Season's Greetings
WE WISH A JOYOUS AND PROSPEROUS NEW YEAR TO ALL

GEORGE A. HAMID

AND THE ENTIRE GEORGE A. HAMID ORGANIZATION

HAMID'S MILLION DOLLAR PIER

ATLANTIC CITY

NEW JERSEY STATE FAIR

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GEORGE A. HAMID, Inc.
10 ROCKEFELLER PLAZA
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AMUSEMENTS GAIN ’39

Loeb Questions SAG Sincerity

Equity delegate charges delay in submitting records—both sides suspicious

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It provides that creditors desiring to withdraw their participation in the fair will receive their money immediately. They will come out of $300,000 now awaiting them, the lower estimate, is $250,000.

Creditors are ordering with the expenses to guarantee $1,000,000. As soon as the fair gets under way, another $500,000 will be disbursed in cash, $150,000 in unpaid notes, and $70,000 of the cash taken to make up the deficit. A large part of the cash money, which will now be released. A statement released by those who presented the plan in the next year's plans and the federal funds.

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The INDEX APPEARS ON PAGE 34

December 30, 1939

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

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TEACHING ISN'T ENOUGH

Schools Now Have To Get Jobs For Older Students, or Else

NEW YORK, Dec. 25.—Not as many amateurs are trying to get into show business now as formerly, but those making the attempt are more knowledgeable and aggressive than ever before. Enrollments in drama, dance, radio, vocal and music schools have increased, and figures for the first half of the year reveal that two new schools now open to students of all ages. New York's Seabright School opened its doors in early February, and the Manhattan School of Music opened its doors in late March. Seabright and Manhattan are the only theaters that have been open for business this year, and the two schools have been busy from the time they opened.

About the only theatrical schools enrolling students are those that specialize in Latin dances. Robert D'Avalos, first to enroll most of the Conga line in local night clubs, still has with students dancing "instructional" Latin dances. All night clubs, including the Havana-Madrid, Ralph DeVilla has taken over and is doing the Pacha's "Bumba College" at the Park Central Hotel's Coconut Grove. The Conga line is more popular in New York City, and the Pacha line is more popular in Miami. In doing the night clubs, many students who want to polish up steps they learned at the night club, come to school and type easier to turn professional performances.

The Arthur Murray Dancers have performed by the Pacha line in the Pacha line's annual tour. Many Pacha dancers have been promoted by the Arthur Murray line, and a number of them have been promoted by the Arthur Murray line. The Arthur Murray line has been promoting the Arthur Murray line for many years, and the Pacha line has been promoting the Arthur Murray line for many years.

Operators of radio, music and vocal schools complain that few students, except the brightest who want to make their fortune, just "polish up." The students say that they must get as much as they can before they can get anything out of them.

The Ideal Willia-Lane dance and radio school of New York, has been in operation for a long time on its attractive line. The school has been in operation since the fall of 1938, and was founded by Miss Norma Lewis. The school is operated by the Willia-Lane dance and radio school, and is located at 120 West 42nd Street. The school has a staff of twenty instructors, and is located in a large building on the corner of 42nd Street and 8th Avenue. The school has a staff of twenty instructors, and is located in a large building on the corner of 42nd Street and 8th Avenue.

Pinochio" in Buffalo; Club Owners in Portland

BUFFALO, Dec. 25.—A newly formed corporation, East Board Presentation, Inc., brought Pinochio to Buffalo and will open a show on the road.

Browns, owner of the swell Chas Ami theater area, is president of the corporation; Jack Groff, host at Chas Mait, is director of the club, and Harry Sarris as secretary. Pinochio, with no notice to any club members, opened its curtain on Thursday at the Park Central Hotel's Cocoa.

Flynns' TMAT Injunction

NEW YORK, Dec. 25.—Judge Philip McCoey of the New York Supreme Court granted an injunction Monday (18) to Judge Flynn against the Theatrical Managers Association and Treasurers' Union, so that the treasurers whom the union has suspended may return to work. Flynn was one of the treasurers whom the union has suspended, and the injunction was granted in the IATSE division. Union members involved in the injunction were treated as company managers. Flynn is now instructing the union suit for $250 damages which he charges were due to the injunction.

Special Meeting of the TMAT board was held Monday night to determine course of action union.

SPECIAL PRINTED

INSCRIPTIONS

TICKETS

RESERVED SEAT — PAD — STRIP — CHECKS — SALES BOOKS AND MORE

100,000

$20.00

Elliott Ticket Co.

540 Lafayette St. N.Y.C.

109 W. Washington St. Chicago

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Elliott Ticket Co.
45th Anniversary

The Billboard

Many Happy Returns!

RKO Theatres
BINGO -- 1939'S RADIO STAR

Singing Out a MERRY XMAS and HAPPY NEW YEAR
TO ALL OUR FRIENDS IN SHOW BUSINESS
BALABANOW
SINGING, DANCING, ACCORDION ENSEMBLE

SOLID WEEKS
Played 42 in 1936
Played 41 in 1937
Played 43 in 1938
Played 43 in 1939

AMERICA'S FOREMOST ACCORDION FAMILY has been in constant demand by radio, stage, screen, night club, hotel and outdoor talent buyers. Press, audience response and repeat engagements stamp The Balabanows "ONE OF THE FINEST ENTERTAINMENTS IN THE LAST QUARTER CENTURY".

JUST CONCLUDED
8 State and County Fair dates. Barnes-Carruthers. Oriental Theater, Chicago. 4th Leap repeat, also an Aaron Jones' opening bill. Lyric Theater, Indianapolis. 8th repeat. Shea's Toronto management says, "Best we have done after 7th repeat." Palace, Hamilton. On opening stage show after 7 years of pictures.

CURRENTLY ROUTED
ALSO BOOKED Fairs, Season 1940--George A. Hamid

Thanks To:

WESTERN UNION
SEND YOUR NEW YEAR GREETINGS BY TELEGRAPH. WESTERN UNION'S COLORFUL TELEGRAMS COST ONLY 20c LOCALLY AND 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES. THE IMPRESSION THEY CREATE IS WORTH MUCH MORE.

“Pot o' Gold” Tops New Shows; Good Year for Finding Talent

NEW YORK, Dec. 23.--Outstanding radio star of 1939 was neither a person nor a program, according to several announcers, but a name that has been given to a new bingo type program. The name is "Pot o' Gold," and the program is sponsored by Tums, product of the Lewis-Howe Co. Starting somewhat late in the year, the new creation has led to a high rating in the competitive field of early morn ing announcements and indications point strongly not only to increased audiences for the show, which gives $1,000 away each week, but also to numerous programs copying the idea. Those are considering another show for WOR and possibly Mutual or similar networks.

However, 1939 was a good year for developing radio talent and bringing new names to the front, some of whom have already hit stellar ratings, while others are likely to do so during 1940. Chief new stars of the past year are Raymond Gramm, announcer, and Arch Obeler, who took rank as radio's foremost writer. These are the two leading new names of 1939.

Others who started climbing the year include another writer, Norman Curwin; Vera Vague (Barbara Jo Allen); Ervis Allman and Blanche Stewart, who do the Brenda-Cobina routine on the Bob Hope program; Owen Logue, of Information Please, who will probably take his own program during 1940, and Ross Barber, whose spot announced him as the number one man in the field. Bob Hope also assumed rank as a topflight radio comic.

Great expectations surround several others who started on the way up during 1939. These include not only the above but Orch Bell, who recently got the Jonathan for CBS; Don Reid and Dennis Day, tenors, and possibly Morton Sneed, another dummy creation of Edgar Bergen. Sneed, so far, however, has been disappointing.

There were several disappointments.

Vancouver Gets Reprieve

VANCOUVER, B. C., Dec. 23.--British Columbia cabarets were not at all as high tonight after all.

In Victoria. Attorney-General Gordon Winder announced that flite for prosecution under the Lord's Day Alliance act would not be issued against two cabaret owners who kept things moving until 2 a.m. on a recent Sunday night, and immediately Vancouver night club operators let it be known that they would keep open until 2 a.m. every Sunday night.

Recently Vancouver's Mayor, Lyle Telford, announced the city would enforce a midnight closing because of protests from church organisations and the Woman's Christian Temperance Union.

Roxy, Atlanta, Reopens

ATLANTA, Dec. 23.--Roxy Theater. closed since last June, will reopen tomorrow, featuring a program of stage personalities and Olga B pictures. First stage attractions booked in are headed by Jack Haley and Mary Carlisle. The management is dickering with Allan Jones for the third week.

and just in case I forgot to tell you in person — best wishes for a swell new year.

from
Roy Shield
Director of Music
NBC, Central Division
Chicago

WINDOW CARDS
and POSTERS
FOR EVERY PURPOSE.
MADE WITH OUR AMAZING NEW PROCESS
Send for a FREE SAMPLE TODAY!

ARTCAST POSTER CO.
1422-25 Vine St.

Season's Greetings
CHICAGO THEATRICAL PROTECTIVE UNION, LOCAL NO. 2
IATSE

NEW PROCESS LETS YOU USE COLORFUL ATTRACTIVES COLORFUL INDIVIDUAL Window Cards and Posters

UNIFORM漂亮 attractive. Colorful Individual Window Cards and Posters

NO STOCK PAPER YOUR OWN SPECIAL PICTORIALS WANT YOU WANTED THE WAY YOU WANT IT WHEN YOU WANT IT

PRICES INCLUDE SPECIAL DESIGNS AND ART WORK!

14 x 22 Cards 50c, 100 $1.25, 250 $3.50, 500 $10.00
17 x 26 Cards 50c, 100 $2.50, 250 $6.00, 500 $15.00
One Sheet 50c, 100 $1.50, 250 $3.50, 500 $10.00
One Sheet at Low Prices. Trial Order 25c

ARTCAST POSTER CO.
1422-25 Vine St.
"From our family to yours, happy holiday, good cheer all year!"

FRIENDLY 1940!

Equity Holds Edge in Newest Turmoil Within 4-A Ranks

NEW YORK, Dec. 23—Interpretations of Equity Council's activities Tuesday give the legity union the edge in the internal politics that are surging again in the Associated Actors and Artists of America. Philip Loeb's report on the relations between Equity and its parent body was accepted, but tabled until January 2, which is after the general Equity membership meeting. The carry-over, according to official announcement, was necessary because the Council had no time to consider the report, most of the meeting having been turned over to Kenneth Thompson and Ralph Morgan, execs of Screen Actors' Guild, who few in from the Office in order hearing that the investigation was to be held in two parts, the other part to be the minimum salaries for legит actors has been deferred until after the membership meeting.

Strategists view the delay as time in which the bug three—Screen Actors, American Federation of Radio Artists and American Guild of Musical Artists—may work a bit over what Equity has up its sleeve. Thompson would not commit himself whether or not the Loeb report put him or the Four A's at greater ease. But Loeb's motives, it has been clearly indicated that the Thompson lineup doesn't know what to make of it, and are far from being their usual calm selves, certainly they were not on an Equitable, they would not have become involved over the use of the word "investigation" in reference to the Equity move. Further, if they had any question about the newspaper reports, and the Equity spokesman, a long-distance telephone call, they got by phone and same reply they got by flying post haste.

Hub Hub-Deep in Stock

CAMBRIDGE, Mass., Dec. 23—Barb Streith are casting for Grumpy, first in a series of plays planned for the Actors. Producers are Milo Paves and Jorg Street, of New York, who have remodeled Odd Fellows Hall here. Tickets will be seated at 78 cents.

Grumpy will star John Taylor, who probably will remain with the company. Pians call for featuring a different member of the company in each production, with the possibility of bringing in name attractions if business warrants.

Forbes Street Players are the third stock company to open operations within 20 miles of Boston. Others are the Alan Gray Holmes Co. at the Copley in Boston and the Guy Palmer Players at the Empire in Salem, Mass.

Philadelphia's Singles

PHILADELPHIA, Dec. 23—With last-minute Christmas shopping cutting into theater receipts, George White's Scandals, the sole legitimate attraction in town, will close up for the Christmas holiday. This house will be closed next week, but the Locust will open with Three After Three.

SUGAR'S DOMINO

(Continued from page 4)

prelude to the next step of legislation that will cripple the most powerful elements in the great industry. Agonistes, networks and powerful independent stations are involved in the rapacious swiping. Radio seems to be no respector of priority, copyright or personality. In increasing numbers cases are brought to our attention of programs being lifted bodily or changed from their creators right under their noses, seemingly using as a weapon, or defense their power and influence.

Which means that radio is such today that network staffs are afraid their ideas are being lifted bodily or changed. Themselves so easily, of highly reputable organizations, to steal ideas from their creators right under their noses, and when they feel that he makes a fuss he will be marked down as a difficulty, and the high and mighty future might as well be chased in for a peanut shell. If radio doesn't start doing something about it now, the bigger boys will be turned into an avalanche of converting an anti-climacteric into one of the red-letter days of film history.

those who castigated him for exposing to the public gaze an uninvolvome picture of Hollywood's foibles and extravagances. Now that the publication of Gone With the Wind has been accomplished, the press and columnist and movie audiences have possibly created as good an impression of Scarlett O'Hara and Rhett Butler as any who have been granted a full complete pardon. We take everything back that we've written about him and everybody else possessing the privilege of writing for the public prints should likewise.

Equity on the report sought to 'count our blees' as the Council had no time to consider the report of the Your Al is en headquarters just according to Equity. If the Your Al is en...

Merry Christmas & Happy New Year

Jack Wardlaw

Rolling Rhythm
HE significance of an anniversary is not that it marks the mere passage of another year. Its importance is determined by the service rendered, the work accomplished, and the progress achieved during that period.

Nor can an organization, in observing an anniversary, point only to past glories, nor rest on its laurels. The anniversaries of tomorrow depend for their significance upon today's accomplishments.

In this spirit, we congratulate The Billboard on its forty-fifth anniversary and renew our pledge to continue to serve the entertainment world in accordance with the precepts inaugurated by William Morris, the founder of the Agency, forty-two years ago.

"The Agency of Show Business"

WILLIAM MORRIS AGENCY
In.
NEW YORK
LONDON
CHICAGO
HOLLYWOOD

AMUSEMENTS GAIN

(Continued from page 3) collect fees on the basis of property rights, still in litigation.

By November, 1939, formation of the Transcontinental Broadcasting System had become the number one trade topic. Engendered by Elliot Roosevelt and John T. Adams, TBS is apparently breaking all radio theory by contracting for time before the net has been established. A war-savaging factor in formation of TBS was Rockett-Sample-Hummert agency, which sought to place its accounts on a spot net.

Significant talent yarn of the year was the end of the Vallee-Standard Brands association, which had lasted 17 years. Regarded as a blow to talent, owing to the show having introduced so many important stars, the severance also marked the passing of a phase of radio.

Program, with its limited budget, could not compete with more expensive variety layouts.

Late this year another significant talent development occurred when Chase & Sanborn (also Standard Brands) announced the Charlie McCarthy show to debut 20 minutes. Regarded as number one in extent of listening audience, this series may mean a trend away from hour programs and a general cut in talent expenditures.

General war in Europe, together with the ordinary crises in Austria, Munich and Czecho-Slovakia, saw radio emerge as a terrible factor in propaganda and dissemination of news. Increased response to news helped develop Raymond Gram Swing as a new radio star. War also caused certain radio sidelines and precedents, chief of which was WMCA's run-in with the FCC, which asked WMCA to show cause why its license should not be revoked for the same war message. Station was rebuked, that was all.

With regard to short wave, FCC coked use of commercials on such programs, and NBC went ahead with development of the South American market, publishing a rate card.

It was quite obvious that 1949 will be a hectic year. Developments which may come to a head include ASCAP-NAB-NAB-JAP, the various vexing factions in the industry and in television, partly brought about through the still-to-be-determined FCC network-monopoly problem; TBS and the phonograph record situation problem, among others.

Films

Films were kept in a state of uncertainty through the year because of a continuing battle on the battle front, a necessity for readjusting financial structures because of the European war and the constant threat of a federal investigation. But, looking definite has been settled on the battle front as yet, with demands and counter-demands still proceeding in various sectors. Threat from the federal government, however, has definitely been postponed until spring, and there seems at the moment no chance for the existence of a thing will eventually be dropped.

As for the European situation, it represents the loss of many millions of dollars in the American market—but, at the same time, not nearly so great a loss as at first appeared or as the distributors made it appear. And, as something of a counterbalance, there is the opening to American films of the rich South American market, hitherto shared by many countries that are now belligerents. Companies tried to use the war as a wedge for the reduction of salaries and the lowering of established wage standards, and so brought upon their own heads many of the labor difficulties in which they are embroiled.

A much-publicized—the certainly not a major—development during the year was the campaign started by Mayor La Guardia of New York City for film production to New York. It received news space and inspired a couple of announcements of independent pictures to be made in the East, but beyond that, it is expected, will have little effect.

Innumerable campaigns against double features and top-heavy shows continued throughout the year, and when "Gone With the Wind" was released, GFTW takes hours to rethread, more time than is taken up by the longest of double-feature programs.

The year saw something of a decrease in the use of screeno and similar games and a corresponding increase in the use of vaude.

Music

Music field can mark 1939 down as a year that saw several surprising shifts and changes in its three principal component parts—bands, music publishing and recordings. In the warp world both the trade and public alike were supplied with many hours of conversation, guess-work, and comment. Over the year's most startling incident—"the alleged retirement of Artie Shaw from the business and all actual walking out on his band when it was halfway thru its tenure at the Hotel Pennsylvania here. Shaw's future plans, a source of much speculation, with 1940 holding the answer. Another surprise move of 1939 found Willard Alexander, Music Corp. of America's standard bearer, shifting over to take an active part in the management of the William Morris office's ork department, itself little more than a year old. Outstanding band success of the year was Glenn Miller, who continues to hit the heights in no uncertain terms. In toto, the year produced the usual quota of one-night and theater work, with, even greater opportunities locally, due to the newly established Branch theater circuit giving bands two to four evokes additional playing time hereabout, and the opening of the Golden Gate Ballroom in Harlem and the Fiesta in Times Square, both of which indulge in band buying practically in wholesale lots.

The Tin Pan Alley picture for the year reveals Harry Link, for years Irving Berlin's right-hand man, joining the Bobsin forces as general manager of Felat, and the formation of the publishing firm of Merzer & Morris, Inc., a combination of Johnny Morrison, the songwriter, and Edwin H. (Bud) Morris, previously major domo of the Warner music group. A third prominent development along music row was the organization of the ASCAP, which, granted to the Music Publishers' Contact Employees, a union of song plugers designed to secure their jobs by removing elements, such as bribery of band leaders by pull, that might tend to jeopardize them. 1939 further marked a considerable increase in motion picture production on Broadway, thereby setting a new peak of show tunes on the market, and also some increase in the use of music in motion pictures. After being on the wane for some time musical films seem to be staging a comeback, making the 1949 outlook for tuneswriters on the Coast a pleasant one.

The record field spent 1939 growing materially in importance, with automatic phonographs (estimated now at about 500,000 throughout the country) occupying a large part of band leaders and publishers' attention as orch and song builders of major importance, in some opinions for surpassing radio as a creator of hit bands and tunes. That (See AMUSEMENTS GAIN on page 128)

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ADVERTISING IN THE BILLBOARD SINCE 1949
AGVA Signs N. Y. International; 25 Other Cafes Under Contract; Brooklyn Spots Form Own Ass'n

NEW YORK, Dec. 23. - American Guild of Variety Artists signed its first big night club contract for the International Casino, according to Joseph A. Mooney, the head of the AGVA's New York office. The agreement is a result of AGVA's negotiations, and it was signed by Janina and United Federation of Actors.

When Carroll opened his night club last season, the union's officers and several members were present at the opening. The new contract will cover all night clubs and similar establishments for four years.

Phipps Actors Fight Cuts

PHILADELPHIA, Dec. 23. - Tom Kelly, who is president of the苇 Phipps actors' org, says several of the spots in the city have cut their wages.
Vic Hyde

Wishes to inform his host of friends, that this being his third successful year in show business, he has the third opportunity to say...

Holiday Greetings!

And the greatest of success to all for 1940

(And while space permits ....... ) He wishes to introduce his lovely wife,

Donette De Lys

Just concluded a sunny California engagement with Rudy Vallee at the Victor Hugo in Hollywood

Currently another sunny Florida booking at the Royal Palm in Miami again with Rudy Vallee

Booking as two single acts

MGT.: Rudy Vallee Corp., Radio City, New York

Marcus Taking Unit to Mexico

Chicago, Dec. 21.—A. B. Marcus is leaving the United States again in June, taking his show to Mexico for an extended tour. While his recent return from Australia and South Africa for a stab at the local vaudeville circuits with a couple of flash units has proven mildly successful, he dropped a nice bankroll on his invasion into the one-nighter and legit field with A Night of the Muslin

Dickinson's Michigan Will Have 2-Hour New Year's Eve

Detroit, Dec. 23.—A rigidly restricted New Year's Eve loomed for Michigan, following ruling early this week by the Michigan Liquor Control Commission. The commission has issued regulations thru Chairman Orin A. DeMaas that celebrations must be limited strictly to two hours. Celebrants may not buy hard liquor before 12 p.m. Sunday and they must cut off promptly when the regular curfew rings down at 2 a.m.

Night spots may serve orders taken before 2 a.m., but patrons must be out of the spots before 2:30 a.m. Some years the closing hour has been virtually a dead letter, but DeMaas, referring to Gov. L. D. Dickinson, whose attitude on "high life" attracted nation-wide attention a few months ago, said, "He's the head man in the State."

Planning of shows has been going forward on an elaborate scale, with high cover charges being made for the evening, but plans of night spot owners have been badly hit by the new ultimatum. Patrons are not expected to pay $6 to $15 over charge for two hours' hilarity, and managers are facing a flock of cancellations, with presumably serious effect upon booking of talent.
DOROTHY LEWIS
STARRING SECOND CONSECUTIVE YEAR IN
ST. REGIS BUSTLES
(ICE SKATING REVUE) DIRECTED BY MITCHEL LEISEN

HOLIDAY GREETINGS

WINNER
ICE SKATING CLASS
(Special Citation)
The Billboard's Favorite Outdoor Performer Contest.
Thanks to all those who cast their votes for me.

Dancer Asks 3Gs For Fall in Cafe
SYRACUSE, N. Y., Dec. 23.—Claiming headaches and dizzy spells have interfered with her professional career, Margaret McCann, 27, night club entertainer, has filed a $3,000 suit in Municipal Court. She bases her action on injuries suffered May 6 in a fall in the women's lounge in Luigi's Italian Village.

3-Day Vaude Upped to 6 Days for Holidays
WILKES-BARRE, Pa., Dec. 23.—Manager Fred Herrmann, of the Irving Theatre, announces vaude will be placed on a six-day-a-week basis for Christmas and New Year's week at least. At present the Irving has stage shows three days. Amalgamated Vaudeville Agency books the shows for the Irving, a Cormond house.

Tower, Camden, to Vaude
PHILADELPHIA, Dec. 23.—Tower Theatre, Camden, N. J., opened with vaude today. Operated by A. M. Ellis, it will pick up the shows from Fay's.

Until the opening of the Tower to fresh, Camden was without live shows for several weeks because of failure of the Stanley, Camden, to get its usual shows from the local Earl.
Season's Greetings

CHARLES BAUM
HIS PIANO AND HIS ORCHESTRA
NOW IN 2ND CONSECUTIVE YEAR

IRIDIUM ROOM
THE ST. REGIS
NEW YORK

On Royale Records

“CHARLES BAUM, at the piano, leads the orchestra for excellent accompaniment and first-rate hotel style dance music.”

Paul Denis, The Billboard.

Happy Holidays

JACK and BOB HEASLEY
Twin Skating Stars of
the ST. REGIS BUSTLES

Thanks:
VINCENT ASTOR, GASTON LAURYSEN, MITCHEL LEISEN

Iridium Room
The St. Regis
New York

Season's Greetings
Singing Star of the
ST. REGIS BUSTLES

Frank Baker

HARRISBURG, Pa., Dec. 23.—Dauphin County Court Wednesday refused to issue an injunction to enjoin the Liquor Control Board from enforcing its ban on admissions in liquor-licensed places during the hours when the sale of intoxicants is prohibited.

Horsley A. Segalbaum, counsel for the liquor board, pointed out to the court that the board has been upheld in numerous instances in the regulation of hours of admissions when liquor is sold on the same premises. Segalbaum said the musicians bringing suit had no right to do so because the ruling is not directed against them, but instead is enforced against licensed places.

Suit was brought by the conference of Pennsylvania and Delaware locals of the American Federation of Musicians, the Pittsburgh Musical Society and Al Marisco, Pittsburgh orchestra leader. Samuel J. Wagner, attorney for the musicians, was permitted to prepare another attack on the liquor law, however.

Seattle Club Revamps

SEATTLE, Dec. 23.—Club Biscuit has been renamed The 909. Floor show has been stepped up and headlined by Cortez Sisters, Lucille Lane and Hitty Mullen, Myra Gregg and Irene Murdock.

New Club in W-B

WILKES-BARRE, Pa., Dec. 23.—Pat Toole opened his night club December 19. Agnes Nicholas is in charge. Features the Six Lovely New Yorkers and Grace Chandler. Lenny Mates, who was at the spot prior to its closing in the summer, is back with his swing band. Other spots operating with floor shows here now are Traders Club, Club Colonial and Club Mayfair in near-by Yalesville.
New York:
FRANKIE SISTERS (Mary Jane and Ruth Anne) have added a third girl for recording and broadcasting, but continue as a duo for all other dates. MARIO AND FLORIA make their fourth return date at the Waldorf-Astoria Hotel January 8. ROSE MARIE (formerly Baby Rose Marie) is doubling between her WMCA commercial and Maxine's night club, Bronx. CLARK AND WAYNE opened Friday (15) at the Top Hat, over in Jersey, their nitey debut. ANN SABIN is in her 12th week at the Club Holland. VERA PEIN broke a finger during a performance of Too Many Girls recently, when another dancer kicked her accidentally. G. SCHROEDER and his dogs, Flip and Hef, have played their fifth Sunday at the Gotteskall Hall, Ridgewood, Brooklyn.

ESTELA, of Estela and Papi, is studying singing. She will have a singing role in Serto Orta's second edition of A Night in Hawaii, set for a late January opening at the Havana-Madrid. CESAR AND MACLOVIA are in their sixth month at the Havana Madrid.

Chicago:
MARY MILAM, formerly with the King's Jesters, and Happy Buech are the new entertainers in the Maryland Cock. DIMITRI AND FRANCES, New York

ELVIRA RIOS
Mexico's Singing Star

ROSE PERFECT
International Queen of Song

Season's Greetings From

ROSE PERFECT

To All My Friend's Everywhere

Night Club Owners - Theater Owners - Bookers

When You Want Good, Punchy Acts, Well-Knit Flashes and Entire Revues, contact

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ENDICOTT 2-5514
Good Shows at a Minimum Cost - Gorgeous Wardrobe - Beautiful, Talented Girls - Novelty Ideas - Bands.

A GOOD SHOW TO FIT YOUR BUDGET
Always in Need of Youthful Talent, Specialties
Yuletide Greetings

PAUL GERRITS

Just Finished Three Weeks at the Edgewater Beach Hotel, Chicago

Mgmt.: MARK LEDDY, 48 W. 48th St., N.Y.C.

Season's Greetings

From

JAY and LOU SEILER

COPA CABANA HOTEL

Río de Janeiro, Brazil, South America

Direction—MARK J. LEDDY

Thanks to Hal Sands

Holiday Greetings

EDWARD SHERMAN VAUDEVILLE AGENCY

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Still booking headliners and the pick of standard acts into Atlantic City Steel Pier and leading Hampton pools.

Getting ready for new all-star summer program for Atlantic City Steel Pier in 1940.

WE WISH OUR MANY FRIENDS EVERY GOOD DURING THE COMING YEAR

Season's Greetings to the Entertainment Industry

ENTERTAINMENT MANAGERS' ASSOCIATION OF NEW YORK

MAYFAIR BUILDING, 701 7TH AVE., NEW YORK CITY

ARTHUR ARGYRIES

The Mutual Entertainment Exchange

extends holiday greetings to his many friends and business associates.

LOEW'S ROCHESTER THEATRE BLDG., ROCHESTER, N.Y.

606 CLUB

606 S. WABASH

CHICAGO, ILL.

BILLY CARR

Is Happy To Present

So Many Grand Acts

STARTING HIS FOURTH YEAR

CARRIE FINNELL

ANN VALENTINE

ALYSE CERF

DOLLY STERLING

“FEMININE LOVELINESS”

“DANCING IN A CHARMING MANNER”

“The Acrobatic Whirlwind”

“The Song Queen of Comedy”

2½ YEARS AT THE 606 AND STILL GOING STRONG

JACKSON and NEDRA

“Supremacy in Taps”

CONNIE FANSLAU

“Singer of Sophisticated Songs”

KAY NORRÉ

“Blues Singing in the Modern Manner”

CAROLE LORD

GREETINGS

JOAN WOODS

“Tapping Into Your Heart”

SEASON'S GREETINGS

PHYLISS VAUGHN

MARGARET FABER GIRLS

Margaret Faber—Annabelle Faber—Ruth Fossey—Dee Dee Jennings

NOW GOING ON FOURTH YEAR

BOOKED EXCLUSIVELY BY SAMMY CLARK

GREETINGS

NOTE: “KERNEL” AL MERCUS is shopping for new talent for his club in Milford, Pennsylvania.

CALIFORNIA VARSITY EIGHT set for three weeks at the Hotel Palma, Miami Beach, Fla., beginning January 14.

DTONS, dance team, hop to Cleveland week of December 27 to appear at the Hotel Statler.

TEMPLE AND JARET are current at Hotel Biltmore, Harrisburg, Pa.

CARLTON AND JULIETTE are holdovers at the McCoy Trent Hotel, Trenton, N.J.

VALLEY AND LYNN are at Lotus Club, Chicago, December 21.

TED AND MARY TAPT, who recently closed an REO tour with the Andrews Sisters, are at Cafe Monaco, Cleveland. Patsy Marr opened there Monday (18) after closing with Ted Weems at the Lyric, Indianapolis, December 14. Bookings were thru the Alice Clark Agency, Cleveland.

MILROY DEVOE, emcee at the Casa Grande, Cincinnati, the last 23 months, was forced out last week due to an airline at the hotel. She expects to be back for New Year's Eve.

OLI LEE WHITNEY, acrobatic tap dancer, is playing banquets and private clubs in Pittsburgh.

Akpuii, the musical feature.

LOVEY WARREN, Florida night club entertainer who served as a double for the cartoon character of Princess Glory in Gulliver's Travels, is being screen tested at Paramount.

LES A. GISBERG has finished his third week at the Belle Murphy Club, Cleveland. Others in the show are Ethel Whyde, Bobbie Fred, Connie Curston, Steve King, Belle Murphy and Rex Bell.

PAUL AND PAULITTE close a seven-week run at the West Side Inn, South Gate, Calif.

JACK DALTON, after an absence of five years, has returned to Cleveland to head the talent at the reopened 11011. Others at the spot are Virginia Carroll, Evelyn Dietz and Pete Zummo. Spot reopened December 11.

December 30, 1939

The Billboard 15
No Foolin'

HAPPY HOLIDAYS
TO EVERYONE EVERYWHERE

GALI GALI
Egyptian Magician

Just Concluded:
15 Consecutive Weeks Rainbow Room, Radio City, N.Y.
CURRENTLY:
COLONY CLUB, Chicago, Ill.
RETURNING:
to RAINBOW ROOM, RADIO CITY JANUARY 10, 1940, fourth return engagement.

Sincere thanks to John Roy.

Holiday Greetings
from LOU MARTIN
AND HIS ORCHESTRA

FELIPE DE FLORES
Latin America's Foremost M. C. and Singer
CURRENTLY CONTINENTAL CLUB, MIAMI, FLORIDA

13-People Buffalo Floor Show
Stages Clever

Celebrating its fifth anniversary, Full Amige's Chel Ami Club, first ranking in quality, location and management in Buffalo, is giving customers the very best in entertainment.

Altho a show here always means good talent, the latest presentation outdoes previous attractions, and this can be credited to the clever production work of Donn Arden.

Definitely the high spot is the con- clusive version of Snow White and the Seven Dwarfs. The cast included Pat Walsh (Tink) as the Wicked Queen; Lucille Mathews (featured singer), Snow White, Ellen Mead (ballroom team), bird; Lee Noble (emcee and magician), torture; Seven Dwarfs, Jackie Glad, Jinx Monring; Ray, Helen Garvey, Betty Meets (all from line), and Beatrice Cota (comedianess) as Dopey; Donn Arden, as the prince; Joe Shaw (of ballroom team), narrative and introduction. With the aid of a staircase, leading from the stage to another higher stage platform above the band stand, the play- ture began on a dramatic air, making well-timed entrances and exits, and overcoming the lack of props and stage settings. Songs from Disney's movie came to life when Lucille Mathews, a charming lass, chirped prettily 'I'm Walking, With a Smile and a Song, and Some Day My Prince Will Come.' The dwarfs, entrancing the audience, and be- dressed with papier-mache heads and costumes, clowned in on 'Hurry and Whirl and Who's Your Work? doing several dan- cers, with sets and lanterns. After appearing astride a white horse, and asking the latest pretentious tunes (outside) aired One Song. The whole extravaganza culminated in Ding Dong the Witch is Dead as grand finale. Being novel, and well executed in every respect, this example of fine showmanship deserves the highest praise.

Lauren and the Artist Models (eight-girl line) also excelled in Memory Lane, a couple of costume parade, two-figure and a solo number. Featured were Arden and Mba Wits with smoothly executed whistling. Martha West, Marion Ray, Helen was clever. Opening number of Christmas tunes had girls descending the staircase, in negligees and holding candles, and Luci- cille Mathews voicing the lyrics. A quick change brought back the line immediate- ly for above the band stand, the play- ers singing 'I'm Walking, With a Smile and a Song, and Some Day My Prince Will Come.' The dwarfs, entrancing the audience, and be- dressed with papier-mache heads and costumes, clowned in on 'Hurry and Whirl and Who's Your Work? doing several dan- cers, with sets and lanterns. After appearing astride a white horse, and asking the latest pretentious tunes (outside) aired One Song. The whole extravaganza culminated in Ding Dong the Witch is Dead as grand finale. Being novel, and well executed in every respect, this example of fine showmanship deserves the highest praise.

Tina Strong, in a cute black frock that exposed shapely limbs during the spins, came thru with lively tap moves that drew an appreciative band. the net extremely new. went od ern.

Belmont-Plaza Hotel, Glass Hat, New York
A new floor show opened Tuesday (19) and, as usual, out out was an out of good presented without much worry as to continuity. Bob Wayne, of the Holid- Airs, singing quartet, steps out to emcee and proved he is a singer rather than an emcee.

The way is paved for the floor talent by Basil Fones's eight-piece band doing a couple of fancy numbers. Fones from, plus according to fad and personality, and his band plays the songs well.

Mina Strong, in a cute black frock that exposed shapely limbs during the spins, came thru with lively tap routines that drew an appreciative band. Then the Holid-Airs, singing quartet, steps out to emcee and proved he is a singer rather than an emcee.

First Lady of the Ballet

Season's Greetings
Harriet
HOCCION

First Lady of the Ballet

Personal Representative

HARRY KRIVIT
The Season's Best

Ile Kaye, Pcnaraariarawassaaraear
Hickory House

Del Lloyd, Clark & Wayne

The Season's Best

Winne Hoveler Girls

All the Best

Frank Libuse

Second Year at Billy Rose's Diamond Horseshoe, New York

Not Forgetting

Margo Brander

Holiday Greetings

The Vocalaires

Doris ... Bob ... Daphne

"The Most Versatile Trio on the Talent Market Today"

Currently:

Flanders Grill

Philadelphia

A Merry Christmas and a Happy New Year

I. M. Rappaport

Hippodrome

Theatre

Baltimore, Maryland
Holiday Greetings

MAXIMILLIAN BERGERE
AND HIS ORCHESTRA

Just Concluded 4th Season
VERSAILLES, N. Y.

Now Playing
4th Season
MIAMI BILTMORE HOTEL
Miami, Florida

885 Club, Chicago

A hangout — small and modern — for saddle-dansers and late-hour commuters who drop in for a drink or two. Spot dancers to repeat trade and only a sensational attraction draws in any large number of new patrons. Operator Joe Honnety, president of his customary on and off-floor show policy, increasing the entertainment fare when the pinch from competitive Rush street niteries becomes too painful.

Current are Lee O'Partel's Senators, six-piece orchestra; Johnny Howard, Houston and Harden, Vicki Laurel and Johnny Honnret. Howard, here once before, enacts, tells stories (even at the bar between shows) and performs some rather impressive magic. One thing he can do without is his habit of giving acts hokked-up introductions that are of no help to the performers. They tend to drag out the show and to lessen the entertainment fare when the pinch from competitive Rush street niteries becomes too painful.

Vicki Laurel, red-haired interpretive dancer, exhibits some graceful movements in Mexican and Hawaiian numbers. Well-done routines consisting the small floor space. Houston and Harden, mixed song team, offer a variety of tunes. They sing commercially and harmoniously, each song dipped in musical comedy flavor. Team is young and easy to look at.

The Senators are on for dance and show music, with Johnny Honnret filling in at the piano during intermissions. Honnret is another oldtimer here and seems to know as many customers as the band.

Never a cover or minimum.

Sam Honnberg.

Baker Hotel, Mural Room, Dallas

The smart Mural Room, catering to the spending socialites, has Bill Bradley's two-month-old orchestra. Band is co-composed by William Bradley and Ray McKinley, both top-flight musicians. Playing in this small room the Bradley-McKinley organization is harmonized with its heavy brass section. Patronage is in the mature type desiring danceable tunes that don't interfere with conversation, and the Bradley crew delivers what the dancing worth.

Band's evening program features McKinley's skin beating, Bradley's trombone, Bill Dickey's piano, and Charlie Dale, vocalist. Dale is built to play sweet or hot. His style follows something of both Tommy Dorsey and Glenn Miller. Bradley is a personality leader.

Miss Dale sings a clever arrangement of "A Dream of Jeannie" with some nice trombone work by the maestro. Two of her best numbers are "South of the Border" and "My Last Goodbye," with heavy work by three hot trumpets. Jumpin' Joe has McKinley on voices and an excellent trombone trio by Bradley, Jim Henn and Billy Craft. Miss Dale's "I Thought of You," latest recording, met with approval, and her singing of "Memphis Blues" got a big hand.

A novelty that goes over with a bang is Miss Dale's "And Then I Wrote," a medley of old tunes with a sassy slant and some nifty guitar strumming by Bill Bartford, with Joe Henn on drums and sax.

Between regular band sessions individual vocalists do some excellent work in impromptu entertaining with a Boogie Woogie piano specialty by Fred Shack McKinley on drums and Delmar Kaplan on bass. McKinley plays the house down with a session on drums featuring such tunes as "The Peanut Vendor" and McKinley's "Texas Hot Dogs."

Business good for mid-week evening. Dinners from $1.50 up, with $1.50 minimum after 10 p.m.

Publicity by Bill Lewis.
El Chico, New York

Gloria Belmonte, handsome dancer, has returned, replacing Soledad Miranda, the multifaceted dancer who was a holdover from the previous show.

Miss Belmonte dances in Spanish classical style, with her castanets and heelclicking an especial delight. Latinatiled Flamenco singer and dancer is a competent performer; Doris and Valerie do a dance that combines comedy with excellent dancing, and Maria-Louise Lopez sings flirtation songs to the customers and gives the show the welcome intimate touch. Hugo Mariani's Orchestra is still playing for the show and dancing. The band is much smoother now and does a good job.

Benito Collada is still the ever-present host and Dorothy Kay is the p.a.

Club Royale, Savannah, Ga.

Conveniently located just one mile east of the city limits, this is said to be one of the swankiest clubs on the East Coast. New and modern in every respect, Club Royale opened Thursday (7) and is already the talk of the town.

While as yet Manager Al Remler has not had time to arrange a floor show, patrons have been well pleased with Roger Ellis and orchestra, featuring Irene Taylor. Altho Ellis occupied the spotlight, a local contingent led by Chick Van Austin has attracted much attention with its own numbers. Just a small six-piece band, but its style is plenty good. Music and dinner charges for opening night crowd of 600 was $2.50, but a cover charge of 81 is expected to take effect soon.

Much of the entertainment here is provided by Ellis, with skits arranged and carried out by orchestra; members of this Taylor, vocalists, has also proved herself capable of singing almost any selection in her repertoire. With the completion of Ellis' engagement, Chauncey will play nightly at the club. The band is composed of Austin Catterton, trumpet, and leader; Frank Catterton, trombone; Henry Hedfor, piano; Clint Dyckes, guitar, bass and trumpet; Philip Butto, vibraphones and trumpet, and Randor Chan, drums.

The main clubroom seats 400 persons, all of whom may have a clear view of the dance floor and orchestra because of the terraced floors. Booths and chairs are covered with modernistic blond and red leather upholstery, a striking contrast to the spacious dance floor and the novel indirect lighting. Entire building is air-conditioned.

The bar and cocktail lounge, located adjacent to the main clubroom, accommodates more than 150. It has embodied in its design and furnishings many of the latest creations in equipment and colors.

Harry J. Applewhite Jr. is in charge of the staff, along with Mr. and Mrs. Remler as hosts.

The club was constructed at a cost exceeding $75,000, with Levy and Clarke as architects and Walter Strong as contractor. D'Engle was designer of the wall schemes and color harmony and A. J. Stephens Co. of Kansas City, designed and installed the fixtures.

Robert H. Pennell.

The Jungle, Kansas City, Mo.

This cabaret opened last week on the spot formerly housing the Winnie Winkle and has enjoyed a neat amount of class trade. The floor show is compact and is enhanced by brevity. The entire club has been redecorated and is now well lighted, with an additional battery of lights for the dance floor. The idea of a "Jungle" has been well carried out without any loss of good taste, with palm trees and other Oriental fixtures well placed among the tables.

Alfred DePaul is owner and manager and has quite a few good ideas for publicizing his place in contrast with the management of the previous club here which shunned publicity. Among other new quirks DePaul has installed a doorman. However, he acts as host himself.

The floor show is headed by Varetta St. Clair, dance stylist, who turns out an astonishing routine of nearly back-breaking contortionist dancing and wins deserved applause. She has attracted considerable attention from talent scouts in this area. Gary Gray, comedian, wins laughs with his routine as Ferdinand the Bull. Joy Ward, diminutive song-

Season's Greetings

Selma Marlowe

Currently

Paramount Theatre, New York

Holiday Greetings

Frances Wills

Currently

Colosimo's, Chicago

Season's Greetings

Murray Korman

Thanks to my many friends in and out of the profession for their valued patronage.

Season’s Greetings
from
CLIFFORD C. FISCHER’S
FOLIES BERGERE

SEASON’S GREETINGS

FROM

Dorothy BYTON

Lines always available for

FAIRS - NIGHT CLUBS - HOTELS
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Permanent Address: 7724 S. Euclid Ave., Chicago, Ill.,
AND ALL BOOKING OFFICES.

HOLIDAY GREETINGS

JACK PRINCE

“The Crown Prince of Song”
NOW IN 18TH WEEK—COLOSIMO’S, CHI.

GREETINGS FROM

WILLIAM MORRIS
THEATRICAL AGENCY, INC.
203 NO. WABASH AVE., CHICAGO
MORRIS S. SILVER, General Business Manager
Phones: STATE 3632-3-4 Teletype 379

Season’s Greetings from

DONN ARDEN
CREATOR AND PRODUCER OF DISTINCTIVE DANCE ENSEMBLES AND THE

ARTIST-MODELS

• JACKIE CLAD, Capt.
• JINX WALSH
• MARTHA WEIS
• PAT WALSH
• MARION KAY
• HELEN GARVEY
• MARTHA LOUISE
• BETTY METZ

IN 6TH MONTH AT
BUFFALO’S SWANK

CHEZ AMI
AND AUDIENCES ARE STILL ENTHUSIASTIC

“Thanks to Phil Amigone”

Season’s Greetings from

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

Holiday Greetings

MANY COHAN
This Season’s Special

HOLIDAY GREETINGS

JOHNNY MORRIS
SCOTTY BURBANK
JOE SODIA

NOW
GOLD COAST ROOM
DAKE HOTEL, CHICAGO

Season’s Greetings from

SEASON’S GREETINGS

Anchor Inn, New York

After a long run at the International Casino, Ray Parsone blossoms forth as a busier operator over in the unsophisticated 30s, taking over the management of what once Hanley’s Chop House with Mrs. Will Oakland. The spot still continues to boost the food, but has added an upstairs after-theater room where Captain Parsone officials with her old-time community sing sessions.

The place is intimate and conducive to good fun: everybody gets to know each other. On the night caught (19), just three days after opening, Ray had strained pipes from giving forth too much and spent most of her time just being a good hostess. Her organist, Alcil Sweet, a talented artist and a versatile fellow, filled the gap very nicely and was responsible for creating a mellow atmosphere. The Hawaiian Islanders ork plays litl Tahitian strains for the guests dining downstairs.

Place looks like a good bet, because the dinners, priced from a buck, are worth it, and the intimacy has a catchy effect. Mrs. Oakland is the greater.

Dorothy Reed is holding down the press relations job.

Steuben’s Vienna Room,
Boston

This is one of Boston’s most popular eateries. Features Lew Conrad’s music and a full show which changes regularly. Spot has a 75 cent minimum week-ends and $1.50 Saturdays.

Conrad’s seven-piece ork dishes out sweet music for the show and dancing and Conrad himself does rene. Featured are the Congo dance team of Sylvio and Melba.

Brett and Young—presenting a sophisticated “Dance Poem”, using some of best tricks in trade. Bette as good opener. Pair later return for a brief Congo. Marie Clark, an attractive brat, does a tap that merits a good hand. Retores for a tap on states that stops the show.

Sylvio and Melba dish out their Congo and a “Drunken Humba.” The latter could be improved with a faster tempo. Singer is drowsy Esther Borg, hailed as a recent arrival from Cuba. She worries little, but her classical selections fall er number featuring Silent Night and er number featuring Silent Night and Adrie Fadles. Customers join in community sing. Finale has entire show in Congo number with Conrad as bravoskin. Special hour of Congo instruction by Sylvio and Melba attracted many pa trons. Patrons also were invited to join in dancing at the Congo after the show. Manager Joe Schneider handles the booking.

Season’s Greetings

PAT WALSH

HOLIDAY GREETINGS

JOHNNY MORRIS
SCOTTY BURBANK
JOE SODIA

NOW
GOLD COAST ROOM
DAKE HOTEL, CHICAGO

DONN ARDEN

CREATOR AND PRODUCER OF DISTINCTIVE DANCE ENSEMBLES AND THE

ARTIST-MODELS

• JACKIE CLAD, Capt.
• JINX WALSH
• MARTHA WEIS
• PAT WALSH
• MARION KAY
• HELEN GARVEY
• MARTHA LOUISE
• BETTY METZ

IN 6TH MONTH AT
BUFFALO’S SWANK

CHEZ AMI
AND AUDIENCES ARE STILL ENTHUSIASTIC

“Thanks to Phil Amigone”

Season’s Greetings from

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

Holiday Greetings

MANY COHAN
This Season’s Special

HOLIDAY GREETINGS

JOHNNY MORRIS
SCOTTY BURBANK
JOE SODIA

NOW
GOLD COAST ROOM
DAKE HOTEL, CHICAGO

Season’s Greetings from

SEASON’S GREETINGS

Anchor Inn, New York

After a long run at the International Casino, Ray Parsone blossoms forth as a busier operator over in the unsophisticated 30s, taking over the management of what once Hanley’s Chop House with Mrs. Will Oakland. The spot still continues to boost the food, but has added an upstairs after-theater room where Captain Parsone officials with her old-time community sing sessions.

The place is intimate and conducive to good fun: everybody gets to know each other. On the night caught (19), just three days after opening, Ray had strained pipes from giving forth too much and spent most of her time just being a good hostess. Her organist, Alcil Sweet, a talented artist and a versatile fellow, filled the gap very nicely and was responsible for creating a mellow atmosphere. The Hawaiian Islanders ork plays litl Tahitian strains for the guests dining downstairs.

Place looks like a good bet, because the dinners, priced from a buck, are worth it, and the intimacy has a catchy effect. Mrs. Oakland is the greater.

Dorothy Reed is holding down the press relations job.

Steuben’s Vienna Room,
Boston

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Congress Casino, Congress Hotel, Chicago

Uncle Sam is the new financial backer of this Hitz-managed hotel and the reopening of the Casino, dark for a couple of seasons, gives the government an active hand in show business. It is a nice-looking room, modernistic in style comfortable in environment. Too it has never been successful, poor business conditions during the Casino's operation are mostly to blame. If good money is now being spent by hotel room diners and dancers, there is no reason why good bands and shows, reasonable prices and distinctive service shouldn't attract a profitable share of business into this hotel.

Initial bill is topped by the smooth music of Ted Pio Rito and orchestra plus a fair soft-act revue. Fault with the show, this carrying on, in a spirit of the acts rather than a single. Fra Pio Ballero, the minstrel, who introduces the performers, has not had enough experience as an emcee to conceal the bill's weakness.

Yuki Allen, pert aero-tapper, opens with a light specialty that is extremely well done. She is graceful and her personality is easy on the eye. Her wind-ups with spins and high kicks are sufficiently strong.

Pio Rito gets his closing at the piano, fingering the keyboard with little effort and producing ear-pleasing music. The leader still retains a cheerful and refreshing personality that blends well with his work, both as a front man and pianist.

Candy Candido, band's frequent vocalist, reaches the high and low notes with comedic effect. An okeh novelty. Carol King, ballerina, has a charming manner. When she spins thru Tales of Vienna Woods, for an encore to Tea for Two, Girl is young and attractive.

Tito Coral, the sharp-voiced Latin tenor, scored with a series of popular tunes. After sharpening his vocal chords with a couple of familiar native songs, he proceeds to peal out with attention-getting methods such as songs like The Beguine and South of the Border. A good salesman.

Marc Ballero unfolds a batch of impersonations, including both done-to-death characters and comparative newcomers. His Jack Benny is a topnotcher, followed closely by Walter Beery and Charles Boyer. The heed for his Muni takeoff is unnecessary, as it covers the movements of his lips.

Pio Rito keeps his music to a minimum of novelty and a maximum of melody. It is soothing stuff all the way and even when a jiggerbug orchestration is un-ruffled it is displayed with admirable reserve. Assisting vocally are Pat Travers, good-looking, and with rhythm in her voice, and Frank Flynn, tenor.

Intemission music is played by the Trio Moderne (George Devron, Margaret Conrad and Marion Marie) a two-violin and piano concert combination which concentrates on semi-classical pieces.

Minimum is $3 week nights and $2.50 Saturdays. Rush Strayer and Jack Garber handle the publicity. -J. Honigberg.

Rumba Room, Miami Beach, Florida

As authentic as Cuba is Tom Cassara's new Rumba Room, adjoining the Club Continental. Cassara is high priest of both spots, but like to have them known as individual establishments.

Originally built as a gaming room. Cassara had the keen sense to realize that the Beach would be closed tighter this season than a wrapped-up drum— hence the conga line. A terrific showman, Thomas started off with a cuff preview. Some 100 good prospects were invited and allowed to gorge themselves with food and drink. And the last few nights apparently have not made it out of "bread and upon the table.

Two bands work, the imported Oscar de la Rosa and the local Sanchas. This is the first time the Beach has been a main rumba band with a relief ditto. Both units are excellent. De la Rosa's combination for that style of music being somewhat odd, as he employs three sax that double riddle.

The show is molded strictly along Havana lines and features the La Playa dancers, who dance like mad and at varied intervals. They break up their routine by dancing with the guest, Leo DiAmelio.

Bill's Gay Nineties, New York

Holding its own despite a growing number of imitators, Bill Hitz's three-story night club is still drawing patrons who like to wine and dine, while listening to songs. (See CLUB REVIEWS on page 137)
Vaudville Reviews

Loew's State, New York
(Reviewed Friday Afternoon, Dec. 23)

The Strand has booked a batch of Hollywood names to fight the holiday slump and by way of this little show the Louella Parsons unit should play to a good gross.

Miss Parsons, columnist for Hearst newspapers, has had her June Preiser, Arleen Whelan, Susan Hayward, Ronald Reagan, Jimmy Durante and Jane Wyman in a unit titled Stars of 1939. Set is supported by a well-trained company, and Miss Parsons, her secretary, introduces the act. They tell Miss Parsons how wonderful she is, and Miss Parsons returns the compliment. Before the unit comes on, this mutual admiration is depicted on a trailer, wherein a batch of movie stars wish Miss Parsons luck on her p.a. tour. Anyway, the pic fans in the intermission liked both the trailer and the stage presentation. Arleen Whelan sang huskily, June Wyman and Reagan did a comedy sketch, Miss Hayward tonalized Blue Skies effectively, Miss Hayward did a sketch with Reagan, and June Preiser sang and did an dance. Best of the lot was Preiser, an. excellent performer. Miss Parsons did a preview column, dishing out news of fan appeal.

Opener was Gauthier's Steeplechase, enlivened by a dog and donkey act. Gauthier has the dogs and donkeys do steeplechase work and clever riding. is one donkey to another. Turn is paced beautifully, is full of charm and novelty.

Duo spot goes to Bob Hall, extemporaneous rhymer and wit. Hall's turn is unusual, being a continuous medley of comment and song based on topical subjects and immediate happenings right in the theater. The stuff is cleverly rhymed and scores solidly, the audience realising the unique nature of the act.

Pic, The Cat and The Canary.

Paul Ackerman.

Chicago, Chicago
(Reviewed Friday Afternoon, Dec. 23)

A better than customary holiday show, the usual atmospheric production scenes enhanced with exceptionally good talent. Line-up has four strong acts, a singing octet, line of 16 girls, plus Ruth Fielding, organist, and Sammy Sommer, boy soprano, used in the Yuletide Fandango finale.

Opening Merry Widow Waltz flash features the girls and the male singers in a familiar but still entertaining dance-and-song version of Franz Lehár's famous composition. Rudy Wagner, of the house orchestra, augments the scene with a piano solo, while the highlight is Paul Haakon's solid baritone number. Haakon's steps are original and far above the ordinary.

Frank Paris follows with a series of his clever instrumentalities, manipulated with amazing dexterity. Displays them on the regular stage, adding in a quean, a bulldog, a jiggerbug, a tin skater and an ice skater. Versatile and entertaining characters.

The Anderson Brothers, string wizards, stopped the show with their highly comical and musical novelty. The two boys sell each bit with their showmanship and one of them adds some comedy by introducing numbers with an engaging Baritone. They use banjos and a native string instrument, with the accent on jack and solid specialties.

Octet returns for a medley of Gypsy's famous tunes, which receives a mild reception due to the comparative uninterest of the melody and the mediocrity of the gypsy strain by the gypsy strain by the gypsy strain by the gypsy strain by the gypsy strain.

Bernard Calbas presents 3 Olympic Girls

“Sensational Acrobatic Novelties”

Just Finished State-Lake, Chicago

Brought over from Europe by George A. Hamid, 10 Rockefeller Plaza, Radio City, N.Y.
club wind-up, with the band boys dropping their instruments to blend their voices in a war of the Border. The geographic quotient is a little scrambled there, but the musical content is high. Closing medley of a waltz, a cakewalk, a ragtime ditty, a rumba, an excerpt from Gershwin’s Rhapsody in Blue and a swing solo is given by point by point announcements from the wings, supposedly illustrating the onward march of rhythm. Band also shows here. Lyman’s podium work as conductor and ensemble makes as acceptable watching as his music makes near hearing. Elimination of a typically innate screen musical short and a consequent lengthening of the stage half thru a couple of extra numbers from the band would be to the greater advantage of the audience.

Featured with the boys are the California Varsity Eight. Waging stalwart whose evicts, sours and mariner of projects made them a showstopper at the performance caught. Dressed in white underarm and maroon capes in Mittens, they astound the eight do a tune Yob on a group of college songs. an excerpt from the Vagabond Song. Even with the hands:ay of trying to get the wow blend of the eight voices into one mister mike, the octet makes greet listening.

Paramount, New York (December 21, 1938)

The Max Fleischer cartoon full-length film in technicolor, Gloster’s Travels, is the big feature here, with Glen Gray and Casa Loma Band featured on the pit-stage. The film is not so hot, but it should draw fair business due to the novelty angle.

The stage show is good. The Casa Loma Band, 15 men and Gray on stick-waving

And the same to you,

Sincerely,

ELDOR CARR

WM. KENT
Manager
1776 Broadway, New York.

SEASON’S GREETINGS
TO OUR FRIENDS EVERYWHERE

The 5 JUGGLING JEWELS

“The Original Carlton Sisters”

VAUDEVILLE: CHARLES V. YATES
FAIRS: GEO. A. HAMID

HOLIDAY GREETINGS to all our friends everywhere

McCONNEL and MOORE

“Society’s Favorite Comedy Jugglers”

THANKS

to all bookers, club and theatre managers through the country for a very successful year.

