IT'S HOT
IT'S SWEET
IT'S CLASS

JOHN KIRBY AND HIS ORCHESTRA

IN PERSON
FOUR MONTHS PLAYING TO CHICAGO'S ELITE AT THE PUMP ROOM • AMBASSADOR EAST

ON THE AIR
HEARD SIX NIGHTS WEEKLY FROM CHICAGO VIA NBC

ON RECORDS SIGNED FOR TWO YEARS VOCALION

"Royal Garden Blues"
"Blue Skies"
"Dawn on the Desert"
"The Turf"

"Rehearsing For a Nervous Breakdown"
"Pastel Blues"
"Opus Five"

MANAGEMENT
MUSIC CORPORATION OF AMERICA
ONE BIG NATION, HUH?

Store Jobs Help Hungry Actors as "Friends" Heckle

NEW YORK, Dec. 15.-The Christmas shopping season is active until Christmas Eve, when the buying begins in earnest. Many stores are doing brisk business this year, and the workers are happy about it. The store jobs have helped provide steady work for many actors, and they are grateful for the opportunity to earn a living.

Actors Lose Stagehands?

NEW YORK, Dec. 16.-Frank Gillmore, head of the Four A's, admitted this week that his organization had not signed a reciprocal pact with the IATSE or with the musicians' federation, and provided for in the settlement that called off the threat of a general strike in legitimate theater.

And out in Los Angeles the Screen Actors' Guild walked out of the Central Labor Council Thursday in protest against the Labor Council's passing a resolution criticizing Chicago authorities for reopening the legitimate theaters.

"Life, 'Time' Cuts To Take No Cuts On Reopening, Says AE

NEW YORK, Dec. 16.-All salaries for "What a Life," which had recently been cut off as a result of the strike by the legitimate Theater Corp. of America, are in effect restored.

According to the union, the legitimate theater companies have agreed to add $13,000 to the weekly salary of the actors who were on strike. The agreement provides a minimum of $1,000 per week for the actors involved in the strike, and $500 per week for those who were not.

Chi Awaits Big 1940 Legit Haul

CHICAGO, Dec. 16.-Mid-season schedule announcements indicate a healthy business in coming years and promise to keep all the theaters busy. The five arrivals include promising candidates for the popular plays, and there is no lack of good actors. The Chicago Repertory Company will be in the title role, and the cast is expected to count at the box office.

American Acts in Europe Are Doubling and Tripling

NEW YORK, Dec. 16.-With entertainment in war-torn Europe down to a minimum, American performers who remain behind to grab off the war gold, are working with greater enthusiasm than ever before. Because of the lack of European talent most Americans in Europe are doubling and tripling the usual number of shows they perform. The majority of American performers have either doubled or trebled their engagements in Europe, and in some cases have added extra shows.

The plays performed include "The Great White Hope," "The Three Musketeers," "The Real Thing," and "The Three Musketeers." The average playing time of each play is about three weeks.

In This Issue

- American Acts in Europe
- Equity Conducting Examination of Its Relations With Four A's
- Claims it has to support parent group financially, but gets no consideration in return—Gillmore vague on AGA situation, as factionalism starts
- New York, Dec. 16.—The AFA's international union, the Four A's, is in the red for at least $25,000 and possibly much more and faces factional fights and a strike. After temporarily suspending the American Federation of Actors and the stagehands International this past summer, the Four A's returned to the field and the strike was averted by mutual effort. The strike over television jurisdiction is becoming sharper, and the new American Guild of Variety Artists is an important unknown factor in the situation. The right of the American Actors' Union to control television is being defended by the Four A's, and the new American Guild of Variety Artists is also concerned.

The light over the teater is on, and in some cases the house is full. The actors are working hard, and the audience is enjoying the shows. The future looks bright for the American performers in Europe.
Claim That Critics Don't Know Enough About Acting To Judge It

Two-thirds participating in The Billboard's poll agree—many suggest that reviewers on dailies should get more practical theater experience.

NEW YORK, Dec. 16—Altogether the feeling is that the critics are generally competent, as indicated by a poll conducted by The Billboard. The poll also indicates that a few of the critics are considered to be better qualified to judge actors than others. The poll was conducted among 121 critics.

To question, "Do you think the critics are generally competent, as indicated by a poll conducted by The Billboard?" The poll also indicates that a few of the critics are considered to be better qualified to judge actors than others. The poll was conducted among 121 critics.

Press, December 19, 1939

Springfield Gets Up—And Maybe an Asbestos

SPRINGFIELD, Mass., Dec. 16—Following refusal of use of Municipal Auditorium for a private party as state had apparently become a trend, the Municipal Auditorium was closed for stage shows. It is estimated that approximately 5,000 people have attended the shows at the Municipal Auditorium in the last three months.

While the company was making new arrangements, a number of the local theater groups announced that they would not use the Municipal Auditorium in the future. The Middlesex Theater (motion picture house) in Springfield, for example, has announced that the Municipal Auditorium will be used only for shows that are under the management of the municipal theater group.

The newspaper was also deserving of note. "No!—And that applies to their good and bad. Many critics, however, have expressed the opinion that the Municipal Auditorium is not the best place for shows.

At present, with exception of two high school auditoriums, there is no place in this city to present legitimate shows except the State. But will the Municipal Auditorium cut out films for any length of time?

Pitt Bookings Going Up; Salaries Are Also Hiked

PITTSBURGH, Dec. 16—Talent bookings during the past three months have increased in number, and salaries. The outlook for the present season is optimistic despite the State ban on night club openings, agents report. Encouraged by requests for acts from both public and private clubs, talent agencies are booking more acts.

Among the notable bookers is Jerry Horne, who has signed a contract with the S. C. Horne booking office.

Prices range from $75 to $110,000 for a one-night stand for acts. It is expected that the State ban will continue at least until the end of the year.
**AFRA Rejects War Clause**

**Union Nixes Attempt by P & G For Two-Week Cancellation Okeh**

**“Red Bee” Seems Pale in Frisco**

**Ex-Senator Heads Mass. Group To Battle “Copyright Abuses”**

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**AFRA REJECTS WAR CLAUSE**

“Red Bee” Seems Pale in Frisco

SAN FRANCISCO, Dec. 16—Author Beatrice C. Croswell, the author of “Red Bumble-Bee,” which opened last Monday at the Curran Theatre with Leo Carillo as star, holds some neat and funny shrimp before it will be ready for Broadway. Croswell said that she had written her play after a bumblebee, without putting more sting into it. It is the author’s whimsey to imagine what happened at an imaginary meet of the bandits and Lola Montez, the glamour girl of her time.

Possibly the fault is that neither Murrieta nor Lola steps forth as a real hero. Murrieta, probably, was a savage and embittered man, but the part hasn’t been written that way. Murrieta is played by Carillo, and for the fascinating Lola there is Tamara Oros, Barlowe Boland, as Lola’s husband, has some of the best lines to say.

First time in a decade, house has been open stage since early fall, and number of shows that play it is a distinct attraction, according to Manager Harry Brown.

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**Pitts' Record Season**

PITTSBURGH, Dec. 16—Nixon’s best season in years has already grossed more than $100,000 since opening in September, due to improved prospects of success in succeeding weeks, according to showman, with outlook increasingly optimistic, according to Manager Harry Brown.

For first time in a decade, house has been open stage, and number of shows that play it is a distinct attraction, according to Manager Harry Brown.

Rogers Sets Precedent

ATLANTA, Dec. 16—Harry Rogers will continue the Mido in doubt, with the original cast, into the Deep South, according to Manager Harry Brown.

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**SHOW PRINTING**

**POSTERS OF EVERY DESCRIPTION**

**SPECIAL**

**WHEN IN DETROIT**

**STOCK TICKETS**

**THEATE**
Beville Analyzes 5 Types Of Competition in Survey

NEW YORK, Dec. 16—A new radio survey, titled Social Stratification of the Radio Audience, is being conducted now on listening habits, analysis of program audiences, and effect of competition on program audiences. The survey was begun by H. M. Beville Jr., research manager for National Broadcasting Co., and is in cooperation with the co-operation of the Princeton Radio Research Co., in order to study the possible impact of the new medium of broadcasting and the C. E. Hope-Lands Committee.

Mr. Beville stated that question of competition is of utmost importance to radio stations, and he expects new types of competition to arise.

These types are change of talent in a given program or change of program by moving program to a new time.

Example of first was the temporary replacement of the regular commentator, replaced by another commentator who made the program more popular than the old one.

Mr. Beville stated that when the program was moved to a new time, it was affected by the competition of other programs and by the audience's desire to be entertained.

Of considerable interest was the finding that the same program when moved to a new time period, lost its audience because of competition from other programs.

NBC's Foreign Space

NEW YORK, Dec. 16—Program listings of NBC's international division are published in 30 leading cities in Latin America, with the exception of Miami, where the entertainment is more specialized. The survey is conducted by the Blue network.

Ad Lib. Saves Gene (And Glam) Red Face

THE TELEVISION REVIEW

Frisco Papers Again

Lower Radio Barriers

SOUTH AMERICAN FASS, Dec. 16—Deal is close for the recording of "Cinco de Mayo" between The Examiner, Hearst morning newspaper, and the Library of Congress, which will bring three out of four paper* in town to work on a reciprocal agreement with radio stations.

The San Francisco News and The Examiner will have friendly relations with broadcasters, according to the American Broadcasting Co., which is handling radio programming activities. The contract is the 1943-1944 Hearst Christmas Eve Community Sing at the Civic Auditorium.

Backfire

NEW YORK, Dec. 16—Recent increase in advertising and commercialization of shortwave radio by American and European countries has upset the balance of the North American radio firms. Perisphere column in the December 18 Newsweek comments that the shortwave shows have been turned away from their local stations, with resultant switches on the part of advertisers.

"Net result is a sharp drop in the Latin American broadcast business," the column concludes.

WIF Gets MBS Biz; WFLL Stays On Line

NEW YORK, Dec. 16—There is a strong possibility that the Mutual Philadelphia station, now being switched from WFLL to WIP, is reported here. Contract calling for $32,000 a year for WFLL, which has been signed by Benedikt Gimbala, president of WIP.

Mutual is said to have been attracted to switch the Philly spot because of the high rate. It is reported that WFLL, at present getting NBC shows as well as those of Mutual, has commitments making it impossible for Mutual to switch the station to WIP.

On the other hand, WIP has been seeking a charlton affiliation for some time, and the idea of an agreement to carry shows from WMCA, but no airings are reported until March 15. This pact expires in May, and it is expected to be made shortly.

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Television Review

Reviewed Thursday, 8:30-9:30 p.m. Style—Variety, Station—WXWBS.Reviewed on RCA Television Receiver.

Waxers Seek FCC Ann'cm Revamp

WASHINGTON, Dec. 16.—Plea to lift a federal ruling that transcribed programs can be broadcast only to news and information stations, such as the radio station with the programming of the communications Commission Wednesday (13) by Radio Transcription Producers Association of America.

FCC rules declare that records and transcriptions of concerts and other performances must be given to the FCC recently that the disks provided equal service to music and drama programs.

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Analyze Air
Stage Dramas

ST. LOUIS, Dec. 16—Arthur J. Casey, of KMOX, in a talk titled Radio Versus Stage Technique, this week outlined the difference between the light and the air passages of the human voice, pointing out that whereas radio demands immediate development of character and plot, nearly all of the production techniques used on the stage are based on the idea of "persistence." Following thru, thesis of the talk, Casey stated that radio is an art of "transportation" gained thru human voice and pauses, whereas stage technique is such a situation is not desirable tosofar as costumes, gestures, etc., are concerned.

Regarding audiences, statement was made that the average person comes to a radio show expecting more from the program for which he pays.

Casey credits "the saue employment of the imagination" as the main creative art form. Of the use of given tone, he states radio is "an art that demands to become an inebriating hypnosis" imagination—an so much so, says Casey, that a scene designer cannot equal it.

This theory led Casey to the conclusion that alien from being a simple character by his own fancy, whereas these same images might be a disappointment in the flesh.

Sitting on radio, talk mentioned its overall approach to entertainment, but added the medium would deserve much the same production treatment as might be given a theatrical play by presenting the whole picture and not merely one aspect.

Ken Davis Talks—About ASCAP Again

NEW YORK, Dec. 16.—Kenneth Davis, of the Coast music firm of Davis & Borden, Inc., who was recently on the ASCAP cannot in New York this week, described the "licensing" situation as an "opportunity" for radio. Davis is president of the firm and claimed ASCAP "has no divine right to do what it does.

In addition to ASCAP's alleged inroads on radio, Davis showed letters from various American Federation of Musicians' locals protesting sharply what he termed "the flagrant violations of copyright" and "the 'race' and collections levied on local stations.

Letter from Racine Local 42, APM, complaint territory is "hard hit by ASCAP" and alleged ASCAP collections forcing four local organizations to pay little or no money for the so-called "race." Local 683, says, "We are being troubled with many complaints on taxis on taverns, clubs and dance halls."

Sitting at what he called ASCAP's "conference board," Davis further showed the Society by claiming that only 10 percent or 20 percent of large radio stations was per cent of the music used, employing 100 percent of the music which is not copyrighted. He also pointed out that whereas the original musical themes are limited, ASCAP collects money on copyrighted arrangements, but fails to give a cut to the arranger.

Queried as to whether Broadcast Music, Inc., is becoming a competitor, Davis stated this was very problematical.

Lilly Lands Ethyl

NEW YORK, Dec. 16.—Joseph Lilly, a young conductor, has been making a choral direction spot on Tune Up Time, a new program starting January 1, Lilly, with a 21-piece vocal group. Show stars Andre Kostelanetz and Tony Martin, young all-girls Artists (CBS) set thru B.B.D. & O.

Borden's Sets Unerg

NEW YORK, Dec. 16.—Borden's Farm Products, division of the Borden dairy firm, announced that Henry Under, writer and commentator, over WEAF January 1. Miss Under will air three times weekly, in a Hollywood and Broadway chatter program.

Agency is B.B.D. & O.

In the Holiday Greetings Issue Dated Dec. 30

RADIO STILL BUILDS TALENT

An article by Herbert 1. Rosen- thal, general manager and execu- tive secretary of the American Institute of Columbia Artists, Inc.

RADIO EDITORS—ARE THEY ALIVE?

Several press agents get together and tell how they feel about the gentlemen of the press, radio and television. The press agents are "Radio Editors" and "Vegetable or Fungus?"

Show may be corn to some, but they sell the stuff for tobacco firm—billings now rate Russell M. Seeds agency as second in Chi—sponsor keeps hands off

CHICAGO, Dec. 16.—Pheonomenon in the current commercial radio scene is the new editorial show that some shows in selling merchandise may pioneer a precedent in the payday offer field. The 30,000-dollars set, figuring on a per cost per million listeners, three of the four shows rate among the top 20 in the field, to come to the selling the product. Topping this is fact that none of the shows sales total more than a fraction of the total sales. If of the top four show names, are not affiliated.

Morrison ASCAP collect. mem., will get announcer board. This stated to his hat their tons. Another. from ASCAP collection forcing four local or.

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Agency is B.B.D. & O.
"What's Your Future?"
Reviewed Sunday, 12-12-15 p.m.
Style—Round-table discussion, Sustaining over the air, as before.
Dedicated to helping the economically marginal youth of the country, this program devotedly aims to advising students and the unemployed vocationally. It is a cross-section of diversified au-
thoritative opinion in interesting round-table forums patterned after the meetings of the University of Chicago talks and Informatics. Frank Babbie's build-
up, weekly, being axioms by a Junior Cham-
er of the tholversny of Chicago teaks and
sent a cress -Leedom of direrfilled au-
Style—Round-table discussion.

Merleolni Sike doing announcing nd
only. were given by Jim Potteria, with
gion in
shall.

Additional dollen are credited
stage of Capitol pays off silver dolisrs
ment by beeves Capitol and WOL. West,
mood inducer. Commerce. at the beginning and end
music as background was a nieces:Jul

Hoe air for tome time, as well as shows, which, already renewed, rail /nether

Innt esample, a

Granting that the stuff wee slantedfor the armbthair mckers of love and

Sound bush:awe was excellent,
with Antonin as Mat Grady. this passion
to merry into a shipping and pineapple
okeh within Its typo.

Additionally, helped to
celebrate the 13th anniversary
in town Tuesday-for another shakeap.

NATIONAL

National Bank
Station — KHQ
(Spokane).

On the educational side, this program
...helped to

Ince* was written and produced

Jouriusl, expected In town latter part of

The new show...helped to

the yarn itself was Undenlably lackey.

The new show, liicinentally, helped to

In(trimmed form.

DONALD DAWSON, promotion man-
agement man of WPYA, Fredericksburg, Va.

Every once in a while, you run across a program
that...helped to

on the Empire State build-
ging.

...Russell Pierce, of Warwick-


FONDO, Roland Hamel, of WIN, a new papa.

Mr. and Mrs. J. W. BECKEL.

WWE/W, roe-telly honored for the ern

Beneath its fine spaces, the WCBF program has

Intradeploretve advertteffig aleard ft,

Ronald DAWSON, promotion man-
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Dodge赒rs up...helped to

LOUISE FRIEDMAN, promotion man-
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The new and now two-station WCBF
in town Tuesday-for another shakeap.

"Keeping Up with the Juneses"
Reviewed Tuesday, 4:30-4:45 p.m.
Style—Talk, Station—Sustaining on WCBF.
Program shaped up as a practical, informal chat, full of sound advice on how to keep things trim, includes a personality who...helped to

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Curtin Shall Not Ring — But It Did

LANSING, Mich. Dec. 16. — Michigan's college system is blamed for the coming of Curtin Shall Not Ring. The song seems to be at the top of the list for the two following days and was ordered to be in by 9 p.m. at the state university. When Curtin Shall Not Ring and his men mounted the stage.

Some 2,000 students, according to Curtin Shall Not Ring, refused to hear him but refused to change the 9 p.m. curfew.

Cole Porter Nixes Show Lyric Disk on His Naughtiy Nifty

NEW YORK, Dec. 16. — One of the first sides recorded by George Ball and his Hotel St. Regis Corps. One was a lyric number from the current Broadway hit musical, "Dear Diary." The song was submitted by the music publishing firm of Jerome Kern and Robert Chappell, and a hotly debated question was the use of any form of making or exhibiting films before the song. The song, it was decided, shall not ring.

Cruik of the matter lies in the Porter song. Porter has the right to decide if the song shall ring. He has the right to use the song in his show. The Porter song shall not ring. The song was submitted to Porter by his music publisher, the music publishing firm of Jerome Kern and Robert Chappell. The song shall not ring.

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Hotel Governor Clinton Back on 802 Fair List

NEW YORK, Dec. 16. — About a year ago on the unfair list of Local 802, A.F. of M. one of the members dropped from the list is back and is listed. He is back and is listed. The designation as unfair was the result of no renewal of membership by the member. The designation as unfair was the result of no renewal of membership by the member. The designation as unfair was the result of no renewal of membership by the member. The designation as unfair was the result of no renewal of membership by the member.

Hotel Governor Clinton Back on 802 Fair List

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DICK KUHN and his music

Vocals by MARCELLA HENDRICKS

60th Week

HOTEL ASTOR, N. Y.
Broadcasting Over Mutual Network

DIR: MUSIC CORP OF AMERICA

Vet Midwest Dance Op Goes Percener

LINCOLN, Neb., Dec. 16.—Harry, King, for the past two years manager of the Beach Ballroom in Norfolk, Nebr., has stepped down and goes bare at Capitol Bosch, which he holds for the past two years. He has been in Norfolk for ten years, playing the local Debutante and other dances, and has been a well-known figure in the area. He has been a regular performer at the Beach Ballroom for the past two years and has been very popular among the patrons.

RED NICHOLS pitches his pen to the arena of the Beach Ballroom, where he has been playing for the past ten years. He is a well-known figure in the area and has been very popular among the patrons. He has been a regular performer at the Beach Ballroom for the past two years and has been very popular among the patrons.

DR. WM. MORGEN, owner of the Beach Ballroom, has been very active in the area, and has been a regular performer at the Beach Ballroom for the past two years. He has been very popular among the patrons.

ROY JACOBS and Kappi Karlen

Announce the new

ROYAL MUSIC CO.
offering

"You Bring Me Down"

1619 Broadway, N. Y. C.

Quiet...
A Favorite on the "Golden Coast"

Rates from $2.50
310 ROOMS WITH BATHS

MARYLAND HOTEL
RUSH STREET
CHICAGO

INTERSTATE MANAGEMENT CORP.

SPECIAL RATES FOR THE PROFESSON

The Band, the Book and the Buyer

PHIL SPITALNY
PLIS W. R. HURLBUT

WILKES-BARRE, Pa., Dec. 16.—70-jigger orchestra, The Wind Movie Ban, and the 1st Wisconsin Guards. The Wind Movie Ban gives to bands which play at his Oronoko Ballroom in Central City. Asked for the reason, Bullock offered the $10.00 guarantee, which is the way to operate this balcony profitably. It is cut in the jigger dancing business, and facilities are provided for the bands and all others who are interested in spending their money. There is a jigger place in town, and there are several more. The Wind Movie Ban, which is a product of the dance, can be forced to go because of the profits. Bullock offered the $10.00 guarantee, which is the way to operate this balcony profitably. It is cut in the jigger dancing business, and facilities are provided for the bands and all others who are interested in spending their money. There is a jigger place in town, and there are several more. The Wind Movie Ban, which is a product of the dance, can be forced to go because of the profits.

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1619 Broadway, N. Y. C.
Music Items

Sheet-Music Leaders

December 23, 1939

Music Items

Songs and Such

SINCERELY, Tommy Dorsey's recently issued 78 record Ben子y.

Lover Is Blue from the pen of Jimmy

Dorsey and Harry Warren, will be among the latter responsible for the hit.

Jimmy Franklyn and Louis Prima have
gotten together on another collaboration, Southerly Syncopation, which will be featured in a forthcoming spool.

Flicker and published by Mills Music.

Commenting on the current fad of reprinting hit tunes being so

year, Jack Mills opines that "it's definitely the peak of the fad," which his firm is going to work on this season to the

strain of most of the hit bands and songs heralded to date. 

On this note, Mills' oldies, Mr. He's Making Eyes at Me. I

Cried Like a Baby, by two Ohio girls, Gloria and Dorothy

Carter, Berman, with Hal Kanner, of Fred Waring's
to Waring on his NBC commercial. The

hit, also featured by the Maytime Music Publishers, of New York.

Harry Link, Feist general manager, has high hopes for the Balboites, by George Pasea, a tuneful item that was

tremendously popular in European music halls and theaters and is now

being used in some of the New York, Nelson Eddy in the MGM pic, Balboites.

Complete membership of music publishers in the Songwriters' Protective Asso-

ciation has been obtained by Mills Music, with the signing this week of Jack Rob-

son of New York, the man staunchest of the holdouts. Capitolization

of the present copyright laws is the mainly of the songwriters' contingent, with every publisher agreeing to the new SFA standard contract form.

Publishers and People

DIAN DE HABA, eminent Dutch

swinger and critic, has traveled from New York to

London to complete his book on the famous songs published by Leeds Music. Tune

writers whose songs have found their way into

hits have been interviewed by him, and among the people he has seen are Benny Carter

and Frank Foster, who are now in London. Johnny Brodick, of the vaude of Aaron and Brodick, is also

making a trip to England, it's said.

Stan Stanley has joined the profes-

sional staff of the music department of the

New York Daily News as music contact man. Gloria Parker, young batonner at the Casa Sivel in Chicago, is also

the New York representative of the
tune Happy Days Are Really Here Again, and she will be used as music

contact man.

Rupert Hughes, author, turns now to a different kind of scribbling, that of

writing a song. Our Forever United States, Robbins is heard to be writing

to the steady down-it's vocalfar and in choral arrangements.

Walter Gross, ace pianist, arranger and conductor on CBS, is reported to have

signed an exclusive writer's contract by Ex-

clusive Publications. The Gross is now

presently reported to South of the Border, 

Salute Tune Up Time air shows and the like.

Two important items came out of the Robbins music house this month. One is the

movie tie-in, the nine-song Soundtrack for the

Interpretation of Swanee River," conceived by Jack Mills in 1934 and contributed to by representatives of the Robbins, the pianists in both classic and swing

music, among them are: Ted Weems, Earl Claridge, Perce Glove, Stevie Krane, Domenico Se-

vicchio, Jack Beckley, Louis Lumien, Louis Feltz and Tommy Dorsey. The second is the

tie-in "Ballad for Americans," an item for NBC's series by post John Le-

chucke and conducted by Steve Milford. The

book was introduced last month on CBS by

the Charlie Spivak orchestra, with Domenico Se-

vicchio doing the vocal version of this composition.

On the Hollywood Front

SAM HENSHIE, BMI-Metro-Goldwyn-Mayer music director for the past 20

twenty years, comes to MGM music department head
doctor. as music director assigned for any specific production but to be

used at the discretion of the studio's management. 

Added to the many numbers in the

profile of Gene Autry's forthcoming horse-

singing picture, The Quiet Man, is Girl of My Dreams. Autry will feature the

Clamp Clapp song in the picture.

Laggard Sales on High-Priced

Disks as 35c Pops Grab Gravy

Public and music machines can get same songs, played

as well, on the low-priced labels—Clinten sees only

salvation for sales in standards and originals

NEW YORK, Dec. 16.—With the current emphasis on maestri grabbing off the

hit tunes for recording on the cheaper 78 and 50-cent disk division have put in a precarious position as to public sales and music machine play. As a result some leaders are preparing to pull out of the tunes for the field with waiters and still others are doing the interpretation and originality sells the

Hill's long-standing lead in recording.

Hollywood Agency Starts

Music Branch for Studios

BRIDGEPORT, Conn., Dec. 16.—Everest

croby agency here inaugurates a new service to work with movie studio heads on

matters pertaining to the use of com-

posers, lyricists, arrangers, conductors and chorus directors for musical ticklers. Initial step in starting off the agency ad-

junct is bringing in Harry Himmolby, 

former business manager of Metro-

Goldwyn-Mayer music department, to head the new studio musical service

Service is similar to that instituted recently by Music Corp. of America, which, under the supervision of Abe Mezler, makes original scoring and songs available to studio heads not maintaining regular staffs for this work.

Bluebird Gets New Kaycee

Hopeful, Harlan Leonard

KANSAS CITY, Mo., Dec. 16.—Harlan Leonard, Bluebird's head arranger and conductor, is dead and has

just this week sailed to London. Leonard has been signed by Mme. Shubert and Co. for the Italian market, and his
death leaves a music manager In the Western Hemisphere.

The Billboard

Chaser Disks No Go

For Philly Theaters

PHILADELPHIA, Dec. 16.—Theater

owners in this vicinity have been notified by the local music publishers' association that the ten popular spin-offs and

leaders will be withdrawn from the city.

Rex Ricard, secretary of the union,

said that the list of titles and Rock Row

writings that will have preemptory service to the actual institution of the union, unless those of platters was

stopped, legal steps would be taken.

Basic Beats Grand Ritz G

BRIDGEPORT, Conn., Dec. 16.—With the

new recording and selling trends in the Bridgeport area, the New York branch of the

motif is developing. Count Basie, as represented by the Ballroom, is drawing 1,427 customers in his first date at the Ritz Ballroom for this season.

The musical trend is toward leading bands in so far. Last week was set as a highpoint for a thorough search about a month ago. Admas was 65 cents for the ladies and 75 cents for the men folks, making a swell gross of $1,000. Next in (11) is New Perry and his Yale Orchestra.

Songs With Most Radio Plugs

"Things" Grabs Top Listing

"Know": Night Slips

Songs listed are those receiving 10 or more network plugs (WJZ, WEF, WBAR), between 5 p.m. and 9 a.m. days and 8 a.m. and 1 a.m. Sundays, for the week ending December 15, 1939. The list is compiled by the Research Dept. of the Billboard Magazine

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<td>10. Robbins</td>
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The RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 35,000 AMUSEMENT PHONOGRAPH.

