have faith the producer cannot sit back and be命题 is to get a lot of people into it. The producer cannot sit back and be命题 is to get a lot of people into it.

Snow is Named
(Continued from page 35)
ary in charge of all matters as soon as the appointment as manager of Mr. L. W. C. New York Office, The Billboard

The government in a 'Pawners' Week talk at Michigan State College in East Lan- son, Mich., last week declared: "The State has maintained the year around with an ex- ample of what can be done, and has them ready in that way for a commercial low racing campaign at a very reasonable price. The average was $35,000.000 less than in November, of $26,000,000,000 during the like period of 1937. The November, 1938, numbers were less than in October but were $45,000,000,000 more than in November, 1937.

SNOW IS NAMED—
(Continued from page 35)

WINTER'S CLOWN (Continued from page 36)
In producing and maintaining wholesome recreation?

American Recreational Equipment Association
By R. S. UZZELL

February 18, 1939
PARKS-RESORTS-POOLS
The Billboard
39

NEW DEVICES
THE FUN HOUSE FOR 1939
WORLD’S FAIR

with
THE STUNT STAGE
LIGHT BEAM CONTROLLED
RIDES, SPECIALTIES,
C呆D KICK BALL GAME
LUCY, A SKILL GAME THAT IS AN ATTRACTION

CYCLE HORSES
U-RIDE’EM
Galloping, Self-Operated

PHILADELPHIA TOBOGGAN CO.
Manufaehure and Builders
RIDES, SPECIALTIES,
BUILDINGS
130 E. Devil St.

RIDES WANTED
Want to be in with nation by 3-4 Ahead Merchandise. Must be in good mechanical conditions. No junk, no junk.

SELL OR SWAP
3 Topless Buggies, 1 Four-seater, 2 Curricles
Auto Globe, 1 Small Car, 2 Power Globes, 1 Twin Seated, 1 five-seated and two

LOCATION WANTED
PENNY ARCADE
NORWART
to 80 Stuart St.
New London, Conn.

Auto SKOOTER—Water
SHOWS
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY WEEK.

AUTO SKOOTER, 2800 W. Fairhill Blvd., Phila., Pa., W. A. B. WALLACE

FOR SALE
SKEETER—WATER

ARTIFICIAL BEACH
30 Acres Natural Park Located on Main Highway and Tuscawar River. Dance Hall 60x100, Swimming Pools, 2 Basketball Courts, Outdoor Amusement Park. All equipment in first-class condition. Park has always made money. 

W. C. MAURER, Owner, Uhrichsville, Ohio.

3593
Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

PALOMAR SKATELAND, which opened recently in Hartford, Conn., is operating seven nights weekly. Dancing was originally planned for Saturday nights, but four weeks of operation with diminishing returns prompted Converse Artists, proprietors, to devote the hall to skating only. Skaters have been common. Mondays and Tuesdays, originally scheduled as off nights, are being devoted to private skating parties.

CARL DEVOT'S North Beach Roller Rink, Corpus Christi, Tex., is drawing good business. This skating center, a sight for the eye and a treat for the skater, is Jack Darling, 60-year-old exhibition skater, who recently visited the rink.

HARRY SHIRK, several years concession manager in Meyers Lake Park, Canton, O., has been appointed manager of the skating rink on February 2, will be held nightly on Saturday and Sunday afternoons. Special events are planned for remainder of winter.

B. W. MARTIN, manager of Skateoland, Trenton, N. J., reports that the Ice Roy Sisters have been engaged for several weeks to entertain the skaters waiting, Mineola Swing, Chicago Hop and Chicken Scratch.

ROBERT EUGENE ALLEN, two-year-old son of Mr. and Mrs. Robert Allen, Skowhegan, Me., and member of River's End Skate Club, was tendered a birthday party and gifts by club members in Skowhegan Roller Rink on January 22. The little boy, who has been skating four weeks, gave an exhibition which delighted his father, it is said. Addie atter that day was a whirlwind contest. Exhibitions of Leaping by Alton Whaley, B. W. Martin, Jack Darling, Richard Stell and by Junior Whirlwind Trio, who recently made appearances at lodge functions.

WALTER LAIDLOW, Washington, former exhibition skater with the Keister Circuit and who celebrated his 84th birthday on January 8, was subject of a feature story in the local press recently. He skates daily on the floor in his home and attributes his good health to this form of exercise.

WINNERS of a Schottische contest, or mixed dance, on February 5, were Edward Boak, under sanction of the Roller Skating, Bowling & Bowling Association of the United States, were Roberta Shore and Herbert Bond, and Roberta Shore and Art Ritterstoff, sailing; Don Jensen and Don Whitney, comic Bowery act; Donna Honey and John Powell, figure skating; Martha Dunmon and Johnny Foss,Cons- cline dance; Graham Bennett, teak skating, and Madeline Lagler and Bob Mc- Grory, spinning. Club was organized in June, 1938, and has 485 members. About 1,500 attended the party. In 1929 man- ager E. H. Bollinger installed a two- manual organ and in 1933 a three-manual organ. The main rink held 104 by 208 feet in size. There are two floors for beginners and a wave floor. Last year sides were veneered and painted white and a new lighted floor effect created. Since 1930 bustles has been offering Roller Rink, Chicago, has nearly 30 floors, are held each afternoon and night. Rink is equipped with richardson skates and will close for three days on February 20 for repairs.

LAUREY, vice-president; George Rolfe, secretary, and Mr. and Mrs. Leiser have turned over a room in the rink for meet- ings. Mr. and Mrs. Sid Keen and rod- eabout-rent, skaters, gave a dinner for club members on January 30. Waltz contest will end on March 1, when Roller Rink, Canton, O., will host. Jack Darling, 60-year-old exhibition skater, who recently visited the rink.

CRYSTAL Pool Roller Rink, Seattle, Guy Sherwood, manager, scheduled its annual contests, a contest February 15 Trophies will be awarded winners and gold and silver pins will go to those coming in second and third.


The First Best Skate

Richardson Ballbearing Skate Co.
Enchanted 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

These are the ultra-modern Shoe Skate, a style leader of unrivaled beauty. Many artistic lines enhanced by the highly polished finish, equipped with the NEW True-Wave Fibre-Lite Rollers render it the most attractive and fastest-selling Skate on the market.

THE NEW 1939 De Luxe Model
Fred Nall Twin Plate Shoe Skate
Here is the ultra-modern Shoe Skate, a style leader of unrivaled beauty. Many artistic lines enhanced by the highly polished finish, equipped with the NEW True-Wave Fibre-Lite Rollers render it the most attractive and fastest-selling Skate on the market.

Rink Tents

Rink Tents

SHOW AND CONCESSION, NEW AND USED.

CAMPBELL TENT & AWNING CO.

1409-1415 5th Ave., Cincinnati, Ohio.

Rink Managers

No. 321

Rink Managers

Floor Dressing

The First Best Skate

Rink Tents

SHOW AND CONCESSION, NEW AND USED.

CAMPBELL TENT & AWNING CO.

1409-1415 5th Ave., Cincinnati, Ohio.

Rink Tents

SHOW AND CONCESSION, NEW AND USED.

CAMPBELL TENT & AWNING CO.

1409-1415 5th Ave., Cincinnati, Ohio.

Want to Buy Large Portable Roller Skating Rink Skate Tents for Buying Summer Months

EITHER NEW OR USED.Send order. Address:

ROBERT MACKIE

1225 S. Fifth Ave.

Omaha, Neb.

Trambl Self-Locking Sectional Floors

Can be used either in skating rinks as well as under ice. Built especially for this purpose.

Rink Skating Rink Co.

3900 E. 15th St.

Kansas City, Mo.

Rink Tents

SHOW AND CONCESSION, NEW AND USED.

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1409-1415 5th Ave., Cincinnati, Ohio.
FAIRLY & LITTLE BOOK Hutchinson, Lincoln, Sedalia on 1939 Route

ST. LOUIS, Feb. 11.—Fairly & Little Book, 301 Tenth Street, will leave here Thursday, March 2, for Nebraska State Fair, Lincoln, and will then go to State Fair, Pennsylvania, and Hamilton.

In addition to this, the show has been contracted to work during the month of March, Missouri State Fair, Sedalia; North Iowa Fair, Mason City; Northern Illinois Fair, Thief River Falls, and the B circuit of fairs in North Dakota, those in Minot, Pendleton, Langdon and Hamilton.

The Tall Coro Exposition in the spring to St. Paul, Minn., has been postponed a week. The circus is expected here sometime during March. Several dates have already been booked several weeks ago. With other shows and celebrations pending, the show will have their hands full during the early part of the season.

B. C. McDonald Named Burdick’s Secretary

HOUSTON, Feb. 11.—B. Cooper McDonald has been engaged as secretary of Burdick’s All-Texas Shows. It was announced by Owner Ira Burdick from quarters here. Long identified with outdoor show business, McDonald held the same position with the toilets midway shows last year.

The show is on a tour representing the Royal Gray Attractions, Merry World Shows, and Christy Bros., King Bros., Bob Marks and LeRoy Brand. Their circuit, which has operated for several years as a representative of the Broadway Shows, has been signed as a charter under direction of Ira Burdick, owner-manager: Mrs. Jewell Houston, secretary; B. A. Wade, superintendent; Claude Robson, motor manager; Leslie Currier, press agent.

Roses to Okla. Ranch Shows

BUFFALO, Feb. 11.—Harry A. Ross, who runs the Okla. Ranch Shows, has signed contracts this week with the Arkansas Circuit, Missoula, Mont., and Durango, Colo. Combined for the coming season. He will leave here March 1 for quarters in Taloga, Okla.

Cousins Named Fidler G. A.

ST. LOUIS, Feb. 11.—Allen H. Fine, general agent of Zimlers Greater Shows, during a visit to the Billboard office here announced that he has engaged Claude and Albert Cousins to be his G. A. for the season. Both are repeat dates.

More Fairs for Zimdars

ST. LOUIS, Feb. 11.—Allen H. Fine, general agent of Zimlers Greater Shows, during a visit to the Billboard office here announced that he has signed contracts this week with John E. Strong, general manager of Zimlers Shows, and Jerry S. B. Currier, present townsoner County Fair, Okla., to combine their organizations to furnish midway features.

S. wagon

EUNICE Gregory, 38, who has been spending a good portion of the winter touring the ‘Gat State, was killed in an accident.

Harry Hennessey Recovering

SHREVEPORT, La., Feb. 11.—Harry W. Hennessey is on the road to recovery from an attack of pneumonia, suffered a month ago in Kansas City, Miss., his brother, Orville W., said today. "Harry has pulled through a mighty sick man," Orville said, but noted that his health is definitely on the up side and that his doctors have ordered complete rest and relaxation. He will remain in Kansas City until he is strong enough to go to Florida. During Harry’s convalescence, Orville will direct quarter activities.

Repeaters for Greater U. S.

SHAWNEE, Okla., Feb. 11.—Greater U. S. and Dainty Bros. Combined Shows have been awarded midway contracts for Burdick Brother Fair, Park City, Kan., and the Pioneer Celebration in Perry, Okla. It was announced by A. T. Freed, who has signed the most promising route in the business for the year. All arrangements have been completed for the tour.

Berger Back at Old Stand

DETROIT, Feb. 11.—Y. F. Flack, manager of the Northwestern Shows, here this week that Louis J. Berger had sold his interests in the Motor City Shows to his partner, Vic Horwitz, to become general agent and assistant manager of the Northwestern organization. Berger held the same position in 1939.

West Coast Showfolk Doin’

BY WALTON DE PELLATON

LOUIS ANGELES, Feb. 11.—Two shows died the prevalent cold weather bid open their 1939 season last week. The Ben H. Martin United Shows abandoned their West Coast radius and proceeded to Houston, Calif., while Clarence H. Allen’s ABC Attractions did likewise for Ford and Broadway avenues here. O. H. Ouellette, of the Hilderbrand’s United Shows, opened new stand at the Riverside County Fair, Indio, Calif., while he pronounced his 1939 season as successful. He is finishing touches to their equipment in the quarter activities. He has booked the new Shooter Act for the season.

The Billboard publisher best known for his long experience in executive and promotion- al activities. His wide acquaintance extended far beyond shows business, especially into transportation circles and affiliation from Coast to Coast. Details in the Final Curtain in this issue.

March Opening for West Coast Shows

ASBURY PARK, N. J., Feb. 11.—The General Agent Pierre Ouellette, of the Hilderbrand’s United Shows, has returned from the Montana fair meetings. Howard and May Collier Tydings, of Ouellette’s United Shows, are residing in Everett, Wash. Jack Brick, general agent, and partners, are home in St. Louis. Orville Crafts will exhibit them. Joe Glacey, attorney, and lawyer, is a well-known writer of legal opinions of special interest and benefit to carnival, circus and midway people. He has just published "Liability for Accidents. One of these articles appeared in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

New Series of Legal Opinions

In the next issue, in the Carnival Department, will appear a new series of legal opinions of special interest and benefit to carnival, circus and midway people. They will be titled Liability for Accidents. One of these articles appeared in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.
**February 18, 1939**

**Showmen's League of America**

165 W. Madison St., Chicago, Ill.

**CHICAGO, Feb. 11—President J. C. McCaffrey is still in the land of sunshine, so Presidential Edw. A. Hock presided at the February 6 meeting.**

Sisted with him were Treasurer A. L. Rosenhain, Secretary Joe Shirinl, Past President H. J. Elliott, and T. S. Goss, chairman of the board of the International Concessionaires Association. Brother Willie F. Driver officiated in the absence of Rev. Louis L. Dabbs, chaplain and offered the silent prayer for our departed Brother W. C. Howard. Next Torey J. Gordon revealed the following award list for the 1939 membership drive. Those obtaining from $24 to $299 obtain a Contraband bag; from $25 to 49. A Visa pack from 50 to 99; from 100 to 199, a Certificate of Merit; and from 200 to 299, a membership certificate. This is an incentive for everyone to get busy, so let's hear from you. Funeral committee reported on the death of Brother W. H. (Bill) Rice and urged all members to attend the services. Brothers Torn W. Allen, John Sweeney and John A. Franklin filled in on their travels and the show activity of the past week. Brother Rice's photo is to be placed on the cornerstone with the other photos of those who have served the industry. Brother George Brown, Jr., of the U. S. Tent and Awning Co., offered a flag for the flag pole at the new headquarters building.

**A Home for Aged and Infirm Animals**

Brothers Edw. A. Hock and John Elliott are planning to establish a home for aged and infirm animals. Harry Stahl and Mrs. Harry W. Henries, Benton, III., are forthcoming with support for this project. Brother Larry Hogen, and City Councilman are regulars at the rooms the past week. New stationery is being used and the Lincoln Building has been moved.

**Important Announcement**

New 1939 Chevrolet Trucks and Passenger Cars are offered through CHAS. T. GOS.

**With Standard Chevrolet Company.**

**Fulton Bag & Cotton Mills**

**Showmen's League of America**

165 W. Madison St., Chicago, Ill.

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**A Home for Aged and Infirm Animals**

Brothers Edw. A. Hock and John Elliott are planning to establish a home for aged and infirm animals. Harry Stahl and Mrs. Harry W. Henries, Benton, III., are forthcoming with support for this project. Brother Larry Hogen, and City Councilman are regulars at the rooms the past week. New stationery is being used and the Lincoln Building has been moved.

**Showmen's League of America**

165 W. Madison St., Chicago, Ill.

**CHICAGO, Feb. 11—President J. C. McCaffrey is still in the land of sunshine, so Presidential Edw. A. Hock presided at the February 6 meeting.**

Sisted with him were Treasurer A. L. Rosenhain, Secretary Joe Shirinl, Past President H. J. Elliott, and T. S. Goss, chairman of the board of the International Concessionaires Association. Brother Willie F. Driver officiated in the absence of Rev. Louis L. Dabbs, chaplain and offered the silent prayer for our departed Brother W. C. Howard. Next Torey J. Gordon revealed the following award list for the 1939 membership drive. Those obtaining from $24 to $299 obtain a Contraband bag; from $25 to 49. A Visa pack from 50 to 99; from 100 to 199, a Certificate of Merit; and from 200 to 299, a membership certificate. This is an incentive for everyone to get busy, so let's hear from you. Funeral committee reported on the death of Brother W. H. (Bill) Rice and urged all members to attend the services. Brothers Torn W. Allen, John Sweeney and John A. Franklin filled in on their travels and the show activity of the past week. Brother Rice's photo is to be placed on the cornerstone with the other photos of those who have served the industry. Brother George Brown, Jr., of the U. S. Tent and Awning Co., offered a flag for the flag pole at the new headquarters building.