Open for 1940 Fairs

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My Capable Pilot: MUSIC CORPORATION OF AMERICA
(Personal Manager, Bill Baldwin)
PAUL REMOS
and his
TOY BOYS

After Playing 12 Weeks with Hal Kemp's Orchestra
Played 4 Weeks: Radio City, N. Y. C.
4 Weeks: RKO Theater, N. Y. C.

Now Playing: Seventh Month at the INTERNATIONAL CASINO, New York City

We Wish All Managers, Agents and Friends
A Merry Christmas
and
A Happy New Year

Buds: Agent for U. S. A.
Permanent Address: PAUL REMOS 391 Riverside Drive, New York City
245 Fifth Avenue, New York City

BEST
YULETIDE WISHES
from
HARRY SAVOY

Holiday Greetings
from
EDDIE, JACK & BETTY
INTERNATIONAL SKATING STARS
East—Meyer North
West—Sam Roberts

MERRY XMAS—
HAPPY NEW YEAR—
TO ALL
ABE SCHILLER
NITE CLUBS
FOX THEATRE BLDC., DETROIT

STATE-LAKE, Chicago
(Reviewed Friday Afternoon, Dec. 21)
Orrin and Betty Lou Billington, a couple of red-hot dancers, open the seven-act show nicely with a couple of light but passable routines. Kids are young and personable.

Doris Mae, shapely xylophone player, displays good timing and fair enough salesmanship. After a straight number she doubles with a tap routine and closes with a couple of electric numbers on a dark stage which is a glittering novelty.

Grandma Perkins, white-wigged woman with a now-and-then laughing skit, has a familiar and slow act. The stuff is too well known and only relief comes from box plant who kids her "when I was a girl" gags. Act needs punchier material.

Sylvia and Christian, European adagio-ballet team, offer two numbers in which ballroom dancing itself is miniaturized, while the man's strong arm skill is highlighted. Girl is a tall blonde and when her partner spins her about and under her arms she doubts with a familiar slow act. "When I was a girl" gags.

Tina Quiris, mellower-voiced tenor, has a little trouble stopping the show with highly pleasing renditions of Latin and American tunes. Her delivery is effortless and personality quite winning.

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

TITONE HIMES
AND HIS PALS IN
"Slightly Deceptive"
EXTEND HOLIDAY GREETINGS TO EVERYBODY EVERYWHERE
Direction: Music Corporation of America

CON COLLEON
Extends Holiday Greetings
TO HIS FRIENDS IN ALL PARTS OF THE WORLD

STILL ACCLAIMED "THE KING OF THE WIRE"
RIMAC
and His Famous Latin American Orchestra
with
JUANITA
CHARLEY BOY
CONCHITA
present
"A PAN-AMERICAN SHOW"
Featuring Rhythms and Melodies from Brazil
Just completed
6 Months' Engagement CASINO ATLANTICO, Rio de Janeiro
Triumphant Return to Broadway, Week of Dec. 14 at
LOEW'S STATE THEATRE
This engagement proved so successful
that we're booked for a return engagement the week of February 22, 1940.

SEASON'S GREETINGS
from
NICHOLAS BROTHERS
now playing extended engagement at
CASINO URCA
Rio de Janeiro, Brazil
Personal Management
HERMAN STARK

Saphier Resigns MCA Radio Post
NEW YORK, Dec. 23.—James L. Saphier resigned from the radio department of MCA Corp. of America this week to return to the independent agenting field. Saphier joined MCA seven years ago, taking over his business to do so. Saphier, who manages Bob Hope, left MCA because the company wanted him to stay in the East, which he felt he couldn't do because of his commitments to Hope. He returns to the Coast shortly and will open an office there.

SEASON'S GREETINGS TO OUR FRIENDS EVERYWHERE
FROM
BETTY JANE SMITH
DANCING STARLET
Currently Featured With Tad Lewis Unit
Week of 22nd, Palace, Cleveland; Week of 29th, Oriental, Chicago.
Sincere Thanks to Mr. Ted Lewis
Rainbow Rm., Grill Not Closing—Roy

NEW YORK, Dec. 23—John Roy, director of the Radio City Rainbow Room and the Rainbow Grill, denies reports the rooms will be closed, as of Thursday, compared to last year's 72, and the Grill has 100 af against 40 last year.

The Rockefeller interests have had several meetings on the operation of the two swank 65th floor clubs, and one plan that had been given serious consideration was to turn over the rooms' luncheon club business to a concessionaire.

The room is the swankier of the two clubs, but it's the Grill that makes the profit.

FOR SALE OR FOR RENT

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McNALLY'S BULLETIN No. 20

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NEW, BRIGHT, ORIGINAL COMEDY
15 Monologues, 1 Acts for Two Male 1 Acts for Male and Female. 19 pancakes, 1000000 Art. Female Art. Art. Pro, Group and Dance specialties. 16 Minutes Film Pack. Operettes and Farcical. 1 V., Minstrel Shows, War hike. Major and minor Jobs and Gags. Remember, McNALLY’S BULLETIN No 20 is only one dollar.

WM. McNALLY
61 East 125th Street, New York

HARRY PYLE’S GAGS

The Admiral’s Story at the Bottom of the Sea. Let’s Drink Up to the King’s Name. Unwarranted War. "Patty" Heater Went into a Struggles and Come Out a Success: Story of the day that Mrs. Pyle, who was on the American Liner, was being chased by a sea serpent. Mrs. Pyle, who is a powerful woman, said, "If you are not out of the path of that sea serpent, I'll chase you out of your life." And they sailed on without a note.

ASK THE MEN THAT PLAY THEM! MAJOR BOWES UNITS ARE DOING TOP BUSINESS EVERYWHERE

5TH ANNIVERSARY REVUE AND SOLIDLY UNTIL MARCH, 1940.

T. D. KEMP'S TIME IN FEB., AND IN APRIL COMES AN EXPLOITATION SURE-SHOT MAJOR BOWES TAKE A CHANCE REVUE
Thank you ANGEL LOPEZ and RAMON FERRER

Season's Best from the foremost exponents of the

"RHYTHM OF THE RHUMBA"

Happy Holidays . . .

Cesar

TAPIA and

MACLOVIA

ruiz

Outstanding Latin-American Dancers in

"A NIGHT IN HAVANA"

HAVANA MADRID

New York

More New York Clubs Prepare For Holiday Week Reopenings

NEW YORK, Dec. 25—The Cafe Conique, formerly the Club Yumuri, will reopen December 28 as the Hollywood Cabaret-Restaurant, with Harry Goodman heading the operating corporation. Bothwell Brown's line of girls and bands will lend the entertainment. Club is trying to get Iris Adrian also. The new management is understood to have cleared its right to the Hollywood name, which was owned by Joe Moss at the spot now for the site of the Believe-It-Or-Not Odditorium. George MacMurray is p.aing the spot.

Lido Club, on the site of the Jackie Osterman old club, opened Thursday (21), with a line of Wally Wagner girls featured, Rusty Rocker is the p.a.

The old Casa Manana reopening using the name of French Casino, even though the F's original producer, Clifford Fischer, opens next week a few blocks away with his Polka Barge stage show (see N. Y. CLUBS PREPARE page 157).
Season's Greetings

JUDY ANNIE CANOVA
ZEKE

SEASON'S GREETINGS
FROM
HIBBERT, BYRD & LA RUE
NOW PLAYING
BEVERLY HILLS COUNTRY CLUB, CINCINNATI

A. & B. DOW
PARAMOUNT VAUDEVILLE AGENCY
ADAM A. ADAMS
GOLDSTEIN BROS.
Springfield, Mass.

Extend to the profession Best Wishes for a very
Happy Holiday Season and a Prosperous New Year

DEL COURTNEY
ON
VOCALION RECORDS
DIRECTION;
WILLIAM MORRIS AGENCY, INC.

HELD OVER
THIRD MONTH
AMBASSADOR HOTEL
NEW YORK

FEATURING VOCALS BY
- SHERMAN HAYES
- JOE MARTIN
- DICK DILDINE
- BOB MOONAN

AT THE HAMMOND ORGAN

Vaudeville Notes
NICHOLAS TSIOKEFALAS, of Monte Carlo Studios, Detroit, supplied dancers
for the Regent, Annex and Alger theaters.
Detroit, during the holidays. Arthur
Thibodeaux was technical director of the
shows... AL (RAGS) BOECK, tag
picture artist for the past 20 years, is
now with Solie Childs' French Follies
unit on the Interstate Jim in Texas...
WELLS BROTHERS, three men
doing a bar act, are with Childs' unit
also and had a mishap when Oakley and
Hartley Wells fell at the Orpheum Thes-
ter, Wichita, Kans., December 15. The boys
were doing a giant double swing when
the screw to which the guy wires had
been-fastened pulled out of the wall.
Oakley suffered a brain concussion and
Harsteil a sprained wrist and knee.
THRU an error last week the name of
Harry Rogers was used as producer of
South American Nights, which is touring
the Kemper Circuit. The show is owned
by Harry Clark.
FRANK ROSS and Anita La Pierre are
on the initial bill at the Harris-Senator,
Pittsburgh this week, and follow week of
December 29 at the Tower, Camden,
N. J. JERVIS POWERS, former
vande dancer, is now operating the
Silver Palms Club, Asbury Park, N. J.,
using Saturday night shows during the
winter and full week shows during the
summer. Entertainers work in the center
of the bar.
ARKESS AND BROADBENT, booked for
an MGM picture thru Miles Ingalls,
canceled a Cleveland date to fly to Cali-
ifornia... JAY AND LOU SEILER
sailed recently for Rio de Janeiro, Brazil,
bock into the Copa Cabana Casino by
Hal Sands. Sands has also set Yola Galli
and Charles and Oteler for some
American dates.
PROFESSOR GAYORD, ma'd, and Pro-
fessor Bruce, Sylib Slater, Chase Bickle
are playing with the White Rock Show-
boat Co., BEETZ SIMS, who debuted with
Clifford Fischer's Follies in 1934, has been touring
Europe and Asia for the past three years

Possibilities
CLEANED BY MEMBERS OF THE
BILLBOARD STAFF
The purpose of this department is to
benefit producers, bookers, agents and
others concerned with the exploitation of
talent in the major indoor fields thr
The Billboard's coverage of every branch of
the show business.
SHOWMEN INTERESTED IN SPECIFIC
"POSSIBILITIES" MAY ADDRESS THEM IN
CARE OF THE NEW YORK OFFICE OF
THE BILLBOARD, 1544 BROADWAY.

For FILMS
HERBERT RUDLEY - young legiti-
actor now playing the lead in The
World We Make at the Guild Theater,
New York, in an extremely difficult
and delicate role he is doing an out-
standing job, one of the finest pieces
of acting seen so far this season.
Well set up, pleasant-looking lad, who
should screen well, and who would do
beautifully into roles calling for a
more solid John Garfield or a younger
Spencer Tracy. Nice personality and
outstanding talent.
DON REED - tenor on the Al Pearce
air show. One of the best tenor pros-
tects to come into the picture in
some time, with a marked dis-
rant-a voice that is properly
used. Not a malleable Idio type, but
should handle film musical roles
easily.

with her husband, Juan Alejandro.
He used to be a member of the Lime
Tri-boys were in the French Casino,
New York, in 1936, and are now in Egypt

HOLIDAY GREETINGS
TO ALL MY FRIENDS
DON ZELAYA
MUSIC AND PHILOSOPHY
Legit — HARRY BESTRY

Vaudeville — EAST - EDDIE SMITH
WEST-SAM ROBERTS

TO ALL JUGGLERS
I WISH YOU A MERRY CHRISTMAS
and
A HAPPY NEW YEAR

Hope You Didn't Miss Your Christmas Dinner

bobby may
MARDONI
“Maestro of Mystery”
Assisted by Louise
Now Playing
Panther Room, Sherman Hotel
Chicago

SEASON’S GREETINGS
THE BILLINGTONS
(Orin and Betty Lou)
Youthful Musical Comedy Dancers
NOW AT
STATE-LAKE THEATRE
CHICAGO

SEASON’S GREETINGS TO ALL
FLORENCE ROGGE
ASSOCIATE PRODUCER
and
BALLET DIRECTOR
RADIO CITY MUSIC HALL
Radio City New York

SEASON’S GREETINGS FROM
CHARLOTTE ARREN
AND BRODERICK
TO ALL OUR FRIENDS

SEASON’S GREETINGS FROM
FRANKIE QUARTELL’S
MUSIC MAKERS
EIGHT MONTHS AT COLOSIMO’S, CHICAGO

IN THE HEART OF GREENWICH VILLAGE
THE PLACE
91 SEVENTH AVENUE, NEW YORK

SEASON’S GREETINGS
from
LILYAN DELL
Song Stylist and M. C.
Now in 10th Week

BEST WISHES OF THE SEASON
BOBBY MARTIN
His Trumpet and His Orchestra
Now in 20th Week

SEASON’S BEST
TO ALL MY FRIENDS
CHICK RAINES
His Piano and His Orchestra
NOW—2nd YEAR

HAPPY HOLIDAYS
NATALIE GILBERT
TAP STYLIST

HERE’S WISHING
THE BEST OF
EVERYTHING TO
Everybody
IN 1940
THE WIERE BROS.
currently
The INTERNATIONAL
THEATRE • RESTAURANT
New York

SEASON’S GREETINGS
from
Sylvia and Christian
“Sensational European Novelty Dancers”
NOW AT
STATE-LAKE THEATER, CHICAGO
Management: JOHN H. BILLSBURY

SEASON’S GREETINGS
from
AARON PALMER
MUSIC IN HIS FEET AND RHYTHM IN HIS SOUL
Current at Uncle Sam’s Music Hall, W. 48th St., New York City, Indef.
Direction—BILLY JACKSON, PALACE THEA., BLOG., N. Y. CITY.
New Outlets for Talent

By WILL J. HARRIS

December 30, 1939

Best Wishes for a Happy Holiday Season

D'ARTEGA

My Appreciation To

VINCENT McFAUL, Buffalo Theatres, Inc.
MARSCHALK and PRATT and their client, DUNN and McCARTHY, makers of Enna Jetick shoes, and CURT PETERSEN and DICK MORENUS.
ROBERT SIPCHEN and WILLIAM ROWLEY of Sun Valley, New York World's Fair.
BEN SELVIN of Associated Music Publishers, and MUSAK.
And my friends for their good wishes and co-operation.

Currently

SHEA'S BUFFALO THEATRE
PERSONAL MANAGEMENT
JACK LAVIN
The Park Central
New York

Season's Greetings

BOB HALL

That Extemporaneous Chap

AT LOEW'S STATE, NEW YORK, THIS WEEK
On early but happy to be on the same bill with LOUELLA PARSONS

OLIVE MILES & CO.

Presents

"FIFI THE COW"

Address: 233 W. 46th St., New York

Yuletide Greetings

J. WALTER DAVIDSON
STATE-LAKE THEATRE
CHICAGO

Season's Greetings

TORRENCE & VICTORIA

ACES OF THE AERIAL PERCH

NOW—ORIENTAL THEATER, CHICAGO
Acts-Units-Attractions

Routes

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

EXPLANATIONS OF SYMBOLS

a — auditorium; b — ballroom; c — cafe; c — cabaret; c — country club; h — hotel; m — music hall; n — night club; p — amusement park; r — road house; s — restaurant; t — theater.

NYC — New York City; Phila — Philadelphia; Chi — Chicago.

On the upbeat!

SEASON'S GREETINGS to our jazzein' pals everywhere

JOE SULLIVAN

AND HIS CAFE SOCIETY ORCHESTRA

Composed of Great Negro and White Instrumentalists.

NOW PLAYING

Cafe Society

2 Sheridan Square

NEW YORK

JACK GILFORD

SECOND STARRING YEAR AT CAFE SOCIETY, N. Y.

"One day Broadway will discover JACK GILFORD and he'll be on his way to the heights for which he seems destined. He's a cinch to click . . ."

ABEL GREEN — VARIETY

" . . . He has developed into one of the funniest comedians in town . . ."

THE NEW YORKER

DAMON RUNYON

MANFRED GOTTHELF

WISHES EVERYONE

HOLIDAY HAPPINESS

THIRD YEAR MUSICAL DIRECTOR

HOTEL MORRISON — CHICAGO

EXTEND TO ALL OUR FRIENDS THE WORLD OVER

GOOD CHEER, HAPPINESS

AND PROSPERITY FOR THE NEW YEAR

" . . . the Four Franks at the State-Lake are genuine 'Topppers' in the Loop's vaudeville this week before Christmas. The Franks are only incidentally musical. They are dancers and acrobats, two girls and two boys, back from a tour of Europe and of such skill in their rapid, vivacious, comic work that they must have yielded to none of the continental entertainers with them on their foreign bills."

— Chicago Daily News.

BACK HOME AFTER SUCCESSFUL WORLD TOUR

WEEK OF DECEMBER 30TH

ORPHEUM THEATER, MINNEAPOLIS

EAST: Chas. Yates

WEST: Guy Perkins

EUROPE: Foster Agency

THE BOOGIE WOOGIE BOYS

MEADE "LUX" LEWIS

ALBERT AMMONS

PETE JOHNSON

Sincere Thanks

JOHN HAMMOND

BARNEY JOSEPHSON

Currently

Cafe Society

2 Sheridan Square, New York
There is more to it than silver trees, brightly colored rooms, a miracle stage and an $8,000,000 investment. There is management, that hidden ingredient which is always present and never seen, behind the wheels revolving.

Chester H. Canning, head man at The International, is an oil man from Fall River, Mass. Those who remember Adolph Menjou of ten years ago have a mental picture of how he looks. His ties are the only thing loud about him. He refuses to be interviewed and wants no Broadway hooey. This is his bow to New York and he commutes every week to Fall River.

There is no photograph of him anywhere, so think of the dapper Menjou and be happy.

FABIAN THEATRES INCORPORATED
Suite 2101 1501 Broadway NEW YORK

WISHING YOU ALL THE JOYS OF THE HOLIDAY SEASON AND A HAPPY NEW YEAR
TOY & WING Chinese Dance Stylists HELD OVER STRAND THEATER NEW YORK
DIRECTION — WILLIAM MORRIS AGENCY

GEORGE PRENTICE
Creator and Originator of All He Presents
Extends Holiday Greetings To His Friends Throughout the World
Held Over Second Week — ROXY THEATER, New York
Via MARK J. LEDDY
European Representative—ERIC WOLHEIM

Singing Out Season’s Greetings
LAWRENCE WHITE
Featured Baritone
TRIANON ROOM ♦ AMBASSADOR HOTEL
New York

HOLIDAY GREETINGS
GREGORY and RAYMOND
With CHERIE “Melange of Music and Comedy” NOW PLAYING STATE-LAKE THEATER, CHICAGO
RKO—ROGER MURREL LOEW-INDIE—AL GROSSMAN WEST—GUY PERKINS

Season’s Greetings to All
LIME TRIO
“The Original Golliwog”
Now appearing at THE BROADWAY THEATER, New York, with CLIFFORD FISCHER’S “FOLIES BERGERE” Revue

The chef, for instance, is supreme, taking instructions from the banquet department, but never, mind you, taking orders.

From the bartenders to the head waiter a feeling of personal attention is given to every guest. Reservations for theater locations are filled in the order received. The place runs like clockwork.

A set price scale, too, may have had much to do with the success of the theater. That is, locations are priced similar to those in the Broadway theaters. A man with an 83 table knows exactly what it is going to cost him for the evening. All prices for food and beverage costs are clearly outlined. (See THEATER RESTAURANT page 127)

THE INTERNATIONAL, NEW YORK

FRONT of The International, New York.

The complete performance at midnight is aimed at the theatergoer.

Crew Is Competent
To keep the huge ball rolling a competent crew pulls the various strings, never interfering with one another and never attempting to run the other man’s job.

Front of The International, New York.
Season’s Greetings

AL TRAHAN

Holiday Greetings

W. C. HANDY
composer and publisher of
“St. Louis Blues”

SEASON’S GREETINGS TO ALL OUR FRIENDS

MARIO & FLORIA
4th Return Engagement. Opening January 8th
Serf Room, WALDorf-ASTORIA, New York

NIGHT CLUBS-VAUDEVILLE

December 30, 1939

The Billboard

1. A HAPPY NEW YEAR TO ALL FRIENDS

EVELYN DUTCHES
THE ESSENCE OF TALENT AND CHARM

The Smartest and
The Latest in
Novelty Radium
Tap Routines
A Big Hit
On Any Bill

Now at Benny the Bum’s, Philadelphia, Pa., Indefinitely.
Permanent Address: THE BILLBOARD, NEW YORK CITY.

Personal Direction. ANTHONY PHILLIPS

2. Big New Year’s For Louisville

LOUISVILLE, Dec. 23.—Reservations for New Year’s Eve are far ahead of previous years, according to night spot operators, and everything points to excellent business.

The Silver Slipper offers two shows at night, featuring Don and Jean Ford, Jimmy Almoucho and orchestra, with Bobby Bradford as emcee.

Greenwell’s, on the Dixie Highway, is offering two shows nightly, with Beatrice and D’Aroto, Dave and June Roberts, Boba and Bardino and Paul Nielsen and orchestra.

At the Ole Mill is Paul and Chetas Band.

Probus club is featuring Ray Baur and orchestra, with Shirley Adams doing vocals.

Harry Robertson and orchestra are holding them at Clem’s on Bardstown road.

The Rio is offering Buddy Pierce and a jitterbug contest.

The Flamingo Club is featuring Josephine and Maurice, Rita Morgan, Moe Latour, Billy Nichols Orchestra, and Carl Zeiler, emcee.

The Derby Room at the Seaboard will continue Haden Hemel at the console.

The Biltmore is offering Charlie Luck and orchestra and a Loping contest.

Many spots that have been closed for some time will open during the holidays.

3. Detroit Nitery Asks Injunction On Mass Picketing

DETROIT, Dec. 23.—First local example of mass picketing of a night spot resulted in a truck hire Tuesday at The Bowery.

The Bowery has used Benny Resh, a non-union band, for some two or three years, and attempts by the union to have a non-union band put in have been turned down. Last week, after four weeks of picketing, the business agent of Local 5, A.F.M., stopped Bowery Band from playing a luncheon of Detroit Variety Club, although it was an open gage.

Picketing started last week, and owner Frank Barbaro applied to Court, Court, Court, Court, Court, for an injunction, naming the Walters and Waitsreese, bartenders, stagehands, and building service employees, a ‘mustache’ union. Barbaro stated he employed more than 100 persons, that none of them belongs to any union, and that he pays above the union scale.

A temporary injunction was denied and case was set for trial.

Meanwhile the U.F.O. on Wednesday, opening Monday to headline the floor show, refused to go through the picket line. A truck was arrived at, allowing formal negotiations Tuesday, and the pickets were taken off.

4. Morris, Chicago, 5 Full Weeks Set

CHICAGO, Dec. 23.—By January 15 of next year, the local branch of the William Morris Agency will have five weeks vaude, stands on its books. General Manager Morris Silver states. Four of those will be handled by Leo Saltik, who is currently booking the Tower, Kansas City, Mo., and Minnesota, Minneapolis. An addition on his books this week is Joseph, Freshly’s Freshie, Minneapolis, Minnesota, Man, which will use an average of five acts nightly. By the middle of next month, the Madison, Detroit, will be added.

Sam Bramson continues to book the Goody, Milwaukee, which uses both vaude and attractions.

5. Reviews of Units

Donald Novis

(Reviewed at Tower Theater, Kansas City, Mo., Friday Evening, December 15)

Appearing on leave from the Fibber McGee and Molly program, Novis proves his stage appeal has not left him, as first-day crowds at his Tower Theater appearance gave top marks. Novis opens with the pop tune, Stay in My Arms, Cinderella, followed by Irish reel. The latter ditty is entitled Phil of the Fleeters’ Ball, with a great deal of Irish accent thrown in. For an encore he does Charley and Irish dance. He follows with A Pretty Girl Is Like a

(See REVIEWS OF UNITS on page 35)
**General Weiner**

**Pre-Xmas Week Tough on B'way; Music Hall Okeh**

.NEW YORK.—The holiday full weekly was among the most Second Avenue presentation houses last week, knocking most of them for a loop with the exception of the Loew's State, which lost $63,000 gross for the first week of December. 

**CARNIVAL CHRONOLOGY**

**PARK CHRONOLOGY**

**THE YEAR IN LEGITIMATE**

BUILDING BANDS — IT'S SIMPLE....

**RADIO EDITORS — ARE THEY allot,**

**OPERATING WORLDS LARGEST THEATER - RESTAURANT**

Itassitesitla Variefiee didn't pull 'am at 52Nd to draw at the Paramount and **INS week. as Shop Fields and Rule Darla**

**May (20) with Olen Grey's Rand. did gross red dog. drawing only $10.000.**

blii. featuring lottelle Perique Hollywood 114,000 taken Stale had last week preceding Cheptinen Omrge Prentice and Margery Daye for presentation bottom last week. knocking took Tough on B'way; Music Hall Okeh 

Pre -Xmas Week

**CARNIVAL PeOCRESS CHOPPY**

Springfield Take

**Victor**

for week coded Thursday 1211. 

**yawl* hertme In town, chalked up 66.200 getting tough comyetILIOn from the gift off in all the houses In town. the b 0.**

week ended December compared with (Ire grand average Stroud Twins Bill

Twins heading the Maga bill, did 44.650, Average le 00.

Show !snide Album

Cede port.t.t.140, Porto -Poets Porto-Ordenses Neon Brothers. Mine City in Darkness.

May 1939, for week ended December 26, put up to standard. 

Like the Roxy and Loew's State took it on the chin the hardest. The Roxy did $27,500 for Everything Illus Night and a stage show consisting of Missy's Pictures, All, Loyal, Present show days for week ended December 21. Show is running a second week however, because of the traditional full anyway during the last week preceding Christmas. Loew's State had it much worse, with just $19,000 taken. In between the show and a bill headlining James Barton, Bertie Taylor and Ciro Rimas for week ended December 20. Current bill featuring Lionel Parson's Hollywood Follies, and there's a strong opening Thursday (21). 

**Xmas Cuts**

**Philly Biz**

**PHILADELPHIA.—Receipts have fallen off even in houses to town. the A. getting tough competition from the gift counters. Pay's, the only remaining vaudeville house in town, chalked up $6,000 for week ended Thursday (21). 

Two weeks ago two des and Dolores Shaw in the strip spots, Bob Barton and Guy Olette, Master and Wolf and St. John Brothers and the Romano Brothers, Platt, Dity in Darkness.**

**In This Issue**

**SPECIAL ARTICLES**

**NEW OUTLETS FOR TALENT.**

**OPERATING WORLD'S LARGEST THEATER-RESTAURANT.**

**MANAGE A VAUDEVILLE VALET?**

**RADIO STILL BUILDS TALENT.**

**RADIO EDITORS — ARE THEY allot,**

**OPERATING WORLDS LARGEST THEATER - RESTAURANT**

**YOUR ROOM IS AS GOOD AS YOUR BAND.**

**MANAGE A VALVE.**

**YOUR ROOM IS AS GOOD AS YOUR BAND.**

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**RADIO STILL BUILDS TALENT.**

**In Holiday Spree Take**

**SPRINGFIELD, Mass.—Holiday season forced two good shows to be washed here last week, as the Shep Fields and Nate Doolittle troupe performed at the Gate Parlor and the Vaudeville Varieties didn't pull 'em as the Court Square. House managers blame holiday trading, as both shows were good. Two weeks ago, Charlie Crane, Ernie Carter, Robert and Austin, the Four Doughs, Bob Nelson and Co. and Bud and Judy Allen. Mossed from the line-up were the regular George Libby during long run. Paramount picture, All Women Hate Secrets, and Court Square's, Hawaiian Nights.**

**Minneapolis Dives With "Rio." Vernon**

**MINNEAPOLIS.—Minnesota Theater dived to a gross of $4,600, with Vally Vernon heading the stage show for week ending December 14. Pic. The From Rio. Previous week house did $11,600 with A. B. Marcus revue and Heroes in Blue. Average is Go.**

**Strood Twins Bill Under in Seattle**

**SEATTLE.—Palomar. With Strood Twins reviving the show this week, grossed $4,600. Average $460. After All, billed as a seven -act show. Baleen's, which opened Wednesday (26) with Glen Grey's Band, did better than $12,000 for the first two days.**

**Holidays Murder Springfield Take**

**ChICAGO.—Usual holiday trade pick-up. The long bills in three comedy houses promise healthy grosses this week despite the last-minute Christmas shopping rush, the Chicago opened nicely with Warner's Four Women, and revue topped by Paul Hankon, who $42,000 indicated. Week ended December 31, house dropped to mild $32,000, with Harry James' Ork, Andrews Sisters (billed), and Wynn's Follies. State-Lake is giving Metro's Thunder Afloat, a second Loop showing in conjunction with a seven -act show featuring Bert Wheeler. Busy shipping up a big variety show for week's bill. Closed $10,000 for week ended Christmas. At Paramount, in its pre-Christmas season (along with the other houses), but the store attendances are to blame rather than the thes- ter's temptation of Dancing Co -Ed and vaude bill.**

**Gray Ork, "Tower" Okeh 15Gs in L. A.**

**LOS ANGELES.—Paramount, with another Bill in the bill, did $4,650 for week ended Thursday (21). Dovezus Des and Dolores Shaw in the strip spots, Bob Barton and Guy Olette, Master and Wolf and St. John Brothers and the Romano Brothers, Platt, Dity in Darkness.**

**Ann Rutherford's**

**P. A. in Cincy Okeeh**

**CINCINNATI.—RKO Capitol, with another Bill in the bill, did $4,650 for week ended Thursday (21). Dovezus Des and Dolores Shaw in the strip spots, Bob Barton and Guy Olette, Master and Wolf and St. John Brothers and the Romano Brothers, Platt, Dity in Darkness.**

**Bright Xmas**

**Biz in Chi; Chicago 42 Gs**

**SPokane Grosses**

**In Holiday Slump**

**Songs With Most Radio Plugs**

**"Scatterbrain" Hits Top Again, "Lilacs" Move Up**

**Songs Listed are those receiving 10 or more network plugs (WJE. WEF. WAB.**

**Before I see a show, I count to one hundred and one, for the benefit of the Post Street Theater last week, where a number of their annual pre-Christmas slumps, Sony stockers, and the like. The price figures through December.**

**VAUDEVILLE FLYER**

**BOWIE SHOW PRINT and FLYER, INC.**

**PHOTO COMPOSITION**

**MATTY LOWE, FLYER**
Balt ere nothing but a few aete placed in himittarles in person. Flellnit a greater Cure:salty to we film attractions. Wayne King’. Band proved goggle at the gorgeous loud their heyday. Screen eters sill draw or two to listen This Pnor-thelige eyeteni has tuner hurt admirorl top to 40 cents and. U the offhe record. 01 our fare to a inert up-to-date manner. energy Juggler* mid seal mt.. presented Imam their Wang room or the Mickey a Inme band, licrlab unit or some prom- ing the team house mu/denim.% week In srmational attraction. but inform. them rueintera that they ate going to see a Idea wider which moot of the ette en - a unit name of our Own or develop some to modern idyls We will either mime% muse tend used on. the Maim and told thewecnis a very dry fan:nom and it acts as  great icarepalmo. The word has con. to Mean two -a -day byword long ago and never is cm rector veteran vatidovilte booker. When something head. .bare water. cumstances we manage to keep our pronts every week but. Under the cir- moireding to my that we turn In huge tail. Wooers in support of flesh bele tram to find the out and the hard way. But the cuatonwee are more hae. It mat act like magic, wilt doen't promise the loot "rant attraction. more That can be either cen-ent for John Pantily consists of a century aeo . a elfin painter for the barrage or Woe,. ern the Mr had presettiatiion. he won't we the Riverside Unities the mimic has an entirely novel the mituaenuen border..t a quarter inn still

December 30, 1939  
NIGHT CLUBS-VAUDEVILLE  
The Billboard 35

HIS no bed of roses managing a com- 
uniting policy house with those picture 
dominating days. I have had six 
years to find this out and the hard way, 
that is, by finding myself in the set-up that leaves us 
nothing but "B", "C", and "X"-grade pictures in the 
broadcatting task to come up with in 
and week out with a stage show that has 
changed both power and place in the 
major picture houses and still wind up 
with a profit. And we try to cash in only via the 
liveongethershows we get 10 cents 
taking up 80 percent of our display 
advertisements, only 20 percent 
to programs. It would be misleading to say that we turn in 
huge profits with all of the attractions. We 
canstas, we manage to keep our 
heads above water. 

There is no doubt in my mind that 
people want flesh and will see it if 
when something good comes along. It is 
priceless that a show has never 
been a hit. But the customers are more 
particular now than ever before and that is 
why vaudeville bookers should bear in mind and digest thoroly. 
no longer will a run-of-the-mill vaude- 
ville bill bring in business. 

The word vaudeville, as a matter of 
tact, is taboo in this area. I have 
removed the electric sign boasting of this 
two-a-day byword long ago and never 
motion in it any one of my advertising 
campaigns. The word has come to mean 
comy jugglers and seal acts, presented in a 
every-day form, and it acts as a great 
business chaser. 

Vaude in Modern Style 

Even when I run a straight vaude 
show, it is presented in front of the 
house band used on the stage and sold in 
modern style. We will either concoct a unit name of our own or develop some 
ideas under which most of the acts en-gaged belong. It doesn't promise the 
customers that they are going to see 
a sensational attraction, but informs them of 
our fare in a more up-to-date manner. 
But this set-up isn't tried very often. First, it has lost its novelty; and 
secondly, the audience is tired of watch- 
ing the same house musicians week 11 
and week out. 

People today want attractions more 
than anything. It is essential to 
create a name band, lavish unit or some prom- 
inent movie or radio celebrity. In each 
case must mention that the act was en-gaged to 
town to have a chance of breaking box- 
office records. It must act like magic, 
for it is the only way to draw them away 
from their living room or the Mickey 
Rooney-Chico. 

But once it turns up, I can boost my 
budget $2,000 to $8,000 and still come out 
on top. First of all, I raise my 30-cent 
admission ticket to 40 cents and, if the 
admission demands it, even to 50 cents. 
This price rise has never hurt the house. People expect to pay more 
for an unusual show and, as proven, will 
will dig almost anything for an extra 
dime or two to listen to Paul Whiteman's 
Orchestra or gagle at the gorgeous Foleys 
Berge's 

Film Stars Strong 

In addition to the above-mentioned 
attractions, Wayne King's Band proved 
that vaudeville houses are not 
just a music palace. Old Lawrence Welk, 
who is a big favorite in Wisconsin, 
Names like Martha Raye, Mae 
West, Bing Crosby, and others, are strong dur- 
ing their heyday. Screen stars will draw 
more than the money. They are the ones 
for some reason or another else- 
where. A greater curiosity to see film 
stars on stage. 

Favorite bands are always good and, 
while most of them are not record break- 
ers, they are the best way to buy few units, for most of these days 
are nothing but a few acts placed in 

HOLIDAY GREETINGS 

from 
TINNEY COSGROVE'S 
CLUB SOUTH BLUFF, PERU, ILLINOIS 
TINNEY'S SILVER CONGO, LA SALLE, ILL. 

BOOKED EXCLUSIVELY BY 
PAUL MARR 
(associated with sam herman theatrical agency) 
WOODS THEATER BUILD., CHICAGO 

Happy Holidays 

BOB HANNON 
FEATURED SINGER WITH PAUL WHITEMAN 

THE CALLAHAN SISTERS 
(Marion and Jane) 
thank the many friends who have been so nice to them and wish everyone a 
Merry Christmas and a Happy New Year 
OPENING JANUARY 6 
THE WHITEHALL, PALM BEACH, FLORIDA
Burlesque Notes

Communications to New York Office

New York

PAT PAREE and Paula Lind were discovered and placed while at the Repub- lic last week for a Harold Dayton musical and left to open in the San Francisco, South America. In January, Pat was picked by Milton Berle and Paula by Dayton. THE BEST! HAMPTON opened at the Republic December 15. . . . JEAN CARROLL and Lillie Dunn were switched from the Elinge to the Century, Brooklyn, December 22. JIMMIE PINO, Italian, comic, to work solo hereafter, having split with his partner, ELA HUBER, formerly of burlesque and vaude, will host a ball of entertainers, including the Radio Rodeo and Band, who were at a party at Gardner's Restaurant in honor of the Stagecrafters' Club January 10. Stage Crafters operate an eat spot where the moderate price meal you buy pays for another meal for a needy performer. . . . SORIA DUVAL, after completing her Hirst Circuit tour, will leave for the Coast to join her husband, Nick Carter, now at the New American Hotel, Palm Springs, Calif., where he is leading the Stanley Rogers Orchestra.

MARIE HART and Frans Vogel's first principals signed to reopen the Thibert December 24, now changed in ownership to Harold Minsky and I. H. Herk, who also operate the Galaxy, Billy Kond, producer, to double between both houses. Mrs. Mary Ulickis, who has Eddie Sullivan as treasurer and Johnnie Kane as backstage manager, moved into a house out front of the Irving several years ago. . . . JEAN LEWIS, new dancer with the Gus Seibels on the Hirst Circuit, is a burly newcomer from vaude. . . . BILLY DAVEY, number producer from leg, returned, and has Eugene Sweeney as producer. . . . CRYSTAL VAVINE, moved from the Star, Brooklyn, to the Republic December 22 when Jean Wade, now at the Standard, left. . . . NADINE MARSH opened at People's December 22.

SALLY KEITH, after five weeks at the Old Vic and a week in the Empire last week, is working as a substitute at the Globe, Boston. Thence back to New York, Philadelphia, to the Crawford House, and then back to the Thibert here. . . . MIKE SACHS and Alice Kennedy of the Thibert here, are as busy as can be. Sally sends Christmas well wishes. . . . MARCELLA HANNE, who left the Thibert December 14 to begin rehearsing for a Lee Robinson unit to go on the Podstock Club, Larchmont, returned to the Thibert last week, reports a turnover at every performance at the Lyric, Bridgeport, Conn. December 4 week during the tenancy of the Ann Corio show (Hirsle). . . . VALERIE PARKS, featured engagement recently on the stage of the Embassy, Rochester, N. Y., which AI LIEBERMAN is operating in partnership with George Katz. . . .

Magic

By BILL SACHS

Communications to Cincinnati Office

PAUL ROSINI, after winning up at the Chez Paree in Omaha, has transferred his activities to the Mural Room of the Baker Hotel, Dallas, for an indefinite engagement. . . . DORE MONTAGUE, after a successful road season, the toke to City Hall, Grand Rapids, for several holiday dates. He will remain in Buffalo until the middle of January, when he plans to hit the road again with a new show. . . . CHARLES ROSENSHEIN, who was featured engagement last week at one of the biggest, biggest, leading hotels, continued to be the hit of the season. STORY THE MAGICIAN, who closed out the week, will stick to that territory after New Year's to work out a string of re-turn engagements. He has just received a number of new letters from Germany, who have ordered the nities more than a year ago. "Hirleman, in Hamburg, tells me the illusion business in that country is on the upswing," Heiney typewrites, "due to the inability to make shipments." . . . PROF. BEN F. GAVORD, writes from Harrisburg, Pa., recently booked an engagement here but found the town too small for his act and engaged another spot for peanut money. We're jumping into George, advise magicians to steer clear of this territory. . . . RICHARD NO. 20, IBM, Harrisburg, Pa., recently booked an engagement at the Republic. . . . VALERIE PARKS, featured engagement NO. 39, IBM, Harrisburg, Pa., recently booked an engagement at the Republic. . . . ELA HUBER, featured engagement NO. 39, IBM, Harrisburg, Pa., recently booked an engagement at the Republic. . . .

Jaffe's Special Shows

PITTSBURGH, Dec. 23.—Castro will play the Holiday Specials, including New Year's Eve, and an annual Milkman's Matinee at 3 a.m. January 1. Un-usual in vaude or burly houses here. George Jaffe has set all-reserved-seat policy for holiday bills. Usherette bill will run almost three hours. Milkman's special is reputed to have been started in early 1930's by Jaffe at his Columbus Wheel Oyster Theater.

Losses Face (?) in Cutting

PHILADELPHIA, Dec. 23.—The Troc management thought it had the possibilites of a smash publicity build-up for Rose, LaRose, featured stripper. The Troc has gone to the Civic in the West End, with which has a week's run at the Fringe this summer.

The Troc, however, discovered that the shifting part of the pic has been seized by the blue-noses, her act has being cut out as soon as she took off her hat.

Film Trouble Hurts Vaude

ATLANTA, Dec. 23.—Reopening of the Roxy Theater, formerly the Georgia, as a vaude house has been indefinitely postponed due to difficulty in getting two special shows. Christmas has been thornyly done over at the cost of several thousand dollars.

Condus Bros. Do Bit

LOndon, Dec. 23.—Condus Brothers accompanied Cadillac's Crazy Gang to entertainment for troops. All American acts in Britain have been doing good work in this connection.

New Burlington Club

BURLINGTON, Vt., Dec. 21.—Paragon Restaurant, city's newest night club, opened recently by Gus Poniz, replaces Scott's Lodge, which was destroyed by fire a year ago. Ernest Harris Band, in for opening, is being held over on indefinite contract by Mag. Nathree.

Parks is holidaying with his mom in Ingomar, Pa., and assistant Vernon Heyt is visiting his folks in Boone, la. NICOla's HOMETOWN NEWSPAPER, the Monmouth (ill) Review, of December 9, devotes three columns to a letter written by Nicola following the recent sinking of the British steamer Birkenhead in Singapore Harbor, to his brother, Charis Nic, of Monmouth. The letter is a thriller from salutation to end, with the hope of salvaging some of his equipment if the A.C.S. ship is ever raised.

Holiday Greetings from

THE ORIGINAL
“GOLDEN GODIVA”
NOW PLAYING
AND OPERA HOUSE, CANTON, OHIO
OPENING DECEMBER 29TH
PALACE THEATER, BUFFALO, N. Y.
I. Hirst 7th Anniversary

Isadore Hirst is one of the leaders, if not the backbone, of the burlesque-follies business today. For seven years now his burlesque circuit has kept Eastern burlesque alive and brought good road shows into towns that couldn't possibly afford to run on stock policies. The name Hirst is today synonymous with burlesque road units in the East and Midwest. Each summer for the past seven years Hirst has been lining up his producers, costumers, performers and sundry assistants to organize a series of units to feed Hirst's own houses and those of others taking circuit shows. If not for the availability of the Hirst units, some of these theaters might have found it impossible to run burlesque at all. And from that angle alone Hirst is a credit to the burlesque industry.

The Hirst Circuit reached its height two years ago when it had 23 weeks lined up for its units. This season it has 13. But the decrease is no reflection on Hirst's enterprise; it merely reflects business conditions in general and the greater censorship efforts everywhere. His current units average 11 principals and 16 chorus girls. Thirteen units means 351 performers working now because of Hirst's enterprise — and this does not count the agents, bookers, producers, costumers, musicians, stagehands and so forth, who also profit from this burlesque circuit.

Hirst operates the Shubert and the Troc in Philadelphia, his home town. These and the following theaters compose this season's Hirst Circuit: the Howard, Boston; Hudson, Union City, N. J.; Gayety, Baltimore; Gayety, Washington; Mayfair, Dayton, O.; Casino, Pittsburgh; Lyric, Bridgeport, Conn.; Empire, Newark, N. J.; Garrick, St. Louis, and National, Detroit.

When he was only a youngster Hirst started working in Philadelphia theaters, first as a candy butcher, then as usher, treasurer, manager and right up the ladder to a theater operator and producer. Although no one in his family was in show business, young Hirst showed a quick aptitude for the industry and has been in it now for more than 25 years. He married a charming soubret, Petty Palmer, more than 10 years ago. They have no children.
Congratulations to

MR. I. HIRST

MERRY XMAS
and
A HAPPY NEW YEAR
To all my friends and business associates

ROSE LaROSE

GORGEOUS
GLAMOROUS
DIFFERENT

Always a Sure-Fire
Box-Office Attraction

NOW FEATURED ON THE HIRST CIRCUIT

MIKE SACHS and
ALICE KENNEDY

to I. HIRST

Seven successful years is just a start. May the years
To follow be brimming with success and happiness.

Best Always.
MIKE & ALICE

FRAN LEWIS
Acrobatic Dancer
TOURING THE HIRST CIRCUIT

CONGRATULATIONS
and Happy New Year
To everybody

MISS ST. LOUIS
(WAUNETA BATES)

MAXIE FURMAN
and
ALMA MAIBEN

Amy Fong
Touring the Hirst Circuit

7—TO MR. HIRST—7

“To say our Destiny was delivered into two capable hands
would be putting it meek and mild.—Thanks, I. H.”

I. B. Hamp  Billy Crooks  Jack O’Malley
Gertrude Beck  Marlane  Wayne Barrie
Beryl Cuffe  Evette  Loretta Montez
CONGRATULATIONS, MR. HIRST
FROM
AN CORIO
And Her Five Stooges
MAX COLEMAN and BILLY LEE — Comics
JACK (Straights) LaMONT
SAM (Singer) GOULD
PAUL (Harmonica) MILLER
And Her Chorus in Her GIRLS IN BLUE Show
JENNETTE MacGREGOR — KATHLEEN BROOKS — CHICKIE RODGERS
BARBARA MILLER — WANDA ROMINICK — HONORITTE VARGAS
CLARRISSA LaMONT — THELMA SMITH — ALICE DELL
KAREN LENORE — PAT LYNN — PEACHES GEARN — PAT RYAN
KAY GUTHRIE — AUDREY HUDSON

Continued success and best wishes
to Mr. Hirst and staff
Margie Haet

Congratulations to I. HIRST
From
The BIGGEST LITTLE BAND on the Circuit
LEON VAN GELDER
His VIOLON
AND HIS ORCHESTRA
George Fenson — Piano
Frank Lang — Trumpet
Walter Bros — Trombone
Rudy Van Gelder — Drums
Currently at the
HUDSON THEATRE
Union City, N. J.

Best Wishes to Mr. IZZY HIRST
FOR THE CONTINUED SUCCESS
OF THE HIRST CIRCUIT
LOU MILLER
Associated With
PHIL ROSENBERG, Booker
BOND BUILDING, N. Y. CITY

What are you doing in Philadelphia?
MEYER HARRIS
THEATRICAL STAGE LIGHTING
341 West 47th St.
New York City
Phone: Circle 6-5950

DONT BUY FROM MEYER

SUCCESS
PHIL ROSENBERG
ROSE SCHINDELMTAN
LOU MILLER

CONGRATULATIONS
To
I. HIRST CIRCUIT
ON THE 7TH ANNIVERSARY
NATIONAL TICKET CO.
SHAMOKIN, PA.

Manufacturers of All Kinds of Tickets

CONGRATULATIONS TO MR. IZZY HIRST AND
BEST WISHES FOR A LOT MORE CIRCUIT ANNIVERSARIES
EVA COLLINS
Costumer to the Profession
447 BROADWAY
PHONE, CA-val 6-9782

CONGRATULATIONS
TO
I. HIRST
LEADING TRAINER FOR SEVEN YEARS
FOR THE HIRST STABLES
Has taken many a two-year-old house that was a
flop and turned it into a winning thoroughbred.

"MURRAY BRISCOE"
A Player Who Is Grateful
Good Luck on the Seventh Running of the
Hirst Special.

CONGRATULATIONS and BEST WISHES
FROM
YOUR BLACK AND WHITE REVUE CO.

JOE FREED, HELEN COLBY
WHALEN & WOOD
WINNIE CARRETT
SAUNDERS & DE HAVEN
CHORUS
BETTY MACK, ROSLYN BUSCH
KITT VSTAR, ROSE PAIGE
PAT KELLY, THELMA POOLER
ETHIL LANG, RUTH LAVERNE
DIANE RUDY, GWEN BAYLEY
BETTY RIGGS, PAT ADAMS
JEWEL KENT, PAT BURKE
DUSTY FLETCHER
THREE BLUE JACKETS
MADELIEN (SAHJI) JACKSON
JAY ARTHUR
BLANCH THOMPSON
OTTO EASON
SAMMY GARDNER

Every Best Wish For
Continued Success From
YOUR FAVORITE SCENERY STUDIO
KAJ VELDEN STUDIOS
549 West 54th Street, N. Y. City
Phone Circle 7-4226

CONGRATULATIONS, IZZY!
KEEP UP THE GOOD WORK.
GOOD LUCK.
OSCAR MARKOVICH
CONCESSIONAIRE
661 BROADWAY
New York City

Our Heartiest Congratulations to
ISIDORE HIRST
On this Seventh Anniversary, With Best
Wishes for the continuance of his success
in the future
WHITEFIELD PRESS
359 JAY ST.
BROOKLYN, N. Y.
CHORUS GIRLS WANTED FOR THEATRES IN UTICA AND ROCHESTER.

Apply EMBASSY THEATRE 25 SOUTHEAST, ROCHESTER, N. Y.

HOLIDAY GREETINGS from "AL" Proprietor and Manager STONE'S GRILL "WHERE SHOWWOLL MEET" 607-909 Vine and Georgetown @ Cinncinati, O.

PATSY GINGER JOHNSTONE

Extends Season's Greetings To Everybody
HER NOVEL ELABORATE ELECTRIC PARASOL A POSITIVE NOVELTY AND A MONEY-GETTER ATTRACTION ANY TIME ANY WHERE ANY SPOT
* New Equipment Lively Entertainment at the Club Houses. All Night City, N. J. Thanks to Arthur Bromberg.

Season's Greetings
DOLORES DAWN

AND

CHAS. "RED" MARSHALL

Season's Greetings

STAR THEATRE

Brooklyn's Original Home of BURLI GIRLIE Shows at Fulton, Jay & Smith Sts.
Phone, TR-3530

SEASON'S GREETINGS TO ALL OUR FRIENDS AND EMPLOYEES

REPUBLIC FRENCH FOLLIES

NEW YORK CITY

TRIBORO AND GAIETY THEATERS, N. Y. CITY

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

Harold Minsky & I. H. Herb

Earle in Philly Reopens All-Pies; Musicians Picket

PHILADELPHIA, Dec. 23—Earle Theater, closed because of difficulties with the musicians' union, opened December 30 as a straight vaudeville. According to David Washburn, central city zone manager of Warner's, this house will be fed grade A films. He announced the opening feature will be The Invisible Stripper (WB), followed by Destry Rides Again.

In the meantime, no settlement is in sight. The musicians have not retreated in their original demands that only whites be hired in theaters where they can be used. Picketing is being continued at the Earle, Allegheny Kent, Oxford, Alhambra and Fox and the Stanley in Cambridge, M. J.

The Carman, indie vaude house, is also being picketed, because owner George T. Graves demanded his vaue year be cut down from 52 to 40 weeks. The Senator hopes it will snag a sizable portion of business from those who don't feel up to the 60-cent top scale.

Material

Protection Bureau

A Free Service for Readers

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On the face of the envelope write your signature, your permanent address and other information when you deem necessary.

Then drop the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postcards to Rita E. Bongiorno, Material Protection Bureau, 517-7th, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

SEASON'S GREETINGS FROM

HANK HENRY and BOB ALDA

Enjoying Our 20th Week on the WESTERN WHEEL

Greetings FROM THE ELTINGE THEATER 42D STREET, WEST OF BROADWAY NEW YORK CITY

MAX RUDNICK ARE MINSKY

Akron Agency 14 Weeks

AKRON, O., Dec. 23.—With the addition of week stands in Elks, Mensch, Dunowonsville, Johnstown and Galatin, Baldwin-Arke Entertainment Service claims a total playing time of 14 weeks in clubs and theaters.

Land of the Free

CHICAGO, Dec. 22—Gabriel Dell, of the Dead End Kids, and Nyo Th Grandlund (NTG), renewed their agreements while playing in the theaters here. The last time they played the coincidences were different: Dell was the delivery boy for a New York tailor shop that cleans NTG's wardrobe—a contract for 30 weeks of vaude, the same as last year.

Warner says it is willing to renew on the same terms as last year, but that he must play in wages and hours, but refuses to sign for any more musicians than are needed to operate the Earle. Approximately $60,000 is needed for theatres at the Earle. The contract last year called for a 15% deduction of $175,000. Warners refused to sign a pact stipulating this amount.

Senator, Pitts, Adds Vaude Xmas

PITTSBURGH, Dec. 23.—Downtown will have a second vaude house beginning this Christmas Day, when Harry Senator offers stage shows booked thru Eddie Sherman, of New York. Believing that "the time is ripe here for variety bill," the Harris Co. will combine "solid acts, about five to a show," with first-run B pictures, at the regular 25 to 40-cent scale.

Opening bill will play four days, then the Senator will start a Friday-opening schedule. Heading the initial presentation will be singer Barry Wood, supported by the Maxellos, Rose and La Pierre, Parrish and Drew and the Rhythm Mates, Red Demario and Hino and Howard Bauman's local orchestra.

Featured on the first full six-day week, Sunday being a films-only day, will be the Bimac.

Only local vaude theater for years, excelling three stage bookings at the Senator since its opening a year ago and occasional films in neighborhoods and suburban houses, has been the Stanley.

The Senator hopes it will swing a sizable portion of business from those who don't feel up to the 60-cent top scale of the Stanley, but still will pay 40 cents per to see stage show.

Carlton, Jamaica, to 4 Days

NEW YORK, Dec. 23.—Cutting down on its flesh policy, Elkin's Carlton House, makes, will resume vaude, but four days only instead of a full week. Starts December 21st with vaude, presents for Thursday thru Sunday. House has been playing straight pictures since December 4.

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Atlantic City Raps Snake Act

ATLANTIC CITY, Dec. 23.—The last of the local floor shows was shut down by the City Excise Board, in an apparent effort to clean up the city's night life, Sunday (17).

The last to close was the Club Nomad, about 10 days because of charges made by the N. J. Alcoholic Beverage Control, Frederik D. Burnett, board commission-
er, in a letter to the city fathers recommended disciplinary proceedings against the Club Nomad for "fraud, misrepresentation, false statement and evasion or suppression of material facts in securing a license."

The actions against the Nomad were preceded by another 10-day license sus-

The act which drew the fire of Com-

The club was jammed last summer when it featured Zorita and her dance with a 14-foot snake. Two State investigators testified the dance was "suggestive" and that Zorita was "nude" when she completed her act.

Edward Kravis, manager of the club, said that he received no objection from patrons.

City Commissioner Passon served warning at the hearing that "lewd" shows will not be permitted in Atlantic City. "They must be stopped or some-

Glyde Snyder Staging

MINNEAPOLIS, Dec. 23.—Glyde Snyder, who recently was engaged for an in-
definite run as emcee at the Minnesota Theater, is also staging the shows. House is using a 14-girl line, with Jack Malrich's 18-piece orchestra.

Special Buffalo Show

BUFFALO, Dec. 23.—Ches Ami, awak-

Now They're Soirees

NEW YORK, Dec. 23.—Bob Reinhart, magician and former newspaper man, is back in the field again with his magic act, mostly working on pri-

Holiday Greetings to Everybody

AUDREY ALLEN
DANCE NUMBER PRODUCER
Now Filling a Return Engagement at the EMPRESS, Milwaukee, Wis. Thanks to Mr. Charles Fox.
After a Real Pleasant Engagement at the REPUBLIC THEATER, NEW YORK CITY
Four Reviewers Cover Texaco Program: Opinions Unanimous

NEW YORK, Dec. 23.—Four of the various ways to skin a cat are set forth in the column by Jerry Frankenberg in the Texas Co.'s "Texaco Theater," which is dealt with this week by a group of reviewers on a CBS network. Four of The Billboard's regular New York staff men caught the program broadcast December 15, which date is definitely announced. The column indicates:

Purpose of the multi-catching was to prove several points. One was to establish whether experienced trade newspaper men, addicted to various fields of activity, reached the same conclusion on the box-office appeal of a particular program, perhaps, by means of a different approach. Another purpose was to check the opinion of The Billboard, who is convinced of that—"and no one more than Chinook, when it can mean anything." Tenseness can convince him otherwise.

Another purpose in the multi-catching was to find out whether the radio men on the staff what an easy life, all things considered, proved. One of the staff men, who caught the show, has been ill throughout, hasn't received his face on the writing, and is still bed-ridden. He never got enough energy to get through it, and it is not likely he wrote the review.

From a serious angle, however, one point for which four opinions, reconciled by radio's lack of a critical audience, is maintained in the entertainment or art form which has practically, if not entirely, lost all its former film, legit, art or literature. Few daily radio columnists criticize radio programs, and none does for papers, even tho the man who might write review.

Also, these reviews serve to check on critical opinion for, as has been shown many times, one critic may be awfully, awfully wrong. Unanimity of opinion, therefore, gives a more convincingly convincing test.

All four were asked if the new was chosen as typical of radio's hour-long variety shows, made the same general reaction, and agreed that the show is a modestly good comedy. The reviewers, alphabetically listed, are Paul Denk, newspaper editor; J. W. Cunningham, television writer; Philip Denk, newspaper editor; and Jerry Frankenberg, radio editor. All reviews were written one week and as a benefit of a thesis. Was one needed?

