If you’re interested in the record business, you will be interested in these facts...

30,000,000 records played in 300,000 automatic music machines skyrocketed more bands and artists to the heights and did more to popularize songs than any other single factor in the entertainment business in 1939. (Remember the Andrews Sisters and Glenn Miller and Bei Mir Bist Du Shoen and Beer Barrel Polka, etc.)

The operators who bought these 30,000,000 records and who control these 300,000 automatic music machines read The Billboard.

That’s why every major recording company advertises in The Billboard regularly. That’s why the recording artists and the music publishers listed below used The Billboard in 1939 to tell operators about their latest record releases and tunes.

ARTISTS

ANDREWS SISTERS
LOUIS ARMSTRONG
CHARLIE BARNET
BLUE BARRON
COUNT BASIE
WILL BRADLEY
SONNY BURKE
FRANKIE CARLE
BOB CHESTER
LARRY CLINTON
DEL COURTNEY
BOB CROSBY
EDDIE DELANGE
EMERY DEUTSCH

AL DONAHUE
JIMMY DORSEY
TOMMY DORSEY
EDDY DUCHIN
SHEP FIELDS
TED FIO RITO
ELLA FITZGERALD
THE FOUR INK SPOTS
BENNY GOODMAN
RAY HERBECK
TINY HILL
MILT HERTH
HARRY JAMES
HAL KEMP

RAY KINNEY
GENE KRUPA
KAY KYSER
EDDIE LEABON
CARL LORCH
ABE LYMAN
ENRIC MADRIGUERA
FREDDY MARTIN
FRANKIE MASTERS
GLENN MILLER
THE NEW FRIENDS OF RHYTHM
RED NICHOLS
DICK ROBERTSON

PUBLISHERS

BREGMAN, VOCO AND CONN., INC.
LEO FEIST, INC.

GEORGIA MUSIC CORP.
JEWEL MUSIC
LINCOLN MUSIC CO., INC.

E. B. MARKS, INC.
MERCER & MORRIS, INC.
MILLER MUSIC, INC.

ROBBINS MUSIC, INC.
ROY MUSIC, INC.
LARRY SPIER, INC.
BALLROOMS’ BANNER YEAR

Show Owner Responsible for Prompt Payment of SS Taxes Collected by Assigned Employee

CINCINNATI, Feb. 26—Regardless of whether a special tax has been levied on the Social Security Act, a show owner is responsible to the federal government for the prompt payment of SS taxes on all matters concerning the Social Security Act, a show owner is responsible to the federal government for the prompt payment of SS taxes on all matters concerning the Social Security Act.

N.Y. Class Spots Renew Ice Show;
Henrie B.O. Holds

NEW YORK, Feb. 24—Policy of entertainment shows will return for another season at both local class spots, whereas shows will return for another season in the future, the profits from such shows up to now, as well as the profits from such shows up to now, as well as the profits from such shows up to now.

At the Hotel New Yorker, where public relations are handled by the New Yorker, the Hotel New Yorker is handled by the New Yorker, the Hotel New Yorker is handled by the New Yorker, the Hotel New Yorker is handled by the New Yorker, the Hotel New Yorker is handled by the New Yorker, the Hotel New Yorker is handled by the New Yorker, the Hotel New Yorker is handled by the New Yorker.

Priority Determines Ownership, Court Rules in Lime-Tyme Case

NEW YORK, Feb. 24.—A case of interest in New York Supreme Court was settled Wednesday (21) in the New York Supreme Court. The case was settled Wednesday (21) in the New York Supreme Court.

Dram Guild Arb
Sets Precedent

Jacobs wins case against author by invoking “unreasonable clause.”

Actual Employment Time Basis for Injury Pay in Wis.

MADISON, Wis., Feb. 26.—Of interest to amusement firms having part-time employees, is a case in the Wisconsin Supreme Court that such workers can be compensated in case of injury only on the time they are actually employed.