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**WANTED—DOME RIDERS**

Two or three Men or Women Straight Riders. Sure pay. State age and experience. With Interstate...
Virginia Fairs Donate

NEW YORK, Feb. 11.—National Showmen's Association this week received $88 from Charles A. Semin, Richmond (Va.) fair official, as a contribution toward the Virginia Association of Fairs' welfare and benefit fund. Mr. Semin has realized thru a 50-cent assessment on fair associations' recent Move is to be an annual gesture, George A. Hamid, president of NSA, said.

St. Louis

ST. LOUIS, Feb. 11.—International Association of Amusement Shows board members are drooping in black since the death of the beloved W. Bill Rosenthal on February 1st at 1:30 a.m. Following the February 2 meeting many members visited Bill Rosenthal who was given a week from his death, and some of the folks who went to tend his funeral. Rice followed another member into the Great Beyond, as on January 20 Danny Begg died and was laid to rest in Memorial Park Cemetery. All members attended the funeral. In a body. At the club's regular meeting on February 2 it was decided to co-operate with the Missouri Show Women's Club in staging a Tacky Party in the American Hotel on February 14.

Boomerang

BOOMERANG MFG. CORP.

STARK WITT, Sales Mgr.

366 HAMILTON AVE., BROOKLYN, N. Y.

G. WADE SHOWS

Open in Detroit, April 29th


SPECIAL—Charles H. Hodges wants to book Working Side Show Acts. All Acts and People connected with the above let your last year write him at once.

Fred Haragen wants Man for Ro-Lo Fun House. Bob Wright get in touch with him.

Jack Writers wants man to take full charge of Penny Arcade.

NOTICE TO CONCESSIONAIRS—we will again open as usual on the Detroit lots with a few Rides and Concessions, beginning the first Saturday in March. Concessions desiring this pre-season business may join. Address all communications in care of W. G. WADE SHOWS, 289 Elmhurst Ave., Detroit, Mich., Phone: Townsend 8-1506.

Philadelphia

PHILADELPHIA, Feb. 11.—Ben Weil, Exhibiting Manager, Big Top Circus, announced a week from a three-week trip to Florida, where he met many showfolk. Ted Ward came over from the Pacific, where he spent last season with the Hutchinson Circus, and Ted Ward is leaving for an Eastern show this season.

Mike Zigler is busy arranging his bookings for the coming season. Bill瞽one is still operating his shooting gallery on 52d street here, but plans to open the outdoor season early in April.

NEW ENGLAND MOTORIZED CARNIVAL, Inc.

CAN PLACE—MOTOROMES—FUN HOUSE. Will furnish Top and Font for any Grind Show. CONCORD—All Wheels open, $10.00 flat. All Grind Shows open, $20.00 flat, Pawtucket or Grift.

FARMS AND CELEBRATIONS—Special that maintain Celebrations. FAIR SECRETARIES get in touch with a good clean Show. We carry two Free Acts, featuring CAPT. BUSTER COR-TEN AND TRENCH SEATING—THREE MECHANICALLY BANDED TRAINS—THE MODERN STREAMLINED PROFIT PLUS RIDE FOR 1939

LIGHT TOWERS FOR SLOW STAGES AUTO SPEEDWAY

SPILLMAN ENGINEERING CORP., NORTH TONAWANDA, N. Y.

WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES

UNIVERSITY TENTS

Gives you color appeal—That one doesn’t look junky—That one looks junky—TRENCH SEATING—THREE MECHANICALLY BANDED TRAINS—THE MODERN STREAMLINED PROFIT PLUS RIDE FOR 1939.
CARNIVALS

February 18, 1939

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

HOTEL AGENTS" not much in demand. M. AND MRS. FRANK SPARKS, wintering in Helena, Ark., were recent Mem- phis visitors.

WILLIAM AVERY reports from his home in McComb, Miss., that he will not return to Wallace Bros. Shows in 1939. All-too-early openings are usually frowned upon by the weather man.

EDWARD AND NORMA O'BRIEN are spending lay-off months in Helena, Ark., where son, Johnny, is attending school.

MARRY AND BILLIE COHEN will return to Wallace Bros. Shows this season with diggers.

AN OFFENDED fair secretary is the devil's playmate—Colonel Patch.

E. W. (RED) ABNATHY and wife pet they have signed with H. H. Hall on Columbia Bros. Shows.

VINCENT BELLOMO has signed his band with the Blue Ridge Shows for 1939.

SIGN in a town restaurant: "Try one of our hamburgers. We have a cowboy."

and Sid Crane's Museum, are wintering at the former's home in Alton, Ill.

L. C. SHEARN has signed to present the Athletic Arena on the Al Skysliner Shows, John Gabel, Warren Rice and Maybel Woods will sail him.

SOME of these modern girl-show operators show everything except a little common sense—Mrs. Upshaw.

M. AND MRS. GEORGE LEBRELL have signed up with the All- American Exposition Shows again, making their second season there.

HAVE YOU read the story which appears on page 3 of this issue regarding the liberalization of outdoor show lic- enses in West Virginia?

ARRIVING on fairgrounds too late for the big day is like playing a horse after the race is over.

M. AND MRS. AL SISLER, who will be with Roy Goldstone on the Puzzell United States Shows, have signed a new housecar last week.

EDNA FRANK, corn-game operator, cards from Clarkdale, Miss., that she is their Caterpillar ride with a railroad show.

HAMDA BEN has his Girl Revue click- ing on East 14th street in New York, reports Ed Norton. Mrs. Ben has been ill with a heavy cold and is under a doctor's care.

WORKINGMEN wearing neckties, clean shirts and looking very much like professionals would be worth $5 a week to any organization.

WHEN THE A. G. Gibbs Shows open their 1939 season Clyde Capps will begin his year on the organization and fourth as bingo operator, he having signed in the latter capacity last week.

ART MARTIN has booked his Hawaiian Show with the McCoy-Shively Midway for Charro Days' celebration, Brownsville, Tex., and with the Bill Hames Shows for Houston and Fort Worth Stock Shows.

BORN 40 years too soon. Help to fair- ground operators, mechanics, Janitors, etc., I've got all the water barrels filled and have kero- sene all the wells on the lot."

TED C. TAYLOR cards from Martetta. On this trip he has signed Prof. Tige Hall's Band for the coming season. Hall had the band on Lewis Bros. Circus last season.

JOE DAGARMAN, formerly a member of Mr. and Mrs. John F. Stuart's Shows, piddles that he is slowly recovering from a recent illness in New York, and would like to read letters from friends.

SIZE of a show can't be judged by the num- ber of tickets sold, but there is no need of saying "500 People and Animath, some could use "1,500 People and Sticks!"

WENT'S WORLD'S WONDER SHOWS opening at Large (Fla.) February 1st. The beginning of Homér R. Bisnar's (Roberta Roberts) fourth consecutive year with the organization.

BUCKEYE STATE SHOWS this year will feature a Life Show, designed and presented by Dr. Douglas Kvennum, who was personal physician to Stuntatin, the trendless lady, last year, reports Ted Johnson.

NOTHING is easier than fault-finding. I have seen a "good" show that no self-denial, no brains and no char-

M. AND MRS. F. W. PRATT last week were hosts to a rabbit dinner to Mr. and Mrs. Roy Funkheisser, Mrs. and T. H. McNeil and Mrs. Jesse Howe, all of Pus- sell's United States Shows, at their home in Hot Springs, Ark., where all are sojourning.

E. L. GLEASON, formerly with the Silver State Shows, is much improved in health after being admitted to Veter- an's Hospital, El Paso, Tex., on December 28 for heart trouble, reports Mrs. E. L. Gleason.

THERE is one bit of legislation which can stand by and watch the moving-on-house

"MORE THAN EXPECTED"

J. J. Galvin, of El Paso, Texas, reports a $325 big rig A. E. 1937. He says "The 325 is quite a machine; it is really more than a machine to work. It is completely built for the showman; it is completely finished; it is a "MOTOR showing in the Classified which is exclusive of the above. All others are charged appropriately.

BOC! SMITH & SPRINGFIELD, Springfield, O.
trailer's knock over his layout while he quietly repeats the Lord's Prayer.

"HAVE BOOKED my Illusion Show with 21stacres Greater Shows for 1939," came a message (Mystery) Menge from North Little Rock, Ark. "Have been specializing in men's show and club dates in Florida and Texas."

HARRY PROBES, high act, leaves from here tomorrow, is the talk of the town. He is to appear at the Greater Joyland midway in 1939," comes from Probes. "Purchased three new tops recently and will open with the Greatest Midway and Empire Bar and Grill, Miami, Fla.

"NORMAN C. WOLF WANTS ARSTIC STRIPPERS Modernist - 20 ft. wide, 20 ft. high. AP - TRACTIVE GILTS for100-People (Talent - Average $40 and up per show). For information call LAMINO People thru Charley our resident phone for his name."

STARR DeBELLE, capable director of the Empire Bar and Grill, Miami, Fla., receives a hot tip from the New England organization as a stick in front of a hamburger stand. This is P. O. Grant, who recently has been working with the Doc Smith Exposition Shows for 1939. They also have contracted the rides with the Doc Smith Exposition Shows for 1939.

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NORMAN C. WOLF, well-known showman and promoter, is seriously ill with pneumonia at his home in New Castle, Pa. and must undergo an operation immediately, reports Mrs. Starkey. He would return to the road soon.

"WHILE owners, general agents and adjusters of medium-sized shows may not expect to make one show contract, still they must have the option if a show is to succeed."

"MONEY MAKERS
IMMEDIATE DELIVERY
WHEELS OF EVERY TYPE. EVERYTHING FOR MIDWAY CONCESSIONS.
H. C. EVANS & CO., 1120-2 W. Adams St., Chicago, Ill.

"GREAT FAIRWAY SHOWS
WANT Showmen: Midway or Ist Class. Illus., Pict., Hawaiian, or Mexican. Full shows or part. R. J. McRae, 100 Front St., St. Petersburg, Fla., where the latter also conducts the Philippine Showmen's Association. It is a chance to pick up a good list of the night clubs that they are getting to enjoy the best possible experience in outdoor show circles."

CARNIVALS

"THE Mixer, 1745 W. 19th St., Los Angeles, Calif., is ready to return, which went unheeded."

"HAVE JUST contracted my cookhouse, novelties, cigarette gallery and price of R. J. McRae, 100 Front St., St. Petersburg, Fla., where the latter also conducts the Philippine Showmen's Association. It is a chance to pick up a good list of the night clubs that they are getting to enjoy the best possible experience in outdoor show circles."

"BEFORE the season starts, let us consider the problem of a showman's equipment. We have been very busy of late in making arrangements for the 1939 season."

"I have been off the road for the past two seasons, but we plan to go out again in 1939."
**Johnny J. Jones**

**Augusta, Ga., Feb. 11.**—Quarters were obtained and work on a replacement rig will proceed as soon as the replacement rig will proceed. The legs of the 15 men and a crew, whose work has been delayed by the shutdown of the camp, has made great strides. General Manager J. O. Thomas is busy in the North Easing up dates.

Owner E. Lawrence Phillips, Manager Tommy McAdoo, Secretary Ralph Lockett, and Business Manager William M. (Billy) Blair reported that several new rides were being built and that they will be ready for the opening.

**George L. Crowder,** former special producer of the Beckmann & Gerety Shows, has been engaged as manager of the Espanole attraction, which will be housed in the old G. W. Lee hall, and will be under the supervision of Dennie Howes, who is expected to return next week.

**Rudy & Rubin**

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**Kaua Exposition**

**New Bern, N. C., Feb. 11.**—Manager W. J. Rusaw has returned from the various meetings here. All are expected to return after the Tampa (Fla.) Fair.

**Reported by Stuart DeBelle**

**James E. Frates**

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NATIONAL CONVENTION MEETING

MIXUP has REYNOLDS & WELLS UNITED Drums.

WANT TO BUY E. Smith, manager.

Al Alfredo Museum; Girl Show, Andrew Congo Show, Louie Augustine, manager; painted.

Ferris Sonderland. Lion act, from Dyersburg, Tenn., the writer found 10 people engaged in painting, repairing which he will build here.

No extensive work program will be overhauling of rides and motor equipment.

soon on an extended booking trip which of James A. Winters as general representative and assistant manager, and George Weyls, manager, is getting everything in readiness for the opening.

Weyls

PAYNESVILLE, O., Feb. 11.—Recent visitors included Tom Kirk, who left with a new manager for the order, P. Z. Valseh who made a hurried trip here after returning from Minneapolis where he appointed the appointment of Messrs. Winters as general representative and assistant manager, and George Fenn, foreman of the northern receipts. Winters is in 7 years of quarters but will leave here on an extended trip which will extend into Tennessee, Kentucky and Ohio. Other than the necessary overhauling of rides and motor equipment and the repainting of shop properly no extensive work program will be undertaken. Inspector Art Hinsman has notified the county supervisors and concessionaires, which he will build here. Reported by Oritta Winters.

R.D.

DUBUQUE, Ia., Feb. 11.—Upon arrival from Texas this week, Joe Johnson and 10 people engaged in painting, repairing and new equipment. Reported by Mrs. Phil Little. Manager Joe Karr is optimistic over the coming season. Mrs. Karr is quartered in her new trailer here. A large shipment of paper has been received from the Harris Printing Co. To be used for painting, office and spring dates.

Mrs. Noble C. Fairly spent a few days at quarters en route north from Dallas, where she spent a week with Mr. and Mrs. Phil Little. Manager Fairly reports everything business conditions are much improved over a year ago. Reported by Elwood Emery.

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P. J. Speroni

BOCK FALLS ILL., Feb. 11.—Whitey Lee and Ray Bridge have been getting rides in shape here since the shows closed last fall. Quarter opened officially February 16, however, when several will be added to the crew. A new office is being built on a semi-trailer.

P. J. Speroni.

Could not be added to the crew. A new office

Speroni.

February 11.—Eighty-three members attended Monday night's meeting, with the following officers present: President Harry Hargraves, First Vice-President Joe O'Gara, Secretary First Vice-President Philip Williams, Third Vice-President John H. Ward, Treasurer Ross R. Davis, and the following new members, secretary.

Communications: William Stark, secretary of the National Orange Blossom Showmen, has received a secret invitation for members to be present at a guest on May designed as PCAA Day. From Roy Ludington, of Crafte, came word that fewer skaters are added to the club on the Crafts' 20 Big Shows opening at 730 S. Grand Ave., Los Angeles, Calif.

LA O S ANGELES, Feb. 11.—Indio, Calif. From Charles J. Walpert a letter of thanks for the floral piece and wire sent at the opening of his Derby Show at Bakersfield, Calif. From P. K. Hooper, of Philadelphia, a letter of congratulations on membership in the club. P. J. Speroni wrote from T. C. Bay during his recent trip to the Midwest to endeavor to locate a relative. Victor Rountree, of Los Angeles, Calif., has advertised his semi-trailer.

The matter of new quarters again was discussed and a desirable location has been located but no definite plans which will make a definite report at the next meeting. Harry Hargraves reorganized, with President Hargraves and Ross R. Davis as assistant chief of staff again. Weekly award went to John C. Bigelow. Upon resuming the discussion of plans for the best interests of the organization, the club was called to order by President Hargraves. Frank Holman, of Philadelphia, secretary, said his intention is to make 1939 a banner year.

There is no reason that anyone who classifies themselves as a showman should not belong to a showman's organization. After adjournment, the new members and refresher men were served by Harry Phillips and his crew.

Ladies' Auxiliary

President Mario LeFors presided at the President's Night meeting, with First Vice-President Nilla Bagby and Secretary Betty Bullock in their respective capacities.