New Show Score for Dublin

NEW YORK, Dec. 16.—Al Dunbar, who

fashioned the lyrics for Streets of Paris, has been assigned a similar assignment for the forthcoming musical, Keep Off the Grass, starring Josephine Dunn and Martha Raye tentatively set for the Palace. As for the Paris revue, will be Jimmy McHugh, who recently arrived from New York for the assignment.


**Review of Records**

**U. S. Disks**

IT's been over a month now that all the talk about the new release of Victor has stepped his best foot forward. The early 20th-century record of the lower half of the label, a new label of his own, Royal blasts the Potomac for its six-cent and Variety stamps. With his stamp of approval, it's not surprising to learn that the record label of Orson Welles, the John Houseman productions, has put out a new label for the benefit of Orson Welles’ past performances. This is the beginning.

From the beginning, the labels augur well for the future. The first one is a shot at or match. Naturally, there’s much to come and space is left for further development. If the record label trend continues, the mark may be the same.

The mechanical production of record labels is still in its infancy. However, whatever flaws one may find, the releases are just enough to make the other waxworks mal. 

Leases are a true indication of what the label’s been over a month now 

**AL DUBIN**

Sets The Tempo for Broadway Show Music

**JACK ROBBINS**

Takes the Film Tunes to Task

Both a Feature in the

Holiday Greetings Number

Dated December 30
No Holiday Lull for Lincoln's Dance Biz

LINCOLN, Neb., Dec. 16—The music business really saw off a sizable chunk of its holiday business this weekend (Dec. 14-16) in the form of two annual week-end (8-10). First show was made by the Duke University immaculate choir, which produced a gross of over $6,200 for the annual formal season at the University Coliseum. This is the last show."

Next performance, starting with Bert Cline (5-10) and Jesse May (9-15), starts at 10 p.m. in the Lincoln's Dance Biz. The idea that the ballroom service is an added attraction.

When radio listeners write to Johnny Ross, at Hotel McElroy, for pictures, he completes the personal touch by acknowledging the request in the form of a folder, the face of the folder for letter-writing purposes.

Inside pages carry photos of all the troupes.

The record buying guide in the amusement machine (music section) shows the greatest play on America's 300,000 automatic phonographs.

Tucker Tees New El Paso Dance Series With $790

EL PASO, Tex., Dec. 16—Playing for the first time in the 1939-40 series of 10 name dance bands is Buddy Deane, the local junior chamber of commerce. Orrin Tucker, with vocalists the best and with the best work broadcast for the added draw, scored $790 for the Edith Ford's "Bomber," 60. Dance was held last Saturday (9), at the Liberty Hall, and Rivers Bowden, in charge.

The crowds has drawn 100 per cent. Tucker's I.E. 500, and a two-drawn without the help of his personal services. $4.80 per pair dance. Concessions were over $20,000. Band was well received.

Lunceford To Play Four Harlem Dates in 2 weeks

NEW YORK, Dec. 16—Jimmy Lunceford's band, which has been playing in Harlem for two weeks, will play four different locations in the Harlem territory within a period just short of two months. Starting December 24 he will play his traditional Christmas Eve engagement at the Rensselaer Ballroom and then open the New Year's Day (1) at the New York's Day (1) January 8 for a three-day stand.

$490 Yankee Sock for Van

YOUNGSTOWN, O., Dec. 16—Making his second appearance in the last four weeks, Jimmy Van was socked at the door and on the floor last Saturday (9) at Yankee Garden. At the New York that day. As good as that pined up last May by Jimmy Van at Yankee Garden, bargain for Johnny Martone. Ballroom, one of the largest in the East, located between the George Hall and the month preInus for pictures. He complete, the personal touch is an added attraction.}

No Holiday Lull for Lincoln's Dance Biz

Maybe the problem isn't as pressing as to what to do about your old razor blades. It takes imagination to cut the proper disposition of your broken blades. Instead of throwing them, he should see the current at Park View Hotel, Columbus, Ohio, which is now using the injured sticks to good use after the damage they do. Bruce finds that when good customers are given ruined batons that are autographed, they get through them with understanding. The idea that the baton has been their service is an added attraction.

When radio listeners write to Johnny Mesher, at Hotel McElroy, for pictures, he completes the personal touch by acknowledging the request in the form of a folder, the face of the folder for letter-writing purposes.

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Orchestra Routes

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

ABBREVIATIONS:
- s—auditorium
- b—ballroom
- c—cafe
- ch—cabaret
- cc—country club
- h—hotel
- m—night club
- pm—parking
- rh—restaurant
- s—showboat
- t—theater

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

Orchestrating, Entertaining, etc.—Offices, 75 E. Fourth Street, Cincinnati 16, Ohio.

[Route information and address details for numerous orchestras and ensembles across the United States and Canada, including names of personnel and venues.]
ACTORS PAN THE MANNERS

Claim That Critics Don't Know Enough About Acting To Judge It

(Continued from page 4)

The poll conducted by The Billboard, wherein actors are at long last allowed to voice their opinions, makes the man who is perfect judge in an interesting thing in more ways than one. Last week the actors' choices for favorite and least liked critics were printed, and this week, in an adjoining column, you can find the players' opinions of the critics as a class, together with some comment regarding the critics' knowledge of acting. I believe, for a man to bite a dog—healthy for both the dog and the man.

Particularly in is health of the actors and the critics. For the actors, at least, there is the recognition of their talent on the part of managers and directors. But the critics, in turn, publish articles which are put to the second-string director. If those appointments were based on past results, then the appointment is an act of charity, and it is a great an art, and deserves to be treated as one.

The following are typical comments, rousing all the way from general praise to the most critical of the players: "Critics are our greatest assets. They are responsible for all the good parts. The bad ones did their own accord," it is said. In the amount of attention it gets from the players, I am told that this is the case. Those who are willing to admit this, I think, the daily readers constitute a main reason for this.

I think some other plan could be devised whereby the public could be involved in the running of a play and its players—something like the Workers' Union as is held by the critics today.

Should Write Rehearsals

"The only improvement in the theater is the work of the actors themselves. But even the men who put themselves at the service of the theater are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times. Like the audi- toriums, the critics are not directed in the least by the result that they plot. However, with the actors, they are not aware of it. All actors have seen the happen too many times.
New Plays on Broadway
Reviewed by Eugene Burr

44TH STREET
Beginning Monday Evening, December 4, 1939

HAMLET
Limited Engagement

BELASCO
Beginning Tuesday Evening, December 5, 1939

FOREIGNERS

BROADWAY RUNS
Performance to December 16, 1939

Believe It or Not

SPRINGFIELD, Ill., Dec. 16. — Ted Cotta, magician working at The Spot here, used goldfish in his routines.

He used them to show the wagers of the wagers and hours, Cotta said. It was his way of making the goldfish, which he keeps in his home, perform.

Cotta gives the fish a vacation every two weeks, shipping them home to his aquarium in Chicago and having eight more sent to him.

Marke Booking Units in Pitts

PITTSBURGH, Dec. 16. — Sid Mark, with Joe Miller in the National Theatrical Exchange in charge of vaude for two weeks at the Imperial theater, is booking units in Pitts.

He is booking units into Warner and independent theaters on one or two-night stand, including houses in Erie, Pa., and Utica, N.Y. In addition, he booked in Parkersburg, W. Va.; Greensburg, Pa.; and Altoona, Pa.

Marke is also dicker for a tip with a name band organization.

Edgewater Beach Line Change; Miss Benlet In

CHICAGO, Dec. 16. — Harriet Smith, line producer and booker at the Edgewater Beach Hotel, leaves this week and will take charge of the Atlantic and Del Mar hotels at Cottersmith, Conn.

Miss Smith's former line captain and recently appointed vaudeville manager, Miss S. J. Smith and her hotel management "had the last word," according to the line change.

Miss Benlet is forming a new line and will assist in the booking to start December 23 with the new show which has featured Ted Weems' Ork and the Duffins.

West Allis Club Resumes

WEST ALLIS, Wis., Dec. 16. — John Keely, operator of the West Allis Castle, and his brother, have been working in the vaudeville field for two years. They have booked in Wisconsin and Illinois, and will open the new West Allis Castle on Sunday.

Benjamin Wagner, formerly of the West Allis Castle, is taking over the Grazling at the Edgewater Hotel.

Tour Is Underway

DETROIT, Mich., Dec. 16. — The Bowery Night club has made a record when it drew 1,800 patrons. Show is emceed by Charles Carlisle.

Cops Book Booker

On Girls' Charge

Cops book Booker

"Strangling Fear"

Before being strangled, three girls from the same state were killed by their mothers. The bodies were found in the local lookup, where they were left overnight.

The girls' bodies were turned over to police Chief William E. Mark, who said that the three girls had been strangled.

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One of the girls was a factory worker, and the other two were housewives. The factory worker was found with her head held in the water. The other two were found with their heads held in the water.

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The Billboard

December 23, 1939

NIGHT CLUBS-VAUDEVILLE

Club Talent

New York City:

JACQ. BALDWIN begins his return engagement at the Selma Plaza Hotel tonight (12)... SALLY KING goes out to the Royal Barley by Ed Riley. . . . SALLY KELLY is in Carroll's Club. See her picture at the Hotel Country Club, Valley Stream, L. I., N. Y.

Chicago:

BENJAMIN Y. VINCET, Gertrude Nieslen and Paul Draper top the Chevy Parelle holiday show, opening December 26 at the Motor Inn Hotel, Chicago.

Here and There:

TOM AND MICKY HARRIS are playing and working in the floor show at Bill Williams' St. Petersburg, Fla., night club. . . . R. B. WALTERS, who is in Philadelphia, presents a new show at Baltimore, Md., tonight. . . . SALLY KELLY is in her sixth week at the Valley Stream, Calif. Gene, for Jack Lynch, is out at the Shoreham Hotel, Washington. They opened December 24.

RAY STILES, beginning Monday (11), replaces the Jeffrey brothers at the Biltmore Club, Hotel, Pittsburgh, Pa.

T. E. L. C. L. McCARTHY, who is in New York, will be back in Los Angeles, set for 16 weeks.

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NIGHT CLUB REVIEWS

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The possibilities for the next few weeks are to benefit producers, bookers, agents and others concerned with the future of the show business and major indoor fields through the Billboard's coverage of every branch of the field.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" ARE ASKED TO CALL IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For Films

BETTMEYER and BEVERLY CREEKE dance-tune dance in Hollasopps (the Winter Garden, New York). The girls, who look startlingly like capable dancers whose similarity in appearance is only a novelty value in addition to their talent. In the new edition of the show they blossom out better than ever, showing amazing versatily in a long series of numbers. Could be used to excellent advantage in a film musical.

For Hotels

LILIAN DELL...young and lovely singer now appearing at the New York night spot, where she shares the stage with Johnnie Starnes. Shapely and vivacious, she has a real singer's voice that is both sweet and swing numbers. Gets around the floor well and also does a swell job as emcee. Giroflet for a smart hotel spot.

Des Moines Clubs Having Headaches

DES MOINES, Dec. 16... Night club situation continues jittery, with a number of stints being lost through the difficulties.

Night spots, including country locations, are still hampered by 1 o'clock shutter hour, with midnight deadline for a show that succeeds in both sweet and swing numbers. Gets around the floor well and also does a swell job as emcee. Giroflet for a smart hotel spot.

Lynch May Shift To Phila Arcadia

PHILADELPHIA, Dec. 16... Unless negotiations concerning the lease of the Wonderful Ballroom are completed in time for the opening of this swank spot by Jack Lynch may be moved to the Arcadia. Jack Lynch admitted there had been bickeringers on the part of the new proprietors and the Hotel Walton's percentage.

The Arcadia, now operating as a restaurant and tavern, is said to be anxious to obtain Lynch. The business at the Arcadia is still not too good. The Arcadia became a night club in 1942 and closed its doors few months after it obtained from the Arcadia management.

Showboat, Buffalo, Folds After 2 Weeks

BUFFALO, Dec. 16... After a big opening, including a full week of shows, and a large band, Joe Becker's Showboat folded suddenly December 4.

Begemont, who is paid off performers and the band for the second week, and the Arcadia, on which the show included the 10 Milray Dancers, Lane, Edwards and Allen, Helen Brooks, and the Moran Brothers.

Guido and Xwa have returned to New York for a brief stay. Guido left for transportation back, which was originated.

Becker is in town now trying to straighten out the mess.

Biloxi, Miss., Dec. 16... Otis Viel's new night spot on the Mississippi Gulf Coast, is giving out the full works with Joe Valenti and orch.
Catchy Advertising

SHEBOYGAN, Wis., Dec. 16.-Knight Club here has been featuring catchya-setsinger advertising in the form of a diary entry with copy clev-
erly chosen to get the kind of re-
cent start read as follows: "Jeeper Creeper! Can ya imagine—"I'm in-
volvement. How You Can Love!" Last Night we 'Tin Different Spots, Sat. night, at Or Table in the Corner.' "Do You Think
I've Had My Chance of a Harm?" Well, it didn't, nor for I feel as chipsper as a lark—Tru-Is-a. He was 'Always a thing to say' I'm going to have 'Me' and I didn't exactly close my ears to the first part of the song.'

I said, 'I Must Have One More Kiss, Kiss, Kiss, Kiss, Kiss, so I had 'A Kiss in the Dark'! Zowie! What 'Memories'!

Pa. Musicians Sue To Oust Regulation Affecting Niteries

HARRISBURG, Pa., Dec. 16.—An in-
formal attack has been made on the Dauphin County Court by the con-
ference of Pennsylvania cities. The action was taken by local musicians, who have fought the regul-
ating of their business with the court. The court has ordered the shutting down of several night clubs as late as 3:15 a.m.

The musicians have filed a petition, which will be heard by the court, asking for an injunction against the shutting down of night clubs.

The petition states that the musicians have been unable to make a living and that the regulations are unfair.

Good Enough for Society Daughters; Club Pleads

PHILADELPHIA, Dec. 16.—A new defense for the right of a niter
ey club to remain open until 3:15 a.m. was made before the Dauphin County Court.

Maximilian J. Kilmer, attor-
ney for the club, submitted the argument of the club, which is the only niter club in Philadelphia that has been ordered to close at 3:15 a.m.

The attorney submitted the argument that the club is good enough for the society daughters who frequent it, and that it is not a moral hazard.

Talent Agencies

NOEL WESLEY, now associated with Nio Charisse and Johnny Boyle, Holly-
wood, will stage musicals for talent clubs and hotels... L. D. BLANK, formerly with Ed Schenck, has opened an artists' management office in New York under the name of L. D. Blank and Sons, Inc. The agency is at Veterans' Hospital, Newing- ton, N. J., and has an office in New York.

JOHN BALDWIN, who was born in the UK, has returned to the US. L. BERNARD BERNARDI, New York, will book three-day vaude into Chicago and St. Louis, beginning next month. MARY WHITE, an English songstress, will be handled by Wollins and Rose Yager to his staff.

Lockport Sat. Night Vaude Drawing Well

LOCKPORT, N. Y., Dec. 16.—Schine Club, a three thousand with an

intricate, is an exciting vaude show in the city. The show is made up of vaude shows, musicals, and dramatic performances. The show is presented by the Lockport Vaude Show Committee, which is made up of local artists.

The show is presented every Saturday night, and has been running for several years. The show is a popular attraction, and is enjoyed by both locals and visitors.

The show is presented by the Lockport Vaude Show Committee, which is made up of local artists. The show features a variety of talent, including singers, dancers, and comedians. The show is presented every Saturday night, and has been running for several years. The show is a popular attraction, and is enjoyed by both locals and visitors.

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NIGHT CLUBS-VAUDEVILLE

December 23, 1939

For Orchestra Routes, Turn to Music Department

Routes for current week when no dates follow

A

Abbert, Jean (Royal Palm Club) Miami, re.
Abbert, Mike (Royal Palm Club) Miami, re.
Adams, Robert (Demi-Monde Club) NYC, re.
Addis, Edgar (Demi-Monde Club) NYC, re.
Affleck, Lewis (Sympathy Club) Minneapolis, re.
Affleck, William (Sympathy Club) Minneapolis, re.
Afilalo, Ricardo (Rainbow Room) NYC, re.
Agnew, J. (Atchison Club) Columbus, re.
Agnew, L. (Atchison Club) Columbus, re.
Agin, Frederick (Beverly Hills Club) N. Y., re.
Agin, Gena (Beverly Hills Club) N. Y., re.
Aguilera, Eloy (Beverly Hills Club) N. Y., re.
Aguilera, Emma (Beverly Hills Club) N. Y., re.
Aguilera, Ana (Beverly Hills Club) N. Y., re.
Aguilera, Maria (Beverly Hills Club) N. Y., re.
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Review of Units

"South American Nights"

(Reviewed Saturday, December 10, 1939, Columbia Theatre, Alliance, O.)

Harry Clark, for years producer of small units playing the East Coast, had his first show in the West for the first time. This show is the leading show in South America, and has won many awards there. South American Nights is a colorful production, and the audience is always on their feet. The show runs until December 14, 1939.

Major Bowes Fifth Anniversary Revue

(Reviewed Palace Theater, Youngstown, O.)

Major Bowes has engaged some Lyceum and Broadway performers for week ended December 9. This is the fifth anniversary of the show, and is one of the biggest grosses ever. The show was played to a capacity audience for week ended December 9.

Washington in Biz

Still in Doldrums

WASHINGTON—Loew's Capitol, with Barnacle on screen and Cyndy Glenn, also with Jack Benny, played to a packed house for week ended December 9. Also in the program were "The Big Screen, Big Boy" Universal.

The Billboard

December 25, 1939

NIGHT CLUBS-VAUDEVILLE

Para Crushes thru Holiday Lull With 52Cs Others Hit

NEW YORK—Broadway box office started to feel the Christmas pull last weekend. Only exception was the Pullman, which drew $2,000 for week ending December 12, and this was due to the fact that the show was closed down for the holidays. The major event of the week was the opening of "The Great Gatsby," a new Ziegfeld film, which drew $1,000 for week ending December 12.

The Strand did very poorly in its second week of "Madame" and "Kandial," and "Al Donahue's Band" on the stage, with grosses of $1,000 for week ending December 12. Despite this, however, show continues for another week.

"Hellozafire" Ups Milwaukee Average

MILWAUKEE—Hellozafire connected for slightly better than average business at the Riverside Theater, doing $7,000 for week ending December 12. The show is being well received by the audience, and has been playing to capacity houses for the past three weeks.

"Hellafire" Ups Milwaukee Average

"Tellzafire" is being well received by the audience, and has been playing to capacity houses for the past three weeks.

"Tellzafire" is being well received by the audience, and has been playing to capacity houses for the past three weeks.
State Lake, Chicago (Reviewied Thursday Evening, Dec. 15) \nH Available at the State Lakes, Chicago but, unfortunately, a very weak one. A traditional Christmas show that didn't work. The combination of the oldies with the newer material just didn't fit. The audience was warring and the musicians were not on top of their game.

Music Hall, New York (Reviewed Thursday Evening, Dec. 14) \nJudy Canova's Variety Band presented a good show with some solid numbers. The band played well and the audience seemed to enjoy it.

Paramount, Los Angeles (Reviewed Thursday Evening, Dec. 7) \nGlen Gray and His Casa Loma Orchestra put on a good show with some solid numbers. The band's arrangements were very good.

Roxy, New York (Reviewed Friday Evening, December 15) \nShow this week is a combination of Christmas spirit and the usual standard program. The band is in top form and the audience seemed to enjoy it.
The Drinks Are On Me

Broadway's Novelty Sensation

"Think-A-Drink"

Hoffman

The Highest Paid Bartender in the World

Holiday Greetings from

"THE STREETS OF PARIS"

7th Month
8456th DRINK
BRODHURST THEATRE
New York City

Thanks to the Shuberts, Olsen and Johnson and Harry Kaufman

EXCLUSIVE MANAGEMENT
WILLIAM MILLER
RKO BUILDING
NEW YORK CITY
**AFA Votes Not To Dissolve; Continuing as “Social” Club; Members Denounce AGVA**

NEW YORK, Dec. 16.—Instead of voting to disolve at its “Social” membership meeting here yesterday, the American Federation of Actors voted to continue as a social club, after a series of meetings. AFA members gathered at Union Church Hall yesterday and unanimously voted to continue the organization, which was started by the Associated Actors and Artists Council in 1939.

**Whitehead was elected president.**

**“ Didn’t Know” Among Coming Leaders**

NEW YORK, Dec. 16.—No new hit recording appeared on the automatic phonograph this week. So the usual complaints of “nothing to play” were common. At a time when the industry is promoting among the rising crop of juvenile singers, people are saying, “It was a hit, but it’s hard to find.”

**Sherman Leading**

**Booster with 13 Houses, 10 Weeks**

NEW YORK, Dec. 16.—Richard Sherman, local vaudeville booster, is now booking the fifth week in a row. He has 13 houses and two more than any other booster in the East, in the entire state. Mr. Sherman, who was one of the first to see this year, has 10 houses and one half week in the next month. He gets a total of 13 houses, or 10 with two more than any other booster in the East.

**More Vande in Buffalo Area**

BUFFALO, Dec. 16.—Vaudeville has been making a big hit in the Buffalo area, near by, and smaller communities in the area have been busy with their new entertainment. The Schine chain started vaude at its Palace, where the local vaudeville circuit is in operation, with a 10-show, 1000-seat auditorium. A round of the city has been reviewed by the Buffalo Police Department.

**Sherran Had Labele of 13**

Sherran was booked by the Palace circuit for the entire month of December. In the course of the month, the Palace circuit will present two large shows, each a 1000-seat auditorium.

**Most Clubs Cut New Year’s Prices and Hope for Crowds**

NEW YORK, Dec. 16.—New Year’s Eve prices in this local hotel, night clubs and cafés took a slight drop compared to last year, and the cover charge, which made night clubs almost exclusive in former years, is practically extinct.

This year hotel celebrations will pay $2 per person for the transportation, $1.50 per person for the entertainment, and $1 per person for the dance. At the Ambassador was $150, compared to $12.50 this year. The average cover charge varies from $5 per person to $2.50 per person. To Felix Comer’s Monte Carlo, the cover charge is $10 per person, and at the Rainbow Room, $5 per person. The average cover charge for the local hot spots is close to $5 per head, and at the Adelphi, it is $5 per head. At the Rainbow Room, there is no cover charge, but a 35-minute minimum, which includes drinks and dinner, is $5 per person. At the Adelphi, there is no cover charge, but a 35-minute minimum, which includes drinks and dinner, is $5 per person. At the Rainbow Room, there is no cover charge, but a 35-minute minimum, which includes drinks and dinner, is $5 per person. At the Adelphi, there is no cover charge, but a 35-minute minimum, which includes drinks and dinner, is $5 per person.

Penny Relaxes表示，Pennsylvania's blackout of nightclubs next year will be identified by the Liquor Control Board so that talent will be permitted in cities where Sunday entertainment does not conflict with local ordinances.

**5 Pickelled, 1 House Shut in Philly Dispute**

PHILADELPHIA, Dec. 16.—Pickeled entertainers continued as “social” club, continuing as “Social” Club; Members Denounce AGVA

**REMEMBER**

**The Salvation Army In Your Christmas Giving**

**REMEMBER**

The Salvation Army In Your Christmas Giving

**NIGHT CLUBS—VAUDEVILLE**

December 23, 1939

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**Lincoln to Vaude**

LINCOLN, N. B.—Lincoln in 1939 has been rife with picketing. A recent incident, on December 23, 1939, was the picketing of a theater in Lincoln. The theater, which was called the Lincoln Theater, was located at 123 Main Street. The picketing was in support of a strike by the union members who were demanding higher wages and better working conditions.

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**Gardiner Unit for Keup**

GARDINER. Dec. 16.—Eva Markov, chairperson, and five other members of the Gardiner Unit for Keup, were arrested on December 16, 1939, for picketing a theater in Gardiner. The theater, which was called the Gardiner Theater, was located at 123 Main Street. The picketing was in support of a strike by the union members who were demanding higher wages and better working conditions.

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**Laurel, Miss., Club Fire**

LAUREL, Miss., Dec. 16.—A club fire occurred on December 16, 1939, in Laurel, Mississippi, at the Laurel Club. The fire was caused by a short circuit in the electrical system. The fire destroyed one of the club's buildings, which was located at 123 Main Street. The fire also destroyed the club's records and equipment.

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**Phillips Okech**

Phillips Okech was the first African to win a Grammy Award for Best Children's Book Narration. He was born in Kenya and grew up in the United States. Phillips Okech has been a professional voice actor and narrator for over 20 years. He has worked on over 500 projects, including television commercials, audiobooks, and video games. Phillips Okech is a member of the Screen Actors Guild and the American Federation of Television and Radio Artists (AFTRA). Phillips Okech has received several awards for his work, including the Grammy Award for Best Children's Book Narration. He is currently working on a new children's book, which is scheduled to be released in 2022.
5 Strippers, 4
Comics Guilty
In L. A. Arrests

LOUISA, Dec. 15—Five strippers and four comedians from the Polis-
Ble Theatre were convicted on mis-
charge of profanity. The five were
sentenced to 15 days in jail and to
pay a fine of $100 for each.

The defendants were identified as
Bette, Betty, Betty Lou, Dolly, and
Billie, all of whom were charged with
profanity in a performance at the theatre.

They were convicted after a court trial
before Judge Miller. The defendants
were represented by Mr. and Mrs.
Baker, who are attorneys.

The case was brought by the Los
Angeles Public Prosecuting Attorney,
Mr. and Mrs. Green, who are represent-
ing the city.

The trial lasted for two days, and the
defendants were found guilty on all
counts.

The defendants are scheduled to
appear in court on December 20, when
sentencing will take place.

The Polis-Ble Theatre is known
for its wild and Crazy performances,
which have caused considerable con-
troversy in recent months.
Ogle Ends Season; Deep South Is Off

BOAZ, Ala., Dec. 16.—Jimmie Ogle Show closed its season December 11 after running a total of 25 weeks, a full quarter of which were spent indoors. Tent reopened Dec. 11 at winter quarters here. Manager Ogle reports the weather has been off about 50 per cent, and hog prices are about half those of last winter. When Ogle will resume his home season about March 15 was not said.

With the show at the closing were Jimmie Ogle and his parents, Raymond Clark, Robert Anderson, Wiley Anderson and Wilbur Wallis. Miss Lillian Lacy, Bell Tyler, Mabel Clifford and Kara Lee Lacy.

The show will take to the road under canvas in the spring. Ogle reports completion of new wagon and with at least one new truck. Show moved on seven motor units, the past season.

"Uncle Tom" Joins Vanishing Americans

Jeffersonville, Ind., Dec. 16.—Jimmie Ogle's vaudeville companies we used to come across about the country here and there. In those days the horse and buggy, the parlor hanging lamp and the piano were the hallmark of the vanishing Americans. From 1910 to 1920 the writer recollects the following vaudeville companies I saw. The first was the Leon W. Washburn and Sisteen's. All the noon-days shows were placed in the West during the winter. Their acts were performers in the variety shows in the vaudeville. The Leo W. Washburn and Sisteen's were a very famous company in the world, and then were a very famous company in the world, and then also had their own own railroad cars.

It was ten years ago this month that the last Ogle show played this old town. It was the J. S. Krichfield's, John W. Stowers, Dickey & Terry, out of Little Sioux, Ia.; Harrington & Cassady, out of La Grange, and also had their own railroad cars.

The Ogle shows that played under canvas during the same era were Kedell & Krushfeld's and J. S. Krichfield's, John W. Stowers, Dickey & Terry, out of Little Sioux, Ia. Harrington & Cassady, out of La Grange, and also had their own railroad cars.

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Donald Marlwe Show Open Middle of January

JEFFERSONVILLE, Pa., Dec. 16.—Donald Marlwe Show will open here Monday and run for three weeks. It is one of the standbys of repertoire companies, and will be out of town when the advance is made.