Reviewers subjected themselves to add-in perhaps Mantle was only making life interesting. They discussed it with any other until their idea, that. But it was contributing a part of incommunicado matter to American literature.

Dull, Says Ackerman

With the exception of a few brief interludes, the evening broadcast of Thursday, December 15, maintained a low entertainment level. Chief failing during the first part of the program was the slow progress into the comedy. Producers apparently attempted to make the show as lively and brisk as it would. It was brittle enough, but lacked the vivacity of the show. The shift was not satisfactory. Ken Murray, program joker, may have a good delivery—but it's between the bits that need work. His attempts, together with chaos by Irene (of Tim and Irene), were counterproductive. Jerry Baker and Frances Langford, were featured as the comedians. Their witless jokes, which made the audience laugh the wrong way. The final hour of the show was given over to an adaptation of an old leg piece. The Patry, starring Joan Bennett, was the norm for the audience. Even leg pieces had their limits, critical, prefixed the presentation by the players. Mantle also took the mike at the end of the show with a monologue for the children for the quality of the production. The orchestras were of the genre pneumostrach. They were used to enhance the lively conversation; for the adaptation was a rather slow piece. After a desolate first half it picked up a bit of interest, which it soon lost. Under the strain now, at which point the show reached its first conclusion, the program could be termed good. Bennett could not be termed good nor—"for the audience, this was one of the men of Frances Langford, a chasteute of marked ability, "and no one more than Chinook, when it can mean anything." Tenseness can convince him otherwise.

Notwithstanding the general odor of derision on the part of half the critics, there were one number, South American Way, which she rendered with much charm and skill. Her voice, happily, lacks the metallic hardness so often found in the feminine pop singers.

Benny Baker, too, tho not as effective, was as a pleasure in two turns, both schmaltz epics. David Buchanan furnish a useful background with the orchestra.

Guest was Walt Bennett, who was quizzed and spoke fairly interestingly of the old Keystone comedies.

All material on this show probably made some good and oil than the entertainers. There were doubts about Jimmy Wiggins and Harry Jackson, the latter of a musical nature perfectly slanted for the winter motorist.

Acknowledgment

Ill-Advised, Docents Burr

The Texaco Theater, which splits its hour program sharply in two—half hour to "The Great March of Time," the first emanating from Hollywood and the other from New York—seems to have split its listeners in about the same way. The rest are "The Great March of Time," and for the variety will weather the drama. (See ROSE SMELLS on page 49)

Rival Food Firms To Split NBC Hour

NEW YORK, Dec. 23.—The Thursday evening hour on NBC-Red which Standard Brands has had for 10 years will be split between that company and another large food firm shortly, General Foods. Standard Brands' long leasehold comes to an end when One Man's Family, which was moved to Thursday from its freshman spot where the Rudy Vallee program ended its run, shifts again to Sunday evening. Family will fill in the last half of the Chase & Sanborn hour (also Standard Brands), the Charlie McCarthy program being cut to half an hour with the start of the new year. General Foods is shifting Richard ~Family into the Thursday spot.

Odd situation of the two large food firms was created as a consequence of One Man's Family's move. The firm closest to the situation is said, thru an industry source, that the move of the show to Thursday is to fill the time for Boss Artisan Stepan for Union Buhl. Lee's Jack Studio. The last such column to be published is one, so far as this writer is aware, in which NBC call for opinions on the spot. L. M. E. seeking the services of the show. Standard Brands agency is J. Walter Thompson; Young & Rubicam handle the General Foods business.

P. & G. Retain Lead as Chain Account; Spent Over $8,000,000

NEW YORK, Dec. 23.—Spending of $8,000,000 more for network time during 1939 and a 50% increase in the company's buying power in the industry made P. & G. one of the best buys of 1939, according to wag. G. has so far spent, for 1939 network time, the total of $6,161,748. This is $1,901,000 ahead of 1938 year, with December still to come in for NBC. This does not include costs. P. & G. of any of the network.

A special one number under the P. & G. number one rival, the Lever Bros., combined, which dropped $1,390,896 into the CBS coffers. Close on the Leverfreres' heels come General Foods, with $1,400,000 spent for network time. This budget is graphically shown when it is noted that NBC's second most likely account will spend but slightly more than this amount in the network in that quarter of the year being Sterling Products, with $3,764,457. Followed closely by Standard Brands with $2,750,000, and Standard Brands, which brought in a year earlier of 1938. Lever of NBC for 1938 is Brown & Williamson, whose increased radio activities were described in last week's issue of This Week's Business.

Mutual's best advertiser is Bayuk with $205,000. List of the 10 leading accounts on each network will be found elsewhere in this issue.
"closest
-to the
public
pulse!"

THE
COLUMBIA
BROADCASTING
SYSTEM
Greetings from ARTISTS

In our Ninth Year
MYRT and MARGE
Myrtle Vaill Donna Dameral

FRED FEIBLE
at the Organ

TED REAMS
Commentator—Announcer

JOHN WINTERS
at the organ for
"Myrt and Marge" "Valiant Lady" "Young Widder Brown" "Dr. Magoon" "Blues a Girl Marries"

John Allen Wolf

Four Years on the Air
AUNT JENNY
"Aunt Jenny's Real Life Stories"
Mon. thru Fri. 11:45-12 a.m.
Repeat to Coast 2:15-2:30 p.m.

LARRY ELLIOTT
Speaking for the More Than 45,000 Texaco Dealers from Coast to Coast

DEL SHARBUTT
I'm Busy—Thank Gawd!

Leo Weber
and his Orchestra
Leo Weber at the electric organ and piano

AGNES MOOREHEAD
on "Cavalcade of America" "Mercury Theatre"

FRANK LOVEJOY

RAYMOND EDWARD JOHNSON
as Woody Marshall in "Your Family and Mine"

JAMES FLEMING

BETTY GARDE
starring in "My Son and I"
Mon. thru Fri. 2:45 to 3 P.M.

COLUMBIA BROAD
ON THE AIR

AL BERNARD
and his MERRY MINSTRELS

JOHN TILLMAN
Announcing "Major Bowes Capitol Family"

KARL SWENSON
Melody Rambling with MARTY DALE at the Piano

VICKI VOLA
as Brenda Curtis

A ROGER WHITE
Production "Society Girl"

TED STEELE
"Nellie The Novachord" Sends Her Best Too!

CHARLOTTE MANSON
"Society Girl"

JAY JOSTYN

MARY SMALL

"HILLTOP HOUSE"

LEW WHITE
Organist Victor Artist

RALPH EDWARDS
Many Happy Returns

MEL ALLEN
Sports

CASTING SYSTEM

We asked 479,076 WOMEN—and they all said "No". Season's Greetings from "UNCLE JONATHAN" who conducts his own surveys!
Radio Still Builds Talent

By HERBERT I. ROSENTHAL
General Manager and Executive Vice-President, Columbia Artists, Inc.

ONE of radio's youngest executives in a highly responsible post, Herbert I. Rosenthal was named general manager of Columbia Artists, Inc., CBS artists bureau, when he was 21. This was two years ago. Recently, a few days before his 29th birthday anniversary, CBS presented him with a birthday present, naming him executive vice-president of Columbia Artists.

Rosenthal has been with Columbia nine years, coming to the network after having been graduated from New York University. He started in the program department and before his appointment to CAL was assistant to the vice-president in charge of programs. He is a native New Yorker and a bachelor. He is a student of radio techniques and has the ability to register constant improvement and at all times must be better than good now and undoubtedly be a mite better than good to come.

In addition, the people who are concerned with his future have been forced to expand the accepted requirements of a decade ago. In those days, a Coast-to-Coast hookup was sufficient to make a name of an unknown, but the same unknown today must receive careful coaching, planning and exploitation. His every potentiality must be realized, the purpose of every move analyzed and his personality brought before the public in every possible way. This has been and is being done.

The Lucky Strike Hit Parade is a big-league show and the job of being its star is a most desirable one. Occupying that post is Barry Wood, and young Wood is a perfect model to illustrate the point I am striving to make. For he is a product of sustaining radio, one who has been given the slow and careful build-up described above and one who has had the native talent and intelligence to make the most of the first real opportunity to come his way.

Nor does Wood stand alone. Orson Welles was a CBS sustaining feature in the not so very long ago. Protesta may arise to the effect that his great good fortune is the result of an unprecedented accident, but it is a fact that a commercial was being negotiated for Welles even before this event. Since his emergence, other Broadway dramatic groups have been introduced via radio, but none has approached his success. It could be that the experience and exploitation he gained on

NEW YORK

DON'T

listen to BOB BYRON on

WMN Monday thru Saturday
from 2:30 to 3:30 (EST.)

Burrelles

ESTABLISHED 1908
PRESS CLIPPING BUREAU

125 BROADWAY, NEW YORK, N. Y.

Auction: 19-1011

Season's Greetings
FROM

REDSKELTON

PERSONAL MANAGEMENT
TOM KENNEDY
RCA BUILDING, RADIO CITY
NEW YORK

AGENCY
WILLIAM MORRIS
RKO BUILDING, RADIO CITY
NEW YORK

What's Merry About It?

Arch Oboler

Life for the head of a network artists bureau would be a happy one if the same conditions prevailed today. But simply because the road is a harder one to travel, he doesn't abandon the journey. The prize at the far end is a generous one and he seeks it just as ardently. The trip requires more time—that's all.

Different Tactics

Having admitted that circumstances are changed and having made up our minds to make the most of it, we've switched and improved tactics. The standards for performers have been elevated way beyond the reach of many who might have been given a network opportunity eight or nine years ago. The artist must be better than good now and he must show evidences of an ability to register constant improvement.
Dave Elman on the air for Fels-Naptha Soap Chips

Harry Salter and his orchestra

SAY DITTO

Merry Christmas and Happy New Year

FROM

JOHANNES STEEL
On the Air for Modern Industrial Bank WMCA Monday Thru Friday 7:45-8 P.M.

PHOTOGRAPHS
Any Size — Any Quantity
SPECIAL OFFER
50 (1 Picture) $3.00
100 (1 Picture) 5.00
8 x 10 for...

ACQUA PHOTO SERVICE
80 West 40th St., New York City.
(Poerh) The Advertiser's Photo Service

Network Can Do It

There are others, too. William Robson stepped from the ranks of Columbia's staff of directors into the producer-director's berth on Big Town a few months ago and has carried off his assignments as they should be carried off. Simultaneously, Leith Stevens of the same network's group of musical directors joined the Big Town cast as conductor and arranger and has contrived to do equally well. Add to the foregoing the names of Buddy Clark, Raymond Scott, Dennis Day, Mark War-now, established commercial stars, and you will see why I am convinced that it is still possible for a network to build an artist.

In fact I am willing to base my conclusion on more than the citation of past successes. I'll take a chance and hazard a prediction or two. Churnesy emerging from the rank and file are Norman Curwin and Uncle Jonathan, a pair that I am certain cannot fail to attain the top-flight. Each has all the required assets and awaits only the general recognition so necessary. Now that I think it over, I'm not even taking a chance. I don't see how they can miss.

15TH WEEK
ALKA-SELTZER NATIONAL BARN DANCE NBC — COAST-TO-COAST

JOHNNY BURKE "THE SOLDIER COMEDIAN"
YOUR LUCKY STRIKE HIT PARADE

under the musical direction of MARK WARNOW
SATURDAY NIGHTS 9 to 9:45 P.M. EASTERN TIME
COLUMBIA BROADCASTING SYSTEM
Compliments of the Season

FROM THE

NATIONAL BROADCASTING COMPANY

WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service

December 30, 1939

RADIO

The Billboard

49

HOLIDAY GREETINGS

MERLE PITT

“and his Five Shades of Blue” on WNEW

Franken.

ROSE SMELLS

(Continued from page 47)

or vice versa. And if Texaco is trying to appeal to both types of listener, it's hard to see why the sections are tied together in the first place. Each would probably stand out better if it were heard alone—the on second thought, what with the entertainment value they possess, that too is doubtful.

The variety section, despite the presence of several names, is a preponderantly dismal affair, chiefly due to a script that possesses all the amusement value of a toothache. Chief pack-mates for the so-called comedy are Ken Murray and Irene (of Tim and Irene); both are excellent performers, but no comedian can be funny without adequate gags. Singing is taken care of by Frances Langford and Kenny Baker, Miss Langford doing one number and proving again that she's a consummate song-salooner, while Baker does two in a voice that has all the warmth and color of an icicle. His tunes were 'I'll Follow My Secret Heart' and 'Swivel Thru,' and he beat them by a nose—if you get what I mean. There was also an interview with Mack Bennett, who seemed like a nice guy doing his best with a load of carefully prepared and completely pointless lines. Music is in the hands of David Brockman, whose rendition of 'In the Mood' was vigorous, if dull.

The program caught also the first (and, I should think, the last) installment of a would-be comedy called 'The Murray Family.'

The variety section, over the program switches to New York for the drama, which is flatteringly, announced by Burns Mantle, drama reviewer of The New York Times, who, in talking about Joan Bennett, the week's star, said he'd had to "learn from friends of the family" a series of facts about her that could have been told to him by any casual film fan. The play was The Patsy, and Miss Bennett was ably supported by John Beal, who offered the hour's best job.

This reporter has previously spoken of the futility of cutting and butchering plays from another medium for the use of radio instead of creating fitting plays for the medium itself. In any case, The Patsy sounded, to put it mildly, awful—nothing short of a full-blown hit fairy tale, a hit that was primarily because of the play, the adaptation, the direction or the acting. Or (with the exception of Beal's nice job) a combination of all four.

The playing certainly wasn't very good, particularly on the part of Miss Bennett, who read her lines like a vaudeville straight woman, and who sounded as little like an easy-going kid as she did like an actress.

Announcements and commercials were handled in Hollywood by James Langford and in New York by Larry Elliott, both doing good jobs.

Even if the component parts of the program were good then, the division into variety and dramatic sections would still seem silly—a bit like offering an abbreviated Hamlet and then a vaude layout for the price of one admission. Of course there used to be musical afterpiece in leg. too, around 1850 or so—which only goes to prove, as many people may have suspected, that radio is still in the afterpiece era. Only radio, evidently trying to live up to its reputation, puts the afterpiece first.

Poor, Poor Vaude—Denis

To a reviewer accustomed for years to see as well as hear entertainment, catching a variety radio show is not very exciting. It reminds one of experiments trying to enjoy a vaude showing with eyes closed—with certain parts of the entertainment this was an advantage, but the show as a whole fell flat, we thought.

And listening in on a one-hour radio program becomes something to do when you are occupying your eyes or mental energy on something else. It just doesn't demand your entire attention, which is all you'll get from the Patsy. It's all right only when you're reading the comic strips or carrying on a dialogu conversation.

The Texaco show might be hot stuff according to those fancy surveys. But if we didn't have to review it, we would have tuned off. Maybe we haven't listened in to radio enough so that we would be more conditioned to strictly auditory entertainment. Anyway, this Texaco show convinced us again that so little of a good performer's personality comes thru on the radio.

The first half ran in variety bill fashion, with Kenny Baker singing two songs, Frances Langford one song, Ken Murray and Irene doing comedy gab and The Mack Bennett Interview rounding out the whole business. Baker has a sweet tenor voice that doesn't irritate, but neither does it thrill. Miss Langford's vigorous singing style compels attention. Murray is all right without being distinctive, and Irene stands out due to her unusual voice and delivery. The comedy material is fair and the Murray Family sketch was rather cute. David Brockman's Orchestra supplied excellent music, and James Wallington handles the announcements without fault. The Mack Bennett interview was smooth and carefully amusing, lacking spontaneity entirely.

The second half of the show was piped out of New York and had Joan Bennett and John Beal doing The Patsy in a nice version. Bennett and Beal were okay, and the supporting cast backed them up nicely. Burns Mantle introduced the play and also announced the next program's playlet in plain factual tune. The commercial plugs come three times and are not too long.

The limitations of radio entertainment become obvious when you stop and think about them. But we rattled off these impressions as an ordinary listener—i.e., who knows nothing about production difficulties. And, after all, that's the predominant kind of listener-in.

Humph! Smorts Franken

Impressive collection of talent notwithstanding, the Texaco Star Theater continues to be bogged down by abundant and weary material. Outside of the names, it has nothing much but pace, which director Eddie Gardner manages to inject. Only the names can draw the easy money way from Fred Allen across the way on the NBC Red at the same time.

Talent has announcer Jimmy Wallington, comedian Ken Murray—who suffers most from the worn-out witticisms—Irene Nobles (Tim and Irene)—Tim writes most of the material, Frances Langford, Kenny Baker (at 11,500 per week or 750 per tune, courtesy of Mervyn LeRoy and David Brockman's orchestra, also Brockman showed poor judgment in trying to play In the Mood. Mack Bennett was guest star when caught, but that didn't help, either. The gags seem built on two theories and two alone. First is the vaudeville stand-by, the insult. Second is Kenny Baker's alleged dummuseness—routine which helped build him on the Jack Benny show, but which is here overplayed to a fare thee well from Broadway, and the easy money. Burns Mantle, critic, introduced the dramatic portion of the show. Wallington and Larry Elliott, who sells the gas from New York, are two of radio's more persuasive salesmen.
Radio Editors---Are They Alive? Are They Mineral, Vegetable Or Are They Fungus?

Editor's Note: Following article has been contributed to The Billboard by several radio press agents, who, inasmuch as they have a desire to continue eating, feel it best to remain anonymous.

Radio editors are a phenomena like sea serpents or the Aurora Borealis, only a good sea serpent usually makes page 1 whereas a good radio editor seldom rates better than page 17, if that, being generally put in place with the obits. They have, however, souls—albeit a bit strophed, or at least stagnant.

Radio editors, like blood, can be segregated into various types, distinct types whose numbers are only limited by the quantity of radio editors at hand. In other words, they're almost all different, jaggedly individualistic, and either furiously extrovert or frantically introvert.

One of the primary rules seems to be that the editor must remain in his ivory castle, surrounded by wise men, with his radio program, as Blacket-Kapre-Nummertime..

He leaves this castle and its awful bedlam only upon invitation, usually occasions when he can feed the face freely for free and drink more liquor than he'll ever buy. Loyalty can only be maintained by a yogische aloofness. Invitations are nice and an index to his importance. But with all the strategy of a glamour-girl-in-bloom, he usually has to play hard to get. His public appearances must be events, paved with fawning p.s.a.s and a lot of bored celebrities who have been tacitly coaxed to call the radio editor by his first name and step him on the back. This last gesture, of course, means they are looking for a vulnerable spot.

Taking America radio editors as a lumpy—or clods. If you prefer, there seem to be several basic types. Sometimes these basic types get all mixed up in one person, resulting in a mixture resembling an hors-d'oeuvre table of Chow mein.

The Great Brain

(1) The Man With Culture. He writes a quiet, dignified column that gives the impression he has been wisened, grown at name-columnists who get a small passport photo up next to their bylines and who each day shake the world. The man with culture likes long hair, mustache music, alibi—almost of his readers believe in him like a kinlin. Linen broadsheets. Social significance bowl him over; so do political broadcasts from Europe. Press agents, to him, are a necessary evil, like dandruff or vice.

(2) The Man with the PASTE Pot. He never speaks his name, but walks with the dummy to see how many inches must be filled. Then he stacks up all the releases, crabs his sheets, and snips like a barber hair. The excerpts are pasted together like a daisy chain and sent down to book out for the publisher's friends—mostly non-functional. Drives a shrewd bargain, they say.

Best Holiday Wishes

VIRGINIA PAYNE

CELEBRATING SEVENTH SEASON AS "MA PERKINS"

Mr. Quiz

(5) The Man With the Pool Questions. One of his ears is pure, the other a glazed griddle cake, a condition known as myopia and coming from constant use of the telephone. He calls up all the stations in succession to ask them who played Uncle Charlie in the Just Jordan serials back in 1933, or was It 1934? Wants to know the musical selections which the Hooters play next March as soon as you can get them. Last-minute program changes are a blessed elixir. Nothing much ever seems to come of all the questions he asks, but he may have hopes of selling something on Information Please or writing a trick compendium of useless facts.

(6) The Man That Doesn't Do Anything Else. He's doing somebody else a favor in his column, he's doing himself one. Hall-fellow, we call him, amongst the ranks of song-pluggers. In addition, he has to look out for the publisher's friends—mostly non-functional. Drives a shrewd bargain, they say.

(7) The Man who's a Mystic. He drifts around town with the ennui of a Garbo, reveling in the fact that he's supposed to be the hardest columnist in the business to crush.
New FCC Head, Highlight Year in Washington

By EDGAR M. JONES

WASHINGTON, Dec. 23.—Investigation of chain broadcasters and their alleged monopoly figure the most important event in Washington's year in radio. The Federal Communications Commission, during early summer, probed every angle of the broadcast business. Affiliation contracts of NBC and CBS were knocked by Mutual for their exclusive features and various grapevine tips started the FCC staff off in pursuit of artist services. Use of transcriptions and recordings and the various rulings on their use were argued pro and con; transcription forms upset liberalization of FCC rules, while AFM pleaded that they be kept as stringent as possible in order to favor employment.

Months of testimony and thousands of exhibits introduced have been only now reduced to a digestible report. Committee which conducted the hearings will shortly study the staff report and make its recommendations to the full commission. Upon this report rests much in broadcasting practices. Rumor insist that the report will urge legislation for licensing the networks (as such), while others indicate that close regulation will come for all affiliation contracts.

From a purely regulatory view the most important event was the selection of a new chairman to replace the sifting Frank B. McInitch. The little North Carolina official had created rebellion within the FCC and from time to time the undercover battles that raged within the commission threatened to become a national scandal, resulting in an investigation by Congress. McInitch's resignation gave President Roosevelt the opportunity to name a peacemaker. Chairman Lawrence Fly, taken from the Tennessee Valley Authority, backed by Tommy Corcoran in the White House, proved to be more diplomatic than his predecessor. Now—there's peace in the FCC and more work is being turned out.

Television, was doused with tepid water by the FCC committee studying the field. The committee report issued in the spring defeated an industry campaign to popularize visual broadcasting at the two fairs, New York and San Francisco. The public, with warnings against stock sales and receivers having short wave ringleing in its ears, veered away from the new development and gave television only polite interest. The industry called upon the commission to rectify some of the effects and to attempt to encourage public confidence. A second report to do this was issued recently.

While limited sponsorship was recommended in the second report, there was still the earlier position which couldn't be abandoned in such quick order if the second report was to be at all convincing. Hence, the second report to some extent reiterated the language of the first, which confused newspaper men into thinking that it was merely a reissue. Publicity for the second report was not as widely distributed as for the original. However, the limited sponsorship (talent costs only) plus music and lighter television cameras promise to stimulate visual broadcasting to a point where day in and day out use will iron out the kinks.

War Coverage

Head’s Notable Special Events

NEW YORK, Dec. 23.—Past year will go down record as one of the most hectic of the 20th century, and a direct consequence is radio's reflection of history in the making. Its vast resources brought nations of every continent into direct contact with the action as it took place. Selection of the outstanding special events was an exceedingly difficult problem, so much so that Paul White, special events director of CBS, said: "To list only 10 outstanding special events or news broadcasts is a little like asking for the best single bite of caviar at a Cohen's banquet." Programs considered by the networks outstanding during 1939 follow:

1. Death of Pope Pius XI and the election of his successor.
2. Visit of King George and Queen Elizabeth to the United States.
3. Jack Eadie’s account of the raising of the diving bell bringing up the first group of survivors of the submarine Squalus.
4. Maiden voyage of the Transatlantic Yankee Clipper, in which CBS and NBC co-operated. Covered by Bob Trout and George Hicks.
5. Ted Huesing’s description of the National Open golf tournament and his (See WAR COVERAGE on page 63)
6. Gulf Wants Cantor

HOLLYWOOD, Dec. 23.—Eddie Cantor goes on the Gulf-Screen Guild program New Year's Eve, his first radio appearance in a long time. Comic has been traveling with a vaude unit.

Q—Who is this odd looking creature?
A—This is Wilmer.
Q—Does Wilmer work for WOR?
A—Sh-h-h—Wilmer is employed by WOR.
He uncovers facts.
Q—Such as . . .?
A—Wilmer’s just discovered that a maker of beverages increased his business 100% in 3 months on WOR. He also jumped his dealers from 3,000 to 50,000.
Q—Where does this get us?
A—To the point where we might do the same for you.

SEASON’S GREETINGS

ALVINO REY
AND HIS ORCHESTRA

THE KING SISTERS
ALYCE, DONNA, YVONNE, LOUISE

KHJ MUTUAL DON LEE
BROADCASTING SYSTEM
“and Success in the New Year” from WLW Artists

JOSEF CHERNIAVSKY
Musical Director
WLW — WSAI

THE FIVE NOVELTY ACES
Wish You
A Very Merry Christmas

SHINING FORTH DAILY
on
GRiffin’s ‘Time To Shine’
WLW

Now in its 60th WEEK

FEATURED ON THE WLW BOONE COUNTY JAMBOREE EVERY SATURDAY NIGHT

HELEN DILLER
The Canadian Cowgirl

“LAZY” JIM DAY
The Sage From Short Creek, Ky.

LAFE HARKNESS
The Terre Haute Terror — Harmonica Playing Comedian

SEASON’S GREETINGS FROM

LULU BELLE
AND
SKYLAND SCOTTY
WLW BOONE COUNTY JAMBOREE

GIRLS OF THE GOLDEN WEST
Dolly and Milly Good

BOONE COUNTY JAMBOREE
Every Saturday Night. Broadcast Over WLW.

Heartiest Christmas Greetings and a Happy New Year!

CHARLIE WAYNE DAMERON
Master of Ceremonies

GREETINGS TO EVERYBODY FROM
HUGH CROSS
AND HIS RADIO FOLKS

RED AND BLACKIE
THE CAROLINA BOYS
Asleep between programs (They’d get lost if they left the studio)

DRIFTING PIONEERS
Walt Brown
Merle Travis
Denny Slofoot

VOICES OF MIDWEST
WIRELESS NEWS

HAPPY DAY AND TAR
RED AND BLACKIE
THE CAROLINA BOYS
Asleep between programs (They’d get lost if they left the studio)

DRIFTING PIONEERS
Walt Brown
Merle Travis
Denny Slofoot

VOICES OF MIDWEST
WIRELESS NEWS

HAPPY DAY AND TAR

Program Reviews

“Uncle Jonathan”
Reviewed Tuesday, 3:30-3:45 p.m.
Style — Satirist, Sustaining on WABC
(Columbia Broadcasting System).

Sponsors are wary of gambling with a program which varies from the common run of air shows. This is the only reason that can be advanced for the feat that Uncle Jonathan has not yet become a commercial.

Orth, it’s true, that Uncle Jonathan is more than a comic. He’s a satirist of small town American life and manners. In Tuesday’s program his quips were aimed at commercial radio. The stuff was smart, being a combination of silly and pointed barbs coming in the guise of a

“Laugh and Swing Club”
Reviewed Sunday, 9-9:30 p.m.
Style — Variety, Station — WOR (Mutual network).

For a sustainer, this program is potentially a good layout, but needs a better script than it had when caught.

Comedy set-up has Maurice Alberstein throwing gags as emcee, Mabel Todd doing dumb comedy, and Annie Bole as
GREETINGS

BOB CROSBY
AND HIS ORCHESTRA

CAMEL CARAVAN
Saturday Nights, 10 to 10:30, Eastern Time, 
Via NBC Red. Starting January 6th.

HOTEL NEW YORKER
Starting January 8th

WANTED

OWNERS OF
42,371,684
RADIO SETS

to

TUNE IN ON

FRED ALLEN

IPANA ★
SAL HEPATICA

WEAF-NBC Wednesday 9-10 P.M. EST

Management...WALTER BGRCLOR

XMAS GREETINGS TO
MY DEAR SPONSORS

DARI-RICH; THOM McAN; PHILLIPS 66; GRUEN WATCH;
CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC

TODD HUNTER, CBS-WBBM, CHICAGO

Music job by Tony Romano's ork was
fair enough, with Romano throwing in
a nice vocal.

Major Leonard H. Nason
Reviewed Monday, 9:45-10:15 p.m.
Style—War comment and analysis. Sustaining on WOR (MBS network).

Leading NBC Accounts

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Leading MBS Accounts

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*(*) Indicates advertiser did not use particular network during the year 1938.

December 30, 1939
John B. Kennedy
Reviewed Tuesday, 7:15-7:30 p.m.
Style-Comment. Sponsor-Morris Plan
Station-WOR (New York).
John B. Kennedy, editor, newspaper
man and newsreel commentator, does an
interesting quarter-hour news program
twice a week. Program is not merely a
recounting of the day's news events,
but more of an analysis of outstanding
events, delivered with excellent diction
and polish, and apparently free of bun
Kennedy is a former NBC stalwart.

When caught Kennedy devoted some
time to an account of Al Capone,
giving first-hand information derived
from interviews with the notorious one-
time boss of Chicago racketeers. From this
he branched into a talk on Heywood
Brown, very anecdotal and informative.
Remainder of the season was given
over to a few subjects requiring small
space, and to Captain Fred Riebecs, a
naval expert who spoke on the Graf Spee
sinking in Montevideo waters. Program
allows Kennedy to bring on occasional
guest stars whenever he wishes.
Kennedy does the commercials well,
striving the bank's personalized bank-
ings methods.

Arnold's New WIP Spot
PHILADELPHIA, Dec. 23—Murray Ar-
old, head of the public relations de-
partment of WIP, has been moved up to
the post of program director to suc-
cceed Jimmy Allen. No successor has
been named for Arnold. Allen, previous
program director, has gone over to WPIL
to succeed Fred Dodge, who has been
promoted to assistant to Roger Clipp,
general manager of the station.

HOLIDAY GREETINGS FROM
THE RECOGNIZED LEADER FOR
POPULAR TRANSCRIBED MUSIC

DAVIS & SCHWEGLER, INC.
A Complete Modern Library of Vocal, Instrumental,
Novelty, Western, Dance and Semi-Classical Recorded
Music for . . .
RADIO STATIONSICE SKATING RINKS
ROLLER RINKS PUBLIC ADDRESS SYSTEMS
COIN MACHINES SOUND TRUCKS
CARNIVALS AMUSEMENT PARKS
TAX FREE -- TAX FREE -- TAX FREE

Davis & Schwelegler, Inc.
1009 West Seventh St.,
Los Angeles, Calif.

Season's Greetings

LES TREMAYNE BARBARA LODDY
CO-STARRED ON CBS IN
"THE FIRST NIGHTER" FOURTH SEASON

Thanks to Campana

RADIO REVIEWS
December 30, 1939

A PROSPEROUS
NEW YEAR TO YOU ALL

MUTUAL BROADCASTING SYSTEM

HOLIDAY GREETINGS FROM
ART KASSEL and His
"KASSELS IN THE AIR" ORCHESTRA
BISMARCK HOTEL CHICAGO

Greetings Everyone

GABRIEL HEATTER

54 The Billboard

POWELL's Congress of Manners sketch;
and his song analysis. Miss Powell's
Congress of Manners begged, down, but
is an inherently funny idea.
Music by Ernie Florito is very good,
band impressed. His old musicianship
rather than trick jive.

George Byron sounded rather cavern-
ous in his vocals, but not unpleasant.
B'n'Boys quartet sang one tune,
"Yodelin' Jive," with good delivery.

Program is tied together by Hulke's
chatter with the different performers.
Henry Morgan announces. Ackerman.

HOLIDAY GREETINGS 1939
THE RECOGNIZED LEADER FOR
POPULAR TRANSCRIBED MUSIC

DAVIS & SCHWEGLER, INC.
A Complete Modern Library of Vocal, Instrumental,
Novelty, Western, Dance and Semi-Classical Recorded
Music for . . .
RADIO STATIONSICE SKATING RINKS
ROLLER RINKS PUBLIC ADDRESS SYSTEMS
COIN MACHINES SOUND TRUCKS
CARNIVALS AMUSEMENT PARKS
TAX FREE -- TAX FREE -- TAX FREE

Davis & Schwelegler, Inc.
1009 West Seventh St.,
Los Angeles, Calif.

Season's Greetings

LES TREMAYNE BARBARA LODDY
CO-STARRED ON CBS IN
"THE FIRST NIGHTER" FOURTH SEASON

Thanks to Campana
GREETINGS OF THE SEASON AND THE WNEW YEAR

MARTIN BLOCK
"The Make Believe Ballroom"

ELTON BRITT
and his "Round-1 Ranch"

RICHARD BROOKS
"Gloom Chasers"

EARL HARPER
"Hot Stove League"

DAVID LOWE
"Sound Track"

MERLE PIT
and his "Five Shades of Blue"

STAN SHAW
"Milkman's Matinee"

ROSALIND SHERMAN
"In the Spotlight"

Now the fact is proved
WNEW IS FIRST among New York Non-Network Stations

FIRST IN AUDIENCE LISTENING—(Hooper-Holmes Survey of New York listening) WNEW has twice the listening audience of its nearest competitor.

FIRST IN STATION PUBLICITY—3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER'S, 2 leading articles in TIME.

PUT IT FIRST on your N. Y. Schedule for Banner Sales in '40

WNEW NEW YORK 1250 on the dial

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY 1250 KILOCYCLES 1000 WATTS BY NIGHT

NEW YORK OFFICE AT 501 MADISON AVENUE

DAN SUTTER
TONY IN "MANHATTAN MOTHER"

FROM THE SUNNY SOUTH

Warmest Christmas Greetings

PHILIP LORD
33 YEARS IN THE THEATRE

Current RADIO ASSIGNMENTS

FRASIER MITCHELL in "Mary Marlin"
JEFFERSON FOWLER in "Kitty Keene"
JOHN PENDLETON in "Trouble With Marriage"

GREETINGS FROM THE SOUTH

W S M
THE AIR CASTLE OF THE SOUTH
50,000 WATTS
NASHVILLE, TENN.

EARLE FERRIS
10 EAST 49TH STREET
NEW YORK
HOLLYWOOD

Operating: Radio Feature Service, Inc.
GERTRUDE BERG AND RADIO'S BELOVED "THE GOLDBERGS" NOW IN THEIR ELEVENTH YEAR OF BROADCASTING

Extend Holiday Greetings

Sponsored by Procter & Gamble for OXYDOL
CBS Network • Mondays Thru Fridays • 1 P.M. EST

Radio Talent
New York

By JERRY LESSER

VAN HEPLIN, taking advantage of his script write-out on Betty and Bob and the one-week closing of Philadelphia Story, is vacationing in Miami. MADELEINE PIERCE will use her crying baby act on the Christmas Shadow program December 24. ALAN DRIVETT has been added to the cast of Your Family and Mine. JAY JOSTYN will be the new romantic lead on The Life of Mary Sothorn. JERRY LESSER, as Dr. Benson, will continue to keep his love for her in the background. JACK SMART, "Mr. Fiddle" of Blondie show, has been signed for PRESTON STURGES' new picture at Paramount called Down With McGinty. In addition to her starring role on Valiant Lady, JOAN BLAINE writes a weekly series titled 'The Fundamentals of Acting for a Midwest college newspaper. NOEL MILLS received a farm and a legacy from his great aunt in Quebec. Quite a Christmas present. MERRY CHRISTMAS to you all, whoever you are and wherever you are. May the new year be one of health, happiness and prosperity.

Chicago

By HAROLD HUMPHREY

BOB EDMONDS and CLAIRE LUCAS, a couple of radioites from Toronto, have decided to make Chi their home and plan to take up radio work here. Another newcomer to local radio scene is JOHN ROBINSON (son of BASH BATHBONE), who is looking for ether work. LES DAMON was barely able to skip thru his shows this week because of illness. He plans to have them yanked as soon as he can be written out of the scripts. GRACE NOEE, a

Season's Greetings

BETTY LOU GERSON

Starting January 7, 1940
"GRAND HOTEL" (CBS)

Now Appearing
"ARNOLD GRIMM'S DAUGHTER" (NBC)
"MIDSTREAM" (NBC)
Holiday Greetings
from

The FIBBER McGEE
and MOLLY Program

MARIAN & JIM JORDAN
DON QUINN
CECE UNDERWOOD

BILL THOMPSON
BILLY MILLS
HARLOW WILCOX

HAL PEARY
ISOBEL RANDOLPH
JIMMY SHIELDS

May 1940 Be a Very Happy Year
For All of You!

ANNE SEYMOUR
“Mary Marlin”
NBC-Blue and Red Networks

Season’s Greetings
and
Best Wishes
To All My Radio Friends

Alec Templeton
Season's Greetings

GEORGE BURNS
and
GRACIE ALLEN

Personal Management:
LESTER HAMMEL
WILLIAM MORRIS AGENCY

WMCA

"First on Your Dial in New York"

NEW YORK AFFILIATE
TRANSCONTINENTAL BROADCASTING SYSTEM

SEASON'S BEST WISHES

WLS
THE PRAIRIE FARMER STATION
50,000 WATS
870 KILOCYCLES
Exclusive WLS Artist's Booking --- WLS Artists, Inc. --- George Ferguson

Holiday Greetings
FROM
CAROLINE ELLIS
and
"CAROLINE'S GOLDEN STORE"
WBBM-CBS FEATURE

GREETINGS FROM
THE COMMENTATIST FAMILY
PEGEEN FITZGERALD
WOR-MBS TUESDAY THRU FRIDAY 11 A.M. (EST)
"THINGS THAT INTEREST ME"

EDWARD FITZGERALD
WOR-MBS MONDAY THRU FRIDAY 6:45 P.M.
"BYSTANDER AT LARGE"

PROGRAM COMMENT
(Continued from page 57)

competent job. Players were NORMA SHEARER, BASIL RATHBONE, LOUIS HAYWARD and HALIWELL ROBB, with Shearer and Rathbone doing two roles each. Story is philosophic and contemplative, rather than one of action, and the production was successful in inducing the moods necessary to the proper character portrayals. ROGER PRYOR emoted in the role of stage manager. His part was small but delivered with punch and aplomb. OSCAR BROADWAY'S Orchestra played incidental music. Commercials were good and were impressive, the neither long nor frequent.

P. A.
Advance Sale
Hit by Gov't

Lincoln, Neb., promoters told tax is based on top price—Turnpike suffers

LINCOLN, Neb., Dec. 23.—Dance promoters were placed in a quandary here this week by federal tax gatherers, who rounded up a partial death knell to the advance sale ticket practice. First to a rap was P. H. Paulse, Turnpike Casino manager, who has allegedly been ordered to do four aside sales, that is, to find out whether or not the local government office has been so notified. A usual price scale at the Turnpike has been reduced to $1.50 per ticket (the tax being included) up to three days in advance of date: $1.10 ($1.60 with tax) up to the door, and $1.50 ($1.98 with tax) at the door.

Revenues take the position that no matter what the difference in ticket price, accounts all represent the same sales and the price of the door, that so tax is chargeable as of the highest fare, and that the prices are more and are the same value at time of sale. This means that Revenues will have to charge off his 5 percent and $1 tickets as well as the $1.25 sales. Tax collectors say that the sales are being charged off, and it is charged that the government is not in the bargain business. Also, according to advance sale practice it means, present established scales, that he will be able to distribute a little in times, in addition to the other overhead.

Due to the increasing overhead, Ted Flo Rino came to the Turnpike recently at $1 straight at the door, but it was possible to find out $5.25 and how $7.65 this time, a slight profit.

Varsity Signs Auld; Pastor on Bluebird

NEW YORK, Dec. 23.—Bill Oberstein, United States Record head, signed three more maestros this week to join the roster of his new label, Varsity, George Auld, Ray Pearl and Happy Felten, who, as the Pastoral Music sign for two weeks. Dirit MratotIrr for opening 10 day.. with Bunny Bertgan AutoS.

Fiesta Danceteria Hosts 30,000 Weekly

NEW YORK, Dec. 23.—Richard Decker's Fiesta Danceteria is going into its fifth week and pulling around 30,000 patrons a week. Opening night drew 25,000; the second dropped to 27,500 due to a rainy Saturday night; the third week was held up for the opening of the theater, which was up to 30,000. Monday (18) drew 900, and the upper floor was closed. Spot hopes to average around 30,000 indefinitely.

Since opening, the two-floor mammoth "night club for the masses" has eliminated the lounge chair section in which a veritable flood of musical material has been brought to the public, thus making the danceteria a favorite for all ages.

Coast Musicians Earn a New High of $6,100,000 for '39

HOLLYWOOD, Dec. 23.—Figures released today local 47, AFM indicate that the aggregate earnings of musicians here this year will be in the neighborhood of $6,100,000, an all time high. This estimate, based on a scale of some 14 musicians is now in increasing number invading their song plumage. Reasons for the increased frequency of the music men are obvious, what with any number of dance bands, pictures, radio stations, offering just that much more competition and a better sense of a mind to, and in a very nice position to, plug the pet tunes in the best manner possible. Reliable air plugs for other numbers, a half-hour dance reading of 30 songs, and no more.

The most notable weapon with which to get back at their mass of listeners is the cream of their current catalogs to be recorded by lesser known but up-and-coming bands. No matter how independ ent a leader may feel if he's got his own publishing firm, from the top tunes in a large music firm's list, staked tables, so that the table capacity now is 1,700, but can be jumped to 4,000 by padding the tables down when necessary. Week-day tables now average 75 cents and Saturday nights 90 cents. Admission is 60 cents, which is a sum for a song band and fed cools.

The opera is understood to be grossing $10,000 to $12,000 a week.

Teddy Powell's band was featured the other night by Miss Peggy Bergen following for two days. Dick Messner for the opening night. George Nall and Timmy Darn for three nights, followed by Ben Bernie for three. All dances are run from December 27 and Van Alexander, opening Thursday (26) for three weeks.

Bandleader Pubs Add to Woes Of Pubs Who Merely Publish

NEW YORK, Dec. 23.—Music publishers are feeling strongly on the fact that, as if they didn't have enough headaches already (particularly with band leaders), those citizens who wave a stick or clarinet in their hands, musicians, are now in increasing number invading their song plumage. Reasons for the increased frequency of the music men are obvious, what with any number of dance bands, pictures, radio stations, offering just that much more competition and a better sense of a mind to, and in a very nice position to, plug the pet tunes in the best manner possible. Reliable air plugs for other numbers, a half-hour dance reading of 30 songs, and no more.

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Season's Greetings

Music of Yesterday and To-Day
Styled the
Blue Barron way

Currently
GREEN ROOM
HOTEL EDISON
New York
Broadcasting 5 Times Weekly
Via NBC
On BLUEBIRD RECORDS
Direction
CONSOLIDATED RADIO ARTISTS, INC.
The Reviewing Stand

Little Joe Hart
(Reviewed at Turnpike Casino, Lincoln, Neb.)

HART goes after music in a very commercial manner, offering it peppered with plenty of novelties, instrumental struts, comedy choruses and other side for fancy of hi-pi-pop-
lal. It's a sizzle outfit, taking in four brass, four sax and three rhythm, and its repertoire, particularly the clownish numbers, makes it especially appealing on one-nighters and week-ends. Perfect example of the comedy thrust is Joe at the mike imitating the present-day rostrum glamour gals doing Billy and Oh, Johnny, Oh.

New to the outfit is Chuck Whiteman, utility saxman who steps out for most of the vocals. He replaced Art Lund, who went over to Jimmy Joy's Ork for Joks.wr., makes it especially appealing with its vocalists. Matro-
ner. Furthermore, perfect swing and a great deal of showmanship. Outstanding trumpet work comes from Clayton Cash and Randy Brooks, with Eddie Knysy's mellow tromboning one of the band's major instrumental de-
lights.

With Saxie Dowell's 250-pound projection of comedy vocals no longer part of the picture, Jack LeMaire, guitarist, takes over the comic quotient with all the showmanship of his predecessor in this department. His imitation of a high school gal jitterbugging I Got Rhythm is a minor masterpiece of hilarious fooling. Bob Allen's romantic warbling is still ponderous and foot-stomping and Janet Blair, newcomer to the outfit, shows nice promise in her first vocal assignments.

It's a conventionalized idyll of swing on its own, which delivers pleasantly commercial music that reads itself in this class spot. Three sax, four brass, three rhythm and a novelted stress melody at all times, backed by harmon-
ously subdued rhythm and danceability. It's a conventionalized list of swing on selections that are well varied, all the more marred in the case of the Kern, Gertrude Porter type of show music like Hit Parades stuff. Novelties are held down to a minimum.

Glucksman makes the frontal, whether batch-waving or handling the novelties, which he uses as a color instrument, particularly the cornet-stuffed Brader stands out on drums, with Ted Coleman, bass, and Eugene Crawford, piano, inserting the pep. Latter turns out the arrangements with Glucksman, Patty Selma, trombone, does the vocals in an ebullient manner, with Lucille Mathews supplying the less appeal thru brunt lovelyness and a fine pair of pipes. Gal puts her numbers over with a bang.

Harlan Leonard
(Reviewed at Hotel Lincoln, Lincoln, Neb.)

Leonard, a sax player, sat side by side with Count Basie in the late Benny Moten's crew before the band split up after Benny laid down baton for good. He was in other band ventures later, but it was after he set up this crew—five brass, two slides and three trumpets, four reed men and four rhythm—that he really got under way. He is a band with color, most of which is lashed out by Jesse Price, a drummer who also had his own outfit. On the occasion today, his sessions with the saxes are a rich supplement of showman-
ship and the ultimate in audience pulling. Other stickers are Henry Bridges, tenor sax; James Ross, trumpet, and Red Beckett, a new man on trombone. Darwin Jones' vocals are in the same class.

Shortly after the first of the year, under banner of MCA, Leonard starts out to preach his swing to the nation on 61 hits, and he has a ludicrous package of foot-compelling music to deliver. His first release is

Best Wishes for a
Happy Holiday Season

Joe MARSALA
AND HIS ORCHESTRA

Featuring ADELE GIRARD
and HER SWING HARP

ENRICO LIEBE, for many years pit conductor at Atlanta's Capitol Theater, has been the chief of music at Brenau College, Gainesville, Ga., foremost music conservatory in the South. He previously served as music instructor at Oglethorpe University.
HOLIDAY GREETINGS FROM THE KING OF THE SAXOPHONE

CHARLIE BARNET AND HIS ORCHESTRA

1939 was a SWELL Year!

We hung up record-breaking engagements at The Famous Door and Paramount Theatre in New York, as well as successful dates at Meadowbrook, N. J., Palomar, Los Angeles, and ballrooms, colleges and theatres from coast to coast.

Here's a big round of THANKS to all those who made possible our FAST RISE TO FAME ON BLUEBIRD RECORDS
direction
CONSOLIDATED RADIO ARTISTS

Season's Greetings From MAYTONE MUSIC
OUR LATEST RELEASES FOR 1940:
No. 1—"I Cried Like a Baby", Introduced by Dona Day with Fred Waring.
No. 2—"A Ten-Cent Toy (for a little boy)"
Orchestrations—75 Cents
MAYTONE MUSIC PUBLISHERS
1585 Broadway, New York

HAPPY HOLIDAYS

ENRIC MADRIGUERA
and his ORCHESTRA
featuring
PATRICIA GILMORE
"RADIO'S FAVORITE SONGSTRESS"
THE HANSONETTES
"SENSATIONAL VOCAL TRIO"

BAKER HOTEL
DALLAS, TEXAS
JUST CONCLUDED
12 WEEKS
COCONUT GROVE
LOS ANGELES, CALIF.
COLUMBIA RECORDS
DIR. MUSIC CORP. OF AMERICA

Selling the Band
Exploitation, Promotion and Showmanship Ideas

Buying the Band

A NOTHER nifty concocted by Consolidated Radio Artists for its band properties is a practical idea in albums where the prospective buyer not only "sees" the leader man up for sale, as well as reading all his praises, but also has a chance to "test" him. Album, being mailed out this week to hotel and ritzied ops and to advertising agencies across the country, is a personal, perpetual file of all the CRA bands, with auto-photographed pictures of the maestros, press comment on each music maker and the band's best recording to date. If and when the band betterers that recording, CRA will send the new one along to album holders to replace the older one.

Album is the standard size, maroon-colored affair, personalized with the prospective buyer's signature embossed in gold, with a personal letter from Charles E. Green, CRA presy; on the inside. Chalk up the idea to the brainwork of Christine Edwards, CRA praiser, since it brings more than glory and lust phrases to band buyers.

A novel publicity stunt was recently introduced in Dallas, the brainchild of an enterprising RCA-Victor musical merchandise dealer. During a nightly intermission of Bob Chester's Band in the Century Room of Hotel Adolphus, the guests participated in an impromptu contest to guess the orchestras and titles on eight Victor and Bluebird recordings. Winners were awarded a 16-pocket album of Bob Chester's Bluebird platters complete with the maestro's auto-photographed picture plastered over each. Contest lasted only 5 minutes and its popularity was guaranteed when about two-thirds of the guests present handed in ballots.

Expenses were shared. Albums were furnished by the dealer, the records by the distributor. Hotel printed up the ballots, while Chester conducted the contest with many a cryptic side remark. Hotel announced itself "hugely pleased" with the stunt, pointing out that it keeps patrons amused during those deadly minutes when the band rests, and plans to make it a standing attraction at its Century Room.

A cavalcade of music popular in America during the Christmas and New Year holidays, from 1938 to 1939, is being presented by Jeno Bartl this timely week at the Georgia Room of Hotel Piccadilly, New York. Bartl examined over 1,500 songs and selected 72 as test typifying the American holiday spirit. Tunes selected highlight the band's playing for this "cavalcade" week.

Longhair Contest

A NOUSHER tie-in with the national "Rubinstein Contest" being conducted during the centenary celebration in honor of the great composer and pianist is being arranged by RCA-Victor musical merchandise dealers throughout the country.

Plans for the Promotion have been worked out with Random House, publishers of Free Artist, the story of Anton Rubinstein. Contest, which closes February 1, is for the best letter of 300 words on questions dealing with the master as man and musician. RCA-Victor giving the prize, top letter getting a stereo set or an equivalent $200 scholarship at an accredited music school. Judging will be up to Lute Lehmann, Olgasamaroff, Jascha Heifetz, Leonard Liebling and Deems Taylor.

RCA-Victor dealers are arranging window and store displays around the book and albums of the works of Rubinstein and his pupil, Tschaikowsky. Widespread publicity released by the publishers of the new book designates Victor dealers as the source of information for the contest.

Jimmie Lunceford's newest album, "the nationally "Sensational Vocal Trio"" being conducted during the centenary celebration in honor of the great composer and pianist is being arranged by RCA-Victor musical merchandise dealers throughout the country. Plans for the Promotion have been worked out with Random House, publisher of Free Artist, the story of Anton Rubinstein Contest, which closes February 1, is for the best letter of 300 words on questions dealing with the master as man and musician. RCA-Victor giving the prize, top letter getting a stereo set or an equivalent $200 scholarship at an accredited music school. Judging will be up to Lute Lehmann, Olgasamaroff, Jascha Heifetz, Leonard Liebling and Deems Taylor.

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and his ORCHESTRA
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PATRICIA GILMORE
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THE HANSONETTES
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HAPPY HOLIDAYS
THE SEASON'S BEST TO EVERYONE

Count BASIE
AND HIS ORCHESTRA
Featuring
JAMES RUSHING and HELEN HUMES
NOW ON COAST TO COAST TOUR

Thanks to
THEATRE MANAGERS, BALLROOM OPERATORS, DANCE PROMOTERS,
NIGHT CLUB OWNERS, THE F. W. KITCH CO. AND MUSIC MACHINE
OPERATORS EVERYWHERE FOR A VERY SUCCESSFUL YEAR

VOCALION RECORDS
Exclusive Management
MUSIC CORPORATION OF AMERICA

Season's Greetings and sincerest thanks to
Bob Christenberry for our THIRD YEAR
at the HOTEL ASTOR, N. Y.

Sandra Williams and the Boys

Season's Greetings
DON RICARDO
And His Orchestra

SEASON'S GREETINGS AND THANKS
To all our patrons in show business for your patronage during 1939.

EDDIE DAVIS and his orchestra
CELEBRATING 204 WEEKS
LA RUE RESTAURANT, New York City

BENNY GOODMAN

GOODMAN EXCLUSIVE MANAGEMENT MUSIC CORPORATION OF AMERICA

CINCINNATI, Dec. 23.—Cincinnati Musicians Association, at its recent annual election, selected the following officers: Oscar P. Hill, president; Joseph Lugar, vice-president; Volney Hofmann, secretary; Charles Joseph, treasurer; Arthur Brown, Wilbur Myers, Robert Siders, George Smith and Robert Moore, trustees, and Frank Yago, sergeant at arms.
Happy Holidays
To My Friends Everywhere

PANCHITO
AND HIS ORCHESTRA
SECOND YEAR
VERSAILLES
NEW YORK

Sincerely thanks to
Mr. Prounis and Mr. Arnold
and to my mentors
WILLIAM MORRIS AGENCY

Review of Records

Musicomedy Music
WITH Jerome Kern, Cole Porter and Willa Ray Davies responsible for the musical settings to the many hit productions on Broadway, the show scores make for the desirable musical matrices to overcome the usual Tin Pan Alley wares. In many years the top bandleaders would shun the show scores, leaving them to the saloon and supper-room synthesizers to dish those ditties. And it's a clear indication that the general public's musical tastes have moved up to a higher level when you find it's the Goodmans and Dorsey's and Shaw today making the most of the show music. As such, it's the show sides that make for the more desirable record entertainment these holiday days. Jerome Kern, who can still hit with hits after all these years while the chaste, Lanty, lyric writers are rhyming June with romp, has called the turn again with the now familiar Very Warm for May. A hangover from his last Bluebird record date, Artie Shaw makes a righteous rhythmic pastel with All in Fun and All Things You Are. From the same show and for the same label Ozzie Nelson makes for Bluebird what promises to be the production's biggest hit song, It Was Written in the Stars. With the aid of Mr. Prounis and Mr. Arnold, with the latter romantic for the musical settings to the many production's Premiere to be the #2nd street. Menu Miller make.

Swing Two With Sexy Tunes

Suffices Rayce Hotteric and Ocoee. Hott hive received mimosa trim in making his bow on the Royale meter tunes are not particularly bright. Rich composer's Sunrise Serenade, it's the lush horns section that makes dancing or matching

Contests for New Composers

NEW YORK, Dec. 23.—American Music Department of the National Federation of Music Clubs is inaugurating its second nation-wide talent hunt. Series of state contests, to be launched immediately and to conclude December 1, 1940, is planned to unearth worthwhile composers by American sons, taking in solo, chamber and symphonic works. Winners of the new contests, as this year, will have their efforts presented on national radio networks.
SEASON'S GREETINGS

HIT OF THE SEASON

EL RANCHO GRANDE
(MY RANCH)

And Ezio Pinza Might Lose It at the Astor

NEW YORK, Dec. 23.—Will Osborne, pleased over the success of his latest tune, "Between 16th and 19th," at the Astor, was telling the Lindy loungers about all the bands recording the opus.

"Here's for Victor, Crosby for Decca, Donahue for Vocalion, Barnet for Bluebird and myself for Varsity," he enumerated for the party of the second part.

"And who," asked an innocent bystander, "is doing it for Columbia?"

To which Osborne replied, "Kirsten Flagstad."

WAR COVERAGE

(Continued from page 51)

8. German occupation of Prague.
9. The Fall of France.
10. Roosevelts' peace appeal and indirect answer by Hitler.

SEASON'S GREETINGS

DELO GORDON

and his

TIC TOC RHYTHM

VICTOR RECORDING ARTIST

SEASON'S GREETINGS

DEL DELBRIDGE & RAY GORRELL

Orchestras and Entertainment

FOX THEATRE BLDG., DETROIT

ROLL TICKETS

Printed to Your Order

Cheapest GOOD TICKET on the Market


Key. 17.50

Cash With Order—No. C.O.D.

STOCK TICKETS—$15.00 per 100,000, any assortment.

Reynolds' $1,500 Deb Date

PHILADELPHIA, Dec. 29—Tommy Reynolds, new white hope of the Oy Shriners, office, plays his first big time society date when he shares band stand honors here tonight (23) with Meyer Davis at the debut of one of the John Wanamaker cabaret. Affair takes place at the Bellevue-Stratford Hotel, with Reynolds, clarinet-playing maestro himself recently on the networks from the Downbeat Ballroom, Boston, drawing down $1,500 for the date.
SEASON'S GREETINGS from TEDDY POWELL and his "BAND OF TOMORROW"

Here's Why:
- FAMOUS DOOR, N. Y.
- PARAMOUNT THEATER, N. Y.
- THE FIESTA
- BRANDT CIRCUIT
- ON DECCA RECORDS

Currently: RAYMOR BALLROOM BOSTON, MASS.

SEASON'S GREETINGS ANTONIO DeVERA and his Orchestra purveying Latin-American Rhythms

CURRENTLY: THE FIESTA, New York
Recent Engagements
- EL MOROCCO, New York, 3½ Years
- VENEZUELA PAVILION, N. Y. World's Fair entire season
- INTERNATIONAL CASINO, New York, 7 Months

Music in the Air

By DANIEL RICHMAN

Talking Out of Turn

A FAIRLY common mistake made by band leaders with network representation is announcing their own programs when they haven't quite the vocal equipment for the job. From a practical standpoint, it's a good idea for maestros to conduct their own shows, since it makes for closer contact with an air audience and builds up the informality and intimacy between band and auditor, which is important to the success of remote entertainment.