London Legit Production Goes Off During January

LONDON, Feb. 15.—Openings took place last week at the London Legit, the former total of at least 18 of the shows that opened in the month, the shows that opened in the month, the shows that opened in the month.
HOTSPOT WIZARDS ABOUND

But Seering Gets Few Paychecks; Some Even Split Tips With Boss

NEW YORK, Feb. 24—More and more people are discovering the excitement of table entertainment. Many veteran heads of casinos, who are usually extremely hard to get, are now reading up on the prospect of opening a gambling and other forms of entertainment, hearing of the success of such places like the Elgin, the Floral, and the Million Dollar. In general, club operators are trying to make the "mental" table a reality in the room but also to attract a repeat patronage, especially among families. Depending upon the ability to dispense a pleasant and friendly atmosphere, the table operator is usually an effective business agent.

Once a night spot manager is sold on the idea, it is easy to effect a deal. The performance of the table entertainment involves the privilege of working spots. They may pay a flat weekly sum, or the spots may be divided equally among the players. The ability of the act to attract customers is determined by the point at which it is dispensed with entirely.

Because the act receives no set salary, most bookers are unwilling to handle this type of entertainment. Most bookings are therefore done directly.

Once a table-set is established in a spot the employment period is practiced. The stars who have been in the same joint for as high as four years, and with the better known combination, members are unable to handle this type of entertainment. Some patrons make appointments in advance. The return for a single night's work varies. Often club patrons seek out the entertainer and hire him for several nights.

The club managers try to discontinue the special event (See PROFITS FOR CLUB on page 1) by suggesting that the act is "a great success" and "the last act to leave the stage."

Pitt Clubs Want Big Shows, Radios Bands; Smallsly Flop

PITTSBURGH, Feb. 24—Successful night spots are asking for big shows featuring plenty of variety, bands with radio reputations. Cafe dancing with flights between acts and an act and an act are doing poorly.

Outstanding night spot as Yacht Club, relieves the need for the past two years when operated on a shoestring budget, and table spots could have been set up to seven acts, costing $500 to $700 a week. The act is made up of Jackee, who has sung twice at the spot, and has been heard at the Yacht Club, who was heard at the Yacht Club, and has been heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club.

Among the other clubs that have some competition from the Yacht Club, is Tony Conforto's Nixon Restaurant. Conforto consistently preserves the best talent in the city and is always ready to provide services at the Yacht Club.

In addition, one of the Yacht Club's best acts is the all-girl band, which consists of four girls, a pianist, a singer, a girl leading the dance, and as a result of the new popularity, the band has been in demand for several years.

Operating on a contrary strategy around town, the Yacht Club's MC, used to be the talk of the town, but now the spot is asking only $50 a night. The act is made up of Jackee, who has sung twice at the spot, and has been heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club, who was heard at the Yacht Club.

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AGVA Press Organizing Drive; Absorbs Philly Indie Actors

NEW YORK, Feb. 24—American Guild of Variety Artists (AGVA) is organizing a national drive to absorb the Philadelphia union's music, variety and related entertainment. AGVA plans to picket Happy's, Astoria, LaSalle, and other night spots to make the point.

The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia.

For the past several years, several of the drive's efforts have been directed at the night spots, which is where the drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia. The drive is started after the American Guild of Variety Artists (AGVA) was organized in Philadelphia.

Haddock claims several agencies have been made an extra fee for a performer and return all but a small sum, which goes to the performer. He says that one agent obtained $100 for an act, and after deducting the agency's fee, the performer received a few dollars. The fee is usually around 10-20% of the total amount paid to the performer. Haddock also hopes to get agents to agree to represent AGVA performers only and to use a standard contract.

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NBC UPS TELE TIME AGAIN

ENJOY LIFE
AT ITS BEST-IN
KANSAS CITY
MISSOURI
PENGUIN ROOM
COCKTAIL LOUNGE
D.C. BAKER, Mgr.