Meeting was termed "President's Night," and after calling for order, President LeFors turned the gavel over to Neil Ziv, who presided during recess. She presented a bouquet of handmade flowers to replace the Southern Knights of the Round Table. Betty Bullock and Mrs. L. P. Bousk, of the southern counties. With the giving of the bouquet, the meeting reconvened. President LeFors called the meeting to order.

Letters were read and introduced those who served with the club during the official period. Special thanks were extended to Claire Zeiger, Ethel Krug Jones and her sister, Mrs. Poupy, who had been ill during the past winter.

Weekly award went to Marie Forrest, Edith Webber, Fay Corrigan, Martha Levine, and then returned to President LeFors.

The specialities were Betty Coe, Fern Hawkins, Clara Zeiger, Rosemary Loomis, Nancy Glacy, Ruby Lauther, and Verna Beeghly. Harold Mook, manager of St. Louis, Mo., reported that the St. Louis Museum is busy. Several new shows have been engaged, to be the only one in the West.

WANTED--HURRY CALL!

Human Freaks and Crazy Mechanical Novelties Wanted for the "CRAZY SHOW"

Week of February 24 at the PALACE THEATRE, Cleveland.

Anyone in the vicinity of Cleveland please write to the Cleveland Office.

NAT HOLT

PALACE THEATRE, CLEVELAND.

"OSSIFIED" MAN

Transp. your picture, Neck, Knees, Elbows, Fingers and Toes all rigid. Can lie with

B. & V. SHOWS

OPENING APRIL 20.

Contact us. Will furnish Outfit.

WORLD OF PLASENTIONS SHOWING CONTRACTS SHOWING CONCESSIONS

1300 SEASON.

B. & D. MILLER, 1688 Sceneway, Detroit, Mich.

Welcome to our World of Placentaions. Contact for special arrangements and addtional entertainment. Also affectionate animal acts.

WEST COAST—

(Carried from page 41)

Betty Coe has been renovating and drop-

WANTED--HURRY CALL!

Human Freaks and Crazy Mechanical Novelties Wanted for the

"CRAZY SHOW"

Week of February 24 at the PALACE THEATRE, Cleveland, O.

ANYONE IN THE VICINITY OF CLEVELAND PLEASE WRITE TO THE CLEVELAND OFFICE.

NAT HOLT

PALACE THEATRE, CLEVELAND.

"OSSIFIED" MAN

Transp. your picture, Neck, Knees, Elbows, Fingers and Toes all rigid. Can lie with

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FOR SALE—SECOND-HAND SHOW PROPERTY

AIR CALLOPIE—ALL KINGS OF CIRCUS property. CONSOLIDATED CIRCUS Co., Omaha, Neb.

ALLAN HERSCHEL FORTY-FOOT THEATRE APPARATUS. Mrs. Benjamin Winters, 903 Pennsylvania Ave., El Paso, Texas.

BARGAIN—COMPLETE CARNIVAL FOR SALE. Herschell-Spillman 3-Abreast Carousel, Menominee, 12 Car Wagons, Smith Chair-Rides, Spittman Kiddie Auto Ride, together with wiring and equipment. Everything in first-class shape; $5,000.00 cash. Now playing in Florida. Will sell for $4,000.00. Send for complete particulars. PENN BLEACHER SEAT Co., 1207 S. 19th St., St. Louis, Mo.

CIRCUS BLEACHER SEATS—ALL SIZES, NEW and used, out of doors, with or without footrests. ALLAN HERSCHEL FORTY-FOOT BLEACHER CO., West Thompson, Philadelphia, Pa. 10c per seat in lots of 100.

FOR SALE—PORTABLE SKATING RINK 50x100 ft. Flyers and 150 Pairs Chicago Skates, used, out or indoors, with or without overhead shelter. For par- ticulars write CHARLES M. COOK, 109 Alder, Jackson, N. J.

HENSLEY AND MEDLIN—FULL LINE CIRCUS APPARATUS. Will trade five rooms modern furniture, exceptional operation for good House Trailer and Car. For par- ticulars write CHARLES M. COOK, 109 Alder, Jackson, N. J.

Shof Family Album

MEMBERS of Haraden’s 10-Cent Show, snapped in Rocky Mount, N. C., season of 1914. Standing, left to right, are C. F. (Dad) and Aileen Haraden; (Surname of next woman not remembered—but her name was Nellie); Mrs. Myrtle Zento, Mrs. Billy Jones, Mrs. Billy Verne, Mrs. Archie Fournea. Winnie Ward, Mrs. Otto Hamilton and W. E. Bean, band leader and trumpet. Lower row: left to right: Otto and Cleo Hamilton, Oscar Sullivan, Great Zento, Archie Fournea, bass drum; Billy Ward, snare drum; Tom Oleson, bass; Robert Shugart, baritone; Harry M. Bird, trombone, now operating a drug concern in Marysville, Tenn., and Billy Jones, alto.

The Billboard invites its readers to submit photos taken from 18 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are C userRepositoryc 19 LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 15-27 Opera Place, Cincinnati, O.

FOR SALE CHEAP—TWO POWERS 35MM. Projection equipment, complete, used last year. JOHN NEUHANN, Wood Lake, Minn.

FOR SALE—SECOND-HAND JOKES, TRICKS, night clubs and dance halls. THE HI BOYS, WTIC, Hartford, Conn.

WANTED—ENTRIES FOR WALKATHON GIRLS WANTED—ENTERTAINING HOSTESS SEARCHLIGHTS, FLOODLIGHTS, SPOTLIGHTS KIDDIE PARK—CAROUSEL, FERRIS WHEEL, CIRCUS BLEACHER SEATS—ALL SIZES, NEW and used, out of doors, with or without footrests. ALLAN HERSCHEL FORTY-FOOT BLEACHER CO., West Thompson, Philadelphia, Pa. 10c per seat in lots of 100.

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HELP WANTED

GIRLS WANTED—ENTERTAINING HOSTESS. HALLIDAY TAP ROOM, Clio, Mich. 48419.


WANTED—ENTRIES FOR WALKATHON GIRLS WANTED—ENTERTAINING HOSTESS. HALLIDAY TAP ROOM, Clio, Mich. 48419.

WANTED—BASE FIDDLE PLAYER WHO CAN PLAY OKLAHOMA AND ONE-ARMED WARRIOR Tunes. Must have good tempo and good selection. Write address to D. H. Wilkins, 609 W. Parke, Oklahoma City, Okla.

MAGICAL APPARATUS

GIANT SURPRISE CATALOG OF JOKES, TRICKS, MAGIC by L. W. LAWSON, 722 Fifth Avenue, New York. 10c postpaid.


SOLD—ONE-ARMED WARRIOR Tunes. Must have good tempo and good selection. Write address to D. H. Wilkins, 609 W. Parke, Oklahoma City, Okla.

CIRCUS CARGO: AUTO RIDES, CONTAINERS, ETC. CHARLES M. COOK, 109 Alder, Jackson, N. J.
SERIES AND TRICK ACTS

AT LIBERTY — SERIES AND TRICK ACTS

ROUGH AND READY—Stories. Read, sing. 2311 Scioto Trail, Portsmouth, O.

WINE (Turner Figures) — Fort Dearborn 111, Chicago, Ill.


KELLY, JIM (Turner Figures) — Fort Dearborn 111, Chicago, Ill.

WILD WEST BAND — A-1, W. North, Du Quoin, Ill.


THOMPSON, JIMMY — 2311 Scioto Trail, Portsmouth, O.

THOMPSON, GEO. — 2311 Scioto Trail, Portsmouth, O.


KENDALL, CHARLES — 444 South St., Danville, Ill.

KENDALL, H. — 444 South St., Danville, Ill.

KENDALL, R. — 444 South St., Danville, Ill.

RICHARDSON, J. — 444 South St., Danville, Ill.

WILLIAMS, J. — 444 South St., Danville, Ill.

MANN, J. — 444 South St., Danville, Ill.

WILCOX, J. — 444 South St., Danville, Ill.

WILLIAMS, M. — 444 South St., Danville, Ill.

WINTER, J. E. — 444 South St., Danville, Ill.

ZEPHYR, G. — 444 South St., Danville, Ill.

ZEPHYR, W. — 444 South St., Danville, Ill.


BAD DOG (Turner Figures) — Fort Dearborn 111, Chicago, Ill.


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New York Office

NEW YORK OFFICE

390 Ardmore Blvd.

The Billboard

LETTER LIST

February 18, 1939

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(Continued from page 2)

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NEW YORK OFFICE

390 Ardmore Blvd.
**Sponsored Events**

**Veteran, Lodge and Other Organization Festivities**

Conducted by CLAUCUE R. ELLIS
(Communications to 22 Opera Place, Cincinnati, O.)

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**Tulsa Show Draws 37,500**

TULSA, Okla., Feb. 11.—Success of the six-day National Home Show under auspices of the Real Estate Board and ending in the Coliseum here on February 5 prompted officials to announce at the prompting in the Coliseum here on February 5 that the city treasurer could establish a special account for this commission fund.

**Georgia**

**GoVernor Lewis D. Barrows of Maine (right) greeting W. J. (Bill) Roby, of Portland, at the Maine State Armory.**

**Maryland**

**With the Ladies**

(Continued from page 42)

Altho small, the fair presented many attractions, grooming of a group of 40 committeemen who plan to have government exhibits. Space for merchants' exhibits has been secured by the committee in charge of tickets, has sold 10,000 tickets, with D. Roy Campbell, secretary, with D. Roy Campbell, secretary, and D. Roy Campbell, secretary.

**WITH THE LADIES**

(Continued from page 42)

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**ACTS FIGHT STORM TO REACH BIG SYRACUSE SHRINE OPENER**

SYRACUSE, Feb. 11.—Altho a snowstorm delayed arrival of some acts, the six-day shriner circus ending here on February 4 under management of J. C. Hardacker opened to a capacity house on Monday, doing a complete show at 10 p.m., reports Al Martin, booker.

On the bill were: Adele Nelson's Elephants; Harry Ritter, titles; Flying Lobsters, Pinchot Troupe; Miss Morris and Bobby, conjurers; Hazel Williams; Six Antelopes, arti-facts; Welby Cook; Block Landoff, clown; Chet Nelson's Band and Singer's Oddities.

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**Quinlan, Ga., Sales Good**

QUITMAN, Ga., Feb. 11.—Good attendance and sales for the Better Homes and Electrical Show in Exchange Warehouse here under auspices of the Oldham County Merchants and Ex-perts' show, directed by F. Paisley Daves, R. R. Cashman, in charge of tickets, line sold new mobile homes, manufactured houses, space for merchants' exhibits has been sold, 50 cars, 100 merchandise and space for merchants' exhibits has been sold, with 50 cars, 100 merchandise.

**Severe weather in the section**

**Heurics for Ark. Exposition**

SHREVEPORT, La., Feb. 11.—Homer Gilliard, special agent, and Walter Hooke, presiding over a severe weather in the section.

**Pa. Firemen Will Sponsor**

SUNBURY, Pa., Feb. 11.—Friendship Fire Co. and Band will sponsor a seven-day Jubileena on Lenker grounds here, featuring shows, rides, concessions and free acts, reports Mel Sacker, concession chairman. There will be: the Eels Club parade and night band concerts. Event will be sponsored by the local American Federation of Labor with civic leaders on the committee.

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---

**Bill** Rice Buried In Showmen's Rest

CHICAGO, Feb. 11.—Funeral services and burial rites were conducted here yesterday for W. H. (Bill) Rice, by the Showmen's League of America from Shubert Funeral Parlor. Body arrived here yesterday from St. Louis, Mo., where it was sent by Jack Avery, a well known carnies, which was brought in by Charles A. Lego, of United Press, who wrote the funeral announcement for the Showmen's Rest.

**ST. LOUIS, Feb. 11.—Many prominent show people paid their last respects to the memory of W. H. (Bill) Rice, who died here on February 7. Among those viewing his body as it lay in state was his brother, Mr. and Mrs. J. Crawford Prant, who will shortly conclude a several weeks' stay here in St. Louis.**

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**Last Call**

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**CARNIVAL WANTED**

Week of June 19, in Connection With Six County Firemen's Convention

FRANCIS McALISTER, Box 4,

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**Pa. Firemen Will Sponsor**

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**CARNIVAL WANTED**

Week of June 19, in Connection With Six County Firemen's Convention

FRANCIS McALISTER, Box 4,

Salesboard operators concentrating on Easter deals—bingo ops lining up outdoor dates—pitchmen are active

CHICAGO, Feb. 11.—With spring just a little more than a month away, salesboard and bingo ops, pitchmen, direct sellers and other users of prize and premium merchandise are making the rounds of wholesalers and department stores to line up merchandise for special spring promotions. Basler is the first major deal to be announced in the Studio Sales News, and E. S. Lowe, Inc., in charge of this field for the Chicago region, commented that he is looking forward to a successful season. The company has announced that Harry Weiss, formerly of Ace Printless Co., is now associated with the firm. Weiss will be in charge of sales and advertising for the northern section of Illinois. E. S. Lowe also stated that his firm has added four new products to its line of large wooden and stuffed bunnies cards, 3,000 series. New numbers are given to the products, and range from featherweight thickness to extra heavy cardboard thickness.

EVERY NOW AND THEN we're hounded up by mail from a bingo devotee who inquires about the only interesting news that gives a valuable customer's angle on the game. Such a letter is from Mrs. Lona Van Dyke, of Brooklyn, who writes: I like bingo. In fact, am quite a fan and make it a point to play at least once a week.

A few weeks ago I had a dreamy look on my face (cause I only needed one number. Oh, boy, they'd think I screamed “Bingo!” Much to my horror I won a table lamp and already had two. But when the evening's play was over and prizes were being distributed, I spotted a man with a disappointed look on his face. He was collecting a carpetDating.

And speaking of dates, some of them are doing pretty badly. So I suggested, “How about swap-ping partners?” We did and were both happy about the whole thing. This might be a friendly idea because this is the only complaint I ever have heard against the game—mismatch of prizes.

Something I've noticed at games places and salesboards is that when home- laces. In fact, I'm young enough to go around a lot, coming to the game I at-

d的部分是，如果UNITED STATES POSTAGE PAID CHICAGO, Ill. Permit No. 137

E. S. LOWE, head of E. S. Lowe, Inc., with offices at 520 S. State St., Chicago, has announced that Harry Weiss, formerly of Ace Printless Co., is now associated with the firm. Weiss will be in charge of sales and advertising for the northern section of Illinois. E. S. Lowe also stated that his firm has added four new products to its line of large wooden and stuffed bunnies cards, 3,000 series. New numbers are given to the products, and range from featherweight thickness to extra heavy cardboard thickness.

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St. Patrick Day Novelties

250 CHARMS
NO LEAD—NO JUNK
ASSORTED $100
(55 Varieties)

Send This!

THE CALENDAR ALARM CLOCK
A fine letter, in brass and steel, with clock, black plastic letters 1/2" high, all finished in black or bright red. One of the best, most attractive salesmen to be found on the market.

SINGING LARIAT
Reported to be headed for record sales is the Singing Lariat, a children’s toy introduced last year by Specialty Co. Item had its premiere on the West Coast thru use by some radio stars, and is now available at a fraction of the former cost, the firm reports. Com- pany, however, states, “The latter is expected to be a hit around Easter. The popularity of the medium shows that the public is looking for new and better products.”

New Silver Pen
A new type pen which Jack- win Pen Co. reports to be a better seller these days is an all-silver pen looking exactly like the selling at higher prices. By a unique process, the firm states, silver is deposited on a plastic holder. The formula used and method of protection are covered by various patents, it is said. Design of pen is streamlined, which, coupled with its striking appearance, makes for a high juvenile appeal, the firm states.

Handy Miter Box
Miterite is the name of a new small but efficient miter box that will be on the market next spring. The box will be available at a fraction of the usual carpenter miter box price, but is also available at a fraction of the usual carpenter miter box price, but efficient miter box for homecraft workers. The latter is expected to be a hit among the homecraft workers. The latter is expected to be a hit among the homecraft workers.