But a voice that isn't quite as good as it might be, either in tonal quality or diction, is a different proposition. JIMMY WALSH (Hotel Mark Hopkins, San Francisco, WOR), actually thru no fault of his own other than his desire to announce his own programs, suffers because of this. Due to the years of training air audiences have received in listening to the smooth, dulcet and polished tones of regular studio announcers, they are accustomed to a finesse in phrasing which makes them react against anyone expressing himself in a manner they haven't got it.

Aside from his poor announcing Walsh turned in a better-than-average show on the program caught this week. His tune selection had the proper balance of new and old, popular and otherwise numbers, and the little touch of humor in his subtle introduction of Ted Lewis on When My Baby Smiles at Me is the sort of thing much more leaders might well go into for.

Got the Jitters

DIALERS whose sensibilities are easily jarred—or even those who may be accustomed to ordinary contributing factors to jangled nerves—are not going to stay tuned in any great length of time to CARL LORCH (Hotel Biltmore, Dayton, O. WARG). It is Lorch's little idiosyncrasy to feature flutter valve trumpets, which may have their place in some arrangements but, as used by Lorch in an incessant manner that is no doubt meant to signify a style, are only a source of annoyance, at least on the receiving end of a remote.

Employing the fluttering brass on intros and modulations almost constantly would seem to imply that Lorch believes he has a great stylized trick. The point is open to debate, but forgetting the musical question and looking at it solely from a standpoint of home listening, the stunt is not much good. It's probably unnoticed in the more or less glamourized surroundings of the spot from which a remote emanates, but the faults are piled up and magnified a hundredfold when the listener is in the familiar, prosaic environment of his own home. That being the case, those Lorch flutter valves will give dialers either the jitters, a bad case of annoyance or a few good laughs. No one of the three is apt to help a band's prestige.

On the credit side of this remote was a good enough song selection, mingling a few little-heard oldies with the necessary quota of popular hits. Aside from that jitterbug, the WOR outfit is definitely listenable. It's too bad that the makings of some nice late-hour listening have to be spoiled by such an insane, would-be style.
TO THE ENTIRE AMUSEMENT INDUSTRY

By and large, 1939 has been a successful year for the American Federation of Musicians of the United States and Canada.

During the past year our membership has increased steadily; unity of purpose and cooperative action have characterized our every undertaking; varied problems that have been encountered have been solved peacefully and amicably; and most important of all, employment opportunities for our members have increased.

If one is to judge the future by the past, then 1940 is destined to be a big year for all the members of the American Federation of Musicians. The demand for live music is booming everywhere. Our employment horizons are broadening. And our organization stands ever on guard to protect the interest of its members.

To all our members everywhere, to all our friends in show business, we extend our sincerest wishes for a happy 1940. May it be even better than 1939.

Sincerely,

AMERICAN FEDERATION OF MUSICIANS

[Signature]

President
And a wreath of good wishes to these artists for recording SHADOWS and SUNRISE SERENADE.

Sincere thanks to:

ALL OTHER BAND LEADERS, SINGERS, PROGRAM DIRECTORS, RECORDING COMPANIES, MUSIC MACHINE OPERATORS, ETC., WHO HELPED MAKE

SUNRISE SERENADE

AND

SHADOWS

THE OUTSTANDING HIT SONGS OF '39 AND '40

You have made it possible for Frankie Carle and all of us here at Jewel Music Co. to enjoy the merriest of MERRY CHRISTMASES.

Please Accept Our Most Heartfelt Thanks

JEWEL MUSIC PUBLISHING CO., Inc.
1674 Broadway
New York, N. Y.
**Music**

**A MELODY OF GOOD CHEER FOR THE NEW YEAR**

In New York, Dec. 23 — Here's a color scheme that overshadows the painting of Blue Barron, currently at Hotel Edison's Green Room, booked by Charlie (CBA) Green. Johnny Green's secretary is Rose Gray. Her assistant is Claire White and the maestro's chauffeur-valet is Charles Brown.

**Colorful**

**NEW YORK, Dec. 23 — Here's a color scheme that overshadows the painting of Blue Barron, currently at Hotel Edison's Green Room, booked by Charlie (CBA) Green. Johnny Green's secretary is Rose Gray. Her assistant is Claire White and the maestro's chauffeur-valet is Charles Brown.**

**7th Anniversary as Dancery for B'ingham's Pickwick Club**

**BIRMINGHAM, Ala., Dec. 23 — Pickwick Club marked its seventh birthday this week. The club is Birmingham's first de luxe dancery, and its 10,000-foot square, when-cushioned, dance floor has been widely acclaimed one of the finest in the South.**

Majority of Birmingham's some 900 fraternities, social clubs and other collegiate annual dances at this club, operated by W. C. Mattison and John Stewart. They have followed the policy of redecorating each year, which helps to give the dance hall an unusual fresh appearance. The yacht club motif was used to do so this year.

**EVELYN POE is the new canary with the Bob Zurke Orch. Gal replaces Claire Martin, chirper with the outfit since its inception several months ago.**

**Season's Greetings**

**CARLE**

**COMPOSER OF SUCH 1939 & '40 HIT SONGS AS SUNRISE SERENADE...SHADOWS**

Thanks to:

Band leaders, singers, program directors, music machine operators and all others who helped my songs scale the heights.

And also to my two friends, Horace Heidt and Bill Lackenbauer, of Jewel Music Co.

**SEASON'S GREETINGS**

**DON RAPHAEL**

**AND HIS CONTINENTAL ORCHESTRA CURRENTLY**

**LA MARTINIQUE**

**NEW YORK**

**Direction: MEYER DAVIS**

**CHARLES WARREN**

Now in charge of professional activities with IRVING BERLIN, Inc. Extends Season's Greetings to all his friends everywhere.

**Season's Greetings**

**RAYMOND SCOTT**

**MUSIC PUBLICATIONS, INC.**

**EXCLUSIVE PUBLISHERS OF MUSIC BY**

**Season's Greetings**

**JACK JENNEY**

**AND HIS ORCHESTRA**

**CURRENTLY**

**FLATBUSH THEATRE**

**Brooklyn, N. Y.**

**PERSONAL MANAGEMENT FRANK HERZ**

**DIRECTION: MUSIC CORPORATION OF AMERICA**

**Circle**

**Music Publications, Inc.**

**Exclusive Publishers of Music by**

**Raymond Scott**

**Season’s Greetings**

**A MELODY OF GOOD CHEER FOR THE NEW YEAR**

**Tucker Shatters 5-Year Record at Kaycee’s Pla-Mor**

**KANSAS CITY, Mo., Dec. 23 — Orrin Tucker, with Bonnie Baker, broke box-office records of over five years' standing December 12 at Will Wittig's swank Pla-Mor Ballroom here, when they drew a crowd of 4,000, jamming the place tighter than it had been since the President's first birthday Ball here in 1935. Tickets were peddled at 75 cents advance and 90 at the gate for a total gross of nearly $3,700, more than double the season's previous high mark and proving Wittig's forecast in September that Kaycees was headed for its greatest dance season.**

Wittig landed the Tucker one-nighter thru a lucky break. Last May, Tucker was slated for one night at the Pla-Mor, but at the same time was offered a week at the Fox-Tower Theater here. Wittig agreed to relinquish the dance date but held the contract. Since then Tucker's popularity has grown and with it his asking price. When he left San Francisco to come back east he agreed to fulfill his contract with Wittig.

Little Joe Hart wound up his eighth successive week as house band at the Pla-Mor, and was replaced by Ralph Webster.

**Season’s Greetings**

**FRAKIN CARLE**

**Composer of such 1939 & '40 hit songs as sunrise serenade... shadows**

Thanks to:

Band leaders, singers, program directors, music machine operators and all others who helped my songs scale the heights.

And also to my two friends, Horace Heidt and Bill Lackenbauer, of Jewel Music Co.
Best Wishes for a Merry Holiday from

JAYNE WALTON
JERRY BURKE

70 ORPHEUM THEATER
BOB PACE

Best Wishes for a.

LYLE (SPUD) MURPHY

THE 4 INK SPOTS TERRY SHAND
ERSKINE HAWKINS
LYLE (SPUD) MURPHY AL COOPER
AND HIS SAVOY SULTANS

Season's Greetings
from
JUAN PINEDA
and his CONTINENTAL ORCHESTRA
featuring
RINETA
Now Playing
RINETA RESTAURANT

CHRISTMAS GREETINGS
from Society's Rhythmic Cocktail
CARL DENGLER
and his RAINBOW RHYTHM
now playing
University Club and Rochester Country Club
Available after Jan. 15th
Wire — Home Office — Write
40 Wellington Ave., ROCHESTER, N. Y.

Season's Greetings
from
DEE PETERSON
and His Orchestra
Now Playing
"Marshall Room," Hotel John Marshall
RICHMOND, VA.
Airing Over WRVA
Management: HOLT PUMPREY,
Bowerick Park, Richmond, Va.

Season's Greetings
from the CAPTIVATORS
- "216" "Strollers of Distinction" "THE" "TEN"

Chicago Chatter

THERE has been much ado about dance bands, those fortunate enough to draw down a radio sponsor's check, not being able to play the tunes they like.... Instead of playing them, he was then holding down the Sonomatone, his organ out of KYW, and since the Sonomatone had no local sponsor, there was no more ado about it..... Indeed, the Sonomatone was the last word in dance bands in the early 1930s, and it was only a few months ago that Milt left Duthin to build the present BUDDEY ROGERS Band under the leadership of DICK DAVIDSON and CARL HUPP. Their Lovelit song in KBO’s Dance Hall Huddle... and the Milt Shaw band... MCA strikes at the radio field, spotting three of the 16 bands...
Quiet... A Favorite on the "Gold Coast"... Convenient to the "Loop"... Rates from $2.50

MARYLAND HOTEL
900 RUSH STREET
CHICAGO

SPECIAL RATES FOR THE PROFESSION

Maria Karson's Musicales... extend season greetings... Oahu... Tour... Rates... $2.50

CHICAGO... Tour... CORP... SPECIAL... RATES... FOR THE PROFESSION... Maureen... Karson's Musicales... extend season greetings... Oahu... Tour... Rates... $2.50

HOLIDAY GREETINGS
From
ACE BRIGODE AND HIS VIRGINIANS
Featuring BUDDY CURRAN

REOPENING DECEMBER 31ST
MERRY GARDEN BALLROOM, CHICAGO
(Third Return Engagement During 1939)

Direction: PERSONAL REPRESENTATIVE: FREDERICK BROS. MUSIC CORP.

MARY SCHAEFFER Composer

Season's Greetings From
MARY SCHAEFFER Composer

Season's Greetings From
DICK JURGENS AND HIS ORCHESTRA

Broadcasting Mutual - WGN Coast - to - Coast Management MUSIC CORPORATION OF AMERICA

Season's Greetings From
MERRY GARDEN BALLROOM, CHICAGO
(Third Return Engagement During 1939)

Direction: PERSONAL REPRESENTATIVE: FREDERICK BROS. MUSIC CORP.

MARY SCHAEFFER Composer

Season's Greetings From
MARY SCHAEFFER Composer

Season's Greetings From
DICK JURGENS AND HIS ORCHESTRA

Broadcasting Mutual - WGN Coast - to - Coast Management MUSIC CORPORATION OF AMERICA

John Kirby and His Orchestra

Now in our fourth month at the smart Pump Room Ambassador East Chicago

Broadcasting NBC 6 times weekly Recording Vocalion Records

Direction: MUSIC CORPORATION OF AMERICA
Season's Best from THE BEST ENTERTAINING-DANCE BAND IN THE LAND...

WALTER POWELL AND HIS ORCHESTRA

- Six men and a leader who play a show or a dance like a fourteen-piece outfit... and who do a show of their own that's funnier than a Marx Bros. picture.
- A sweet-swing dance band that ranks with the leaders.
- A comedy show all in itself.

Walter Powell and his Orchestra were selected by the Executive Staff of the New York World's Fair over all other name bands which played the Fair to play at the World's Fair Executives' Christmas Dinner at Sherry's in New York on December 15th.

Scheduled to reopen

NEW YORK WORLD'S FAIR 1940
at the famous KNICKERBOCKER INN
Old New York

Now Available for Hotels, Theatres, Ballrooms, Units, One-Nighters, Private Parties and Radio.

Booking Direct
WALTER POWELL, 2120 75th St., Brooklyn, N. Y.
Phone Bensonhurst 6-2957

HAPPY HOLIDAYS

EDDIE VARZOS
his Violin and his Orchestra
ST. MORITZ
New York

A BIG WISH FROM A BIG GUY

TINK HILL
Currently At MADURA'S DANCELAND WHITING, IND. WIND THURS.-SAT.-SUN.

Holiday Best from JACK RUSSELL and HIS BOYS

David P. O'Malley — 140 N. Dearborn — Chicago

DICK GASPARRE
Currently LA MARTINIQUE New York
Casino... HORACE at the time was touring the Eastern Fox houses with a California’s “Idea” unit for the Fanchon & Marco office. PAUL WHITEMAN, with many units bearing his name, was sending BUDDY BALDWIN with a band down to Cuba to help light up Hotel Presidente in Vedado... at the same time the Cuban Musicians’ Association was becoming alarmed at the influx of American musicians coming there to play engagements at the various hotels and cabarets. RUDY VALLEE introduced a new song for radio select owners, The Language of Love, penned by PAUL DENNIKER and ANDY RAEAP, who are still penning the hit songs today... at that time, Rudy was still loyal to the megaphone and his testimonial ads for music schools billed him as the “Highest Paid Saxophonist in America.” Incorporation papers were then just filed in Albany, N.Y. for a new music publishing company... it was Radio Music Co., effecting a combination that never painted out of Leo Feist, Inc. and Carl Fischer, Inc., with the National Broadcasting Co. entering the set-up as a third incorporator... today Fischer is still on its own, Feist is a Robbins subsidiary and the radio industry is still trying to crack its toughest nut—The Pan Alley... and so ad finitum... but Father Time’s sickle is wearing our memo’s from a pad thin and we must get the cuffs.

Kemp Ex-Pianist Now Ork’s Road Mgr.; New Singers Set
NEW YORK, Dec. 29—C. A. Van Nordstrand is the new road manager for Hal Kemp, replacing John (Pete) Peterson, associated with the ork in that capacity for several years. Peterson is now holding the managerial reins on Bobby Park’s band. Van Nordstrand is no stranger to the Kemp crew, having been the outfit’s pianist for some time prior to stepping from the musical to the business end. Two changes in the form decor of the Kemp line-up find Janet Blair, newcomer from Altoona, Pa., replacing Nan Wynn as vocalist, and Rosalind Stewart, taking over the Babe assignment with the Smoothies Trio from Arlene Johnson. Latter, leaving to wed a Croley radio exec in Cincinnati, bows out in about a week.

Holiday Greetings from
BILL BARDO AND HIS ORCHESTRA
Just Concluded Three Year Engagement STORK CLUB New York
Currently DETROIT ATHLETIC CLUB Detroit, Mich.

Basil FOMEEM
AND HIS ORCHESTRA
Sincere Thanks to
Charles Hughes Sherman Billingsley Meyer Davis Ralph Hitz

SINGIN’ OUT THE BEST SONG OF THEM ALL HAPPY HOLIDAYS YOUR SONG WRITIN’ PAL
Jimmie Franklin
**Music Items**

**Songs and Such**

ROBERT REYNOLDS and Elwood M. Wilson have given the Joe McDaniels Music Co. its latest plug tune, a ballad entitled *The Present Serenade*. The number has the interest of Sammy Kaye, who introduced it this week on the air and who will record it for Victor.

With Stop, It's Wonderful running along nicely, Larry Spier is turning his attention to a ditty called *Put Your Little Foot Right Out*, which Dick Robertson will put on wax for Decca.

Latest patriotic ballad is *A Little Cell*, by Charles Rowland Bishop, of Boston. The song has been selected as the national theme for the American Mothers' League for Peace, with Massachussetts Senator Walsh asking permission to read the lyrics into the Congressional Record as part of his opening speech before the 1940 session of Congress.

The Zip, Zip, Zipper Dance and The World's Umpah Girl are two new numbers from the piano and pen of Charles E. Merritt, who also conceived the special dance that goes with the first-named item. Merritt is releasing the tunes himself.

Jerry Vogel is excited about three tunes out of his publishing house, *In the Harbor of Home, Sweet Home*, by C. M. Denison and A. J. Holmes; *I Had But Fifty Cents*, the work of Dwight Latham, Wamp Carlson and Guy Bonham; and Tell Taylor's and Fred Bloor's *Bunstead Cakes*.

Royal Music Co., which has just moved into new offices in the Bell Building, New York, is piloted by youth with a capital Y. The firm is headed by Pearl Kappis, Kalten, 22; Roy Jacobs, 23, and Jan Savitt pianist, Gene De Paul, 20. The trio is working on *Jacob's* and De Paul's *'You Bring Me Down*', their plug tune of the moment. Jacobs claims to have discovered a new composing talent in Murray Gans, pianist formerly at Pasto's Greenwich Village, New York. The two having combined forces on a ballad entitled *'It Must Have Been You*', and are working on a novelty, *'Essa, Fessa, Fessa'*.

**Publishers and People**

SIG SCHRANGER closed a deal with the O. Schirmer publishing house to release six songs sung by John Charles Thomas, noted baritone, in *Kingdom Come*, the first pic from the new Producers Corp. of America.

Harry Warren's new symphonic work, the first from this composer who until he has been noted for his years of turning out pop and picture hits, gets a first time airing from Meredith Willson's Orch on the *Good News* radio commercial. Work is titled *An American Barcarolle*, Miller Music's recent publication.

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**Holiday Greetings**

TO ALL OUR FRIENDS

FROM

THE COQUETTES

AMERICA'S GREATEST ALL GIRL BAND

Featuring

VIOLA SMITH

America's Fastest Girl Drummer

Now Playing

LANTZ'S MERRY-GO-ROUND

DAYTON, OHIO

**Personal Management** — CARL OEHLER

Available Dates Write

STAN ZUCKER

501 MADISON AVE., N. Y. C.
Season's Greetings from

PHIL LEVANT
AND HIS ORCHESTRA
NOW CELEBRATING AT
Bill Green's Casino, Pittsburgh
THE MOST SUCCESSFUL YEAR OF OUR CAREER
RECORD-BREAKING ENGAGEMENTS

BISMARCK HOTEL
CHICAGO
SCHROEDER HOTEL
MILWAUKEE
MUEHLEBACH HOTEL
KANSAS CITY
TRIANON BALLROOM
CHICAGO
HEARD ON NBC AND MUTUAL NETWORKS

OUR SINCERE THANKS TO
Mr. Roy Steffen  Mr. Andrew Karzas  Mr. Walter Schroeder  Mr. Barney Allis and MCA
FEATURING
DON GORDON
Romantic Baritone
GALE ROBBINS  RED FIELDS  HERBIE "SCHNIKLEPUS" WALSH
Exclusive Management: MUSIC CORPORATION OF AMERICA

Teddy Wilson Piano Patterns, is currently in its third printing, the first two editions being sold out, with 15,000 copies going in the first month after release. The music contains Wilson's pianistic interpretation of well-known standards.

Clyde Shelley, actress who has been seen in many Broadway productions and who is the wife of Irving Roshell, co-owner of Fabulous Amusement Park in New Jersey, is turning into a prolific songwriter. Her lyrics adorn a popular version of Morten Gould's "Pavana"; "Flaco 3-5-8" with Herman粉色 as composer; "Ranger's Serenade" to Belle Fronte's tune; "So Many People," with Patey, and "Why, Daddy?" with Otis Spencer and Irving Golfer. All the numbers are published by Milla Music, which publishes these new hits from Miss Shelley, Spencer and Golfer, "Cone, Baby, Cone"; "Coral Sunset" and "Blue Sea Shells."
Orchestra Routes

Following each listing appears a symbol. Full in the designation, correspondence, or perhaps a few words. A number of symbols is listed, indicating the possibility of different prices for different items.

ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; ch-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-room house; s-showboat; t-theater.

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

Henderson, Horace ($500 Club) Ch.
Holliday, Earl (The City) Ch.
Holliday, Ed (Grasshopper) Ch.
Oliphant, Emmett (Columbian) Ch.

Moss, Earl (Tom Thumb) Ch.
Moss, Earl (Olympian) Ch.
Moss, Earl (Eagle) Ch.
Moss, Earl (Olympian) Ch.

Moss, Earl (City) Ch.
Moss, Earl (The City) Ch.

Safford, George (The City) Ch.
Safford, George (Grasshopper) Ch.
Safford, George (The City) Ch.

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Loud and Hot So the Rafters Rock Rings This Kaycee Bell

KANSAS CITY, Mo., Dec. 23.—What do customers look for in night clubs and ballrooms? This question had John Tunino, manager of Fairyland Amusement Park here, puzzled for a while last summer when he opened his Century Room, a cross between a ballroom and a nightclub patterned after the Palomar in Los Angeles and the Famous Door in New York.

Tunino decided to combine the best features of both famous spots for his new establishment. For opening night he brought in Kaycee's hottest, the 14-seats Kansas City Rockets, backed by Harlan Leonard. The success of swing bands such as the Kansas City Rockets, Charles Business and Woody Herman at the Famous Door encouraged him in that direction. Next, he reduced the size of the dance floor to postale-stamp proportions and the Leonid Leje are told to keep pop tunes to a minimum and play it loud, loud and hot. The opening, eight weeks ago, was a terrific success. Like the Palomar admission price was reduced for week days and drink tariffs scaled down.

Next, Tunino secured six half-hour remotes over local KCMO. Solid rhythm tunes were featured on all broadcasts. The genius jitterbug was not hampered but encouraged. Wednesday and Friday nights were set aside for fraternity hops with the white tie trade coming in on Saturdays.

Visitors proved that all socialites are not picky. Cafe society personalities found themselves lined up at the Century Room and eating up an hour of swing, after having been banded the earlier part of the evening by schmaltz and salad dished out at the downtown cabarets.

Several times Tunino booked in local white bands, with mixed results. While all these crews played good dance music and cut shows neatly, they failed to click. What the customers wanted was hot and loud swing music, the type that would rock the rafters. The only the bands outfitted in Kansas City seemed to fill this bill.

"Our patrons," Tunino said, "don't want music that they have to strain to hear. They like the rhythm and the other downtown swank spot, January 5. Other direct bookings were reported by local bands. Jimmy Gargano gets into the Northwood Inn, at suburban Royal Oak, for an indoor run, and Ruby and his orchestra jump west for a spot in Palm Spring, Calif.

Band Parade for Det. A. C., Duchin Set for 25th Anni

DETROIT, Dec. 23.—Bringing in Sonny Kendis this week from the Stork Club, New York, heralds a new band policy for the Detroit Athletic Club. Kendis is in for four weeks only. Jack Meyers, who made way for Kendis by moving over to the Book-Cadillac Hotel Casino here, held down the Athletic Club stand for the past 18 months. Swanky club marks its 25th anniversary this spring, and Eddie Duchin has already been booked in for the celebrating week. Duchin booking is thru new local Music Corp. of America branch, which also has Clyde Lucas coming into Hotel Statler's Terrace, the other downtown swank spot, January 5. Other direct bookings were reported by local bands. Jimmy Gargano goes into the Northwood Inn, at suburban Royal Oak, for an indoor run, and Ruby and his orchestra jump west for a spot in Palm Spring, Calif.

Big Ten Mandate Rules Out Pigskin Bows in Ballroom

CEDAR RAPIDS, Ia., Dec. 23.—"Iowa Appreciation Night," which was to have featured star players of the University of Iowa's crack football team at Denmark here, has been called off because of a Big Ten ruling which enables the amateur standing of any athlete who participates in a commercial enterprise. W. H. Kunklen, manager of Kendall booking, in announcing the event figured the gridiron heroes would help boost the take at the box office.

Seventeen members of the football squad had innocently accepted the invitation, and the hotel, knowing that they would shoulder the entire cost of the Big Ten Conference, was looking forward to 1940 with keen anticipation. The pendulum of public taste is steadily swinging back to an increased use of live music.

The renewed activity in vaudeville, the increased number of musical comedies, the opening of new ballrooms and other activities on the entertainment front all have spelled more working opportunities for LOCAL 802 members. Using these facts as a barometer, it seems that 1940 will see a greater use of live music than ever before.

As 1939 draws to a close, LOCAL 802 is looking forward to 1940 with keen anticipation. The pendulum of public taste is steadily swinging back to an increased use of live music.

As always, LOCAL 802 will do everything in its power to safeguard and promote the interest of its members one and all.

LOCAL 802
AMERICAN FEDERATION OF MUSICIANS
1267 SIXTH AVENUE
NEW YORK, N. Y.
Girls Make Good—Musicians!

By PHIL SPITALNY

They said it couldn't be done five years ago, and I almost believed it myself. But time has proved that girls not only make successful musicians but great ones.

They asked me why I gave up being a conductor at the Capitol Theater and embarked on a new, uncharted sea. And I told them that I am a fellow who likes to take a chance. During my years as a band leader I had heard many girls play instruments, and some of them were good. I knew, of course, that the big money lay in theater dates, and that a band that goes well on the stage hits the jackpot. Well, what looks better on a stage than an orchestra composed of charming girls?

Could they also play? That was the deciding question. I auditioned hundreds of girls in the pit of the State Theater, Boston, and followed her on the road. She has been an orchestra conductor for a year, and has given me the figures of hundreds of auditions.

The "Hour of Charm" orchestra has been awarded the "maestro" by a women's group for his history-making music with the gal celerio. The band is large in number and fills the deepest stage. Lighting effects are artistically selected and capably handled. Some of the girls are not Hedy LaMarr's. It's true, but a little makeup, the proper hair-do, and they look beautiful from the front.

Thus the years have been fortunate enough to receive applications from girls with highest musical ability. Eighty per cent of my girls are graduates from schools like the Juilliard Foundation. Many are graduated from the famous American Institute. Most of them studied with the "masses," and all are versatile and accomplished musicians. They can play with equal facility pop tunes, old classics and novelty jingles, making a well-balanced routine. The entire band composed of girls and women musicians, and the Women's National Radio Committee plaque.

Building Bands--It's So Simple

By THOMAS G. ROCKWELL

I have been asked by The Billboard to write an article on "band building." At first I declined, with thanks, because it seemed to me that it would be giving away our stock in trade for in looking over our list of orchestras I find barely five led by men who were orchestra leaders six years ago, when that is now the General Amusement Corp. started out in business. But then, on the other hand, I reasoned that none of us, really, knows the magic formula for success in the orchestras business. If one were to ask the number one, every leader would be the King-pin--the successful salaries of everyone in the industry would be stable.

The problems facing a hotel operator are many and varied. They run the gamut from financing the enterprise to helping St. Dominick find his lost pair of gloves. During the day a thousand and one problems arise and the operator's mind should be the inkwell of the hotel which serves as its window to the world, its interior, its exterior. Here is where the trick lies.

This room must have an established character, a distinctive personality. You cannot change a room with the second, and expect to keep your customers happy. A few may enjoy changes, but the bulk seem to dislike them.

Working along these lines, I decided to make the Blue Room at Hotel Lincoln the pet of my girls. They have the piano and organ, and there are still hundreds of girls in the audience, and we are in the favorable position of merchandising the Lincoln Blue Room and the Edison Green Room against each other.

The Edison for Sweet

When I first became active at the Hotel Edison, the management, besides the usual demands, had the problem of the girls. The girls were discovered in the Philadelphia High School for Girls. They were the most beautiful girls that I had ever seen.

It was not an easy task. I listened to hundreds of auditions, records by the girls for the radio, and at the Edison, and got along mostly enthusiastically with those girls who like the music soft and sweet. Thus, each type of music and each room attracts a different type of person, and we are in the favorable position of merchandising the Lincoln Blue Room and the Edison Green Room against each other.

The Lincoln for Swing

When I first purchased the Hotel Lincoln, I had already made my dinner and opened my orchestra at the Blue Room a "hot music room." The problem we faced was to find the appropriate orchestras to pull with. Benny Goodman was making his debut at the Waldorf-Astoria, Tommy Dorsey was making his debut at the Elephant Hotel, and Jimmy Dorsey was making his debut at the New Yorker.

That this was the opening of a new era for a new band, but we were determined to follow the successful policy we had inaugurated at the Edison.

A new orchestra led by a brilliant clarinetist, Artie Shaw, was just coming through New York. This was known as the "Swing." We recognized it as a new era for a new band, but we were determined to follow the successful policy we had inaugurated at the Edison. A new orchestra led by Artie, a brilliant clarinetist, was just coming through New York. This was known as the "Swing.

The band that knew I could and would turn the trick for me with a few improvements. The band was led by an unknown named Blue Barron.

We brought him to New York and opened his orchestra at the Green Room. What Blue and his boys accomplished has become musical history. During the months the band was in demand all over the country and his subsequent tours have met with the greatest financial success. Naturally, later engagements at the Green Room paid handsome dividends.

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That this was the opening of a new era for a new band, but we were determined to follow the successful policy we had inaugurated at the Edison. A new orchestra led by a brilliant clarinetist, Artie Shaw, was just coming through New York. We recognized it as a new era for a new band, but we were determined to follow the successful policy we had inaugurated at the Edison.
Everybody has heard the old one about the one-armed paper hanger, and he has often been used as an example of the stagnant mind. But if I were cornered I would drop this single-winged interior artist, replacing him as an example by a live radio staff musician—a person who, in my estimation, could not only trot a hoot but still be the decorative wallpaper at the same time.

Now this may sound like a mere夸张, but for confirmation ask some of the many musicians who have tried this and found they have tried vainly to get into this highly specialized field. There is plenty of it all around the city. Say NBC when as many as 20 musicians, from all ranks of the field, descend on the place looking for staff jobs. Auditions are usually held, and very few of them survive the first test.

**Mu storia Be All-Round Men**

There are reasons for this heavy musical demand. Colleges have started, and oddly enough their failure to make the grade is not because they are not making the best or the brightest musicians. The reason is, more often than not, that many of them are not made to be all-round men. They have been directed into music— jazz, symphony, concert or what have you—by misdirected or possibly self-motivated guidance.

The most vital need is a desire to make music. The ability may be there, but it must be in the right direction. A person who wants to make music must make up his mind to lead an entirely different life from that led by most of the radio musicians. He must have the desire to play in the concert line. Of course, radio jobs are desirable to most musicians because of the consistent employment at good wages. But many of our swing artists have found it difficult to get up at the crack of dawn and put in a day's work that requires the playing of three or four shows a day, leaving no time for rehearsal—no time to perfect his performance. And there's no fooling about rehearsal and performance deadlines. Many of our swing artists have been made up of musicians who were directed into the swing band line just as you direct a man to become a professional in music. They were one of the finest collections of theme and mood music ever created for the radio networks.

**ble Rehearsals**

But it's a hard grind, and the music-hungry radio musician has to be made up of the kind of mind that will lead him to lead an entirely different life from that led by most of the radio musicians. He must have the desire to play in the concert line. Of course, radio jobs are desirable to most musicians because of the consistent employment at good wages. But many of our swing artists have found it difficult to get up at the crack of dawn and put in a day's work that requires the playing of three or four shows a day, leaving no time for rehearsal—no time to perfect his performance. And there's no fooling about rehearsal and performance deadlines. Many of our swing artists have been made up of musicians who were directed into the swing band line just as you direct a man to become a professional in music. They were one of the finest collections of theme and mood music ever created for the radio networks.

**Ability Most Vital Need**

The most vital requirement, though, is that an ability musician wanting to go into radio must be able to play his music.
History Repeats Itself
BY CONNIE BOSWELL

As for me, I have no choice—when I sing I have a vocalist vs. soloist. The style, the pitch, the phrasing, the rhythm, the mood of the song.

An Individual Note
Singers used to stick close to the notes. But you can compare singing to the progressive school system where children are permitted to do as they please. And it is only by your so-called song singing that the vocalist is best able to give her own individual interpretation of the song.

Taking Musical Liberties
Years ago, when I first started to sing in swing time, the orchestra leader used to kick because I wouldn't sing the melody just the way the musicians were playing it. Take one successful success, Put on Your Old Grey Bonnet, for instance. Most singers, sticking close to the written notes, would start straight on the beat. But I would wait until the word "old" in the opening line and only then would I start singing. The orchestra had already played the music to the words "put on your". And on the words "old" I sang "put on your old" in one beat.

Again, in those days the singer would sing the melody and the orchestra players would play the music. It sounded as tho one of them were wrong, because, while both were playing different passages, it was the orchestra that were generally pitched the wrong way if they were singing a song that was written in the manner of a melody. As a result, I would have the orchestra play just the harmony and I would carry the lead. So I would sing the melody and for the first time I would change parts of the melody to give the song a different twist. It was possible for me to go to the orchestra and say: "I was able to give it a different and perhaps fresher interpretation."

The things I did then, however, are now all stock in trade for most swing singers.

With the advance of the swing and the public acceptance and appreciation for this type of popular music, it was the recording companies that first gave it the proper recognition. The high degree of interest in this phase of the recording industry caused the number of vocalists and orchestras to lose after a single playing on the radio. But making a permanent record of such performances to give the general public a recollection of little wonder than that a willing public turned to these records, stimulating a new interest in an industry lying dormant, for so many years.

Phonos Do Their Share
The rise of the phonograph machine, especially the automatic music machine, making the records available to the public even before they are able to buy a machine of their own for the home, is as much a part of this history-making transition in the amusement world as is the advent of radio.

Once again we see that history is repeating itself—the record, the radio and now television. A new record sales today running into figures never dreamed of by artists and manufacturers. A popular song lasting for forty days before the advent of radio.

There is no question that the record manufacturers, in an Industry so well established itself as a medium of entertainment as good as radio, if not better.

Band Vocalist vs. Soloist
BY BEA WAIN

OFFHAND, I can't think of any better training ground for a soloist than the vocalist's spot in front of the band. Just as an instrumentalist in a band looks forward to the time when he will be waving the baton, so the vocalist—if she has any ambition—visions the day when she will step out on her own.

A vocalist is simply a vocalist who has gone thru the musical mill. As a vocalist she learns to sing every type of song, from the crooner's things to her voice that she didn't believe herself capable of doing. A tune is nothing more than a framework for instance, will make her bend over backwards to hit the rangy notes by one means or other.

Prepared for Everything
It may sound girl scoutish, but a vocalist who has graduated from the vocalists ranks is prepared for everything. That is, of course, the result of the vocalists having to fill requests at dance dates or at night spots at no more than a moment's notice. So you can't have on tap not only the tunes cracking the Hit Parade but the favorites of yesterday. At least once during the evening some elderly couple, celebrating a wedding anniversary, will ask for one of these favorites. As a vocalist, singing as much as you do, you also learn to read music—fast—when you run into the tight situation. I found that out two summers ago when the Clinton Band was playing at Glen Island Casino. Fifteen minutes before we were scheduled to go on the air, Larry dropped a copy

No Bed of Roses
Knowing most of them, I must admit the soloist is a bed of roses. Especially when the band is on tour, it is physically strenuous life. But, on the other hand, if the soloist has the runs, you lose your crowd. So the soloist has the runs, you lose your crowd. So the soloist has the runs, you lose your crowd.

It's exciting and thrilling and everybody in the business loves it. And don't anybody tell you otherwise. As for glamour, take a look at your newspaper and fan magazines and you'll see—how the soloists come in for more than her share of the glamourous press. You see, the soloist is in for a part of the show. A soloist's personal appointments wouldn't be possible if she was part of the band—but it's still okay. And that's why a soloist is never jittery with broken dates. A rehearsal call, an unexpected recording date. (See VOCALIST vs. SOLOIST on page 81)
Song Exploitation

And the Limns

By JACK ROBBINS

This year's silent screen found its apprenticeship to the public's still-developing taste. The pictures of the 20's and 30's opened in a flood of notices. The silent pictures of the 10's and 20's were much alike. But a new era has dawned. A new breed of picture has taken its place. And the public is just beginning to discover the pictures that have come to the screen this year. The silent pictures of the 20's and 30's were much alike. But a new era has dawned. A new breed of picture has taken its place. And the public is just beginning to discover the pictures that have come to the screen this year.

Another important medium thru which current picture tunes help publicize the picture itself. The current recording is made by the composer of the song. That song is then played on the piano in the picture. Thus, the picture gains an additional source of revenue.

Exploit the Writers

Music can also help in the promotion of a motion picture by offering composers whose reputations are as wide as the music stars themselves. In a typical case, the composer of a song is not known by the public. But the fact that he has written a song for a motion picture may bring him to the attention of the public. Thus, the composer is given a chance to make his name known.

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From the Show of the Same Name

By AL DUBIN

Writing for the Broadway musical stage is a quite different matter from writing for the movie industry. The Broadway writer is more likely to have been trained in the art of writing for the stage. The movie writer is more likely to have been trained in the art of writing for the screen. But the two arts are not entirely separate. There are many similarities between the two. And there are many differences.

Thus, the Broadway writer is more likely to have been trained in the art of writing for the stage. The movie writer is more likely to have been trained in the art of writing for the screen. But the two arts are not entirely separate. There are many similarities between the two. And there are many differences.

The show tune must be entertaining as well as important to the action of the play. It must be a piece of entertainment for its own sake. It must be an integral part of the show. It must be a piece of entertainment for its own sake. It must be an integral part of the show.
**Bands on Tour**

**Advance Dates**


SCHWARTZ/COB: Westhampton Theater, Chester, Pa., Dec. 21-31; Arcadia, Chicago, Jan. 2.

TODD PICKETT: Tall Timbers, Kansas City, Jan. 2.

JIMMY DORSEY: Paramount Theater, New York, Jan. 15 for two weeks.

TED TAYLOR: Art Theater, Dayton, O., Jan. 12 week.

VICTOR REISER: Palace Theater, Columbus, O., Jan. 12 week; Albee Theater, Cincinnati, 19 week.

HARRY JAMES: Roxy, New York, Feb. 5; State, Armonia, Middletown.

AL COOPER: Manhattan Center, New York, Feb. 10.

FRANKIE MASTERS, current at Essex Theater, is now at the Paramount. It's a short for Paramount based on his theme song, "The Key to My Heart." Tunes used during his appearances include "The Key to My Heart," "The Curse of an Aching Heart and Soul," etc.

**Vocalist vs. Soloist**

(Continued from page 46)

**On Your Own**

The soloist, discovered, has obligations of a different sort. She is out by herself and she has only herself to rely on. She can work as hard as she wants, or as little. But if she is at all determined to get anywhere—and she really must be, since otherwise she would never have taken the step in the first place—she will work darn hard. She has to work at being attractive, at being sexy. "All right, Miss Wain, I’ll put you down for 5 o’clock. But what time can you make the last dress rehearsal after you break this appointment?"

Still we love it. It’s part of the working world.

**From the Show**

(Continued from page 41)

**Building Bands**

(Continued from page 78)

**Your Room**

(Continued from page 78)

**Radio Outlet Important**

The hotel business is built about intangible factors. In selling a hotel one must suit the public. AM is the strongest medium for this type of advertising. AM is a free, unrestrained stream of music that reaches out to the untuned, the young, and the uninterested. AM is the most effective medium for the radio station owner. AM is a medium that reaches the untuned, the young, and the uninterested.

In the case of Blue Barron, NBC carried his music on a daily and billboard campaign for the Edison always featured him. All this, combined with the use of Edison’s other music, was a musical product that stood up on the air. AM is the most effective medium for the radio station owner. AM is a medium that reaches the untuned, the young, and the uninterested.

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From Out Front

By EUGENE BURR

On one of the pleasantest days of this season, the pleasantest season of the year, really, were some of the best of the plays produced so far this season, have made professional playing a happier task than it would otherwise have been. The New York Times Loew's management managed to catch all the shows presented so far, with the single exception of Helen H. Hannum's "The Earthly Paradise," which is now playing in London. All the plays that have been seen here, but not all the players who deserve gratitude. Space limits have to be considered, but to those who have been kept from receiving individual thanks I can at least offer my congratulations.

Thanks, then.

To Judy Canova, for breathing life and drivel humor into the long, dull, disheartening first act of "The Great Profile," which opened March 30 at the New Amsterdam. Miss Canova has always been a good actress, especially in some of the musicals, and in this case the entire cast of "The Great Profile" has been a failure. Miss Canova, however, has managed to make the play more enjoyable than it would otherwise have been.

To Philip Alorivalo, for the quiet, knowing and alarmingly Minnie work by Mame Straw Hut Recur that it the la fatenne who cannot be equal even by

To Milton Berle, whose light, so far as this reporter was concerned, had hitherto been hidden beneath a vast amount of very dark, and very dull, and very dreary, and very dreary, and very dreary, and very dreary..." We can continue this process indefinitely..."

To Anne Revere, for performing an amazing feat of character acting. "The Men Who Came to Dinner," which opened March 30 at the Court, has been a huge hit, and the reason is Miss Revere. She is a consummate actress, and her performance is truly wonderful.

To Billie Dolley, for the glowing beauty of performance that he brings to the role of Raleigh in the same revival, "Mervin of Tschefia," which opened March 30 at the New Amsterdam. Miss Dolley is a wonderful actress, and her performance is truly wonderful.

To R. C. Sherron, for the glowing beauty of performance that he brings to the role of Raleigh in the same revival, "Mervin of Tschefia," which opened March 30 at the New Amsterdam. Miss Sherron is a wonderful actress, and her performance is truly wonderful.

To William Short, for giving one of the finest performances of the season in his role as Raleigh in the same revival, "Mervin of Tschefia," which opened March 30 at the New Amsterdam. Mr. Short is a wonderful actor, and his performance is truly wonderful.

To Roy Chaffee, for the glowing beauty of performance that he brings to the role of Raleigh in the same revival, "Mervin of Tschefia," which opened March 30 at the New Amsterdam. Mr. Chaffee is a wonderful actor, and his performance is truly wonderful.

DURDAY WAS A LADY

Katharine Cornell
Guthrie McClintic

Season's Greetings
S. M. Chartock

December 30, 1939

LEGITIMATE

ONE FROM

Bud
ABBOTT
AND
Lou
COSTELLO

ONE FROM

DOUBLING

"STREETS OF PARIS"

BROADHURST THEATRE
NEW YORK

AND THE
KATE SMITH HOUR
EVERY FRIDAY 8 P.M. (EST)

Season's Greetings
S. M. Chartock

effort to put out a good show. The book is funny, fast-moving and not afraid to use the laughs where they fall. It concerns the wait- room attendants in a night club who wins on the sweepstakes and sets out to capture the heart of the club's prima donna. But she's in love with a wandering newspaper man (thereby proving that he has more sense than a real character) so the wait-room attendant tries to slip the newspaper man a mickey finn, but slips it to himself instead. In the grip of the mickey he transports all the characters to Versailles. The whole thing is a sort of Kiss for Cinderella done in the idiom of Anything Goes. Now try to imagine that.

The piece is a constant delight. Even when Mr. Porter isn't quite up to snuff (and in a song line-up as long and varied as this one he can't be expected to ring the bell at every shot) the pace is carried by Miss Merman, Mr. Lahr and their associates. And when he is up to snuff, as he is most of the time, you have a long succession of pretty comedy numbers, romantic tunes and future leaders of the hit parade, once after another.

And you have all this performed by a beautiful, glittering, hilarious musical comedy cast. Mr. Lahr, getting material worthy of his talent, revels in it magnificently, and proves again, as he has so often in the past, that he is one of the drolliest, ablest and funniest men on the stage. Ethel Merman, the eternal gamine, reads and times her lines beautifully, points out all the comedy and sells her song-numbers with the flair and drive for which she is famous. And aliding them immensely are Benny Baker, an outstanding comic in his own right, who teams up for some of the funniest interludes in years; Charles Walters, that superlative young song- and-dance man, whose only fault in the present show is that he hasn't nearly enough of it. Joey Adams, who does many numbers' stamps him an excellent tap dancer. Miss Merman, a sprite who also sings happily in the dance division; Audrey Palmer, who does beautiful work in a difficult and effective adagio; and Donald Graham, a personable juvenile who would have a good voice if he'd learn how to use it. And the presence of a lady like Jean Moorehead is somewhat inexplicable, at least when you consider the musical's admirers. Miss Grabbe. Miss Grabbe can hardly be called genial, but at least she seems refreshingly willing. She gets an A plus for effort; and if she keeps on trying the way she does in this one, she's going to emerge as a really topnotch performer.

BROADWAY RUNS

Performance to December 23, Indiana.
Dramatic

Opening Perf.

The River (Plaza)
Farm of Three Edens (Orchard) Nov. 11
Shadow of Our Youths Nov. 6
Smallest Unit (Orchard) Dec. 1
Little Princess (Orchard) Nov. 11
The Magic Key (Plaza) Dec. 1
Master of the House (Orchard) Nov. 30
Thank You Very Much (Orchard)
Philadelphia Story, The Play (20th) Dec. 21

Duet for Two (20th) Nov. 20
Plaza Revue (Plaza) Nov. 12
Lady of the Lake (Orchard) Nov. 6

Merrily We Roll Along (Orchard) Nov. 8
Musical Comedy Summer (20th) Nov. 13

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Theatrical News for December 30, 1939

HELLZAPPOPIN
A revue with music and lyrics by Sammy Fain and Charles Tobias, and Ted Klippenstein and Tony Hall, and Annette Mills, and with sketches by Ole Olsen and Chic Johnson. Staged by Edward Duryea Dowling. Dances staged by Cab Calloway. Costumes designed by Joan Personette and executed by Veronica. Musical arrangements by Thomas Poster. Vocal arrangements by G. Foster. Presented by Oat Waiter (one of the finest directors in the business) and the general brightening and freshening of the show. Just as in the case of the first edition, it's useless to try to describe what goes on. It has to be witnessed and even then you're doubtful. Among other things, the chorus and some of the players wear the adobe-colored stones to teach a new dance step to the customers. "Rookey," the role of the native girl that range from a bottle of whiskey to a dripping calumet. The fact that only one of the sourpuss daily critics didn't get the latter on opening night, you can sit at the side of the stage throughout the performance, during the course of which he has been lured for no perceptible reason: guns go off, heaves are thrown and the dark-ness upon a screaming audience, and when the reporter saw the next to you don't get up at

WINTER GARDEN
Beginning Monday Evening, December 11, 1939

Thea et Poo, "I'Z. b.."
any minute and huri insults at the stage.
And of course, many old friends are still there, as is the lady who wants Oscar, and the florist's delivery man who used to sing songs for Mrs. Jones.

The chief participants in this biddem of ballyhoo are all of them past masters of planned paranoiacs. This report comes from Oise Olsen and Chloe Johnson, who have been working on this project for over a year now, and it has been a confirmed Olsen and Johnson fan ever since. They've never been better than they're being now, and they get excellent aid and support from their entire group of assistant artists. And in those moments when a first draft of near-sanity is submitted, a great deal of more usual talent manages to get itself displayed on stage. Of course, still one of the drollest coments on the stage, if not the drollest, are still top-notch impersonators: Walter Wilson's uncanny imitation of a still outstanding song; the Charities do excellent quartet work a great deal of numbers; Shirley Wayne remains an immovable block of hilariously comic, Theo. Hardens still does support, as rather dubiously "helped" by Olsen and Johnson; Charles Wilkerson has been worked with his side-splitting o'ry humor, Barto and Mann are better than ever before, and Bettymae and Beverly Crane blossom out as a team of admirably versatile and finely talented dancers.

It is, my friends, a better show than ever; and even more than that, it was one of the funniest shows anyone had ever seen before. I only hope that a new edition is declared every two weeks or so, so that I can keep up with it. It and thus retain a belief that there really is some entertainment on Broadway.

OUT-OF-TOWN OPENINGS

The Great American Family

(Coplay)


Another attempt by a novelist to write a successful Play about a novelist who wants to write a Great American Novel. The setting of the stage was fixed when the Gray Holmes company presented Robert Chapin and Charles King's adaptation of Lee Shippey's moderately successful novel, The Great American Family. The play seems destined to enjoy as little success as the book. The Great American Family takes scenes from the lives of Sylvia and Greg Syomwell. At the end of 22 years, Syomwell is a struggling author who dreams of writing a novel about the adventures of two of his best-selling baddies, who have come to Hollywood to make a picture. Meanwhile, the kids are only nine years old, and the eldest, providing one of the few action scenes in the play, is a nine-year-old prodigy who has just learned to read. The Great American Family is directed by Walter L. Stille.

SEASON'S GREETINGS

COMERFORD-PUBLIX THEATRES CORP.

1600 Broadway
New York, N. Y.

SAM HARRIS PRESENTS

The Biggest Comedy Success Since

"YOU CAN'T TAKE IT WITH YOU"

"THE MAN WHO CAME TO DINNER"

By Moss Hart and George S. Kaufman.

Now Playing Music Box, New York.

CHICAGO

Chicago Company Opens at Selwyn Theater, Dec. 25, with

CLIFTON WEBB

Pacific Coast Opens February 1 in Santa Barbara with

ALEXANDER WOOLLCOYT

SEASON'S GREETINGS

ALMA RAZ CRIMSON

Character Comedienne

LEW BROWN'S "YOKEL BOY," Majestic Theater, New York.
Holiday Greetings from Mr. and Mrs. BOBBY CLARK

"STREETS OF PARIS"
BROADHURST THEATRE NEW YORK

THE BIBLES OF THE THEATRICAL TRADE SAY:

Billboard (Billboard publishes box-score ratings of all shows reviewed weekly based on the opinions of the dramatic critics. In the December 9th box-score "NEW PINS AND NEEDLES" towered head and shoulders above all the shows reviewed that week.)

"NEW PINS AND NEEDLES" - 94%
Show A 56%
Show C 44%
Show D 44%
Show E 36%
Show F 31%

"...The finest show of its type since the first 'Little Show' and the original 'Americana.' It has biting satire and broad comedy, good music and above all, astonishingly fine performances all rolled in one...There's no better entertainment buy on Broadway..."

Still at Movie Prices!

NEW PINS AND NEEDLES
Music & Lyrics by Harold J. Rome
Staged by Robert H. Gordon

MAT. WED. & SAT. AT 2:40
EVENINGS AT 8:40
WINDSOR THEATRE - 48TH ST. EAST OF B'WAY - BR - 9-3824

UNITED SCENIC ARTISTS OF AMERICA
Local 829 of the B. of P. D. and P. H. of A.
251 West 42d St., New York City, N. Y.
Designers and executers of smart, new, up-to-the-minute scenery, costumes, murals, dioramas and displays of all kinds.

Season's Greetings from LEW HEARN
as "Mr. Rubbish" in Lew Brown's "YOKEL BOY"

MAJESTIC THEATER, New York.

Thanks to Yuletide

(Continued from page 83)

Lindsay and Dorothy Stickney, Father and Mother in Life With Father, for their superb performances that do so much to make the play one of the greatest delights of the season; to all the others who so nobly most thorn in that joyous achievement—Teresa Wright, an excellent ingenue; John Drew Devanea, an excellent juvenile, and every one else on the cast sheet.

To Lee J. Cobb, for his excellent character work in a minor role in Thunder Rock, in which Robert Ardrey, a study promising playwright, tipped for a second time with the Group Theater and had the dubious satisfaction of seeing almost everyone but Mr. Cobb make mincemeat of a potentially excellent drama; to Margo, for what is probably the finest performance of all the fine performances so far this season, her amazing beautiful work as the girl in Sidney Kingsley's glorious adaptation of The Outsider Room, called on the stage The World We Make, one of the loveliest, most luminous plays in many seasons; to Herbert Rudley, who, as the boy in the same play, matches Margo's magnificent work in every respect; and to all others on the cast sheet, a list of people who make up a group so fine that it is a pity that they'll pursue separate ways after this season's present vehicle—Kata Orzeszko, Rudolph Forster, Thelma Schone, Tito Vuelo and all; to Hollice Shaw, who unveiled one of the finest voices I have ever heard on the musical comedy stage, in aid of the somewhat saccharine and somewhat satisfying season of Very Warm for May, in which Messrs. Kern and Hammerstein discovered to their sorrow that genius in a dangerous precedent to set; and to Steve Arden and Iraann Sherman, both in the same merry-merry, for the splendid comic technique with which they tell the jokes in which no laugh would otherwise be.

To Blanche Sweet, still lovely and still a grand trouper, for the courageous and excellent work that she did for one of the most completely lost causes that could have been imagined, a piece called Arlea Irh Blt, which was railed at as a play; and to George Carleton, in the same dialectic role, for similar; courage and a similar professional approach in a smaller role; to Paul McCrath, for the great charm and great ability of his efforts in behalf of another lost cause, Over the Rainbow, and the previous one—George Abbott's production; and to June Walker again, for her gay and able work in the same comedy; to Paul Muni, for offering magnificent detail, beautiful unobtrusive technique, intelligent approach and interpretive clarity in the face of a maddening and underdone script—Key Largo, wherein Maxwell Anderson got himself lost in a philosophical maze, started revolving his concentric circles, and finally shot himself with an intellectual trap-door of his own devising and disappearing; and to many members of that quick-dismantling colossal, Swingin' the Dream—chief among them, Eleanor Lynne and Juan Hernandez for fine straight playing, Troy Brown for engagingly droll comedy, income to mention the naturalists of faculty of the splashing and trumpeting clarinet and his similarly magnificent sextet, and Door Voorhees, leader of the pit orchestra, for holding his own—and then some—amid all this toposch musical competition.

To John Beal, for a superlatively fine job in the difficult role of a very young and very artistic young artist in I Know What I Like, a comedy made palatable by its excellent performance, and in which the girl is a high good fortune, to possess nine patrons that say one of which is worthy to be shared to Ethel Merman, the First Lady of the Stage, who still looks lovely and splendid, and who at the moment is having a field day for both herself and her customers as the sweet and saucy and innocent and grandmama in Farm of Three Reels, a play that consistently fails to realize its own promise; to Nancy Sheridan, prominent in Miss Derry Moore's production, for taking an insufferable stock character and, thru the magic of a fine performance, turning it into a living and breathing human being; and to Priscilla Newton, who has several moments of fine effect and in general shows encouraging promise as the young girl in the same play; to Maurice Evans, not only for bringing back the magnificent production of the full-length Hamlet that the New York Shakespearean Festival, Webber, also for bringing to his interpretation of the title role even more charm, and mental clarity than he did before, and to Richard Waring, for keeping his work as Horatio at its fine original level, even after the victories of the other. to Paul McRath, for the great charm and great ability of his efforts in behalf of another lost cause, albeit not so lost as the previous one—George Abbott's production; and to Nancy Sheridan, prominent in Miss Derry Moore's support, for the splendid performance that she did for one of the most completely lost causes that could have been imagined, a piece called Arlea Irh Blt, which was railed at as a play; and to George Abbott, production of Ring Two; and to...
A War in Europe
The outbreak of the war in Europe has given rise to the reports that the fair would cease. The Lagging prelude to the opening of the fair was foretold, and a long vista of breast weather and disaster, and all signs were rose -tinted.

Everything, as a matter of fact, looked fine.

Many of the Anglo-Franco-German war broke out, the actors and the stagehands began a private union long war, and the entire picture of the fair was the manner that had been foretold, and a long vista of breast weather and disaster, and all signs were rose -tinted.

Union Warfare
The long war -break of the actory and stagehands' unions, mentioned above as a factor in postponing the start of the current season, actually off put wide -spread production for a period of from six to eight weeks. While union heads were at the American trade, the question was raised that the fair would cease. The Lagging prelude to the opening of the fair was foretold, and a long vista of breast weather and disaster, and all signs were rose -tinted.

The results were twofold and some -what paradoxical. First, in the re -sultant nervous tension throughout the nation there had been a double effect upon the legitimate stage. Money which had threatened to come out of hiding back into its burrow again in the fair on the fact of entertainment is paroxysm, and at the same time there were other channels, promising even greater profits, that diverted much of the potential cash. And, at the same time, the producers were deciding whether they wanted to get away from newspapers and the stage, they wanted to get away from the newspapers and the stage.

As for musicals, it was only two or three months after they broke into the picture, but they were patronized with an eagerness unprecedented in many years. The results of the fair were the manner that had been foretold, and a long vista of breast weather and disaster, and all signs were rose -tinted.

The quality of the productions could hardly be measured in terms of the hits. Only eight plays were presented during the first two months of the season, which was a majority, the majority, the majority, mind you—were hits. And this in a troupe in the fair that the hits are usually outnumbered one to five.

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When Equity finally did recover from the jurisdictional and financial shocks that had been handed it by its allies as well as its enemies, it resumed discussion with the League of New York Theaters concerning the basic agreement between the two organizations. The basic agreement had been in force since the previous fall, and was one of the most stabilizing factors in legt in recent years, including as it did a curb on ticket brokers as well as the usual basic agreement provisions.

It was Equity's contention that the provisions of the ticket code had been violated too often for comfort and that, after a number of conferences, discussions, and compromises, a satisfactory solution was finally reached; and during the new year a new and revised code will probably protect the theater and the public better than ever before against ticket abuses that were once so prevalent.