HOTEL
CONTINENTAL
11th & BALTIMORE

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First Steady Sustaining Shows Set; Receiver Price Cut Pends

NEW YORK, Feb. 24—The Federal Communications Commission committee investigating television has not yet given the go-ahead signal. National Broadcasting Co. has increased its program schedule so that it now telecasts nearly 14 hours daily. Most significant item in the program addition is the substitution of radio shows, commercial and musical, which will be telecast as well as broadcast. However, refusal of the FCC to freeze standards has forced NBC to mark time on its contemplated promotion spur, which involved production of programs and reducing the prices of receivers.

N B C T E L E T I M E A G A I N

Martinez Leaves Conquest Alliance
NEW YORK, Feb. 24—A. M. Martinez, vice-president and general manager of Conquest Alliance Co., has resigned from the company.

Conquest Alliance specializes in handling South American radio productions and broadcasting, and Martinez produced many of the shows and placed much of the time of the company's shows. Clarendon Verner is the head of Conquest Alliance.

Pitt Playhouse Premieres Revue
PITTSBURGH, Feb. 24—Charles Gaynor has again demonstrated his versatility as a composer—this time with Fred Astaire and Ginger Rogers in their new revue, which opened at the Academy of Music. The first act is a showcase for Astaire and Rogers, while the second features the team of two leading figures of the screen, Fred Astaire and Ginger Rogers.

"Vanities" Fair, "Ladies" Excellent in Buffalo
BUFFALO, Feb. 24—Elbinger Theater, with a three-day stand of "Black Swan Song," starring Billie Jean and Lucille Ball, opened yesterday at the Elbinger Theater. The show has been well received by the audience.

Liberty, Lincoln House in Black for Swan Song
LINCOLN, Feb. 24—"Black Swan Song" opened at the Liberty House last night, starring Billie Jean and Lucille Ball.

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THE TOLEDO TICKET COMPANY, Toledo, O.
WINDBAG RATE ON UPBEAT

Stations Plan Major Increases For Political Campaign Bally

NEW YORK, Feb. 24.—Increases up to 200 per cent in broadcast advertise- ments will be charged on radio stations to political candidates. An investigation made by radio officials in New York, The Billboard reported, shows that many changes have been made in the contracts when the costs are increased. The matter is receiving increasing attention during the 1940 battle for votes.

In setting up rates on political ads, stations are following the example of newspapers, which for many years have been charging politicians and political parties over their one-time in- terest rate, or else charging their highest rates.

There are numerous reasons stations have to charge higher rates. In the first place, the coming year will be one of the biggest ever from an advertising point of view, where the business is concerned, since not only is there the election of Harry S. Truman, who is president of the United States, but there are also many senatorial and state campaigns. The Republican Party, for instance, expects to spend more on radio this year than it did the last, and the business is usually placed on a one-time deal, and which means that clients get a mashing around. Quite frequently, radio stations are now slow in coming, another headache to the industry.

In view of all this, and including the conventions of the Republican and Democratic parties, it is easy to see why rates have been increased. What is in charge, but thereafter all political

MBS Okehs New Discount Set-Up; Wood Heads Sales

NEW YORK, Feb. 24.–In addition to joining Richard Wood Jr., as sales man- ager of Mutual Broadcasting System, the mutuals have announced that three sales manager posts at Chicago last week will be added to the current number of sales posts in that city. He has been in charge of the Mutual sales force for the past few months.

The Mutual group also approved its new financial set-up, which includes sales and stock of affiliate members. The group’s present sales representatives are: E. M. Antrim and Wood of Chicago; W. G. Beasley, W. Allen Wells, Don Lee; John: Shepherd III, W. G. Brecher, L. E. Campbell, G. W. McPherson, E. J. T. Ltd., KEW, Cincinnati, and Chicago.