Already signed for the cast are Judy Whitehead, Carl Diego, Robert Carney, John Blackmore, John White, Mary Black, and Will Foneek. The show has hit the group, last season was leading man with the Avon-Window Players, and is associated with American Way in New York.

Endhouse Shows (Communications to BILL)

BELL, Calif., Dec. 16.—Nine couples and one solo remain in the Sportland Variety company here, where they are closed for the season. The company, under the management of William Pajke, one-time producer of the Variety Players, Walkers, dancers and skaters participate show. The circus has broken up into three groups. The show is now closed for the season. The company is under the management of William Pajke, one-time producer of the Variety Players. The circus has broken up into three groups.

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NEW YORK, Dec. 16.—Billy Bitzer is a pioneer in 16mm. film. He made his first film in 1912 when he was a cameraman grinding a lens at a camera factory. He shot a film that earned him $18,000,000 to keep the factory open. He started his career by shooting a film for a studio every day. He used to make about 100 films a year, and then he began to make movies. He started making movies for his own company, and then he started making movies for other companies. He made his first feature film, "The Birth of a Nation," in 1915. He then went on to make "Birth of a Nation," "Napoleon," "The Lost World," "The Mississippi Football," "The Great Train Robbery," "The Adventures of Don Juan," and "The Spirit of the Red, White, and Blue." He also directed "The Birth of a Nation," "Napoleon," "The Lost World," "The Mississippi Football," "The Adventures of Don Juan," and "The Spirit of the Red, White, and Blue." He became one of the most successful directors in Hollywood.

Always for 16mm.

"I have always been a 16mm. enthusiast," Bitzer said. "When I was starting out, I didn't have the money to buy a big movie camera. So I started making movies with a 16mm. camera. I realized that if I could make better movies with 16mm. than with bigger cameras, I could make movies for less money. So I started working with 16mm.

"I think 16mm. is a wonderful format," he continued. "It's smaller, lighter, and easier to handle than bigger cameras. It gives you a great deal of flexibility. You can make movies of all different kinds with 16mm. It's a wonderful tool for film-making."

Roadshowmen's Job Unique

"The job of the roadshowman is a unique one," Bitzer said. "He has to be a movie manager, a showman, and an operator. He has to take care of his equipment, rent a theater, and run the show. It's a very demanding job. But it's also very rewarding. I love being a roadshowman."

Continues Experiments

"When I'm working on a film, I always try to experiment," Bitzer said. "I want to try new things, find new ways of doing things. I always try to improve. I don't want to be stuck in one way of doing things. I always want to be trying new things."
NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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

Douglas E. Fairbanks Sr., swashbuckling, hero star of the silent film days, whose romantic personification of male perfection gained him world renown during his time, died of a heart ailment at his home in Santa Monica, Calif., December 13, at the age of 56.

In 1933, after being seen in vaudeville in A. Retrular Prom Missoula, he entered the movies around 1915, and he was starred in more than 30 pictures his first five years in Hollywood. His first big role was in The American, The Maltese Falcon, The Dreyfus Affair and the most famous of all, The Thief of Bagdad. He also appeared in Deception, The Taming of the Shrew and Reaching for the Moon, in 1929 and 1931, making his play signals of a star with a future.

Fairbanks was married three times, his first wife was Beth Sullivan, an actress, the mother of his only child, Douglas Jr. She divorced him in 1918, and in 1920, he married Mary Pickford, and in 1929, he married Charlie Chaplin, Mary Pickford and Chaplin formed the original United Artists Co. to facilitate handling of their individual releases. The organization has proved thru the years one of the most stable, and it is not unlikely that Fairbanks' urge for romantic spectacle was portrayed, first with The Mark of Zorro, then in Robin Hood, The Thief of Bagdad, The Taming of the Shrew and Reaching for the Moon.

His last appearance was in The Thief of Bagdad, in 1924, and he made only one film, The Man Who Played God, after that, having retired to become a sportsman, a writer, and a contract with Warners, to produce films for them. He was a popular favorite at the Shubert office.

Fairbanks was born in Dakota City, S.D., May 29, 1883, and was the son of the late George Fairbanks, a writer, and of the late Anna Fairbanks, who was a famous comedienne. He had been married three times, his first wife being Beth Sullivan, the mother of his only child.

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Matrello Bros.

**Title Restored**

Chiearelli, Matlock have Ham and Eggs name removed; adding seats

**BALDWIN PARK, Calif.**—Dec. 18—Chiearelli and Matlock, producers of Ham and Eggs Circus last season, have added Seats to their new circus title. In 1940, the Ham and Eggs name having become the property of a Boston syndicate the troupe show is now occupying its new winter quarters. A contract has been signed with Al G. Barnes. Circuses quarters and the town of Baldwin Park, which show has been packed away in orderly fashion.

Matlock and a crew of 14 men are rebuilding the trucks and seats. The seats next season will be more like their old seats. Rather than being done in the blacksmith shop at the rear of the main building, several sections of seats have been bought from Ben Wallace, giving them a more finished look.

E. Leeman is in charge of the clerical department, and R. H. Whittman, bowling some new men. Frank Chiearelli at the show is in charge of the property department. He attended the Showmen’s League Convention and visited his folks whom he had not seen for several years.

This show uses its trucks in helping Ralph J. Stone, who is building a new circus quarters. The 27 remaining Hagenbeck-Wallace wagons were hauled over to where the show train is located. All of the cars have been sold in one stock and one flat. Dad Copeland is in charge of the baggage department and the elephants are now at Louis Goebel’s.各项工作 are in full swing.

Matrello Bros. have bought a pole wagon and other equipment. The circus will be in Baldwin Park at the Mission Play House, San Gabriel, Calif., on New Year’s Eve.

**Great Eastern’s Winter Dates Start in Atlanta**

**ATLANTA, Dec. 16—**Great Eastern Circus, traveling from Chicago, will arrive here December 21-22 at City Auditorium under auspices of American Electric. Advance ticket sale indicates that the show will go over big, according to Bert Matthews, publicity agent.

General Manager W. Terry Martin has surrounded himself with a strong cast, the best in both outdoor and indoor show business, including William C. Thompson, chief booker; Charles H. Hambrecht, general agent; Doris Martin, secretary; Douglas J. Spalding, treasurer; William F. Egan, publicity; Tom Martin, advance billing and lithographing; Jack Gardner, Bert Coleman and Joe Fox, publicist and program men.

In the plays acts follows: Andrews, Performing Bears, Lankford’s Concert Band and street parade and a Shadow Show for children, small walkers, club jugglers and contortionists; Jack Wolf, impalement artist; John E. Thompson, clown and aerial act; Billie Lake, aerial act; Miss Wilson, novelty act.

**1939 Circus Season In Review**

Final Results of Favorite Outdoor Performer Contest

Headlines and Important Events and Happenings of the Year

These features will be found in the Holiday Greetings Number Dated December 30

New Series of

Legal Opinions

In the next issue will appear the 2nd of a new series of legal opinions. It will be titled New Legal Opinions. This series appears in the last issue of each year. Levengood, a well-known writer and lawyer.

**Miniature Circus As Hot Springs Reunion Blowoff**

HORT SPRINGS, Ark. Dec. 18—A number of circus performers concluded their annual reunion at the Majestic Hotel here Tuesday, which provided novel entertainment for the other guests. These show folk have been meeting in December at this hotel for the past 10 years. Leaving always stage an attraction of some kind.

The “dot” for this year’s attraction was a raised platform in the Majestic annexe for about 500 miniature circuses and together with a wild animal tent and side shows and circuses, the performers had the opportunity of harnessing the picture. The animals consisted of 65 miniature elephants, 35 lions and 250 monkeys. Mickey Coughlin, of the Ringling-Barnum and Bailey circus, was in charge of the animals.

“A reasonable number of the side shows were dolls that had been known for a long time. The dolls were knoxed from past and present years.

**One Genuine Feature**

However, there was one feature that was genuine—genial giant who stands 12 feet 10 inches. He wears a 22 shoe. He was Cliffe Thompson, who came here this year suffering from a disease and then recovered. He has been coming here each year at this time for the past 16 years.

Thompson is a native of Wisconsin. He is a genuine, genuine giant who stands 12 feet 10 inches. He wears a 22 shoe. He has been an attraction in the circus world for over 14 years. He has a special bed constructed for him, but it was too small, and he was in it all night. He appointed himself official bouncer at the miniature circus and dared any one to start something.

He had no trouble keeping order, because the only trouble was the sun-burned articles passed to him. Thompson is a native of Wisconsin. He is a genuine, genuine giant who stands 12 feet 10 inches. He wears a 22 shoe. He has been an attraction in the circus world for over 14 years. He has a special bed constructed for him, but it was too small, and he was in it all night. He appointed himself official bouncer at the miniature circus and dared any one to start something.

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In addition to Mickey Coughlin, circus representatives who participated in the reunion included: R. R. Hopper, with Ringling-Barnum and Bailey; Fred Kilgore, R. E. Hickey, George Headman, Fred Breton, R. H. Kilgore, Will Morgan and Harry Cenice. The showmen’s representative was in connection with the Ringling-Barnum and Bailey circus in 1900 with Al G. Field’s Minstrels.

**Another Fan Hollers “Hey Rube”**

“I have yet to read anything as frank and true as the piece our ex-circus manager Frank (Doc) Sturte started, wrote for The Billboard of December 16th,” writes a circus fan who asks that his name be withheld. “I have been in show business for years and have discussed the change idea, Ex-circus? You’re right. The North bunch has the old punch and push that made the Ringling-Barnum circus a household word. I believe we will agree that the day of fooling them has gone and we are on the way of being the best. However, about how long before your forecast? If grit and some old ideas were forgotten show business would be better in a short time.

“I visited some of the big carnivals this year. I saw Rubin & Cherry in the State Fair in Dallas. The reason a million people went to the fair was that it was the State Fair and it was our duty to go. Gentlemen, the State Fair and the World’s Fair are nothing but business. What do you want to see? The only thing I like is what the usual show fan was truly interested in seeing—what was that lights on all buildings should have been going as the Centennial Exposition in Dallas.

“Why do the American public so many new and old ideas and you’ll find that no matter how much it is recorded, no one will believe it. It’s true that fair real showmanship and value put on top once and then have new ones out.”

“Mr. and Mrs. R. E. Hickey attended the Iowa fair recently and have been our last two. Des Moines December 11-12 and while there purchased a new house trailer.

**Elephants, Tractors Vs. Baggage Stock**

By ROBERT D. GOOD

The efficiency, or rather inefficiency, of the use of elephants and tractors to haul baggage was the subject of a recent Big Show visited Allentown, Pa., under perfect weather conditions.

A full hour went by before the first train load was put off by a team of elephants. The three sections of rolling stock were unloaded by elephants, hauling service and the passengers wonders why teams were necessary to pull elephants. Roping the cars, beds when one elephant can push or pull the wagons. The old Ferri circus company a quarter of a century ago loaded and unloaded the entire circus in ONE elephant, but took plenty of time to do it.

The remaining sections arrived approximately late, and the afternoon performance started about two hours late and played to a half house. Had the performance started on time, full houses would have been the result.

After playing to a full house in the morning, the elephants were light and the usual dispatch and the wagons pulled to the runs by tractors loaded by tractors, and the last wagon of the 80-car show was pulled away by a team of elephants. A good horse harnessed to a horse, the circus arrived at the point where it could be remedied by carrying a few head of livestock, and not an exception but rather the rule on this occasion.

Tractors and elephants are fine on the same table, because the elephants take two or three good train teams on their back and pull them away quickly. On this score there is no argument, as it has been proved.

The absence of baggage stock on the big show is not the result of its regular patrons to see the performance. It is the result of horse lovers sentimentalizing, but an analysis of the rank and file of patrons shows that a majority of them are what he terms “trucking public” and they are the ones that are keeping the few circuses that are left, the ones that are being sold and given consideration. The barnstormers always and still deserve to be the cornerstones of that great national amusement institution, the Big Show.

**Spiller’s Seals In Truck Smash-Up**

BELLINGHAM, Wash., Dec. 16—(Special) Spiller’s Seals, the only circus of that name, had a smash-up near here last Tuesday. The circus train of 19 cars, anything except the baggage stock, which was demolished when it jumped the rails.

The seals were thrown thru the air for about 70 feet from the place of accident, the report, and they landed in the road and have to have saved them. Theatrical props were hurled thru the air for about 70 feet from the place of accident, the report, and they landed in the road and have to have saved them.

E. Klein, former circus performer, was found dead near the scene of the accident. Shortly after, it occurred, was told in the Bellingham Herald. From the Tower Theater, Kansas City, to the Playhouse Theater, Seattle, Wash.

JOHN LOONEY and E. (Jim) Swearson had novelty and prize candy stands in the Circus in the State Armory, Lewiston, Idaho.
Circuses for December 23, 1939

**Circus Fans**

By THE RINGMASTER

**President**

WILLIAM W. HUBBARD

M. W. BRENNER

THEringmaster

Headquarters

1414 North 15th Street

Des Moines, Iowa

**December 23, 1939**

**Circuses Saints and Sinners**

By FRED P. PITZER

(National Secretary)

**NEW YORK, Dec. 16.—In This Week of The Herald Tribune of December 3 there was a sketch of H. B. Sproul Tent, the master of the Pennsylvania Railroad, and one of the earliest and most enterprising managements of the Kings Tent. The biographical sketch of Sproul was written by William T. Jones and is well written. This is the type we have enjoyed: a fine one of the Century of the circus and pointing inside with his finger. Egan sold a few more boys in El Paso. The tent is busy preparing for its Australian trip, for the newsboys' strike, and for thaw boys in El Paso.

**Performers' Training**

**Gym Likely To Pass**

READING, Pa., Dec. 16.—Great interest is being shown in the announcement that a group of professional managers is preparing to train a new winter quarters of Loring Bros. Circus for sale. It is the only gym in this part of the country that caters to professional persons and it is not certain that any winter quarters of Loring Bros. will be sold.

The dressing was erected about 30 years ago by the Loring family and has been in the family since. It was formerly occupied by the Franklin County Republican Association. The gym has a high ceiling and allows ample room for the work to go on.

Charles Reimenstein, veteran trainer, is the instructor.

**Sweden Indoor Season**

STOCKHOLM, Dec. 9.—In spite of the fact that the district has been open for the indoor circus season, available acts are plentiful and ready to open in Gothenburg December 30.

**Truck and Trailer Legislation**

**Circus Owner Now Farmer**

LONDON, Dec. 12.—Bob Posselt, owner of one of Britain's largest circuses, who has turned temporarily to farming and has purchased a farm in the English countryside, is said to have made a large investment in land to settle for agriculture.

**A Nearly New Hanson Cab and Harness**

Price $1,500.00, or consider the best offer upon which will be made, a large new Hanson cab and harness.

**White Tops**

**The Christmas tree of THE WHITE TOPS**

"When the American Circus Went About," a recent film by Warner Brothers,Single Copy 25c.

**White TOPS, Rochelle, Ill.**

**31**
MRS. MARY DUNLAP, tattooed lady, is at her home in Newbury, Mich.

CHARLES ALDENFELD is home again in West Plains, having the operation at a hospital there.

ELVIN WELCH, elephant man with Russell Bros. Circus, arrived in Kokomo, Ind., recently for the winter.

BOB CLARK, of the Ringling-Barnum circus, addressed the Oceontown, Wis., Krhinlan Club on circus life recently.

WHITNEY VERSTEDE, Baldwin Park Colly, is rebuilding an old circus light plant for a mining man there.

A. A. WRIGHT, leader of the side-show bottleneck Old New York, girl, has returned to Philadelphia for the winter.

RAY BRISON, side-show operator with Sam Doc's Silver Crown, is visiting relatives in Reading, Pa.

BILLY BAILEY, clown cop, is in the toy department of Grant's store, Moline.

MO KISH, clown with Morgan Bros., circus last season, is working in Sears Roebuck store in Youngstown, O., this week.

J. ALEX BROCK, of the Aerial Brock, has returned to his home in Huntington, W. Va., after some two months on the road.

JOHN KRAMER, with Buck Daniel's Circus for the last 15 years, has been discharged from St. Frances Hospital, Reynoldsburg, O., after a five weeks' stay. He is well on the road to recovery.

MARIE DAVENPORT—Note about you and acrobatic ace last season with the traveling show, "Two Boys," is located on the front of The Billboard this week. He has been in the business for 20 years, and he is one of the most experienced performers in the business. He has performed in almost every country in the world, and he has a large following of admirers.

HUBERT CASTLE, jack of wire, performed with the Davenport's Christmas show at Garfield when the show arrived in Columbus, Ga., in December. He is the son of the late Dr. D. W. Castle, and he is one of the best wire performers in the country. He has been with the circus for 15 years, and he is one of the most popular performers in the business.

CIRCUS SULLY last week received a membership card in the National Honor Society of Former Circus Employees. The organization was started by Mr. and Mrs. Frank L. McDaniel, of New York, and it is a group of former circus employees who are interested in the welfare of the circus industry. The organization has a large membership, and it is doing a great deal of good work for the circus industry.

HARRY KYES, circus band leader, is enjoying a delightful rest at Hathorne, Mass., after a hard season. He has spent the winter in the circus, and he is now enjoying a well-deserved rest. He is a member of the famous circus band, and he is one of the best band leaders in the business. He has been with the circus for many years, and he is one of the most popular performers in the business.

A COLUMN-LONG STORY of an interview with Sterling (Duke) Drukenbrod, the well-known cowboy and Deputy Governor of the Minnesota State Fair, was published in The Billboard this week. Drukenbrod is a native of Minnesota, and he has been a circus performer for many years. He is a member of the famous Drukenbrod family, and he is one of the best known cowboys in the business.

Bill Splan Heads Montana-Wyoming Cowboy Association

BILLINGS, Mont., Dec. 16---Montana-Wyoming Cowboys' Association of the National Farmers Union announced Wednesday here recently, elected Bill Splan, of Reed, as president of the association. J. B. S. Reynolds, of Nampa, Idaho, was re-elected as secretary-treasurer.

The association has a large membership, and it is doing a great deal of good work for the cowboys in the state.

Ben Greenough, Red Lodge, Mont., and
AID WARNING IN IA.

Probeavored
On Hiked Values

Legislator charges some fairs not entitled to rate
Class A—more pass talk

DES MOINES, Dec. 18—Legislation and
passes kicked up a lot of discussion this
week. It was generally agreed that some
wise would have been a quiet meeting
at the 31st annual convention of the Fair
Managers Association of Iowa on Mon-
day and Tuesday in the Savy Hotel.

The four-day convention in attendance
of the Iowa State Representative, X. T. Prentis, Mt. At-
Mes, president; W. J. Campbell, presi-
dent; C. H. Lewis, secretary.

Regina's Op Profit

$18,400 in 1939

REINA, Sask., Dec. 16—Gate receipts at
Regina's exhibition were $18,400, as
compared to $18,115.00 in 1938, and paid
admissions totaled 109,419 this year against
111,216 in 1938. It was reported that a Grand-
stand take in 1939 was $27,850, as compared
with $27,000 in 1938. Paid admissions were
$7,577 compared to $7,420 the previous year.
Attendance was attributed to rain on
Children's Day. Other days had better
attendance than any of the previous year.

On President Nate Andrews' report it
was shown how costs had been reduced in
recent years. In 1930 the exhibition was
condensed on cost of $188,600, res-
resulting in loss of $15,500. Thereafter
expenses were reduced until in 1934 cost
(REGINA HAS PROFIT on page 37)

Varied Program Set

For Mass. Conclave

SPRINGFIELD, Mass., Dec. 16—Mass-
achusetts State Fair Association held its
annual meeting at the Hotel Kimball on
Saturday afternoon. A large number of
the largest and most interesting fifteen
years ago. Secretary A. W. Lombard, Boston, is preparing
a program which, it is said, will cover a
month's work in a program in years.

On the pari-mutuel racing at county fairs is expected to come up for
labor discussion. Another subject discussed
was the new bill of lading
(MASS. CONCLAVE ON page 37).

50 Years at Bath Annual

BATH, N.Y., Dec. 16—James Faussett
was honored at a dinner tendered by
officers, directors, past presidents
and secretaries of Steuben County
Agricultural Society, sponsor of Bath Fair
for 50 years. The annual report showed that
the 1939 fair was an outstanding
success, resulting in a net revenue of
$21,000. Cancellation of the fair
was the occasion of giving the
Mary death, paying tribute to his
memory. A well-known writer and lawyer.

Defer Filling Fielder Post

SPARTANBURG, S. C., Dec. 16—Spar-
tanburg County Fair Association re-
lected the death of Dr. purse, Secretary
and president, of the organization here
served on the board. There are the of-
the, that is, the office of Secretary
Paul V. Moore and A. M. A. Law, Treasurer
and secretary. The annual report showed that
the 1939 fair was a
month. The author, Leo T. Parker, is
a well-known writer and lawyer.

New Series of Legal Opinions

In the next issue will appear the 23rd of a new series of legal
opinions. This issue features the
Allegany County Fair. Jessup, Oa. elected presi-
dent of the association
and vice-president. The annual report showed that
the 1939 fair was
month. The author, Leo T. Parker, is
a well-known writer and lawyer.

Pro and Cons of a Two-Bit Gate

As Jotted by Wisconsin's Ammon

Address of Ralph E. Ammon, director
of State department of agriculture
and manager of Wisconsin State Fair,
will appear the 23rd of a new series of legal
opinions. This issue features the
Allegany County Fair. Jessup, Oa. elected presi-
dent of the association
and vice-president. The annual report showed that
the 1939 fair was
month. The author, Leo T. Parker, is
a well-known writer and lawyer.

3. Low admission price builds general
and public popularity for a fair.

4. Low admission price decreases pressure
by making would-be chisellers feel cheap to ask for free admission
when admission price is low.

BIDWORTHAI:

1. A 25-cent State fair gate is favorably
accepted by fair officials who want
case higher admission price.

2. Attendance may become so great
that we have to accept an increase that
and charging more will handle people comfortably.

3. Wisconsin had to close its gates four days out of
nine during the 1939 fair.

4. It is difficult to maintain the prices
once they have been dropped to 25 cents.

5. Advance-sales campaigns are more
successful when admission price is
impossible to give much inducement
by setting sales, which are a major
event of the fair.

CONCLUSION: Wisconsin will con-
with a 25-cent gate. If we had a
50-cent gate at present, however, we
would hesitate to cut it to 25 cents.
Fair Elections
HILLSDALE, Mich.—Hillsdale County Agricultural Society re-elected Howard H. Forbes, president, and R. E. Post, treasurer; H. B. Kelsey, secretary. Eber Allis was elected a director.

ST. JOHN, N. B.—War-time conditions have forced the cancellation of the two marti- fairs being dedicated to women. The assembly of 100 members of the executive and executive-trustee of St. John Exhibition, following the late C. W. Frost, and Mrs. Carrie Miller, was re-elected secretary recently of Maritime Winter Fair, St. John, under the direction of Major A. W. MacKenzie, now on military duty.

BEAVER DAM, Wis.—Be-elected officers of Dodge County Fair Association are C. T. renson, president; Harry Beckner, vice-president; J. F. Malone, secretary; E. E. Frederick, treasurer.

MIONO, Wis.—Green County Fair Association re-elected A. P. Schwone, president; Noah. president; Louis Wollens, vice-president; William Elmore, secretary; William Brown, treasurer.

OSHKOSH, Wis.—Winnebago County Fair Association re-elected A. P. Schroe- ne, president; W. W. Bean, vice-president; T. O. Brown, secretary; Carl Brown, treasurer.

ELMORE, Ohio—President: Charles Demrow, secretary; E. S. Shibley, treasurer.

JAMES CITY, Va.—President: Leak Wilson, secretary; Orville Baugher, treasurer.

MACON, Ga.—President: Coste, now on military duty.

ILLINOIS FAIRS WARNED
December 23, 1939

IOWA FAIRS WARNED
December 23, 1939

NOW BOOKING 1940 DATES

Fair Grounds

COTTOWNWOOD FALLS, Kan.—Chase County Fair Association re-elected T. N. Anderson, president; George Robertson, vice-president; Carl Bailey was re-elected by the board.

Fair Meetings

INDIANA ASSOCIATION OF COUNTY AND DISTRICT FAIRS, January 2 and 3, Clay County, Ind.; William E. Clark, secretary, Franklin.

Wisconsin Association of Fairs, January 9 and 10, Hotel Jayhawk, Topeka. H. E. Bruns, secretary, Menomonie.

MINNESOTA FEDERATION OF COUNTY FAIRS, January 16 and 17, Deshler-Wallack Hotel, Columbus. Miss Don A. Dietrich, secretary.


KANSAS FARES, January 8 and 10, Hotel Jayhawk, Topeka. H. E. Bruns, secretary, Menomonie.


WISCONSIN FAIRS, January 10 and 12, Hotel Jayhawk, Topeka. H. E. Bruns, secretary, Menomonie.


PORTLAND FAIRS, January 24 and 25, Hotel State House, Salem. W. R. Dunn, secretary, Salem.


Nebraska Association of County Fair Managers, January 24 and 25, Hotel, Lincoln. 1. W. Baldwin, secretary, Lincoln.


Nebraska Association of County Fair Managers, January 24 and 25, Hotel, Lincoln. 1. W. Baldwin, secretary, Lincoln.


SECRETARIES of associations should send in their, as- pirations for the fairs.

Secretary of the Leading Free Fairs and Reserves. Send your literature and net salary in first- class mail addressed to the Leading Free Fairs and Reserves. Want Cotton Act for all states, Prestons, and Publicity Men.

A. GREY Productions, Reflector Bldg., Greenville, N. C.

C. D. Moore and L. L. Hall, for their war in combating legislation unfavorable to fairs. Iowa fairs as a whole had a very favorable report. In his opinion, there are more young people attending grandstands than ever before. He said, "there is a noticeable holi- day spirit in the air, and it is not always the case with crowds at the fair." The fairs give the fair manager the edge right from the start, and if he will give them a bang-up show he hasn't counted on the entertainment program is concerned," he said. He regrets the number of complaints of fair secretaries and managers. "It was agreed that such a committee is a necessity, not only for the operating committees for the shows and concessions men to help them in their difficulties against the fairs. On motion of L. L. Hall, the vice-president and secretary was named for the ensuing year.

West National Drawing Cards

In his address President Power thanked the legislative committee, Victor Peter.

Limited Passes Defended

L. R. Clark of the Florida State Board has some pertinent facts about 4-H Club Work and its Benefactors. "Thru 4-H Club work we have been able to bring a desire in the hearts of the young people that we lose 25,000 boys and girls each year. This is bringing the families of 4-H Club boys and girls, caring for themselves, premiums and better cooperation from boys and girls all were under the 25,000. This idea has been considered as Syndergaard, assistant State club leader, of Beaverton, Ore., said, "the name bands was satisfactory. "Don't keep getting the kids to carry out the names long," he warned. "We cut the time the names have in mind and the result was gratifying."
Unjust Name-Band Security Tax' Removal Still Remains a Problem

Paper read by Edward L. Schott, president and general manager of Coney Island Park, Inc., at the annual convention of the National Association of Amusement Parks, Pools and Beaches held in New York, New York, on December 7.

I am the only reader of this paper, which was written by John T. Benson of Cincinnati, an experienced man in tax matters and an able accountant. He has contacted many users of music in the Middle West to find out their method of handling the Social Security tax in its relation to orchestras, and has run down some interesting facts. There is a solution. In this paper he has not attempted to discuss the problem, yet it is one that affects most of us here very materially.

During the last few years the collector of internal revenue, first district of New York City, has collected in his district whom he knew purchased music by the collector of revenue, but not by the collector who has purchased music for the past six years. This was apparently done to determine whether the collector of revenue, as well as other employees, was paid for gasoline and other expenses. The letter of the collector of internal revenue was promptly received at the United States Treasury. It was not written by the department of the Treasury. As was evident by the application of the Social Security tax, which extends to so-called contractors, the purchasers of music, and set forth in the so-called "name" orchestras and "name" business was under the impression that the majority of traveling orchestras were "name" contractors and independent contractors. But they realised, nevertheless, the true significance of the letter, should they be wrong.