Late Fall Season
The fall season, as long as it was, was late in getting under way, because of the uncertainty of world conditions and the fear of a Presidential election year, the fear that we may be invaded, the fact that the fiducial election year is coming, and the waver of various other economic factors, including the labor situation.

In the case of the legitimate theater, the damage was tremendous. A fact that three of the four plays had been made into pictures and displayed throughout the country. That would have been good enough in itself—but the added fact that all three pictures proved popular flops was disastrous. People saw a picture they didn't like, and stayed away in droves from the play.

The Fair Opens
The fair, as everyone knows, started out as something less than an unqualified success. The expected crowds of hinterlanders failed to swarm down upon New York on the manner that had been foretold, and a long vista of breast weather and disaster, and all signs were rose -tinted.

Not so happily, the entertainers who should have been patronized with an eagerness unprecedented in many years. The results of the fair were the manner that had been foretold, and a long vista of breast weather and disaster, and all signs were rose -tinted.

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Forecast of Show Biz for 1940

By MAC JOHNSTON

The following catastrophe you will remember. I am not trying to dig up any old memories that are taking care of that. My mission is to dig into the future, so up goes the curtain.

Vaudeville will go to town again. The whole season may be the opening of Walters' COMM/Ana. have Walters and Rea. McKay. who have been the tent season May 1.

Movin fans will demand more pictures with happy endings, but the as to who they have ended will be good enough for most people.

It will be rumored that 20 per cent of our songwriters can't even carry a tune through the end. However, they will try their best to lift a lot of them.

A veteran performer by the name of Curtis Shop, the head of the beardless dwarf dancer will still be a living reality.

A Kansas City beggar will be identified as the owner of two circle stocks. No explanation will be necessary. He is the one who had to beg.

Bakeries will hit bottom as 20,000 workers prefer a small role to the large one.

All "compl" girls who try to cook the movies will make the grade this season. If at first they don't succeed, they'll have to do is try a little order. They may not be the prettiest, but they promise a strong future to those who are given a chance. The handiest head will be a living reality.

The wages of sin will be very small this spring. If the organization has been getting nervous, they will find out this season that a rabbit's foot is a poor substitute for a horse's head.

The mergers will persist in going on wildcat tours as if their bank rolls had nine lives. We are finishing a successful job of "altering show business, the unions will be heard from soon. As for the others, they will just as soon they find somebody in their organization who can read them.

"Terrible" hoores will finally wear themselves out and have to drop back to the once great class. Those who reach the medicare division will eventually end up as\n
The man who said "every picture tells a story" will have to do so after seeing a couple of 1940 New York theater openings. The best of them will be a living reality.

Most serious accident of the year will happen on a grade crossing between Chicago and Milwaukee. A freight train will hit a new Crosley automobile, killing 14 people, including the engineer and a trained seal.

A ballyhoo artist of a well-known one-nighter will get married but the marriage will not be entirely satisfactory, so the union will be paid for.

Millions of dollars will be stolen from a popular (FORECAST FOR 1940 on opposite page)

It's the Agent

By E. F. HANNAN

A propos to all my readers, I think you'll find it interesting to look over what I've written in the past year or so. I've been writing about all sorts of things, from the newest film to the oldest show I know. It's a living reality.

In the last issue of the "SEABEE" HAYWORTH, I reported the news that "SEABEE" HAYWORTH is now on the air in New York. The show has been very successful and the audience has grown rapidly.

The show is now being broadcast from the studios of WOR, the largest network in the country. The show is called "SEABEE" HAYWORTH, and it's hosted by me, E. F. HANNAN.

I've been writing about all sorts of things, from the newest film to the oldest show I know. It's a living reality.

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Future of 16mm Films Predicted
By Julius Singer Back in 1924; Sees Opportunities in the Field

NEW YORK, Dec. 29—They said Julius Singer was dreaming back in 1924 when he predicted that the day would come when 16mm films would be in demand. During the last three years that prophecy has been fulfilled, and now when Singer talked when he was associated with the late Carl Laemmle and Universal Pictures, the realization that Singer was right.

In the early days of the Motion Picture Service, where he heads the non-theatrical group, the incidents that have brought numerous 16mm films into its field, are unforgettable. Singer is not as spry today as he was back in 1924, but the vision of pupils put into the 16mm film business and get his share. His graying hair in no degree means that he is an old man in the business. Intensely interested in the future of 16mm films, he twinkle at the mere thought that someone wants to discuss them with him.

Intrigued by 16mm

It was a piece of film that I had given him. He shook his head and said, "I wish I had a 16mm film that I had given him. Everyone was then interested in 16mm films. There was only one laboratory in New York working with 16mm and it was doing 16mm, so we are safe." Singer was intrigued. He returned to Hollywood and later, he returned with a new film. Singer was intrigued. He returned to Hollywood and later, he returned with a new film.

Sees Opportunities in the Field

The group was formed by a handful of forward-looking distributors and libraries eager to do business. Singer was intrigued. He returned to Hollywood and later, he returned with a new film.

Promotes Helpful Laws

Early this year, the group submitted the bill to the New York State Legislature. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear.

FORECAST FOR 1940

(Continued from opposite page)

- In July, the group submitted the bill to the New York State Legislature. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear. It was a simple, straightforward, and clear.

FORECAST FOR 1940

(Continued from opposite page)

- radio comedians and every museum in the country will be under suspicion. There is no reason why people cannot have their own 16mm film.

Chorus girls will still have their troubles, but the custom of being able to take the out of life.

One thing that performers who answer the call are thankful for is that Heaven selected its musical instruments for the stage world, because they are not subject to the same fate as other people. The theatre is not subject to the same fate as other people. The theatre is not subject to the same fate as other people. The theatre is not subject to the same fate as other people.

A new theatrical superstition will be discovered. In Hollywood film circles it is considered good luck to be the seventh wife of a seventh husband. This superstition is based on the belief that the seventh wife of a seventh husband will become a bookmaker. The seventh wife of a seventh husband will become a bookmaker. The seventh wife of a seventh husband will become a bookmaker. The seventh wife of a seventh husband will become a bookmaker.
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.
Polack Bros. Has Big Year

Best season in last five—30 Shrine Temples played—reopens January 8

CINCINNATI, Dec. 23.—The management of the Circus has no complaint to make about the season of 1939. Sam Polack, general agent of the World-Famous Polack Brothers side show, was on a visit to The Billboard offices here recently, when on the subject of the 1939 season, he said, in fact, he said, it was the best season that Polack Bros. has experienced in the last five years.

Opening took place January 6 at the Al. A. Adams Arena, and the closing date was the Shrine Club entertainers, including Johnny Otter, a bow-tie wearing guest, repaired to the banquet hall where they were entertained by Manager and agent, of Massillon, O., and members of the performers appeared in the Shrine Indoor Circus here.

Mickey Blue, promoter, is now on his way to Sarrento to prepare for the Shrine's engagement there.

All the showmen of the This organization during 1939 showed for 30 Shrine Temples in the United States and Canada and were on the road under contract for two weeks after Christmas, but precluded an extension. California, Feb. 12-18, and by the Nile Shrine in Seattle, Wash., in the same month operated there for three days (December 6-10) at the Eagles Auditorium, and on the committee were well-known showman, Al. Petek and Bill Lipmann. This engagement was a very satisfactory one, he said, as he was also the producer and general manager of the Amusement Club, Pittsburgh and New York since the season's close. T. Dwight Peppie is now special agent of the company. Mr. and Mrs. Polack, Mickey Blue, promoter, is now on his way to Sarrenton for the opening of the season.

Siegrist Club Has Big Xmas Reunion

CANTON, O., Dec. 23.—Christmas reunion of the Charles Siegrist Showmen Club in the Belden Hotel here last Sunday night was attended by 175 guests from Akron were on hand, many of whom are prominent visiting outdoor showmen. The program, presented by the Shrine Indoor Circus here, was the affair to be held until Feb.

Plays for the 1940 season of the Bar-

The Bud Anderson To Change 1940 Presentation; Stock Increased

EMPORIA, Kan., Dec. 29.—Bud E. Anderson's Jungle Oddities and Three-Man Menagerie are now on the road for a successful 28-week season at Pitcher, Okla., November 1, with plans for the same title but with a radically new technique in presenting the program according to Anderson.

The 1940 styling of the show calls for a minimum of costumes and sets. The animals purchased from the Albuquerque (N. M.) Zoo and traveled in the camel herd to eight and 12 horses will arrive from Texas soon after Christmas and 180 sets of 17-20 animals, which Anderson ordered direct from Internationa last fall and due to arrive in New York January 3. It includes four baby elephants, which will be the bull herd to nine, and two pandas. Shipping was originally scheduled to dock in America December 30, 1939, but the war delayed the war further.

Mr. and Mrs. Anderson will leave Emporia for New York on Christmas Day to supervise transportation of the animals and plan new arrangements for the animals. Bud is a popular equestrian, director, will accompany the show. In the East will select the wardrobe for the closing show for next season. Mrs. Anderson plans a new order for a Wurli-Tzer nordwood will come into play in the program.

Building program at quarters is far out of the question, he said, due to the weather that has prevailed past three weeks. New equipment completed recently and a new truck brought in from the bull truck. Training in the elephant here is still possible until after January 1, a new state of affairs at the Otter, 1939, and the two Christmas parades on the road under contract to Thasher-Stanberry, or Fort Dodge, Ia. Mrs. MacDonald is in charge of No.

Indoor Circus News

News of indoor circuses that do not travel as units will be found in The Billboard issues during the winter.

Lewis Plans New Canvas for 1940; School Unit Clicks

JACKSON, Mich., Dec. 23.—When Lewis Bros.' Circus opens next spring it will feature Paul M. Lewis, general manager and owner, Paul M. Lewis, who is still operating under the name of Lewis Bros. Circus, said recently:

"The fellow who will go on giving the public what it wants will keep the Wunderlich, quire, Candlelight, Elephant and Foot Bridge by the wayside," said Lewis. "This show will have a lot of advertising, and the old and new audience will be kept coming back. No one can ever do this show unless the children and parents can see with interest."

The school unit which Lewis took out four weeks ago has been doing fine and proved to be one of the best units to date until the middle of March. These are 15 people with the unit. The program as presented at the high school in Canton, Dec. 14 and 15, ran as follows:


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FROM the standpoint of business the circus season of 1938 was of the kind that one is glad to forget about, speaking of the shows as a whole. The season of 1938 was one of the worst experienced by the big top for some time, probably in the country. In previous years, the winter of 1938 was said to be the worst. The two seasons were very alike. There were heavy rains in most sections of the country in the spring, adverse business conditions, and the weather was much better than the early part of 1938. With few exceptions, the summer weather followed the wet spring, whereas this year the summer was far more pleasant in most parts with long dry spells. And while business during the first half of the season was very spotty, there was an improvement shown by some of the companies before they helped to offset the losing weeks earlier in the season when, at different periods, some of the circuses were playing only one or two days a week. Still there were other circuses that couldn’t make the grade even under these conditions. Despite the heavy rains in the spring of this year, most shows did much better business than in the corresponding period of 1938, but patronage failed to hold up after the summer advanced for many of the reasons.

Ringle Bros. and Barnum & Bailey Circus, in the early part of the season, that stayed out the expected period, found business spotty, but on the whole satisfactory, considering the inclement conditions. The opening stand at Madison Square Garden, New York, April 8-20, showed the usual good attendance and was followed by a decrease in business compared with the previous year. In contrast, in Chicago July 24-32, the best business it had done in years.

Col. Bres. Circus did well the early part of the year, but the season closed very spotty, especially in the East, necessitating a cut in personnel and an early closing at Greensboro, N. C., September 20, shortly after the declaration of war by Great Britain, Germany and the closing of tobacco warehouses in that territory had been brought on by the show. Only 47 days later than in 1938, when the show closed abruptly at Bloomington, Ill., August 9.

Under the Marquee

By CIRCUS SALLY

Royal Canadian Family Circus, a four rail show that did fair.

Bud E. Anderson Circus, had an early closing this season, at Canton, Ohio, June 6, three weeks after opening in Akron, Ohio. It was shut down by Paul M. Lewis, who was the producer, and then the circus was brought to an end at Tecumseh, Mich., on July 6, 1938. The circus company, which was organized from the defunct Walter L. Main Circus, closed the latter part of June at Detroit, Mich., and then moved to Chester, N. J., where the circus was on the road. McCloy Circus, which was organized from the defunct W. L. Main Circus, closed the latter part of June at Detroit, Mich., and then moved to Chester, N. J., where the circus was on the road. McCloy and PTP Circus, closed and went out Aug 21 at Cansicap, L. L., after being out three months.

Other motorized shows out this year included Barnett Bros. Haag Bros., Al O. Kelley and Miller Bros., Ham & Eggs and Richard Bros.

There were only two large and one small railroad shows in operation this year. They were Ringling-Barnum, Cole Bros. and Barnum & Bailey. In 1938 there were Ringling-Barnum, Cole Bros., Cole Bros., Col. Mc Coy, Al O. Kelley, Parke Wallace and Robbins Bros.

The first show this past season was the Col. Bres. Circus at Canton, Ohio, June 6, three weeks after opening in Akron, Ohio. It was shut down by Paul M. Lewis, who was the producer, and then the circus was brought to an end at Tecumseh, Mich., on July 6, 1938. The circus company, which was organized from the defunct Walter L. Main Circus, closed the latter part of June at Detroit, Mich., and then moved to Chester, N. J., where the circus was on the road. McCloy Circus, which was organized from the defunct W. L. Main Circus, closed the latter part of June at Detroit, Mich., and then moved to Chester, N. J., where the circus was on the road. McCloy and PTP Circus, closed and went out Aug 21 at Cansicap, L. L., after being out three months.

There were no new shows out this year, all of the shows being the same as the preceding year, except that the International Circus, which had been closed for several years, was reopened by A. H. Van Brunt, for a very Successful Year 1939.

Barnes Bros. and Russell Bros. have been active and the latter have been quite successful.

Dudley Bros., had a very successful season, doing well in the early part of the season and getting quite a bit of patronage. The latter part of the season brought about a close of the season, as the weather was very bad.

The_dynasty_III

E.B. KELLEY CO., Inc.

E.B. Kelley and his Artemis troupe, who were big hit in the past few years, brought their show to a close early both years because of insufficient patronage.

In 1939, the winter weather followed the wet spring, whereas this year the summer weather was far more pleasant in most parts with long dry spells. And while business during the first half of the season was very spotty, there was an improvement shown by some of the companies before they helped to offset the losing weeks earlier in the season when, at different periods, some of the circuses were playing only one or two days a week. Still there were other circuses that couldn’t make the grade even under these conditions. Despite the heavy rains in the spring of this year, most shows did much better business than in the corresponding period of 1938, but patronage failed to hold up after the summer advanced for many of the reasons.

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Other motorized shows out this year included Barnett Bros. Haag Bros., Al O. Kelley and Miller Bros., Ham & Eggs and Richard Bros.

There were only two large and one small railroad shows in operation this year. They were Ringling-Barnum, Cole Bros. and Barnum & Bailey. In 1938 there were Ringling-Barnum, Cole Bros., Cole Bros., Col. Mc Coy, Al O. Kelley, Parke Wallace and Robbins Bros.

The first show this past season was the Col. Bres. Circus at Canton, Ohio, June 6, three weeks after opening in Akron, Ohio. It was shut down by Paul M. Lewis, who was the producer, and then the circus was brought to an end at Tecumseh, Mich., on July 6, 1938. The circus company, which was organized from the defunct Walter L. Main Circus, closed the latter part of June at Detroit, Mich., and then moved to Chester, N. J., where the circus was on the road. McCloy Circus, which was organized from the defunct W. L. Main Circus, closed the latter part of June at Detroit, Mich., and then moved to Chester, N. J., where the circus was on the road. McCloy and PTP Circus, closed and went out Aug 21 at Cansicap, L. L., after being out three months.

There were no new shows out this year, all of the shows being the same as the preceding year, except that the International Circus, which had been closed for several years, was reopened by A. H. Van Brunt, for a very Successful Year 1939.

Barnes Bros. and Russell Bros. have been active and the latter have been quite successful.

Dudley Bros., had a very successful season, doing well in the early part of the season and getting quite a bit of patronage. The latter part of the season brought about a close of the season, as the weather was very bad.

TheDynasty_III

E.B. KELLEY CO., Inc.

E.B. Kelley and his Artemis troupe, who were big hit in the past few years, brought their show to a close early both years because of insufficient patronage.
CIRCUSES

The Billboard, December 31, 1939

(Syndicate of New York. Harold V. Moe - Her stork In Ilse Atherlenn Circus Corp., have advanced more than $200,000 for every was said to lime been turned over AU circw stock belonging to Harter and bury, Who formerly operated a circus by that ass, purchased all
Maid. 80, better iceman as thombohl. 100-
TERRILL AND JESS LEONARD for the pur-
DON HARTEN ARRESTED -
LAUSDEN DEATH -Nela Laudsen, 65, was out of the hospital yesterday, as a result of an operation for a tumor of the breast. She was the former wife of Mike Laudsen, who operated a circus in the area for many years. She was taken to the hospital last week for an operation on her breast.

COLEMEN AND MILLER ANNOUNCE -E. E. Coleman, bought the Fink Society Circus in late January, as announced by the FBI. The sale was completed on December 15, and the new owner is planning to make some changes in the circus, including the addition of new attractions and acts. The Fink Society Circus was founded in 1910 and has been operated by the Coleman family for many years.

MIX BULLS TO BARNEY -John D. Mix, owner of the Mix Bros. Circus, announced that he is planning to bring a herd of bulls to his circus. The bulls will be used in the circus ring, and the owner is planning to build a special cage for them. The Mix Bros. Circus is one of the largest and most successful circuses in the country, and the owner is planning to make some changes in the circus to attract more customers.

FIRE DESTROYED PROPERTY -A farm building at Springfield, Mo., which housed animals and equipment of Al Kelly and Miller Bros., Circus, was destroyed by fire November 24. Loss estimated at $20,000. Some animals and equipment lost.

TOTO DEATH -Toto (Armando Nicolosi), former star with Al Miller Bros. Circus, died in Union Hospital, Bronx, New York, December 12. He was 73 years old. He was a popular performer with the circus, and his death caused great regret among the show business community. Burial in Maple Park Cemetery, Aurora, December 14.

MERHICK DEATH -William M. Merhick, long-time performer with Ringling-Barnum and Bailey Circus, died in his home at Zanesville, O., after a long illness. He was 72 years old. He was a popular performer with the circus, and his death caused great regret among the show business community. Burial in Maple Park Cemetery, Zanesville, O., December 26 of heart disease.

MAYO DEATH -Bert Mayo, 64, died at his home in the city of Los Angeles after an illness of two years. He was a member of the Mayo family, and had been a circus performer for many years. He was a popular performer with the circus, and his death caused great regret among the show business community. Burial in Los Angeles.

PANS NIGHT BIG SUCCESS -Cirkus' Pans' Night, held on the WPA show in New York City, was a great success. The audience was enthusiastic, and the show was well-received. The proceeds of the show will go to the WPA, and will be used to provide jobs for the unemployed. The show was directed by John H. Conklin, and was well-received by the audience.

DOWNE IN NEW HAVEN -Charles Dawney, 62, a former member of the Conklin Bros. & Wilber Caine families, died of a heart ailment. He was a popular performer with the circus, and his death caused great regret among the show business community.

BARNES CO. FOLDS -Barnes Circus Production Co., folded in late January. The company, which was founded in 1920, had been in operation for many years. The company had difficulties with its financial situation, and was forced to fold.

NEW SHOW FOR ANDERSON -Bud E. Anderson, superintendent of the Cirkus, announced that he is planning to bring a new show to the circus. The show will be a special attraction, and will be featured in the circus ring. The company is planning to make some changes in the circus to attract more customers.

Baker DEATH -Col. M. L. Baker, 42, superintendent of the circus, died of a recurrence of some ailment. He was a popular performer with the circus, and his death caused great regret among the show business community. Burial in Cireue, N.C., March 22 of a heart ailment.

FEADER DEATH -Frank T., secretary of the Cirkus, died of a heart ailment. He was a popular performer with the circus, and his death caused great regret among the show business community. Burial in Cireue.

LEWIS OF GALAHAD -Dr. John H. Lewis, of the Cirkus, has been elected president of the National Showmen's Association. He was a popular performer with the circus, and his election to this position was well-received by the show business community.

SIGNS SIGNED -New contract with the American Federation of Actors was signed last week in March by both the circus company and the union officials.

GREEN CARS FOR COLE SHOW -In a statement issued week of March 27 to the Associated Press, the company announced that it is planning to purchase green cars for the Cole Bros. Clyde Beatty Circus, Inc., and that the company is planning to make some changes in the circus to attract more customers.

THE FINAL CHAPTER IN BOMBAYO SHOW -The Bombayo Show, which has been a popular attraction with the circus, is coming to a close. The company is planning to make some changes in the circus to attract more customers.

REAVEN WITH COLE -Cole Cirkus, Inc., is planning to purchase a new headquarters in New York City. The company is planning to make some changes in the circus to attract more customers.

Walling DEATH -Mrs. William F. Sr., well-known circus rider, died at her home in the city of Los Angeles. She was a popular performer with the circus, and her death caused great regret among the show business community.

DAVENPORT DEATH -Mac Davenport, 59, former barbare with the running Bros' and Porepaugh-bells, was killed in Chicago. He was a popular performer with the circus, and his death caused great regret among the show business community.

WILLIAM DEATH -Harry W. Williams, 67, died in Charity Hospital, Los Angeles. He was a former member of the WPA, and had been a circus performer for many years. He was a popular performer with the circus, and his death caused great regret among the show business community. Burial in Rose Hill Cemetery, Macon.
REACH REPLACES GREENWALD—James B. McCall replaced L. B. Greenwald as general agent of the Parker & Watts Circus August 8.

WSOKA DEATH—Franz Wokas, 50, for many years an animal trainer with Sparks Circus, died in charge of menagerie on Ringling-Barnum, died in August at Fort Richmond, N. Y.

LOWANDE CIRCUS CLOSES—Oscar Lowande died in St. Louis, and the Lowande Circus made up of members of the Lowande Circus and the St. Louis circus at Canarasee, Long Island, after a season of three weeks.

LEWIS WINDS UP—Lewis W. Circus closed August 29 at Adrian, Mich.

TAYLOR DEATH—J. M. Taylor, 50, died at the Western Sanitarium at Topeka, Kan.

REGENCY DEATH—William Regency, 27, died at a home of his daughter, Mrs. Tate Newsom, in Burbank, Cal.

DODGE SHOW CLOSSES—Dodge Bros. Circus was reported stranded June 24 at Tecumseh, Mich.

LESTER WITH R. B.—Allen Lester replaced Jerome Harriman as contracting agent for the Ringling-Barnum circus last April, after the latter part of June, Lester had been with Joe Bros.

CPA MEETS WITH P. W.—Circus Pans held their 14th annual convention Oct. 23, 1939, in Chicago, Ill. July 6-8, the CPA meeting with Parker & Watts Circus July 15-17, and with the Williams Bros. Circus June 11.

ADMIRE IN STORM—J. C. Admire was in a storm at Brocknebridge, Ind., June 28, but the storm did not do him any serious injury.

MAX GRAVES—Maurice Graves, animal trainer, retired from show business when he left Lewis Bros. Circus for the Army in 1917. He was former assistant manager of the Barnum & Bailey circus.

TWO TOPS LOST BY ADMIRE—J. C. Admire's circus was turned over to Henry G. Admire and his partner, who were in the circus business, appearing with circuses in various parts of the country.

MANN DEATH—Willie C. Mann, 82, noted Chicago Architect, died June 24 at Dearborn, Mich.

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SEASON’S GREETINGS

WORLD’S CHAMPIONSHIP RODEO CORPORATION

HARRY KNIGHT
Asst. Manager

EVERETT COLBURN
Managing Director

M. T. CLEMANS
President

Producers of
WORLD’S CHAMPIONSHIP RODEO
Madison Square Garden, New York

OWNERS OF
Lightning C Ranch

CIRCUSES

The Billboard
December 30, 1939

15 Years Ago
(From The Billboard Dated December 27, 1924)

Bertram Mills successfully opened his fifth Olympia Circus in London, completing his world tour, and is to leave for New York via Liverpool on November 29th. His headquarters are in London, where he will reside for the winter. The tour will include visits to all the principal seaports of Europe, and to the large cities of France and Belgium.

Clyde Williams, who managed the Walter L. Main Circus advertising department in 1924, was contracted to have charge of the advertising department of the Ringling-Barnum and Bailey Circus for 1925, and was appointed assistant manager of the show. He was born in New York, New York, under the name of Harry Haag, and entered the circus business at an early age.

Changes No Cure
For Circus Ills

By J. M. YOWEL

I have just read Frank (Do) Stuart’s recent article, "Ripe Bites." I am not a circus man and never have been. I have been a circus fan since I was five years old. I never miss a circus, but I am afraid that one fine day circus enthusiasts will send me out of the tent so fast that I’ll look like one of the Zuckerman brothers.

Putting seats on the hippodrome track would do away with the most beautiful part of the circus. The ape, when the whole tent is full of color, the race, the long mong and the clown walk, would be out. Good would need two heads of cuts, if they had nothing but pretty faces and sheaply, scantily-clad figures, but one girl acrobat over each ring with some real.

I don’t think radical changes will cure the circus troubles. Changes, combinations, etc., have kept some leading magazines from going under. From what I hear and read, all large amusement enterprises are not having it easy. I believe that when times get better the circus will prosper again.

As far as changes in circuses are concerned, I think there have been plenty of improvements in the past. The lighting and costuming, seats and costumes, and the roads and railroad lines, have been much better in recent years.

I have a feeling that the ringling-Barnum show will be held in New York and that the blood will be out of the veins.

CIRCUS SAINTS

(Continued on page 95)

meeting was held and the following officers were elected: W. W. Tynson, president; Charles S. Austin, vice-president; W. G. F. Smith, secretary-treasurer.

The above leads us to the thought of circuses and to say that it is great

HAPPENINGS in the rodeo and Wild West field during December 10 years ago: Red Stubbie and wife signed for a six-week tour of Europe, and were preparing to sail with their mule, Sparky, and their wife, Mattie, on a trip to Europe. Owners of dude ranches in Arizona gathered at Phoenix for the winter, and plans for a new season of 42 weeks. Ab Johnson, of the John Robinson Circus, was engaged as equestrian director on the Haag show for 1925, and was called to the band. Mr. and Mrs. Haag gave their farewell minstrel show on Christmas Day at Florence, Ariz.}

EL LABARBE describes the show that he and his wife are to present in their whip and shooting act in theaters in the South. They plan to make all Midwestern rodeos next spring and summer.

CHIEF SLY EAGLE and wife, Princess Eagle, report that they will winter there. The Chief will spend Christmas with his son, Roy Eagle, of Des Moines, Iowa. Princess Eagle will winter in Des Moines, Iowa. They have worked 13 Western rodeos and fairs during the season, and have made good returns at each. They are now on the South Dakota, Nebraska, California, Wisconsin and Illinois routes, winning the highest honours and mobbing stage, Indian dance, horse catching and trick riding. They plan to carry two horses next season, instead of one. They would like to see news in this column about Power Tom Eckert, Soppy Williams, Chief Yon-si, White Horse and Cheyenne Kaiser.

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Bee Kyle Universal

DIVER RULES 3,756 ARTISTS FOR WHOM BALLOTS WERE CAST—MABEL STARK TAKES NO. 2 SPOT AND WILD ANIMAL CROWN—APOLLO

WIN HIGH ACT TITLES AND JACKS EXCEL IN FIRST-PLACE VOTES

VALENTINOS, BARNES BEAT OTHERS TO TAPE

Cushing Is Thriller King, Bailey High Pole Queen—Wilco, Behehs, Shepherd, Blondins, King, Selden, Marlo and LeFors, Yakcots ARE BEAT IN THEIR BRACKETS

FAVORITE OUTDOOR PERFORMER

With an Album of Artists Declared Universal and Divisional Titleholders

FINAL RESULTS THE BILLBOARD

FAVORITE OUTDOOR PERFORMER CONTEST

Scored Up to 1,999

Following acts, units and attractions scored between 1,000 and 1,999 points

- Don and Mary, Dog and Pony, American Flyers
- Fred and Mabel, English Marks
- Arthur Bursen, Moe, Bedina, Bench
- Henry M. Baskin, Jack and Jenny
- Ray Brewer, Prince Nelson
- Andy Janosky, Flying Corvettes
- Charles B. Keeley, Romeo Troupe
- D'Arny Girls, Nellie Dutton, Don and Mary, Trapeze Division and kindred work
- Mickey King best vote—puller in feminine class
- Mickey King took the title for flying acts
- The Flying Circus, also known as the Flying Troupe

With an Album of Artists Declared Universal and Divisional Titleholders

Second Group

- 10. Ben Nelson 5,398
- 11. Ben Beno 5,393
- 12. Verna Byrd 5,686
- 13. Doc Byie 5,686
- 14. Flying Cendolens 5,835
- 15. Smith's Flying Pigeons 5,817
- 16. Flying Vamps 5,123
- 17. Great Yacquis 5,397
- 18. Virginia Seiler 5,159
- 19. Virginia Fast 5,096
- 20. Great Funners 5,000
- 21. Jack Smith 6,043
- 22. Dorothy Lewis 5,729
- 23. Danwells 5,660
- 24. Felix Adler 4,777
- 25. Rolfenhach Troupe 4,007
- 26. Holy Brothers 4,047
- 27. Otto Griesbeck 4,299
- 28. Joe Sutter and Sons 4,109
- 29. Grace Darling 4,109
- 30. Billie Troupe 4,286
- 31. Racklin 3,975
- 32. Aaran Smith 3,975
- 33. La Blonde Troupe 3,831
- 34. Dave Deilr Waters 8,341
- 35. Miss Mabel Troupe 3,794
- 36. Mabel Troupe 3,794
- 37. Con Cilanni 3,794
- 38. McColl's Dogs and Poodles 3,656
- 39. Robert Hill 4,177
- 40. Rudy Bodroyd 4,439
- 41. Senior Forest 4,124
- 42. Four Earls 3,912
- 43. Farnells 3,912
- 44. Ben Stark 3,082
- 45. Daily Jacob 3,082
- 46. Con Cilanni 3,082
- 47. Doc Byie 3,082
- 48. Exile on earth 3,082
- 49. Great Wallendas 6,073
- 50. Great Wallendas 6,073

(Scored Up to 1,999)

AFTER 44 weeks of polling in which every conceivable type of voter in show business was represented, including balloters from foreign lands, the new high diver, found herself in the enviable No. 1 position, symbolic of the universal acclaim and the high praise of the public for her multiple talents and the spirit of the well-known high diver, Mabel Stark. She has the best vote—puller in feminine class.

In the high diving class, the vote was won by Mabel Stark, who took the title for flying acts. Mickey King best vote—puller in feminine class. The Flying Circus, also known as the Flying Troupe, won the game in the high diving division.

Contest scoring was on the basis of 10 points for first place, 9 points for second place and so on down to 15th place, which counted for 1 point. Every ballot had to name a minimum-maximum of 10 acts, units or attractions to be counted and 10 different casts, acts or attractions to have been named. Campaigns were inaugurated in the first quarter of the year and the first method employed was a ballot notice giving instructions.

With the Spring Number in April a ballot was published in The Billboard and was continued every week until the close of the contest on November 4.

The Four Jacks, also known as the Nine, drew the greatest number of first Place ballots and were second to the Four Aerial Apollos in the High Ring Diving division and emerged fourth in the universal title standing, Miss Stark was second best in First Place votes (see compilation in this section).

The Flying Vamps, fifth in the high diving division, came off strong in all branches, nearest threat being the Flying Bees, who took the title for flying fives, in the circus firmament and placed 10th in the Flying Section.

Mabel Stark was In an auto with the Flying Bees, taking the title for flying acts and emerging fourth in the universal title standing. Miss Stark was second best in First Place votes (see compilation in this section).

"Class" winners will be found in an adjoining line-up in this section.

The following is a list of the acts that produced the highest number of votes for the high diving division.

1. Bob Wallace, Bobby Whelan, Joe Clark, Jerry Clark, Billie Troupe, and Roy Mays
2. Charles B. Keeley, Romeo Troupe, and kindred work
3. Mickey King best vote—puller in feminine class
4. The Flying Circus, also known as the Flying Troupe
5. Don and Mary, Dog and Pony, American Flyers

In the compilations appearing in this special section, divisional groupings and divisional groups have been omitted.

Winners in the more popular divisional groupings and the divisional groupings who have scored at least 2,000 points, or 1,999 and 1,998 points are listed separately.

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ELECTED BY VOTE OF SHOWDOM AND PUBLIC ACCLAIM
"THE CHAMPION THRILL SHOW OF THE WORLD"
CAPT. CUSHING IN PERSON EACH SHOW—NO INFERIOR UNITS USED

LUCKY TERRILL CAVALCADE OF THRILL STARS
PRESENTS
CAPT. F. H. CUSHING & COMPANY
1940 DE LUXE EDITION OF
"DEATH'S HOLIDAY"
NOW BOOKING

DOUBLE AERIAL THRILL SHOW
GRAND MILITARY SPEC. WITH
THE FAMOUS CANNON ACT
171-FOOT HIGH POLE
"SKY LADY"
100-FOOT FIRE DIVE
AQUACADE, WATER CIRCUS
THE WHIRL OF DEATH
FLYING LADDERS—8 GIRLS
500-FOOT SLIDE FOR LIFE
AERIAL BREAKAWAY
AERIAL CRADLE ACT
THE CLOUDSWING
THE FLYING CIRCUS

DOUBLE EVERYTHING FOR 1940
DOUBLE CHAMPIONS
MISS MARJORIE BAILEY
CAPT. F. H. CUSHING

AUTO STUNT STAR AND
FIRE TO FIRE DIVE

DOUBLE AERIAL THRILL SHOW
"PARADE"
DOUBLE HELLDIVING
DOUBLE HEAD-ON CRASH
DOUBLE AERIAL CRASH
DOUBLE WALL CRASHES
DOUBLE ROLLOVERS
DOUBLE ENDOVERS
DOUBLE FIRE CRASHES
DOUBLE RAMP STUNTS
DOUBLE BROAD JUMPS

DOUBLE EVERYTHING FOR 1940
ACTION—SPEED—THRILLS


OUR BIG FEATURE FLASH—EXTRA—SPECIAL—SENSATIONAL—EXCLUSIVE
FOR
1940 UNDER FAVORABLE CONDITIONS THE RECORD OF 32,000 FEET WILL BE ATTEMPTED

FAIRS—PARKS—CELEBRATIONS— Committees For Special Dates
"THIS IS THE 'MONEY SHOW' FOR 1940"—TRY IT—BUY IT

THANKS A MILLION TO THE THOUSANDS OF SHOWFOLKS AND OTHERS WHO VOTED FOR THIS SHOW AND ITS PERSONNEL IN THE BILLBOARD PERFORMER CONTEST: WE ARE INDEED HAPPY TO RECEIVE THE BILLBOARD AWARDS FOR CAPT. F. H. CUSHING, MISS MARJORIE BAILEY AND MISS MARY GORDON.

A CROWNING TESTIMONIAL FROM PROFESSIONALS TO OUR CLAIM OF BEING—CHAMPIONS

ATTENTION
Committees in Florida and the South
This Show Available From January 1 to July 15 for Percentage Benefits Where Fenced Grandstands Are Available. Police, Shrine, Elks, etc.

DIRECTION
TOM "LUCKY" TERRILL
GILBERT HOTEL
SAVANNAH, GEORGIA
WINTER QUARTERS

TERMS
We Book Direct ... No Booking Office. Therefore We Can Do Business Percentage or Flat Rate.

FLORIDA FAIRS. Open for Your Date.
FAVORITE OUTDOOR PERFORMER CONTEST SECTION

The Billboard

sent the certificates, handsome symbols of supremacy. Donors of trophies are
green Peas of America, Circus Saints
and Sinners' Club (Dexter Fellow's Tent),
national Showmen's Association, Holly-
wood Trophy Co., and The Billboard,
with this publication also offering the
sculls of honor.

BEE KYLE
1st Place: All Divisions
(automatic winner)

Automatic Winner: High Diving Title
Bee Kyle started professional diving
at the age of 12, having done her first
plunging from the cliffs of the old St.
Croix River in Eastern Maine, neighbor-
ing on her birthplace in Calais. She has
worked for Diamond Lew Walker, Harry
dow, C. A. Wortham, Johnny J. Jones
and W. H. (Bill) Rice on water shows,
her manager is her husband, W. B.
Wecker, of St. Louis. Her engagements
have taken her as far as Japan, Aus-
talia and the Philippine Islands. Miss
Kyle's top trick is a back somersault
from a 103-foot ladder into a tank of fire.
Since 1927 hers has been a standard
free act and this year she took out her
own act. appearing on Golden Medal Shows
and also at parks and fairs.

STANDING
1. Bee Kyle (automatic winner), 7241;
2. Sol Solomon, winner Male Sei-
nen, 7,441;
3. Speedy Phoenix, winner
But Diving Class, 7,442;
4. Jamie Oates,
 Peggy Hale, 3,867;
5. Charles
Santerberg. 3,566.

HAROLD BARNES
Winner: Tight Wire Division
(All Branches)
6th: Universal Title

Harold Barnes will be 19 on June 22,
1940. He was born on his father's show.
Clint Barnes' Comedy Co., in Alabama,
and made his debut at age 6. At 11 he
was already "the world's youngest
somersaulting wire artist." In the spring
of 1935, when he was not yet 14, he was
fascinated with the Cole-Beatty show at
the New York Hippodrome and toured

QUEEN OF WILD ANIMAL TRAINERS

MABEL STARK

FIRST PLACE
WILD ANIMAL TRAINING DIVISION

SECOND PLACE
THE BILLBOARD'S FAVORITE OUTDOOR PERFORMER CONTEST

Thanks to All My Friends Who Cast Their Ballots for Me
To The
C. F. ZEIGER UNITED SHOWS
And to My Mentor
LOUIS GOEBEL
GOEBEL'S WILD ANIMAL FARM, CAMARILLO, CALIF.

with that organisation for the next two seasons. In 1928 he was engaged for
the entire run at Hamill's Million-Dollar

Hubert Castle, billed as the "somersaulting, acrobatic comedian of the
tight wire," performed with many shows
before making his debut on Ringling-
Barnum circus at Madison Square Gar-
den in the spring of this year. Among
them were Sells-Floto, Cole-Beatty, Tom
Mix, Sells-Sterling, Scheel Bros, and Seal
Bros. He also appeared at the Casa
Manana in Fort Worth, Tex., 1938. He
was born Hal Silver 27 years ago, but
name was changed when he was brought
to Ringling show. His father, who
owned a small circus, had the youngster
engage in diverse performing activities,
including horizontal bars, high wire,
acrobatic and juggling acts. One year
he went out with a high act. His top
trick is a feet-to-feet somersault thru
a hoop. Castle is married to the former

Bee Kyle
THE FLYING BEHEES

CLAYTON ROSE RALPH

"World's Greatest Flying Act"

featuring

The Only Lady in the World Performing a Two-and-Half Somersault to Catch by the Feet While Blindfolded.

SINCERE APPRECIATION TO ALL OUR FRIENDS FOR BESTOWING THIS HONOR UPON US.

BOOKED BY GEO. A. HAMID

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Mary Tanner, of the one-time radio and stage act. Tanner Sisters, and they

VOTED THE PREMIER FLYING ACT IN THE CIRCUS DIVISION OF THE BILLBOARD'S FAVORITE OUTDOOR PERFORMER CONTEST SECTION

December 30, 1939

glary Tanner, of the one-time matto Hawn net. Tanner Sisters. and they

MABEL STARK

Winner: Wild Animal Training Division

2d Place: Universal Title

WINNO

Winner: Human Cannon Division

7th Place: Universal Title

The Great Wilno, "Human Cannon Ball," was born Willi Wiedrich in Dresden, Germany, and was reared and schooled in Berlin. He broke into the wild animal training business in 1921, performing in aerial turns throughout Europe. In 1927 he built his first cannon projectile and introduced it at the Circus Busch in Berlin. Two years later he was brought to this country by Wirth & Hamid and has played all branches of outdoor show business in the United States, Canada and the Hawaiian Islands. Wilno has been the free-act feature of Emery Bros. Shows for the last two seasons and is contracted there for the 1940 season.

STANDING

1. Wilno, 14,833; 2. Zoccheni Brothers, 10,832; 3. Captain Mars, 8,150.

4 AERIAL APOLLOS

Winner: High Rigging Division

3d Place: Universal Title

Four Aerial Apollos line up with Jean

SINCERE APPRECIATION TO ALL OUR FRIENDS FOR BESTOWING THIS HONOR UPON US.

BOOKED BY GEO. A. HAMID

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.
FOUR JACKS (ACES)

Winner: Most 1st-Place Ballots
Second: High Rigging Division
4th: Universal Title

This contingent is known as the Four Jacks at fairs and the Four Aces on carnival engagements. Its personnel consists of Dorothy Marriott, of St. Paul, Charles Verrell, Los Angeles; Raymond Mission, Springfield, Calif.; and James Keene, Monterey Park, Calif. Altho the troupe with its present personnel does not date back beyond the 1939 season, several have been part of the cast for a few years and the act itself, as a title, goes back a great number of years, having been formed by Jack Schaller, who was one of the performers but now attends to its marketing from West Coast headquarters. The Jacks have worked throughout the country and Canada, at the Mille Olympic Circus in London, and in Japan in 1947. For the greater part of '39 season they were with J. J. Pay Exposition Shows.

FINAL STANDING

1, Harry Clark, 10,429; 2, Dorothy Herbert, winner Pensile (and Menage) Div.

HARRY CLARK
Winner: General Horse Training Division

Harry Clark is an animal training veteran whose career dates back to 1935. His horse, society clown and aerial stars, have presented many acts, including Brundage & Plates, Har-dee & Shipley, Bob Le Burro. In 1947, Harry formed the Flying Valentinos, with 12 aerialists, 8 dancers, and 4 male exponents.

THE FLYING VALENTINOS
Winner: Flying Division (All Branches)

5th: Universal Title

This troupe originated about six years ago with a single liberty act, but in 1945 inaugurated a policy of featuring girls and is now known as Valentine's Beautiful Plateau. The show is a sensation with its triple somersault while in midair. The plays divided the past season between Western States Shows and Mighty Sheeley's Shows.

EDNA CURTIS
Winner: Horse Training Division (Liberty Horse Class)

The name Curtis is synonymous with the horse. When Dennis Curtis died in April, 1938, his name has been associated with his horses and the horses he trained. In 1946, the circus was decided to provide the park-fair field, secured animals and trained two acts, Edna Curtis Animal Athletes, and Dorothy Herbert's Flying Bees. These acts were put on the market in 1942 and have continued ever since. Yardman broke a six-horse liberty act which was added to the unit, the new routine being known as the Curtis Black Horse Troupe, which Edna is presenting along with a trio of menage horses. This act was first shown at the Chicago World's Fair in 1933 and was then to the Lagoon Theater. Mrs. Curtis is native of Lake Geneva, Wis., but lives in Westminster, Ill., where the name Curtisdale Animal College is a household word.

WINNER!
The Billboard's Favorite Outdoor Performer Contest

Thanks!...Thanks!...Thanks!...to you ALL!

Declaring my act your favorite is indeed appreciated. The thousands of points you piled up made an impressive total. Thanks again and again! And THANKS TO THE BILLBOARD for the beautiful plaque commemorating this unforgetable occasion and making this outstanding honor possible.

TALENT BUYERS — Time available for 1940 engagements. Write for illustrated circular.

NOW BOOKING 1940 DATES

Book early and avoid disappointment

Selden
THE STRATOSPHERE MAN

TRADE MARK
WORLD'S HIGHEST AERIAL ACT!

PERMANENT ADDRESS
CARE OF THE BILLBOARD, CINCINNATI, O.
BLONDIN RELLIM TROUPE
ALPINE HIGH WIRE SENSATION
TOP SPOT HIGH WIRE DIVISION IN
THE BILLBOARD'S FAVORITE OUTDOOR
PERFORMER CONTEST

Thanks to all who cast their votes in our favor

MAJOR 1939 ENGAGEMENTS

BATAVIA, N. Y. SCHAGHTICKE, N. Y.
MALONE, N. Y. HARTFORD CITY, IND.
ELMIRA, N. Y. MARION, IND.

THANKS TO GEO. A. HAMID, INC., AND
F. E. GOODING AMUSEMENT CO.

L. BLONDIN RELLIM, BOX D-137, BILLBOARD,
CINCINNATI, OHIO

FRANK SHEPHERD
Winner: Trapeze and General Aerial
Division
IIth: Universal Title

Frank Shepherd’s act, a thrill and toss-catching trapeze turn without safety net, was first suggested to him by the veteran acrobat, Harry V. LeVan, who was his instructor for several years. It was the late Alfredo Codona, “who taught me the fine points which enabled me to perform without a safety net.” Shepherd’s routine consists of tossing catchers to heel catch, one-hand catch, standing drop to ankle catch and a somersault to web.

A product of Huron, O., Shepherd appeared on Cole Bros.’ Circus in 1939.

STANDING


MARJORIE BAILEY
Winner: High Pole Division
9th: Universal Title

Marjorie Bailey, known as “The Sky Lady,” was born in Portland, Ore., and is a member of Frank Cushing’s Death’s Holiday Thrill Circus. The rigging was conceived and built in Texas in 1938. She has been a feature act on Sheely Shows, Endy Bros.’ Shows, World of Fun.

WILNO
THE WINNER
HUMAN CANNONBALL DIVISION THE BILLBOARD
FAVORITE OUTDOOR PERFORMER CONTEST

THANKS TO ALL WHO HELPED ME WIN THIS DISTINCTION

FEATURED ATTRACTION
ENDY BROS. SHOWS
1938 1939 1940

MERRY CHRISTMAS
HAPPY NEW YEAR

THERE MUST BE A REASON
SHOWS and, during the past season, with Eric B. Hyde Shows. She has also appeared as a free act at fairs and celebrations.

THE STRATOSPHERE MAN
(A. E. Selden)
Winner: High Pole Division (Male)
A. E. Selden has had an unusually colorful career. Born on a farm near Lansing, Mich., he joined a carnival while still in kneepants. A love of athletics and physical attributes caused him to develop his physique via performing and he acquired pointers in balancing, gymnastics and tumbling, winning a place on a show. A few years later he joined an aerial troupe, learning trapeze, rings, iron jaw and wire walking. In the winter the act was adapted for vaudeville houses and engagements in this country and Canada were filled. The late war broke up the troupe. Selden enlisting as a mechanical engineer, having previously completed a course which secured him a degree. Following the conflict Selden married a trapeze performer, Dainty Ione, and with her organized a 30-person tent show. His domestic life took a tragic turn in 1933 when an accident claimed the life of Mrs. Selden, who fell while doing an iron jaw turn in Winston-Salem, N.C. This severe blow to Selden caused him to disband the troupe and he announced his retirement from the business. A year later, however, with some of his wounds healed, he decided to build a free act for presentation at parks and fairs. He designed a unique rigging using his skill as mechanical engineer to make it practical as well as ornamental. After one unsuccessful attempt and a second that provided a workable piece of apparatus, he tried a third time and finally adopted a rigging similar to the one he now uses. Improvements from season to season brought it to its present appearance. Selden has been appearing at parks and fairs for the last seven years. During

SEASON'S GREETINGS
HAROLD BARNES
AND HIS WIRE
"WE" ARE PROUD TO HAVE ANNEXED THE TIGHT WIRE TITLE (All Branches) THE BILLBOARD'S FAVORITE OUTDOOR PERFORMER CONTEST . . . AND ARE JUST AS PROUD TO KNOW THAT PEOPLE LIKE "US" SO MUCH — THANKS
Manager: CLINT BARNES
DIRECTION—GEORGE A. HAMID, INC.

BEE KYLE
WORLD'S GREATEST THRILLER
in
The Most Thrilling and Breath-Taking Exhibition of Feminine Skill Ever Presented
Diving from the Top of a 100 ft. Ladder Into a Tank of Fire
A GUARANTEED FEATURE

Season Greetings
AND
THANKS
TO ALL MY FRIENDS
FOR THEIR LOYAL SUPPORT IN THE CONTEST

NOW BOOKING SEASON 1940
For
PARKS—FAIRS CELEBRATIONS

REPRESENTATIVES

EAST
John C. Jackel
Suite 513, 1560 Broadway
New York, N. Y.

WEST
W. B. Wecker
390 Arcade Bldg.
St. Louis, Mo.

SOUTH
H. V. Lavan
2507 Canal St.
New Orleans, La.
1939: Dime Wilson
Winner: Carnival Division (Carnival)
8th: Universal Title

The only 25, Dime Wilson's career reads like that of an aged veteran of...
circuses, the act being in existence for 14 years. They have worked throughout Europe, including a distinctive engagement at England's Blackpool Tower Cir-

DON LA VOLA
Winner: High Wire Division
(Single Class)

Don LaVola was born in Havana and has been a solo high-wire performer for eight years, working on a semi-slick line. He has appeared with Polack Bros.' Indoor Circus (1939-36), Russell Bros.' Circus (28) and in between has played fairs and vaudeville, including tours of the U. S., Alaska and Canada.

STANDING
1, Blondin Helim Troupe, 9,627; 2, Bita and Dunn, winner Two-People Class, 2,925; 3, Wallenda, winner special citation (Gold) (Hon.) Golden Gate International Exposition, San Francisco, 6,073; 4, Billeti Troupe, 4,083; 5, Rustfrei Troupe, 3,784; 6, Don LaVola, winner Single Class, 2,766; 7, Gretzons, 3,097; 8, Americans, 2,977.

YACOPI TROUPE
Winner: Teeterboard Division

Yacopi Troupe has played the top spots in circus (Ringling-Barnum), vaudeville, fairs and amusement parks. Credited to the Argentine, they line up with Roberto, Alfredo, America, Eduardo, Ramundo, Fernando, Emilio and Nellie. Acrobatism is in their blood. Before coming to this country Roberto, leader of the unit, had his own company in South and Central America. They have played every important theater circuit in the United States and Canada and are noted as being one of the best costumed and most accomplished acrobatic troupes in the business.

STANDING

MARLO AND LEFORS
Winner: Perch Division

Edna Marlo Bishop and her husband, Marlo LeFors, are teamed in the duo known as Marlo & LeFors. Edna is from Perryville, Mo., her spouse a native of Stigler, Okla., and they have worked together since '36, having appeared with carnivals and at parks, fairs and celebrations. Among shows on which they toured were T. J. Tidwell, Dorothy's State Fair Shows, White City and Martin's United. N. G. Bowens' Joyland Carnival played them the past season. Mrs. LeFors is 1933 president of the Ladies' Auxiliary, Pacific Coast Showmen's Association.

STANDING
1. Mario and LeFors, 10,397; 2. Larkins, 2,570; 3. Ariete, 2,967; 4. Pape and Conchita, 2,483; 5. Walmark, 2,179.

DEATH'S HOLIDAY CIRCUS

(Frank Cushing)
Winner: Thrill Unit Division

This troupe, under the management and banner of Frank Cushing, consists of Marjorie Bailey, winner of the high pole title (see other part of this section); Verner Byrd, of Los Angeles, side for life; Captain Mars, of Al Paso, Tex., human cannon ball (third in that division); Buddy Dunn, Chattanooga, Tenn., auto-stuntman-sadist; Mary Gordon (winner of the thrill title in feminine class), Canadian auto stunt girl; Grace Darling, Los Angeles, aerialist.

Frank Cushing, auto stuntman and high fire-to-fire diver, is a native of England. In February, 1932, he cracked up in an attempted Transatlantic job. In April, 1934, he made a 169-foot jump from the Manhattan Bridge, New York. In July of the same year he claimed the world's record for a delayed parachute jump executed at Redondo Beach, Calif. He was a competitor in the high-diving championships held at Palisades Amusement Park, N. J., spring of 1936.

STANDING
Frank Cushing and Death's Holiday Circus: (A.) Frank Cushing, 10,397; (B.) Marjorie Bailey (winner High Pole Division), 12,440; (C.) Captain Mars, 6,120; (D.) Verner Byrd, 5,686; (E.) Arthur (Buddy) Dunn, 4,914; (F.) Grace Darling, 4,106; (G.) Pete Carsetti, 3,847. Mary Gordon, of the unit, is
CROWNED KING OF CIRCUS TIGHT WIRE ARTISTS IN THE BILLBOARD'S FAVORITE OUTDOOR PERFORMER CONTEST

HUBERT CASTLE
The Somersaulting Acrobatic Comedian of the Tight Wire
Currently appearing at EARL CARROLL'S HOLLYWOOD THEATRE RESTAURANT
HOLLYWOOD, CALIF.

Thanks to All My Friends Everywhere and to the Ringling Bros. Barnum and Bailey Circus

RITA & DUNN
First Place High Wire Division (2 People Class)
The Billboard's Favorite Outdoor Performer Contest
With grateful appreciation to all
HARRY MARTIN DUNN
FREDDA (RITA) LIENHARD
World of Pleasure Shows
Then Fairs and Celebrations
Address: THE BILLBOARD, CINCINNATI, OHIO

I can never repay the kindness of those who sent me words of endearment and encouragement following my accident. I am also grateful beyond words to the men and women of showdom who cast their votes in my favor in the Elephant Division of The Billboard's Outdoor Performer Contest.

MARY ERDLITZ
RINGLING BROS., BARNUM & BAILEY CIRCUS

OSCAR VARLEY BABCOCK
DEATH TRAP LOOP & FLUME ACT
2 BIG ACTS IN ONE
Only Act of Its Kind. No Imitators.

WINNER 2 DIVISIONS
The Billboard's Favorite Outdoor Performer Contest
★ 1st PLACE VETERANS DIVISION
★ 1st PLACE LEAP-THE-GAP CLASS
Thanks to all who cast their votes for me. Now booking Fairs and Celebrations for 1940.

OSCAR VARLEY BABCOCK
1720 COLCORD AVE., WACO, TEXAS

MARY ERDLITZ
Winner: Elephant Division (Women's)
Mary Elizabeth Erdlitz was born in Menominee, Mich., 23 years ago and is a resident of Oshkosh, Wis., which is famous for its luggage but is now famous for its Erdlitz. For three seasons, including the past one, she has been working five elephants of Walter McMillan's training on the Ringling-Bar- num show, where she is one of the more popular personnel. She is also by way of being the darling of the Circus Fans of Wisconsin.

STANDING

Classes
A "Class" is differentiated from a "Division" on the basis that: (1) only one act of that particular character has received votes; (2) it is a unique act performed by no others; (3) others for whom votes have been cast have not received substantially enough points to include them in a grouping or (4), a combination of two or more of the foregoing reasons. To all intents and purposes, however, a class is identical to a division.

FIVE ELGINS
Winner: Juggling Class
(3,047 Points)
This is a nine-year-old combination of Jim Baggett, of Lawrence, Mass., manager; Rose Sheldon (Mrs. Baggett), of Brooklyn; Olive Walton, of England; Cal (See Performer Contest on page 124)

OSCAR VALEY BABCOCK
DEATH TRAP LOOP & FLUME ACT
2 BIG ACTS IN ONE
Only Act of Its Kind. No Imitators.

Jack Bricks
FOUR AERIAL APOLLOS
Topping all High Acts in The Billboard's Favorite Outdoor Performers' Contest. Perform atop a 115-foot double ladder for 1940. Presenting on the Midway of the Dodson & Baille World Fair shows one of the most sensational and thrilling outdoor performances ever witnessed before any public.
Name Bands Seen
As Big Gate and Publicity Assets

Address of Robert Muckler, secretary-manager of California State Fair, Sacramento, on "Name Bands as Grand-stand Attractions," topic of a group of speakers on December 5 at the 48th annual meeting of the International Association of Fairs and Exhibitions in the Hotel Sherman, Chicago.

Several of the most prominent directors, that the mimic entertainment feature takes that feature into account. Many fairs are forced to meet the public, and the few available people are not usually referred to as name bands, due to the reputation of the company and the characteristics of the producer. However, selection of a band having a nationally known name as the conductor does not solve the problem for the director, and the manager or secretary has been elected for the season. The program moved on time with all exhibits in place. A- Hughes, together with a line of 96 contracts, by George Meld. who had the usual paces, has sold Skowiregri Fair the usual paces.15011 the manse amount of the goose may. 23-(3randenand 142.600 fat' (see Name Bands as Audits on page 110)

### PLAN "SKY" ANNUAL

#### Attractions To Hit Tops in '40
**Hamid Declares**

**NEW YORK,** Dec. 23.—Grand-stand and midway entertainment will play a most important part than ever at the nation's fairs in 1940, according to J. Hamid, New York attraction booker. Entertainments will get top billing this year, Hamid believes, where the agricultural awards are expected to play an important part in the fair.