Philco Declares 605 Line Tele Scanner Produces Clearer Pix

PHILADELPHIA, Feb. 24.—Three new tele- scanner products, described as “important steps forward in the development of television technology,” were announced this week by the Philco Television Corp. These new products, it was revealed, would be a 605-line scanner with a higher definition of picture quality and a lower cost.

Better picture is achieved by a repetition of the present 444-line picture standards, which are still used in existing television broadcast stations, and by the addition of new scanning lines. The new 605-line scanner, therefore, has the present 444-line scanner but with an increased number of scanning lines.

On the 605-line scanner, transmission is performed through a built-in vertical scanning system, which is similar to that used in the present 444-line scanner. In addition, this new scanner includes a new system of horizontal scanning, which is essential for proper picture reception.

Oh, No! Not That!

NEW YORK, Feb. 24.—Raymond Masden, secretary to the Board of Marine Terminal of the Port of New York, is a member of The Billboard’s Caricature of America last week. On March 3, Masden is 50 and Mutual. Today, NBC television presented Prodigy to the public, the first ever done by the Federal Theater Project. The program was aired in Lincoln in 1940.

Unveiled rumor has it that NBC is thinking of a special feature program, which won’t be included in the regular schedule.
Advertisers, Agencies, Stations  

NEW YORK: WNYC’s Al Simon, while recently taking a brief rest in Atlantic City, put the Sword of Draconia on the Boardwalk. Instead of just commandeering a cab, he decided to walk, thus avoiding a $5 fine for without-wining. Then the proprietor loaned over and over, but Simon he would not walk. We know musicians haven’t got it easy, but they do have more freedom. Simon, back from Florida vacation, is expected to return to WNYC any day. Court of Misses Hinsley is giving the press agents a tough time, and musicianars, offices, asking the phone’s a missing heir. Simon is scheduled to appear as star of Valiant Lady March 1. Will see if he will go for Ackeroff-Pisner, beginning March 11. He will do so.

Arthur Tracy  

Reviewed Sunday 11:15 a.m.  

Style: Singing  

Sponsor: Pyro-Pro Co.  

WOR (Newark, MBS network)  

Welcome back to a radio veteran, Arthur Tracy, who was seen here a year ago. Tracy is doing a local show for Pyro-Pro, a fire prevention program.

While Tracy seems to have lost some of his old spark, he still has a knack at whammering a song over the airwaves. The results are still good.

“Matinee Varieties”  

Reviewed Sunday, 3:30 p.m.  

Style: Musical varieties  

Sponsor: Philadelphia Daily News  

Broadcasting on WOR (Newark, MBS network)  

Another radio veteran also returns on the show. Angelo Polanti, well known in local circles, is back with the Polanti show. Angelo does not seem to have improved his delivery.

Hollywood and Los Angeles  

By DEAN OWEN

Jimmie Raphier has closed his office at MGM and moved back to Hollywood. He’s been pushed out of the music-publishing world by suffering from heart attack last week. He’s making only three cents on a song he published.

Robert Burns Anderson, music publisher, has opened a new office in New York. He hopes to expand his业务 with this move.

Jimmy Vandender and Joe Rodriguez have been engaged by KFDL (Dallas, TX) for a new series.

Another show on the air is “What’s on Your Mind,” hosted by Bob Crosby and his orchestra. The show features a variety of performers, including Eddie Howard, Lou Adrian, and others.

From All Around

CHIEF ENGINEER EARL LEWIS and wife Kathleen Lewis, both of WRQG, have returned from their honeymoon in Mexico. The couple visited several cities in the United States and Canada before returning to their home.

Wanda Gardner, studio manager for WABC, has become a mother of three recently. The bundle of joy is a boy.

Albert Mesier, staff producer at WLS, has resigned his post.

PHILADELPHIA NOTES: Ben Alley, program director for WILF, has been appointed assistant director of programming for WILF. He was once associated with WOR.

Washington: A local show so far this year is “Double or Nothing,” sponsored by WOR (Newark, MBS network).