As a means of illustrating the importance of getting this tax situation straightened out and, at the same time, giving you the approximate amount of tax liability for the past three years, let us consider a hypothetical case for example: Suppose you have paid approximately $1,500 a week for music, on a 20-week season, for three years. Your tax liability would be:

<table>
<thead>
<tr>
<th>Year</th>
<th>Tax Liability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1936</td>
<td>$750.00</td>
</tr>
<tr>
<td>1937</td>
<td>$750.00</td>
</tr>
<tr>
<td>1938</td>
<td>$750.00</td>
</tr>
</tbody>
</table>

Total: $2,250.00

To start with, the writer of this paper, while he was in contact with the majority of traveling orchestras, visited many of the other orchestras which, it is supposed, have had more success in the past years, and found that they, too, had no successful control over the tax situation. This was a surprise to the writer, who supposed that all orchestras were under the same conditions.

The writer of this paper, while he was in contact with the majority of traveling orchestras, found that the tax situation of the past three years had been very unsatisfactory. This was a surprise to the writer, who supposed that all orchestras were under the same conditions. The writer of this paper, while he was in contact with the majority of traveling orchestras, found that the tax situation of the past three years had been very unsatisfactory. This was a surprise to the writer, who supposed that all orchestras were under the same conditions.
American Recreational Equipment Association

By R. S. UZZELL

With all of our handicaps and emergencies, we never had a more successful meeting in New York. It was an impossible task to pack up forty people and a dinner the night out of the hotel in one afternoon. But for an adjacent room and other things which would make it impossible, we could have gotten all exhibits out of the way of the hotel in one afternoon. Empty cases began to come in soon after noon. These blocked, packed, and set the last of the men who packed up early could not get out until about 4 p.m.

The weather was late but a good one and well attended. George Hamid was the whistle-stop chairman in giving us a good show despite drawbacks.

No More Days

AREA will return to an evening dinner meeting for 1940. It was a great handicap to pull our members away from their work of placing their respective exhibits to attend a meeting at 1:30 p.m. They were urged to come into the meeting in time to hear the business of the day.

The ideal situation is to have them set exhibits during the day, go to their rooms for a wash and a change then come to a dinner meeting. When the meeting is over the exhibits to the night instead of changing back to working clothes.

We did the best we could to meet the convenience of each member with all factors considered.

In 1941 date is set once it will doubtless remain the same. February dates make place available by the shift in Thanksgiving Day upon us. The change is connected with the convention. The registration fee was not clearly understood, that all those attending the convention paid. That is, as many had last cards to present. The change will be made in this feature. If continued in 1940, it will have to be a major one. It is, no one will enter under misapprehension.

New England, Conev, Island, Rockaway Beach, Rockford, Ill., and other adjacent resorts were never so well represented. The weather was one big factor, as many New England park people motored to the meeting.

East and West on Board

All manufacturers who have their own trunks packed and ready to ship are generally on the back of the car, as they go out before the congestion of the white, smoke, and dust is too great. In early and got very near the door which they want to get through. The weather was in such that man sleeps at a convention is a subject. No one knows exactly.

The comptroller of the City of Bridgeport, Conn., looked over and has surely revised his former estimate of manufacturers in the amusement field. His cover was for a Pleasure Beach. He, however, was not a city employee when the part was built nor during several years of its operation. He is disposed to give his concessions a thorough check. He was in the habit of passing the Board of Directors of the Pleasure Beach. He, however, was not a city employee when the part was built nor during several years of its operation. He is disposed to give his concessions a thorough check.

Wallace St. Clair Jones, of William B. Bennett Co., New York, was the late Harry C. Baker on the board of

South Building-Resorts-Pools

Parks-Resorts-Pools

December 23, 1939

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NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business

BENEFICIAL PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)

Due $10

Initiation $10

Seventh Floor, Palace Theater Bidg.

1564 Broadway

New York City

December 23, 1939

The exhibition facilities, he continued, "are not very convincing because the Hotel New Yorker was not designed to handle a convention of our size. It is technically a hotel rather than to lead with them without inconvenience. However, in the wake of very satisfactory results obtained by all those who have used the convention, it is not very convincing to be sure. However, since our exhibitors want complete information, most of the visitors wish to be put on in the most professional way, and one must register. There seems to have been an important date, and for a self move on the part of the sponsors of the show, this date had to be true. The association goes to a lot of trouble to make everything attractive to its exhibitors and guests and its officers till the day when we can sufficiently understand the importance of the show, as the registration fee.

WALLA WALLA, Wash.--Mrs. Ann F. Grant, manager of Walla Walla swimming pool, nine years, was admitted to Seattle. Before coming here she was director and manager of a large pool on the Pacific Coast.
FIRST of two amateur skating carnivals was held in the United States in 1939. The event was sponsored by the Roller Skating Rink Operators' Association of the United States and aimed at developing the sport of roller skating. All national council clubs will be asked to co-operate in the event, which will be held in the junior and senior divisions of New England skate-dance championships.

HARRY HARTFORD'S roller rink in Harriman, Tenn., has been operating for the past 14 months to good business, reports Mr. Hartford, manager. The rink has a 42 by 100-foot maple floor.

BARBARA Hurl Roller Rink, Beaver Meadow, Pa., is under new management and has resumed Saturday night skating parties.

FIRST anniversary of Fleeting Skate Council was observed earlier this month. The council was formed to promote and develop the sport of roller skating. Meetings are held the third Thursday of each month at the Winter Garden Roller Rink, Boston, Mass.

NEWLY elected president of the council is Edith D. Apley, and vice-president is Woodrow W. Hattie. W. C. Co., C. A. Ferguson, and H. R. Peterson, are the council's secretary, treasurer, and associate publisher, respectively.

PINE will be asked to co-operate with the council in the event, which will be held on December 15 for the benefit of the council.

PARESCHATZ during the recent opening of Arcadia Rollerdrome in Walls, Wash., held a dance competition.

THO operating only three nights with two matinees, business to date has been good at Armory Roller Rink, Chicago, reports Bill Hennig, manager. Party bookings are being handled on operation December 15 for remainder of the month.

PARK Roller Rink, Dallas, held the final state championship races on December 10, with attendance of more than 800. After three weeks of elimination, the final teams were A. I. M. and H. M. A. in three classes. A race for 14 laps and one mile was won by F. W. Smith, Marcus Leamer and Jack Johnson, coming second and third, respectively, in Class B. A race was won by William E. H. and Carl Bryant coming in second and third, respectively, in Class C. A race was won by Charles W. Whitman in 5:52; Jack Wilson, second, and Henry Georghi, third. Silver cups were awarded to the winners.

The women's half-mile race, held on December 7 and 8, was won by Mrs. H. C. A. and Mrs. M. C. A. in the morning, and Mrs. A. A. and Mrs. B. A. in the afternoon, representing Chicago and Washington, D.C., respectively. The runners were: Mrs. A. A. (Chicago); Mrs. B. A. (Chicago); Mrs. A. A. (Washington, D.C.); Mrs. B. A. (Washington, D.C.).

DURING Christmas week daily matinee programs will be held in H. H. Little's Leominster Roller Rink, Pitts-

282 P L AT E

nburgh. Candy will be served during the matinee on December 23. Rollerskiies of 1940 opened in the rink on Saturday, December 11, for a six-day run. It was the fourth annual presentation by Leominster's Skating Association, which was organized in 1930. The program featured such attractions as a turkey dinner contest, which was won by Mrs. W. H. Whittaker, of New York City.

THE ROLL-AWAY SKATE CO.
12435 Euclid Avenue, CLEVELAND, OHIO

Favors were distributed at the recent opening of Arcadia Rollerdrome in Walls, Wash.

PARESCHATZ, open on January 6, reports Bill Hennig, manager. New floor is being laid and equipment being replaced.

FINALS in the New England championship races were held in Fred H. Prin-

tburgh. Winter Garden Roller Rink, Bos-

ton, was held on December 7 and 8, with attendance of more than 800. After three weeks of elimination, the final teams were A. I. M. and H. M. A. in three classes. A race for 14 laps and one mile was won by F. W. Smith, Marcus Leamer and Jack Johnson, coming second and third, respectively, in Class B. A race was won by William E. H. and Carl Bryant coming in second and third, respectively, in Class C. A race was won by Charles W. Whitman in 5:52; Jack Wilson, second, and Henry Georghi, third. Silver cups were awarded to the winners.

SPORTS editors were urged to devote space to roller skating as a regular ac-
McLaughlin Forms New Combo; Signs Manning & Nevins

NEW ROCHELLE, N. Y., Dec. 16.—Pete McLaughlin, well-known Eastern comedian, and the noted comedians-actress, Rudolph Valentino, are now associated here this week the formation of a new carnival organization for 1940 to be known as the McLaughlin Shows. Although McLaughlin has been active as a performer for many years, his most recent works have been in the field of management. His new venture will have severe connections with the Eastern carnivals. McLaughlin and Valentino have been long-time friends and will be seen in several appearances together.

Lawrence Seals Fair Contracts

NEW YORK, Dec. 16.—Since closing his show on Armistice Day, Sam Lawrence, owner of the retitled Lawrence Greater Shows, has traveled approximately 1,500 miles on field work for next season. He announced closing of contracts with nine fairs in Virginia and North and South Carolina with five more being considered. These winter quarters will start in early January.

New Series of Legal Opinions

In the next issue we will appear the 29th series of legal opinions. It will be titled "New Legal Opinions" in honor. One of these articles will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

PCSA Auxiliary Has New Roster

Nina Rodgers assumes presidency at annual election—event draws well

LOS ANGELES, Dec. 16.—Annual election of the Ladies' Auxiliary of the Pacific Coast Showmen's Association in the city at 623 1/2 Grand Avenue here on Dec. 15. A complete slate was presented to the club's membership. The new officers are Nina Rodgers, former bank teller, now active in the auxiliary; Mrs. Will Miller, first vice-president; Edith Walpert, second vice-president; and Mrs. Vivian Gornman, secretary.

Retiring officers are Marie LeDour, president; Mrs. Fred Akers, first vice-president; Margaret Farmer, second vice-president, and Fannie Withers, treasurer. Outgoing President LeDour appointed Martha Levine, Nell Ziv and Peggy Forstall, all former presidents, to handle the election. Each of the three was represented by the presiding officers. Nina Rodgers is the new president.

New officers were called upon for brief talks and all responded in grand style. Five new officers were elected to the executive board. The entire program was a complete success.

McLaughlin forms new combo; signs Manning & Nevins

Greater United Showfolk Satter to Winter Homes

LAKEWOOD, Tex., Dec. 16.—After close of J. George Love's Greater United Show, 28-week tour here on December 9, staff and horses and some of the other winter destinations, Manager Love returned to Helltown, near Corpus Christi, where they are now planning for next year. Love will be joined by Mr. and Mrs. Jack Bowers, Publicity and Special Agents Mr. and Mrs. Greater United (on page 45).

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McDonald Is New Secretary Of Lane's Parade of Shows

NEW CANEY, Tex., Dec. 16.—A. A. Lane is the new secretary of the Parade of Shows, said this week, Mr. Smiley has been an agent of Lane's for over ten years and will continue in the same capacity.

Schneck Signs With Burke

EL PASO, Tex., Dec. 16.—J. A. (Jim) Schneck, new showman, has been wintering here since completing the winter season as agent general with Western Shows for several years. This week he was signed as agent general of Frank Burke Shows for 1940.
3000 BINGO

3000 KENO

Showmen's League of America

J. M. SIMMONS & CO.

DOMESTIC BRANDS

INSURANCE

Charles A. Lenz

Missouri Show

LADIES' AUXILIARY

CHICAGO: December 15 - New year got off to a good start with President Frank P. Duffield and Director. Beside with him were Secretary Joe Stritebach and Past President George H. Lang. Joe Glacy, who had been called away on business, Vice-President John N. Blass, Treasurer H. H. Lemon, Directors John B. Davis and Secretaries Dobbert and John Blass. Past Presidents were: George Lang, John R. Dyke, proposed by O. B. McDonald, and elected by vote of the membership. Reinvestments were Louis N. Korte, proposed by Al Fisher and Lou Johnson; George L. Marvel, proposed by M. E. Arthur, and Ray Johnson, by Terence. The applications were received but not acted upon, will be reported on the next meeting.

Current finances were reported in secretarial reports and Chairman John R. Dyke, made a recommendation to the committee, to the effect that the annual banquet be held at the Hotel Sherman for club's membership, in order to pay tribute to club members.

General discussion on the Booster program was recessed.

December 24; in the barn recently, drew a big hand to the Christmas. A program of smaller sets also will be seen, and members' cooperation, especially, and with the help of the board, the club's January 1 meeting, and the annual banquet, will be held at the Hotel Sherman, and be considered. The club's January 1 meeting, and the annual banquet, will be held at the Hotel Sherman, and be considered.
bail, a new member, reported she is much pleased over the club's activity and sociability. President LeoPors had the satisfaction of a moment's applause, as he announced the establishment of a fund for a monument to be placed in the plot of the club's property for the benefit of the club's property, as she is the retiring president. In her acceptance of the committee she thanked the members for their enthusiastic support and expressed her optimism for the success of the fund-raising campaign. President LeoPors has had a successful year,-longing for the additional expense of moving to club's present quarters, and has appointed the Secretary Edith Bullock for the efficient distribution of membership cards as a guardian of accounts during 1939.

Said and heard on election night: President George C. Back, Mrs. Janet Littell, Grace Arthur, Vice-President Mora Bagby, Secretary Edith Bullock, President Margaret Mother, Mrs. Florence Walpert, Rosemary Loomis, Forest Walper, Minnie Rediger, Bobs Miller, Viva Gorman, Vera Downie, Ruby Kirkendall, Toppy Gooding, Lillian Tipton, Pen Reiner, Estelle Hancom, Grace DeSta, Clara Zeiger, Marie LeDoux, Julie Rowan, Addie Butler, Norma Burk, Rita G estate, Eileen Kelly, Helen Schick, and Jeanne Carroll.

Missed on election night: Rose Clark, Mary Clark, Lucille Zimmerman, Ethel McDonald, Rose Douglass, Hazel Berry, Virginia Kline, Edith Bullock, and Sue Dyer.

Heart of America Showmen's Club
Reid Hotel
KANSAS CITY, Mo., Dec. 16—Regular meeting of the club was held Thursday evening, November 18, with Brother Harry W. Hennes, notifying the club of the progress of the new show, was read President Heaton in the absence of President Miller, due to a large attendance. Minutes of the last meeting were approved and the roll was called. Brother Harry W. Hennes, President, made the announcement of the club's present membership and gave an account of the meetings. The club then adjourned to the hotel to make up for the absence of the members. The club then adjourned to the hotel to make up for the absence of the members.

Brother Harry F. Sayre, special events committee chairman, reported every thing is in readiness for the convention. Brother Frank Catt, entertainment committee chairman, reported that the annual Ball and Banquet are in charge and that all arrangements a gathering will attend. The committee will be attended at the Chicago meetings and has returned here. In a letter to Mr. and Mrs. Harold Elliott, Jack H. back, Helen Braistedt, Smith, Mr. and Mrs. Abner Kline, Hulme Schreiber, Tex Clark, and Miss Mabel Hulme, representing the club at the Banquet and Ball.

Mrs. Tom Pacheco and Mrs. J. M. and L. E. Maguire, Misses Dorothy and Jimmy Morrissey, who represented the club at the Banquet and Ball.

Mrs. Tom Pacheco and Mrs. J. M.

OPEN LETTER TO CARNIVAL OR ROADSHOW OWNERS

Gentlemen:
The Billboard has suggested that we advertise our special NEON TRANSFORMERS for showmen. To clinch their argument they asked Mr. B. S. Gerety of the Beckman & Gerety Shows for his frank opinion of Neon Transformers. Please read his reply.

Dear Mr. Joerling:

Replying to your letter of November 11th, requesting our opinion on Neon Transformers, will say...

For years we have experimented with transformers of different manufacturers until we started using DONGAN'S some time ago. Since that time we are replacing all makes of transformers with DONGAN's and are using them exclusively on our show and will soon be 100% powered by DONGAN Transformers. We do not hesitate to recommend them to other showmen who wish the most out of their transformers. If you want uninterrupted performance at a very low cost we recommend that you use DONGAN's Weatherproof Transformers.

In connection with the above wish to state that liberty to quote us as regards our use of these transformers in any way you may see fit.

Sincerely yours,

BECKMAN & GERETY SHOWS
(Signed) B. S. Gerety

Mr. Gerety is a keen business man . . . a great showman. His words are true . . . DONGAN Weatherproof Transformers are built for outdoor shows. We are very glad for this special offer and also to use it to seek the business of other showmen. Write for complete catalog and copy of booklet

"The Old Time Goes to the Circus."

DONGAN ELECTRIC MANUFACTURING CO.

3000-3000 Franklin St.

Detroit, Michigan

"The Dongan Line Since 1900"
CARNIVALS

Midway Confab

By THE MIXER
(Communications to 23 Opera Place, Cincinnati, O.)

SHOW changes make strange bedfellows.

FRANK and EVA HEEZELL report they are spending the winter at ranch in Closeet, Fla.

LLOYD SMITH and wife of Sunset Amusement Co., are wintering in Kewaunee, Ill., in their new car.

RIDE FOREMAN on West Bros. Shows the past season, Harry Drebehthe is spending the off season in Kewaunee.

FRANK J. LEE cards from Laredo, Tex., that he and Mrs. Lee will spend the holidays in Mexico City.

MIDWINTER stall: "Let me see it for just a second. I only want to look thru the Letter "S.""

SPENDING the holidays working in a Cary, Ill., department store as Santa Claus is Roy Tucker.

DIL SPOHLS, Lake Placid, N. Y., has contracted his Eskimo Village with O. J. Bach Shows for 1940. Owner Bach reports:

AFTER a visit with Charles A. Bonfaunt in New Iberia, La., recently Lynn Archer and Bonfaunt went to Jeanerette, La., to visit John R. Ward Shows.

WILLIAM P. (SHO) PAGE, who did not hit the road this season, advises from Huntington, W. Va., that he is doing fair business with his cafe there.

ADAM (POP) ERIE cards from Canal Point, Fla., that he is wintering there and that Mr. and Mrs. Billie Wolfe are with him.

HOLIDAY dinner-hunt to traveling tralelives: If the bird is in the farmer's yard it's a fowl, but what's in the light highway it's a passenger.

—Oscar, the Ham.

KIDDEE RIDE and concession operators on F. P. Hee Shows last season, Mr. and Mrs. John Wood, are wintering in Corpus Christi, Tex.

AFTER a five-week vacation in Texas Grant Chandler and wife, Bobbie, of Goodman Wonder Shows, returned to Little Rock, Ark., for winter.

FORMER SECRETARY of John H. Marks Shows, Grover Altamont, is employed by the State Department of Virginia at Richmond.

WINTERING in Baltimore are Johnny Haddock and wife, Slim the Shadow, living skeleton, and others of side-show note.

DELIBERATIONS of the Cookbook General Association have been taken up by the Hot Stove League in various winter quarters.

OWNER and AUDITOR, respectively, of Patrick Shows, W. R. Patrick and Mrs. Gladys Patrick, are vacationing in Spokane, Wash. Owner Patrick has announced that the organisation has been contracted for a number of fairs and celebrations for the 1940 season, which gets under way in the Washington early next spring. A crew is building new stages, fronts and new lighting systems in quarters.

FORMERLY with J. J. Page and Barnfield's Cosmopolitan shows, Viola Curnow, has his kiddie auto ride in Bayfront City Park, Sarasota, Fla., for the winter.

OWNER-MANAGER of Royal Midway Shows, J. T. McIcellan, is vacationing on his farm in Petersburg, Ind., before returning to quarters in Malvern, Ark.

THEIR former g. a. having joined another show, the Great Sweet Potato Shows will play all new territory next season.

HARRY KIMMEL, pop-core corn, has his de luxe wagon near the post office in Blux, Mis., and reports good business from holiday shoppers.

GIRL SHOW OPERATOR, R. L. (Red) Blakemore, has a new ride in Florida, that he contemplates taking three units on the road in 1940.

BOOING his concession with O. J. Bach Show, S. W. Godsey, who, with Mrs. Delaney, is spending the winter in Clearwater, Fla.

H. L. MILLER cards from Alexandria, La., that he is in Partnership with Frank Davis, and would appreciate reading letters from friends in Corpus Christi, Tex.

CONSISTENCY in advertising. It takes more than a few sheets of paper posted along country routes to let the natives know a show is coming to town.

RAY A. HARTLEY (Diamond Ray), tattoo artist and knife thrower, is operating a tattoo studio in Columbus, S. C., for the winter.

VET SHOWMAN and The Billboard agent- on the road last winter on Frank Wert's World's Wonder Shows, Frank LaGrange, is vacationing with the Miller and Woodwards, wife of showman, Biliposter, at the organisation's closing stand in Fort Worth, Texas. LaGrange recently celebrated his 65th birthday anniversary.

WESLEY BLAIR (Joe Ann LaFrance), concluded a five-week show at Wilber the Wizard and Company in Youngstown, O., Blair says business in Ohio and West Virginia was good.

FINISHING the season in the concessions with Pan-handle United Shows, Danny Ferguson and wife went to Lubbock, Tex., where he is operating in that city.

C. A. (CURLEY) VERNON reports from Bryan, Tex., that he recently had a successful deer hunt to which five deer were bagged for the six members in his party.

B. O. SPALDING, secretary American Association of Showmen last winter was vacationing with friends in Okanogan, Wash., and reports that Funland Shows have been contracted to furnish the midway at the 1940 event.

FRANK ARONI is en route to his farm in Erin, Tenn., for the winter, after closing with Hanity's American Shows and a visit with Dutch Lane in Chattanooga.

PUTTING the last man in the middle every week for poor locations may often lead to a

new lot man—Tape Line Larry, Chaco Lopter.

CLIFF LILES, owner of Park Amusement Shows, is a traveling Southwestern Louisianian this month on behalf of his candidacy for election to the Louisiana State Board of Agriculture.

AFTER CLOSING with Wallace Bros. Shows in Vicksburg, Miss., Mr. and Mrs. M. F. Tillotson went to Hodge, La., where they are beginning work with the latter relatives.

MR. AND MRS. WALTER BROOKS, card from Chicago that they will winter in the week, are in Corpus Christi. Mrs. Brooks is Ethel McDonald and her 17-month-old son, Bonnie Sue, is wintering with the latter relatives.

KURK VAN VLIET, secretary of B. F. Wishard's shows, is vacationing in Garfield, N. J., that the organisation will begin to operate in the 1940 enlarged version of the 1939 set-up.

PAST SEASON with Strates Shows and now wintering in Gideon, Mo., are Mr. and Mrs. Bill Heaton. Heaton is wintering with the latter.

THERE'S a world of difference between gamin' in the days of old and deglamorizing over a midway.—John O'Connell, P. A. Cats & Banner Shows.

PAST SEASON general agent of Sam Spitzenberger and Cole's Exposition, William G. Murray has joined the staff of the Great Eastern Circus, an indoor organisation, which opened in Atlanta.

RACINE (WIS.) COUNTY BOARD of supervisors last week authorized calling for an 88 per day license fee for carnivals or street fairs conducted in that city.

RAY E. TAYLOR letters from B. D. No. 1, Woodstock, Ga., asking information from the lapidary of Dauphiny. Taylor, of Dauphiny, Thompson, Ga., says her mother is not expected to live and asks that she contact Mr. and Mrs. R. J. Rogers.

SERVICE STATION and trailer camp opened near John H. Marks Shows quarters near Union, S. C., has been operated by D. "Father" Taylor, Davis and wife, for eight years. Agent Tommy W. Rice is a winter resident of Marks troopers, reports Wade D. Norman.

DEI AND DOROTHY CROUCH arrived in Norfolk, Va., quarters with Art Lewis Shows, last winter. Lewis and T. W. Anita supervised construction of the new front for their Hell Drivers attractions, reported by the Secret Service agent.

Mr. and Mrs. J. B. SWAFFORD, who closed a successful season with Dickey Palmer Shows last year, are wintering in Boston. The latter is now working in Boston. The latter is now working in Boston. The latter is now working in Boston. The latter is now working in Boston.


**CARNIVALS**

*The Billboard*

December 23, 1939

1939

**EVANS**

**FREE CATALOG**

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago

**EVANS MONEY MAKERS**

Makers of the Finest Dogs, Puppies, & Pups. All sizes. Puppies & Pups. One of the biggest names in the business. Call or write today for a free catalog and more information.

**PADDLE WHEELS**

**GOLD MEDAL SHOWS NOW BOOKING SHOWS AND EVENTS FOR 1940**

Address: OSCAR BLOOM, M.P., P.O. Box 68, Los Angeles, Calif.

**GREAT LAKES EXPOSITION SHOWS NOW BOOKING FOR 1940**

**SANNING in San Antonio**

By Larry Mullins, of Western States Shows.

Since this town is headquarters for Bucykeee and Exposition and Western States Shows, a number of shows are here for the winter. Ideal climate and Battle of Flowers, started early in the spring, are the primary reasons for the gathering. LeMark Hotel, operated by Maude and Charley Jamison, who moved with C. A. Wortham and numerous other shows, seems to be the stopping point of the season. Some showfolk have taken apartments for the winter, while the traiiters are well represented. Ben and Al Block, former concessionaires, are operating a night club in the heart of the city. Johnny and Cleo Graves operate a cafe in conjunction with the club. Also the folks wintering here are Mr. and Mrs. Tony Kistner, Mr. and Mrs. Harry Rodgus, Mr. and Mrs. Benny Klotz, Mr. and Mrs. Howard Money, Mr. and Mrs. Gardenia Lynch, Mr. and Mrs. Arthur and Mr. and Mrs. Sammy Aldrich.

**THE BILLBOARD**

**GOLD MEDAL SHOWS**

**FREE CATALOG**

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago

**GREAT LAKES EXPOSITION SHOWS**

Now Booking Shows for 1940

2647 Chicago Road, Toledo, Ohio

**PAID WHEELS OF ALL KINDS**

Large Models, Small Models and Supplies for all sizes. Every thing for the lot!

**FREE CATALOG**

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago

**FREE CATALOG**

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago

**AMONG HILDEBRAND SHOWFOLK**

who made trips to Mexico to purchase gifts for Cheles, an oil shows playing San Ysidro, Calif., were Mr. and Mrs. Jack Stanley, Mr. and Mrs. W. W. Aufmuth, Mr. and Mrs. L. J. Stanfill, Mr. and Mrs. A. C. Loken, Mr. and Mrs. C. A. Wortham, Mr. and Mrs. C. A. Wortham, and numerous other oil shows. Mr. and Mrs. W. W. Aufmuth, Mr. and Mrs. A. C. Loken, Mr. and Mrs. C. A. Wortham, and numerous other oil shows. Mr. and Mrs. W. W. Aufmuth, Mr. and Mrs. A. C. Loken, Mr. and Mrs. C. A. Wortham, and numerous other oil shows. Mr. and Mrs. W. W. Aufmuth, Mr. and Mrs. A. C. Loken, Mr. and Mrs. C. A. Wortham, and numerous other oil shows. Mr. and Mrs. W. W. Aufmuth, Mr. and Mrs. A. C. Loken, Mr. and Mrs. C. A. Wortham, and numerous other oil shows.

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2647 Chicago Road, Toledo, Ohio

**GOLD MEDAL SHOWS NOW BOOKING SHOWS AND EVENTS FOR 1940**

Address: OSCAR BLOOM, M.P., P.O. Box 68, Los Angeles, Calif.

**ON A WINTER "four" down yonder**

Scene 1. Customer at Chairplane ticket box tenders prestamped postcard for Chairplane Ticket Seller. "I haven't change for that and will have to come back." Customer pays prestamped postcard. Ticket seller returns change with and speaks to ride attendant, who leaves hurriedly with card. Customer is left in the lurch. "What's the delay now?" Ticket seller, "We out of gas."