INSTALL WIRELESS RECORD PLAYER
PLAYS ALL RECORDS THRU YOUR RADIO
NO HOOK-UP—NO WIRES
NO CONNECTIONS...

Send $3.00 Deposit, Balance O. D., P. O. or Bank. Best for College, Country Pioneers. Write today for Sample Offer.

PLAYLAND SUPPLY CO.
14 West 17th St., New York (Dept. M-6).

ELGIN & WALTHAM
POCKET WATCHES
Guaranteed
$1.50

ELGIN & WALTHAM
$295
End your Coin Line. c.i.f. or leather. Guaranteed for one year. Jobbers and Distributors write for prices. 250 CHARMS $100
N. SHURE CO.
200 W. Adams Street
CHICAGO

Elkin & Waltham $295

End your Coin Line. c.i.f. or leather. Guaranteed for one year. Jobbers and Distributors write for prices.
BULOVA - GRUEN

DOPEY GLOVE DOLL also-

FERDINAND THE BULL GLOVE DOLL PLUTO THE DOG GLOVE DOLL MAX HARE THE RABBIT GLOVE DOLL (a small Easter Item)

Stock up now! Get your SF, New York, West Coast, Eastern Salesmen, etc., from these outstanding products from the NUMBER 1 Glove Doll House in the Country!

See your jobber or write direct!

Send 25c for Postpaid Sample of Above.

CROWN

TOY MANUFACTURING CO., Inc.

494 Dumont Ave., Brooklyn, N. Y.

OCCASIONAL SUGGESTIONS

THE BILLBOARD

HEADLINE

GORDON'S TRICKS & JOKES

SHOOTING CIGARETTE PLUGS

Dancing Match

aciasyou look into a mirror. As you light the match, it redresses itself and the candlelight turns into a cold blue glow.

Winning Payoffs: $1.00

FILLS A REAL NEED QUICKLY

A new line of whistling rings, lockets, cromes and engraver's jewelry is being offered by Majestic Bead and Novelty Co., Chicago. M. Pintchman, who conducts Majestic, says that the trade and watches trends closely, he reports that at present there is a strong demand for lockets and cromes, particularly the latter.

The Majestic Co. announces an addition to its 1939 line of mirror vanity cases of four new numbers following its swing mirror vanity chest, which was successful in 1938. Each of the numbers will be different," the firm states. "All are new in design, something operators have been looking for." In addition to the above line of 1939 merchandise, the Majestic Co. reports it will announce non-seasonable items outside of the mirror vanity line for the summer. Large 6 x 6-inch photo prints will be available soon describing the new line.

The curtain rod threader distributed for Bongor Products Co., by a dozen leading merchandising houses is claimed to be one of the best household items put on the market in years. Leo Gordon, of Bongor, states: "The reason the curtain rod threader finds great popularity is that it fills a long-need and may be sold for a low price. The item is nickel-plated and is a definite improvement on any flat curtain rod. Bongor sells the threader in a compactly packed in bulk or on illustrated display cards.

Weiman Bros., makers of leather specialties and of a new line of transparent candidas, was at prize users, here is another necessity to move to new and larger quarters at 626 North Wells St., Chicago, Ill. In their new plant they have needed facilities for prompt handling of orders and the continued addition of new numbers to their line, the firm reports.

Liberty Sales Co. has just gone to press with its 1939 catalog. Issue is well illustrated and contains such items as shaving machines, razor blades, household items, men's and ladies' wear, electrical items and notions. Catalog is in attractive colors with modernistic design. Your name and address will bring you a copy.

EXECUTIVE BUSINESS

"(Continued from page 54)

BINGO BUSINESS-

Your opinions. I suggest that you widen your trade and watch trends closely, he reports that at present there is a strong demand for lockets and cromes, particularly the latter.

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BINGO BUSINESS-

"(Continued from page 54)

Here's another big money maker that's coming out this season. Here's to bigger and better bingo games, Mr. Gary. My enthusiasm is still as great as before, as I can see from the reports coming to me. I'm glad to see that you have all the necessary equipment and supplies on the market, and that you're doing a good job.

Mammoth cash games, too large, make the players nervous. Cliff says, "I am Hoping they will save the game for the merchanides, as I have had no part in money games. Such games are not good for the game and should be avoided. Your ideas are valuable, so why not share them with your customers?"

ACCORIDNG TO CLIFF THOMAS, in Illinois, big money games, that is not the rule. While popular as ever, and drawing a large crowd, cagrowth has come in with a slow broading from a few legatorists. The story is pretty familiar.
We Manufacture a Complete Line of Fountain Pens, ELGIN & WALTHAM
187 E. Spring St., Columbus, Oh.
Snap. 'tablet.. Herbs. etc. Low prices—rapid service.
50c Silver Do.
showing newest fast-selling items.
Send $1.00 for Samples.
Sizes 27s54 and 35x70 (Postpaid).
Each Hone li.

ARGO PEN-PENCIL CO., Inc.
NEW 1939 LINE
W. L. PYKE....
has been working a department store in
Cleveland for the last four weeks to
make better known. The town is filled
with pitchmen and spots are hard to get,
his has a big talk over from old times.
He has been working for 36 years and
for 27 years.

PITCHMEN’S SAYINGS:
"Give me your
happiness and I'll put a pretty picture
on it."—W. S. (Bad) Parker.

JUST FINISHED...
working here in H. L. Green's with my
wire work," says Eugene Brunk (Gold
Wire General from Columbus), "I have
many here," he continues, "just a liv-
ing. I run into George Daily with albums
and knives and Joe Lesser with health books.
CHARLEY KASHER....
"If what have you in the
Samanoada Valley are Billy (the Kid) are
Dietrich Specks Higgins, Blackie Shifflett,
and slow business in Michigan have forced
Boo Possey, Selene, Jake Croft and Kid Ellis.
CHARLES SKULLY....
shooting the weather is fine in
Tampa, Fla., and that business is fairly
good here. There are plenty of boys there
to take care of it. The big De Sota Ex-
position being held here for three weeks
is well represented with leaf boys,
according to Skully. He names the fol-
loving oldtimers as working Tampa at
the present time: Columbus Journal
Tex Dalney, Jack Brewer, Danny Lewis,
Pappie Graham, N. C. Smith, Jimmy Saline,
Jake Croft and Kid Ellis.
BOB POEY...
pipes from Mussie, Ind., that heavy snow
and snow business in Michigan have forced
him to leave there. He would like to see
pipes from Jack (Gummy) Current, Al
Decke, Jim Osborne, Al West and Al
Cover.

JUST WAITING for something to happen.
 Doesn't pay off in cash dividends.
WILLIAM GRIFFITH....
"better known as the Mississippi Kid, and
wife, who have been spending the winter
in Nashville, Tenn., rambling into Cinc-
ninnati last week and visited the pipe
desk. They plan to remain in the
Great City for a few days before going to
Chicago to purchase a car and trailer.
BILL HARRIS...
pipes from Indianapolis: "Just run across
Texas Blackie, the tatterbox, here and we
here had a big talk over from old times.
He has been trooting for 36 years and
2 for 27 years.

NEW 1939 LINE OF PENS, SETS AND COMBINATIONS
Write for Free-List.
ARGO PEN-PENCIL CO., Inc.
320 BROADWAY.
NEW YORK, N. Y.

FREE CATALOG! (Dad)
LIGHTING TIPS,iqué pipes, pipes,
highlights painted, in Lithgow, Greens, Paterson,
Garters and White Buckskins, etc.,
amount of a huge selection of pipes,
sizes 27s54 and 35x70.
(20 Pkge. Bs)

FREE with every 1,000
SINGER BLADE CO.,
134 WEST 32ND ST., NEW YORK,

HOTTEST DEAL in YEARS
SALESGUARD MEN! SALESGUARD WOMEN!
BIG PROFITS! FAST ACTION! BRAND NEW! SIZZLING!
Cut in on the Ground Floor
For particulars, write: LEO PEVSNER
3 S. WARASH, CHICAGO.

NEW CATALOG!
showing latest, fast selling
models of Blumat, Lockit, Greens, and Ex-
clusive Pipe Stems and Tobacco Pipes.
FREEx CATALOG, or $2.00
Mahoney, Jack Lang, Eddie Gillespie and
he lost all his stock in the New England
position being held there for three weeks
good, tho there are plenty of boys thereto take care of It.
CHARLES SKULLY
writes from Providence: "Business here
has been working a department store in
Augusta, then jumped to At-

NEW PIPE DIRECTIONS PAPER
HOT, HUMID CLIMATES
Success the Most_Important_Thing
Unscented, AK. sizes 27s54 and 35x70.
Sample Sizes Free.
H-4029.

NEW BLADES TO TESS-UP
WHOLESALE MERCHANDISE—PIPES
THE BILLBOARD
NEW BEST BARGAINS

SALE BARGAINS

BARCLAYS

BUCKINGHAM

BLADES

BEST BLADES

NEW MEDIUMS

NEW METHOD CO.

SPICY GREETING CARDS

VETERANS DON'T SLEEP

VETERANS' SERVICE MUSEUM

SOCIAL SECURITY PLATES

ELGIN & WALTHAM

Pitchford Five Years Ago

Doc Roy Butler managed to collect some luscious at the Gasparilla Carnival, Tampa, Fla. Harry won a prize of $100 for McGraw, proved a winning stand for Doc A. Anderson. Variety bills are getting a lot of talkers with his soap and razor paste in Victoria, Tex. Chief H. Derek said he entertained the audience in Chicago, Ill., last week with the Stevens organization, playing the new play "The Matchmaker." Bill reports.

BILL MACK

pipes from Stony Hill, Mo., that he recommenced operating a new dance hall there with the Stevens Shows. He says he had weather played havoc with the dance business.

Nate May Mack was with the Stevens organization, playing her new play "The Matchmaker," Bill reports.

COLLINS, THE "MIRACLE MAN"

writes from Durham, N. C., "Three- cents Bill are selling North Carolina which try to make school principals believe that the best way to find out what a young man really is and the law is to get a school principal to buy a three-cent Bill. The license is $25 a day for animals but the profit is so great that the law is hard to make the reader. Local shows will pay higher.$20 will see the $3-cent fellow pay. The license was issued last week for the first time in 20 years."

WHY GIVE bad tips on good spots? Have you ever considered the fact that they may be your next best opportunity?

DAVE JACKSON

pipes: "I am working twisters in Mc- Keesport. I have a fine business here, but I like to read a pipe from Johnny John- son, the wonder most of all them who are in McKeesport. Any of the boys who wants to work this good spot see Mr. Jackson in the reed case of the B. and O. Railroad. Would like to see a plug from Mr. Jackson. Tommy Atkins and Tommy Burns." 

JAMES L. OSBORNE

drops a line from Oklahoma, La., to say that he is in the land of gummy and getting along okay. Says he recently purchased a new Brooks of Kansas City. Big Riggs Circus. Osborne is getting ready for his next trip. Northern States.

THINGS WE NEVER KNEW: "Let's stop subjecting sleightmen and pitchmen to local-business attacks and give 'em a fair break, right?"

E. A. PINE

-recently arrived in Macon, Ga., where he is working the store in the latter part of December. Says he will take his Southern route thru Texas and ask the boys to call on Frank Lee, Frank Ray and Lloyd Fisher pipe in.

JOSEPH LAROE

wrote from Columbia, S. C.: "Columbia is tough on the boys this year. Indian Bill Furniture to George Brunk and George Salley here. All our boys are having a good time, and we are hoping for a good show this year." 

YOU CAN'T "promote local favor and prestige for yourself and your profession if you continue your knobby habits and leave your legs in your shoes.

GEORGE BERWY

-recently left Pittsburgh for Tampa, Fla., because of the cold and rain in Pennsylvania, and had a few days in New Orleans. He reports that he visited the Crescent City and met the veteran who gave 100 dollars for the New Orleans Stuntman. Young, who was lecturing with Berwyn and Young turquoise together years ago in New York.

BILL GARTHRED

writes that the only pitch store in New York City is a short distance in the South, is the object of a number of science, 42nd and Broadway, which he claims will bill after clicking after three years of play.

ARE ANY OF YOU fellows working the docks in Tampa, Fla. ?

FRED MCFADDEN

is using a new and better cleaner crystalizer in five stores in San Francisco, as well as his own. Fred is still clicking after three years of play.

ARE ANY OF YOU fellows working the docks in Tampa, Fla.?
Future of Side Shows

All side shows progressing with the times, going in for an entertainment method as close to form as show business?

In as large proportion as in the boom days of vaudeville and the circus, there is the same desire to try out new forms of show business? Are operators putting the same percentage of their investment into their side-show enterprises as formerly?

And the other questions pertaining to an important branch of the outdoor business which is not doing so well these days. Without further ado, the genial doc mounts the podium and the symphony starts:

By C. W. (Doc) Foster

DURING recent years there has been a terrific falling off of business in the side-show business. There have been many contributing causes. Chiefly, of course, is the competition from the other forms of amusements. But that alone cannot be blamed for the slump. Take, for example, our once profitable line of endeavor. The public is looking for something new, and the side-show business is in danger of disappearing. In addition, the purveyors of this form of entertainment are often criticized by the intelligentsia for being庸俗.

Doc Foster concentrates in the main upon Coney Island, N. Y., in discussing side-shows, but we have no idea of the points he makes are apt for other states or cities. The talk is to be noted and said to be good reading for the great credit to himself and to his profession.

The surgeon's knife must be swift, sure and efficient if the patient is to be cured. Measures 1f the patient is to be cured. Measures.

These and other questions pertaining to their favorite forms of outdoor amusement. Without further ado, the genial doc mounts the podium and the symphony starts:

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AERIALISTS WIN PIER SUIT

ATLANTIC CITY, Feb. 11.—A jury in Circuit Court here awarded damages of $12,000 to Oskar and Ellen DeMetri, against George S. Burchett. The woman roll from a height of 25 feet, crashing to the pier deck and fracturing her pelvis last August 22.

Acting the part above both George Bamber, the booker, and the Pier management in case of accident “must” clause in all contracts. However, the DeMetri’s attorney contended that because the pier demanded changing the article “must” reaching and leaving their perch it nullified the clause.

BARFIELD'S

COSMOPOLITAN SHOWS

New Booking for Season 1939

Now Booking for Season 1939

Barnes, Campbells, Dancing, Stunts, Animals, Elephants, Lion Tamer, "The Big One,"

CHARLES A. LENZ

WILL STANDARD CHEVROLET COMPANY, St. Louis, Mo.

DEADLINE: January 18, 1939

February 18, 1939

WANTED CONCESSIONS—ACTS

EXPERIENCED RING BANNER, MAN, MEN, WOMEN.

Merchants & MGR. EXP. AND EXHIBITORS

WANTED CONCESSIONS

FOR HARROW AND HOME WEEK

MAY 18-25


L. H. JOHNSON, Secretary

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WILL STANDARD CHEVROLET COMPANY, St. Louis, Mo.
FLUSHING FRONT

(Continued from page 31)

shortly, a move that might straighten things up.

Another firm designed to aid in the financing of signed amusement attractions is due to make its debut next week. Plans have been in the works for some time already, and just that big a couple of weeks now, the new showman, will general-manage the Greenbelt Village Shows at the World's Fair (see circus department, this issue), and has the road exhibit section, and from advance publicity and promotions some may be left for San Francisco, as did L. M. Jones.

ROY LUDINGTON writes that Crafts' 20 Bob and the Territory in the air, despite unusual cold weather to good business. C. P. George has been ready to get the C. Zelger Shows ready. Fred Ward, general agent. hill Johnson, head of the show and operating an advertising business. He plans to send several more shows to New York.

Elegance.

Gayway; lagoon boats: La Mise En Boite, Restaurant, a cafeteria in Vacationland and Ed Coronet is.

George A. Hamid circus is due to make its debut next week. Frank Zambrano applied for 31 passes for his personnel-some nut. Clif Wilson's Monster Show is ready for business and will be a revelation. Monte Carlo Secrets could open tomorrow. Mabel's Divine Bell attraction is about finished.