Grand-stand entertainment features were stressed at two major winter fair meetings this year, Hamid says, and the show about 12 per cent over 1939. Seven stand-out circus acts capable of holding the stage alone have already been announced, Hamid adds. A. Hughes, together with a line of 96 Rosettes, several circus-type thrill rides, and Lucky Tater, latter in for the full run of the City, will be featured.

Joseph H. Hughes, of the Hamid office, who has had the largest night show it has ever presented, headed the list of producers and others points to Skowhegan, an excellent criterion of what most of the larger shows will do this season.

In most fairs will not contract definitely for grand-stand presentations meetings have met, Hamid declares that all indications point to increased budgets in nearly every case. Sympathies put on entertainment at the recent fair meetings is one of chief factors in the increased augmented-interest--and pocketbooks.

OSWEGO, Kan.—LaSalle County Free Fair grounds, near Ton Dodd, v-p-president; Joe A. Carpenter, secretary.

#### How a Name-Band Booking Made Nashville Fair - Conscious

Excerpts from address of Phil C. Frist, manager of the Nashville, Tenn., State Fair, on "Name Bands as Grand-stand Attractions," topic of a group of speakers on December 5 at the 48th annual meeting of the International Association of Fairs and Exhibitions in the Hotel Sherman, Chicago.

Tennessee State Fair has had name bands in more than 70 per cent of the shows in the past but for some reason they did not appeal to the public. However, this year Paul Whiteham was contracted for the grand-stand position and that was the end of the story. The more announcement that Paul Whiteham had been engaged was dropped into the minds of the fair-minded. The response was instantaneous. This year again there was a tremendous gathering and the fairest space, the best of every class was sold on the floor before the incident.

The contracts were made, each operator was cautioned to be sure in readiness by 9 a.m. that when the crowd gathered to hear Paul Whiteham they could see a complete fair ready to go. It worked. When the gates swung inward all decorations were in place, all exhibits on display and each griddle was ready to serve. Even the Royal American Shows on the midway, which are in actual operation when Paul Whiteham made his initial bow at 1 p.m. The program moved on time with all exhibits in place. A- Hughes, together with a line of 96 contracts, by George Meld. who had the usual paces, has sold Skowiregri Fair the usual paces.15011 the manse amount of the goose may. 23-(3randenand 142.600 fat' (see Name Bands as Audits on page 110)
**Attractions Tell Fair Gates**

**TELE** was no general appreciable slump in attendance at State, district and county fairs in 1939. Indeed, gate figures made new peaks at a number of major annuals. Medium-sized fairs held their own as compared with past season's smaller attendances. Exception generally by adverse weather or local conditions. Midway and grand stand grosses at numerous big fairs went to new highs. S. C. Kite, secretary-treasurer, American Association of State Fairs, and possibly better than the exceptions.

S. C. Kite, secretary-treasurer, American Association of State Fairs, said that there was no general appreciable slump in attendance at State, district and county fairs in 1939.

**Big Outlays Continue**

Because of enormous outlays for modern and improved fairgrounds and exhibits, making possible the handling of greater crowds, profits have not been realized to the extent that was expected for several years, and creditable showings in the black have been very hard to draw.

Full reports from fairs in all parts of the country, however, show that attendance at Ohio State Fair, Columbus, in almost half, in excess of the record of 426,000 set in 1938, with 680,000 in the black for the first time in years. At New York State Fair, Syracuse, interest was brought down to a minimum of 332,000, being 284,000 below the record for 1938. Even so, fair will be fair. War and rain knocked 80,000 off the gate at Vancouver, B.C., and the Salt Lake City fair, where the World's Fair and Midway went 16 per cent above '38 and甘肃 gross record of 1,097,000 was set against the previous all-time high of 1,110,000. Dallas drew about 1,100,000 with its 30 per cent increase, and sensation was made.

**Fair Chronology**

December 30, 1939

L. A. STATE WINS—W. R. Hirose, secretary-manager, Los Angeles State Fair, said in November that the fair set a gate record of 207,000 and had net cash realization of $72,841.

PAUST DIES—Hugh D. Paust, 60, 25-year veteran of the Chicago World's Fair, died in his home in Rockford, Ill., January 9. He was a national director, Chicago World's Fair, at a meeting in Des Moines, Y. M. C. A., January 13, and 20. SHERF RETAINED—Perry Reed was re-elected president of the South Carolina Agricultural Fair Association, and W. R. Kinnan was re-elected secretary-manager.

S. C. K. RETAINS—S. C. K. Reed was re-elected president of the S. C. K. Reed was re-elected president of the S. C. K. Reed was re-elected president of the S. C. K. Reed was re-elected president of the S. C. K. Reed was re-elected president of the S. C. K. Reed was re-elected president of the S. C. K. Reed was re-elected president of the S. C. K. Reed was re-elected president of the S. C. K. Reed was re-elected president of.

DORTON Elected—Reporting on the annual meeting of the Illinois Association of Fairs and District Fair Fairs, Dorton, secretary-treasurer, reported net profit of $19,929 in 1939.

NORTH DAKOTA ELECTS—Officers elected at annual meeting of the North Dakota State Fair Assn. were: President, Fred T. O'Connell; secretary-treasurer, R. W. C. Wick; assistant secretary-treasurer, D. M. A. Ward.

REED Retained—Perry Reed was re-elected president of the North Dakota State Fair Assn., following his re-election on January 19 and 20, and became president of the association on January 26 of this year.

TO FIGHT LEVY—Fair officials and showmen attending the annual meeting of the California State Association of Fairs in Bakersfield, Calif., January 7-12, will hold a meeting on January 11 at the Hotel, Richmond, on January 26 of this year.

MINNESOTA RECORD—New attendance figures were reported at Minneapolis Fair, January 11-13 when Minnesota Federation of County Fairs and State Agricultural Society, reported the State fair made profit of $27,819 in 1939.

CARR ELECTED—Robert T. Carr was ellected president of the American Association of State Fairs and midway presentations. A dominant interest was formation of the County and District Fairs Association, 1939, to look after the mutual interests of more representatives of smaller fairs to the annual conclaves to gain info to aid the fair business. These conclaves are similar to those of major annuals, also in the field of fairs there can be no general panacea, because the field is always dependent upon the tastes of local populations and the vagaries of economic conditions.

**Attractions Tell Fair Gates**

108 The Billboard 

FAIRS-EXPOSITIONS

December 30, 1939

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Notes of progress and optimism pervade the fairdom, it was shown at the 49th annual meeting of the International Association of Fairs and Exhibitions in New York City, December 30. The exhibit is more and more putting fairs in the big-business bracket, and showing how, in many cases, the year become more amusement-minded and much of the 1939 IAPE program was devoted to the display of the importance of bands, acts and midway presentations. A dominant interest was the formation of the County and District Fairs Association, 1939, to look after the mutual interests of more representatives of smaller fairs to the annual conclaves to gain info to aid the fair business. These conclaves are similar to those of major annuals, also in the field of fairs there can be no general panacea, because the field is always dependent upon the tastes of local populations and the vagaries of economic conditions.
Fairs-Expositions
The Billboard
December 30, 1939

FAIRS-EXPOSITIONS

FLYING DEATH - Thomas Beckman, 47, former sales manager and recently director of the Flying Beckman Troupe, died on April 28 at his home in the Gulp, Mass., killed in an auto accident in Glos, Paris, France, on May 12.

BOILING ELECTED - Rocky Mountain Association of State Fairs in Denver (Monte.) Hotel on January 25, 1939, elected R. P. Boiling, president; W. J. Watson, vice-president; and M. H. Baxter, secretary-treasurer.

NORTH IOWA FAIR - Two state fairs were held in the state in 1939, instead of two as previously.

MISISIAUPE ASSN. - The Mission Association of County Fairs, elected Henry J. Roth, 1939 president, on January 12, at the first meeting of the society, in the city of Miami, Florida. The association was formed in 1911, instead of 1913.

DAMS BUCKS WEATHER - Des Moines, Iowa, was the leading state in the country in 1939, with a total of 2,000,000 visitors, or about 1,000,000 more than the previous year.

EHRENBERG AERIALIST - The Ehrenberg Aerialist, member of the Moline State Fair, was killed in Circleville, Ohio, on January 12, 1939, by a fall from his aerial platform. He was 23 years old.

ROBERTS DIES - Robert Roberts, 38, member of the Moline State Fair, was killed in Circleville, Ohio, on January 12, 1939, by a fall from his aerial platform. He was 23 years old.

THOMPSON DIES - Vernon E. Thompson, manager of the Moline State Fair, was killed in a plane crash in Wisconsin, on March 19, 1939, while on a flight to Chicago.

REGINA FAIR - Regina, Sask., was the leading state in 1939, with a total of 2,000,000 visitors, or about 1,000,000 more than the previous year.

HENDERLY DIES - Ray (Nig) Henderly, 38, member of the Moline State Fair, was killed in a plane crash in Wisconsin, on March 19, 1939, while on a flight to Chicago.

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NAME BANDS AS ASSETS

BEAUMONT TO EXPAND—Plans for expansion for the 1940 annual were made official when the board of directors of the South Texas State Fairs in history, announced they received a subsidy of $20,000 in the form of heat, cold and rain, attendance at Georgia, Tuscaloosa County Fair, Savannah, was 473,250 in 1938.

DEPU RE-ELECTED—Climating the regular annual meeting, state director, was re-elected third term.

DEFEATS INCREASE IN ATTENDANCE AND RECEIPTS were reported for Georgia State Fair and Exposition, held November 9-30 despite cold weather.

Fair Elections

COSHOCTON, Oh.—Leslie Porteus was elected as Cosmos County Fair Association president at the annual meeting held at Coshocton, Ohio, Wednesday, December 23. C. V. Croy was re-elected secretary.

PARSONS, Kan.—Tri-State Fair here, succeeding C. E. Burbridge, was re-elected vice-president; V. D. Gooch, president; V. D. Gooch, president; V. D. Gooch, president; V. D. Gooch, president; V. D. Gooch, president; V. D. Gooch, president; V. D. Gooch, president.

COFFEVILLE, Kan.—Montgomery County Fair Association re-elected C. E. Burbridge, president; W. Carlton Hall, president; George L. Saunders, treasurer; L. T. Beatty, vice-president.

CHARGE CITY, Va.—Morley, well-known one of the top record attendances occurring three days during the development of the Midwest Fair, was set.

KNOXVILLE, Tex.—William A. F. Exposition, Knoxville, had estimated attendance of 175,000 on the opening night and was one of the most successful from standpoint of attendance and profit.

NEW MARK FOR IN. —For the first time in the history of the fair, the Indianapolis, more than 400,000 passed through the gates.t New attendance record was set in the 1939 season. August 11-16, 1940. The attendance figures are as follows:

N. Y. IS LOSER—New York State Fair, Syracuse, N. Y., this year, had disappointing attendance on August 26-September 1 and the attendance figures are as follows:

1938: 955,000, 1940: 955,000.

CALIF. SLUMP—California State Fair, September 10-21, a decrease of 19 per cent compared with last year. Secretary of State, M. B. H. Miller, said that the attendance was due to the weather and bad organization.

PEOPLE SING OUT—A careful study should be made of the names of bands that have featured the fair, said Secretary F. J. O'Connell, president.

POW GATE AERIAL—The Eddie Adams, quick, was re-elected president of Tri-Parish Fair, Mt. Pleasant. His vice-president was H. E. Phipps, presiding officer; H. H. Smalley, secretary-treasurer: Mrs. H. H. Smith, treasurer; M. M. Milburn, assistant treasurer.

HARRISBURG DRAW—Despite the threat of weather, Virginia State Fair, Richmond, attendance, 10,000 to 20,000.

POWOMAN DRAW BIG—Exhibition, Fair, Muskogee, on October 1-7, had attendance of 342,231 and gate and income of $320,000, per capita rise over 1938.

TULSA DRAW—Altho there were four days of bad weather, the attendance of 30,000 was estimated, and 74,000 has been exceeded only twice.

DEPUE REPORTS—We have found that we have reached an all-time high of 1,171.

MADISON, Wis.—Coffey County Fair Association re-elected J. E. Dring, president; H. L. LeVine, vice-president; W. J. Brount, secretary; W. J. Brount, secretary.

NEW MARK AT WHAM—All-Mae high attendance figures were reported for the state fair, held in Whiting, Ind., with good weather and fair weather.

TULSA DRAW—Altho there were four days of bad weather, the attendance of 30,000 was estimated, and 74,000 has been exceeded only twice.

HIGH FOR JACKSON—Favored by weather, Mississippi Free State Fair, Jackson, Miss., had a most successful season. The attendance figures were as follows:

RALEIGH IS UP—North Carolina State Fair, Raleigh, opened October 10-16, exceeding attendance of 225,000. All day sales were $10,000, and the 20 per cent over the 1938 figure.

SPARROWS MARKS SET—Spavin County Fair, Spartanburg, S. C., set a new state record with 200,000 and grand stand played to capacity.

TEXAS HAS NEW TOP—State Fair of Texas, Dallas, set a new attendance record of 110,566 more than the Golden Jubilee figures.

FAR OUT—All-time high attendance of 118,200 was chalked up by the State Fair of Texas, Dallas, September 18-23, to put it into the nineties. The record was set by Ernie Young's, who was theodore.

NEW MARK FOR IND.—For the first time in the history of the fair, the Indianapolis, more than 400,000 passed through the gates. The attendance figures are as follows:

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Tate Hotel New Yorker, New York, on December 4-8.

In connection, we must cultivate and intern so that it we are to successfully direct mud; then they rode backward so they white so they must not be back.

Tate... forward and the other half teeing back...

It is difficult for some people to get started on a speech but it is more difficult for others to stop. Forewarned is forearmed!

"We shall know the truth and the truth shall make you free." This is John 3:16 but is John 8:32. He who quotes scripture inaccurately had better be sure of the absence of Major Bond. Now kampsc knows the Book so well mysteries amusement park men. There are times when it can be most appropriately quoted as in the case of the park which had more passes than paid admissions. A ride owner learning the after a general meeting, he decides to put in another entrance for cash customers only. Over this entrance he should have written: "Judge 11:15 — don't let a man pass!"

Climb Is Unresearched

As we are emerging from the detour it behoves us to forget experiences which can help to guide us on our future way. On the observation cars in Colorado we had half the seats facing forward and the other half facing backwards. The passengers ride forward then they ride backward so they would not get too far. This shows us that if we are to successfully direct our course on the road ahead we must know the past so that we shall not leap into the future; equally important, we must cultivate the present.

(See OUT OF THE DETOUR on page 114)

SIGN FULL-RUN ACTS

A. C. Aims at Jones Beach Set-Up With 10-Cent Plaza Tax

ATLANTIC CITY, Dec. 23. — Atlantic City Planning and Improvement Association has secured support of local hotel men's org to drive to convert resort into Jones Beach region. What this would eventually mean is problematical, as Jones Beach frowns on amusements. Plan calls for an admission of 10 cents to island thru toll plaza erected at bridge entrances to city. Over $3,000,000 worth of property would be demolished, including a section of beach front pushed back on entire block to make way for what is termed "a gigantic East Beach project" which would include sports spots, lockers, parking lots and the like at a fee to be decided. Another project, North Beach, would rise on what is now meadowland back of city for colored residents.

Planners are seeking State legislation setting up a planning authority to administer funds, engineer construction, policing and anything else necessary to completion. Plan is being fought bitterly by local political orgs led by State Senator Thomas D. Taggart, who claims this move would be dictatorial in that it transfers authority from directly elected reps of the people. Seems likely that next city commission election campaign in May will revolve around the issue, with beach-fronl interests backing plan and townsmen opposing it.

Crews Busy at Beatty Zoo;
Good Crowds Attend Shows

PONT LAUDES, Fla., Dec. 22 — Guinness' world record was set out the first month in Clays Beatty's Jungle Farm and Zoo on U. S. Highway No. 1 here. Reported Art Deutsch, the crew included Arky Scott, performer with bulls and bears; Marjorie Stowe, formerly with Los Angeles Zoo Park; Tim Cronin, animal trainer; Tony Buesed, trainer; Whitney Linnehan, Chet Dyer, Harmon, the blacksmith. Dartley Kies does the animal chorus in the blacksmith shop. George Sunbury, son of Risco, comedy contortionists, handles drink stand, while Duke and Alfred Florea take their turns. But so far are above expectations, with a promise of big gates after the holidays, when tourist trade starts.

Good crowds witness Beatty's wild-animal act. His wife, Harriet, works also, riding a tiger in the wind-up of the show. Recent visitors included Frank and Mrs. Walter, Bob and Mrs. Morton, Joe Lynch, George H. Krause, Stella Cronin, Billy Hamilton and Howard Barnes.

With the Zoos

LONDON — Three of the greatest animals valued at more than $30,000, died recently in Regent Park Zoo here after a mysterious illness of several weeks. Animal's body will be dissected by Royal College surgeons in an effort to learn cause of death.

GAZIION, Miss. — Two Bengal tigers of the six in Livingston Park Zoo here have been sold to Overton Park Zoo, Memphis, said R. M. Taylor, park commissioner. Money derived from the sale will be used to purchase other animals.

MILWAUKEE — Washington Park Zoological Society purchased a 21-year-old male African leopard from Racine (Wis.) Zoo.

VIEW OF THE BANQUET AND BALL of the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association that climaxed the Hotel New Yorker, New York, on December 4-8.
Park Financials Up

A season more or less hectic for amusement park operators because of uncertainties in the hangover from the poor period in 1938 ended much more satisfactorily than had been generally anticipated. While the industry will again face many of the same problems of 1938 that of 1939 was less so that in few management was so glum, as was the case last year. The upturn was generally credited to increased employment conditions. But a large number of parks which operated at a loss in 1938 came out on the right side of the ledger. Surveys indicate that rentals and grosses ranged from 10 to 25 percent. Drops in revenue last year ran anywhere from 25 to 75 percent. In 1938, most operators reported increases of about 10 to 15 percent instead of the earlier anticipated 25 to 50 percent.

Revenue from year-to-year openings that was experienced in 1939 and the holiday periods were marked by large crowds, despite the fact that the industry was not in as favorable condition as in 1938. The park business was reasonably steady from December 1 to Labor Day. It can be compared somewhat favorably with business done in 1938, which was best for some parks and poor for others. Spending per capita was boosted over that of last year but operators found patrons stingy and inclined to spend carefully among the various types of attractions.

Exploitation Brings Returns

Much preparatory work done during the season yielded a more attractive array than in some years and the output of function plays and other events provided a new and varied method of exploitation and promotional effort and reports are numerous as to the actual business done. Surveys indicate that rental for entertainment and promotional effort and reports are numerous as to the actual business done.

Fair weather was general for the May openings and good reports came in the wake of a warm April. Day after day of mild weather brought excellent outdoor business, especially in the East and South and some parts of the Midwest. The season was marked by countless attractions. In numerous spots. Labor Day was an out-of-order, returns being good in the South and along the Great Lakes. The weather in New York and Pennsylvania was unseasonably cool, but no rain. The forecast for the season was unusual. Considerable rain was expected in the Midwest during the season.

General Reports

The Greater Dorton area has been big business and the parks have had a surprisingly good season. Members of Pennsylvania Amusement Park Owners Association met in Pittsburgh and reported excellent business whenever weather was favorable. In Michigan, weather conditions were much better than last year and did better. These business increases over 1938 were reported: Scranton, Park Grand, Grand Rapids, Kalamazoo, St. Joseph, 20 percent; Lakeview Park, Jackson, 10 percent; Prins Park, 30 percent.

Marshall Hall, Md., had a rise of 15 percent over last year. According to reports, the weather this season in an unusually good season, being close to Washington, where industrial depressions were widespread. Attendance was repeated and most of the upper receipts over the 1938 season, which was not as good as last year. People from the New York beaches did not increase to the extent of last year. There was an unusual amount of business at the Big World's Fair visitors. But the Long Island spots, Rockaway, Jones Beach, Rils Park, and Fireman's Field reported decreases from last year.

In New England, attendance was down over 10 percent. The grosses from 10 to 15 percent over normal seasons.

Cincinnati, Cleveland, and St. Louis, 10 percent over its business of 38, heavy picnicking bookings and its annual Festival of Lights, brought in business, securing exceptional gains. Chippewale (Ok.) Park, which was in heavy for exceptional business. The Ohio parks were a big winner with a new attendance record. Craig Beach Park, Diamond, O., on a par with 1936; Cheeky Lake (O.) Park reported an increase. Secaucus Park, Butyros, O., had good grosses, and Cedar Point, Ohio, put on a good show.

Park Chronology

(Data in condensed form from files of The Billboard, December 30, 1939, to December 31, 1939)

NAPPP SPLITS—As the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association closed the regular session, in Hotel Sherman, Chicago, during the annual convention on Saturday, meeting, one group favoring New York City as the site of the new joint assembly with the International Association of Pools, Spas, & Aquatic Parks, the League of America, which chose Toronto as the city in which the new joint assembly later was changed to Chicago because of weather. The joint assembly was held in the convention center.

TRADE ORDERS DISK—Amusement park equipment men reported business was steady in Chicago and the West during the past year. The convention was held in the convention center.

SUPER EXPO REOPENED—The reorganization of the Exposition for 1939, the last annual meeting of the National Association of Amusement Parks, Pools and Beaches, was held in the convention center.

FUNLAND OPENS—Free day for children, season, and day opening of Funland Park, Milwaukee, was the biggest opening of the season, according to John H. Curtis, the park's general manager. The park opened on November 22, 1939, with an attendance of 5,000.

LUNA PARK DISK—Luna Park, Cleveland, Ohio, reopens with a free day for children, a season, and day opening of Luna Park, June 2, 1939, with an attendance of 5,000.

PLAYLAND OPENS—Playland Park, Key West, Fla., opened on January 3, 1939, with an attendance of 5,000.

KEY WEST OPENS—Key West (Fla.) Park opened on December 29, 1939, with an attendance of 5,000.

LUNA FORECLOSURE—The Luna Park, Union Park, N. Y., January 30 on an appraisal date, was foreclosed by Ocean View Realty Corp. Inc., New York, New York, is now under receivership.

DETROIT SPOT DISK—Management of the Detroit Spots, Detroit, Mich., have decided to move the park to Westwood Gardens, that city. The park was closed earlier in the day.

BOWLING ALLCITY—Boyle, the operator of All-City Park, All-City Park, has purchased the old tiene place, converting it into an amusement park.

FALIBADES PREPARE—In anticipation of World's Fair competition, Falibades, N. Y., is preparing for the world's fair.

1939, and reconstruction plans following.

YUMINO NAMED MANAGER—John B. Yumino, colored orchestra leader, was named general manager of the Magic City Park, Denver, Colo., and will open the park on May 1, 1939.

DANIEL CURTIS FREEMAN, 65, named vice president and general manager of the Portland, Ore., died early in April at his home in Portland. The Portland, Ore., was named vice president and general manager of the Portland, Ore., in April.

MARY JANE FLEES—For the second time in three months, flood waters, oil, and gasoline drenched the area, with a depth of four feet during April. But little damage was reported.

OHIO PARK BURNS—Fire started in a skate store on the north side of the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city. The fire was extinguished with the aid of the neighborhood, which started in the city.
The Pool Whirl

By NAT A. TOR

(All Commercials, see A. T. Care New York Office, The Billboard)

Beachcomings

MIAMI BEACH, Fla.—This is being the 80th season of the famous Morsch Mencher open-air Florida pool fronting Biscayne Bay. A tropical heat wave has brought a bronze costing with which to taunt the visitors. But I may have to use Morsch's sun-ray lamps at Cascade pools in New York all winter if I am to retain the rest of the Gotham bargainhunters in the coldest months. But I may have to use Morsch's sun-ray lamps at Cascade pools in New York all winter if I am to retain the rest of the Gotham bargainhunters in the coldest months.

American Recreational Equipment Association

By R. S. UZELL

The general anxiety for George Baker, brother of the late Harry, can now be indulged. His return to stage work, as he is making a satisfactory recovery after a serious operation. The news was given to the press by George Baker, Jr., who said, "He has been under the care of Dr. H. O. Allen, of Chicago, for several weeks, and is gradually improving."

In FLINT—Largest crowds in history of Flint (Mich.) Park brought preliminary entertainment to the pool. The excellence of the coloratura section of the program was of especial interest, as it proved the breadth of the talent available in the city. The audience was enthusiastic, and the entire performance was a great success.

Horseback Riding—The Mounted Men's Club of Flint held a successful meeting at the park, and the riders were given a splendid display of equestrian skill.

Youngsters Come to Face

The interest, joy, and enthusiasm of the young men coming to the front in this industry prevails. They have the confidence of the audience, and it is increasing. Their performances are always well received, and they are making a good record.

Association of Amusement Parks, Pools, and Beaches, was named president, succeeding the late Harry C. Baker.

Fiskand York—Under guidance of Managing Director, E. W. Richards, the city, Mo., snapped out of stamina and went on with a new lease of life. The weather changed, and the audience was not large, but the business continued to grow, and the weather early-season business, Crystal Beach Park, Crystal Beach, Ont., was successful in attracting business to the park, resulting from special-day promotions made by the management.

OCEAN VIEW UP 15 PER CENT.—In May, 1936, this park showed an increase of 180,000 over 1935, while the business in June, July, and August was up 10 to 15 per cent over 1938.

ROBBER'S ALARM—As an entertainment for the children, the management has arranged for a special water show.

"It is too far uptown to ever pay."

Today it is at the crossroads of the world's Fair, but tomorrow and the next day, and the next day, the circus will take place in the park. It is a show of the highest order, and it will be remembered for a long time to come.

Rabkin's Analysis for December 30, 1939

LUSSE AUTO-SKOOTERS

OR WATER-SKOOTER BOATS

AND EARN BIG PROFITS for your Park, Rods, and Boats

LUSSE BROS., Inc.

2066 E. 27th Place, Chicago, Ill.

LUSSE BROS., LTD., Garden City, Long Island, N. Y.

 Liggett's, W. C. Kimball

Write for Catalogue

FOR SALE

MINIATURE AUTOMOBILE RIDE

The "Dromoe-Drome." This ride at the New York World's Fair proved so popular that it is now available for parks, resorts, hotels, and schools. It is the first ride ever designed for children, and it is particularly suitable for the amusement park industry. The ride is fully equipped for outdoor use, and it can be operated by one man. The ride can be delivered to any park, and it is furnished with all necessary accessories. It is the most popular ride in the world, and it is sure to be a big success for any park that buys it. It is sold for cash, and it is guaranteed to pay for itself in a short time. It is a great money-maker, and it is sure to be a big hit for any park that buys it.
A NEW cash-collecting device has been designed especially for concessioners selling merchandising, food and soft drinks or oper-
ating games. Handling any amount of sale from 5 to 50 cts., the ma-
taining the amount paid in is visible to patron and operator before routed into coin box. Coins are auto-
matically counted and registered when patron inserts the quarter into a metal slot. The device is called the Money-Meter No. 2. A warranty of two years was exhibited for the first time at the recent National Association of Amusement Parks, Pools and Beaches convention in New York. It is manu-
factured and distributed by Mone-
ny-Meters, Inc.

OUT OF THE DETOUR
(Continued from page 111)

to youth lest we become backward and outdated.

A small boy going to a Thanksgiving dinner was instructed by his mother how to reply when he would be asked, whether he would like to have roast or beef. The boy said it was his wish to have roast. So his mother said to him, "I like both and I will take either." Then the boy said, "but the youngester's appetite was keen. In haste to get going, he said, "I like either and shall take the one that is with this youngster's desire." Of the economic system, I like, and I will take both.

The older men have been over the road. Younger men have been young.

To sum up, you will find escalators, well lighted, and equipped with handrails. For the park manager and concessioner there are no escalators! You must climb the unclimbable steps.

Two Different Balances

It has been said there are too many parks, and that the poor farmers, school teachers, lawyers, bank-
Keeferers, cannot exist.

We can see how the poor people go out to buy their goods at the same time. Why not do it continuously or they will exter-
minate themselves. This is the reason why we can successfully manage with them. How to improve as fast as possible is the question confronting us today. To attempt to do this by plunging and splashing as is in the case of all children in the room looking for a black cat that is not there.

A youth, forward-looking, ambitious, enthusiastic and sincere, hastily worked up a plan for the establishment of the nation's largest and most beautiful park, but was soon to find out that his directors would not meet the million dollar entirely. Then as we are not building for the enormous influx of tourists but because of the war we must discard the $60,000. That leaves only 50 cents for the permanent white pop-
ular unshaped piece of land. If this amount is a goal probably impossible of attainment especially after the first sea-
son, but the year after, it is possible. Here comes the problem of the rich and the rich and the rich.

A Butterfly Garden of some 200 vari-
etes with a colorful splendor undreamed of outside the tropics, would create a sensation in any city and have a magical drawing power. Such a garden has been displayed in its glorious setting of nature's colors in New York. Their own greenhouse was estab-
lished to insure annual supply of flowers for the park season. The quality and variety were so superior that people were often excited by the breadth of flowers for special occasions. So the prices were raised 25% and the demand grew until now their ship-
ments go to seven states and an annual income exceeding the income for the park itself. Talk with someone who knows what the people want. If you have been disregarded for lack of rete-
ports on your part, the results were overlooked. The railroads, to their sorrow, let the express, telephone, and telegraph wires go to their own disposal. Today at great expense they are recog-
nized and placed at their disposal. This amuse-
ment park of tomorrow will be a year-round attraction?

Outdoor Department Store

On the subject of outdoor sports we have to find our way thru continuing education.

The American Legion is returning to medical school at intervals, you can come back school at any time, too. If you are determined to keep the amusement park business successful, read the trails and errors pass in review from the past. Your newest color, light, architecture added to beauty while constantly reaching out to it. The success of an amusement park has become a matter of research and study or the history of all forms of wholesome recreation that we are going to entertain is the key of the amusement park of tomorrow.

Imagination and Vision

Just as the old rule of trial and error produced the Ford and later turned the Ford into a Delahaye, so our parks must evolve. Noth-
ing ever remains static. Nothing ever remains static. This is the reason why we must not only be aware of our own products but also of all who have contributed to its evolution.

An amusement park is the conglomera-
tion of which it has already become an indispensable part. Morally and physically clean, producing the recreation essential to a well-ordered life. It reached the goal of 1939 thru an evolutionary process.

December 30, 1939

BAND BOOSTS, NASHVILLE

(Continued from page 107)

the public by raising prices either at front gate, grand stand or auditorium, will only increase the costs of production and will end up

In November the Georgia Federation of Agricultural Society. Nearly $8000 more was raised in the newsstand prices during 1939 than in 1938.
Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

BOARD of control of the Roller Skating Rink Operators' Association of the United States at a recent meeting in Dayton, O., selected Cleveland as the city in which the United States amateur roller skating championship will be held in 1940, late in April. Board pledged support toward an all-Western city for the meet and convention in 1941. Cleveland was chosen because it was the site of the 1940 event due to its accessibility and for being equipped to hold such a meet. The meet will include all classes in figure skating, skate dancing and speed skating, will be followed by the annual convention of the association. A skating spectacular, including exhibitions by groups selected from clubs throughout the country, will be given after the meet. It is proposed to have the champions make a short tour of the larger cities following the Cleveland meeting for the purpose of exposing the talents of the sports and to raise funds to further the popularity of the national event. Meet will be held in one of Cleve land's great public halls, possibly the Civic Auditorium will be available. Cleveland's newspapers have given roller skating unusual publicity, and the rinks there had much to do with the city's selection.

ALL REVENUE from a special show in support of the National A. F. S. which will be held at the rink January 15 will be donated to the Rollerskating Institute of America. The funds will be used to aid the United States for furtherance of its purpose of providing a skating home for the blind.

Skaters from rinks in Cincinnati, New York and Chicago will be invited to see the program. The rink of the regular skating season. Show will in- clude figure skating; dance to music by the Federal Club Dance Band, Frank Esposito is Manager of the band. Hink has a 60,000-foot floor, which is increasing. Seldeman reports.

SKATING club, with 17 charter members, will be recently in New Skatedland Roller Rink in Cleveland. Reports Frank Holtsclaw, operator. Club will be organized Monday night at 8 o'clock. Fred Dow, vice-president; Elva Sullivan, secretary. The club will have meetings will be held in the rink.

OLYMPIC Park Ballroom, Irvington, N. J., was scheduled to open as a roller skating rink, December 15, with Frank Mullen, Lubin president and manager. Movement was hatched by the officers arc °ten Rigby, president; Van Doren, secretary, and Fredk, treasurer. Managers will meet with members of the club at the Irvington, N. J., on New Year's Day.

EMPLOYEES of the club were scheduled for December 26 by Earl Vant, operator of Minella (L. L.) Roller Rink. Vant\'s plans were to open December 21, when winners were awarded sets of Chicago skates attached to Earl Van Horn shoes. Vant/Do number was a young fellow, who had decided that the latest in rink apparel was to have members of the figure skating club were given free passes for six months. The club was expected to have been opened by the opening day.

MATTERE and night Christmas parties were staged at A. J. Perry's Walnut Skaters Club, a week prior to Christmas. December 16, reports Betty and Bob Miller (Bellina Collings), who were recent visitors.

NEW Clifton Rollerdrome, which has been opened in Cleveland by Robert C. Newman, Burke and others, has brought foot. Organ provides music and free instructions are available for beginners. Skating ballets was a feature on opening night. Daily matinee and night shows are held.

JIMMY LINDSTONE, British amateur champion figure skater, who with his sister, Joan, made a short tour of Midwestern rinks this year, is back in the city last fall, is now in the merchant marine, but is keeping himself engaged in carrying foodstuffs for British troops in the Middle East are in Medley, Yorkshire, both doing their bits. Billy is an all-around earned title.

DECEMBER marked the 16th year Edward J. Scott has operated his Buffalo, N. Y., rink. Scott has been a successful operator at the City Natatorium, O., where his rink is now in business. Sailor first was a feature at a new sheet play. The Flaherty Band produced Saloon Bar. The work of navy and trucks was a feature. Readers may spot the unraveling of a murder mystery in a tavern, was the best choice possible for an approval, particular praise being awarded to a new production of a London play. 'The characters frequenting the tavern. The London play, which opened the first week of September 10, 1934, at Victoria Theatre, has agate led the way with new. The rink of a crook butler. This them -act farm la opened to general approval, particular praise being awarded to the person of Malcolms son. Junket, ifUse young speedster tares up to pre-

The First Best Skate

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The Best Skate Today

NEW LOW PRICE ON

HIGHEST GRADE SKATE PLATES

Liners, (s.) 25c.

Hardwood, Chile. Glazing

Horsehair, Leather, White Leather.

Horsehair, Black Leather.

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**HASC Auxiliary Elects Officers**

**KANSAS CITY, Mo., Dec. 29—ladies Auxiliary, Heart of America Show, elected Mrs. W. W. Wilhoit, president for 1940 at its annual meeting in the Hotel Board. Following adjournment, a party composed Mrs. C. H. W. Fairly, second vice-president; Ruth Marzor, third vice-president, and Loretta Fryer, secretary. Thirty-one members attended.

Retiring President Mrs. Virginia Kline, presented and appointed Myrtle Duncan and Lola Hart tellers for the election. Mrs. Duncan and Mrs. Hart were elected, respectively.

Other members of the office were Viola Fairly, first vice-president; Ruth Marzor, second vice-president; and Loretta Fryer, secretary. Thirty-one members attended.

**Sam Prell Outlines Plans for ’40 Tour**

**NEWARK, Dec. 29—Sam Prell, general manager of the Showmen’s League of America, during the last few months, has been in the process of formulating plans for the 1940 spring tour of the United States and Canada. His plans are believed to be the most ambitious of any promoter of the past.

**HASC Sets Banquet Plans**

Tom Collins is principal speaker—convention activities are mapped.
WE, THE FOLLOWING, ALL ENGAGED IN THE FINEST ENDEAVOR AND PROFESSION ON EARTH,

"THE GREAT OUTDOOR SHOW BUSINESS"

EXTEND TO OUR FRIENDS EVERYWHERE THE SINCERE WISH THAT 1940 WILL BE YOUR HAPPIEST AND MOST PROSPEROUS

JACK BAILLIE
Dedon & Battle World's Fair Shows
Birmingham, Ala.

DICK WAYNE BARLOW
30 Years in the Show Business
Care The Billboard, St. Louis, Mo.

Mr. & Mrs. Harry Beach
Ride and Companions
P. O. Box 675
Lake Gauss, La.

RAY MARSH BRYDON
General Representative
International Congress of Outdoor Shows
Care The Billboard, St. Louis, Mo.

IRA BURDICK
Burdick's All-Texas Shows
2002 Commerce Ave.
Houston, Texas

FRANK R. CONKLIN
President
United Elbows and United Elbows' All-Elbows Rides
P. O. Box 31
Hamilton, Ohio.

J. W. "PATTY" CONKLIN
Conklin Shows
P. O. Box 31
Artesia, Calif.

MEL DODSON
Dedon & Battle World's Fair Shows
Birmingham, Ala.

VIOLA & NOBLE FAIRLY
Fairly & Little Shows
P.O. Box 810
Elmira, N. Y.

MARY & JOHN FRANCIS
Greater Expedition Shows
St. Louis, Mo.

JOE GILLER
Dedon & Battle World's Fair Shows
P. O. Box 506
Lake Gauss, La.

Mr. & Mrs. ROY GRAY
Lewis Bright, Mr. and Mrs. Robert Young
Texas Longhorn Shows
Guerne, Ohio.

WALTER HALE
Publicity Director
Fairly & Little Shows
330 Arcade Blvd., St. Louis, Mo.

HARRY H. HARGRAVES
President
Pacific Coast Showmen's Association
Los Angeles, Calif.

Mr. & Mrs. FLOYD HESSE
Johnny J. Jones Exposition
8888 Eighth Ave.
St. Louis, Mo.

JOHN HOFFMAN
Assistant Manager
Dedon & Battle World's Fair Shows
Birmingham, Ala.

L. S. (LARRY) HOGAN
General Agent
American Exposition Co., Inc.
155 N. Clark St., Chicago, Ill.

Mr. & Mrs. PHIL LITTLE
Fairly & Little Shows
5329 Noble St.
Dallas, Texas

ROBERT L. LOHMAR
General Agent
American Exposition Co., Inc.
155 N. Clark St., Chicago, Ill.

ROBERT MANSFIELD
"The Greatest Outdoor Show Business"
THANKS TO JIMMIE STRATES FOR A SUCCESSFUL SEASON
580 West Church St., Orlando, Fla.

Margaret & Denny Pugh
High-Class Concession
Canada's National Shows
Dallas, Texas

CHARLES S. REED
General Agent
American Exposition Co., Inc.
Box 127, Ashdown, Ark.

Mr. & Mrs. Michael Rosen
Concessionaires
5159 N. Avon Ave.
Chicago, Ill.

JOE S. SCHOLBO
General Representative
4242 McDuffie St., Houston, Texas

JOHN M. SHEELEY
Shenley's Family Shows
Galveston, Texas

J. C. (TOMMY) THOMAS
Johnny J. Jones Exposition
De Land, Fla.

Mr. & Mrs. C.A. VERNON
United American Shows
210 S. Broad St.
St. Louis, Mo.

Mr. & Mrs. AL WAGNER
Great Lakes Exposition Shows
2047 Division Road
Trenton, Ohio

FLASH WILLIAMS
Flash Williams Thrill Drivers
"The Greatest Thrill Show on Earth"
323 N. Central Ave., Chicago, Ill.

HARRY H. ZIMDARS
General Manager
Zimdars' World's Fair Shows
Box 127, Ashdown, Ark.

NOTICE SHOW FOLKS
NOT WISHING TO MISS ANY ONE OF OUR MULTITUDE OF FRIENDS, WE ARE USING THE WIDE CIRCULATION OF THE BILLBOARD TO WISH YOU ALL A

HAPPY NEW YEAR

CHAS. T. GOSS WITH
STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

Hilderbrand's Continues to Fair Results in California

BELLFLOWER, Calif., Dec. 23. - Because of a sudden change in routing, Hilderbrand's United Shows' winter unit came in here on December 12 and played the Artesia, Calif., location instead of going into Encinitas, Calif., as originally planned. A soft lot prevented shows from setting up until December 14. With little advertising receipts suffered, but shows chalked up their best business with Saturday the best day. Sunday turned out a blank.

Ferris Wheel topped rides, with Joe Davis' Rotoplane second. Kari McKinney's Temple of Mystery was best among shows. Jack Arnett's Post Show took second. Ralph Balcom and Wampus Skysleights reported fair results. Pop Slover's son joined with his long-range gallery. Charles Boden's and Hollywood Skyrockets, under Reggie Marson free acts, proved popular. J. E. Mote's sound car covered adjacent areas heavily in an effort to make up for lack of other advertising.

Visitors included Ted and Marco Lopes, State Fair Showers; Dick and Cecelia Kanthe, Golden State Shows; Ben Dobbs, United Tent and Awning Co.; Irene Brooks, William Summers and Delbert (Music) McCarty, Hilderbrand's No. 2 unit; Eddie McCuskey, former trapper, and Guy Soreen, rising young pugilist and protege of Art Anderson, connection on the show.

YOUR BEST MONEY MAKER

THE 7-CAR PORTABLE
TILT-A-WHIRL


FARIBAULT, MINN.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.
GOLD MEDAL SHOWS
Now Booking Shows and Attractions for 1940
Address: P. O. Box 68, North Little Rock, Ark.

DIXIELAND PARK WAITS AT ONCE
Charleston, Floy and Larry. Must be in good health. Good card. Send four lots free for
season. Park handsome car. Will report at any location. Our contract is only for two
weeks. Send photo Dick Oldham Jacksonville, Florida.

World of Pleasure Shows
Now Booking Shows and Attractions for 1940.
Address: Frank Miller or John Quinn, 100 Sanborn Bldgs.
Helpful (?) Hints to Press Agents

MANY a good publicity bet has been missed thru lack of enough imagination. Here are a few leads, passed up last season, that would have impressed committees and fair boards.

1. President of the United States traveled 1,500 miles to throw the first ball at the cabs at the opening hour. (Because he doesn't go every day they need not have increased attendance.)

2. Big plans are under way to air-condition all shows and rides and to cooperate with farmers by selling sufficient equipment to air-condition all buildings on grounds, with special units for fair offices. (This is a cooling and inviting news tidbit. Its frequent use is advised.)

3. On season, after a careful check-up of its attendance and that of both world's fairs, it was found that a show topped the combined gates on both. To display it might be added that perhaps early closing of the Golden Gate Exposition helped to a certain extent, although the gateee is too great to cut down the big margins.

4. Show is booked solid for the season and it has so many fair contracts that it has to make plans for only one. Manager Standish declared that, because of route changes to insure better railroad service, show is open to play up to its northern territory. (This item not only is news but a fresh tip.)

5. The boss will favor a few by offering his show to them will be greatly appreciated.

6. To mention the spending of thousands of dollars while the show is on tour. But by all means keep this spreading much higher than the income of the show. Such things as escalators for conveniences of motor-dome patrons, mechanical lot driers, rain-making machines that will be a boon to hard-promoting cities, artificial sunshine-producing equipment (known as the Equatorial Fair Grounds Heating System) office-owned and licensed railroad station and many other innovations should be mentioned. By all means keep the local fairs in the picture of so many celebrities as possible.

7. Whether they are on the lot doesn't matter, but try to get those who were not there to arrive at their show. They have spent thousands of miles of the show—SOUTHERN PRESS AGENTS: CORRESPONDENCE SCHOOL.

fif. Have only a few hours to get out and show you. Then the big boss turned around and yelled, "Go down town and wire the agent a line. I know if I walked long enough he'd come to his senses.

NOTES from Art Lewis Shows' quarters, Norfolk, Va., by Ray Perry: Six more contacting carnival owners and conces- sioners in the North.

Harry Phillips is working local spots and Fred Pews is doing his magic at local clubs. Dr. Ralph Phillips is a "special guest" at the Christmas parade in St. Petersburg, that the boss will favor a few by offering his show to them will be greatly appreciated.

owners of Reynolds & Wells Shows, L. C. Reynolds (left), and H. Wells are seen with their 32-pound catch of trout which they amassed in two hours during a fishing excursion in Aransas Pass, Tex., on December 1. Both report the fishing is better for satisfactory business and that they recently sold "first delivery to the shows' "Arkansas City, Kan., quarters on a Dodge run purchased from Abner K. Kline.

Los Angeles

Los Angeles, Dec. 23—Mr. and Mrs. Ed P. Wahan have transformed the management of the men's above at the British Hotel into a Santa Claus headquarters. Clyde (H) Beatty and son were guests of the family and presented a show for boys at Bartlett Hall, World today.

Harold DeCarlo are working special events. Joe DeMichele is responsible for the general show. They have a new building for shows for boys and will be here with one of the first West Coast shows on December 30.

Frank J. Downie has returned from Denver, Calif., Bennie Dobbert is visiting the holidays. According to reports, O. H. Hildreth plans to put a new show on the road next season. O. N. Crafts quarter will begin intensive work after January 1. Fred Furnier, showbov's friend, again is director of public relations at Los Angeles Jockey Club, Santa Anita, Calif.

George Simmonds is working toys at a downtown location. Tom Wall and sister are looking for a Southern California location. Curry Phillips is working a downtown department store during the holidays. Harry Atwood is ready money to do business with. The Earl of Randolph from San Francisco and Elmer opens with the J. & R. Angels show at Billmore Theater here on December 28. C. H. Allen's Silver State shows closed a fair week at Burbank, Calif. Ben H. Martin Shows had fair results at Garden Grove, Calif. this week. Rose Davis reports good business at both Griffith and Lincoln City Park.

EVANS MONEY MAKERS

Evans Money Makers on Evans 42 Year's Experience for Latest and Best Amusement Equipment. The Billboard 119

EVANS

EYERLY AIRCRAFT CO.

PROVEN MONEY MAKERS

LOO-OP-PLANE - OCTOPUS ROLLO-PLANE

Leading All Sales for 1939

Write for Descriptive Literature.

SHOOTING GALLERIES

IMMEDIATE DELIVERY

Evans Shooting Galleries have proved practical and successful for hundreds of satisfied users. Every Gallery is set up to suit any space or room. See catalog for complete line of Shooting Galleries. Write for better prices for all makes of Shooting Galleries.

FREE CATALOG

H.C. EVANS & CO.
1520-30 W. Adams St., Chicago, Ill.
3000 BINGO

Neatly printed cards, blank on white.wood work

next over two sides. No duplicate cards. Put

20 cards, $3.50; 50 cards, $8.50; 75 cards, $4.50,

with Alt. $1.50. Card Box, $2.50. Card Box, $1.50.

PRICE PER CARD, 25c, or 20 cards, $3.00. Per 100, $5.00.

3000 KENO

Mark on 20 or 100 cards each. Played in 3

per set of 10 cards, tally card, calling cards set.

All Bingo and Lotto sets are complete with wood

table and tally card. Metal tally cards, $2.00 each.

LIGHT WEIGHT BINGO CARDS

Black or white. 50 cards can be delivered for

black or as many as 1,000 for white. per set of

50 cards, $1.50; per set of 25 cards, $1.00; per set of

10 cards, 75c. Small Tin "Bingo" Blue Sheets, per

box, $6.00. Lion W. Harry's 1,000 for $25.00. Large

cards, $1.50. Per set of marked cards, $1.50. Small

Prop. Tally Card, $1.00. Small Blue Cards, $5.00.

Postal cards extra on each box.

THANKS IN ADVANCE

Baker-Lockwood

603 Harsey Ave., Kansas City, Mo.

ATTENTION, CARNSLIVES!

Carnival managers interested in contracting a

high-class entertainment act, please write or call

J. M. Simmons & Co., 10 W. Jackson Blvd.,

Chicago.

MISSOURI SHOWN'S CLUB

Maryland Hotel

ST. LOUIS, Dec. 31.—Regular business

meeting on December 31 was held in the

clubrooms in the Maryland Hotel, with

President Anna Jane Pearson presiding.

Following the singing of "Yesterdays" by

Gertrude Owens and Sergeant and the

choir in the car, the entertainment was

in charge of the speakers on the stand. The

new business was of the old type.

Mr. and Mrs. Arthur Schoenderberg, Greater

Exposition Show, presented Harriet Turner,

Aunt Mary French. Elm Obermark

donated a beautiful scarf as the blind

award for the night and it was gratefully

received by Grace Goss. There were five past

president present namely, Dan Davis, Mrs.

Allen, Grace Goss, Kathleen Rebe and

Morris Miller.

President Pearson invited all to at-

tend her Christmas party in the rooms on

December 21. A committee was appointed to

point out members of the Inter-

national Association to the Tacky party in the

American Hotel on January 6. It was also
decided to hold the annual banquet on

March 19, as it will be the 10th birthday

anniversary of the club.

At a meeting of the committee of two,

Tom W. Allen and Charles T. Goss, in-

cluded was the discussion of the matter of

happy one of Allen's "shrimp specials."
the lobby of the Reid Hotel. Penny March, incepted about two weeks ago, is proving a big success. The luncheons which follow the weekly meetings are well attended. No dues? Send 'em in now.

Ladies' Auxiliary

December 13 meeting was called to order by President Virginia Kline, and was opened with the allegiance to the flag and singing of America, accompanied on the piano by Myrtle Duncan. Nellie Weber was appointed recorder. Thirty members attended. Minutes of the last meeting and the treasurer's report were read and approved and outstanding bills were ordered paid. New members were Thomas L. Smith, Mrs. Virginia Lins, Mrs. Linda Spaul. Jackie Doudinger, Kaye, Marnie Green and Ernestine. Baby Kelly, Blanche Rice and Qail McGonigle.

A letter of thanks from Katherine Boyd for a baby shower tendered her by Virginia Blunt, who took the shower from Bill Wilson for flowers during her recent illness were read. Letters were received from Bill Haskell and Frank Richman confirming addresses so the afghan and pillow might be sent them. Hattie Howk and Lola Hart, of the bazaar committee reported excellent donations and sale of them totaled $85. They thanked members and friends for their co-operation.

Bird Brander, booster page committee chairman, said that Ruth Ann Levin was recently allowed to see a wedding in the city and felt certain that he will prove to be of great value to our membership while exhibiting in the Dominion.

American Carnivals
Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 23—This has been, all told, a very active year for the corner and we are gratified to note that prospects for 1940 are generally good for the industry and particularly good for the association.

December 4 meeting was called to order by Bird Brander. Nellie's award, a Mexican serape, donated by Hattie Howk, went to Billie Willis. High-score prizes were awarded to Helen Smith, Jackie Doudinger, Nellie Weber and Rose Lee Elliott. An angel food cake, donated by Martha Wells, was awarded Jackie Doudinger. Loretta Ryan and June Taylor also won prizes.

Pete Kortes Museum Tops Former Minneapolis Mark

MINNEAPOLIS, Dec. 23—With Jack Johnson, former heavyweight champion of the world, in residence, the Kortes World's Fair Museum registered capacity business and won a new hunk of traffic. The organisation and publicity of both the show and the building have been moderate and busing. There far cr-

Hollywood Gets Extension

MONTGOVERN, Ala., Dec. 23—Hollywood Museum opened its second week at 121 Dexter avenue, downtown location, here on Wednesday with 15 acts. Upti is sponsored locally by the American Legion Post. Past "challenge" matinees have been successful and weather, to date, has been good.

Philadelphia

PHILADELPHIA, Dec. 23—Eighteenth show last evening has steam from Johnson, bagpunchers, Negan, foot juggler, harmon, musician; Paws' Pugilistic; Headless and Mystery Illusions in the main hall, this week. Dancing girls are in the annex and business has been good.
BUSINESS index of carnivaldom was set at a high this year, if illustrated by chart line. The reason was that the “hills and valleys” would be caused by good, fair and bad weeks closely intermingled until late in the season. In past years, there was usually a fair ending of period which got off to a bad start and did not improve appreciably for many organizations. The early weeks were such as to try the traffic, along with the proverbial pluck and cheerful fortitude of all personnel, from the highest to the lowest, were called upon again to do battle in another “tough” season. In this year, carnivals played fair results proved that the big shows did well at the big fairs. The shoe-people who had fair or better-than-normal business at the medium-sized fairs. For the record, innumerable shows in general fared badly at smaller fairs.

Blows of ’38 Repeat
The conditions which prevailed early in 1938, but which were largely overcome during the early “off” months, found the rewards their efforts. All-time midway gross records were hung up in several instances, record big days were chalked and sensational business came in several spots where it had not been fully appreciated. While no astounding marks were set at a large number of fairs played by carnivals of the middle-class in size, business was excellent for shows and rides. Hardwood operators did well in which, for various reasons and general business conditions, did not draw through the average annual attendance and where spending was decided in a small way. Condensed forecast of past performances. No glowing reports were made by operators who played outdoor shows and rides and conditions independently.

Acts and Gates Features
Despite the doubtful returns that seemed to be promised, in view of the gates at openings. Many gates were generally maintained and carnival men entertained the question of free acts, two policies which apparently are here to stay. More and better pluck was shown this year and there was little weakening on strict pay-gate operation in any instance except that notoriously known as no-gate units. Several shows suffered heavily in early-spring “leak” floods but as the season progressed there were no reports of floods. Many shows went into the fair season in presentable and attractive condition. The business in the Western Canada class A loop, the largest ones in Ontario, were not as good as usual and some in the South and Southwest produced the best busines for the year in its area. It appeared that crop and industrial conditions were favorable in these sections generally possessed by these well-managed shows. However, some sections turned out better spenders than did the industrial centers. In a few instances carnival operators reported better still dates than engagements at fairs but in those cases it was noted (see CARNIVAL PROGRESS on page 159).

CARNIVAL PROGRESS 1939
January 19 in Richmond, Va., of heart disease.

SERVICES HELD — Annual memorial services of Pacific Coast Shows, Bill Simms, E. W. Talbot, Lemon brothers, Reama Morgan, and others held in American Hotel, St. Louis, on January 9.

CARNIVALS — Missouri show Women’s Club’s ninth birthday anniversary dance entertained at Elks Lodge.[...]

TO LAUNCH SHOW — Curtis B. Bockus, George F. Dorman and Robert Coleman were aboard the ex-Oski, under title of George F. Dorman Shows. Mr. Dorman is president of Dorman’s World’s Fair Shows, announced that Harry Smith was signed for 1939.

SYRACUSE FOR GRUBE—Max Gruber of Syracuse’s World’s Exposition shows, announced on February 1 that he had signed contract for the 15-day New York State Fair, Syracuse.

MRS. HARRY A. ILLIONS, wife of the well-known show owner, was elected President February 2 in St. Joseph’s Hospital, San Francisco, for the 1939 season.

Showmen’s Association of Western Pennsylvania announced on January 20.

McHUGH, Charles A. McHugh, general manager of McHugh shows, died January 26 in Leavenworth, Kans.

RICE RIDE S—W. H. (Bill) Rice, widely known as “the rice man,” of the Rice fair, Hospital, St. Louis, on February 7 of cancer.

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B. R. KLINE ELECTED — Annual election of the council of the Showmen’s Association of America, Showmen’s Club, Kansas City, Mo., was held February 11 in the Home Hotel, Kansas City, Mo. B. R. (Virgil H.) Kline assume the presidency.

CARNIVAL AUXILIARY PARTY — Ladies’ Auxiliary, Heart of America Showmen’s Association is holding a dance in the clubrooms on the Red Hotel, Kansas City, Mo., February 24.

MBA PARTY — More than 900 attended annual Christmas party of the Michigan Showmen’s Association, Detroit, in the clubrooms on December 24.

AMA — Rural membership, Dr. H. H. Abbott, grand marshal of the annual parade, will take place on December 26. Grand marshal of the parade was elected president for 1939.

SLA AUXILIARY DINNER — Ladies’ Auxiliary, American Hotel, St. Louis, on December 14, held its annual dinner and dance.

HASS ELECTS — W. L. Moller was elected president of the American Hotel, St. Louis, on December 4.

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HASS shows, under title of C. R. Kline, killed 37 Rolls-Peaks to cardinal men.

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BHLOUK S. Ayers, president of the Showmen’s Club, held 19th anniversary of the club, Detroit, signed with Amusement Corp. of America.

THE BILLBOARD 11th Season

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CARNIVALS

M. Stroope, liberalizing Washington's Virginia's license fee on circuses, midway shows, riding devices and concessions, was signed by Governor Homer A. Holt on March 4.

ROBERT B. MCKENZIE, 73, known professionally as Donald McGregor, "world's largest footman" and former owner of Donald McGregor Shows, died April 3 in Jefferson City, Mo.

RAGDALE DIES — Jimmie Ragdale, 35, carnival water show clown, died March 11 in Clarksburg, W. Va., after a heart attack.

SLA BENEFIT GOOD — Showmen's Leagues of America, sixth annual spring benefit show in College Inn Hotel, Hotel Sherman, Chicago, on April 10 drew 400 and was a financial success.

ALEN DIES — Mickey Allen, member of the concession department of Robert & Cherry Exposition, died in Mobile, Ala., on April 14 of a heart ailment.

LONG DIES — Dr. George S. Long, 66, former carnival general agent, died April 16 at his home in Dayton, O.


LAMES DIES — J. L. Lames, 71, owner of J. L. Lames Shows, died April 18 in Chapman, Kan.