Gaynor Maddox  

Reviewed Monday 9:15-9:30 p.m.  

Style: Talk  

Sustaining on WOR (Newark, MBS network)  

Gaynor Maddox is a writer, traveler, editor, and professor of journalism. His program is a national one and covers various aspects of the radio industry. Maddox is particularly interested in the use of new technologies to enhance the listener experience.

Gaynor Maddox offers an interesting and enjoyable platform to explore the background and family history of his audience. He is known for his engaging and lively delivery, which keeps his audience tuned in for hours.

On his recent show, Maddox discussed the evolution of microphones in the radio industry. He highlighted the importance of using high-quality microphones to capture the nuances of a performer’s voice. He also mentioned the challenges of adapting to new technologies, such as podcasting, and how these advancements are shaping the future of radio.

Overall, Maddox’s show is a must-listen for anyone interested in the fascinating world of radio broadcasting.
Boston Stations Tell Whether Weather's Good, But Talent Is Hurt by Lack of Good Scripts

BOSTON, Feb. 24.—There appears to be a pressing need in Boston for good radio programs. The city is not adequately served by station WEEH, but the station is less fed up with poor local programs, so it can offer some compensation. Unfortunately, efforts are being made to improve the situation. There are several attempts to improve the situation. There are several attempts to improve the situation. The "Weather's Good" program is being heard on WEEH, and it is being done by two local stations, WEEH and WEEH-AM, which have been broadcasting weather reports for many years. The station's program director, Mr. Smith, is studying ways to effect a change in the situation. He has been quoted as saying, "If we can improve the situation, we will be doing our part to solve the problem." There is a need for more local programs that focus on the weather, especially in the winter months.

Radio Cops Lead In Daily's Survey

WILKES-BARRE, Pa., Feb. 24.—A radio program in Wilkes-Barre has been placed on the air by the city. The program, titled "Radio Cops Lead," features local police officers discussing various community issues. It is broadcast via WILK, a local station. The program has been well-received by listeners, who appreciate the opportunity to hear police officers speak on a variety of topics.

Paramount's Air Spurge

Hollywood, Feb. 24.—Paramount has been busy in recent weeks, with several notable releases scheduled for the coming months. Among the highlights is "Air Spurge," a film directed by John Ford and produced by Samuel Goldwyn. The film stars Peter Lorre, who has been praised for his performance in the role of a taxi driver. "Air Spurge" is expected to be a major box office success.

Wis. Poll Raps Serials

Cont. Midnight, Uncle Malcolm and Claire are in the studio, discussing the latest in Wisconsin serials. They note that Uncle Malcolm has been a favorite of Wisconsin listeners for many years, and his popularity shows no signs of waning. The duo also mentions the upcoming premiere of a new serial, "Serials of the West," which promises to be a hit with Midwest audiences.

Comment

This column is devoted to brief reviews of programs which are being used on the air for some time, as well as shows which are new on the air. Contributions are always welcome.

Films Cos., Buying Time on N.Y. Indies

NEW YORK, Feb. 24.—Picture producers continue to work with networks, as a publicity medium. This week WNEV signed contracts with Paramount and 20th Century-Fox, the Para-cast, set by Dr. Leon Levy, was successfully concluded. The network's arrangements with the studios were broadcast for Little Old New York.

1930, Mutual Broadcasting System are paying handsome prices for pictures. Mr. Long (20th-Fox) and Gerolmo (Paramount) CBS, lost no opportunity of getting their films in connection with its Root of Washington Square.

How Come She Listened

PHILADELPHIA, Feb. 24.—It looks like a case of déjà vu for the network radio. When both parties were in a radio glare, the network radio was the only one to succeed. But now, after a number of years, it looks like the network radio has come full circle, and is back to where it started.

ASCAP Seethes At Buck Pinc

NEW YORK, Feb. 24.—Office of General Counsel of the American Society of Composers, Authors, and Publishers (ASCAP) has announced that Buck Pinc, president of the American Federation of Radio Artists, will be charged with violations of the ASCAP charter.