If Weddleton were the Dionne quint is he still would not be able to see every caller. Jack Penn has issued over 300 licenses to use the fair-coordinated Hydroplane attraction building looks like an office building. It's called the "Dowman's Dam" and will have a novel structure, representing all of the Great Lakes, the Mississippi, etc. If the manager, Roderick Fecile, who had the World's Fair Show in Ohio, does his job as well here as he did there there is no doubt of this show's success. Tex Cameron took on another concession with a Wild Western motif. Bennett's Iron Lung should prove interesting. Md Smith probably will be connected with one of the major attractions. Streets of the World Evvived like Concept Europe; the various nations could not hit it off.

Children's Playground will be under personal direction of John Howell, concessionaire. Nick said a new contract would be signed at the 17th Annual Exposition. He also wants his showmen to be able to see the city and get it out.

Address

DUFOR & ROGERS
General Motors Building

1775 Broadway
New York, N. Y.

FREAK ANIMALS

Will buy for cash, Domesticated Freak Animals. In order to eliminate protracted correspondence, send photograph, condition of animal and where located. Quote price (please do not waste your time and ours with fancy figures).

BLUE RIDGE SHOWS WANT

Address,

Dufor & Rogers
1775 Broadway
New York, N. Y.

FREAK ANIMALS

Will buy for cash, Domesticated Freak Animals. In order to eliminate protracted correspondence, send photograph, condition of animal and where located. Quote price (please do not waste your time and ours with fancy figures).

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Address

Dufor & Rogers
1775 Broadway
New York, N. Y.
Hi-jacking and robbery have long been a problem in the trucking business in the shipment of cigarettes, liquor and even foodstuffs. It has recently figured in newspaper stories and adverse legal moves against certain types of amusement machines.

Hi-jacking of such products as cigarettes and liquor is not used against the industries concerned. But hi-jacking by persons with a criminal record is used by courts and reform groups as an argument against the entire amusement games business. Hi-jacking by a single person has been used as an excuse for confiscating machines duly licensed by legislative and executive officials.

The amusement machine business naturally contends that some people have a rather distorted idea of how to curb lawlessness. The amusement games business rightly contends that it should receive the same legal consideration which is accorded to stock markets, racing, liquor, sports, etc.

To punish a business for the isolated cases of hi-jacking is carrying legal action to the point where it ceases to be legal and becomes an encouragement to crime and racketeers.

Some courts have even gone so far as to take the attitude that it does not matter if persons steal amusement machines, even tho those machines may be duly licensed. Evidently it is all due to the stigma of a past reputation and prejudice which still lingers against slot machines.

Many people are still unwilling to see that the country has changed a lot in the last 20 years. The machine age has made the automobile universal—and the morals of a nation have been changed to conform to it. Cigarettes are now used by men and women, racing is legalized in a score or more of States, sports have become probably the second largest inspiration for gambling in the country, and legalized liquor has become a household product.

But old prejudices still linger against many types of amusement machines.

Newspapers, courts, reform groups and all who are interested in law and order have not grasped the opportunities which came with the modern phase of the coin-operated machine industry.

That phase began with the darkest days of the depression, when new machines were introduced, offering the public definite amusement values. An entirely new type of personnel entered the coin machine industry. These were family men who had been thrown out of jobs, or perhaps lost a small business in the depression. They had some money and invested in amusement machines as a new field of business which might provide a living. They were law-abiding citizens and knew nothing of the old racketeers of the past.

They undertook to set up a new amusement enterprise to conform to new times. They formed themselves into trade associations, with membership records open to all. Jobbing firms opened attractive offices in business districts with the idea of conducting a legitimate business, open to inspection, just as any other business is conducted. Every possible effort was made to eliminate any remaining spots from the past.

With such a strong national effort being made to establish a new amusement industry, it is interesting to note that some very prominent newspapers recognized this effort and mentioned it editorially. Among these were such papers as The New York Times and The Philadelphia Record. Time magazine has also recognized it more than once.

Unfortunately, sensational news is profitable to newspapers and when other sensations are lacking it is easy to stir up something sensational about petty gambling.

The New York Daily News and The Chicago Daily Times have cried out against this unfairness in the newspapers, but the dirty work still goes on. Said The New York Daily News on January 25, 1939: "Various newspapers are tearing their hair over the prospect of a legalized New York State lottery. At the same time they publish copious racing information, racing tips and even policy tips—following the time-honored practice of never letting the editorial page know what the sports section is doing."

At a time when Chicago newspapers were conducting a periodic attack on petty gambling The Chicago Daily Times published a city ordinance which showed that the papers were themselves violating the law by publishing racing news and tips.

While a few newspapers have taken the bold position of playing fair on the gambling issue, several cities have also been making experiments. There are enough cities now that have licensed coin-operated amusement games for years to show that law and order is promoted by such license, and that such a system does not corrupt the morals of its citizens.

Unfortunately, an isolated case outside the city limits of one of these major cities which licenses games recently was a big item in causing a State Supreme Court to declare the city license void. Courts cannot hope to maintain the dignity of the law when they permit such instances to upset the plans of legislative and executive officials. In fact, all such decisions and all such newspaper campaigns turn back the amusement games industry into a racket.

If courts, newspapers and reform groups would face the facts of a realistic world they would quickly see that legal fairness is the one thing needed today to aid the present constituency of the amusement games industry to maintain the high standards which its organized forces are trying to maintain.

Fairness to the amusement games industry means that isolated cases, such as hi-jacking by an outsider or even the disorders of a member, will not be charged against the industry. The organized trade has co-operated with enforcement officials in several cities over a period of years and the records in all these cities show what can be done.

There are a few firms within the industry that violate rules and some that even encourage such things as hi-jacking. But the great body of the amusement games industry feels that it is and can conduct a legitimate business for the amusement of the public—provided the so-called reformers do not force it into a racket.

NOTE—The editorial review of the Minnesota operators' meeting has been delayed until next week.
Robbins' Games Boost Gum Sales

BROOKLYN, Feb. 11.—Due to the new Criss Cross and Bingo counter skill games, with ball gum vender, sales of ball gum have increased over 200 per cent, claims Dave Robbins, of D. Robbins & Co., Brooklyn.

"Penny games are now back again stronger than ever before," says he. "Economic conditions make it impossible for many folks to play 5-cent games, much as they would like to.

Rich Man, Poor Man... all classes, all ages—all they're ALL PHOTOMATIC customers. PHOTOMATIC gives you the widest market, as well as the most repeating and longest lasting in the coin machine field. Picture taking will never be out of date. Neither will PHOTOMATIC! It all adds up to the greatest REAL PROFITS in the business.

Investigate
International Mutoscope Reel Co., Inc.
518 West 34th St., New York.

Running Away from Everything Else on the Same Locations

Keeney's POT SHOT
Payout Table and Free Game
100% Skill
Only 6 Holes on Play Field

"Accumulated Award" Feature for Accumulated Winners

POT SHOT is the first payout table or free game where the player's making a winner depends entirely on his skill. No pins, springs or bumpers on the board to deflect the shot, skill shot to the hole setup for each play.

Three Models:
1-Ball, 4-Coin Multiple Play, Payout with console type cabinet.
1-Ball, 2-Coin Multiple Play, Free game with console type cabinet.
1-Ball, Single-Coin, Free Game in table type cabinet.

Next Shipments Feb. 13th

J. H. Keeney & Company, Not Inc.
2001 Calumet Avenue • Chicago, Illinois

Keeney Consoles Top All Games for Profits

Pastime, Triple Entry and Track Time Establish New Standards of Coin Game Perfection

Pastime (New)

Keeney's Finest
In greater Demand Than Ever

Issues award for appearance on any played number coming up on any of the 3 dials. Selective, 9-coin head, with odds running up to 200 to 1. Possibility of 1 to 3 winners on each play.

Shippers direct or thru Keeney distributors

J. H. Keeney & Company (not inc.)
World's Largest Manufacturers of Console Games
2001 Calumet Avenue, Chicago, Illinois
Drug Store Of the Future

Vending machines take prominent place in modern store at fair

NEW YORK, Feb. 11.—The drug store of the future was on display at the World's Peace Fair in New York. It was included in a section designated in its columns recently as the "golden key" to the future, and would show what the customers would see and do whenever they went into the Fair. Briefly, the exhibits are the result of the efforts of the manufacturers to give the public an opportunity to see and examine the exhibits. They range from the simplest to the most elaborate. The tests are in the form of a complete store and another complete store at the rear of the same building.

The exhibit, a complete drug store in every respect, will be housed in the Hall of Science, where it will be open daily. The exhibit was opened yesterday and will be open daily until March 31.

Chris Kostoulakis is a newcomer in the vending field, starting off with an order for 60 vending machines.

John G. Mearns is specializing in the popular red-plateable nodule for a variety of different types that come in a tray under the field nut.

A. J. C. has moved headquarters to Lycosante avenue.

Russell Byrnes has bought the entire report for the People's Drug Store, who is retiring from the field.

Peter J. Christie, east side music operator, has been added some new Wurlitzer machines.

The Detroit Operators Co., headed by Carlyle Gunn and specializing in music machines, has moved headquarters to the east side at 6435 Van Dyke avenue.

Sam Rosenhal, well-known Detroit operator, who operated the Ringside Bar and most of the machines over the years to pursue higher objectives, now pays $5 per year and $5 for each alley above six.

The measures go to the Senate by a vote of 86 to 1.

It is understood that the bill will become the very near future and styles will be housed in the Hall of Science, where it will be open daily until March 31.

The location is very prominent and salesroom will be housed in the Hall of Science, where it will be open daily until March 31.

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Patents and Inventions

By KEN C.

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and patents thereon, also of outdoor devices and such as appears could be adapted to coin operations. The Hillard's sole object in maintaining this department is to point in a matter of hours the patents just issued to enable manufacturers, etc., to get into a commercial base and for the general knowledge of these inventions. Without inventions and new blood no industry can go forward.


In a phonograph, a turntable, an electric motor for driving said turntable, a tone arm pivoted for movement about a horizontal axis, etc.


The game device of the character described, including a turntable, a table, a tone arm pivoted for movement about a circular series of lamps, means for intermitting said lamps, a marker adjacent the turntable, etc.


A. An amusement swing, comprising a tubular suspension structure, etc.


Eleven Million Jefferson Nickels Drop Out of Sight

In several locations recently, New Yorkers have noticed that nickels bearing the name of Jefferson no longer seem to be in circulation. In some cases, the coins were replaced by tokens or other medium.

The mystery of the missing nickels continues to puzzle the Federal Reserve, which is investigating the situation. The Reserve has been unable to find a satisfactory explanation for the disappearance of the coins.

The nickels, which were minted in 1938, were intended to be used as a medium of exchange. However, they were not widely accepted, and many were hoarded or melted down.

It is believed that the shortage may be due to a combination of factors, including the high cost of production and the low demand for the coin. The Reserve has no plans to issue a new coin to replace the Jefferson nickel.

The shortage has caused some inconvenience to those who need nickels for daily transactions, such as purchasing small items or paying for public transportation. However, the Reserve is confident that the situation will be resolved soon.
GUARANTEED DR (CHEAPER IN QUANTITIES) $6.75
Dent. E 1901.09 E. 39th St., Kansas City, Mo.

Only $2.40
381 FOURTH AVE., - NEW YORK. N. Y.

National No. 6-28-Enclosed Stand 1027B University Ave.

200 different complete assortment consists of more than,

For your Vending Machines. Our com-

66

PLEXUS MACHINES

merchandisers’ association

Robert Treat Hotel in Newark.

WASHINGTON, Feb. 11.—Taxes col-

Henry Wyteker, 381 FOURTH AVE., NEW YORK, N. Y.

Used Cigarette Machines

LOW PRICES and EXCEPTIONAL VALUES

National No. $ 3.50

Schaef declared that factory facilities

Guesser: "An interesting program is set to make the evening tops in entertainment

Highlight of the meeting, however, was the report of the banquet committee. Considerable

Challenger, is now on the production

Wrigley’s Gum, 7 cent. 1/4 size. 500 to 5,000.

102 East Howard Street Pontiac, Michigan

SMALL POPCORN

AUTOMAT

110 728 University Ave., Wichita, Kan.

For your Vending Machines. Our com-

firms which spent more than $1,000,000 each for advertising in magazines, sock papers and radio in the New

R. J. Reynolds was seventh with $4,242,903; P. Lorillard placed twenty-

was the third largest advertiser in magazines, farm papers and radio in the

Jersey CMA, received this past work from

Liggett & Myers Tobacco Co. has en-

The United Vendors of Wisconsin, Milwau-

venge high esteem other cigarette merchandising associations hold the CMA’s

WRITE FOR LOW PRICES

On Peanut, Ball Gum and Chesterfield Gum Venders. Sup-

ISLAND and Snack Carts.

Self-Serv Mfg. Co., S. Broad and Wickman St.

RECONDITIONED and GUARANTEED

Master No. 77

PENNY and NICKEL


ACME ELEC. PICKLES & SQUEEZES

Used BINGO’S...$9.00 - SNACKS...$11.95

CHARMS—50¢

50¢ each. Order a box of 50 at 25¢ each. Send $.10 for samples.

Mr. Currier was formerly head of the Automatic Selling Associates Co. He retired from the
cigarette merchandising business in 1937 and since then has been active in

In short, we lead the cigarette machine industry.

Members of the New York CMA played host to Miss Bouchard and Mr. Hartzel, of the A. DuCenner Co., at their midtown offices on Wednesday, February 9th.

150 total machines; 30 each of more

American Tobacco... 47.222

$38,000,000 Cig Tax

WASHINGTON, Feb. 11 — Taxes col-

The Clubs for Newark Tradesmen at a Low Price. New application for

Henry Witterhimer, 381 FOURTH AVE., NEW YORK, N. Y.

HENRY WITTERHIMER

381 FOURTH AVE., NEW YORK, N. Y.

Lighting for the evening, was the report of the banquet committee. Considerable

Challenger, is now on the production

WASHINGTON, Feb. 11.—Taxes col-

110 Free Press.

On Peanut, Ball Gum and Chesterfield Gum Venders. Sup-

110 Free Press.

On Peanut, Ball Gum and Chesterfield Gum Venders. Sup-

As
Report Increase In Gum Production

WASHINGTON, Feb. 11—A modern gum manufacturing plant recently was made by the chewing-gum manufacturing industry in 1937 as compared with 1935, according to the biennial census of the industry just released by Direction for Research, Bureau of the Census, U. S. Department of Commerce.

While the number of plants declined from 20 in 1935 to 17 in 1937, the value of the chewing gum rose from $457,640,469 in 1935 to $541,084,494 in 1937, a gain of 18.9 per cent. The 1937 figure indicates an increase of 36.9 per cent over the value of products in 1933, which was $391,917,010.

The gum industry, like many of the other industries reporting for the purpose, embraces establishments primarily engaged in the manufacture of chewing gum, but also including medicated chewing gum. Because they are constituted of sales branches, they constitute a corps of salesmen that are engaged primarily in the manufacture and the manufacture of chewing gum, not including medicaled chewing gum. Each year in the late 1930s, the gum industry saw a 35 per cent increase in sales.

Amusement Machines (Merchandise Section)

The Billboard 67

SAVINGS ON CANDY CO.

BOSTON BAKED BEANS
FRUIT DIBS
ORIOLE DIBS, Ast.
RAINBOW PEANUTS

BOSTON BAKED BEANS
FRUIT DIBS
ORIOLE DIBS, Ast.
RAINBOW PEANUTS

TASTY

CINNAMON PEANUTS
ROOT BEERS
MINT PATTIES
BUTTERSCOTCH PEANUTS

PAY LESS GET MORE!

In bed with te which Eldred and Finest SPECIAL Vendors

TON AT OR

New York City

BOSTON BAKED BEANS
FRUIT DIBS
ORIOLE DIBS, Ast.
RAINBOW PEANUTS

CINNAMON PEANUTS
ROOT BEERS
MINT PATTIES
BUTTERSCOTCH PEANUTS

PAY LESS GET MORE!

In bed with three Eldred and Finest SPECIAL Vendors

TON AT OR

New York City

SAVINGS ON CANDY CO.
Darwin Will Tour In South America

NEW YORK, Feb. 11.—J. A. Darwin, special representative of Rudolph Wur- litzer Phonograph Corporation, has announce- d a tour of South America, which will start in March. Darwin will visit Argentina, Brazil, Peru, Chile and Uruguay.