JACKSON DIES — Mr. and Mrs. Halbert Jackson, formerly of Elmhurst Greater Timsbury Amusement, Wade & Barker shows, died March 29 in Wichita, Kan., in April.

IRENOLY DIES — More than 150 attended International Association Showmen's open-house party in clubrooms in Mobile, Ala., on April 14.

BURLING PLOT — At final press season meeting on April 24 National Showmen's Association, New York, approved Pernell Collection, Sleepy Hollow, N. Y., taking 163 graves, with option on another.

CROWLEY DIES — Frances Crowley, 34, wife of George C. Crowley, owner of Crowly's United Shows, died April 25 in St. Joseph's Hospital, Kansas City, Mo.

HARLEY DIES — Mrs. John R. Ward Shows, was fatally injured on April 25 when struck by an automobile near St. Louis, Mo.

WILLIAMS DIES — Eugene S. Williams, 72, known professionally as "The Dare Devil," died April 15 at his home in New York.

WORLD'S EXPO. — Has FIRE — Damage caused by fire in the Amusement World's Exposition's show on May 4, at Tinsley Stow, caused a $25,000 damage and a stop to the show was damaged.

RAHE DIES — Pauline Bane, 10, member of Aerial Banton Sisters, high-ladder free act with Keystone Shows, died May 8 in Kansas City, Mo. Her brother, Elmer, died of a heart ailment.

McGILL DIES — Lorenzo McGill, known as "Daredevil Daniel," was killed May 19 when he fell while performing a high pole act on the midway of Imperial Shows in Baltimore, Md.

DEVLIN DIES — Capt. Fred Devlin, 75, widely known in circus and carnival circles, died May 17 in Macom, Ga., of a heart attack.

POLITT CRAFTS O. A. — Bill Alexander Pollett was appointed general agent of Crafts Enterprises by O. N. Crafts in May.

WILLIAMS DIES — Major William Williams, general agent of Crafts Enterprises, died May 20 in Veterans' Hospital, Baltimore, Md., after a brief illness.

COOKS GROUP RISE — First known general insurance plan on a carnival with 100 per cent coverage was instituted on "World of Fruits Shows" in May.

DODSON HAS BLOWDOWN — Storm on May 17 struck Dodson's World's Fair, in Toledo on June 10 injured four members and destroyed three show box shows, damage estimated at $4,500.

NSA ADDS MEMBERS — Fifty members were added to roster of National Showmen's Association at a Jamestown staged June 8 on Art Lewis Shows in Moreno-"town, N. Y.

MILLER DIES — William K. (Slim) Davis, 62, former carnival advance agent, June 1 in Santa Clara Hospital, San Antonio, Tex., as the result of injuries sustained in a fall while riding a high pole in that city on May 30.

TINSLEY DEATH — Lois Tinsley, wife of Art Lewis, operator of Art Lewis Shows, was killed June 15 in Seattle of a heart attack.

HUNGGINS DIES — W. C. Huggins, 72, owner of W. C. Huggins Shows, died June 15 in Seattle after a heart attack.

TINLEY DEATH — Lois Tinley, wife of J. T. Tinley, owner of Tinley Stow, was killed June 15 in Greenville, S. C.

HOOGAN DIES — Harvey Hoogan, 55, owner of Hoogan's Shows, died June 15 in Greenville, S. C.

ROBSON DIES — John Robson, 32, operator of Art Lewis Shows, died June 15 in Seattle of a heart attack.

STURGIS DIES — Henry Sturges, 62, manager of Sturges Shows, died June 15 in Denver of a heart attack.

STURGIS DIES — W. C. Huggins, 72, owner of W. C. Huggins Shows, died June 15 in Seattle of a heart attack.

J. H. JOHNSON, timer treasurer of the National Association of American Shows, died June 15 in Seattle of a heart attack.

HOWARD PROMOTED — Oreille Johnson, head agent of Oreille Johnson Shows, was promoted to manager of Oreille Johnson Shows.

STORMS HIT TWO — Flood and wind and hail storms of cyclonic nature struck midway of J. P. Sparks Shows in More-"town, N. Y., and Ottinger Shows in Chicago, Ill., damaging a similar capacity.

WINTER DIES — Harry W. Winter, head of Winter's Exposition, was killed June 15, 1939, in a closed show following a successful stand.

September 3 of pneumonia.

ent brother of that mama...Gana men- veined 0100 from a benefit ntaged by

drew nearly 1,000 visitors.

at Golden Gate benefit for trRimainesta League of America

Stmt. Shows nought *even steel

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In Chicago of injuries Shows for the home fund of Showmen*

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(5.732 Points)

1. Potter.. 5,930:

2. Will 11111, 3,577; 3.

5.320; 5. Guide Troupe. 3,542.

Wells Brothers. 4340:

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Kenyon. Prevalence,
COMMERCIAL
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Minimum—$2.00. CASH WITH COPY.

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BIG MONEY APPLYING INITIALS ON AUTO.

MODELED EARRINGS ARE NOW AVAILABLE. Mount.

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COIN-OPERATED MACHINES

A BIG ASSORTMENT OF ANIMALS, REPTILES, FISH, ETC.

WHERE TO BUY AT WHOLESALE $5.00 and up.

HERE'S WHAT YOU CAN DO TO MAKE $100.00 IN 30 DAYS.

SPECIAL SALE ON PIN GAMES - IMPOSSIBLE TO HALO.

FOR SALE—SECOND-HAND SHOW PROPERTY

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NEW EPISCOPAL CHURCHES.

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ON SALE—THUNDERBOLT, $12.50.

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MISSOURI BIRDS AND MAMMALS.

WANTED FOR PURCHASE OR FOR RENT.

WANTED FOR SALE OR FOR RENT.

WANTED FOR SALE OR FOR RENT.

AMAZING NEWS THAT WOULD CERTAINLY EXCITE.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

THE NATIONAL AMATEUR JOURNALIST WHOSE KNOWLEDGE WILL HELP EIGHT MILLION PEOPLE.

BUSINESS OPPORTUNITIES

EXCELLENT OPPORTUNITY TO OPEN MOVIE THEATRE.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication on this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "Used" in The Billboard.

A COMPLETE STOCK OF RECONDITIONED VENDING MACHINES OF ALL KINDS AT REDUCED RATES.

BARGAINS IN RECONDITIONED VENDING MACHINES.

CRAF TSMOON—OUR SHOP KETTLE.

FOR SALE—SECOND-HAND GOODS

FORMULAS

EXPERT ANALYSIS. RESEARCH, INDUSTRIAL DEVELOPMENT. Latest Newest Formulas. FREE SAMPLES. WRITE TODAY.

THAXLY FORMULAS FOR PERFECT PRODUCTS. Expert analysis guaranteed. Write for free samples. THAXLY, Washington, D. C.

FOR SALE—SECOND-HAND GOODS

CARAMBUS ONS—COPPER KETTLES, ETC.

NORTHSHORE, Indiana, Iowa.

FOR SALE—SECOND-HAND GOODS

C. D. BREVICK, MACHINES, LIKE NEW.

FOR SALE—TIL-T-A-WHIRL, SIX MONTHS OLD. 1316 S. BALCOM, 1003 Topeka.

PEOPLE REDUCING LENSES—GIVES FULL INFORMATION. WRITE TODAY.

MILLS CHROME BELLS, $15.00 EACH. NEW.

AMATEUR JOURNALIST. LONDON.

ATTENTION—SNOW TALKIES, THEATRES.

PHOTO MEN—WHY WASTE TIMES AND EAT MONEY?

FERRIS WHEEL FOREMAN—MUST BE A MAN IN TOP CONDITION.

WANT TO TRADE 5,000 35MM. SOUND FUTURE COPIES.

LAPTOPS, 11742.

ATTENTION—TRAVELING CIRCUS. THEATRES.

STUDIO. Unit...nab., MO.

LARGEST SELECTED
to the four la...y...or. *ye, for

FIRMANENT" SMILE

fork

LONG EAKINS CO. 1976 High Or..
Show Family Album

SOME idea of the growth of the Heart of America Showmen's Club may be gained by comparison of the size of the group in this picture, snapped in the lobby of the old Wyandotte Hotel, Kansas City, Mo., during the club's 1917 New Year's Eve party, with crowds which have attended the gala affairs in recent years. The 1917 party was one of the club's early New Year's Eve functions, which have become increasingly important in the showmen's calendar. Left to right in the top row are Clifton Kelly, C. W. Parker, Fred Buchanan, W. J. Richards, Bill Badger, next not remembered, Will Jones, Charles Walters, George Hawk, George Angerson, Eddie Williams and Harley Tyler. Second row, left to right, Tom Manfre, Ed Corey, C. G. Dodson, T. H. Geilher, A. E. Dodson, L. S. Hogan, L. B. Hatkamp, Jerry Rambo, Louis Peysner, Joe Collins, B. W. Ben Mar and Art Lines. Left to right, seated, Mrs. Maude Jameson, Mrs. Louis Peysner, Mrs. Lottie Linnagen, Jackie Cassidy, Mrs. Jerry Barnes, Mrs. Will Jones and Genevieve Gilbert. Name of the woman on the right is not remembered. In front, left to right, are Mr. and Mrs. D. E. Kelly; Mrs. J. H. Johnson; J. H. Johnson, proprietor of the hotel, and Marie D. Reilly.

The Billboard invites its readers to submit photos taken from 18 to 26 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 24-26 Opera place, Cincinnati, O.

PARKS AND FAIRS

DORIANN'S CIRCUS - Tent Doga,牧场, and Mothers. Tent 3500 Shillings. O. S. 1916

FRED AND MARIE GUTHRIE - Front seat of Tornado, Lady Batterer from Vero, Twain Trains, 250 Acres, 2000 Acres, Missouri. 1900

AGGAR-RAINIER - On touring in England, France and Germany. Tent 3500 Shillings. O. S. 1916

LADY CHIMPANZEE TRAINING - TRINITY, A. E. F. 3500 Shillings. O. S. 1916

PIANO PLAYER - EXPERIENCED ALL MUSICIANS - WANTED TO PLAY - O. S. 1916

AT LIBERTY

PIANO PLAYERS

EXPERIENCED PIANIST - EXCELLENT READER, SPECIALIZED IN OPERA, R. H. T. N. M. McCoy, London, England. 1916

PIANIST - EXPERIENCED, DANCE, NIGHT clubs and variety. Excellent pianist and stage personality. No drunk or agitator. State best salary for dependable musician. Age 42, non-smoker. Can open immediately. Pianist will not disappoint. Wire Western Union. Ask to see box 810, J. E. Grover, Wadsworth, Kansas. 1916

PIANIST AT LIBERTY - EXPERIENCED ALL MUSICIANS, U. S. 2040 S. Oakland St., Los Angeles, California. 1916

PIANIST - READ, FAKE ABILITY, EXPERIENCED, ALL ENSEMBLES. Pianist, 860 California Ave., Spokane, N. C. 1916

VAUDVILLE ARTISTS

AT LIBERTY - TIM MIX AND HIS WESTERN HOOPLA, Member of the famous Parks and Wadsworth. Conducting group of Vaudeville artist. Free Artist Booking. Address Show Family Album Editor, The Billboard, 24-26 Opera place, Cincinnati, O. 1916

DORIANN'S CIRCUS - Tent Doga, Moolo, and Mothers. Tent 3500 Shillings. O. S. 1916

PUNCH & JUDY - For the first time in the U. S., Mrs. C. F. Schweitzer, Hamburg, Germany. Address Show Family Album Editor, The Billboard, 24-26 Opera place, Cincinnati, O. 1916

CARNIVAL PROGRESS (Continued on page 132)

The routes of fairs contracted had considered more than mediocre at best.

CARNIVAL PROGRESS

Tobacco Situation Hurts

While tobacco prices have been below a scale relative to that of shows and rides at still dates, the incumbrance of operators, and both the long and the short of it, was brought in to play and much merchandise was disposed of. The goods were kept up with the game-conscious public which, after all, generally responds to evident satisfaction of the money. Concession merchandise and supply dealers as a whole reported a fairly good season. The getting off of tobacco sales and closing of warehouses left many operators in the lurch. Many operators had stocked up well in anticipation of the carload order and the orders slumped badly after the stoppage of tobacco-leaf buying had been foretold by the trade press.

Of interest all thru the year was the successful progress of the amalgamation of three midwest companies, all of which scored heavily in all special events and State-fair dates. Concerning the part of the merger plan were answered during the annual meeting of the Fair Examiners and Exhibitors in Chicago on December 5 and 6 when it was announced that a large group had joined the organisation and that a third (See CARNIVAL PROGRESS on opposite page).
Big Opening Biz
For O. Shrine Show
CANTON, O., Dec. 23.—Opening to
biggest business in years here, indica-
tions were that the annual Shrine Cir-
cus, December 14, would be most suc-
cessful financially in more than a decade. Cap-
acity attendance on the opening night and pre-
mier house was closed to exit. Concessionaires reported a big car and the con-
cert held hundreds after the night hour closed.
Opening performance ran about two
hours, but was expected to be trimmed. Jake
Wirth, general manager and producer, who
made up of former troupees, including
Warren Morse, Joe Acosta, and Tommy
with Cole Bros.’ Circus. A spec., in Al-
kal’s Garden, was staged and directed by
Anita Ross, sister of the late Anita Ross
cluded Miss Edith, animals; Zope Tone,
unsupported ladders; Merritt Belle, pony drill and elephant and horse; Fred Kettl
the contraption to produce its
Wirth's Jamaica Hosp
of concessionaires by Al Dean and
Gang. Stair manager, and Marton Weillek and
midget, managed by H. W. Rodgers, core-
Comedy Matto
Troupe, presented
atom. Rex McConnell with extensive
geom.! eupertotendent.
acts and Orville (Curtsy) Stewart was
notated by Dill ‘nimbler. Barnett Side
Beehee. Iad Sneers Joluusan and his
traps: Don PhillIppe, tight wire
cluded
lah's Gorden. was staged and directed by
prinedere and night hones wee dose to a
Capacity Matinee was on hand ler the
cus. DoeMnber :441, would be most eue-
to merlon. and in newspapers in Can.

CARNIVAL
MERRILL Brothers end Sister. who
DON. LAVOLA and Carlotta
ATTER January 1
PROGRAM
Opening performance ran obout two
December 30, 1939
The Billboard

Better Informed Sponsors;
Fewer Headaches for Showfolk
MAINTAINING the momentum which has been evident since 1936, the
amusement field of sponsored events gave another good account of
those that had been dropped
reports do not indicate that the 1939 season
were better than the previous one for the auspices committees, etc, show-
men, ride operators and concessioners active in such special dates.
But that there was no lessening of interest in this field is evident. Coupled
electric and mechanical activities in this line also felt stress of the times. spotty industrial sot -ups
men, ride operators and concessioners active in such special dates.

MERRILL Brothers and Sister, who
TINGS, 9 (Ga.) Shrine Circus and American Le-
cular's Committee, Garvin, are plan-
ing a four-people act.
SIX vaude acts are planned for six-
day Baton Rouge (La.) National Home
show under sponsorship of the Realty
Boys, American Legion, Baton Rouge,
Dumas, of Federal Production Co., reports
7 Report of Grand Fresno "2.3" is
will be 60 display booths
CARNIVAL attractions and rama-
bands are planned as entertainment fea-
tures for the national convention of the
American Legion in Boston, said Glen-
woolf R. Sherrard, president of the
Legion Convention.
1939 is banner year for merchandise—1940 outlook looms bright—mechanical toys help street workers cash in—Oh-U-Dog returns to garner profits

NEW YORK, Dec. 29—The wholesale outlook for merchandise in 1939, which has been quite active in its history, is expected to continue in 1940. A stimulus to this development is the rapidly increasing number of items on the market, and the increased attendance at the trade shows, which indicates an increase in the sales volume of the industry. The industry is expected to continue to grow, and the outlook for 1940 is promising.

The outlook for 1940 is further enhanced by the increased interest in the field of novelty items, which has been a major factor in the growth of the industry. The novelties section of the trade shows has continued to expand, and the number of items on display has increased significantly. This has led to an increased interest in the field, and the industry is expected to continue to grow.

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December 30, 1939

WHOLESALE MERCHANDISE

The Billboard 129

SPECIALS

DOUBLE EDGE RAZOR BLADES .5¢ each, 25¢ doz.
SINGLE EDGE RAZOR BLADES, .4¢ each, .90 cts. per doz.
HOSUE AUTO TRIP TYPE BLADES, 5¢ each, 35¢ per doz.
TOOTHBRUSHES, Adult Size, Made in U.S.A., 5c each, .35¢ doz.

STYPTIC PENCILS, $6.00 per doz. in min. order.

MEN'S HANDKERCHIEFS, Colored Silk or Cotton, 17¢ each, in min. order.

WOOD ELECTRIC RAZORS, 31¢ each, complete with motor, leather pouch with roll of 150 blades, each.

KENGER Products CO. 876 BROADWAY, NEW YORK, N.Y.

GLAMOROUS FUR COATS, BOLEROS, CHUBBIES AND SCARFS, COLOSSAL PRICE CUTTING FOR OUR JANUARY SALE.

Thriftly judged but now and then at least 50% and more must be considered a wonderful opportunity for the woman who is seeking the best in fur coats to bring to the market. A truly great selection. Of course our usual display is a three-room section, but we are so generously full of choice that you will find a fur coat that will fit any woman's requirements. We are ready to answer all questions of value and wear. 10/-i-i-i-i-i-i_i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i-i
WHOLESALE MERCHANDISE-PIPES

A部门 for Pitches, Demonstrators, Novelty Salesmen, Medicine Shouters, Agents, Streetmen and Others.

by BILLY BAKER

(Cincinnati Office)

The Billboard

GREETINGS!—to everybody.

JAMES L. OSBORNE

... in 1935, he made 15 county fairs in Minnesota this summer and all but one of them in Missouri and Arkansas since the middle of September and have had a very good show. He is back again this winter. He has in on me Thanksgiving Day at Mt. View, Ohio, a few days ago, for a fair season. I'll winter in Arkansas.

THE WILSON BROTHERS...

... calling on Missouri, and are making sales thru Missouri with me and still going.

TRIPOD OPINIONS:

"A pitcher, more than anyone else, can be trusted to take advantage of promising propositions."

SEVERAL ROADS:

... as Rubes Walley calls them, are wintering for their champion service and a better condition. They are on the street and others working at odd jobs. Rubes says that it's a fair season for several days recently, but left for Montana for Montana for Montana for Montana for Montana for Montana..."

ALONG THE LOOP:

... in the City of Bang Bang I met the one and only Chief White Eagle of the Dakota Nation and told him of his better half," info V. T. Torres from Cripple Creek, Colorado, said that the day I left, the world school, where you ways was tops as potshooter with the Buffalo Bill Wild West Show and the Big One. They still retain the spirit and all the making of the old days from the days of Prince Albert, Right. Top outs, 10-gallon hats and barked boots. I was at the hands of the streets and corners. I landed here on the red and powdery mud here...."

AN HONEST BELIEF in the item you are pitching plus the fact that you make every pitch count is going to give successful results.

KENTUCKY KID:

... in Kansas City, Ky., that several boys are working there to good bit. Including four words: "A two-tailed workforce. The Kid writes: "I am going to work, and the railroad workers to the long green. The sheriff is after her, how the boys are working here, and by what Helen Barfield and Madam Helen. Pineville is open.

EDDIE DELOY:

... in Los Angeles rivalry, with the usual sights and sounds of the streets. He reports that the boys and girls are gathering, with a few holiday sleighs on novelties. Says they have the old homes of folks there, but not many Jitneys. Let's have a pipe from Balle Hughes Walker, he writes.

WHY not get with the construction club and forget about the brokers' section?

LEONA ALLEN:

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WHY not get with the construction club and forget about the brokers' section?
and five and 10-cent stores. They clicked
and added up the costs, too, if their tips are any
indication.

WHAT'S DONE

David Thomas! Are you holding it in
in the 12-step program? Yes, indeed, and for
White Rock. The punchline is himself.

He's his own advance man, adjuster, bally
artist, advertising agent and lecturer.

Pitchdom Five Years Ago

Hot Springs, Ark., was proving a good
spot for Frank Libby. Chief Rolling
Stone had his equipment in quarters
in Pusateri, N. Y., and after a successful
season he was ready to work around Memphis and Blythe-
ville, Ark., and also get a piece of the action where the
money was.

At Buxton, "Bar of the sticks," was
clicking in Georgia territory with
a lucrative for 0. L. limaphrke. After
managing to grab oat a01110 lucre
Three Musketeers were rocking around Memphis end Blythe-
ville, Ark., and after a year or so with 1 cent
in Port Arthur, Tex., again thin year?

In Cincinnati, which approved bingo
PA -Philo: Unpins.

SLIP -La, Anodes

LA. -Ka. Odes.


Doo" and 10-cent Mes.

They clicked and Cincinnati. which approved bingo

Pam. Tex.

Act

IN J. L. R. E. C. and New Yorkers bought and

SINGS -sw

C.

floors

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(Continued front page IPA)

Johnny (Chief) VOght was

advertising agent and lecturer.

It

ferule thousands of Wisconsin people are

told the many benefits to be derived from

gaming and used his editorial ooltintrut to

go to the Connecticut Legislature to permit non-

April.

It was a great decision, and today enjoying bingo.

It was the creation of the Game of

Seabury (Conn.), who led the

items that made great strides during

A letter from a New Englander,

 einige of light and

dance floors in Walnutport, Pa.

Texas -Palo Duro -Santa Carniall.


January 1-6)

CALIF. -Los Angeles, 2nd Annual Tournament.

Pomona. Tournament of Roses. 1.

Saratoga. Winter Carnival. 2.

Miami. American Air Makers.

ILL. -Chicago. Medina Shrine. 3.

PA. -Philadelphia. Mummers Parade. 1.

BINGO BUSINESS

(Continued from page 126)

The Billboard

MEREHANDESS-PIPES-GENERAL OUTDOOR

and White Rock. The punchline

is himself.

He's his own advance man, adjuster, bally

artist, advertising agent and lecturer.

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ILL. -Chicago. Medina Shrine. 3.

PA. -Philadelphia. Mummers Parade. 1.
Girl Flyer Wanted at Once

Have full season of winter work. State experience.

Cure The Billboard

O. J. BACH SHOWS, INC.

WANT WANT

Girl Flyer Wanted at Once

15 Years Ago
(From The Billboard Dated December 27, 1924)

Entertainers left Atlanta for Florida to fill a few weeks' engagement with Sparkle Theater Enterprises... Paul's United Shows were playing to good results on a winter Florida tour... Jack Cohen, Bernice Center Shows, was wintering in Chicago... William Mayfield, sword walker and glass dancer, was spending the off season in Knoxville, Tenn.

Closing with Boyd & Linderman Shows in Richmond, Va., Marie Wayne went to California to work specials and special events during winter... Mr. and Mrs. S. L. Zellman, Milwaukee, were spending the off season in Oklahoma, Mont., as their winter spot... Sailor Vance, glass eater and dancer, retired to his home in Owensboro, Ky., after closing with L. J. Heth Shows in Alabama... Girdle, The Great Red Ball Amusement Co., a lucrative week's stand.
Milestone

A walking encyclopedia of showbiz is Andrew J. Desmond, Lynchburg, Va., a pal of the late Jeremiah O’Brien, the Cancan impresario on Wall Street. Mr. Desmond, who recently launched his son William J. (Red Onion) Hewitt for forwarding of his son’s show from mother earth up bowl. A able launch him a carnival Impresario on so ambitious 1940 program which will 1A anniversary.

Notes From the Crossroads

WHATEVER may be said of 1939 in inventory of the year is taken, early can by any one. The year ended called a dull year. For the outdoor field, fair statistics indicate it in any capacity it has been a year of which there is much to regret. Changes and inventions have come with the new, progressive ideas were advanced in this field during 1939 than have appeared in the last decade, and they are likely to have a far-reaching effect on the amusement world. Some changes are apparent, too, in grandstand entertainment. New, progressive ideas have been introduced by a few progressive indicate in the outdoor field. Many owners are trying to regain its popularity, but only thru service and facilities to the shows.

Friends

It just one wish were granted me, I could have what seems to be The finest thing I’d have in mind, The something that is hard to find, I’d have you and loyal friend On whom I always count How many friends can we recall Who’d sacrifice or give their all To help us in the hour of need And have no thought of gain or greed They’d be our friends, and friends Should be cherished till life’s end What is the good of wealth or power We have no friends to gather near Or cheer us on while we are here Or promise when their life ends They’ll meet you there when the time is ripe By F. N. H.

(Reprinted from The Prison Mirror, Stillwell, Minn.)

BUCKEYE STATE

(Continued from page 131)

Buckeye State

December 30, 1939

THE BILLBOARD

IN INTERNATIONAL CONGRESS OF ODDITIES

TO SEND GREETINGS, HOPES FOR HEALTH AND PROSPERITY THE MUSEUMS THAT ARE OPEN, THEIR ENTIRE PERSONNEL, THE OWNER MANAGERS AND THEIR FAMILIES THE MUSEUMS WHO WOULD HAVE OPENED BUT COULDN’T---WE SEND GREETINGS MUSEUMS THAT AS USUAL HAVE OPENED AND ARE CONTACTING US IMMEDIATELY SENDING GREETINGS TO THE MEETINGS OF THE INTERNATIONAL CONGRESS OF ODDITIES, OUR CHAMPION, AND TO THE MEMORY OF THAT LOVABLE PRINCE OF GOOD FELLOWS, COL. "BILL" DONALDSON, WE SEND SPECIAL GREETINGS OF GRATITUDE.

This Diese New Year’s Greetings From My Entire Personnel of 47 Locally Employed Ray Marsh Brydon General Representative Dore F. M. Hensley Business Manager Manufacturers, Etc.

Willard B. Lachenstine Contracting Agent Pete Murray Agents

Our Cove Members Who Have Remembered Us with Their New Year Cards.

INTERNATIONAL CONGRESS OF ODDITIES, Monarch of All Museums.

Now Showing 1610 Otse Blvd.,... 1940 --- AL BAYSINGER SHOWS --- 1940 WANT FLAT RIDES OF ANY KIND THAT ARE MODERN AND UP TO DATE. Must be ready to go. Will book or mail. WANT SMALL MOTOR DRIVE, GOOD MECHANICAL SHOW AND MONKEY CIRCUS. Can produce. Will put talent inside to conform with the requirements. Address A. A. Hall, 219 Market St., New York City. WANT PORTABLE BUILDINGS, FROM 6 TO 200 FEET, FOR AED GALLERY, PHOTO AND DIGGERS OPEN (The Largest of its kind in the World, Complete, Complete.) WILL BUILD LARGE GRAND STANDS AND GREATER BUILDINGS. GRAINS STORES THAT ARE IN KEEPING WITH OUR POLICY OF OPERATION. Mr. A. R. Spence, 205 W. E. 42nd St., New York, N. Y.

Notes From the Crossroads

Fair, is working as floor manager of H. M. Pittman’s rink, Waco, Tex. Pittman built the rink at a cost of $6,000, about five months ago and the rink is preparing for a big season. They are getting ready to skate and watch. Pittman’s winter was cut short by the death of the prettiest skaters in the Southwest, says Alb. Arney rates him a Shriner plug because he looks like a Shriner. For some reason his Shriner’s floor duties should put him in good condition for a re-run at the World’s Fair. He’s been taking the brood to Tucson, Ariz., for the holidays.

FLYING SCOOTERS TOPPED THE MIDWAY

Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE STREAMLINED ON LEADS ONE TRUCK Meet Mr. Flack or Mr. Hin Dec. 28 to 31 Heart of America Convention Reid Hotel, Kansas City.

BISCH-ROCCO AMUSEMENT CO. 5441 Cottage Grove Avenue, Chicago, Ill.
**SLA Auxiliary President Names Committee Members**

**Chicago, Dec. 23—President Ida M. Chase, Ladies' Auxiliary, Showmen's League of America, has named the members of the club committees at the regular bi-weekly meeting in the Sherman Hotel here on December 21. Financial committee, Mrs. Leah M. Brundelove, chairman; Mrs. A.A. Taylor, secretary and treasurer; Mrs. Rtaymarch, clerk. Promotion committee, Mrs. Henry Belden, Refet; Mrs. Besique Baker, chairman; Mrs. Dorothy F. Ignel, secretary. Talent committee, Mrs. Joseph L. Streifch, Mrs. George Robie, Mr. J.B. Hinson; Mrs. A.J. Weis, entertainment, Mrs. Rose W. Boardman, chairman; Mrs. Mac Taylor, Mrs. Jeanette W. Suemich, Mrs. Walter Hirsch, Ann Sleyster and Mrs. Pearl Darrell.

Fred, Mrs. Robert H. Miller, chairman, Mrs. Alva Wanker and Mrs. Alonie K. Klise, Ways and means, Nan Rankine, chairman; Mrs. Gertrude Fitts, Mrs. J.C. Weir, Mrs. Robert H. Miller, Mrs. L.M. Brundelove, Mrs. Alice E. Rankin, Mrs. Ellen Jackson, Nan Rankine, chairman; Mrs. Noble Fairly, Mrs. Alonie K. Kline, treasurer; Mrs. Harry Weis, Al. Wagger, Walter H. W-manager; Mrs. Celine Zinkick, chairman; Mrs. Rose Revolution, Mrs. Max Turner, chairman; Mrs. Bert Clute, Mrs. Charlie Clark, Clara Davis. Members were pleased to welcome the following: Mrs. Clara Holms, Mrs. Nan Rankine and Don Allen. The women's committee reported the following: Mrs. Ada, Mrs. Charles Driver, Ethel J. C. Weir and Coral Taylor, chairman; Mrs. John A. Taylor, chairman; Mrs. A. Ray Driver, chairman; Mrs. L.D. Driver, chairman; Mrs. Forrest Driver, chairman; Mrs. J.L. Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairman; Mrs. A. Ray Driver, chairma...
CLUB REVIEWS

Veer next upstream. Methaesthesia spot would never click on a curtail specialties. An eight-girl line ends out of the mutton the audience and has a clean you-alternately the thoughts Me attention.

Melody, in which the eight-girl team appears in different costumes and always presents a new routine. Novia’s greatest encore is Diane, which was rumored to be rainy in the show which he made his recording famous. He firstcame to the city may the audience and has a clean routine.

Food and Drink

For an Army

For the first three weeks of November there are four feasts and large amounts of food used to feed patrons at The International.

270 ham sandwiches.
40 ribs of beef.
520 gallons of ice cream.
109 short loaves.
156 pounds of bacon.
181 pounds of green peas.
130 smoked hams.
109 dozen rolls daily.
1,374 pounds of green and black olives.
940 white lane.
2,970 pounds of five-pound fowl.
420 one-pound broilers.
5,400 pounds of green peas (frozen).
78 bags of potatoes.
1,525 pounds of lettuce.
915 pounds of coffee.
A railroad of rye, rum and wine.

N. Y. CLUBS PREPARE

Posse the dapper.

The entertainment continued with the return of Joe Capone to the International Theater. Complete has Velon and Toloda. Dolly Dunbar, who has been a favorite at the theater. The cabaret is a Hit and the audience is pleased.

THERE ARE 200 COWBOYS AND 1,000 TIMOR-RUNCHERS...

The policy is to open the place at noon, serving lunches downstairs; then cocktails at 25 cents until 6; dinner from 6 to 10. There will be a large crowd of course, no cover, and two performances nights each week. The policy is working.

The first curtain is 7:45 and the second at 11:45. It will always be a full two-hour matinee and evening of the Broadway musicals. Our job is to convince potential patrons that it should be a successful first week. We find that dinner has as much dinner as it does to go to a first-rate legit musical, but the dinner and the a la carte meals and we have dancing in the terrace.

Patrons Compliment Staff

I have been told by many patrons in our theater and I have never heard such compliments for the staff. It makes me want to carry on with bigger and better plans day by day.

I eat in my own place. All the staff, including my press agents, eat in the place.

The bargain columns and the newspaper crowd boost the food, which is high tributed. So, when all is said and done, the food has something to do with our success.

The International Theater-Restaurant, located at the cosmetically charming Marina part of the title) may be as perfect a setting as the jugglin'-Barnum circus, but it has to keep on giving a good show. We're no different than any other theater. We'll keep on giving the best show of its kind in the world. That's all there is to it.

Operating the biggest theater-restaurant in the world, we are also the last street car of the railroad. We can do the least we can do to help keep it great.

NEW TALENT OUTLINES

(Continued from page 28) present gala nights for the benefit of their employees. Entertainment at these occasions ranges from a team of jitterbugs to a two-hour variety show which is often headed by a Hollywood screen star. At least one of these club dates keeps performers working as many as six or seven nights a week and paying a fine salary. The club dates paid by theater circuits, when the performer was forced to play four and five shows a night and did not have the time to break away.

Broadway is still the greatest street for the performers, but at least we can do is to help keep it great.

Added to this innovation are the social occasions that have gone into show business, virtually speaking, for the purpose of creating and maintaining the high prestige of the institutions. Their theatrical endeavors consist of everything from a minstrel show to a four-act musical comedy. They are engaged to produce these stage presentations and, alto tyro talent is generally engaged. The cast, professional "ringers" are very usually top-flight. This type of entertainment has gained such momentum that in many of the clubs the opportunity to earn a good living is one of the most sought after jobs. The entertainments are expending their entire time and effort in the interest of these occasions.

In nearly every fair-sized community boasting a Kiwanis Club, Shriners’ Lodge, Legion Post, the Municipal Council, etc., there are plans afoot for some forthcoming entertainment event. During the recent National Legion Convention, which was held in Chicago, an estimated $200,000 was booked for the various Legion affairs which took place during the convention period. In the Soldier Field Spectacle, which I had the pleasure...
Chicago, Dec. 23—While getting considerable less publicity than during the heyday of the Velma and Holcomb, and as the season to the Midwest, nevertheless, is still in demand by a majority of night clubs that are striving to entice to dancers, stage comedians and specialty artists. Many of the acts are exceptional and profitable to perform on the silver stages. In the ice production I direct every engagement, I can say I have 30 former dancing girls in the act, which has become a staple in every engagement. The acts are well rehearsed, and the numbers appear on the theatrical horizon.

But I still can't answer that question, "What's become of vaudeville?"

Still Big Demand For Dance Team In Chicago Clubs

Chicago, Dec. 23—While getting considerable less publicity than during the heyday of Velma and Holcomb, and as the season to the Midwest, nevertheless, is still in demand by a majority of night clubs that are striving to entice entertainers to their stages. Many of the acts are exceptional and profitable to perform on the silver stages. In the ice production I direct every engagement, I can say I have 30 former dancing girls in the act, which has become a staple in every engagement. The acts are well rehearsed, and the numbers appear on the theatrical horizon.

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Films Preview—In Nitery

WASHINGTON, Dec. 23.—Previews of musicals of the season were given in the Russian Troika, Helen Hamilton’s 14th St. show, and in the Mathewson Pines. All three are outstanding features. The Troika has a new act in the form of Barry Kaizel, Max Turner, and their quartette. The Mathewson Pines are under the supervision, still feature "live" talent with television just around the corner another new outlet for talent and entertainment. The shows seem to open soon on the theatrical horizon.

But I still can’t answer that question, "What's become of vaudeville?"

Philly’s Mayor Paves Way For Healthy New Year Biz

Philadelphia, Dec. 23.—An edict by Acting Mayor George Connell not only made available a wide-open New Year’s Eve but indicates that nightly amusement shows are legal even on the Sunday Sabbath. Stipulation is made that the mayor’s ukase said that floor shows are to be open until midnight, but are legal after that hour. The worst that could happen, he said, if any complaints were brought would be the police men in the act of an act of an act as a high in the entertainment industry.

The dance team is also in demand for club dates, particularly for the type of affair. Members of the Entertainers for Broadway, a group of 20 or more club date agents, reveal that in many cases they will be paid as both an act and as a highlight in girl production.

While a number of outlying and neighborhood night clubs have a good share of dance, often as low as 40 and 80 and $50 a week and is more seldom better than the price it gets.

A glance at the holiday bookings available for dance teams, particularly for the act team demand. Sherman Hotel is using Hair, Ray and Blair; the Blackhawk, Barry and De-Blai, Harry’s New Yorker, Dimmick and Francis, Coloney, Bytel and Leifer; and Club Taylor and Allen; Frock and Brown; the Astoria and the Edgewater has Enrico and No- men.

The fact that night clubs continue to demand bookings for the New Year shows is enough proof to the agents that their day is not over yet.

Labor, Acts Buck Philly Tax Levy

Philadelphia, Dec. 23.—If local authorities think that performers stopping here to fill an engagement are going to contribute to the city’s revenue by virtue of the 1/4 cent wage tax recently passed, they are in for a rude awakening. Nearly every performer interviewed on the subject refused to contribute to the fund for a hard time catching up with him. None of them know where they are going to be and they said they’d even be willing to pull a strike if any club wanted to take the tax out of their pay envelopes.

Billy Bud, Tom Kelly, business rep. of UEA-Indies’ union; Frank Laskey, chest rep. of local 127; and other management representatives with theatrical ambitions look to radio for their apprentice ship, night clubs and other programs of a like nature. Then there are thousands of small taverns and neighborhood night clubs that are glad to have them. And there are not enough of these groups to keep the young man employed. The situation is similar in the theater, where the prospects are not equally bright. It is the business of the union to see that they are treated fairly, and that the union demands are met.

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Hedley Broun

Hedley Broun, 51, dramatic critic, columnist and actor (by avocation), died in Los Angeles, Calif., after a lingering illness. He had been the New York representative of the Scripps-Howard newspapers.

He had been in poor health for several years. He was a former editor of the Tribune and the Morning Star and a member of the New York Drama Critics' Circle.

He was the author of "The New York Stage," a book on the history of the American theater.

Broun had just completed a new book, "The New York Stage," which he planned to publish in the fall.

The book, which he had been working on for several years, was a history of the American theater from its beginnings in the 18th century to the present day.

Broun was a leading figure in the New York theater community and was known for his sharp wit and his critical acumen.

He was a member of the New York Drama Critics' Circle and was a frequent contributor to the New York Times and the Herald Tribune.

Broun was born in New York City on September 20, 1902, the son of a prosperous merchant.

After graduating from Columbia College, he went to work for the New York Times and later became a drama critic for the New York Herald Tribune.

He was married twice, first to Mary Louise Andrae, and later to Barbara Ann, both of whom survive him.

Broun was survived by his mother, a sister, and two brothers.

He was laid to rest in the Broun family plot in Woodlawn Cemetery, Yonkers, N.Y.

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SWING INTO 1940

Whatever may be one’s personal opinion and reactions to swing music, it is a good business idea to assume a peppy stride as time ushers in the year 1940.

It is fortunate for the coin-operated machine industry that the month of December seemed to bring good business generally rather than the year-end slump which is always expected for the last month of the year. Of course, there was some settling and delay of purchases, but the actual spirit of the trade seemed to be that of maintaining a spirited business until the very close.

Unless the two holidays, one week apart, dull the pace of business too much, the swing into 1940 should be at a pitch which will be indeed encouraging. A good running start toward a new year is somewhat of an encouragement in itself. It means that every member of the trade can join in the business of the new year with a feeling of confidence.

There is no reason at this time to be trying to generate false enthusiasm. The idea is that of constructive salesmanship and co-operation. The industry has come thru another year with such progressiveness that it can afford to do a little bragging and then lift its spirits high for the start of another year.

That is exactly what constructive salesmanship would do, and whatever is said here to boost the co-operative events of the industry is said with the idea of promoting unity in any and all teamwork that members of the industry may undertake.

There is always a feeling of anxiousness about general business and its reactions on specialized business, but retail locations have generally had good seasonal gains in trade and the heavy industries report good gains. That gives all the minor trades a good background and foundation upon which to develop their own optimism.

There are some important points on which the industry can congratulate itself for gains made during 1939.

The music machine division maintained a high rate of business all thru the year, when informed music men had held fears there might be a decline. The lively growth of the phonograph record business in itself added pep and good cheer to the music field.

The amusement games industry pulled itself out of a tough legal situation by developing a number of machines that set up new standards of amusement machine construction. That in itself is enough of a feat to give a feeling of confidence in the industry.

The vending machine industry produced two remarkable results. It revived the real prospects of candy bar vending machines. And it demonstrated the service qualities of the cigarette vending machine in a year marked by spreading cigarette taxes.

Thus each branch of the industry made commendable gains during the year 1939. Each division of the industry can thus swing into 1940 with something to build on. Greater progress should be the aim thru another year.

While there may have been imagined grounds for conflicts between the different divisions of the trade, yet there has been an increase in the community of interests that holds us all together.

With this healthy background throughout the industry as a whole, the idea is to keep up the morale of each member as far as possible.

Probably every single person in the industry has had his own particular brand of trade blues during the year. There have been cities and there have been whole States in which trade difficulties have piled up, much to the discouragement of the trade members in it.

But even in those areas where serious difficulties have come up, it is a matter of business to get into the swing of the industry as whole and to revive optimism in all.

As a pepper-upper, national trade conventions have come to occupy an important place. The 1940 Coin Machine Show will be held in Chicago January 15, 16, 17 and 18, 1940. It is scheduled early in the year and for that reason serves a useful purpose in helping all who attend it to share in the moving spirit of the industry.

It is hardly possible to share in the real spirit of the industry in the beginning of a new year without having been present at the national convention, having felt its pulse and shared in the atmosphere and display that an industry puts on at its national show.

Attendance at the convention is voluntary. The greatest contribution that any member can make is his presence in helping to give the industry a good start. There are some countries in which such a great convention could not be held; there is a sense in which gratitude moves each individual member to attend the annual show.

This year an energetic program has been planned to help sell the industry to the nation. It has become more and more evident that the industry must do a better job of selling itself to the country, or else the country may misunderstand the business.

This year the public spotlight will probably be turned on the business and the people who make their living at it more than in previous years. That is an important reason why all should help to make the 1940 convention a great success.

If it becomes evident that thousands of people, just average American citizens from all parts of the country, make their living by working in the industry, the fact may go a long way in establishing public favor. That is why the attendance of the smallest operator counts for the good of the whole. That is why attendance in large numbers, operators of all kinds and types of machines, from all the States and cities, will count for a great deal in building up the morale of the industry and its public relationships.

There’s lots of fun and entertainment, too, in store at the conventions. It is the best place to get new ideas, new inspiration and to get into the swing for 1940.
Booth Reservations at End of 1939 Promises Gigantic Display

The official list of firms having made reservations for display space at the 1940 Coin Machine Show, as released by the Coin Machine Industries, Inc., December 31, is published below. The list is an indication of the wide variety and quality of coin-operated machines that will be on exhibit during the convention, January 15 to 18.

List of Exhibitors
(Note: If name of city does not appear after the name of the firm, it is understood that the firm is located in Chicago.)


Join the big parade to the Coin Machine SHOW
SHERMAN HOTEL, CHICAGO
JANUARY 15-18, 1940

KEENEY POPS WITH ANOTHER!

SUPER CHARGER

NOW SHIPPING

Order Now—You Will Soon or Later Because It’s The Hottest "Free Game" of Em All! Remember We Tipped You Off to Big Six—How We’re Letting You In On Another Big Money Maker!

J. H. KEENEY & CO. (The House that Jack Built) 2001 Calumet Ave., Chicago

Dave Stern, of Royal Distributors, of Elmhurst, N. J., smiledly approves Western’s De Luxe Baseball. Stern reports that on a recent visit to Chicago he placed a sizable order for what he termed "the biggest money-making game I have ever had."
Father Flanagan, founder of Boys Town, Neb., one of the most famous and successful humanitarian projects in history, will be a guest of the coin machine industry during the 1940 Coin Machine Show, Hotel Sherman, Chicago, January 15, 16, 17, 18, according to announcement by Dave Gottlieb, president of D. Gottlieb & Co., and president of Coin Machine Industries, Inc., manufacturers' organization sponsoring the show.

"Boys Town," Gottlieb explained, "is actually a city of boys. The citizens are boys who, either because of the death of one or both parents or for other reasons, would be denied the priceless privileges of boyhood if Boys Town did not exist. As working citizens of Boys Town, these lads not only prepare themselves to become useful self-supporting adults, but also learn self-reliance and self-discipline. Social workers everywhere look upon Boys Town as a model of humanitarian achievement—particularly in view of the fact that needy boys are aided.

"Boys Town gained international fame recently when Father Flanagan's work was dramatized in the motion picture, 'Boys Town,' starring Spencer Tracy in the title role. "Boys Town" as a model of humanitarian achievement—particularly in view of the fact that needy boys are aided.

"Father Flanagan will be presented at the Celebrities Breakfast on the second day of the show and will say a few words to the Celebrities. In addition to Father Flanagan and other prominent persons, many stars of stage, screen and radio will entertain at the breakfast. Jack Kelner, of Rowe Mfg. Co., Inc., is in charge, and he is to be congratulated for the sparkling array of talent he has already lined up. The Celebrities Breakfast, at 12 noon, Tuesday, January 16, will give the boys a show worth at least $10—and the price is exactly what you'd spend anyway for a late breakfast. My tip to all operators, jobbers and distributors attending the show is this: Don't miss the Celebrities Breakfast."

Exhibit Offers Bowling Alley

CHICAGO, Dec. 23.—"Exhibit's Bowling Alley, just announced, is a fine bowling game designed by Leo J. Kelly, official of Exhibit Supply Co. "The new bowling alley throw curves, hook balls, strikes, spares and splits. Besides this, it is the only automatic bowling game in the market. For competitive playing, the game shows the previous player's high score.

"The bowling alley is unique in that the bowling pins are four and one-half inches high and are individually illuminated. The cabinet is a console type with side panel light-up effects.

"The holding of the previous player's high score is a feature that holds the play indefinitely, as each new player must fight back the previous record just as is done in regular bowling alleys.

"The three-pin device can be switched on or off as desired. A beautiful, massive cabinet is used and it is built to make it wanted equipment in the most exclusive hotels and clubs, as well as in the general or typical location."

Monarch Foresees Better Biz in '40

CHICAGO, Dec. 23.—Al Stern, sales manager for the Monarch Coin Machine Co., says that the coin machine business is booming and the coin machine trade, thanking all operators for their business during the past year.

"This year 1939 has been a banner year at Monarch," says Stern. "Sales rose to new heights and it was the hearty cooperation of all operators everywhere that made it so. We, of course, set definite policies regarding service, low prices and excellent conditions of equipment that left our doors, and tried our utmost to follow them.

"That we have succeeded is evidenced by the increase our business has seen during these past 12 months. It is our intention to follow those same policies, with modifications and improvements, in 1940, so that we may earn even more of your good will and continued patronage."

Reserve Rooms

Room reservations for the Coin Machine Show, Hotel Sherman, Chicago, January 15-18, and should be made without further delay.

If you have not yet attended to it, please do it now. Assure your comfort and convenience while attending the show by reserving your rooms in advance.

You may make your room reservations direct with Hotel Sherman or through your jobber, distributor, or manufacturer, but make them and be glad that you did.

Once registrations for our show continue to pour in. Hotel Sherman is nearly filled up already.

If you prefer to be housed in Hotel Sherman, please take my advice and send your reservation now.

JAMES A. GILMORE
Secretary-Manager, Coin Machine Industries, Inc.

BOWLING PROFITS

Surprise Industry

CHICAGO, Dec. 22.—Largest surprise in coin machine history, according to George Jenkins, Bally Mfg. Co. sales manager, is the size and revenue from the Bally's bowling game earnings. Jenkins has reported a letter from a Baltimore operator telling about a Bally Alley which took in a sensational amount from noon till midnight one day. This is probably an exceptional spot—a busy bowling alley. It indicates the kind of money bowling operators can earn.

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While discussing Bally Alley collections, it should be remembered that every nickel in the cash box is profit—nothing deducted for awards. Certainly bowlers don't come to worry about the future when they have in Bally Alley a game that will not only bring in high earnings every day but will keep it up as long as bowling is in the public eye."

PROGRAM OF THE 1940 COIN MACHINE SHOW

M Onayday, January 15
Exhibit Hours: 10 A.M. to 12 Noon
2 P.M. to 10 P.M.

Monday evening, January 15, followed by "The Ten" speaking on "Tolerance!"

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 operators, jobbers or distributor associations. Facilities will be furnished by the Chicago Coin Machine Industries. Inc. Associations official are invited to write to "The Ten" and request the privilege of meeting with 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
'One Big Night for Operators'

CHICAGO, Dec. 23.—While the management of the 1940 Coin Machine Show is trying to keep it a secret so that no tales will beat operators back home, yet the history of coin machine conventions has shown that all coinmen who come to the annual affairs like to take "one big night out." Secret tabulations kept on convention delegates over many years show that some operators, when they come to the annual convention, like to get away and see the "hottest night spot in town," some like to celebrate at one of the city's hotels for an evening and some like to see a good stage play. So all the entertainment spots, night clubs, theaters and places that cater to lovers of fun and entertainment can count on the visiting coinmen to take "one big night out." The convention management never raises any objections and does not send any reports back home.

More than 5,000 coinmen are expected and the exchange of courtesies with the tobacco distributors and the refrigeration convention means there will really be a big crowd taking a night or two out.

Boost Attendance

Working in close co-operation with the Publicity Committee of the 1940 Coin Machine Show, this issue of The Billboard has been dedicated to the purpose of boosting attendance at the 1940 convention.

The publicity committee, headed by Herb Jones, of Bally Mfg. Co., is doing one of the best jobs on record in boosting the annual show. We have to try to publish in this issue all the material furnished by the committee and by James A. Gilmore, convention manager.

For that reason the indulgence of our advertisers is requested in the matter of their publicity. We have given preference to show publicity in this one issue and may not have given the best service in handling advertisers news.

Thanks are due to the many firms that have given the Annual Show a boost in their publicity. Good boosters have been given in the city notes also. We know that all firms like to boost the convention in their own news whenever practical to do so.

Opens Newark Distrib House

NEWARK, N. J., Dec. 23.—Jack Berger, one of the oldtimers in the coin machine business, has opened his own firm, the Newark Distributing Co., at 197 Murray Street. The grand opening was celebrated December 23.

We are going to feature the machines of many leading manufacturers and will also have many great used machines. We believe this to be the fourth outlet through which we have been friendly for many years and we are looking forward to the widespread interest in foot-traffic and trade deals these machines. However, still leading the va on amusement row are the old re-

Dallas

DALLAS, Dec. 23.—Local operators are in a quandary over the recent letdown in amusement business. Recent weeks saw a decided decrease in the play of machines and we see one reason why the operators are deciding to sell the old machines. The new Mutoscope factory is a model of modern scientific planning—over 50,000 square feet of space and not a useless inch.

With the exception of the engines, motors and standard materials used in the Photomatic, every part for the Mutoscope machine is produced in the new plant. Mechanical and hand assembly of the entire machine is carried from the smallest part to the finished product.

NEW MUTOSCOPE FACTORY COMPLETED

LONG ISLAND CITY, N. Y., Dec. 23.—If your name appears on Photomatic or Selectoscope or any of the dozen other Mutoscope machines are being filled faster and more efficiently these days, give the credit to the new International Mutoscope Reel Co. factory in Long Island City. The very latest methods and stacks of blueprints, plans and sketches were mulled over before operations were switched from Mutoscope's former location to the present plant. The new Mutoscope factory is a model of modern scientific planning over 50,000 square feet of space and not a useless inch.

With the exception of the engines, motors and standard materials used in the Photomatic, every part for the Mutoscope machine is produced in the new plant. Mechanical and hand assembly of the entire machine is carried from the smallest part to the finished product.

EXTRA! EXTRA! $15,000.00 RESCUED

This does not apply to a catalogues on hand or on the way, it does apply to you. Mr. Operator, as one of the army who belong to an industry that needs new stimulation. You can be rescued by getting acquainted with our new season-operated (non-electrical) line of Profit Maker games.

DONT buy a catalogue. Try one on a 10-day MONEY-BACK guarantee. The cost is so low, the price is so cheap, you'll catch yourself wanting them. Visit your nearest distributor or see our display at the show. Booth 86—Sherman Hotel—Jan. 15 to 19, 1940.

BILL FREY, INC.
MIAMI, FLA.
E. O. S.—Three Brand-New Layouts at the Show.

50,000,000 MOVIE-MUSIC FANS MACHINE are waiting to hear the 1940 NOVELTY HIT

THE LITTLE RED FOX

(NY'a NY'a Ya Can't Catch Me)

Recorded by

KAY KYSER—Columbia
HAL KEMP—Victor

(3529)

DICK JURGENS—Victrola
VAN ALEXANDER—Varn

(5263)

BOB CROSBY—Decca 2924

ORDER TODAY FROM YOUR DISTRIBUTOR!

LEO FEIST, Inc., 1629 Broadway, New York

Symbolizing the need of the recording or the automatic phonograph and vice versa, Band Leader Tommy Dorsey and Jack Nelson, sales manager of the Book-Of-Mp Corp., shake hands with broad smiles.

Recent Joe Williams, of the Commercial Music Co., new Wurlitzer representative in Texas, was host to a large group of music ops, their friends, drivers and sweethearts. Threw the day and well into the night operators from Dallas and all over the State came to pay the Wurlitzer proprietors and dine and a sound with their genial host. Assistant Williams in the preview show were Bob Bleckman, Wurlitzer district manager, and Williams' brother, Raymond, who will manage the Dallas office of the Commercial Music Co.

Local ops visiting the show included W. N. Harper, L. C. Perry, Jimmy Fretches, Leon F. Machover, Jr., R. S. Allen, Barney Dostertich, C. P. Irby, J. E. Payne, Jr., A. E. Thompson, L. P. Eland, Martin B. Winfrey, B. O. Allen, Frances Day, Mrs. Elizabeth Frey, Harold K. Long, Mr. and Mrs. Hattie Owens, Mr. and Mrs. J. V. Stone, Mr. and Mrs. J. C. Stababbert, W. M. Davidson, Jimmie Watson, Lawrence Frey, Mrs. J. E. Payne Jr., A. E. Thornton, Leon Machover, T. W. McIainson, Mrs. Hudson Scotland, Pat Owens, Mrs. Corrine Jones, Joe Williams, Joe Winfield, Mrs. Jimmie Harper, Mrs. Joe Williams.

The out-of-town Texas visitors were H. C. Hay, of Gainesville; Buddy Van Lampard, Greenlawn; Mrs. Jimmie Front, Gainesville; Frank Emerson, Greenivlle; Mrs. Emmett Curtis, Gainesville; T. D. Daniel, Paris; Mr. and Mrs. Tom Clair, Sherman; Mrs. W. H. Smith, Gainesville; C. F. Moore, Amarillo; W. H. Gid, Carrollton; Patsie Hudson, Denton; Mrs. E. H. Guillick, Paris, and W. B. Harper, Beauumont.

J. H. Briscoe, of Denton, Tex., is a new music operator in the north section of the State. He purchased 10 new Mills phonographs the past week from distributor Arthur Place.

Fisher Brown, distributor for the new Bally Ray Gun, says that the new target game is proving a sensation. At present orders are being booked faster than deliveries can be shipped. Brown reports also states that the Chicago factory has been hard to speed up delivery so that orders may be taken care of more promptly.

Ed Stearn reports a continued rush due to the new Mills Novelty. Stearn says that operators from all over the Southwestern States are finding these target games a very profitable field of operation and that orders are keeping his sales force busy.
PEANUT & GUM VENDING MACHINES
ONLY $2.40 AND UP

START MAKING MONEY
Day and Night Without Selling, NEW low cost Professional Vendor

"King Jr."

$3.95

Not new, most modern气候, easy to repair, right size for Gum Vending. Prices pencil small, small space, types of beans, in any quantity. Blue Candy, Blue finish.

11 to 24...... $3.95
25 Over ....... 3.75

Rush Your Order NOW!
1/3 Deposit, Balance C. 0.

EXTRA PROFITS
GET YOUR SHARE WITH AMERICA'S LOWEST PRICE PRECISION BUILT VENDORS

Thousands of others have used Tom Thumb as a NECESSITY—its automatic precision salesmanship makes it easy to earn money in any location or in your own home on money-back guarantee.

Special Price
Lots of Sun

$3.90 each

Samples, 2 for 90 cents

NOT A LUXURY... BUT A PROFIT MACHINE

FIELDING MANUFACTURING CO.
CLINTON STREET 
JACKSON, MICH.

SAVE ON STANDS
PENN - MOBIL - AMERICAN
POLY - ANGLE IRON - SHEET METAL
QUALITY VENDORS $3.25

AUTOMATIC
2420 Fullerton, Chicago, 11

AMUSEMENT MACHINES
(merchandise section)
December 30, 1939

NOM tax consomme during the coming Wash.

CANTON FIELDING MANUFACTURING CO.

GE! YOUR SHARE Willi AMERICA'S LOWEST PRICE PRECISION BURT 25 Over

Join the big parade to the Coin Machine

SHOW SHERAHU HOTEL, CHICAGO
JANUARY 15-18, 1940

WHEELING, W. Va., Dec. 23.—The dream of Wheeling community of raising thousands of dollars from a municipal cigarette tax has "gone up in smoke" because of the storm of protest the proposal has aroused in the city.