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West Coast Showfolk Doin's

By WALTON DE PELLATON

LOS ANGELES, Dec. 16—Activities at Pacific Coast Showmen's Association increased daily and plans for the annual Charity Banquet and Ball are progressing rapidly, with Chairman Everett W. Cole and John Pettitt working 10 to 12 hours a day. Among those who have worked on the project are the writer, Harry Chapman, Harold Mock and Rod Macpherson. On Christmas Eve, some have taken on a Christmas atmosphere. Charles Miller is on the road to recovery at his home in Ontario, Calif. Elmer and Rebekah Liscum have returned from an extensive trip and are vacationing for a few days at the British Hotel before leaving for their home town to visit relatives. Mr. and Mrs. Harry Kelly, Kelly Greater Shows, arrived from their tour of California for a week's stand at Ninth and Ford streets.

From the Chicago Daily News

Earl Kelly, Kelly Cheater Shown an arrived at the Bristol Hotel before leaving for Oak Forest. He is to see relatives. Harold Meek and Wee Ogilvie, Kelly Greater Shows, are the writer.

For Imperial Motorized Shows

HOLIDAY GREETINGS TO OUR MANY FRIENDS

DEAR FRIENDS:

Thank you for your interest in our Annual Banquet and Convention—Heart of America Showmen's Club and Ladies' Auxiliary of REID HOTEL, KANSAS CITY, MO.

CHRISTMAS TO NEW YEAR'S Tacky Party Dance, December 30th Banquet and Ball, New Year's Eve MAKE RESERVATIONS NOW. TICKETS $2.50

Showmen's & Fair Secretaries' Convention All Week $1 HUNDREDS OF DOLLARS IN GIFTS (Donated by Manufacturers and Supply Houses)


The Baltimore Sun

The ConjunctionWhere It Happens.

HEART OF AMERICA SHOWMEN'S CLUB

REID HOTEL

KANSAS CITY, MO.

HOLIDAY GREETINGS TO OUR MANY FRIENDS

IMPERIAL MOTORIZED SHOWS

NOW CONTRACTING FOR COMING SEASON

WANT Fun House, Mechanical Show, Monkey Show, Motorrome and other New and Novel Attractions. Dandy proposition for high-class Cook House, Lead Gallery, Costard, Palmitomy, Photo Gallery and legitimate Merchandise Concessions. One more outstanding Free Act to Feature.


On the Evening of December 16, 1939

The Cincinnati offices of The Billboard have on file thousands of resumes, and are always in receipt of the same. There are hundreds of the amusement profession and allied fields. Not a week passes that this biographical data is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard as soon as possible.

Place, Cincinnati, O., the following data about yourself:

Name, age, sex, place and date of birth; home address; number of years in amusement business, or if in allied fields, at what.

If you are Clyde and Trudy Goode...

Lucille King is general agent handling Crocker Shows, 2 E. 130th St. Oakland, Calif. Jerry Mackey and Jimmy Rabin have been frequent visitors, coming in from their interests at The Golden Gate International Exposition.

Wanted by the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 16—The Heart of America Showmen's Club and Ladies Auxiliary banquet, December 11-13 was strictly a men's meeting. A few secretaries' wives attended but most of the women were away. Jack Lindsay, owner of Savery Hotel, where the meeting was held, was at the meeting. As was visiting Mr. and Mrs. William Tunis, who is recuperating from a recent operation at a hospital for emend month. They attended the annual meeting in Oak Park, Mo., Roy Ludington, Harry Harcourt, are Bud Croat, Joe and George Campbell. The meeting was a flea throw of were from many fields. Not a week passes that this organization for the contributions of a space to the said Bill-board Co. be. and the same hereby la expressed.

RESOLVED that the gratitude of the members of Grand Novelty Co. be. and the same hereby la expressed.

ST. LOUIS

ST. LOUIS, Dec. 16—Walter H. Harvey, newly appointed press agent of Fair and Light Shows, is handling several book promotions: Mr. and Mrs. Roger E. Harvey stopped over for several days while en route from Chicago to their home in Kansas City, Mo. Mr. and Mrs. James H. Hooper, Hubby & Cherry Exposition, spent this week visiting relatives and friends here, Mr. and Mrs. George W. Davis, Mr. and Mrs. Floyd Henshaw and Morris Lipsky, all of Johnny J. Jones Exposition, are in town for a few days and will remain for several months. Mr. and Mrs. Jack Downs he, the former general agent of Snap, Greater Shows, arrived in St. Joseph, Mo. during the week. Robert Mansfield reported a good session on the James E. Stratton appreciation Visiting a Visit to The Billboard office Tuesday while en route to Des Moines, O. Saturday (Bob) Mansfield reported a good session on the James E. Stratton appreciation Visiting a Visit to The Billboard office Tuesday while en route to Des Moines, O.

Fred Zochile, last season with Glick's Ideal Exposition Shows, made a business trip here this week from his home in Jackson, Ill. to meet some old and new friends attending the meeting.

Other shows in town are: Oscar Marquardt, former carnival bill leader, but now operator of a string of vaudeville shows in Wisconsin and Missouri and president of Dunklin County Community Fair, Senatobia, Miss. and the San Diego Camelot Fair. Mr. Mayfield, the new manager of the San Diego Camelot Fair, the former midway manager of the Glick's Ideal Exposition Shows, is here for the winter.

Other shows present are: The San Diego Camelot Fair, B. S. (Barnsey) Gerber, Gemstone & Diamond Shows, the W. S. (Beale) Lewis Buckeye Show, R. H. (Rex) Young's Midway Shows, the Glick's Ideal Exposition Shows, and the Glick's Ideal Exposition Shows, all of which are located at the old fair ground in San Diego. The San Diego Camelot Fair, the former midway manager of the Glick's Ideal Exposition Shows, is here for the winter.

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American Carnivals Association, Inc.

By MASS COHEN

BOCHERMAN, N. Y., Dec. 16—Reflected upon the sixth annual meeting of the association recently held in Philadelphia, it was evident that the membership represented at the meeting was growing and that a wider interest in activities of the association, and present program, is making headway in the coming year will see the association forge ahead. It is the desire of the board to welcome membership in the American Carnivals Association, and to direct interested persons to the Triangle Poster Print, of Pittsburgh. Present membership is 1,500.

We were much pleased with the outside interest in the program of the meeting, and hoped that the re-elected directors and the board of directors would have the reaction of our members that the officers were doing their best to make the carnival for our members. The members who were receiving their notices at this office, there should be no action taken unless there is a general interest in the program of the meeting.

Names of the new board of directors, the officers, and the state council as previously appointed, were presented to the board and we are informed the officers who were appointed are making plans for the coming year, and that the 1939 carnival season will be announced as soon as they are finalized.

Los Angeles

LOS ANGELES, Dec. 16—Numerous clowns have been sighted around showtown, including several new Novelties and Christmas articles. The Artesia S. Clarks are at Gilman Hot Springs, while others are camping and enjoying the show. The old-time clown, reported to us as being at the weekly show in the city of Los Angeles, is a benefit of a will of his uncle in Chicago. A new act has been added to the show, a pinata act by a former circus clown. Mayor T. G. Lynch visited from San Francisco, Forest Van Vleck is in El Monte, and the Gage Bros. from the city. The Gage Bros. will be seen in Los Angeles this week. The Gage Bros. have been under contract to the Gage Bros. for the past year. Mr. John T. Bannack is making special arrangements for the show with a local family. Charlie Fletcher came up from the city of Los Angeles, and is extending his contract in the city of Los Angeles. He is setting up a local studio. Charlie Fletcher is a former clown, who has been active in the show business.

CONEY ISLAND, Dec. 16—The show was closed this week. It will reopen on January 1. The show is under the management of H. H. Smith, who closed the show on December 20. The show will reopen on January 1.

Greater United

Mrs. Frank J. Lee left for City of Monterey for the holidays and then made her way to the coast for the remainder of the winter. Mr. Lee left for the coast on December 13. He will return to the city of Monterey on January 1. He will leave for the coast on December 15. The show is under the management of Mrs. Frank J. Lee.

Winter-Quarters News-Gossip

As Reported by Representatives for the Shows

Art Lewis

MORP, L. A., Dec. 16.—After a few days' absence from quarters the writer returned to the city of Los Angeles, where he found that the show was well under way. The show is under the management of Art Lewis, who has been absent from the city of Los Angeles for a few days. The show is under the management of Art Lewis, who has been absent from the city of Los Angeles for a few days.

Motor City

DETOIT, Dec. 15.—Owner—Manager Vic Goodsir of the Detroit, Michigan, is expected to return to the east in about a week. The show is under the management of Vic Goodsir, who has been absent from the city of Detroit for a few days.
INUMAIER.—COOD SOLID TUE.. CAN BRING
[Image 0x0 to 480x648]

The Flying Trapeze—America's newest flying trapeze artist, Miss June Martínez, appeared in public for the first time in Eufaula, Ala., on February 2, where she attracted considerable attention. The flying trapeze is a highly skilled sport that combines acrobatics and aerial acrobatics, and Miss Martínez demonstrated her proficiency in the craft.

Exemption From S. 5
Social Security Act of 1935
This con- version your committee was empowered by resolution to take such appropriate action as may be necessary to protect exempt agricultural fairs from the provisions of the Social Security Act. Your committee is authorized to introduce an exemption for such fairs already exempt, inasmuch as the Committee on Agriculture endorsed the measure, but a number of our members are opposed to the exemption as it now stands. Your committee has agreed to the adoption of an amendment to the Social Security Act which will provide for such an exemption, subject to the appropriate legislation. It is necessary to allow time for the consideration of this amendment.

Protest on Tariff
In March, your chairmen received a protest from the Western Trunk Line Tariff No. 145. According to the protest, the ICC had issued a supplemental tariff and issue a circular, leaving the same unaffected after a number of amendments to the Tariff Act of 1934. Any increase in the revenue accounts of the ICC for the fiscal year ending September 30, 1935, would result in a reduction in the amount of the proposed assessment.

Western Trunk Line Committee
Supplement No. 32 to Tariff 145-D (IC No. A-2862) had for its purpose the protection of our members against unfair competition from live stock shipping and carriage by rail. The committee, after a careful study of the situation, passed the amendment to the Tariff Act of 1934, which the committee believes to be in the public interest. The amendment provides for the establishment of a new rule which would be in effect on file with the ICC.
Advances in Sale Aids

Circus in Exhibition Building here under auspices of the Elks' Club for benefit of Boys' Brigade was attributed to perfect weather, reports L. (Tex.) Miller, who coordinated the show. Heavy matinee business contributed to the 7,900 at the matinee. Total gate was $1,072.20.

Show was staged in three rings, with performances given twice daily. The show included crooked Wagon, with Buck and Judd, and the Mack, with Poodles Hanneford, whose equine princesses and handling of their menagerie was received with praise by WGN. Matinee daily broadcasts from the building by station WGN were presented.

Program included Edmund and Victor Wilson, stout men; Chrisley's Horses, second appearance: Nova's Family of Monkeys, comedy team; Adele Nelson's Elephants; Wadi, high wire; Kansas City High Wire Troupe, aerial bars. The Troupe, under the management of Max Knoke, was handled by John P. Smith, former director of the organization.

In the ring, ad juggling, the act was staged daily, with a morning show on Wednesday and afternoon shows Monday through Saturday.

By the Billboards

The Billboards

December 25, 1939

The Billboard

49

Sponsored Events

Conducted by CLAUDE R. ELLIS

Advances in Sale Aids

Sponsored Events

Conducted by CLAUDE R. ELLIS

Advance Sale Aids

Leviston IOOF Show

The Leviston IOOF Show will be held on December 26, 1939, at the Elks' Theatre. This show is being staged in conjunction with the Elks' Circus promotion. The show will feature a variety of acts, including clowns, fire-eaters, and animal acts.

Local Conditions

Curt Frank of the Portland. Ore., police force, was named the new Portland police commissioner. He succeeds A. J. Wilson, who resigned after a controversy over the handling of the 1939 Portland police strike.

Shorts

SECOND annual six-day indoor circus under auspices of Youngstown (O.) Junior Chamber of Commerce, will again be directed by Dillon-Karen Enterprises. Program will be built around Poodles Hanneford, whose equine princesses and handling of their menagerie was received with praise by WGN. Matinee daily broadcasts from the building by station WGN were presented.

The show is scheduled to run from December 24 through December 30.

National Showmen

Some various features of the season that have been reported:

1. Del Reed, of Reed Bros. Circus, has been elected president of the National Showmen's Association.
2. Ray Miller, of Miller Bros. Circus, has been named general manager of the show.
3. Jerry Lewis, of the Lewis Bros. Circus, has been named to the board of directors of the show.
4. Jack Reardon, of the Reardon Bros. Circus, has been appointed managing editor of the show's publication, the "Circus World."
Pitchmen Get Folding Money As Mechanical Toys Click

Standbys bring cash as new items offer variety in toys that walk, wiggle and wag—topnotchers form nucleus of pitches during pre-Christmas rush.

NEW YORK, Dec. 16.—Pitchmen, door-to-door workers and members of the demonstrating fraternity have been in their seventh heaven these last few weeks, garnering folding money from mechanical toys. The Oh-U Dog is reported still continuum, in doing its bit to increase takes and is joined by the mechanical seal, mechanical monkeys and others. Since the items lend themselves so well to demonstrations, they have an advantage.

While the Oh-U Dog returned with comb and mirror cut in on its popularity, these two items were by means out in a clear field. Introduction of the cloth-covered toy that bobbles up and down and goes into a dressing fashion, which is held on its nose revolved, was reported in top brackets of popularity. Another hit was the playful cat toy, which turns over and over and rolls a ball held in its paws. It has been on board at the Danbury Fair, where it was a smash hit, and the boys reported so realistically that selling was an easy job.

Shoppers Up Biz

The boys took advantage of the large number of Christmas shoppers on street to swell their receipts. While shoppers are always anxious to complete their purchases, they are never too busy to play with the new things on display. The boys have been working overtime, with some of them working most of the time, so realistically that selling is an easy job.

Taxi Sales Up

Reports from the hinterland list the Mark Twain, the Dixie, the Uncle Sam, the Swiss, the Humpty Dumpty and the Broadway Express as being on general sale and doing exceptionally well. The boys, with the large influx of people, have been working overtime, with some of them working most of the time. They reported that the shop is selling at a faster rate than usual.

Free Electric Items

For the benefit of those interested in the electric market, the boys have been giving away free samples of electric items such as toasters, waffle makers and food processors.

Electric Items

Electric items are frequently used in demonstrations, and the boys have been giving away free samples of these items to interested customers. The free items are a popular addition to the demonstration and help to attract customers.

Bingo Record Set

CINCINNATI, Dec. 16.—Bingo receipts for November totalled $200,000 for the first time, Police Chief Eugene T. Sherrill reported in his monthly report to City Manager C. O. Sherrill.

The boys reported more participation in November than October, which was in keeping with the trend in other industries toward the modernization of the casino. The boys have learned that the one feature of the casino that is most attractive to the customer is the variety. The machines are designed to provide a wide variety of games, with the emphasis on novelty and excitement.

The boys have been working to increase the popularity of the casino, and the results have been impressive. The boys have been able to attract more customers by offering a wider variety of games and by providing a more enjoyable environment.

December 23, 1939

By BEN SMITH

Electric Items Sale, Advance Is Nationwide

Last week we commented that the electric manufacturer's suggestion is to think of next year and that he is already beginning a groundwork for development of new numbers for the sales market. It is reported that all manufacturers have some plans in mind for new items for the coming year. The boys have been working with the manufacturers to develop new items that will appeal to the customers.

The boys have been working with the manufacturers to develop new items that will appeal to the customers. They have been able to offer a wide variety of new items, with the emphasis on novelty and excitement.

Candy Deals Streamlined

Sweets in new attractive packages are reported to be coming.

CHICAGO, Dec. 16.—Streamlining of candy deals has been responsible for the increase in business. The boys have been working with the manufacturers to develop new items that will appeal to the customers. They have been able to offer a wide variety of new items, with the emphasis on novelty and excitement.

There have been some changes in the candy market, and the boys have been working with the manufacturers to develop new items that will appeal to the customers. They have been able to offer a wide variety of new items, with the emphasis on novelty and excitement.

It was good news to hear that Cincinnati had the biggest business in the state. The boys have been working with the manufacturers to develop new items that will appeal to the customers. They have been able to offer a wide variety of new items, with the emphasis on novelty and excitement.

At THAT TIME City Manager C. O. Sherrill had been working with the manufacturers to develop new items that will appeal to the customers. They have been able to offer a wide variety of new items, with the emphasis on novelty and excitement.

A Year Ago Cincinnati approved the plan and the boys have been working with the manufacturers to develop new items that will appeal to the customers. They have been able to offer a wide variety of new items, with the emphasis on novelty and excitement.

REVENUE from bingo has seen a variance of uses that no one ever expected.

(See BINGO BUSINESS on page 21)
**Jumbo Pen Sets**

Penmen and dealers are making a money movement, Joseph Kelley reports. The unique combination is especially appealing at this time, for the new Jumbo pens come in two colors. The price offered at this time is $1.95, and the boys have an unusual chance to get something big as Kelley says. The combo is designed for those who want an item they can turn over several times. Since Kelley knows the pitching business so well, the item is the result of many years of observation. Workers are urged to write for price lists.

**Siren Whistle**

Counter card men and others calling on retail trade are offered an unusual chance to call in on Siren Whistle, John Lauterbach Co. reports. Called the most beautiful whistle made, it is making a hit everywhere because it can shriek or whisper. Mounted 12 on an attractive display card, the whistles are offered in black and white and red, and white and blue combinations. The low price and the fast-selling nature of the unique whistle makes it tops for liberal and repeat profit, the company declares.

**Social Security Plates**

Firms handling Social Security plates report that during recent weeks they have had many requests for unusual plates. One firm received a request from a night club for plates to be used for the night when the spot was sponsoring. The special plates are mounted on a list of those invited to the club on that night. The idea clearly increases the possibilities of orders and rates, the firm reports. New types of plates and tags are being introduced on the market.

**Comic Game**

Making Punny Polks is a fascinating new game that is scoring high with prize seekers, Edward L. Morey Corp. reports. Game contains all necessary materials to make faces and figures of characters. The unique effects may be obtained by transposing parts of one figure to the other. A special cup in the game is packed to a lane, and all the figures are being introduced on the market.

**Glamour Apron**

What looks like a top-notch selling number and prize item is the new glamour apron, made of transparent pistol grip by Probes Products Co. It is light in weight, and has an attractive pasty print design. Apron is designed for use as a stand-in for the ads and is offered in assorted colors. Apron is packaged in a attractive glass box and is so amusing it is ideal for gifts or premiums. The firm declares.

**Key Rings**

Key rings and checks have always been popular, and new lines recently introduced are claiming much attention, according to reports. Since nearly every person carries keys of some sort, there are millions of prospects. New prices are available on stamping machines and checks, firms report.
unusual popularity throughout the nation, naturally the boys are rushing to get on the band wagon. Those who were on the alert foresaw the possibilities of the containers and stocked up on them early this month. During Christmas,树木, 儿童 and adults of all ages are flocking to candy deals in the 1940 containers. Since the numbers are enjoying

WHOLESALE MERCHANDISE

December 23, 1939

WIND-UP TOYS

ALL NEW AND

ALL FAST SELLERS

The Toy listed here are best sellers for Pitchman, Window Workers and Distributors, in order of sales. Full catalog 

BB98 George Age .35 Gr. 4.1
BB99 Red Head .40 .4.3
BB110 Glowing Bear (.White) .35 .4
BB111 Glowing Bear (.Black) .35 .4
BB112 Glowing Bear (.Brown) .35 .4
BB113 Glowing Bear (.Brown) .35 .4
BB114 Glowing Bear (.Brown) .35 .4
BB115 Glowing Bear (.Brown) .35 .4
BB116 Glowing Bear (.Brown) .35 .4
BB117 Glowing Bear (.Brown) .35 .4

TERRE HAUTE, Ind.

LEVIN BROS.

SPECIALS FOR NEW YEAR'S EVE

ASST. METALLIC HALOS

BB118 - Tube Confection $8.00 for 100
BB119 - 2 oz. Candy Makers. 4.00 for 100
BB120 - 1 oz. Candy Makers. 4.00 for 100
BB121 - 2 oz. Candy Makers. 4.00 for 100
BB122 - 1 oz. Candy Makers. 4.00 for 100
BB123 - 2 oz. Candy Makers. 4.00 for 100
BB124 - 1 oz. Candy Makers. 4.00 for 100
BB125 - 2 oz. Candy Makers. 4.00 for 100
BB126 - 1 oz. Candy Makers. 4.00 for 100
BB127 - 2 oz. Candy Makers. 4.00 for 100

NEW YORK, Dec. 16.—Pitches are reported to be stocking noisemakers, confetti, serpentines and balloons in preparation for New Year's Eve. New line of noisemakers have been introduced and novelty workers are anticipating a banner year for both. While the curfew halted New Year's Eve celebrations, workers are looking forward to the gala parties which will welcome 1940.

In addition to new lines of such novelties as rattles, horns and bells, firms are also offering complete lines of paper hats in all colors and sizes. With such a wide variety available, the boys are stocking up because they sense an unusual opportunity to make cash sales for both parties.

The balloon line this year is reported to be the most complete ever to come out on the market. Introduction of new showerette balloons, which may be used in rooms either low or high ceilings, showing that the limit of blow-ups are lodged on ceilings in large cellophane bags and released in a city, when the idea adds to any party. Prizes may be attached to the balloons and scramble staged when the showerette begins. These may be used repeatedly.

J. A. Kaplan Is New Prexy of Housewares Association

NEW YORK, Dec. 16.—Joseph A. Kaplan, management of Comprehensives Imports, Inc., has been elected president of the Manufacturers' Association of America for 1940. The association, according to Pio English, executive secretary, has progressed rapidly during its eight-year history.

The New Jersey, New York and many foreign countries attending the annual meeting. The association, which had more than 500 exhibitors in the show for the 1940 show, July, are well under way. The number of prize, gift and premium users in attendance has shown 50% increase over the year's show.

BINGO BUSINESS

(Continued from page 50)

grudges the money spent at games. The nation-wide rage for bingo, with support of the public, has reached a high point and churches retire indebtedness.

PUBLIC OFFICIALS approve bingo games, because they are supported by worthy groups for charitable purposes. Now and then reports come in that bingo has been temporarily banned. Investigation shows a vast merchandising binge generally meets with approval of officials. According to reputable organizations, either patriotic, civic, fraternal or religious, full cooperation of authorities is observed.

CINCINNATI has enjoyed approved bingo for a few new and the scheme is working out satisfactorily. Each month reports and adherence have increased. After the initial rush, the popularity of bingo has not reached the point. The scheme which was the first to prove conclusively that it may be carried on, in other places, worked for bingos in that city certainly made a marvelous job and have set an example of how a new form of amusement can be organized.

OUT in Midlothian, Ill., St. Christopher Parish thought of holding a bingo party as a means of raising money for the church, a game was held as an experiment. The result was a revenue of $60 from church money. The church plans to use the money for bingo for its building fund. The experiment was so successful that the committee is now planning a series of bingos to aid the fund.

CANDY DEALS

(Continued from page 50)

gives the new line of the candy and helps increase the appeal, the boys are flocking to candy deals in the 1940 containers. Since the numbers are enjoying

NOTICE TO ADVERTISERS

Send Your Advertising Copy for December 30 Issue Early

ON ACCOUNT OF CHRISTMAS HOLIDAY, MONDAY, DECEMBER 25, and the increased size of the issue, necessitating extra forms, all advertising copy for the December 30 issue must be in Cincinatti earlier than usual. All advertising copy for which special position is requested MUST BE IN CINCINNATI by Friday morning, December 22. We will be able to take care of a few ads not requiring special position on Saturday, December 23.

SEND YOUR COPY IN EARLY FOR BEST ATTENTION AND POSITION

BENGOR PRODUCT CO.

LEWIS, 227 W. 22 St., New York City

The Best Values in FUR COATS & JACKETS

The best buys-latest styles

Mornax, Missourk, Florida, New York, California, Massachxsetts, Maryland, Illinois, Wisconsin, Minnesota, New Hampshire,

3.85. 6.00. 125.00

BUY DIRECT FROM THE
Best Bets for Bingo Games and Write for FREE Price List

COHEN & SONS.

145 West 28 St., New York City

REVERSIBLE WOOL RUGS

A manufacturer now offers these rugs in every possible color, with various patterns, and many of them are reversible, which means you can go from one to the other, depending on your fancy, with yearly sales of $100,000,000.00. 10.00 5.00.

J. M. LEWIS LOOMSBY, 525 W. 22 St., New York City

MUSICAL INSTRUMENTS

BENGOR PRODUCT CO.

NEW YORK, N. Y.

1.45. 1.75. 2.50

Our Price Lowest in the Country

Our Price Lowest in the Country

MADE TO ORDER

BENGOR PRODUCTS CO.

107 BROADWAY, NEW YORK, N. Y.
PITCHMEN
A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER
(Cincinnati Office)

GEORGE (Dutch) RAYMOND of Portland, Ore., is reported to have been killed in an auto accident near Ashton, Ida., recently. George Phillips, driver of the car, escaped serious injury.

MEMORIES: Who remembers the corner at Green and Madison streets, Chicago, long long ago, when 14 pitchers worked out of the same two-footed barrel and the salesmen kept almost all their receipts?

AL WALEN... is working sharpeners in a theater door.

JOHNNIE VOOGHT is around Town Falls and Boise, Idaho, with mean, working in full Indian costume. He is reported doing well.

T. D. SENATOR ROCKWELL and his partner, Stewart, of condenser fame, are headed for Portland, Ore., for Christmas. Rockwell says they have been making home auction sales to fail business in the eud country.

PITCHMEN'S SAYING: "My needle threader is used and inserted in every large school for the blind from Coast to Coast."—Art Cos.

BILL GALLANT is working shoe polish in O. C. Murphy's store, Pittsburgh, where he is reported good. He has an open with wallets for Christmas.

STANLEY NALDRETY is working in McLean's window in Birmingham, Ala., until Christmas, after which he says he has 15 weeks booked in Southern territory, opening in Atlanta.

"BILLY (THE KID) DIETRICH has gone to Arlington, Va., to the tobacco market, leaving the Shenandoah Valley in my care," ponders Jack "Bottle" Stover from Harrisonburg, Va.

INDIVIDUALISMS is the chief difference between a pitcher and a salesman. The salesman uses no crew manager to map out the day's work for him and fewer of the articles he passes out are benefited by expert seasoning. His sales talk alone must do the trick.

DOCTOR VICTOR LUND is working in the Pipe Department of the Pipe Desk, a license agent to the city of Brunswick, Mo., as proof that some pitchers deliberately falsify information. He writes: "A pipe in The Billboard of December 5 states that the license in Brunswick, Mo., was $10.50 per day. (According to the license Lund enclosed the cost was $1.50 plus a 50-cent clerk's fee.) I can't understand why boys and girls should do thin in pipe...".

THE SUCCESSFUL pitchman is the one who continues to maintain the goodwill of all as a part of his trade.

JAMES WALTERS is reported on the Southern Agriculturist in Harrodsburg, Ky.

RUSSEL COATES informs us that Jerry Frank Costes, who died in Princeton, N. J., December 6, was his twin.

WHY ADMIT you are good? Your work will speak for itself.

Pitchdom Five Years Ago

Doc Earl H. Ramsay's Comedy Co. was still playing to good results in the West. Mary Ryan was clicking at St. Matthews, Jack Flowers and Doc Harry K. Kinzeloth, I'll spend Christmas in St. Louis.

WHAT PITCHMAN was it who once defined a pitchman as "a fellow who is too proud to beg, too lazy to work for others and so he stands around on a corner and starves to death?"

COL. MAITLAND is reported to have opened a beadery in Harrison, Ind.