Darwin plans to tour South America in the spring. He will leave New York on March 1 and return to New York on June 1. During this period, he will travel through Argentina, Brazil, Peru, Chile and Uruguay.

Darwin will be accompanied by a group of technicians and engineers who will be responsible for setting up and operating the phonographs in the various countries. The group will include a chief engineer, a mechanic and a printer.

Darwin's tour is expected to last about six months. He will travel by train and plane, visiting each country for several weeks before moving on to the next.

During his tour, Darwin will give lectures and demonstrations on the phonograph, as well as make recordings of local music and culture.

Darwin's tour is expected to be a success, as the phonograph is becoming increasingly popular in South America. The tour is also expected to increase the sales of phonographs in the region.

Music and Cig Meeting

INDIANAPOLIS, Feb. 11.—Notice has been given to cig manufacturers in Indiana that a meeting of phonograph and cigarette manufacturers will be held in Indianapolis, February 17 at 9 p.m.

The purpose of the meeting is to discuss current market trends and the cooperation that can be achieved between the two industries. The meeting will also provide an opportunity for members to network and exchange ideas.

Music Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Populations in general are more affected by current events, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received directly from phonograph operators.

Record Buying Guide

Deep Purple. Operators in increasing numbers are finding this lovely Peter De Beque ditty as a good cover during the winter as regards nickel-grabbing capabilities. And all this before the song has really hit its stride in radio performances or sheet music sales. These important quintets are definitely on the upgrade and they can’t fail to carry added weight in phrasing the number for machines. Larry Clinton, aided by Bea Warr for the warbling, makes it another My Reverie.

Umbrella Man. Still continuing its merry course as the best novelty of the new year thus far, this has been a natural for radio, band stands and all the other fields of the Dorsey or Guy Lombardo versions under the needles for some little time yet.

They Say. The mainstay of the older ballad crop and still refusing to give way to other newer songs of similar genre, Andy Goodwin in a dreamy and dulcet has a great deal to do with its apparently impersisterly popularity with the older music machines.

Jeepers Creepers. Played by every band on the air, in theaters and in ball- rooms, singing by vocalist with sad bands and on the tip of the man-in-the-street’s tongue, this song sold likewise remains undiminished in its popularity and favor, and Al Donahue’s disc remains unchanged in the phono scene.

Hold Tight. This screwy-fool bit of insanity has reached such successful proportions that it could well be the circle of a song whose success is entirely a function of “operators’ specials,” but has hung up a record of air plays and sheet music sales that demands its presence among the select company of “going operators’ specials,” “ditties.” It’s a pretty important item for ops and those not taking advantage of it are missing a good thing. The Andrews Sisters were out

Crying for You. A song which appears most promising among the latest batch of Tin Alley tunes. Growing rather popular as an air song, this London importation is relatively little known for operators. It is a song that might be a good idea to be prepared, beginning now. Sammy Kaye has an interesting style disc of it.

Little Sir Echo. If this actually achieves all the success predicted for it by those citizens who should know about such things—the deminister of Business, of course—then it’s going to be one of those songs that no op can afford to overlook. It’s a revised version of the Boy Saint song which we recognized the importance of introducing even if the song boasted nothing else. But in addition it has a cute little brass choir effect, is still near the top of the heap with the nickel- dropers.

The Days of the Old Hills. A bit slow in catching on, this Paris Honeycombs number may still come into its own in another couple of weeks. At any rate, it’s far from being a slum song to have around while the picture is showing locally, because it’s the kind of song that Bing knows how to do so well, and as a custom disc can’t fail to carry added weight in pushing the number for machine sales.

The World is Going Down Not Worth Pushing. Operators in the smaller towns of similar genre of newer songs in Latin America, and the operators are certain to want to hear him do it again, if only locally, because it’s the kind of song that Bing knows how to do so well, and as a custom disc can’t fail to carry added weight in pushing the number for machine sales.

The Love of Music in the Latin coun- tries is well known. There is no doubt that the new machines which we have developed are sure to strike a harmoni- ous chord in the hearts of Business men throughout the continent. We feel that there will not be much trouble gaining an immediate and great following for the automatic phonograph, but we are interested in arranging a method for cash shipments which will benefit all concerned.

The tremendous possibilities of the South American market for all such equipment as the automatic phonograph also lie in the fact that we have been brought home to us by our own government. Therefore the many cities and countries we will visit on this tour, which is the first of its kind ever made, are sure to bring us informa- tion we have never before had regarding the possibilities of developing this market.

There are thousands upon thousands of locations in Brazil, Chile and Peru alone, not to speak of the many other countries that have developed automatic phonographs for the fine music at so economical a price. This, because of the music business conditions, should prove to be a real boom industry. This is not to say that we have not had some difficulty in the attempt to evade the South American market at this time. However, this has been much more than offset by the enormous possibilities that are in store for us.

In conclusion, we can say that it is truly surprising to learn the possibilities that are in store for us. In this case, by South America continues to be an important market, and the understanding of phonographs an assured fact, the follow-up of the coin-operated ma- chines is a hard job.

A few comments for sales and franchises in these countries will probably be somewhat of a diplomatic and business problem. But we fully believe that this will not be a problem, and that this survey will definitely show the (See DARWIN WILL on opposite page)
Modern Introduces New Phono Needle

NEW YORK, Feb. 11—A new phonograph needle, called Maestro Point, is being introduced by Modern Vending Co. According to Nat Cohn, the needle has been selected after testing many different models over a period of months. The Maestro Point has proved to fulfill the operator's needs, he said.

Modern will be distributor for this needle throughout New England, New York, New Jersey and Pennsylvania. It was stated. Announcement has already been made to operators in this area and many needles have already gone out to customers.

The needle is said to possess the quality of “symphonic tone range,” and that idea will be used as a trade slogan. According to Cohn, the needle eliminates all scratch noises and the guarantee of 3,000 plays is short of what the needle actually does.

Distributors for the needle are being appointed rapidly. Cohn said, and a few states are still open. Delivery on needles is going at top speed, he added.

DARWIN WILL (Continued from opposite page)

means to open up and make room to our new model automatic phonographs.

During his visits to the South American countries Darwin will attempt to gather a complete list of the most popular musical numbers in each city he visits. He believes that this will be of tremendous help in first shipments which will feature these numbers. This list should certainly be of great interest to the entire music industry here, he believes.

February 19, 1939

What the Records Are Doing for Me—

In this, the operator's own column, the music merchants of the entire nation help one another to select the best money-making records. It is service by the operators and for the operators. In order to keep this column to the point be sure to include the name of the recording, the name of the artist and the location of the recording goes best in.

Address communications to

EXECUTIVE ASSOCIATION

1564 Broadway, New York City.

February 11, 1939.

TO THE EDITOR:

I always take time to read “What the Records Are Doing for Me” column. At a recent meeting of phonographers in Dallas, I found most music operators take a vital interest in the copyrighted phonograph needle, called Maestro Point. It is used extensively, but the waltzes of Johann Strauss are particularly well received and draw their share of nickels. Nasty Man and the Merry Man's Ferdinand the Bull are wearing down needles. For years of swing music contained only in one record, NO SCRATCH! The refilled holes of the symphonic needle were tested by the Modern company. The needle is going at top speed, he added, and a few states are still open. Delivery on needles is going at top speed, he added.

DARWIN WILL (Continued from opposite page)

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February 11, 1939.
AUGMENTED MACHINES (MUSIC SECTION)

February 18, 1939

PRICED TO SELL

WURLITZER P-10 $17.50
SEEBURG SELECTPHONE 7.75
MILLS REC DANCE MASTER 7.75
GABELS ENTERTAINER 22.50
MILLS SWING KING 5.25
WURLITZER P12 39.20

SOUTHERN AUTOMATIC MUSIC CO.
542 2nd St.
LOUISVILLE, KY.

LOWEST PRICES EVER OFFERED
ON ALL RECONDITIONED PHONOGRA
WURLITZER — ROCK-OLA — MILLS — EVERY MODEL
WIRE OR WRITE
BABE KAUFMAN
PHONE NO. 1655
SHLOW 250 W. 54th ST., NEW YORK, N. Y.

Phonograph Operators Wanted
OUTSTANDINGOpportunity for young men and women to make big money just now in the music field. No experience necessary.
Complete training will be given at Southern Automatic Music Co. Three months. Full time.
Learning $38.80 per month. Commencing wage after passing examinations.
Ten to twelve hundred. Highest salaries to best trained operators. Establish yourself in this golden music field.

J. J. Bresnahan, head of the mechanical department of the New Orleans Notre Dame Co., proudly displaying a waltz record presented him recently by the Billy Mfg Co. for the factory's appreciation to "J. J." for the many good things he has done to improve play of the firm's games in New Orleans.

Probably one of the biggest "firsts" to come along in New Orleans this year, Jerry Gesenius, formerly a former truck dispatcher in the zuria area, when this Greek philosopher opened his store at 610 N. Rampart Street, main stem, Jerry is one of the best known music operators in the Deep

PRICES

SOUTHERN AUTOMATIC MUSIC CO.
542 2nd St.
LOUISVILLE, KY.

PORTABLE CABINET, BUT A RECONDITIONED CABINET READY TO SET ON LOCATION.

Models 616 and 716, all refinished just like new.

Models 616 and 716, all refinished just like new.
The one-minute automatic completely automated machine has been placed on a number of spots in this city. Several night spots have they and a few during the day. Over, one machine located in an est spot on Main street, the Plaza, where dancing is allowed, and a line of customers are waiting to secure their picture each evening from 7:30 to 12 o'clock. Another machine is doing nicely in the Texas Hotel's night spot, the Den. Night spots seem to be the ideal locations for these photo machines.

SYLVA FRENKELI, attractive sister of the Frankel brothers, Leslie, Sam and Brown, music distributor in this city, has, just returned from a trip to New York, where she was made to feel like a heroine by all the people she met there. Mrs. Frenkel is now the Distributor for Exhibit Supply Merchant. Mrs. Frenkel is now in the painting and interior decorating business.

Jerry's Restaurant on Canal street, main stem.

Ray Kinney

RAY KINNEY and his NATIVE HAWAIIAN ORCHESTRA
on two new DECCA records

No. 2287—"The Concord Daughter (Of the Blonde in Loco and Lass on the Loco)."
No. 2288—"White Ginger Blossom" Play these in your machines for a bigger play.

Off the Records

FOR A boogie woogie treat, dig into Indian Boogie Woogie on Decca as propounded by Woody Herman, who is still the de jure bandleader. Herman has picked up by the portable sound truck. And for smartly styled and distinctive dance incitement, Robert Clurman gives his rhythm pyramids in his new "The Swingin' Seven" again, this time in a style that is both bombastic and sporting. And the Swingin' Seven is really luscious now. And for a bit of the old school, here is Tommy Dorsey's Band, on guitar.

For a respite in Holy Roller doldrums, And for smartly styled and distinctive dance incitement, Robert Clurman gives his rhythm pyramids in his new "The Swingin' Seven" again, this time in a style that is both bombastic and sporting. And the Swingin' Seven is really luscious now. And for a bit of the old school, here is Tommy Dorsey's Band, on guitar.

The Sepia Swingers

DUKE ELLINGTON finally comes through with a disc that is a complete platter of musical meat. Making swing his speciality, the Duke's Orchestra came through with a fine disc with the Duke on piano, and a fine disc with the Duke on piano.

In addition, there are plenty of other discs that come along promising good things, and the Duke's Orchestra is well known for its fine work.

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NEW YORK, Feb. 11—George Ponsor attempted to fly to Chi and back in one day this past weekend. (As he does many times done in the past). All planes were grounded, and, so he flew to Chicago and arrived in the worst snowstorm that Chicago ever had. George was forced to remain over for a few extra days while the weather cleared.

H. F. MOSELEY (center) of the Moseley vending Machine Exchange, Richmond, Va., with "his" gang. All reports of the recent coin machine show Moseley is a distributor of Rock-Ola's 1939 Luxury Lightup phonographs.

Always interesting to an out-of-town coinman making his first visit to the Big Apple. That is, the four or five bulk venders in front of every coin mech, in stores on 3rd Street handing out sunflower seeds, pumpkin seeds, peanuts, and pot and good old peanuts. Some of these spots have been in constant operation for over 15 years .... The two coinmen, Bill Allen and Charlie Gordon, reported that they are starting to feature the many used games which have been gathering for some time and that they will have something on Adams soon that will, according to Charlie, "floor them all."

If you are running a "jump-up" game, "play-off" signs from your machines. And if this ad appears, let us know that you are running a "jump-up" game. The Steck-Pat has ever since been uninteresting in the Big Apple.

Walter Mann took over those 9,700 contracts on Adams guns that were advertised in The Herald-Tribune as an auction sale. "And,” Nat says, "the price is so low it surprises everybody. "And," Nat says, "the price is so low it surprises everybody."

Joe Dutton, Wallicher's special rep for many years, is visiting South America, where he will make a point to see the various coin machines being offered for promotion in South America. The survey should prove one of the most interesting ever made. Joe promises a complete story when he returns. "Ben Rulick, who is doing a great job with soft-drink venders, politely informed me that he had New Yorker the past week."

Mayer Parkoff, of Modern Mfg., is a prominent publisher of the trade called Maestro Point. Nat advertised in The Herald-Tribune as an auction sale. Nat says: "the object was that located it should be one of the best. "And,” Nat says, "that that object was that located it should be one of the best."

One of the funniest poems ever heard relates to the coin business was originally written by the late Myron Levy. It's not funny but very, very true. Just the way, Frankie once was one of the best coinmen in the Northland. It's not funny but very, very true.

One of the best known coinmen in New York is Morris Steck of the well known Ponsor offices. Irv has won the affection of the merchants of the Steck State because of the swell manners in which he goes out of his way to do them favors. And with a smile, "Counter-model phonoes are getting more and more popular in the pinball area. That White Tower spot on Preling-
Phono Group Reorganizes With Baker as New Head

A. J. Compagno resigns to give more time to business—new members enroll at brisk pace—officers promise big program to help operators

SAN FRANCISCO, Feb. 11—A complete reorganization of the phonograph operators' association in San Francisco and Northern California has been announced during the last few weeks with the resignation of A. J. Compagno as president of the San Francisco Music Operators' Association and the election of Joseph B. Baker as his successor. The new unit, under the name of the Automatic Music Merchandising Association, Inc., and will be affiliated with the national organization of the same name. Offices have been opened at 401 Grove street, San Francisco. Compagno has been an active figure in vending machine circles for the past 10 years. He was key man in the Bay area during the organization and gun type of games, such as the Eagle eye and Ring-a-Deer. Pick-up machines have been most noticeable in the past couple of weeks. Even a to 5 Mystery Selection Pays on Win Place, Show and Daily Double, Up to $60 Top. Changing Odds, Spinning Lights Under Dial

The Sensational Vast Pocket Console. World's Lowest Price, Only $99.50

EXHIBIT'S FREE PLAY 'CHIEF'

IS TODAY'S FASTEST SELLING 5-BALL NOVELTY GAME. ALSO STRAIGHT NOVELTY MODEL

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

February 18, 1939

AMUSEMENT MACHINES

OPERATE WESTERN Superior GAMES

DERBY CLOCK - S. A. Automatic Payoff

TWIN JACKPOTS

BASEBALL

Built for • APPEAL & PROFITS

WHERE YOUR TIPS PREVAIL

(See Your Jockey Today)

WESTERN PRODUCTS, Inc.

525 W. North Ave., CHICAGO.

SACRIFICE

An Exceptionally Fine Lot Reconditioned Games—All or part

20 1928 AMUSEMENT MACHINES...$98.50

18 KENTUCKY CLUB 55.50

PACKARD TIP TIME REEL HEAD 75.50

4 TANKOFAN 19.50

4 LIBERTY BELL 24.50

10 PERRY DAY CONSOLE 24.50

2 INDIAN THE MOON 30.50

1/3 Cash With Order, Bal. C. O. D.

THE MARKEPP CO.