A proposal that the city collect a $1 tax on each package of cigarettes sold was made several weeks ago. Council held that additional funds were needed to operate the city was to make any public improvements and listed the tax as a possible revenue-raising solution.

Council abandoned the plan after receiving a report from a special finance committee which was unanimous against the tax. The committee reported that Wheeling was one of the backer's and there were thousands who favored it.

They reported merchants, both retail and wholesale, had received thousands of postcards from smokers who had been received.

THE NORTHERN CORPORATION
1104 So. Warren Street, Chicago

Rook Torr Okels
King Jr. Vender

PHILADELPHIA, Dec. 23.—When opened the cigar business in King Jr. and then repeat for more, I mean, Ten the King Jr. and turn around to do a real selling job,” says Roy Torr.

"When a vendor like King Jr. produces results for my operator-customer, I know that I have a dandy little machine that has what it takes to get and keep business. This little man was introduced recently and has gained considerable interest of independent operators and cigarette machine operators who have placed King Jr. alongside their other machines," concluded Torr.

Start Soft Drink Route in Hawaii

CHICAGO, Dec. 23.—The first of several Bally Beverage Vendors to Hawaii is now in transit with Somers-Field Vending, president of Bally Mfg. Co., who states that plans are being completed to send soft-drink machines throughout the islands.

"The route," Moloney continued, "is being supervised by Fred Haas, a well-known operator in Hawaii. He tells us that the opposition and beverages are exceedingly popular in Hawaii and he is confident that it will be a big route for Bally Vendors which he plans will be an outstanding success. Maybe we will soon be able to publish a picture of a couple of cute gals on, as they pase to reapply a Bally Beverage Vender."

Cig Tax Killed In Wheeling W. Va.

Olympia, Wash., Dec. 23.—State cig tax collections during the month of November amounted to $173,152, the State Tax Commission has announced.

EXHIBIT 1 VITALIZER, foot end - making is the newest and easiest way to make money, according to Percy Smith, of the Exhibit Sales Corp. The Exhibit sales force is located in the Tiny Town Roofing Alley and Dance Hall, Richmond, Va. "Hundreds of letters from operators requesting the equipment have been received as scales with more earning power," says Smith.

Operators who know machines and know the business will have a field day with these outstanding products. The Northwestern will keep you up to date on all the developments and changes in the vending equipment field. The Northwestern's new products are all fine, dependable machines, but they earn more money. Our new models will meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Vendors.

New Candies
For Bar Venders

CHICAGO, Dec. 23.—New confectionery items suitable for bar vending machines have been introduced recently, first introduced by Wells, which know as Gulliver's Travels, a tin having been effectuated with the new motion picture, the same names. The favorite pieces of candy are of the cream of the chocolate, and are molded in the characteristic likenesses of the characters in the film. The candy is marketed by the firm of Mead's, Inc., of Chicago, and is described as a rich in B.D. O. vegetables.

A new wrapper for Welch's Fudge, made by the James O. Welch Co., makes it an attractive bar for the vending machines.

State Dips in Denver Cig Tax

Denver, Dec. 23.—City of Denver is finding it harder to collect the $50-a-package cigarette tax tugged up in the State excise tax law. The State treasurer recently said the levy is "an excise tax, and as such 65 per cent of the proceeds must go to the State's old-age pension fund."

The city can't rely on the tax, it was said, unless it enacts another excise tax to compensate the pension fund.

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Group meetings will be sponsored by many organisations and this is your opportunity to pick up really good advice and helpful information. The banquet and dance on the last evening of the show is always a gala affair with the best of food and entertainment.

These are the special features that are being planned for operators, but there’s a wealth of information to be gleaned from the exhibition hall, which will be filled to capacity with all the latest developments in money-making equipment. You’ll want to spend all the time you can spare getting a line on the new machines that will be introduced by the various manufacturers, comparing the different models so that you’re getting the most value for your money and determining which machines will be most suitable for your route. It’s only in the last year that the opportunity presents itself to see all the bulk vendors under one roof, so make the most of it.

The dates, as you know, are January 15, 16 and 17 and 18.

California Will Fight Cigaret Tax

SAN FRANCISCO, Dec. 29—Firms engaged in the tobacco business in California have indicated that they will vigorously combat any attempt to enact a cigarette tax in this State. Such a proposal was made recently by a State senator, who recommended a tax of 1 cent a package, hoping to raise more than $15,000,000 a year for relief and pension purposes.

The lobbyists pointed out that such taxes once placed are never rescinded and the public is called upon to pay and pay forever.

Pittsburgh

PTTTSBURGH, Dec. 23.—Louis Grosman, one of the largest operators in Western Pennsylvania, is anxiously awaiting the arrival of the new 1940 phonographs. However, Grosman’s route is growing so rapidly that it was necessary to purchase some of the 1939 models. Grosman is putting another truck into operation and he is employing two new men.

One of the finest mechanics, Ralph (Schultz) Womack, of the Atlas Novelty Co., has recently opened a large roller skating rink in Lewiston. Art O’Connor, who was up to see him and Art is selling everything it is the most beautiful and up-to-date roller skating rink that he has ever seen.

Mr. and Mrs. Gus Kniemen, of Cumberland, Md., are looking forward to attending the annual coin machine show in Chicago. Kniemen is always on the look out for the new and up-to-date equipment.

Morrie Ginsburg, of the Chicago office of Atlas Novelty Co., recently paid a visit to the new purchasing office of the firm. He was very much enthused and says business is good.

Cigarette Merchandisers’ Associations

The CMA of New Jersey rang down the curtain on a most successful year with the annual meeting of 1939, held in the Robert Treat Hotel, was comprised of a meeting of the executive committee followed by the regular gathering.

The executive committee meeting brought up several important matters, one of which was the budget of the first half of 1940. This matter was quickly settled upon, and the appropriation for the following month was made to the organization. Should Miss George Glauser is now sporting a beautiful tan that she acquired at a winter resort in Florida.

Sam Shapiro, of the Shappy Novelty Co., held a housewarming with 400 guests. His new home is on Darlington road.

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Fuhrman Speaks

At the regular meeting Norman Fuhrman, executive secretary of the Automatic Cigarette Vendors’ Association of Illinois, gave a review of the matters that have happened during the past year. He described the activities of the CMA and explained the salient facts and details of the different phases of regulation. The organization looked forward to hearing Edward Dingley, president of the Pennsylvania group at the meeting, but he was unable to attend because of illness. Fuhrman’s talk was both instructive and interesting. Other guests included Ike Gordon and James Cherry, who attended with Harry Malkin, of the Malkin Sales Co.

Other business at the regular meeting included the treasurer’s report, as given by Henry Hartmann, of the Sterling Vending Corp., a resume of the year’s activities, as described by Cherney, and some views and pointers on the situation as explained by Kesselman. Donald Petrini, of the Petrini Cigarette Service, Inc., was voted into membership.

The boys also took the opportunity to assist each other on the banquet plans. A most favorable response to the matter of adjudging in the program was reported.

Plans for the Coin Machine Show in Chicago were tentatively discussed. Cherney announced that a move was under way to have the various CMA, having members attending the Chicago show, to determine together on a year’s schedule for the Interstate Cigarette Merchandisers’ Association. The dates were scheduled for January 15, 16, 17 and 18. Anthony J. Masone, president of Interstate, will attend the Windy City sessions.

No Operator Should Miss The ‘40 Show

By W. R. GREINER

The Northwestern Corp.

Maybe you’re not aware of the fact, but the time is approaching when operators should make their arrangements to engage to the Hotel Sherman for the big days of the annual Coin Machine Convention. Registration forms are made by those in charge to outdo the previous show, and some unbelievable way they always manage to accomplish this feat.

Here is a little preview of what to expect this year, and we are willing to bet that no up-and-coming operator will want to miss out on any part of it. As a starter you can meet all your friends at the home-coming dinner. The speaker of the evening will be the guest speaker, Dr. Preston Bradley, of Chicago, who will have as his subject “Truckership.”

The noonday celebrities’ breakfast on Tuesday morning is always a gala affair with the best of food and drink and night clubs. There is a surprise entertainment that’s going to be a deep dark secret until that time, so you’ll want to be there to see what goes on. Wednesday is a day of business.

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The Importance of the Music Machine Operator

BY TOMMY DORSEY

Too few people, particularly among those outside the trade, realize the important part the coin machine and its operator plays in the promotion of a band or song today. To the average person a band, song or orchestra means something loosely defined as just a thousand other people by whom strange coincidence like the very same thing. Others scratch below the surface a little, just a little, and let it go with a radio build-up, the doings of the record company, plugs by song publishers or press notices.

True, all these are important to us band leaders and song publishers and that's why we're here. But we cannot work only on the public's likes—well, you can't force something—it doesn't like down its throat. The folks like a lot of things. The idea is to pick out the ones you think the public like best and feed it to them. We, in the trade know how this works.

However, with all these credit lines being given out by the people who spend the money, very few have stopped to consider the coin machine. To them the coin machine is something to be played in relaxed moments and not considered a part of any promotion set-up at all. Very few realize the large business into which this field has grown, thanks to these same people.

A powerful operator with several hundred machines working in good areas is in a position to help make—or help break—any of us and any of our tunes.

It's evident how he can help make them, simply by plugging them in all his machines. Costly? Naturally. But if it's good material it'll pay off. Kinds of people operate coin machines, material. He wouldn't have those several hundred machines if he did.

Turn about is fair play and the operator is in a better position to kill a song or band in his territory. If he's just a couple of shades ahead of the game then to drive it in all the little farther, features a similar song or orchestra of the same style. He leaves out some popular novelty ditty that may be required by his public and goes for a novelty record. The customers play what he gives them and a star is born.

None of this has been any startling news to the operators. I mention it here in a measure to point out our position behind the coin machine, a force not realized by the public and recognized only recently by the trade. Now the operators are being showered with promotional material, more than, I think, any other branch of the industry, and the reason for their existence until an analysis or two showed the powerful position of the operator in the industry.

I don't think I've been writing out of turn in painting this picture of the nickel driven power, for I've watched it closely. I've tried to make contacts with as many operators as possible in my journeys and for the past three years have kept in touch with them thru my promotion man, Jack Egan.

When we turn out what we believe will be a good record for a coin machine we tell the operators about it. We don't announce everything but by giving them a heads up we put ourselves fair judges and I don't think we've called a wrong one yet.

Traveling around with a band keeps one pretty busy, even when we're in a city for a week. However, I have managed to meet a representative crowd of the country's operators and have found them all fine fellows and good businessmen with definite ideas on showmanship, many of which I have adopted and applied to showmanship.

We have made our press notices. We have our new quarter... We have our series of phonographs on exhibit at the 1939 Chicago Coin Machine Show in New York. We have pirrived a new delivery line of parts for our phonograph cabinet stands.

We have advertised the removal of the firm's headquarters to Chicago... Three of the most important parts of a coin machine to the operator and how an operator is denoting his position in the public's likes—well, you can't force something—it doesn't like down its throat. The folks like a lot of things. The idea is to pick out the ones you think the public like best and feed it to them. We, in the trade know how this works.

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New York, Dec. 30.—It appears that the cash boxes have been suffering their usual pre-Christmas slump. However, games appear to have been affected to a lesser degree than phones. Phone ops look forward to a land-office business next week, however, Sidney Levine, luminary for the music ops’ association, is getting mighty serious about a certain young lady. It seems, Sid’s presenting her with a beautiful white watch for Christmas and it looks like he’ll be betting a more important piece of jewelry on her before long. Dave Robinson is working these days on a campaign for a new product which he believes will be a red-hot seller.... Irr Summer is said to be having a swell time at Miami Beach, Fla. In addition to doing a lot of work at the Modern offices there... Reports come from Chicago that they are expected here soon to see for themselves the success with which they have played the Detroit and Buffalo girls’ Eye ray guns are meeting with.

Good Luck... From Albany, N. Y., comes word that Al Schlesinger, of Poughkeepsie, N. Y., and Morrie Silverstein, of this city, are opening offices for the distribution of Rock-Ola products. Both boys are well known to the trade here and to Northern New York State. Their grand opening is scheduled for February.

Coverage... Joe Fishman and Marvin Liebowski, of Interstate, report they are aiming to meet the demand by a rotation order during Judging by the way orders are coming in from other offices. That’s Jack Mihnik, who has been here for almost a week. As soon as they pick up the show on Saturday at the Vic, Westbury, New York. They are playing the new “V-743 Tavern Waltz” by Erika Waltz, Woodpecker, played by the very popular Glahé Musette Orchestra.

Two Good Hits!!
On Victor International Record
V-743 Tavern Waltz (Erika Waltz)
Woodpecker
Played by the Very Popular
Glahé Musette Orchestra

Order from Your Local RCA Victor Distributor
Standard Phonograph Co., Inc.

New York City

Wurlitzers
Rebuilt With New Light-Up Fronts and Grills at
Lowest Prices
Will Take 412’s In Trade
Large Selection of the Finest Reconditioned Coin-Op Machines

Babe Kaufman
Music (Circle Corporation of America 6-1642)
250 W. 54th St., N.Y.C.

GENERAL SALES MANAGER MIKE HAMMERSCHMIDT of Wurlitzer looks on with an approving smile as Al Goldberg, left, and Larry Cooper complete the final touches on the new Wurlitzer 743 Tavern Waltz. Goldberg thus becomes the new owner of the Chicago Simplex Distributing Co., Chicago Wurlitzer distributor.

Deadlines... The arrival of Baker’s new game, “4-3-4-6”, they report that they are getting inquiries about it, every day. “We’ll have it at the Chicago convention,” says Bill, “all dressed up and ready for delivery. The Photomatic will be there, too.”

Getting Ready... Bill Halkin and his Mutoscope boys report that their machine gun scored such a big hit at the park men’s show that they are getting inquiries about it from all over the country. “We’ll have it at the Chicago convention,” Bill says, “all dressed up and ready for delivery. The Photomatic will be there, too, for it’s still the leading machine on the Mutoscope boards.”

New Game... Charley Arnold and Bill Alberg, of Brooklyn Amusement Machine Co., heralded the arrival of Baker’s new game, “4-3-4-6.” They report that they are getting inquiries about it, every day. “We’ll have it at the Chicago convention,” Bill says, “all dressed up and ready for delivery. The Photomatic will be there, too, for it’s still the leading machine on the Mutoscope boards.”

Babe Kaufman
Music (Circle Corporation of America 6-1642)
250 W. 54th St., N.Y.C.

NEW YORK CITY

AMUSEMENT MACHINES (Music Section)
The Billboard
December 30, 1939

ACME REMODELING & PARTS
THE NEW 1940
ACME DOME
$895

For 412 and 616 Wurlitzers
616 completely
remodeled as shown
(Sold Out January 1, 1940)

Two Good Hits!!
On Victor International Record
V-743 Tavern Waltz (Erika Waltz)
Woodpecker
Played by the Very Popular
Glahé Musette Orchestra

Order from Your Local RCA Victor Distributor
Standard Phonograph Co., Inc.

New York City

Wurlitzers
Rebuilt With New Light-Up Fronts and Grills at
Lowest Prices
Will Take 412’s In Trade
Large Selection of the Finest Reconditioned Coin-Op Machines

Babe Kaufman
Music (Circle Corporation of America 6-1642)
250 W. 54th St., N.Y.C.

GENERAL SALES MANAGER MIKE HAMMERSCHMIDT of Wurlitzer looks on with an approving smile as Al Goldberg, left, and Larry Cooper complete the final touches on the new Wurlitzer 743 Tavern Waltz. Goldberg thus becomes the new owner of the Chicago Simplex Distributing Co., Chicago Wurlitzer distributor.
HOLIDAY GREETINGS
MUSIC MACHINE OPERATORS

Thanks a million for your allegiance to my VICTOR recordings during the past year.

If they've helped boost your take, then I'm doubly thankful for I'm already grateful to be represented in your machines.

My one resolution for 1940 is to make more and better records for you. Hoping every one is a hit.

Sincerely,

Larry CLINTON

HIT OF THE "MIDDLE WEST"

PEPPY! SPICY! PLENTY OF SPIRIT!

THE JUMPKA

on a VICTOR INTERNATIONAL RECORD
by the LEON STENIER ORCHESTRA

V-740

GIVE ME A LITTLE KISS-JUMPKA
LET'S TRY A JUMPKA

TAKE ADVANTAGE OF THIS NUMBER FOR THE HOLIDAYS
SEE YOUR LOCAL RCA VICTOR DISTRIBUTOR AT ONCE!

STANDARD PHONO CO., INC.
168 WEST 23RD ST.
NEW YORK CITY

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. Selectors were based on reports gathered each week from phonograph operating centers in the country. Recordings listed are therefore the standards of current phonograph operating centers in the country. Recorders who would like a complete list of reports of the phonograph operating centers in the country. Recorders who would like a complete list of reports of the phonograph operating centers in the country.

Yodelin' Jive. At long last, this Bing Crosby-Andrews Sisters recording, for which high hopes had been held for so long, reaches the heights. But there's plenty much of a toe-tap whether it's this slow ballad, or the fast version of this, getting the public's huzzas and nickels. Report is mixed as to which version is more popular, but the record itself is up on top either side should continue to be an extremely profitable item for the next several weeks.


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 based on reports gathered each week from phonograph operating centers in the country. Report is the consensus of reports gathered each week from phonograph operating centers in the country.

Stop, It's Wonderful. After playing around the fringes of popularity on the air, over the clear voice counter and on the automatic phonos, this tune is finally established on the right track and seems destined for success and plenty of Buffalo heads from music hunters. As a matter of fact, Orrin Tucker has the recording here, and the interest has probably been created as a result of his hit disk of Oh, Johnny, Oh. Whatever the reason, all operators need be interested in the release of this clever little rhythm song they have a profitable number now, and one that may go much higher for them.

I Didn't Know What Time It Was. Continuing along in much the same quiet way is this Rodgers and Hart ballad, playing to fair enough returns and indicating that this status will remain unchanged another few weeks, even if the song doesn't quite reach the pinnacle of hitdom. This type of smart, sophisticated romantic number very rarely does, but in an unemotional manner is a good producer. In this case, Jimmy Dorsey and Benny Goodman came thru with the most favored disks.

The Little Red Fox. Prominent under the "Coming Up" heading in this week's reports is the new novelty in the Three Little Fishes genre for dance and ragtime congestion. Don't take it out for another week or two, anyway.

You're Wrong. The release of the picture around the country won't hurt the song's chances any, and it's in that light-hearted, lilting vein that the public likes and spend money to hear. Since Kyser is the number's original delineator, in the film it's his recording that is moving forward most quickly, but following behind him nicely enough are Hal Kemp's and Van Alexander's disks.

Billy. The upward sweep of Orrin Tucker as a money-making recording artist continues with this one, out of the same mold as Oh, Johnny, Oh. As it happens, Billy preceded Johnny on the market by a few months, but it never meant very much until the latter song caught on in a big way. Now, however, Tucker's name is strongly to the phone fore. With Johnny a reign hit, some operators are jumping on this one. It does have a repeat hit in it, and from the reports this week it appears as if their hopes might be justified. Bonnie Baker, incidentally, lends the same vocal support to this one that she did to the current No. 1, and the opinion of some critics in the trade does an even better job.

Last Night. Still around, and showing sufficient strength to hold a position here, is this Nick Kenny opus, as recorded by Glenn Miller and Bob Crosby. Don't take it out for another week or two, anyway. It never goes higher now, but as long as it pays its way (as it's doing now), it should be kept in.

Bluebirds in the Moonlight. Reported as making nice progress in those machines playing it is this number, the outstanding song thus far from the technicolor cartoon, Guilietta's Travels. Benny Goodman and Dick Jurgens are currently capturing the demand of phone addicts.

POSSIBILITIES

Recordings listed below have not yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports 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.

Careless. Here is a ballad that may be a necessity for operators in the not-too-distant future. In Dick Jurgens' version the number is popular in the Chicago territory right now. That popularity is likely to spread to other sections of the country, and soon.

Chatterbox. Altho sequels don't always work out as intended, the success of the current hit, Scatterbox, may create enough interest in this to push it into prominence. Not that this is exactly a sequel to Scatterbox, but it's more or less similar title and lyric idea put it vaguely in that category.

Your Feet's Too Big. Probably the best record that fats Waller has made in many a month, this has a fine chance to click on the machines. It's Fats at his best on a genuinely amusing lyric.

The Man Who Comes Around. The smoke that surrounds this oddity titled song indicates a fire that may turn into a conflagration. There's a great deal of talk about this one and operators should keep a weather eye open.

Smitty Pants. A cute, lively and likable number that has the basic elements of a click song. At the moment there is no particular indication that it will be one, but its title alone is enough to make it mean something on an identification slip in the phonos.

(Double-meaning records are purposely omitted from this column.)
IT'S A GIFT!  For Your Machine    
I THOUGHT ABOUT YOU
BENNY GOODMAN COLUMBIA RECORD No. 35313
HAL KEMP VICTOR " No. 26408
BOB CHESTER BLUBIRD " No. 810489
DINAH SHORE BLUBIRD " No. 10473
BOB CROSBY DECCA " No. 66791
RAMONA VERSITY " No. 8096
BLUE RAIN
GLEN MILLER BLUEBIRD RECORD No. 810486
KAY KYSER COLUMBIA " No. 35264
TOMMY DORSEY VICTOR " No. 26418B
GLEN GRAY DECCA " No. 66747
MAKE WITH THE KISSES
BENNY GOODMAN COLUMBIA RECORD No. 35313
BEA WAIN VICTOR " No. 26400B
LES BROWN BLUBIRD " No. 810473
BOBBY BYRNE DECCA " No. 66783A
Lyrics of the Above by Johnny Mercer — Music by Jimmie Van Heusen.
Watch for the Songs from "THREE AFTER THREE"
MERCER & MORRIS, Inc., 1619 Broadway, New York City

DECCA RECORDS
BRINGS TO
MUSIC MACHINE OPERATORS
THROUGHOUT THE COUNTRY A
MESSAGE OF GOOD CHEER, HAPPINESS
AND PROSPERITY THIS HOLIDAY SEASON
... AND A PROMISE TO GIVE YOU
AGAIN IN 1940 THE KIND OF
RECORDINGS WHICH WILL FILL
YOUR CASH BOXES ALL THROUGH
THE YEAR.

DECCA RECORDS

...and these top-notch DECCAnickel-nabbers
BING CROSBY      GUY LOMBARDO
PAUL WHITEMAN    BOB CROSBY
JIMMY DORSEY    GLEN GRAY
WOODY HERMAN    JAN SAVITT
HENRY BUSE        TROY POWELL
FREDIEEK "Schoeller-fria" FISHER
MILT HERTH         ROY SMECK
HARRY HORBICK     EVERETT HOCGLAND
RUS MORGAN       TED LEWIS
BOBBY BYRNE       RUBY NEWMAN
ELLA FITGERALD    TED WEEMS
LOUIS ARMSTRONG  VICTOR YOUNG
MILLS BROS.        INK SPOTS
ANDY KIRK

Here are the 21 Decca Distributing Corporation branches set up to render quick service to you:

NEW YORK, N. Y.
619 West 56th St.

BOSTON, MASS.
28 Brighton Ave.

PHILADELPHIA, Pa.
210 Arch St.

PITTSBURGH, PA.
6835 Hamilton Ave.

CHARLOTTE, N. C.
200 S. Tryon St.

WASHINGTON, D. C.
110 "Q" Street, NW

CHICAGO, ILL.
22 W. Hubbard St.

ST. LOUIS, MO.
1515 Market St.

KANSAS CITY, MO.
1406 McGee St.

DETROIT, MICH.
440 E. Lafayette.

CINCINNATI, OHIO
232 East 9th St.

CLEVELAND, OHIO
2034 East 23rd St.

ST. PAUL, MINN.
1933 University Ave

NEW ORLEANS, LA.
517 Canal St.

ATLANTA, GA.
72 Central Ave. SW

MEMPHIS, TENN.
632 Madison Ave.

DALLAS, TEXAS.
506 Park Ave.

HOUSTON, TEXAS
1313 Dallas Ave.

LOS ANGELES, CALIF.
106 East 17th St.

SAN FRANCISCO, Calif.
37 Stillman Ave.

SEATTLE, WASH.
3181 Western Ave.

Here are the 21 Decca Distributing Corporation branches set up to render quick service to you:

DECCA RECORDS INC.
50 WEST 57th ST., NEW YORK

Tips on
Money-Making
Records

By Eddie Delange and Jimmy Van Heusen

BENNY GOODMAN Columbia • PAUL WHITEMAN Decca
TOMMY DORSEY Victor • AL DONAHUE Vocalion
BLUE BARRON Bluebird
BREGMAN, VOGCO and CONN, Inc., 1619 Broadway, NEW YORK

December 30, 1939
AMUSEMENT MACHINES (MUSIC SECTION)
What the Records Are Doing

IN THIS COLUMN phonograph operators may discuss their business as freely as they discuss it when they talk together in person. Letters are featured in the column and that is what makes it most interesting—letters, more letters and letters that discuss every phase of the music business from records to ideas for getting more business.

Address your letters to THE BILLBOARD, Record Column Editor, 84 West Randolph street, Chicago, Ill.

Edmonton, Alta.

To the Editor:
A line to let you know that we are very grateful for your Record Buying Guide.

Business is very good with us and we list below what we have here as top tunes: South of the Border, South American Way, Yodelin' Jive and Wish Me Luck, by Crosby Fields.

Many Kenny recordings are excellently here. By the way, do you get his recordings in the U. S.? Thanks for everything and Merry Christmas.

F. W. VAn DUSEN,
Van Dusen Bros.

MR. VAn DUSEN is using one of the current British wartime song hits, "Wish Me Luck," by Crosby Fields. This was, of course, written for war-related Brittertees and has received little attention in the U. S. Many Kenny recordings are not well known in the U. S., others have been used. Most Kenny recordings are absorbed by private collectors.

NEW METHOD in introducing records to operators was used by Art Kassel and his Kasseld-in-the-air orchestra. Kassel recently recorded "Hello's Bell's" and it was subsequently reported a good phonograph disk. So Kassel arranged to send one copy of the record to each operator in the Chicago area.

The disk was accompanied by a message from Kassel inviting the operator to try the record. Kassel also mentioned that he had just completed 12 sides especially recorded for automatic phonographs.

New Orleans

To the Editor:
Cold weather with the opening of the winter season in New Orleans has brought a comfortable increase in rentals and in patronage of our many machines on location in this area. Since we wrote last, about six weeks ago, several recent popular artists' recording disks have lost much of their prestige and new sentimental song hits or other novel ideas have brought several new names to the front.

In past reports to your valuable column I have persistently praised the drawing power of Bing Crosby's recordings. Also, this is no longer true in our operations. Crosby has slumped terribly in New Orleans and I blame his overwork in recent months. To make it short, we have had too much Crosby. However, his Ransolo Grande still has plenty of calls.

Scotterbrain, as recorded by no less than the great orchestra, is our top money-maker of the moment and practically all bands reputations are equally good. We use by a slight margin Benny Goodman, Count Basie and Kay Kyser in their own. Lipping of late we find Elia Fitzgerald eilling by the virtue of her Walter With the Water. Here and there some bands click because of one or two good selections, including Oh! How I Hate to See You Go by Erskine Hawkins. Coming in this section: Maxine Sullivan, by Erskine Hawkins, with Andy Van Albert, and with Scotterbrain, while Artie Shaw is still remembered by his earlier numbers, such as Begin the Beguine, still holding ground.

Artie Shaw, I would bet, would never have waned in popularity here if he had stuck to his original swing style. Louis Armstrong needs another When The Saints Come Marching In. The memories of Christmas help Dick Robertson with his Hello, Mr. Kringle, and we expect to have heavier demand for this number for the rest of the month. Christmas News No., Twisted Jukebox, has the colored listeners talking favorable. Melody Music Co.

"LIFE" MAGAZINE advises in its issue of December 18 that swing is on its way out. "LIFE" also says that a long-legged trombonist from Clarinda, Ia., named Glenn Miller is setting New Tunes right now than any other band in the business. They want their music sweet someday and Glenn Miller plays more sweet than swing. "LIFE" credits Miller's success to the "joke success" and says he is the most outstanding automatic phonograph artist in 1939.

CLARINDA, Ia., operators, take notice! Surely, you take advantage of the fact that Glenn Miller is from your town. Let's hear what happens when the proud townsfolk of Clarinda take to the phonograph to hear their own local boy who made good.

Kansas City, Mo.

To the Editor:
While already here, business at last has picked up from the summer slowdown. Edie Adams & His Orch. and Glenn Miller have been the top money-makers, the IAN. is having an unusual rise in popularity due to the Mood.

My secretary, Emmie Sullivan, keeps tabs on the amount of play each record gets, from the rest of the information in this letter. For instance, Glenn Miller, in his "Tuxedo Junction" seems to be running off with top honors, the customers liking Bas Wilder and Artie Shaw. Oh, Johnny, Oh is also showing a sensational run, with nothing but Bonnie Baker's version on the Oldie Tucker record in sight.

Hello, Mr. Kringle, is enjoying the best play of all the Christmas ditties on our machines.

Bing Crosby's Yodelin' Jive is tiring out but there is still a lot of interest. Andrews Sisters accounting for half of the play on this record. Ella Fitzgerald's Baby, What Can I Do has taken the lead on this tune since its first week. Last Night is another torch tune having a fine run. Tommy Dorsey's disk of Stop, It's Wonderful is outshining Glenn Miller's. Bing Crosby's Pocketful of Dreams has had its popularity renewed since its location.

Tops in the colored spots is Count Basie and his Orch. with a certain race of blues numbers showing a dearth of interest. Complete story will be at Least You Can Say Hello. If you want a treat hear the peach tree street (A Blues Classic) on Victor Record 26420 with Bob Zurke and his orchestra

Orchestra Leader Tommy Dorsey poses alongside the automatic phonograph, of which he says: "The automatic phonograph can help make any of us and our tunes." The machine with which Dorsey poses is a Miltone "Semi-Auto."
December 30, 1939

AMUSEMENT MACHINES (MUSIC SECTION)

AMUSEMENT MACHINES

The Billboard

New Recordings

of Hit Tunes by

PENN Y

TEN TUNES ON

A RECORD...75c

PHONOGRAPH

PEW/PEW'S

The Billboard

for many of your nearest

PEW PHONO DELINEATOR

CINEMATONE CORPORATION

1110 North Highland Ave., Hollywood, Calif.

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

THANKS—and a MERRY CHRISTMAS

with a HAPPY NEW YEAR

To all of our MANY OPERATORS and CUSTOMERS

May the New Year be a very successful one for each and every one of you,

KENTUCKY SPRINGLESS SCALE CO.

WURLITZER DISTRIBUTORS

LOUISVILLE, KY.
SAVE $$$$$
WRITE WIRE PHONE
ORDER THESE BARGAINS
Laymon's Guaranteed Reconditioned Machines
ALL FIVE-BALL NOVELTY FREE PLAY MACHINES

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Terms: 1/3 With Order, Balance C. O. D.
Prices: F. O. B. Los Angeles, Calif.

PAUL A. LAYMON
DISTRIBUTOR AND JOBBER OF QUALITY COIN OPERATED
MACHINES 1503 W. PICO STO LOS ANGELES, CALIF.

To our friends and customers
Here and Abroad.
We extend at this time
OUR HEARTIEST WISHES
for a
Merry Christmas and
a
Happy New Year
GROETHEN TOOL CO.
CHICAGO

Show Surprises
Keep Gottlieb Busy
CHICAGO, Dec. 23.—Proven excitement prevails in the experimental department of D. Gottlieb & Co., as they reveal to the public the Hotel Sherman. One in particular is so new, so different and so attractive, that it's been pronounced sensational by the most seasoned veterans of the business who've seen it.

"It came thru the tests with startling results and we believe it will cause a furor in the industry. But we're not disclosing it until the show and I urge every jobber and operator to make it a point to stop without fail at our booth to view one of the biggest things that will hit the industry in a long while."

The company also points out that its Grip Scales have now completed two solid years of production and still going strong, while Bowing Alley and Lido-Cord, the two convertible free-play novelties, are going bigger and hotter every day.

Baker To Reveal Mysteries—Hoppe
CHICAGO, Dec. 23. — According to Harry Hoppe, vice-president of Baker Novelty Mfg. Co., new 1940 Baker machine mysteries recently rumored thru the trade will be revealed at the Hotel Sherman this week.

"Previewed by some of the leading men in the business, who know Hoppe, "those new games have been pronounced among the greatest. Some predict they may even rival the fame of Baker's Past." Those seem high impossible, as that hit is more popular today than ever."

Our factory is a beehive of activity rushing thru them so well be in full swing of production with all the new mysteries at the time of the show. It's quite a big job when you remember the high standards of Baker production and that the models will have passed the most rigid tests, but we're doing it. In those and believe it and some really brand new ideas and improvements, you will find something in the way of player appeal that you never saw before.

The Baker display will be worth while seeing, so be sure you don't miss it.

Exhibit Reviews
Successful Year
CHICAGO, Dec. 23.—Exhibit Supply Co., John S. Seabury, president, says what is considered one of its most successful years with a number of amusement game hits to its credit and then decided to celebrate by giving a bonus to its employees and office staff.

The bonus is reported to have been a week's pay to employees with the firm for the year, and those who had joined the firm later in the year received a bonus in proportion of time employed.

The occasion was one of rejoicing among the employees as they prepared in the presence of the showmen. The plant has been an example during the year of the large number of people employed by the amusement game industry.

Diggers, arcade machines and such extraordinary machines for the first time in addition to games.

Better Facilities
For N. Y. Coinmen
NEW YORK, Dec. 23.—Modern Vending Co. has taken another step in its enlarging plan. The new addition will double its present space and will take in almost the entire floor at its present location.

Modern plans more offices, showrooms and a warehouse, as well as supplies, repairs and parts department.

According to Nat Oahn and Harry Taylor, who are supervising the renovation while Irv Sommers is at the firm's head office, the renovation will be completed January 8, at which time they plan to hold a party celebrating the opening of the new addition. The final step of the expansion program is the addition of a parking lot for the firm.

Modern announces that it has arranged for a suite of rooms at the Hotel Sherman during the Coin Machine show.

A headquarters for coinmen will also be included in the new layout at the New York office.
96 Exciting Hours at the Show

By HERB JONES
Advertising Manager, Bally Mfg. Co.

Now is the time of the year when operators, jobbers and distributors think about the annual coin machine show. Should I plan to go? who does the show offer me as a business man in the coin machine industry? "What appeal does the show hold for me as an individual seeking a change from the routine of daily affairs?" These are the questions coin machine men are asking themselves, consciously or unconsciously.

The answer to all such questions regarding the coin Coin Machine show, will be held at the Sherman Hotel, Chicago, January 15, 16, 17. The answer lies, as usual, in reading the program. But even then, the coin machine industry will find plenty to interest him—ideas for improving, new products, new machines, new machines with which to make the present offering look as though it relies on an antique shop. Smart operators, jobbers and distributors have already heard the fact that the 1940 show will produce many startling revelations in profit-producing point of view; they have made up their minds to be there.

The 1940 show offers the following items:

- A new program of entertaining speakers
- A new and expanded sales of products
- A new and expanded exhibit of machines
- A new and expanded exhibit of accessories

These are just a few of the many items that will be featured at the 1940 show. Coin machine men will have an opportunity to meet old friends, to hobnob with associates, to renew acquaintances, in short, to get into the swing of the show.

Following the "Home-Coming Luncheon," Dr. Preston Bradley, guest of honor, will speak on the subject of "Tolerance." The address will be broadcast over WJJD, one of the world's most powerful and entertaining stations. Dr. Bradley has a message of vital interest to coin machine men who recognize the importance of "Tolerance" to the continued prosperity of the coin machine industry.

On the second day of the show, when the operators, jobbers and distributors catch up on the latest news, there will be a Noon-Day Cigarette Radio Show, which starts in the middle of the stage and night apes. The show will be continued in the Grand Ballroom, and will be broadcast over WJJD, with equipment which will make the present offering look as though it relies on an antique shop. Smart operators, jobbers and distributors have already heard the fact that the 1940 show will produce many startling revelations in profit-producing point of view; they have made up their minds to be there.

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These are just a few of the many items that will be featured at the 1940 show. Coin machine men will have an opportunity to meet old friends, to hobnob with associates, to renew acquaintances, in short, to get into the swing of the show.

Heavy Response On Super Charger

CHICAGO, Dec. 23—"Response to our announcement of our newest release, the Super Charger, is so far our greatest," states Jack Keeney, head of the firm bearing his name. "We have received an overwhelming response to our announcement of the Super Charger, which will be featured in the 1940 show. It is a big time show for 1940 and a big time for the coin machine industry." The slogan is "Something Doing Every Day and Night!"

SLUG PROTECTION

For Table Games

EXHIBIT'S Slug Ejector
Price $16.50

Quickly Fitted, Right on Location, to Any Table Game Using A.B.T. 500 Slot.

Order Now—Prompt Shipment
EXHIBIT SUPPLY COMPANY
4521 W. Lake St., CHICAGO

SALESBAD OPERATORS

A column about new sales ideas, deals and personalities in the Wholesale Merchandise Department

WURLITZER PHONOGRAFICS WERE FEATURED in three booths at the 21st Annual Convention of the National Association of Outdoor Amusement Industries at the Hotel New Yorker, New York, December 5-8. Above is the exhibit of the William Morris Agency.
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)

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

Season's Greetings

D. GOTTLIEB & CO.

Scientific To Show New Bowling Alley

BROOKLYN, Dec. 23.--Scientific Games Corp, headed by Mak D. Levine, has announced the introduction of a new game called Bowling Alley. The game is 12 feet long and is described as being the closest approach to real bowling. Players actually take a real ball in hand, speed it down the alley and knock down the pins.

"One of the most important features of the game is the manner in which the pins are disposed of when they are struck," declared Levine. "Each pin hit falls into a tubbing located immediately beneath it. The top of the pin then assumes the same level as the floor of the alley. Thus, when seven pins are struck down, three pins remain standing with the floor cleared and ready for them to come. This means that the game can be played exactly like a real bowling alley—two ball frames at proper angle for two strikes."

"We have been testing the game for five months and we now feel assured that not only is the game mechanically perfect—but is one of the greatest legal amusement games available today."

"We will show Bowling Alley at the 1940 Coin Machine Show in Chicago, where we have taken Booths 253 and 254," said Levine.

Scientific has been in the games business since 1931. During that time they have taken the major amusement park games equipment. They have now re-entered the coin machine field with a series of five new games—Bowling Alley being the third. Previous games introduced were Totallier, a new counter skill game with an automatic score-keeper, and their Triump, a 48-inch skill game in a console cabinet.
Attention, Please!

Presidents, Secretaries and Managers of All Active Trade Associations in the Coin Machine Industry... the Following Invitation is Repeated:

The officers and directors of the Coin Machine Industries, Inc., invite all active trade associations in the coin machine industry registered at the 1940 Convention and Coin Machine Show in January to be their guests at dinner Wednesday, January 17. The object is to get acquainted and provide an opportunity for an open forum of constructive suggestions for the good of the coin machine industry in general. The meeting will be held in the Rose Room of the Hotel Sherman, dinner will be served promptly at 6 p.m.

That we may know how many will attend, we suggest that when you register in advance you advise us that you will be there. Both your president and secretary are welcome to attend, also your general manager, if any.

I wish to add—that invitation is the only way we have of reaching all the officials of all active trade associations in the coin machine industry. When you register in advance, we will all be in Chicago for our convention and coin machine show.

We will not send any formal invitations by letter for this get-together dinner. However, we do ask that each of you who will attend this event—in fact, our officers and directors will feel slighted if you don't attend. We will be there for open forum of constructive suggestions for the good of the coin machine industry in general.

We sincerely hope this will be the greatest meeting ever held in the coin machine industry from the standpoint of constructive benefits.

JAMES A. GILMORE, Secretary-Manager.
Coin Machine Industries, Inc.

Flash!!!

As reservations for meeting rooms to accommodate operators' meetings during the 1940 Coin Machine Show began to come in to the Coin Machine Industries, Inc., the following requests were among the first:

1. A room to accommodate 300 phonograph operators, requested by the National phonograph association.
2. Rooms to hold up to members of the New Jersey cigarette operators, James V. Cherry, manager.
WE'RE SHIPPING AS FAST AS WE CAN!

COMMODORE
IN GREATER DEMAND THAN ANY OTHER GAME ON THE MARKET
You'll be satisfied with results

Paul Gerber and Max Glass and all the G and G employees wish you
A HAPPY AND PROSPEROUS NEW YEAR
"We thank all our men for their wholehearted support of developments pioneered by us in 1939. It is our sincere wish that this continued support and patronage will be forthcoming in 1940."

GELLMAN BROS.
119 North Fourth St.
MINNEAPOLIS, MINN.

CHRISTMAS CLEARANCE
Offered subject to prior sale for this week only. These are F. O. B. Des Moines, Iowa, and are exclusive of any shipping charges. Delivery subject to availability. Des Moines, Iowa, December 30, 1939.

Grove, $10.00
Morgan, $15.00

SF.0.10

FREE PLAY GAMES
Avilon 3.00
Bos Dames 25.00
Rapitation 10.00

NOVELTY GAMES
Cooma 3.10
Graffiti 2.50

1/3 WITH ORDER NVIDIA O. O. D.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Des Moines Considers Use of Parking Meters
DESI MOINES, Dec. 29—Des Moines' mayor has ordered the committee on parking meters to "quit stalling" and deliver a report on the possibility of using the machines.

The committee has had the matter under consideration for nearly two years and aside from calling for bids on the meters last summer has failed to take any action.

FREE GAME
Instantly Convertible to Straight Novelty Play
$99.50
Chicago Coin
MACHINE MFG. CO.
1725 DIVERSEY BLVD.
CHICAGO

Year-End Message to Operators From Coin Machine Industries
By JAMES A. GILMORE, Secretary-Manager

The year 1939 is behind us—it has passed into history. It has been a successful year for some and not so good for others—every year is like that—life is always like that—always and everlasting some must succeed while others fail—some must win while others lose.

Let us not look back at what has happened in this year's events and ancient history tomorrow. Rather, let us look forward to the opportunities that are ours if we will only reach out and grasp them. The year 1940 will be filled with sweet things for many and sour for others. Fortune, however, does not have a way of dropping around to lose her favors in your lap—not by any means—she expects you to step out and hunt her up and exert yourself to grasp her favors from her abundant storehouse for those who, by their own efforts, are entitled to reap her awards.

Let each and every one of us, allied with the coin machine industry in any capacity, take off our coats and roll up our sleeves with a determination that 1940 must be the most successful year the industry as a whole has ever known. It is a foregone conclusion that all of us working together unselfishly toward that end are bound to make it so. Remember—every man owes something to himself in the industry in which he is engaged.

More power to you all—may 1940 be the best year you have ever known.
Mills Bell
Hit Parade

CHICAGO, Dec. 23.—Vincent Shar, sales manager of Mills Novelty Co., declared: "Music operators put only hit records on music machines—and the hit bell operator today uses only the bells that are outstanding hits all over the country. We have conducted a survey as to the popularity of bell machines which has just been compiled.

"Here are the top 10, Bells second. Chrome Bell; and then in sequence come Brown Front, Bonita, Blue Fronts, Club Bell, West Pocket, Q.T., Hand Load and Cherry."

"Vest Pocket Bell now comes with a special Jackpot meter which records every Jackpot hit and also allows location to place an extra premium on the Jackpot. The operator is thus able to retain a perfect check on all payoffs.

"Chrome Bell is an extraordinary machine—both in its fine appearance and money-making ability. Its large Jackpot holds about 90 coins. The standard size holds 40. The sides of the Chrome cabinet are not metal; the cabinet is regular oak with a high metallic copper finish."

All you have to do is wipe off the Chrome on every collection and it will stay bright and shiny forever, regardless of climate or atmospheric conditions."

**Texas Drys Seek New Prohibition**

DALLAS, Dec. 30.—The drunks of Texas, routed from the field in 1923 by repeal of the State's 16-year-old prohibition amendment, are slowly rebuilding their forces for another onslaught against the wets.

Since repeal, out of 93 local option elections on permitting or prohibiting the sale of beer, the drys have won 73. The vote for the wets 22. The wets made a better showing in elections on hard liquor sales, winning 20 out of 40. The vote for the wets in more populous counties in most cases enabled the wets to gain those victories.

Liquor has brought the State $26,000,000 in revenue during four years. The old-age assistance fund received $17,000,000 of this amount. This income, which would be lost if prohibition returned, stands as a stronghold for the wets if the dry drive assumes serious proportions.

---

**BUDIN'S, INC.**

174 SO. PORTLAND AVE.

BROOKLYN, N.Y.

**A BASKETBALL TREAT**

**ANOTHER OF CONTAINER'S COLORFUL CREATIONS**

**Not Just Another Board, But a Unusually Interesting Basketball Play.**

**2600 HOLES—GOAL SHOTS**

Takes in 2,600 Holes at $1.50

**Pays Out (Average)**

**$1.50**

**PROFIT (Average)**

**$2.50**

**'THE OPERATORS' MANUFACTURER' CONTAINER MFG. CORP.**

1825-1835 Chouteau Ave., St. Louis, Mo.

MEET US AT THE COIN MACHINE SHOW, BOOTH NO. 137

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**STONER CORP.**

AURORA, ILLINOIS

**CONVERTIBLE**

$99.50

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**ALIBABA**

- Life is sweet when you're operating Aliba - 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.
FOLLIES OF 1940
FOR PROFITS THAT WILL MAKE YOU DANCE WITH JOY!

Season's Greetings
and Best Wishes for
a Fortunate '40 to All

GENCO-INC.
2621 N. ASHLAND AVE.
CHICAGO

FREE GAME
CONVERTIBLE
$99.50
F.O.B.CHICAGO

REAL ACTION
Makes the
REAL PROFITS!
REAL MANIKIN
PLAY — NO
IMAGINATION!

REAL PIN
ACTION—NO
CONFUSION!

Conspicuous Locations
Offer Best Advantages
By W. R. GREINER

How important do you consider placing machines in locations after permission has been secured? Do you leave the machine in the first handy place or do you study the location for the most logical and profitable spot for the machine? The success or failure of your location may be determined by your care in placing the machine.

Factory Locations
Naturally you will choose a spot where the most people will see the machine in their daily routine. In the case of factory locations this might be near the time clock, the entrance of the building, lockers or smoking room. In many service stations you will find the machines arranged between the gasoline pumps or just outside of the door of the station. When placed near the ticket office in theaters, bus and railroad depots there are hundreds of people who will see your machines daily.

Machine Must Be Seen
Analyze your locations, decide where most people who patronize those establishments pass or congregate most frequently. It is necessary, of course, to cooperate with the location owner and not place the machine where it will cause him any inconvenience, but the main idea is to get your machine out in the open where it can be easily seen and operated.

If you are not getting the results you think you should from some of your machines, just try moving them around in the location. Maybe that's all they will need to get a better play. Use good judgment in placing and it will pay big dividends.

BALLY ALLEY FINAL INSPECTION line in the Bally Mfg. Co. factory.
Output of the game is said to have reached several hundred machines daily.
WAIT FOR IT - full price only $3.99. A Bowling Alley that will hold locations and make money continuously.

The only BOWLING ALLEY that holds previous high scores for next player to shoot at!
The only Bowling Game with large 4½" high light-up bowling pins!
FULLY METERED - FREE PLAY CONVERTIBLE TO REGULAR - FULL SIZE ILLUMINATED CONSOLE TYPE CABINET, 22" WIDE x 55" LONG - BEAUTIFUL BACKBOARD, 22½" HIGH - FULL PLAYER CONTROL - PLAYER AIMS - HOOK BALLS - THROWS CRASHING FAST ONES OR SLOW ONES - ROLLS STRIKES, SPARES, SPLITS - 1 Player controls not only direction of ball but also the speed.

IT'S AN OPERATORS BOWLING ALLEY
A Bowling Alley that will hold locations and make money continuously - WAIT FOR IT - full price only $189.50.

EXHIBIT SUPPLY CO. • 422 W. LAKE ST. • CHICAGO

Ovitz Back; Atlas Readies for Show

CHICAGO, Dec. 23.—Irving Ovitz, official of the Atlas Novelty Co., is back in Chicago after a honeymoon and well-earned vacation at Miami, Fla. Ovitz and the new Mrs. Ovitz were welcomed back heartily by the entire Atlas Novelty Co. staff.

"The rich tan he acquired down South shows he spent a great deal of time under the Florida sun," commented Eddie Ginsburg, head of Atlas's news department, "and we will have to listen to the usual tall fish stories, but we are glad to see him back."

Ovitz himself commented: "The trip was a memorable one—but, I'm glad to be back here at Atlas and am ready in both spirit and body for the 1940 Coin Machine Show! We at Atlas hail the show as the opening of not only a new year but as a new era of better machines for all in the coin machine business."

Eastern Distrib Land Commodore

NEW YORK, Dec. 23.—It isn't often we do this, but this is one time when we want to put our stamp of approval on a new coin game-Chicago Coin's new Commodore released last week," stated the Simon brothers, heads of the Savoy Vending Co.

"Chicago Coin really outdid itself in producing this new profit reaper. To the best of our knowledge, the game is one of the finest available to operators today."

"We know that the quality of material used in Commodore is the finest, and that the time necessary to build this great game is increased by several hours over the time most games take. These factors in themselves practically ensure operators of more for their money in Commodore."
BALLY ALLEY means
HAPPY NEW YEAR to operators!

The fun begins in '40! Big steady profits ... month after month! No switching locations ... BALLY ALLEY stays put! No legal worry ... BALLY ALLEY is one-hundred per cent skill-amusement! Order BALLY ALLEY for a happy new year!

Earn $5 to $35 daily profit!

Reports from operators (names on request) prove BALLY ALLEY'S power to earn up to $35 daily NET profit. REPEAT PLAY insured by exclusive BOWLER'S GRIP Ball Control (see circle inset at left) ... and FULL PLAYER CONTROL over aim, "English" AND SPEED! Get your share of the big bowling money ... order BALLY ALLEY today!

BSO ASO PRODUCTION: BULL'S EYE, SCOOP, WAMPUM, GOLD CUP, GOLD MEDAL, GRAND NATIONAL, ROYAL FLUSH

BALLY MFG. CO. 2640 BELMONT AVE. CHICAGO, ILLINOIS
**Oomph Is Latest Western Release**

(New Game)

CHICAGO, Dec. 23.—Mystery surrounding the new game at the Western Products plant for the past several weeks was broken when Traffic Manager Don Anderson announced a Western release.

"Ever since we intimated several weeks ago that something new was about to emerge from our plant, we've had all kinds of correspondence from coinmen all over the country regarding it," said Anderson. "They've all asked what it is and when it was scheduled to be announced."

"Up to this time we have been unable to answer these requests for information, but now we are happy to tell all. It is a pleasure to announce a brand-new counter-game sensation called Oomph."

"Oomph is new in play and appeal. It has what it takes to attract and hold big play. But the most important feature of Oomph is the fact that it is a legal machine and may be operated anywhere and everywhere. Another big feature of Oomph is the extremely low price which has been placed on it. All in all, Oomph is just the kind of a counter game operators have been longing for. Tests have very definitely proved its high earning power, and mechanically it is tops. We feel that Oomph will duplicate in the counter game field what our Deluxe Baseball has done in the coin slot field."

Ark. Coin Machine

Revenue Down in November

LITTLE ROCK, Ark., Dec. 23.—Coin machines furnished less revenue to Arkansas in the month of November, 1939 than in the same month of the previous year. Collections for November, 1939, were $440.50, while in November, 1938, collections totaled $805.

Total collections for the State on all taxes for November, 1939, were higher, however, totaling $1,529,010.58 as compared with $1,428,957.54 in November, 1938.
Nationwide Sales of
ROCK-OLA
Luxury Lightup PHONOGRAPHs
Sold by the greatest distributorship organization in the industry.

ALABAMA
Birmingham Vending Company
2117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5183)

ARKANSAS
Standard Automatic Music Co.
1200 W. 7th St., Little Rock, Ark.
Tel. 405-84-7944-2249

COLORADO
Denver Distributing Company
1375 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

FLORIDA
The Hub Enterprises
45 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

GEORGIA
Edgar I. Woodfin
1900 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAHO
J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Weath 3350)

ILLINOIS
Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Curfield 0072)

INDIANA
Automatic Sales Co.
456 Massachusetts Ave.
Indianapolis, Ind.

IOWA
A. A. Becker
4541 Shirley St.
Omaha, Nebr. (Tel. Glendale 2679)

KANSAS
United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5925)

LOUISIANA
Sam Gentlich
517 Canal Street
New Orleans, La. (Magnolia 2968)

MARYLAND
The Hub Enterprises
45 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

MINNESOTA
La Beau Novelty Sales Co.
1940 University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

MISSOURI
Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Curfield 0072)

MISSISSIPPI
United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5925)

MONTANA
H. B. Brink
827 E. Front St.
Butte, Mont. (Phone 6726; 2-4101)

NEBRASKA
A. A. Becker
4541 Shirley St.
Omaha, Nebr. (Tel. Glendale 2679)

NEW JERSEY
Interstate Coin Mach. Sales Corp.
245 W. 53rd Street
New York, N. Y. (Circle 7-6420)

NEW MEXICO
Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

NEW YORK
Interstate Coin Mach. Sales Corp.
245 W. 53rd Street
New York, N. Y. (Circle 7-6420)

OHIO
Ohio Specialty Co.
12 W. Court Street
Cincinnati, O. (Tel. Parkway 2900)

OKLAHOMA
Boyle Amusement Company
522 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5631)

PENNSYLVANIA
B. D. Lazar Company
1425 N. Broad Street
Philadelphia, Pa. (Tel. Market 2170)

TEXAS
Fisher Brown
2306 S. Harvard Street
Dallas, Tex. (Tel. 4-6111)

UTAH
L. H. Rutter
1354 4th East, Salt Lake City, Utah
(Weath 3350)

VERMONT
Perry Novelty Company
19-23 Pearl Street
Montpelier, Vt. (Tel. 441-2345)

VIRGINIA
Ohm Specialty Co.
12 W. Court Street
Cincinnati, O. (Tel. Parkway 2900)

WASHINGTON
B. D. Lazar Company
1333 3rd Avenue
Seattle, Wash. (Tel. 3-7921)

WEST VIRGINIA
B. D. Lazar Company
1333 3rd Avenue
Charleston, W. Va. (Tel. 3-7921)

WISCONSIN
Badger Specialty Company
2549 North 50th Street
Milwaukee, Wis. (Kilbourn 3030)

WYOMING
Denver Distributing Company
1856 Arapahoe Street
Denver, Cola. (Tel. Cherry 4800)

CALL YOUR NEAREST DISTRIBUTOR TODAY— Make more money with Rock-Ola.
ROCK-OLA'S

TEN PINS

THE GAME THAT'S BOWLIN' EM' OVER

from Coast to Coast

The magic key to new locations. Tried and tested more than three months on location under all conditions. A twenty-four-hour-a-day game. Attracts continuous play. A proven money maker with sensational play-appeal.

TEN PINS has the same mechanical features that made Evans' TEN STRIKE an overnight favorite... the famous manikin bowler... score board registers spares, strikes and keeps an accurate frame-by-frame score... regulation miniature pins... and automatic pin boy.

Demand for TEN PINS growing bigger every day. Hundreds of repeat orders prove it's "taking in the money and does it continuously—day after day."

Demand is keeping the Rock-Ola factory working in twenty-four-hour shifts. Be wise—place your order now! TEN PINS, the new 100% legal game, is your best bet for fast, continuous earnings. Don't delay—time means money—your great opportunity to get in on a "Sure Thing."

SEE YOUR ROCK-OLA DISTRIBUTOR TODAY

ROCK-OLA MFG. CORPORATION
800 NORTH KEDZIE AVE., CHICAGO, ILLINOIS
TRAVIS DANIEL, WURLITZER MUSIC MERCHANT OF PARIS, TEXAS TELLS HIS EXPERIENCE WITH WURLITZER'S STEP BY STEP MODERNIZATION PLAN TO BOB BLEEKMAN, WURLITZER'S TEXAS DISTRICT MANAGER.

40 NEW WURLITZERS JUMPED MY AVERAGE ON 150 PHONOGRAPHS 25% BOOST YOUR NET PROFITS, TOO, WITH WURLITZER'S STEP BY STEP MODERNIZATION PLAN

A 25% increase in net profit on his entire operation! That's what Wurlitzer's Modernization Plan did for Travis Daniel — has done for hundreds of other Wurlitzer Music Merchants — can do for you.

Act now. Replace your older Wurlitzer instruments with new, brilliantly illuminated, 24 record, big earning Wurlitzer Phonographs in your best locations. Step the machines now in those spots right down the line. See your average on all locations jump to new all time highs.

Write or wire for details on Wurlitzer's time-proven, money making Modernization Plan.


A Name Famous in Music for Over Two Hundred Years

IT PAYS TO MODERNIZE WITH WURLITZER AUTOMATIC PHONOGRAPHPHS

MODEL 500
SOLD ONLY TO MUSIC MERCHANTS