S. D. YOUNG (Button King) is manager of White's Trailer Park, Hopi Hills, P I.

AL ADAMS writes that New Orleans is well represented by the boys, with every available space in the city devoted to their share of the red and white, he says. Adams' spot is being held down by himself, Johnnie Johnson and Doc King of jam fame. Business is reported fair on the spot, but Adams says he will yield it to Pete Corteo, who will open a museum there.

Despite all the business and what tie carrier do and they to tell the city dada how to run their real reason flunotick IP I*6 per dal because 0.210 smart pitclunian 10.50

The Friends of my friends MJT

GET RUGS

AMERICA'S LEADING MANUFACTURERS OF

FEEL RUGS

Lowest Prices, Sample, 10.35. Pepper Pampalos
EASTERN MILLS, EVERETT, MASS.

Falley Men

STANLEY NALDRETY, well-known purveyor of fruit-juice extractors, is seen here making his juice pitch at the Catholic Women's Texas Exposition in the C. Coliseum in Houston. Naldrety is currently holding down the McLean spot in Birmingham, Ala., and may remain there until Christmas.

W HOLESALE MEDICINE-PIPES

The Billboard 53

December 23, 1939

EMERSON.

L. Chapman, Mutants. Ragan, Eddie Would like to ate pipe from Duke Dobbs Bronosicic on my OM, but not DOW. and use common sense when talking from time to time. article. that appear to The Eillboard business and what tie cattier do and they to tell the city dada how to run their real reanon flunotick IP I*6 per dal because 0.210 smart pitclunian 10.50

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W HOLESALE MEDICINE-PIPES
Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are small. Be on the safe side by thoroughly familiarizing not only yourself but your employees with the right and the wrong in this connection. Reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, can be had by sending postage to cover the cost of postage or carp to Order No. 105 in care of The Billboard, 25 Opera Row, Cincinnati, Ohio.

Adrress requests to Editorial Department, The Billboard, 25-27 Opera Place, Cincinnati, O. Please have a permanent address, give your route a week or two in advance. Three copies postage will pay the mailing charge for each copy. If more copies are desired the postage should be figured proportionately.

When sending 9 copies in postage-for 15 copies of the reprint, Leo G. Spitzel, manager of the store, has refused the offer and wishes to complement you on publishing it. It is something that every fair secretory and showman should have.

HEIDT-SLAUGHTER — Horse Head, daughters, author and composer, Adolph Slaugher, of New York, in Reno December 24.

HELLER-JOYCE — Harold S. Heller, president Heller Co., Cleveland, Vicky Joyce, 24-year-old musical comedy actress and blues singer, in Las Vegas, Nev. November 23. Bride is former Wampa baby star and daughter of Mannes, opera singer.

HICKS-WHEELER — Thomas Hicks, secretary and counsel of APTAT, and Edith Wheeler, assistant to WTA's president, in Hamilton, O. for a week in December.

JOLLY-IVANS — Thomas E. Jolly, manager of the closed Key Club, and Bebe Evans, hostess at the Spanish Inn, New York City, December 25, in Pine Island, L.I., for the Christmas holidays.

KIMMANN-JENNINGS — Charles Kimmann, well-known New York agent with various George Abbott known as Sandy, the movie dog of Orphan Annie series, and Geraldine T. Jenkins, his wife. stenographer, in Chicago, Ill., for the Christmas holidays.


BIRTHS

A daughter, Nan, recently to Mr. and Mrs. Denny Thompson in City Hospital, New York City, was born to a well-known All-American band leader.

A 1/2-pound son to Mr. and Mrs. Bill Howard December 12 at the New York City, home. Father is president of the Major League Baseball Players Association. Mother, Mamie, is a sister of Bille Shaw, wife of Max Rudnick, another baseball player. An 8-pound boy to Mr. and Mrs. R. F. Diggs at Henry Grady Hospital, Atlanta, Ga., and proprietor of the Great Eastern Omura, in Atlanta. Mr. and Mrs. Leonard Kammer In West Palm Beach, December 12 at the New York City, home. An 8-pound son to Mr. and Mrs. Alexis Ross at New York City, recently. Manager of the Stanley Theatre, in New York City, for the Christmas holidays.

Divorces


Pay Wray, film actress from John Marx, screen comedienne, in Los Angeles December 12. Penny Singleton (Dorothy Mcguire), screen and radio star, from Dr. Leona Seidel, in Los Angeles December 13.
Thrift Talk—No. 3

A CUSTOMER who has been an agent for a thrill unit questions our security in connection with the fire which occurred at the Shaw Circuses. He hints that it is peculiar for us to ask who originated the various stunts which comprise the present-day thrill attractions in an issue of The Billboard. It is true the articles in the Flash, along with a biography of our founder, John Zehndler, which we reproduce here, we are sure that the Stash with meeting most of our stunts. But when it comes to building an exhibition, skill and experience are needed. Our Stash with meeting most of our stunts. But when it comes to building an exhibition, skill and experience are needed. When the customer’s not very subtle ingenue — Hare Editor Hartmann will confirm the stunt — if the stunts.

When and If we become M-errer & change of pollee relating to the thrill attraction. In an Metre semi he deetrola-

The author. Leo T. Parker. is  is matter of record a Southern accent, Shea, English. site

Note. from the Des Moines fair ammone -

To the editor: the Big Pour

An unusual book.

We confidently believe that If a
to the event. It's Lyle W. Halt, secretary tee Wapello

This year, for the first time in seven
to the convention In the Windy City In

We were taken those, In favor of having
to the convention In the asnoe city. and. 000-

And we believe that this will be a reminder
to the hotel in a stagecoach drawn by rota,

Mr. and Mrs. Rubin (Moberg are heeded
circus there are progressing nicely andit looks like it will be a big &Mar.

Mr. and Mrs. Rubin (Moberg are heeded

calls and dished up in an interesting manner.

You would think that Winckley might be mentioned along with the name of Lynch, of the Death Dogs bearing his name. Since Lynch’s picture appeared on the front cover of that issue, with a full-page advertisement on the inside, you would think that he is mentioned. This is the first time that we have mentioned Lynch’s name in the report. Neither of us mentioned Lynch at all.

All of this leads up to the fact that, when it comes to building an exhibition, skill and experience are needed. The stunts for front-cover photos are open to inspection. We have nothing to hide from the customer’s inspection.

The customer, must know, but it
does not mean that he has the friendship of the two principal executives. But, as a matter of addition, I’ll fight with any guy who says I have the friendship of the Mrs. Lynch’s organization, who is the leading attraction in the show. I have reason to believe that
to go by the customer’s inspection.

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Out of consideration for the customer.

In concluding this letter, I would like to say that we are “seriously interested” in information about the origin of the
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L. C. Kelley Signed On Jones Expo Staff

CINCINNATI, Dec. 18.—L. Clifton Kelley signed contracts with Owner E. Lawrence Phillips and other agents to be general agent and traffic manager of the Johnny J. JonesExposition for remains of the opening of the maintenance and general representative of the show, Kelley said.

Since formation of the Amusement Corp. of America and until last month, Kelley had been one of the general agents of the ACA.

GGIE '40 Boosters Await Approval of Referree To Go

SAN FRANCISCO, Dec. 16.—Promoters of the Golden Gate International Exposition on Thursday were granted a continuance until Monday to

Weers Hurt in Auto Crash

NEW YORK, Dec. 18.—W. C. Weer's service fighting for his life in the hospital after suffering injuries sustained late Wednesday night near Manhasset, W. C., was granted the continuance at the behest of the public. The main controversy in the financial plan of the exposition is the additional $125,000 for creditors.

Aided by the promoters, said "it's the first step towards the raising of the funds needed to get the papers prepared. Formal announcement must await Judge Wyman's decision."

L. C. Kelley (continued from page 29)


Nellie, Edna (Walter) Dallas, Tex., 14.00.

O'Brien, Gertrude (Jimmy Kelly) New York, ne. Temple, 10.00.

INSURANCE

Charles A. Lenz

"Showman's Insurance Man"

ATB8 Insurance Exchange, CHICAGO

BARNEY TASSELL UNIT SHOWS

WANT Men and Women to Sell Banners and Exhibit Booths for ten weeks. Banners: 50 by 18; Booths: 4 by 8 feet. Apply to Barney Tassell, 904 Jackson Ave., 1940. Write, call C. M. CROFT, 504 Professional Building, Miami, Fla. Rides, Shows and Concessions, write.

BARNEY TASSELL, West Palm Beach, Fla.

Weers Hurt in Car Crash

CINCINNATI, Dec. 18.—W. C. Weer and his bride, the former Mrs. Ethel Babill, are recovering at this hospital after suffering injuries sustained late Wednesday night near Manhasset, W. C., when the car they were in was caught in the middle of an icy spot on the highway. Mrs. Weer received injuries which are not thought serious, and the young couple were not seriously hurt. The main controversy in the financial plan of the exposition is the additional $125,000 for creditors.

W.C. Weer, 20, was thrown from the car at the scene of the accident, and his wife was thrown to the ground. His wife was hospitalized with injuries, but it is not known if she will be able to Recovery.

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BARNEY TASSELL, West Palm Beach, Fla.

CARNIVAL

(Routes are for current week only as no dates are given. In some instances possibly mailing points are listed.)


BURLING (Hint Circuit Shows)

Barrel of Fun (Lary) Bridgeport, Conn., 17-22; (Second Union) 22-24.

Burling, Dorothy (Mary 356) NYC, 22-24.

Zell, Harry (Silver Star) NYC, 22-24.

Sudden, Charlie (Esses House) NYC, 22-24.

Zellars, Tony (Earl Carroll) Hollywood, ne.

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Crippled Dancer Seeks 100G's for Fall in Theater

BOSTON, Dec. 16—Hearing of $100,000 damage suit against the Keith Massachusetts Corp., was begun this week before Judge Broderick in Supreme Court. The suit was filed by former dancer, Rose Palmer, 27, who alleges she is a hopeless cripple as a result of a fall in a downtown Boston theater.

PALMEN, a dancer in a wheel chair, sued into court in a chair by her twin sister. They now danced in night clubs as a team. The suit is to recover for injuries sustained as a result of the fall. She is registered on Good Friday in 1937. The twin and another sister staged a previous suit in the district court. Since the accident, the plaintiff charges, she is unable to move her arms or legs or to speak.

New Club in Philadelphia

PHILADELPHIA, Dec. 16—Another local novelty is the Stock Club, Dance Club, and a combination of Tom Halligan, enabled by the $100,000 suit filed by the Philadelphia Daily News and Eugene Parker. . . . MOE COSTELLO is supervising house and is due to return to the Century, Brooklyn, within a few weeks.

DELORES JOHNSON, chorus captain at the Century, recently tendered a birthday party recently backstage by producer Paul Moroselli, who also was chief cook. Invited guests were the Century's principal chorus girls and those in the current engagement continue through the week. The party, which was the first of its kind for the Century, was held in the Century's dressing room and was open to all performers.

New York Office

Deb Cobb, Chicago, replaced Lou Powers in the Century's dressing room and was open to all performers.

Liquor Law Eased in Pennsy Towns

PITTSBURGH, Dec. 16—Hotel and night club operators, after complaining for months about the law that limits liquor sales, have accepted the new measure passed by the city council that allows individual communities the option of regulating hours for liquor sales. The measure, which was passed by the council last week, provides that individual communities may establish their own liquor hours, subject to the approval of the county board of medical control.

Madison Club Gets Going

MADISON, Wis., Dec. 16—Ward Williams and Rudy Lencher opened the Double W Club here December 14, featuring a high-class act that was said to be the first of its kind in the state. The club, which is owned by the Hibernia House, Wisconsin Dells, Wis., opened with a large crowd and has been popular ever since.
SUGAR'S DOMINO
(Continued from page 4)
-Sugar Office cannot be acting out of the same hand but for the industry gener-
ally. There is a growing conviction among all the clubs in the industry that the
all other forces fighting the bill are concerned with the welfare of the man-
aged men. And, as the victory is further
we have had to deal with the bill will be
number of the bill's protagonists who are
neal Lamarr instead of whipping the
Hedy Lamarr instead of whispering
that, at last been solved. For al-
Hedra Theater here had been sur-
most secrets of the Hopkinson's po-
the screen. At a recent performance
utry quit talking and Assistant Chief
of Police Riley Cobb began,

One Big Union, HuH?
(Continued from page 2)

member to conduct the examination.

In the wake of the first sign of factionalism, too. The
liberal thinking that has been the bedrock of democratic, is holding secret meetings
and has approached Ralph Whitehead, A., for permission to draft them on his
approach by Perrett and claims that
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No Big Deal

THE BILLBOARD 59

The Outbreak of War in Europe Has Severely Affected the Circus and the Vaudeville Fields in Small Unit Shows, Playing the Country This Week

STOCKHOLM, Dec. II-The outbreak of war in Europe has severely affected the
circus and the vaudeville fields in small unit shows, playing the country this
week. Only one of the four big tent circuses were actually performing, with the
running revues of "music hall" shows, using large numbers of good vaudeville acts,
—but not necessarily vaude acts in its cast. In former years these shows filled the
night under auspices of Variety Club, a native vaude act, a part which the vaude vaute act. The Swedish tap dancers

The outbreak of war between England and Germany complicates the Swedish situation and reduces the prospects of a return to normalcy in the amusement world.

Practically all American acts which have appeared in Sweden in the last few years, have left for New York.

"Ice Follies" for Pitt

PITTSBURGH, Dec. 15, -Ice Follies of 1940 will open 16 performance engagements at the Calumet Arena, Pittsburgh, at night under auspices of Variety Club, a part which the vaude acts will be added to the cast of international stars. Cast includes Evelyn Chandler, Henrie Brock, Shabby Amos, Jimmie and Homie "Paper and Zwec, Osborne Colson, Prick Todd, Fred and Adele Astaire, Jack Legg, McKellen Brothers, Ruby and Maude, David and Martha Mapes, and the 21 Ice Queens. Shows running time is scheduled at two hours, with an early show at 8 p.m. and a matinee to follow at 3 p.m. Current price is $1.10 to $2.30 for reserved seats, $1.60 to $2.60 for bleachers. The troupe is under the management of Milburn and Lewis, legendary manager of Ice Follies. The opening will be a night of gala entertainment, with the easiest to the expected crowds.

Cornell's 9'G One-Nighter

KANSAS CITY, Mo., Dec. 15.—This is a red-hot town for straight legal, ac-
companied by such giants as Benny Goodman, Duke Ellington, and the New York All-Stars, at the Music Hall of the Muny Auditorium here for the last eight months. On December 6, Katharine Cornell in "Lights Up," for Comedy, cleaned up a smash $10,000. Cornell advertised this town for a one-night stand. Top act was manager, Nissen, 35 percent of the crowd.

I Married an Angel grossed $7,800 for a week, with cold weather and rain keeping away a good portion of the expected crowds. Top was $8.30.

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Practically all American acts which have appeared in Sweden in the last few years, have left for New York.

"Ice Follies" for Pitt

PITTSBURGH, Dec. 15, -Ice Follies of 1940 will open 16 performance engagements at the Calumet Arena, Pittsburgh, at night under auspices of Variety Club, a part which the vaude acts will be added to the cast of international stars. Cast includes Evelyn Chandler, Henrie Brock, Shabby Amos, Jimmie and Homie "Paper and Zwec, Osborne Colson, Prick Todd, Fred and Adele Astaire, Jack Legg, McKellen Brothers, Ruby and Maude, David and Martha Mapes, and the 21 Ice Queens. Shows running time is scheduled at two hours, with an early show at 8 p.m. and a matinee to follow at 3 p.m. Current price is $1.10 to $2.30 for reserved seats, $1.60 to $2.60 for bleachers. The troupe is under the management of Milburn and Lewis, legendary manager of Ice Follies. The opening will be a night of gala entertainment, with the easiest to the expected crowds.

Cornell's 9'G One-Nighter

KANSAS CITY, Mo., Dec. 15.—This is a red-hot town for straight legal, ac-
companied by such giants as Benny Goodman, Duke Ellington, and the New York All-Stars, at the Music Hall of the Muny Auditorium here for the last eight months. On December 6, Katharine Cornell in "Lights Up," for Comedy, cleaned up a smash $10,000. Cornell advertised this town for a one-night stand. Top act was manager, Nissen, 35 percent of the crowd.

I Married an Angel grossed $7,800 for a week, with cold weather and rain keeping away a good portion of the expected crowds. Top was $8.30.
MINORITIES

Much is being heard in modern times about the problem of minorities. It seems that the world has not yet learned how to deal with racial and political minorities, and much of the tragedy in the world at the present time may be traceable to the lack of any satisfactory solution to the minority problem.

Perhaps the best that Americans can do as they celebrate the Christmas season is to be glad they can belong to a minority and still be free, and still celebrate the holiday season in their own way.

It might be well also to do some random thinking about the minority issues and groups that exist under the American free system. Fortunately, our two major parties are so well balanced that there is no such thing as a minority for long between them—and the major parties are so occupied with each other that they hardly have time to persecute any of the minor parties that exist in the country. Even religious adherents are divided into so many sects and organizations that there is no general idea of a religious minority being persecuted by a major religious group.

In the field of politics and of public morals, the most interesting thing about minorities is that they develop and promote new ideas, until some of these new ideas finally are accepted by the majority. It is surprising how many of our cherished American ideas were first promoted by a minority.

A conservative newspaper recently sprang a political surprise by pointing out that five of the ten planks in the first radical party platform in the United States had since been enacted into the law of the land—and these laws had been passed by Republican and Democratic administrations. In the melting pot we call America good ideas can grow peacefully until they are finally accepted by all—regardless of where the ideas may originate.

The business world, too, has its minority ideas and there is such a thing as persecution of new ideas and the minor groups that promote them.

The coin-operated machine industry is in the position of a minority business group, with new ideas and devices developed thru the mechanical progress of the age, and coming into conflict with moral ideas and business practices held by the majority.

While the coin machine industry is a minority business group, its cause is also being accepted slowly by individuals and groups in prominent places, who themselves make a powerful minority to help promote the idea of coin-operated machines in a modern world.

A very telling illustration of this fact may be seen in the recent decision of the South Carolina State Supreme Court on the legality of pinball games. The majority decision (three judges) declared the pinball games as licensed under a new State law, passed by a legislative majority, are games of chance.

But the dissenting opinion (two judges), a minority decision, forms the most potent and basic legal argument that has ever been advanced for the tolerant consideration of modern pinball games.

It so happens that in the history of the higher courts of our judicial system the minority or dissenting opinion eventually becomes the opinion of the majority. Due to national attention centered on the United States Supreme Court in recent years, this fact has often been illustrated in the decisions of the highest court in the land. Slowly, the minority or dissenting opinions come to the fore and are finally accepted by the majority in many cases. That is how political and business progress is made. It requires time, but progress is made eventually.

It is disastrous in a business way to individual members of the coin machine industry when their business is knocked out by a three-to-two decision like that in South Carolina. But for the trade as a whole great progress is being made. Two judges out of three in the high court of a State have boldly championed new ideas and new devices in a modern age. There is certainly no evident reason why two judges should thus step forward to defend a minor business. There are political reasons why they no doubt should have kept silent.

But they formed a minority and with typical American courage set forth their own ideas in defense of something that eventually will be accepted by the majority.

The dissenting opinion, in favor of licensed pinball games, as quoted in part in the newspapers, was as follows:

"Of course, all of these machines are potential gambling devices in the same light that all automobiles are potentially 'deadly weapons.' It seems that unlawful acts of third parties (players—Ed.) are used to condemn a machine lawful under the statute and so licensed after investigation by a department of our State government. Nothing inherent in the machine is wrong. Unlawful acts of those who violate another statute are made the criterion of the unlawfulness of the machine. . . ."

"Betting on the side on games of pool, backgammon or chess should not condemn the games, even were they not expressly excepted by the terms of the statute; nor should football be stopped because onlookers wager. Otherwise, the lawful acts of one are condemned by the unlawful acts of his neighbor."

Analysis of the dissenting opinion shows that some very basic principles of Americanism are imbedded in its logic. It suggests that courts should respect the legislatures when a majority of them license and tax modern developments for needed revenue. It suggests that an industry or business should not be condemned as a whole when one or a few violate the accepted statutes or rules. It suggests also that such popular sports as football should not be condemned because betting on the major sports is becoming such a national habit. That dissenting opinion in South Carolina is quite a Christmas present to the amusement game trade.

To the members of the coin machine trade, a business minority to whom I have given my best support in argument and boosting for these 10 years, a real Merry Christmas.
Letter From Ceylon

Colombo, Ceylon,
October 10, 1939.

To the Editor:

Your letter dated July 31 reached today, therefore we could not get any news for publication in our issue of September 30.

Your letter was addressed to Mauro James & Rutherford. This firm has ceased to operate in Ceylon. I understand they still operate in Northern India. Almost all automatic machines in Ceylon are owned and operated by the Ceylon Automatic and Vending Co.

We operate, lease and sell all types of automatic machines and are well equipped to repair them here at our workshop. We offer our services to all repairmen in Ceylon.

Among the various types of machines we operate are the following: Jackpots, tables, Phonographs, grip machines, arcade machines, weighing scales, etc. We have a well-equipped workshop and can handle any repair job.

The scope for operating certain types of automatic games in Ceylon is strictly limited. All machines must be of a non-gambling nature. Jackpots can only be operated when paid or leased by clubs and played by club members only. No payout is allowed and the machines are for amusement only.

There are very few well-equipped workshops in Ceylon and in time we will open one in Colombo and later in San Francisco and Los Angeles.

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Letter From Holland

November 1, 1939.

To the Editor:

I wish to draw attention to the fact that we are the greatest import house in Holland of novelty and amusement games and always consult the advertisements in The Billboard.

We therefore take this liberty to send you enclosed a photo of our manager, P.A. van der Heide, and you would greatly oblige us if in due time you would insert this photo in your magazine.

Awaiting your data by return, and thanking you in anticipation, we remain.

Yours truly,

Rotterdam.

DICK ROOD, in charge of the 1940 Banquet Show, promises that there will be a greater galaxy of gorgeous girls than ever before.


Bargains From Dave Marion

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**GRAND OPENING**
**THURSDAY**
**DECEMBER 28, 1939**
**SQUARE AMUSEMENTS OF ALBANY**
AL. SCHLESINGER
707-709 BROADWAY, ALBANY, N. Y.
FEATURING
ROCK-OLA
SENSATIONAL TEN PINS
Luxury LifeRPHONOGHAPHS
BE SURE TO BE PRESENT FOR LUNCHEON, ENTERTAINMENT, REFRESMENTS—and SEE THE MOST BEAUTIFUL SHOWROOMS IN THE EAST!

**GRAND OPENING**
**FRIDAY, DECEMBER 22, 1939**
NEWARK DISTRIBUTING CO.
107 Murray St., Newark, N. J. (Tel.: Bigelow 2-8828)
JACK BERGER, Mgr.
C'MON IN
RECONDITIONED PHONOGRAPHs

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**Coming Events**

**Annual Coin Machine Convention, Sherman Hotel, Chicago, January**
15 to 18, 1940.
New Jersey Cigarette Merchants' Banquet, February 10, 1940, Hotel Douglas, Newark, N. J.
Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.
Second Annual Regional Show for Northwestern Operators, sponsored by the Minnesota Amusement Games Association, Inc., at the St. Paul Hotel, St. Paul, Minnesota, January 17 to 20, 1940.

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**Acme Remodeling & Parts**
**The New 1940**
**ACME DOME**
$8.95 ea.
FOR 412 AND 616 WURLITZERS
616 COMPLETELY REMODELED AS SHOWN
($29.50 AFTER JANUARY 1, 1940)
WRITE FOR PRICE LIST AND 412 PARTS!
Amusement Machines

December 23, 1939

**NEW LOW PRICE**

**$40.00**

**$40.00**

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**A FEW MORE LEFT**

**GUARANTEED LIKE NEW**

We have a few rebuilt machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay- out. New machines have been gone over from top to bottom, inside, outside; explained. Look for polished, new reel strips, strings or parts where needed, for oper- ation. **15-DAY MONEY-BACK GUARANTEE**

**Write for prices on our complete line of Rebuilt Machines**

**WATLING MFG. CO.**

4640-4660 W. FULTON ST.

CHICAGO, ILL.

Tel. 1001-W. Col. 11068

Cash address: "WATLINGITE," Chicago.

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**SPECIAL!!**

**BRAND NEW FREE PLAY IN ORIGINAL CARTONS**

**FOLLOW UP**

**$52.00**

**WRITE FOR SPECIAL CASH AND CHECKS ON FREE PLAY GAMES**

**SAVE MONEY! GET ON OUR MAILING LIST!**

**George Ponser Co.**

11 EAST RUNYON ST.. NEWARK, N. J.

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Eddie Lane's Bless You is reported by Mike Schoppert, of Modern's record department, as being one of the best selling records of all recordings made of this tune. Earle J. Myers, of Modern's record department, is still leading in the reconditioned field. Despite complaints from some collectors, they believe it will be the biggest year his firm ever has had. The Myers has added three more rooms to the Ponser Newark offices, located at 11 East Runyon St. (remember the Whitfrom, ) is now building those old Seeburg Bay Bites and calling them: "Where is the Hired Girl?" Ivy Orenstein, of Hercules, talks about the 15 offices his firm has for ops on the second floor. "We're also arranging for 24-hour telephone service for the men," he reports.

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**ART COLLECTOR**

Bert Jahn, of Jahn's Amusements, Inc., has gone in for Art with a capital A. The oils and water colors he has in his home would be envied by any collector. "And," says Bert, "talking about art, Genevive Follette is 1940 is one masterpiece of money-making that is bringing in the do-re-mi for ops everywhere in our territory."
**Tobacco Users Dish Out Over $57,000,000 for ’39 Taxes**

Estimate $90,000,000 revenue for ’39—State taxes boosting take

**CHICAGO, Dec. 16.—** Twenty-three States received $57,555,000 in revenue from users of tobacco products, mostly cigarettes. In the fiscal year ended June 30, 1939, according to a report to the Federal Administration of Tobacco Tax Administration.

With the addition of State levies not in force during that period, it is expected that $80,000,000 in income will be produced during the current fiscal year.

The total collected during the past fiscal year was over and above the Federal tax of $580,000,000, plus numerous municipal taxes. The State tobacco tax yield during the 1939 fiscal year exceeded that of 1938 and 1934, higher than in 1938 and $270,000 higher than the 1937 figure.

Significant increased revenues from two States-New York and Rhode Island—collecting tobacco tax for the first time. In 1938 these two States the tobacco tax was in effect only 20 and 30 days, respectively, and not in force during that period. It is expected that the two States will receive at least $3,500,000 this year.

The tobacco manufacturers said they were even greater than the increase over 1937.

Per capita income from tobacco taxes for the fiscal year 1938-1939 ranged from a low of 50 cents in Kentucky to a high of $2 in Louisiana. In nine States the taxes yielded more than $1 per capita, while in 12 States the yields ranged below 12 cents per capita.

The average per capita income was $1.03.

The report said that per capita income is that rates of taxes vary, on cigarettes, from 2 to 5 cents per package. The average State tax on cigarettes, while other gains revenue from other tobacco products as well.

The Federal tobacco tax revenue figure for the fiscal year 1938, which was $1,000,000, was $1,000,000 higher than the figure for 1933.

**Chief Leaves Coin Machine in Cemetery**

From Bluefield, W. Va., Newspaper

Proponents of the theory that coin machines have been a ghost when they recovered the coin machine in a cemetery last night.

There the shiny, red, white and blue vending instrument stood as a New Year's surprise. It is the third time that the machine has been placed under a grave. A resident in the vicinity of the cemetery called attention of the officers to the present condition of the machine.

After it was brought to the police headquarters, it was brought to the public attention.

Later in the evening, O. W. Wygal reported that he had finally disposed of the machine from his car. The machine will be returned to his place of business.

O. W. Wygal reveals that the machine was a Columbia cigarette machine and says: "Doggone, that's the best tobacco story I've heard in a long time."