2325 Carnegie Ave., Cleveland, O.

WANTED AT ONCE

SLOTS—PIN TABLES—VICTORIA'S HIGHEST PRICES PAID.

We also Loan Money on All Slot and Mutoscopes—On Best Terms.

SIMCO COIN MACHINE EXCHANGE

Simpie Will Loan Us

2613 Street

Augusta, Ga.

BARGAINS

COUNTER GAMES, Pinball, Flicker... 8.00

Bally by 9

We also Loan Money on All Slot and Mutoscopes—On Best Terms.

SAMCO

COIN MACHINE EXCHANGE

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

Detroit

Detroit, Feb. 11—Joseph Lang has entered the ranks of local music operators. He heads Compagno Enterprises and is a member of the board of directors of four large corporations, each of which is demanding more of his time and energy. His latest endeavor is in the field of broadcasting, which because of its incomplete state cannot yet be made public.

Joseph Baker, who succeeds Compagno, is well known in Northern California, having been associated with the vending machine business in San Mateo and Santa Clara counties for the past five years. He plans to occupy this position and business manager of the newly formed organization and will have all of Northern California and the San Francisco Merchandising Association (digger machines), State secretary of the California Music Operators' Association, president of the San Francisco Music Operators' Union affiliated with the A. F. of L. until, upon his resignation, president of the San Francisco Music Operators' Association. Compagno's retirement from active work in the coin machine circles is prompted by his desire to give more time to representative business. He heads Compagno Enterprises and is a member of the board of directors of four large corporations, each of which is demanding more of his time and energy. His latest endeavor is in the field of broadcasting, which because of its incomplete state cannot yet be made public.

The Automatic Music Merchandising Association, Inc., has been organized to bring together the phonograph operators and business manager of the newly formed organization and will have all of Northern California and the San Francisco Merchandising Association (digger machines), State secretary of the California Music Operators' Association, president of the San Francisco Music Operators' Union affiliated with the A. F. of L. until, upon his resignation, president of the San Francisco Music Operators' Association. Compagno's retirement from active work in the coin machine circles is prompted by his desire to give more time to representative business. He heads Compagno Enterprises and is a member of the board of directors of four large corporations, each of which is demanding more of his time and energy. His latest endeavor is in the field of broadcasting, which because of its incomplete state cannot yet be made public.

The American Music Merchandising Association, Inc., has been organized to bring together the phonograph operators and business manager of the newly formed organization and will have all of Northern California and the San Francisco Merchandising Association (digger machines), State secretary of the California Music Operators' Association, president of the San Francisco Music Operators' Union affiliated with the A. F. of L. until, upon his resignation, president of the San Francisco Music Operators' Association. Compagno's retirement from active work in the coin machine circles is prompted by his desire to give more time to representative business. He heads Compagno Enterprises and is a member of the board of directors of four large corporations, each of which is demanding more of his time and energy. His latest endeavor is in the field of broadcasting, which because of its incomplete state cannot yet be made public.

Another of the oldest and best known music-operating organizations in this territory is the Commercial Music Company, taken over by George A. Snyder, as sole owner recently.

This firm has been in business for many years and has long been a strictly family enterprise. To simplify operations, ownership has now been vested in the hands of the senior partner, who is the father of John and Theodore, who remain in charge of the business as usual. Also associated with the enterprise are Mrs. Edith L. Snyder and a brother, L. E. Snyder.

This is the second step in simplification of operations, with the merging of two of the San Francisco Commercial Music and Vending Co. to the shorter title.

Ben Robinson, manager of the Robinson Sales Co., reports a big demand for certain type of coin operated games, such as the Eagle eye and Ring-a-Deer. Pick-up machines have been most noticeable in the past couple of weeks. Even a to 5 Mystery Selection Pays on Win Place, Show and Daily Double, Up to $60 Top. Changing Odds, Spinning Lights Under Dial

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Russell Byrnes, who entered the vending machine field about four or five months ago as an operator of peanut and candy venders, has decided to double up with the night stall business. He heads The Key-Soner Corp., operating a number of strong and automatic machines in the Detroit city, is finding business fair in this field.

The Automatic Distributing Co., which was formerly located at Livernois and Dearborn streets, has moved headquarters to 1365 North Avenue in the northwestern suburb of Highland Park. The company is completing plans on a new type of vending machine which will handle drinks, cigarettes, and a variety of other items and which will enable the operator to get his machine working in sixty days. This is a major project which has been under the guidance of the company for several years. It is expected to be available in several months.

The Sam Plastics Corp., which has been manufacturing and selling a patent-type product for various types of vending, is developing a new machine which will be used in amusement parks, as well as in other types of retail business. It is expected to be available in several months.

Harry Wilt, local music machine man, who has decided to double up with the night stall business, has headquarters on 19th Street, just off 5th Avenue.
The Public Plays
For the Fun of It

By JAMES GILMOR, Secretary, Coin Machine Mfrs. Association, Inc.

There seems nearly always to be a great multitudinous in nearly every part of the country about gambling in any of all and in general the whole subject of itself is strange because of the fact that permits no contradiction that there is a very great deal of gambling and an instinct in every human being.

Life is a gamble and all men and women merely players. From birth to death everything we do is a gamble.

You know and I know many very good people that get a lot of fun out of showing coins in a slot machine and trying to win the jackpot. We all know many nice people who enjoy playing coin-operated pin games and amusement machines. With 99.94 per cent of them it is amusements, entertainment and recreation primarily and they enjoy it whether they win any prizes or not. It is not likely that one person in a hundred thousand ever has any idea of gambling when they are playing these machines. This is doing it for fun and some reward that simply adds to the fun. If someone suggested to them that they are gambling and primarily interested in the award their answer would probably be, "you're nuts," and that would be correct as any statement could be.

Entertainment, recreation, fun are all being eagerly sought in these troublous times. And, this is certainly true. but it is strange because of the fact that would doubtless be "you're nuts," and that would be correct as any statement could be.

Silverstein, Chi Coin
Rep. in Cleveland

CHICAGO, Feb. 13. — Chicago Coin Majors Co.'s representative, Silverstein, reports a high degree of enthusiasm in the territories for the new release, Majors, according to Chicago Coin official Jann. Gensberg. Said Gensberg: "Silverstein writes that wherever he has been jobbers are loading the machines. With 99.44 per cent of them don't think about the coin machine industry you ask. It is my opinion that they do get what they want eventually. They will entertain, amuse and they will do it if the people are willing to pay for the fun. The mass of the people do not look upon slot machines, pin games or amusement machines as gambling. They do not want to be deprived of the fun they derive from them playing. They see the mass of the people the bootleggers, the cardsharps, the industrialists, are overburdened with taxes, direct and indirect, and all sources, taxes and invidious. There must be an end somewhere to the kind of taxes which can be thought up to burden hardy business and individuals.

So it can be done and probably will be done in the near future. There are many types of machines will be licensed and legalized as an amusement. The source of revenue they offer simply cannot be overlooked in this connection.

This industry is not licked unless it lies down and admits it. When it gets up on its hind legs and fights for its place in the public acceptance as a source of entertainment and a revenue producer it will find it can be done.

Chi Coin Majors
Gets Big Response

CHICAGO, Feb. 11. — The Chicago Coin Majors Co.'s representative in the general world both a thank you and an apology. In the discussion the new Chi Coin release, Majors, thanks are for the overwhelming way in which operators the country over have taken it up. By nearly everyone has been literally swamped since we announced the game a short time ago. The game was produced to get, to strived to limit the flow of orders to a minimum. To spite of all human and mechanical efforts, we are unable to keep up with the flow of orders, and delay on deliveries is the result.

"It is for that reason that we owe our customers an apology. On several occasions in the past there have been delays of short duration, resulting usually from the possibility of a game. We have been asking our customers to bear with us. We have been told that it is right that orders be filled as received. That we will try to comply with, of course, take care of as quickly as possible."

Keeney Sales Good

CHICAGO, Feb. 11.—"We've had to signal our factory forces to work faster and faster based on production," reports Ray Keeney, sales manager of Keeney of Chicago. Since our new match-point coin slot game went into its second run this week, the first runs of Pot Shot pay-ables and Free games have been sold out. New releases will go on the production lines about February 15. I don't think we'll catch up on our new releases before the country turns, and a long time. On top of producing these games we also have new runs of Triple Entries and Track Times going out."

1939 Date Books
Now on Sale

Arranged Especially for Your Needs

Dated From January 1, 1939, to January 1, 1940.

The most convenient memorandum book for Agents, Salesmen, Managers in all branches of the show world. Actual size 2 1/8 x 5 1/2 inches — just fits the vest pocket. 100 pages for daily memorandums, space for recording orders and shipments, 25 routes of memorandums, and much other valuable information.

Cash With Order

ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.
"Hymie" Rosenberg Joins Lane's Firm

NEW YORK, Feb. 11.—Herman Rosenberg, well-known Eastern coinman, recently joined Seaboard Sales, Inc., of New York, distributing firm headed by Bert Lane. Rosenberg will have charge of retail sales in the New York showroom, according to Lane's announcement.

"Rosenberg comes to Seaboard with a most extensive coin machine background," said Lane, "as he has been in every field of the business in operating, jobbing and distributing. Through the industry he has made and kept a host of friends by reason of his eminently honest and fair dealings."

Says Herman (Hymie) Rosenberg, "It's a pleasure for me to be associated with a wide-awake progressive firm such as Seaboard. Bert Lane, one of the finest men in this business, is in the kind of the man we need in the coin machine industry, and it will be a pleasure to work with him. Seaboard's set-up is such that I can offer all my friends a real good break on all our merchandise. I hope that all my friends and former customers will come in and say hello to me at the Seaboard showroom."

Name Messe Sales Head of Ad-Lee

CHICAGO, Feb. 11.—Announcement was made recently by the Ad-Lee Co., Inc., of the appointment of Robert F. Messe as general sales manager of the firm. Messe, it stated, would be in charge of the program that will soon be launched to acquaint the trade with its newest development, the Zig-Zag Vender.

 Said company officials, "This machine will absolutely open new avenues of operation and fill a long-felt need for a legal device that has the money-making possibilities of a bell. Zig-Zag Vendes are now being tested on location and the results have exceeded even our highest expectations."

Taverns Join in Regulation Move

GREEN BAY, Wis., Feb. 11.—Brown County Tavern Keepers' Association has been conducting a clean-up campaign in securing enforcement of laws. A novel step taken by the organization was to prevent customers who seemed to be drunk from driving on the highways. The organization reported that during Christmas and New Year's members of the association had prevented at least 43 individuals from driving while intoxicated. Some of these patrons were taken to the homes of their bosses.

Slot machines have been taken from taverns in the move, but for the present the table pinball games are allowed to remain. Several tavern keepers expressed the idea that they hoped the games would be allowed to remain in a milder form of amusement for patrons.

GEORGE PONSER ORGANIZATION

33 WEST 60th ST. NEW YORK CITY
11-15 East Runyon St., NEWARK, N. J.
4135 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, Pa.

CORRECTION

The listing of BALLY RESERVES in our February 11th Billboard advertisement was unintentionally misleading. These BALLY RESERVES are not "brand new," but are completely rebuilt and priced exceptionally low.

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago,
Fitzgibbon's Biz
Heavy on Keylite
NEW YORK, Feb. 11—Probably the fastest move action ever seen in the East took place last week at the offices of John A. Fitzgibbon when the firm went to work to introduce the new Keylite brand of slot machines to Eastern operators. The move may be the direct result of the police raid on the Fitzgibbon factory on Monday and the subsequent search of the plant. The equipment is in top condition and finished. After a phone call to the factory regarding quantity deliveries, John A. Fitzgibbon declared:

"I believe we have only one game that we know of in the past year or two where there was a lot of money on test locations. The biggest that we have ever had makes the difference between what we can sell and what we cannot. Keylite is going to be among the biggest that we have ever had."

"Our arrangements have been made for撵送的 deliveries of the game to our branch offices here at the factory. Branch offices in Newark, N. J., Philadelphia, Pa.; Utica, N. Y., and Baltimore, Md. Games will be ready for delivery in quantity from any of these offices this week."

Dave Stern, who heads the sales of the manufacturer, declared:

"When the mechanics are in order, the Keylite can be shipped quick and to be first in their territories to cash in with this new Bally sensation."

Old Machines for Centennial Use
"To the Editor: I am interested in purchasing some coin machine equipment for a centennial celebration to be held in this city during the summer months."

"Perhaps you know where this could be purchased or maybe I can locate an ad in The Billboard."

Bally Keylite Wins Approval
CHICAGO, Feb. 11—"Players prefer simple play principles rather than elaboration of mechanisms," said Mr. H. W. Biddle, general sales manager of Bally Mfg. Co. "I believe that statement is the same thing as to declare "on the widespread player approval won by our Keylite novelty game. It's just a plain little 5-balling game—nothing fancy, no wild action, no trick action. But it's got that certain something which appeals to the public. In other words, Keylite is one of those easy-to-understand games that give the player a balanced diet of call-your-shot skill and thrilling surprises."

Suggest 3 Points For Legal Slots
DETROIT, Feb. 11—A proposal for legalization of slot machines in individual states was made this week in an interview with Maurice Caldwell, general manager of the Calice Corp., manufacturer. Caldew proposed to eliminate uncertainties surrounding the operation of this class of machines and the pay-out policy that has been connected with operation in many instances. His definite proposal to place slot machine operation upon the same legitimate business basis as music machines, the dispensing of liquor or any other business is:

1. Restrict operators to 25 machines apiece. In that way no large syndicate operator can gain control of a territory and large-scale racketeering will be prevented.
2. Change $100 annual tax per machine, to go to the State. That would produce a definite source of revenue to the State, eliminate the petty protest

Royal Distributors
Push Salesboards
ELIZABETH, N. J., Feb. 11—Royal Distributors report that they now have one of the most complete salesboard displays ever seen in the East. "The boards are beautifully arranged and when the firm's offices are completely re-decorated they will be given a special room of their own," stated a company executive.

Dave Stern, who heads the sales of the manufacturer, declared:

"The boards are arranged in a day atmosphere of excitement. They are arranged in a pattern of red in one vertical row, green and another and another!"

"The Keylite is a popular game and we are sure to be able to place balls in three of same color in a straight line. To quality for award bell must also be placed in Keylite pocket at top of board. Consolation awards are provided by a special pocket at bottom of board. In order to color all pockets are numbered for competitive high-score play."

A 3c stamp starts you on the road to FORTUNE!
Missouri Ops Want Rock-Olas-Trippes

ST. LOUIS, Feb. 11.—The Ideal Novelty & Coin Company, St. Louis, Mo., was giving its 1939 Luxury Light-Up phonograph deliveries to waiting operators, says Carl Tripe, head of the firm.

The new Rock-Ola phonographs already on locations are producing earnings far beyond anything operators have ever experienced. Customers and locations are more than pleased with all the new features, especially the fine tonal qualities, also the moving colors and lights that make the product pleasant.

Tripe, who is Rock-Ola's distributor for Missouri and Southern Illinois, continued: "In all the years that I have been handling coin machines and allied products I have never seen anything equal to the present reception given the new Rock-Ola phonographs. It's unmarketable!"

At present, in addition to the main offices of Ideal in St. Louis, Tripe maintains sales offices in Springfield, Mo., and Mt. Vernon, Ill. The firm in its selling efforts has always emphasized "good dependable products and good service. Its favored slogans are "Always a square deal with Tripe" and "You can always get it fixed at Trippe's."

Chi Newspapers

On Convention

Three attractive pictures and one human interest news story were the amount of news used to cover the CMMA convention in Chicago newspapers, said an association official to give the Chicago newspapers just before the Chicago convention. The firm in its selling efforts has always emphasized "good dependable products and good service. Its favored slogans are "Always a square deal with Tripe" and "You can always get it fixed at Trippe's."

Norwood Releases Punch Ball Game

CHICAGO, Feb. 11.—Introduction of a new product, Punch Ball, was announced by the Norwood Mfg. Co., recently. The new device, as described by firm officials, "is a thing of beauty—and what is more important, it is a great little money maker. Punch Ball is a counter machine without coin chute or coin box. It is an amusement device that will find its way into locations that herebefore have not had any kind of an amusement device. Beauty parlors, elks stands, barber shops, hundreds of locations are made to order for this game."