**Merchandise Machines**

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<tr>
<th>State</th>
<th>Monthly Revenues</th>
<th>Capital Revenues</th>
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<tr>
<td>Alabama</td>
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**Tobacco Tax Collections**

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**Sodamat Opens Offices**

On New York's Fifth Ave.

NEW YORK, Dec. 16.—Jrulius A. Lenner, who has succeeded A. E. Stirner as the manager of the Sodamat, Inc., has announced that his firm has signed a long-term lease for a suite of rooms on the Fifth Avenue, New York, Sodamat, now manufacturing and selling cigarettes, has its headquarters in the building.

The firm expects to extend its operation to the trade at the 1940 convention show in January.

Sodamat, one of the few cigarette companies that does not sell by the case, is said to be ready to meet the demand for all makes, and will be a noted feature at the convention.

**Pace Markets Three New Scales**

CHICAGO, Dec. 16.—Robert F. Sages, sales manager for the A. O. Scale and the Card-O-Scale, has announced the introduction of three new scales.

"The Scale-O-Scale," he said, "has the finest porcelain enameled with chrome alloy, and is a great attraction in any shop. The mechanism is simplified and will give longer service, in my opinion, is the result of precision workmanship and the finest scales of its kind ever built."

"An investment in scales is comparable to insurance—for the investment being made is a service that will pay for itself in a remarkable short time, and will also provide operators with a steady income over a long period of years."

"Our three new scales come in a choice of four colors, red, green, yellow, and black, and are suitable for use in any shop. They have all the features expected of practically propped-smoke type, and are made of the finest materials, and supplemented with the most attractive designs, and will be a feature of any shop today."

"Sodamat, Inc., is said to be the best cigarette company for the money, and you will agree with us that they are the best in the market today."

**Newsweek Comment On Book Venders**

CHICAGO, Dec. 16.—Newsweek, in the issue of December 11, carried a story on the Blue Book Systems, and has reported on the Automatic Library Division of the O. D. Jennings Co.

New Hampshire. "By dropping a coin in a slot, the American reader will be able to buy a book out of a capsule. For the past few months, E. Hakelev-who has had his Blue Books in the machines. Machines have been installed in subway and bus stations, and are also available in other public places. Each machine contains 18 different books, and the books are available in any of the 400 United States post offices. The 40-year-old publisher—cable intervention that the machine is "commercial" to success. In 20 years, he says, he sold 1,000,000,000 Blue Books by mail. With the machine, he hopes to sell 1,000,000 a week and will probably abandon the mail-order business altogether. From a list of 3,000 titles, Hakelev-who intends to cater to the demands of different countries every two months. In the meantime he will write and edit more."
AMUSEMENT MACHINES (MERCHANDISE SECTION)

The new and modern method of vending nuts and confections in sanitary glassine bags was introduced with Jennings In-A-Bag. The public acceptance was immediate — Operators were quick to see its popularity and soon learned that covered on their In-A-Bag were four and five times of the conventional vender.

Jennings' automatic machine has been further improved — in appearance — in mechanical perfection. The entire mechanism is now treated for rust prevention, assuring years of smooth, trouble-free operation.

Get the jump on your competitors. Be the first in your territory to introduce this sensational new sanitary vender.

Write for complete details

O. D. JENNINGS & COMPANY
4309 West Lake Street
Chicago, Illinois

Cigarettes

In-Bag

structors

JENNINGS

VENDS NUTS AND CONFECTIONS IN SANITARY GLASSINE BAGS

Canada Hits at Tobacco Combine

EDMONTON, Alta., Dec. 16 — Motion to quash combine and monopolistic charges against 43 tobacco companies and jobbers made in the Supreme Court were denied in a recent Supreme Court judgment. Charge is that over a period of nine years the defendants have conspired to restrict the tobacco trade to their own advantage.

Over a period of six weeks, five specific charges and 3,000 exhibits were reviewed in the exhibits, and the exhibits were ordered to be admitted.

Following this, the presiding judge reported that all charges and acts in themselves are not illegal provided that evidence of an agreement cannot be shown. They are acts if done by one person or if done by many persons without an agreement or a combination it would be justifiable. It follows from this situation that the statute must define with some particular those acts or matters, which the they are innocent in themselves, nevertheless, when they become the subject matter of an agreement or combination it would be wrong. The position of the judge was that an agreement which existed which unduly limited facilities in respect to the sale of an article in the trade such as tobacco. It is assumed that in certain sectors' limits may have been set on vending machines handling products over which the alleged monopoly was in effect.

OPENS OFFICES

(Continued from opposite page)

machine field, the new year with beverage venders, and knows the possibilities in the beverage vending field. "The mechanical features of Soda enam," claims Levy, "have been consolidated in the new automatic vender, and we have added several improved features. In addition, the beauty of design will attract great attention and fit in the most luxurious location. The offices on Fifth avenue will be appointed with the finest furnishings," he adds.
Good-Will Spirit Reigns Thru Entire Music Field

Ideas of orchestra leaders are appreciated by phonograph operators.

CHICAGO, Dec. 16.—Good-will moves are designed to gain more atten-
tion in music circles here during the next few weeks. Several leaders are
designed to bring the professional music world much closer together for mutual understanding and profit. That the coin-
ning point of public interest in phono-
graphs operates in the field of music.

Art Kassel, orchestra leader, and Toney Dorsey entertained a large group of phonograph operators at a cocktail party this week. Present was present to rub elbows with the operators.

Miraben Has New Remodeling Parts

CHICAGO, Dec. 16.—Reports emanating from the Miraben Co., Chicago, are that an entirely new type of cabinet remodeling job for every type of phonograph is to be made available on the market. According to Ben Luteske, pro-

"The new exclusive plastic effects in cabinets of all grades, the high grade mirable chrome and aluminum trims, have been a great deal of praise for our product. Because of the volume sales, the better grade and workmanship cost not more than or-

Phonograph operators who have already ordered Miraben's machines sub-
sequently ordered the materials and have started instituting cabinet remodeling. Any auditor, every phonograph's appearance is en-

Lee S. Jones to Make Announcement

CHICAGO, Dec. 16.—Among the many transactions that make the phonograph trade a much larger business every year is the annual convention scheduled here December 26 through 29 at the Statler Hotel. This is the largest and most important event in the trade.

Lee was a pioneer in the music field and has been a real promoter of the trade in that field for many years. Following the closing of the 20-year period of prohibition, he entered the music business with the ambition to promote the sale of phonographs.

That rumor would again come on him with the coming season being so far away, it is not expected. No verification of this fact was forthcoming, but the official announce-
ment may be expected. This may be the most important news in the music field for years.

Wisconsin Location Owners Get Break on Phono 'Dance Hall' Fee

MILWAUKEE, Dec. 16.—Waukegan and Racine county owners have amended their dance hall ordinances to provide that spots permitting dancing to phono-
graphs be required to secure a Class C license at an annual fee of $10.

Class C license is required "when dancing is incidental to such other busi-

After all, it gives music operators an ex-

sellent opportunity to earn extra money from their old phonographs for months to come. They are all three of our operators receiving them."

Some members of his band and other entertainers were also present.

What Is Swing?

Operators enjoyed meeting Dorsey per-

A sample of his recent recording of Hell's

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What the Records Are Doing for Me—

In this, the operators' own column, the music merchants of the entire nation have one another to select the biggest money-making records. It is a price by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist, and the type of location the recording pays best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 24 W. Randolph, Chicago, Ill.

Kemmere, N. Y.

To the Editor:

Having been in the phonograph business for about five years I am in a position to say that The Billboard's coverage of the coin machine field has been helpful to me in many instances. Your Record Buying Guide is a very worthwhile column, and its contents most all operators find that I have in judging records from my own use. The operators' own column are without a doubt South of the Border and In the Mood. Both are getting most of the nickelites in the white and colored locations. The former is at its best on the Martin's and Shep Field's discs, whereas the latter does a land-office in the Glenn Miller version.

Oh, Johnny, Oh, is another platter that is destined to do very well for the coin and is still rising, also it is pulling top coin right now. The Andrews Sisters' record is the best on my machines.

I Didn't Know What Time It Was, as played by Jimmy Dorsey, is coming up fast and ought to be on the topnotcher list soon. Jan Savitt's 720 in the Books is another corner and has done much to put Savitt back into circulation. Kay Kyser, who has always been a good bet and is going to go places with his Ky Welts, is also a very money-making record. It is from Kyser's recently released picture and ought to climb up steadily with the showing of the movie at neighborhood houses.

Having an even distribution of colored and other locations I find that popular numbers do as a rule not go over in the colored spots. Any good colored band will draw more regardless of the tune. The Charlatons! I'm Sentimental over You is showing some fine results lately.

Of all the big name bands, I do the most business with Glenn Miller's records, and feel certain his popularity will last. Kay Kyser is always a money-maker as is Benny Goodman, Bing Crosby, who used to be top, is not what he used to be, and his latest record with the Andrews Sisters, Cocktail Blues and Yodelin' Jive, were failures as far as I'm concerned. The Andrews Sisters are fine alone, but did not gain anything in their collaboration with Crosby. The King Spade have been successful with every one of their discs, and especially the latest, My Prayer. Frankie Masters' Scatter-brains came up in a flash, but is now in the recording stage.

General experience has taught me one thing that I would like to pass on to all. Aside from keeping your records up to date and changing them about once a week, be sure to have them always in good condition. A scratchy sounding wren does not help, the phono, can do more harm than not using it at all.

A recent reduction in price of records has helped our business a lot and ought to make for greater profits, for all men in the phonograph field.

FRED VAN DE WALKER
Modern Automatic Music Co.

To the Editor:

Business is holding up better for us than it has in several years. I find our best money makers this month are all included in your Record Buying Guide, with the exception of South American Waltz, as recorded by Benny Kaye, which led the pack.

No. 2 was Oh, Johnny, Oh, with the Andrews Sisters. Kaye's South of the Border, Bing Crosby's Whatta New,

THE EYES HAVE IT: at the offices of the Rock-Ola Mfg. Corp., where the new fluorescent lighting system has been installed. "One purpose for installing this new fluorescent lighting system is to improve working conditions for Rock-Ola employees whenever and however possible," declared H. E. Rock, Rock-Ola comptroller.

Detroit

R. B. OSULAND
Osuland Piano and Radio House

To the Editor:

Judging from the continued popularity of the record South of the Border, by Jimmy Dorsey and others, this number is likely to attain the long-time record of the Beer Barrel Polka, of which it seemed the public would never tire. Other strong numbers around here are Sentimental, by Frankie Masters, and Oh, Johnny, Oh, by Orin Tucker.

I have several colored locations in which it is difficult to get records of the popular numbers. Thus operations are almost in constant demand.

A number of our selections bring out the nickels—and bid fair to become top sellers. ‘A sound time as Little Red Fox and Hello, Mr. Kringle, are tops.

I have many helpful suggestions in regard to records in the letters published in The Billboard and hope my letter may pass some help along to other operators.

FRANK D. NURSE
Operator.

YOUR EARNINGS WITH MIRABEN SUPREME MASTERCRAFT LIGHT-UPS!

YOUR WURLITZER 616 completely assembled at
59.95 each with new fluorescent lights.
YOUR WURLITZER 24 completely assembled at
89.95 each with new fluorescent lights.

Your Wurlitzer only as above (equipped)

WRITE FOR FULL DETAILS
MARIBEN MACHINE CO.
629 Milwaukee Ave.
Chicago, Ill.

The Billboard 67

AMUSEMENT MACHINES (MUSIC SECTION)

December 23, 1939
ATTENTION, OPERATORS! your next big money maker
DICK ROBERTSON'S DECCA RECORD NO. 2926

"Put Your Little Foot Right Out"
LARRY SPIER, INC., MUSIC PUBLISHERS
NEW YORK CHICAGO LOS ANGELES

ANOTHER VOCALION HIT
BY JOHN KIRBY
AND HIS ORCHESTRA

"ROYAL"
From The Billboard
Another Kirby Classic
SIX stellar musicians with a singleness of conception when it comes to swing characterizes the cuttings of John Kirby, who comes thru again on Vocalion with terrific tempo and tootling for Royal Garden Blues.

BLUE"'S"

A Quartet of "Nickel Snatchers"
VARIES RECORDS DOUBLE YOUR TAKE!

0119 WHAT DO YOU MEAN BY LOVING SOMEONE ELSE? F.T. Vocal by Long Thompson
BUG IN MY EAR F.T. Vocal by Peggy Nolen
LANO THOMPSON AND HIS ORCH.
109 TRUMPET BLUES F.T. Vocal by Alton Scott
CHEATIN' ON MY BABY F.T. Vocal by Stev Fritts
THE KORN KOBELERS
6917 SHE REALLY MEANT TO KEEP IT F.T. Vocal by The Entire Ensemble
JOHNNY WESSNER AND HIS MUSIC BOX BAND
YOU'VE GOTTEN IN THE PALM OF YOUR HAND
With Vocal Intro
DICK ROBERTSON AND HIS ORCHESTRA

A MESSAGE TO OUR FRIENDS
Brilliant Music Co.
Announces the Opening of Our New Location in Convention Hall, Detroit. We Are Now Distributors in Michigan and Ohio for
AMMOR RECORDS
A Full Selection in Stock at All Times
BARGAINS IN NEW AND USED MACHINES
All Types Phonographs, Pin Games and Vendors. We Have Ample Parking Facilities
Brilliant Music Co.
4606 CASS AVE.
DETROIT, MICH.

Tip or Money-Making Records
(How Can You Say We're Through?)
GLEN GRAY'S CASA LOMA
(Decca 2777)

Remember what Casa Loma did with "I Cried For You" and "Sunrise Serenade"? Here's another.
BREGMAN, VOCCO and CONN, Inc., 1619 Broadway, NEW YORK

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation next week that have appeared under this heading the week before and have thus become such established successes that they require no further explanation.

Scatterbrain, Frankie Masters, Benny Goodman, Freddy Martin, Guy Lombardo
Oh, Johnny, Oh, Orrin Tucker
South of the Border, Shep Fields, Guy Lombardo, Ambrose, Tony Martin, Sammy Kaye, Hoarse Heidt
My Gray Miller, Ink Spots
In the Mood, Glenn Miller.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

I Didn't Know What Time It Was, Altho this smart love song finds its most natural audience among patrons of class night spots and hotel supper rooms (particularly in New York, where many of its auditors in these places have seen the successful Broadway musical where it came from, "Too Many Girls," it is doing surprisingly well for itself in almost every other type of location. Benny Goodman and Jimmy Dorsey are the recordings getting the greatest amount of attention. This number may never reach the uppermost brackets, but definitely oughtn't to be overlooked by any phonograph operator.

Last Night, Ditto masks can be placed under the last sentence immediately above to produce a pretty accurate picture of the present status of this hit. This is the type of song that complementary nickel snatchers, filling in the background behind their great success with a quiet but constant stream of nickels. Glenn Miller and Bob Crosby are the record attractions here.

Yodelin' Live, This continues to become more perplexing with each passing week. Estimated (and certainly not incorrectly) as one of the biggest hits of the year upon its release,. the song cannot be accounted for by the Andrews Sisters on one record accounting for the prediction—thus far it is the Hit song of the year, and this week's reports add to the surprise and the confusion by inferring that in some locations it's a top song (though elsewhere it is doing just so-so. This number may never reach the uppermost brackets, but definitely oughtn't to be overlooked by any phonograph operator.

Get Out of My Life, This is an instance of how fairly certain that this will not quite reach the heights expected of it, constituting a definite surprise to many in the industry. It is this that gives the offer."Another Kirby Classic" mention above a little more punch.

Bluebirds in the Moonlight, As Paramount begins to release its much-talked-about animated cartoon in technicolor, Gulliver's Travels, it becomes more and more obvious that the country demands to hear this in the Phonograph. Selections are the outstanding numbers from its score. Glenn Miller, Dick Jurgens and Guy Lombardo contribute the prize-winning recordings here.

It's Wonderful, Altho this item has been around for some weeks now, with a fair amount of plugging on the air and its credit, and severe records available, it is still well recommended for Orrin Tucker's group. Come in and hear it. It is a great place to start rolling in the music boxes. It may be just a false start, due to Tucker's current record promise as a result of his release of Oh Johnny, Oh, as the "hot" recording in this week's Nos. 1. It may be wise to get under the needles, at least for Tucker's growing army of fans.

Chico's Love Song, Still drawing an appreciable number of nickels into the boxes is this Andrews Sisters' disk. It's not going to get much more popular than it is right now, but it has proven its ability as a consistent enough puller to have around for another couple of weeks at least.

The Little Red Fox, Out of Kay Kyser's movie, That's Right, You're Wrong, comes a lovely song that the trade expects to be a formidable successor to last summer's smash, Three Little Fishes. It's beginning to attract the attention of phonograph patrons, with Kyser's disk far ahead of the field, which includes Hal Kemp's and Van Alexander's recordings.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These numbers have been particularly recommended by some, or calculated from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Hello, Mr. Kringle, An obviously timely item that is being played around in some phonograph in the Kay Kyser version and will mean the most, naturally, within the next week or two. Silent Night, Via Dax, is also recommended. The Bells of Christmas in one form or another are, of course, profitable ventures at this time.

Carless, A Dick Jurgens recording that is meeting with approval from the nickel-poppers in certain spots. This has the makings of a hit disc and it might be a good idea to prepare.

All the Things You Are, From Jerome Kern's score for the new Broadway musical show, Show Boat, comes one of the most beloved songs Kern ever wrote, and a likely-looking entry for phonograph honors.

Tuxedo Junction, Although popularly dubbed a "hustler," this is another "tipping" classification for the Hawkins swing disk. It appears promising for future hits and, if the signs are correct, it will definitely need a lot of booking in the Phonograph.

Chatterbox, The success of the somewhat similar "Raymond" may be the factor arousing an interest in this one. In Kay Kyser's version this makes likely phono fodder. Watch it.

(Double-disk recordings are purposely omitted from this column)
Larry Clinton
your lucky star
A Larry Clinton Operator Hit!
1941 Johnson Bag
Down Home Bag
Fredy Martin and his Orchestra
8-1096 Banner-Brain, V.R.
A Penthouse for Rent, V.R.
Glen Miller and his Orchestra
8-10527 Oh Johnny, Oh Johnny,
On the Move
Chili-Biri-Bri, V.R.
1941 in the Mood
I Want To Be Happy

What JIMMY DORSEY Records are Doing For—

HANS LINDENBERG
Roth Novelty Co.,
Wilkes-Barre, Pa.

"My Prayer, by Jimmy Dorsey, is exceptionally good."

JIMMY DORSEY
World's Greatest Saxophonist
and his orchestra
featuring Bob Eberly
and Helen O'Connell

DECCA RECORDS
NOW! "MY PRAYER!"

Pennies Ten Tunes on a Record... 75¢
Announces New Recordings of Hit Numbers
... all money-making tunes by big name attractions... direct from our Hollywood Studios.

"Oh, Johnny Oh!
MARTHA TILTON, Vocal

"South of the Border"
CHUCK FOSTER'S ORCH.

"Dark Eyes"
GUS ARNHEIM'S ORCH.

"Scatterbrain"
STERLING YOUNG'S ORCH.

Other Feature Recordings
STOP! IT'S WONDERFUL
TO YOU SWEETHEART ALOHA
IN THE BAY EL RANCHO GRANDE
MY PRAYER ARE YOU HAVING ANY FUN
CHRISTIAN HUBER'S BAND
CAN I HELP IT ST. LOUIS BLUES
WHO DO YOU LOVE LAST NIGHT IN THE MOOD
YOU'RE THE BEST TO ME BODY AND SOUL
I CAN'T BE THE STARSTORM YODER'S JIVE
CHICO'S LOVE SONG
CHICOS SONG
BLUEBIRDS IN THE MOONLIGHT I DON'T KNOW THAT TIME IT WAS

See the money-making PENNY PHONOS now on display at leading dealers. Get a sample machine today... and watch the penny profits pour in.

For name of your nearest PENNY PHONOS dealer, write
CINEMATONE CORPORATION
1107 No. Highland Ave., Hollywood, Calif.

December 23, 1939

AMUSEMENT MACHINES (MUSIC SECTION)
The Billboard

Vicero Phono
Needle Sales Up

P EYTEVILLE, N. C. Dec. 16.- Joe Calcutt, of the Vending Machine Co., reports that the firm's distribution of its automatic phono needle has tremendously increased.

"For the past year, since the introduction of our automatic phonograph needle, the Calcutte have been finding that more and more operators are looking to us for them," declared Calcutt.

"We believe that the ball-bearing-like construction of the Calcuttes points which ride in the grooves like a self-lubricated ball-bearing means not only better tone and more perfect play but also means much less record wear than was ever the case from a phonograph.

"The phonograph needle has played an unusually important part in the success of the automatic phonograph. It is one item that has guaranteed the profitable operation of the best of phonographs and is the one item for which the phonograph operator can order more and more respect as time goes on.

"Our needles have won us more friends than anything else we have ever featured for the phonograph operator and the fact that our distribution continues to increase with every passing day is one very sure sign of the great gains which the Calcuttes have made in the national market.

Philadelphia

PHILADELPHIA, Dec. 16. - Pasadena Novelty Co., country to be deluged with a series of blessed events, Harry Menden-

aeh and Max Brown of the same firm.

Al Roth expects to move into his new home shortly. The house is located in the Oak Lane section.

Jack Kaufman of the K. C. Novelty Co. has just returned from a 10-day trip to Havana. The newlyweds have settled themselves in a center city apartment, and Eddie has resumed work.

Honeymooning is a great institution, according to Eddie Ballin, who has just returned from a 10-day trip to Havana. The newlyweds have settled themselves in a center city apartment, and Eddie has resumed work.

The only real classics of the swing genre are the recordings of foreign masters made for the new war-born Quintets of the Hot Club of France on Rosette. You can take your choice of Confes's-Smoke Rings, Ilustrado-Smoke River or Chasing Shadows-Fate Had My Moments. But the kind of music that brought fame to the similarly styled Adrian Rollins Trio.

No intention is made here to single out any of the sides to the detriment of others, rather picking from the first month's releases at random for it's time and space will allow. The main factor here is that Oberstein's new record label are no longer rumors. And in face of this real competition the competitors will have a difficult time to stand.
Omaha Assn. Beats Pinball Ban Attempt

OMAHA, Dec. 18.—Members of the Omaha Merchants Amusements Association, coin machine operators' organization, won a victory here when the city council voted by a 4-1-1 vote an ordinance which would have declared all pinball machines illegal.

By the same vote the council killed an ordinance which would have repealed immediately a $10 annual license on machines. However, the council did approve an ordinance repealing the tax on April 1, 1940.

The two ordinances declaring pinball machines illegal and repealing the tax immediately were offered by the mayor, only one to vote for them. The April 1 tax repeal ordinance was offered by the police commissioner and carried unanimously.

“Because a few violate the law is no reason to ruin an entire industry,” attorney for the operators declared.

“The members of our association want to obey the law. They have $57,000 invested in Omaha and they employ a good many people. There are no objectionable coin machines in use and the city clerk knows what type machine he is taxing.”

Texas Ops Again Eating Regular, Says Columnist

FT. WORTH, Tex., Dec. 18.—An interesting piece of machine history appeared in the “Fort Worth Press,” a Scripps-Howard newspaper, on Wednesday, December 9, in Jack Gordon’s amusement column. Speaking of coin machines, Gordon had this to say:

“Coin machine men go from gloom to boom and the latest gadget brings joy to sipping dogs. It was on January 20, 1887, and the sun set on a bawling-up, but coin machine operators in Fort Worth. Marble boards had just been booted out of the country.

“Oh well,” shrugged one, ‘eating always ruined my appetite anyway. Maybe a fast will be for the best.”

“Newest gadget just landed in the Pirate’s Cave gives jitterbugs their tinsel feet a virtual tango sensation. The machine gives the dogs such a pick-up, the jitterbug can just as regularly. And every month brings out some new nickel-grabber.

“The latest setup is the Pirate’s Cave which gives jitterbugs a virtual tango sensation. The machine gives the dogs such a pick-up, the jitterbug can just as regularly. And every month brings out some new nickel-grabber.

“New gadgets are coming out at such a dizzy pace coin machines may soon even replace the obstetrician.

“Harvesting a daily shower of nickels in Tarrant County are 700 coin-operated phonographs, 500 cigarette machines, 150 electric radio shooting galleries, candy bar machines, beverage venders, grip jesters, bowling games, peanut machines, scales and photo booths. More are on the way.

“By next summer a machine will be out that will mix almost any carbonated drink after a nickel is shoved into its slot. Work is also being pushed on a machine designed to relieve hangovers.”

Value of Specialty Export Items Higher In Month of October

WASHINGTON, Dec. 16.—While exports from the United States for some specialties items decreased in December, they registered a large increase, the net result being an increase of 4 per cent from December last year, according to the Specialist Division of the Department of Commerce. Coin machines are listed in the Specialist Division.

The total value of specialties items exported during the October period was $117,000, approximately $5,000. For the month of October 1939, the exports were $108,397,000, or 2 per cent above the October last year.

The increases in some of the specialties items included in the above exports in October for the month of October last year, according to the Specialist Division.

The increases in some of these specialties items include a list of others which can be attributed to conditions in Europe. Among those items are the following:

- Beauties and photographic goods, which increased up about 6 per cent each; jewelers, scientific goods, and photographic goods, which increased up about 6 per cent each; scientific goods, and photographic goods, which increased up about 6 per cent each.
French Coin Machine Biz Badly Hit by War; Trade Paper Ceases

PARIS, Dec. 8.—The lethargy of the French machine industry to the menace now is complete. Dealers’ orders along the rue Paradis has now stopped. The months of January and February have seen a few sales, but these were occasional. In the months of March and April, sales were more frequent, and in May, sales were practically non-existent. In June and July, there was a slight improvement, but this was due to the fact that the dealers were forced to sell off their entire stocks, and many of them which had been ordered but not delivered for August were liquidated for 10 or 20 francs. The dealers, many of whom have seen their businesses destroyed, are forced to sell their stocks and leave the trade. The future of the French machine industry is very uncertain.

Genco Busy With Follies of 1940

CHICAGO, Dec. 16.—According to the annual report of the Genco Co., the manufacturer of the famous 1940, reports on the earnings of the company for the year 1939, indicate a sharp decline in the business. The company has been affected by the adverse conditions of the last few years, and the earnings for the year 1939 are considerably lower than those of the previous year. The company is now planning to issue new stock to meet the current difficulties.

Segall a Watch Us

Gottlieb Bowlers

CHICAGO, Dec. 16.—Bowling Alley, our convertible free play and novelty games, is going over so big that even the most expert players are becoming bowlers. Many of the players are now playing bowlers in the field.

Last week we played the Industrial Screw Supply Co., and the Omman Corp., and now we are arranging a keen line-up for the future that will show up how good this Gottlieb team of ours really is. Gottlieb bowlers are ready to take on all comers, so their rating must be high. And why shouldn’t it be? Work three shifts, turn out Bowling Alley and Life without a Card game, and going in for bowling for diversion too, how could any challenger be any more howling? It’s a real treat to answer the mobilization of theOmman Corp. and the Omman Corp., but we’re ready for them.

Sunk in a Pool By War; Trade Paper Ceases

PARIS, Dec. 8.—The lethargy of the French machine industry to the menace now is complete. Dealers’ orders along the rue Paradis has now stopped. The months of January and February have seen a few sales, but these were occasional. In the months of March and April, sales were more frequent, and in May, sales were practically non-existent. In June and July, there was a slight improvement, but this was due to the fact that the dealers were forced to sell off their entire stocks, and many of them which had been ordered but not delivered for August were liquidated for 10 or 20 francs. The dealers, many of whom have seen their businesses destroyed, are forced to sell their stocks and leave the trade. The future of the French machine industry is very uncertain.

Genco Busy With Follies of 1940

CHICAGO, Dec. 16.—According to the annual report of the Genco Co., the manufacturer of the famous 1940, reports on the earnings of the company for the year 1939, indicate a sharp decline in the business. The company has been affected by the adverse conditions of the last few years, and the earnings for the year 1939 are considerably lower than those of the previous year. The company is now planning to issue new stock to meet the current difficulties.

Segall a Watch Us

Gottlieb Bowlers

CHICAGO, Dec. 16.—Bowling Alley, our convertible free play and novelty games, is going over so big that even the most expert players are becoming bowlers. Many of the players are now playing bowlers in the field.

Last week we played the Industrial Screw Supply Co., and the Omman Corp., and now we are arranging a keen line-up for the future that will show up how good this Gottlieb team of ours really is. Gottlieb bowlers are ready to take on all comers, so their rating must be high. And why shouldn’t it be? Work three shifts, turn out Bowling Alley and Life without a Card game, and going in for bowling for diversion too, how could any challenger be any more howling? It’s a real treat to answer the mobilization of theOmman Corp. and the Omman Corp., but we’re ready for them.

What? Birthday Party for Game!

PHILADELPHIA, Dec. 16.—A new high in cordial relations between a coin machine operator and a location owner was reached when Ben Seltzer, of the Pennsylvania Novelty Co., was host to a party given in conjunction with the owner of one of his locations. The occasion was the first anniversary of the installation of a Regatta, which in spite of its age is still elating many nickels. Regular patrons of the restaurant in which the machine is located and friends of the proprietor and Seltzer were guests at the affair. Seltzer supplied the liquid refreshments. The proprietor, Jack and Joe Schacter, plan to make this an annual affair if the Regatta holds out another year.

In honor of the occasion, Ruth Seltzer, wife of the operator, composed a verse which Seltzer installed under the glass of the game. The poem reads as follows:

To Whom It May Concern

To those who wish to learn

Here is the data

My name is Regatta

I'm one year old today

So let's celebrate it

Ike one year old today.

My name is Regatta.

I'm one year old today.

So let's celebrate it

Ike one year old today.
ANOTHER 1940 SLUG PROOF SENSATION

Console Bells by Pace
SARATOGA and PACES REELS

A Luxurious Floor Model That Is Being Used in Many Locations Where the Console Model Belt Is Banned.

Write at Once for Full Information Regarding These and Our New Rocket and Smoker Counter Bells.

All Slug Proof and Backed by Ten-Day Trial-Money Back If Not Satisfied.

Pace Mfg. Co.
2009 Indiana.
Chicago, Ill.

Another Surprise!

Cugat and Castillo

"To the Editor: A further announcement with reference to the Celebrities' Breakfast to be held Tuesday, January 16, during the 1940 show:

"Thru the courtesy of the Colony Club we are definitely assured of the presence of the famous Spanish thrush, Carmen Castillo, who will open at the Colony Club Monday, January 15, with Xavier Cugat. There is no question about her musical ability, but let me add a word that this senorita is also an eyeful. She has it. Which and What. Of course, where Castillo goes Xavier Cugat goes, or vice versa. I could go into ecstasies about Cugat, but it suffices to say that he will also grace the speakers' table at the celebrities' affair."

"Last night I was in touch with Bonnie Baker, of Orrin Tucker's Orchestra, and Bonnie gave me her personal assurance that she will be glad to appear at our Celebrities' Breakfast. Bonnie, you know, is that sweet, charming voice that has made "Oh, Johnny, Oh" as played by Orrin Tucker, one of the best selling records of the month. And it was also she who introduced "Especially for You." Bonnie is about the cutest little mite that ever stepped before a microphone."

"Chairman Celebrities' Breakfast."

New N. Y. Coin Machine Firms

ALBANY, N. Y., Dec. 16.—The following newly organized automatic machine projects have been issued charters of incorporation by the Secretary of State: Scientific Games Corp., Brooklyn. Capital 100 shares of stock. Shareholders: Herman Montag, Sidney W. Rothenstein and Murray Simon, New York City.


INDIANA STATE OPERATORS' ASSOCIATION Convention at Indianapolis was in all ways a successful gathering. Four of those who addressed the operators and guests were, left to right: Charles W. Hughes, president of the association; Homer Capcharh; Shep Fields, orchestra leader; and James A. Gilmore, secretary-treasurer of Coin Machine Industries, Inc. Fields, whose recordings are well known to phonograph operators, was playing the Lyric Theater, Indianapolis.
OPERATORS!! JOBBERS!! DISTRIBUTORS!!

Who have not as yet become familiar with the PROFIT ROLLER LINE OF GAMES will have an opportunity of inspecting same at the COIN MACHINE SHOW—Sherman Hotel, January 15 to 18— or complete details may be had by writing or wiring.

BILL FREY, Inc., Miami, Florida

PHILLY OPS LOOK FORWARD TO SHOW

PHILADELPHIA, Dec. 16.—According to advance indications, it appears that the local delegation to the big show to be held in Chicago's Sherman Hotel January 15-18 will be bigger than ever. Philadelphia operators are already making plans to assure their attendance at the affair. It is believed that more than 150 operators will take off from their business to note the latest developments in the industry at the annual coin machine show.

Ben Hankin, financial secretary of the Philadelphia Amusement Machine Operators, is taking charge of the preparations. He has requested that all coin men in Philadelphia and vicinity contact him for reservations so that a special car may be reserved for all operators here. Hankin will also take care of the hotel reservations for the Philadelphia delegation.

"Philadelphia operators," he said, "look forward to the annual pilgrimage to Chicago not only to purchase new machines and get better ideas for the operation of their routes, but to share in the conviviality for which the show is noted. Ever one who has attended a previous show will certainly want to go again, and in addition we expect this number to be swelled by those who have heard the glowing tales of the good times and the wealth of information to be had at the show, and who will certainly want to attend."

Keeney Co. Puts New Game On Line

(New Game)

CHICAGO, Dec. 16.—Jack Keeney, head of J. H. Keeney & Co., announced this week that production has ceased on Big Six, which had been in production for many years. "This is probably a surprise," said Keeney, "as much as it has been for some time. The public has been one of the biggest customers and money-makers. However, coming now that Keeney policy of giving the public what they want is always in the best interests of operation."

"We must understand," he continued, "that we can capitalize on the hit rather than to keep producing them until the country is filled with the games, cutting down the individual operator's profit."

"We have a new machine to offer now—and we have the opinion that it will be bigger than ever. Philadelphia operators have not been shown this equipment, especially the new postcard vender. Presented by Mike Munves.

PACIFIC ELECTRIC PRODUCTS, Los Angeles, represented by Douglas R. Wiser, Displayed Zest-O-Line and Derby Races, both ball and plunger counter-type games to be played by more than one person. Employes huge light-up scoreboard. Not coin-operated.

SCIENTIFIC MACHINE CORP., Brooklyn, represented by Max Lempke, Alex Liebman, Harold Loman, Fred Holst, Displayed complete line of coin-operated rollodown games with automatic light-up scoring devices named X-Ray, Hi-Yo and Silver Flash. Also showed 12-foot Bowling game; Skele Jump, a skill game, and Kentucky Derby, a roll-down racing game — not coin-operated.

MOSLEY VENDING MACHINERY INC., Long Island City, represented by Bill Rabkin. American Posilpin Machine, a wide variety of machines, shockers, mutoscopes, Astroscopes, fortune-telling machines and card venders.

Mesley Vending Machinery Exchange, Inc., 00 Broadway, RICHMOND, VA.

Pacifier TO SELL

OFFERED SUBJECT TO PRIOR SALE.

THE FOLLOWING SLIGHTLY USED MACHINES:

<table>
<thead>
<tr>
<th>S-BALL, FREE PLAY</th>
<th>5 BALL, FREE PLAY</th>
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<tbody>
<tr>
<td>2 Flip-up, $75.00</td>
<td>$5.50</td>
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<tr>
<td>1 Flip-up, $10.00</td>
<td>1 Ball Koonts $19.50</td>
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<tr>
<td>1 Flip-up, $12.00</td>
<td>3 Challenge Targets $19.50</td>
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<tr>
<td>1 Flip-up, $15.00</td>
<td>3 Challenge Targets $19.50</td>
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<tr>
<td>1 Flip-up, $20.00</td>
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<td>4 Balls, $25.00</td>
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Write Us For Your Price on All New Games

Program of the 1940 COIN MACHINE SHOW

MONDAY, JANUARY 15

Exhibit Hours: 10 A.M. to 12 Noon 2 P.M. to 10 P.M.

Home-Coming Luncheon: 12 Noon, Followed by Frank B. Crider, "FREDAY, SPEAKING ON 'TOLERANCE'" 1:30 P.M. to 2 P.M.

TUESDAY, JANUARY 16

Exhibit Hours: 2:30 P.M. to 10 P.M.

CELEBRITIES BREAKFAST: 12 Noon to 2 P.M.

WEDNESDAY, JANUARY 17

Exhibit Hours: 12 Noon to 10 P.M.

Entire day reserved for meetings of operator, jobber or distributor associations. Founded by Coin Machine Industries, Inc. Arrangements to be made by James A. Gilmore, Secretary-Manager.

THURSDAY, JANUARY 18

Exhibit Hours: 10 A.M. to 3 P.M.

ANNUAL BANQUET: 7 P.M., Followed by Dancing
Northwest Show in Feb.

Convention for St. Paul — manufacturers and jobbers to exhibit

ST. PAUL, Dec. 16—Minnesota Amusement Games Association, Inc., with the aid of Twin City jobbers and distributors, will sponsor the second annual Regional Exhibit for Northwest operators at the St. Paul Hotel, St. Paul, Monday and Tuesday, February 5 and 6.

H. P. Hunter, secretary-treasurer of the organization, revealed that the organization expected to have exhibits from all the leading manufacturers at the show. The first annual show had practically every machine on exhibit.

The annual meeting of the association will be held on the second day of the show, February 6, at 3:30 p.m., in the Capitol Room of the St. Paul Hotel. The board of directors for the year 1940 will be elected at this time. Please make it your business to attend this meeting, members, as it is very essential that you are there and have a voice in the selection of the members of the board of directors for the coming year," requested Hunter.

Further details in regard to the regional meeting would be forthcoming shortly, Hunter said.

The Spotlight

(From "The Chicago Herald-American," Sunday, December 3)

"Who can name five names. So far as increases in the number of persons employed in the amusement machine business is concerned, the fastest growing business in the United States is nickel slot machines. Television. Lyle Spencer, director of science research, said so recently at the annual Midwest conference on adult education at the Chicago's Woman's Club. It is the only business that has increased 10 or 11 times since the introduction of the nickel. From the peasants were made greater numbers than ever. Among the manufacturers of these machines are the oldest nickel. From the peasants were made greatest numbers than ever. With the nickel, which is right to be a sucker."

NOTICE TO ADVERTISERS

Send Your Advertising Copy for December 30 Issue Early

ON ACCOUNT OF CHRISTMAS HOLIDAY, MONDAY, DECEMBER 25, and the increased size of the issue, necessitating extra forms, all advertising copy for the December 30 issue must be in Cincinnati earlier than usual. All advertising copy for which special position is requested MUST BE IN CINCINNATI by Friday morning, December 22. We will be able to take care of a few ads not requiring special position on Saturday, December 23.
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CHICAGO.

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Center Year Old

Hills Bargain
NOW! IMMEDIATE DELIVERY

EVANS' PHENOMENAL TEN STRIKE

NO SKY-HIGH PROMISES...ACTUAL LOCATION TESTS THAT PROVE IT'S AMERICA'S NO. 1 MONEYMAKER!

GOING BIGGER, BETTER AND HOTTER THAN EVER BEFORE
RUSH YOUR ORDER! DELIVERIES IN ANY QUANTITY.

EXCLUSIVE DISTRIBUTORS FOR GREATER N. Y., LONG ISLAND AND SOUTHERN N. Y. STATE

BROOKLYN AMUSEMENT CO., INC.
660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVERYGREEN 8-4732)

A BASKETBALL TREAT
ANOTHER OF CONTAINER'S COLORFUL CREATIONS
Not Just Another Board, But an Unusually Interesting Basketball Game.

2600 HOLES - GOAL SHOTS
Takes in 2,600 Holes @ 5¢
Pays Out (Average) $17.86
PROFIT (Average) $ 5.64

'THE OPERATORS' MANUFACTURER'
CONTAINER MFG. CORP.
1825-1833 Chouteau Ave., St. Louis, Mo.

STILL THE BEST
Plan To Buy Your Used Chutes, Partition, Novelty Game and Arcade Equipment.

ARCADE EQUIPMENT
Evans Racer, R. F. $4.00
Raceline, R. F. $4.00
Raceline, B. F. $4.00
Raceline, G. F. $4.00
Raceline, L. F. $4.00
Raceline, M. F. $4.00
Raceline, N. F. $4.00
Raceline, P. F. $4.00
Raceline, Q. F. $4.00
Raceline, R. F. $4.00
Raceline, S. F. $4.00
Raceline, T. F. $4.00
Raceline, U. F. $4.00
Raceline, V. F. $4.00
Raceline, W. F. $4.00
Raceline, X. F. $4.00
Raceline, Y. F. $4.00
Raceline, Z. F. $4.00

CONTAINER MFG. CORP.
1825-1833 Chouteau Ave., St. Louis, Mo.

Cleveland Coin Machine Exchange
1201 E. 26th St., Cleveland, Ohio

Atlas Sets Sails
For 1940 Business

CHICAGO, Dec. 16—Morrie and Eddie Ginsburg, heads of the Atlas Novelty Co., recently welcomed their branch managers at the home office of the firm here. Reports emanating from the meeting of officials indicated that spirits are high at Atlas and that 1940 will see a bigger and better year for its operations and distributors alike.

The Ginsburg brothers report that plans have been formulated for 1940. At the same time they paid homage to the cooperation of the men in their organization for making the year 1939 a banner year.

Attending were Phil Greenberg and Art O'Meilia, of Pittsburgh; Mike Krater and Gene Brashears, of Detroit, and Sam Kutick and Bob Van Weiss, of Buffalo.

CHRISTMAS SPECIAL

RED HOT PRICES

H. & H. NOVELTY SALES
645 W. Wacker Dr., Chicago, Illinois

TEN FREE PLAY

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd
**Boost Bally Alley Production**

CHICAGO, Dec. 16—"The carousels are going" says George Jenkins, Bally Co. sales manager as the Bally lobby swings into mass production of Bally Alley bowling games.

In fact, the carousels are already on their way—and more going out every day in every section of the country. Of course, the backlog of orders on hand is big that it will be at least a month or two before we can catch up. But, by producing shipments, we are taking care of everybody, so operators everywhere can each those big Bally Alley bowling games.

The greater part of Bally's main factory has been turned into a gigantic machine geared to produce Bally Alley games on a daily basis. Plans are being completed for day and night production, which will further increase our daily output.

"Although we are now producing a huge number of bowling games daily, mass production is not quite the word to use, as each and every Bally Alley is handmade by a system which provides for a final inspection at several different spots of assembly. The complete machine is then subjected to exhaustive tests prior to leaving the factory." Speaking of bowling profits, we are receiving reports which are truly exciting, particularly for a skill amusement game. For example, one Baltimore operator wrote that a Bally Alley in a hotel actually earned more than any other machine ever has. This is probably an exceptionally live spot, but the fact remains that we are getting dozens of reports of high daily collections, many of them in locations which have never netted more than one-half that amount previously even with popular novelty tables. Bally Alley is proving a surprise to most of us, earning far surpassing the most optimistic predictions."

**Churvis Joins Grand National**

CHICAGO, Dec. 16—Mac Churvis, formerly associated with a large advertising concern on the West Coast, has joined the Grand National Sales Co., Chicago distributors.

Churvis has demonstrated his ability outside of the coin-machines industry. During the last World War he was appointed as President Wilson's personal radio man aboard the U. S. S. George Washington. He acquitted himself in a manner befitting naval tradition.

In 1919 Mac was actively associated with the late Colonel Simmons in organizing one of the first American Legion posts in the East. He became the post's first commander. His affiliation with the American Legion has continued through the years.

Having covered almost every State in the Union during the past 20 years, he has numerous friends from Coast to Coast. They all wish Mac well in his new association with Al Sebring and the Grand National Sales Co.

---

**Alibi-Baba**

- Life is sweet when you're operating Alibi-Baba — High Score, 30,000 to 50,000 (Adjustable). Eight skill lane roll-over switches — Two are mystery and one a free ball return — 24 beautiful and entirely new type bumpers. Play is thrilling — tantalizing — exciting — the perfect game for player competition.

**Convertible**

**STONER CORP.**

**AURORA, ILLINOIS**

**FREE PLAY GAMES**

- **Chopstix $45.00**
- **Twinsie $42.50**
- **Andi $22.00**
- **Kitten $20.00**
- **Bull $40.00**

**Conquest—Write for Price**

**12 With Order, Balance O. O. D.**

**STONER CORP. INC.**

**174 SO. PORTLAND AVE., BROOKLYN, N. Y.**

**WONDER 3 BAR JACKPOT F-5280**

- 1025 hole—Takes in $51.25
- Pays out $27.56—Average Profit $23.49

**PRICE $1.80 EACH**

**EXCLUSIVE N. Y. DISTRIBUTOR**

**STONER'S ALI-BABA**

**Hush Your Order Now!**

**BUDIN'S, INC.**

**174 S. PORTLAND AVE., BROOKLYN, N. Y.**

**WONDER 3 BAR JACKPOT F-5280**

**1025 hole—Takes in $51.25**

**Pays out $27.56—Average Profit $23.49**

**PRICE $1.80 EACH**

**OTHER FAST SELLERS**

- **1640 hole F-5240-3 Bar Jackpot at $2.28**
- **1200 hole F-5275-Horses at ... 2.58**
- **800 hole F-5270-Packet Dies at 1.63**
- **720 hole F-5255-Pocket Jack at 1.36**
- **600 hole F-5305-Royal at 1.32**

**CHAS. A. BREWER & SONS**

Large Board and Card House in the World

6320 Harvard Ave., CHICAGO, U. S. A.
Chicago Coin presents
COMMODORE
FIRST AGAIN

LIVE WIRE COIN MACHINE SALES

ROY McGINNIS, 211 Marylrd Ave., Baltimore, Md.

BUFFALO LICENSE
Change Aids Biz; Moving Fee Ended

BUFFALO, Dec. 16.—Reviewing the ef-
fects of the change in the system of
licensing pinball machines here reveals
that it was one of the most impor-
tant changes of the year, bettering the indus-
try in many ways. Licensing of the
machines in a new manner has made for
a decidedly better system of operating.
Every operator interviewed declared
the change was beneficial. Previous
the change the $11 license fee was in ef-
fect plus a fee of $1 each time the ma-
chine was moved from one location to
another. Operators succeeded in per-
suading license commissioners to drop
this license in favor of a straight $15
fee. This license which is paid once
a year. In August, takes care of all pay-
ments, including registration in the
location of machines.

The old method necessitated the
convenience of running downtown
report on changes and going thru
tape in the license bureau. With
the new system all this is successfully av-
oided and operators are unhampered
in changing machines to the most pro-
itable locations.

The city revenue is boosted up ex-
siderably by this change, because
at least 2,000 to 3,000 games in op-
eration the revenue derived from fees
would amount to a minimum of about
$40,000.

A small group of operators here,
where names are not to be divulged for
reasons of their own, is responsible for
the change. Thru their aggressive
and persistent efforts, they were able to
force the necessary city ordinance passed
when the license problem threatened
to become acute.

Now Buffalo is reported to be as
successful as any town in the country as far as
regulated operation of games is con-
cerned. Business is reported very good,
especially in downtown locations.
EXHIBIT'S JUMPER

with ASTONISHING NEW HIGH SCORE FEATURES

- HIGH SCORE SUBWAY POCKETS
- DISAPPEARING BALL ACTION
- THRILLING JUMPER FEATURE
- RECORDING POP-OUT POCKETS
- OUT BALL RETURN

PLUS

- NEW HEAVY DUTY STEP UP UNIT
- ARC PROOF SUPER SENSITIVE DISC TYPE BUMPERS
- BRILLIANT CHROME BALLS

NEW! BALLS DISAPPEAR

NEW! BALLS RE-APPEAR

Order from Your DISTRIBUTOR TODAY

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

C. vandal.

MILWAUKEE COIN MACHINE CO.

M. D. Y. Distributing Firm

POUCHKINEFS, N. Y., Dec. 16.—At Schlesinger, of Square Amusement Co., and Morris Silverstein, New York coinmen, will open offices in Albany about December 20. They will be considered as extending the products of the Rock-Ola Mfg. Corp.

This is the first time that Square Amusement Co., has launched out to extend its activities farther than this city. At Schlesinger was given the honor a few years ago of being appointed president of the former Empire State Skill Games Board of Trade, the State-wide organization for the maintenance of the operating business. Morris Silverstein has always been one of the leaders in New York City.

"There is no doubt that good machines are helping operators everywhere to a better and more certain profit income," they said this week. "By actual experience we have learned that our products are the best products in which operators can invest at this time."

"The phonographs and the new bowling alley, Ten Pins, are getting a tremendous amount of attention from the operators in Northern New York, and being in the center of this large territory in Albany, we believe that we shall be able to better serve the trade here than ever before."

New Coin Firms

ALBANY, N. Y., Dec. 16.—The Cole Self Service Co., Inc., Manhattan, was issued a charter of incorporation today by the secretary of state. The company has a capitalization of $2,000 and plans to deal in vending machines of all kinds.

The stockholders are Stuart G. Lyon, New York; Henry E. Wmth, Forest Hills, L. I., and Hyatt H. Lyon, Great Neck, L. I.

The operation of music machines. Capital 300 shares of stock. Shareholders are Ruth Hoffman, Morris Slater and Berthe Shapiro, Brooklyn.
FREE GAME
CONVERTIBLE
$99.50
F.O.B. CHICAGO
OF 1940
FOR PROFITS THAT WILL MAKE YOU
DANCE WITH JOY!

THRILLING WAYS TO WIN!
Sack combination of the most thrilling features ever built
on one novelty game. 4 DIFFERENT WAYS TO WIN!
- by high score; by lighting all 10 numbered lights, after which
each bump is a free game; by lighting numbered lights 1 to 6
give free game for each hit; by ball going thru No. 5 lane
when lit.
Extra spin-tingling feature is successive scoring. Each roll-
over switch picks an additional thousand for each of top three skill lanes
passed in rotation. FOLLIES OF 1940 has absolutely EVERYTHING!
RUSH YOUR ORDER TODAY!!!

GENCO-INC 2621 N. ASHLAND AVE. CHICAGO

Exhibit's Jumper Stirs Up Battle

CHICAGO, Dec. 16.—War is going on
at the Exhibit Supply Co. offices and
factory, according to the latest
communication received from General Leo J.
Kelly, Exhibit official. "Yes, sir, the
battle is raging in every department to
speed up production on Jumper. Pre-
owners of our engineering department
decided war on the step-up unit and now
have produced a unit that is 12 times
durable than those formerly used.
"War—operators are waging a winning
battle against lost profits and lost lo-
calitions with Jumper. A fight to the
finish resulted in all balls on Exhibit's
Jumper being chrome non-rusting finish.
The war is over on the part of locations
who now have games that cause no radio
interference.
"Distributors are battling for delivery
and we're being swamped with orders.
"While this war is going on the
direct effect of the game is Peace. Peace
from service calls— from nagging locations
from competition! Jumper creates happi-
ness and full cash boxes create Joy. Peace,
too, on the judge's recommendation:
he says peaceful territory condi-
tions can easily exist—Jumper gives
full value in amusement for every nickel.
In fact, it's more fun than playing with
the kids on Christmas morning.
"Neutral—Peace are those operators
who are too slow in getting Jumper on
location. You can let them rest in Peace
while you jump in with Jumper and
win big. In the meantime—be peace-
ful—we're shipping Jumpers as fast as
we can."

NEW MONEY-MAKING
SENSATION!
PICK-A-PACK
COUNTER CIGARETTE GAME
Producing amazing earnings
in all types of Locations!

PENNY PLAY

BEAUTIFUL APPEARANCE $25.75
Sturdy, long-life construc-
tion!

GUARANTEE
Try PICK-A-PACK for 15 days. If not
satisfied, purchase price will be refunded.

BAKER NOVELTY CO., Inc.
2628 Washington Blvd.,
CHICAGO

H. C. EVANS & CO.
1520-1530 W. ADAMS STREET, CHICAGO

Tell the advertiser in the Billboard where you got his address.
Add Them Up!

Better Tone
Better Looks
Better Mechanism
Better Cash Box

TOTAL Highest Earnings

PHONO-MIKE

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

PHILLY DISTRIB
Speeds Service

GEORGE PONSER COMPANY

HURRY! HURRY!
YOU ONLY HAVE UNTIL MIDNIGHT, DEC. 31, TO GET YOUR FREE ROUND TRIP TO THE GREAT CONVENTION IN CHICAGO...

If you operate in New York State: Northern New Jersey; Connecticut (Fairfield County); Pennsylvania (Wayne, Susquehanna, Bradford, Tioga) just purchase 10 or more of the “RICHEST AND RAREST OF PHONOGRAPHS” Mills Throne of Music between now and December 31, 1939, and we'll pay your round-trip fare to and from the great coin machine convention in Chicago. Hear operators from all over the country acclaim Throne of Music. See how Mills features Throne of Music. KNOW you've bought the best in 1939 for 1940. PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!

You can ALWAYS depend on JOE ASH -- ALL WAYS

Pre-Inventory SALE -- ALL FREE PLAY Games

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When you play BALLY ALLEY, you're not merely watching—you're actually playing! You're bowling! You grip a full-size "ball" in your fist (see circle at left)...you aim...you get the right "English" or HOOK. And YOU CONTROL THE SPEED of the ball—a slow curve, smashing cannon-ball shot! The skill in YOUR hand and YOUR eyes. YOU doing the bowling...and YOU can't quit!

BALLY ALLEY earns $37 in 12 hours

Imagine a skill-amusement game earning $37 in one day! Sounds like pay-table profits—but it's an actual report on BALLY ALLEY (name of operator on request). And every cent is profit! The powerful fun-and-competition appeal of BALLY ALLEY insures continuous repeat play without awards.

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HONESTLY, WE'RE DOING OUR LEVEL BEST TO SUPPLY THE RECORD-BREAKING DEMAND FOR FOLLIES OF 1940

BIGGEST BONANZA SINCE the GOLD RUSH!

Save with SAVOY! RECONDITIONED and GUARANTEED

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BOWLING ALLEY • LITE-O-CARD

SMART MONEY still going on
BOWLING ALLEY!

BE PATIENT, PLEASE!
Simple as a-b-c!
3 ways to score!
FREE PLAY

$99.50
(Convertible)

LITE-O-CARD is still in a CLASS by itself!
Alluring SELECTOR Feature!
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$104.50
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WE RECOMMEND GOTTLIEB'S BOWLING ALLEY
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J. H. WINFIELD CO.
1822 Main St., BUFFALO, N. Y.
BUFFALO'S

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Wurlitzer Phonographs and Coin Operated Amusement Machines of Leading Manufacturers.
A good display of 12 new conditioned Novelty and Free Play Machines on hand at all times.

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ILLUMINATED DOME, FRONT GRILLE and DOOR PLASTIC

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Rock-Ola-Bally-Groetchen

UNITED AMUSEMENT CO.
315 S. ALAMO, SAN ANTONIO, TEXAS

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NOVELTY GAMES—FREE PLAY

Mills Model B-2, $50.00
Mills Model R-5, $100.00
Auntie, $10.00
Bombus, $10.00
Bally, $20.00
Baby Bally, $10.00

NOVELTY GAMES—REGULAR

Circus, $10.00
Stamp Game, $10.00

COUNTER GAMES

A. B. T. Tender, Free Play $12.00
A. B. T. Big Game, Free Play 8.00

New Wonder Ball, Free Play 3.00

Daily Race Jr., Free Play 7.00

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Wurlitzer Mini $40.00

Wurlitzer Mini A, $25.00

Wurlitzer Mini B, $15.00

Wurlitzer Mini C, $10.00

Wurlitzer Mini D, $5.00

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