"It is made of polished chrominum and is an eye-catcher if there ever was one. It operates on the principle of different colored balls falling into different boxes. A player simply presses a small lever and a ball falls into a glass-lined running. The ball stays in the running until released by the location owner. Then he gives the awards called for by the ball according to its color. Upon release from the running the ball falls into a box and remains there until the operator opens the machine. He simply counts the balls, notes how many are in the Chicago made, he is not rewarded. He colored award balls and settles with the location owner. Balls then go back into the machine to be in released by the players."

"It makes an appearance inveterate play. And once the patron plays, since he needs to insert another coin, he continues to play. All the balls remain in the running—the patron pays when he is finished. This is a psychological play attraction that operators should consider. Buy Punch Ball today and you will buy more tomorrow and the day after."

The Billboard
SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up board.

H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities. In the Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

Educators Talk Over Gambling

Chicago newspapers are partial in reporting opinions of committee

CHICAGO, Feb. 11.—International Council of Religious Education held its meetings at the Stevens Hotel here this week. Its committee on social issues made a report covering the broad issues of gambling and its influence on youth. The partial attitude of newspapers could be easily detected in their reports of the committee’s statements.

One Chicago newspaper which poses as a reform paper but features racing and sports in its front pages reported the committee statement about slot machines in the nation.

The liberal Chicago Daily Times, however, covered the broad terms of the committee report and included such well-established things as the stock market in the large list of agencies that encourage gambling. Boys and girls begin by playing marbles for keeps, the report said.

Children are encouraged in betting habits, the report continued, by examples of their elders who bet on lucky numbers, poker hands, elections, ball games, the weather, the ponies, the stock market, the weekly balance of the U. S. Treasury and the fastest dog chasing the artificial rabbit.

56,967 Drug Stores

In United States

CHICAGO, Feb. 11.—Printers Ink Monthly in its February issue continued with its series of Market Explorations, devoting considerable space to a survey on the drug stores of the United States.

The purpose of the survey, as implied by its name, market explorations, is to enable manufacturers and advertising men to determine the marketing point at which their advertising will be most effective.

The survey reached the conclusion that there are approximately 56,967 drug stores in the U. S. Total sales for the year were estimated to be $1,232,935,000. In a breakdown of the total it was found that 29,646 drug stores, or about one-half of the total, are located in cities of 50,000 or over. Rural drug stores comprised the second largest group with 15,837 stores situated in cross-road locations. Cities of 10,000 to 30,000 have 1,079 drug stores. The remainder of the drug dispensing stores are located in towns with a population of 2,000 to 10,000 persons.

It is interesting to note that the rural stores, a group of 15,837, comprise one of the largest groups of coin machine locations in the nation. It is safe to estimate that at least an average of one coin machine in each drug store. On this modest estimate it can be seen that drug stores are near the top of the list in location sites. Scales do not doubt the list of coin devices to be found in drug stores.

“No Fish Stories,” Pleads Ginsburg

CHICAGO, Feb. 11.—Marie Ginsburg, official of the Atlas Novelty Co., left recently for Miami, Fla., and declared that he was going there for “a well-earned rest.” He announced his intentions to spend a good portion of his time fishing. Marie Ginsburg, remaining in Chicago to attend the firm’s affairs, moaned:

“I really hope that he can land a good-sized fish of his own and not have to pay a dollar to pesc alongside that stuffed monstrosity on the dock.”

ROLLING EM IN!

Free Play Chubbie

Here’s the little lady the boys just can’t resist—Free Play Chubbie. A five ball game—15 numbered and illuminated bumpers—unique extra ball feature—free play and fully metered, priced at only $8450

Regular Chubbie fully metered $7450

 Stones Corp. AURORA Ill.

GLOBE 1939 SPECIAL

5290 HOLES PLENTY OF ACTION 5 CENTS A SALE

BARREL STYLE TICKETS.

Each Combination ticket contains 12 times. Field News contains 100 tickets. $1.17. $12. $10. $9. $8. $7. $6. $5. $4. $3. $2. $1. and 50¢. Acton Rees contain 11 Tickets. $2.50, $1.50, and 75¢. 1/2. $1.25, $2.50. 50¢.

Price $5.49 Ea.

GLOBE PRINTING CO.

1023-27 Race St., PHILADELPHIA, PA.

WRITE FOR OUR 96-PAGE CATALOG.
ALL THE PROFITS
ALL THE ACTION
of a Slot in 3-Bar Jackpot

All Tickets Are Actual 3-Color Reproductions of Slot Symbols.

Jackpot Dumps 13 Times.

No. 2423 — 2400 Holes.
Takes In $120.00; Average Payout, $65.56; Average Gross Profit, $54.44.

PRICE $6.60 EACH
Send for Folder NC-17 — It's Packed With New Profit-Makers.

HARLICH MFG. CO.
1413 W. Jackson Blvd., CHICAGO, ILL.
Midway.Daval's
Newest Game

CHICAGO, Feb. 11—"Midway is on the way, operators, jobbers and distributors expressed themselves as to our newest 5-ball amusement game," declared officials of the Daval Mfg. Co. The game was exhibited recently at the Daval showroom after being exhaustive-ly tested on many types of locations throughout the nation, according to reports from the Daval Mfg. Co.

D. H. Heilenthal, secretary-treasurer of the firm, in explaining the launching of Midway, said, "The immediate popularity of Midway can be attributed to some very important factors. First, there is the fact that Midway presents two complete games in one to the player. Not only does he have the proven thrill of the slot machine, but he has an extra game which has a high score, but there is always the possibility that he may win a sequence-hole award regardless of his total score. To be thoroughly appreci.ated Midway must be seen. Interest is always high in this game of Midway.

"Another incentive toward continued play is the bonus award, the amount of which can be regulated. In addition, Midway possesses a number of other desirable features too numerous to list, which provide for a unique game that is 'high per player'.

"Midway comes in four models. This new model marks a milestone in the progress of novelty games, Daval seems justify well to introduce it to the industry.

LONDON

LONDON, Feb. 11—Organizers of the Novelty Trade, Exposition contemplate putting on luncheon party for operators of game show of London, Feb. 21. This was practice at original coin-operated machine which is dispensed with for first joint effort of last year.

It is stated that showing of used machines will be definitely barred, this being deemed only fair to recognized agents for American manufacturers. In the past jobbers have been able to show new American machines subject to their own conditions and regulations. This year they will not have this privilege, the British Government has insisted that it is unfair to the British manufacturers.

The game itself is a most unusual one. It is a combination of two games in one, and the player can choose which one he wishes to play. The first game is a progressive game, and the second is a bonus game. The player can win up to $250 in one play, and the machine pays out a bonus every 100 plays.

The British Government has insisted that all used machines be shown, and this has been agreed to by the manufacturers. The machines will be exhibited in a special area, and the British Government will have full control of the area.

The Sensational Board of Directors of the Novelty Trade, Exposition, has decided that all new machines must be included in the show. The show will be open to the public, and all interested parties are invited to attend.

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ONE HALF FREE
Brings in the Cash
1200-Hole — F-4885
Takes in...... $37.50
Pays out...... $20.00
PRICE $1.17 EACH
Write for new low prices on
Thick and Semi-Thick Boards
CHAS. A. BREWER & SONS
The Largest Board and Card
House in the World.
6130 Harvard Ave.
Chicago, U. S. A.

Budin to Florida
NEW YORK, Feb. 11.—Herman Budin, of Budin Specialties, left recently for a few weeks’ rest in Florida. He attributes his tired condition to the terrific pressure brought on him by the heavy demand for Stone’s Chubbie. Says he, “Altho Chubbies have been coming in at a fairly good rate, there are hardly enough to go around.” A few weeks’ rest in Florida will no doubt bring Budin back to his usual good humored and musical self.

Stern Poetry
ELIZABETH N. J., Feb. 11.—Max Stern, well-known operator and father of Dave Stern, head of Royal Distributors, on the spur of the moment composed some stern poetry relative the general lament of many operators. It follows:

“Scales don’t weigh,
Music machines don’t play,
Pin games don’t pay,
Gumball machines have lost their value.
Racing machines are drying up.
Games of skill, with the most of them, are dull.
Most operators now are wishing that they were all serious games.

It follows: “Scales don’t weigh, music don’t play, pin games don’t pay, gumball machines have lost their value, racing machines are drying up, games of skill, with the most of them, are dull; most operators now are wishing that they were all serious games.”

operators Okeh
Vemeo Delivery
FAYETTEVILLE, N. C., Feb. 11.—Joe Cantini, the vending Machine Co., announced, “Tremendously pleased and want to thank the many operators who have written regarding the agency delivery system conducted by Vemo.”

He said, “This system was put into effect about six months ago throughout our entire organization. At first many operators had questions as to whether or not it was feasible. But since they then have written to us to commend the system for their shipping department. We have received a number of letters from operators who are glad that we have developed a system of this nature. We are glad that we have developed a system of this nature.”

“Operator wrote, ‘That was the fastest delivery we have ever had. I have never before had to wait three and four days for equipment from comparatively near-by jobbers. Your order was delivered to me the next day. This not only saved a good location for me, but I figure that it saved money that I would have otherwise had to wait three and four days for equipment from comparatively near-by jobbers. Your order was delivered to me the next day. This not only saved a good location for me, but I figure that it saved money that I collected in the next two days off the actual cost of the machines.”

The office of the firm in Fayetteville, N. C., will now be open until 6 p.m. on Saturdays to accommodate operators. This will allow for late shipments to leave on Saturday and reach operators’ offices over the week-end.”

New Grip Machine
And Bowling Game
DETROIT, Feb. 11.—The placing on the market of two new machines, a grip machine and a bowling game, was announced recently by the Detroit Automatic Exhibit Corp. This bowling game will be available in three models. Model of the new company are Maxfield Linde, veteran arcade operator, and Rudolph Greenspan, head of many of the largest operators.

“We have two of our regular nine-foot model bowling alleys on test location last summer at the Edgewater Amusement Park.” Linde said. “We found that they were very popular. Giving players two shots for a cent, we found the average gross per week was between $35 and $40.”

“Savoy Vending Co.
401 W. FRANKLIN ST., BALTIMORE, MD.
Genco Busy With Two Games on Line

CHICAGO, Feb. 11. — "Bubbles," the highly popular new Genco novelty game, has captured a serious rival for operator and location affections in another entry from the same production line," states J. H. Gensberg, Genco official.

"The situation merits comment," said Gensberg. "Bubbles, released a short time ago, has been crowding production facilities since its introduction. It was released at a time when the previous game, Stop and Go, was at all stages thought to be the end of its production. Stop and Go, was thought, had remarkably long life in production and had set records, so we gradually diminished the production volume and finally stopped altogether.

"Filling orders for Bubbles kept us busy, and nobody said anything about wanting more Stop and Go games until one day this week we were besieged with orders from everywhere. Back into production it went. Now with plant and force working at top speed, both Bubbles and Stop and Go, each in free game and straight novelty models, are racing toward new sales records."

Pot Shot, Real Skill Game—Keenev

CHICAGO, Feb. 11. — "If the player fails to win on our new Pot Shot paynub and free game two ball game, declared J. H. Keenev in describing his company's new game.

"There are only acp widened holes on Pot Shot's playfield, without a single gun, spring or bumper to deflect the ball toward new sales records."

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Introducing...

PUNCH BALL

THE SENSATION OF THE COUNTER GAME INDUSTRY

Accurately Records Plays & Winners
No Competition
Beautiful Design
Intriguing
Patented
Fascinating
Light Weight
Space Saver
Beautifully Engraved
Nothing to Replace or Renew
Nothing to Renew or Replace

First Cost—Last Cost

Ideal in Closed Territory

Ornamental

Made by Men Who Know

No Coin Chute

Appearance Invites Play

Fool Proof

Nothing Else in Its Class

Best Feature of Bell & Punch Board

Pays Out Percentage to Suit Location

Sealed Mechanism

Punch Ball is the newest idea in the Coin Machine Industry in years.
It is an amusement device that will profitably find its way into thousands of locations that have never had an amusement device.

Beauty Parlors, Barber Shops, Cigar Stands, Drug Stores, Restaurants, and thousands of other locations, in addition to Taverns and Night Clubs, will welcome this remarkable device.

PUNCH BALL is NOT a gambling machine. It has no coin chute and no cash box, and it lacks any visible evidence that it is the fastest nickle taker that has ever been produced. It is the complete answer to the operator's prayer for a machine for territories that are closed to mechanical amusement machines. There is nothing to renew or replace.

Every PUNCH BALL that has been placed on location to date has proved to be the most profitable machine that the location has ever had.

Without advertising of any kind, the production facilities of the Norwood Manufacturing Company have been taxed to the utmost to produce machines, for the few friends of the organization who were fortunate enough to preview the machine before it was released to the trade. One operator, who never operated more than thirty machines in his territory before, ordered two hundred PUNCH BALLS for the same territory.

The production facilities of the company have been materially increased, and assurance is given that reasonably prompt delivery will be made of every order received.

The company will fill each order as it is received. If your best spots are covered by a PUNCH BALL, placed by another operator, the company will in no way be responsible. GET YOUR ORDER IN AND GET YOUR PUNCH BALLS ON LOCATION, before another operator gets there first.

NORWOOD MANUFACTURING COMPANY
1725 West North Ave., Chicago, Illinois
Business Executives Prepare for Sales Increase in 1939

Many Firms Plan Increase in Advertising

New York, Dec. 21.—(AP)—An increase in advertising investments in 1939 by leading American manufacturers was predicted today by the Association of National Advertisers, Inc. The estimate was based on a survey of 182 companies.

The association said the study showed 50 per cent of the manufacturers plan to invest 15 per cent more in advertising next year than in 1938. It showed 42 per cent plan to maintain their present level of expenditures.

MORE CONFIDENCE NOTED

Paul B. West, president of the association, said: "It is encouraging to note that these national manufacturers, on the whole, are planning for 1939 with more confidence than has been evident over the last three or four years.

"Of those replying, 84 per cent expect better sales than in 1938, 13 per cent anticipate the same as in 1938, and only 3 per cent expect a decrease. Only 8 per cent plan a decrease in advertising and this is due almost entirely to peculiar industry conditions."

Schedule your next advertisement for the first available issue. Weekly issuance assures immediate attention and quick results. First form goes to press on Thursday, last form closes Saturday for the following week’s issue. Mail your copy today.

COVERS IN COLORS

For those who want color in their advertising a few covers are available during 1939.

The advantages of color and the prominent position covers give to advertising result in greater prestige, recognition and increased sales. Write for complete information and available dates.

THE BILLBOARD PUBLISHING COMPANY
25-27 Opera Place — Phones MAin 5306, 7 — Cincinnati, Ohio

BRANCH OFFICES

NEW YORK OFFICE
Palace Theater Bldg.
Medallion 3-1616, 7, 8, 9

CHICAGO OFFICE
4th Floor Woods Bldg.
Central 8480

ST. LOUIS OFFICE
390 Arcade Bldg.
Chestnut 0443

PHILADELPHIA OFFICE
7222 Lampert Rd.
Madison 6895
Today successful Music Merchants have even better opportunities to increase profits. No location is too large . . . none too small, because an especially designed Wurlitzer Automatic Phonograph will fit the need.

If it's the large location the Wurlitzer De Luxe “Five Hundred” lends an attention arresting appeal that will encourage increased patronage and provide added income . . . plays 24 records.

For the “extra room” location Wurlitzer Auxiliary Equipment is available — modern remote control speaker and wall coin boxes that multiply location earnings.

Designed for the smaller tavern, lunch room, drug store and places where lack of floor space does not permit a large Wurlitzer, the Counter Model 61 is the key to more profits. Only 22" in height, 21 1/4" in width, 18" in depth, it will fit practically anywhere . . . plays 12 records.

Cash in on the popularity and extra earning possibilities of Wurlitzer Automatic Phonographs that are designed for the right location.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

Turn in your old instruments under

WURLITZER'S

LIBERAL TRADE - IN ALLOWANCE PLAN