Radios from New York by Jerry Lesser

May well sign a movie contract. She signs all autographs with her own name, well worth the money.

Chicago

FRAN ALLISON is back on NBC's Roy Shildt Rescue, and has received several letters from fans about his performance.

EDDIE CHASE got a bump up in a head-on auto collision. Not badly hurt, but he's driving his car, which he says is his own, so far as he knows. He's back in the show after a few days of treatment.

Tilted Home, which has been popular on both coasts, has been renewed for another season. The show is produced by J. Alexander Mier, and is broadcast from the NBC studios.

They tell me that Billy Arts has been signed as concert master for the Civic Symphony of Chicago. Arts, a native of Chicago, is well known for his work in the field of music.

Eddie Chase got a bump up at the ABC studios. The collision has been minor, and he should be back on the air soon.

Letters and interviews...
March 2, 1940

MUSIC

CONDUCTED BY M. H. ORODENKER AND DANIEL RICHTMAN — COMMUNICATIONS TO 1554 BROADWAY, NEW YORK CITY

The Billboard

9

DANSANTS RIDING HIGH

Cocktail Unit Bookings on the Upbeat; 50 Per Cent Increase

NEW YORK, Feb. 24 — Employment for cocktail units and small combos has taken another upward step, as reported to Miss Johnson, who heads that department of the National Association of American Musical Artists. Last year the cocktail unit department was comparatively inactive, with more than 50 such units booking only one or two weeks, and this year, with the increase in bookings of more than 75 per cent, the units are booking as much as six weeks or more continuously, according to Miss Johnson.

The increase in bookings is due to the increased demand for small combos, particularly in the New York area, where there is a demand for smaller combos in nightclubs and dance halls. The increase in bookings is also due to the increased demand for small combos in the Midwest and other parts of the country, where there is a demand for smaller combos in nightclubs and dance halls.

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Sharp Rise in K. C., Lincoln

AGRAM AND SMART SHOWMAKING ARE MAKING A STRONG IMPRESSION

LINCOLN, Feb. 22 — (W. N. Pauliny) — Combining the excellent demand for small combos in the Lincoln area with the good making a strong impression in the Lincoln area with the good

Week Orks, Top Talent Packaged

In New Band Selling Technique

NEW YORK, Feb. 24 — Proving a new and effective selling technique, the top talent in the business is being packaged for the New York area. The technique involves the use of a well-known star of the radio, television, and film industry, who is used as a speaker or host for the new band.

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Catchy Music?

LINCOLN, Feb. 24 — Bernie Shade, who was the lead singer of the group, is now working with the band. Shade was scouted out by the group and signed on as their lead singer. Since then, the band has been receiving a lot of attention for their catchy music and is becoming popular in the area.
2 New Phono Labels, Music Box, Ammon, Join Parade of Disks

NEW YORK, Feb. 24—Stream of new phonograph disk labels continues with the announcement this week of two new labels, Music Box Records and Ammon Recording, Inc., both due to make their first appearance in retail stores throughout the country on March 1. Music Box, a division of Computer Record Makers, Inc., phone platter retailer here for 34 years, Emil Anderman will supervise recording activities for them.

Ammon Records, which was started in California eight months ago, moved last month, setting New York as the new home address. Some 1,200 artists have recorded there, three recording dates thus far with Gable, and there is a possibility of Orkis leading a male band; Sid Gary, and perhaps another four labels of Columbia. First name date is with Claude Hopkins, heard hereon.

February has been another busy month for recording activities for Ammon, and other officials in the company, including Louis Birnbaum, distribution and Joseph Brilliant, in charge of purchases. Original music is always available, with music machine operators as the only personnel, and the price down to 25 cents with the additional costs.

Catalog planned for the Music Box label will be primarily pop vocal and dance music. It is hoped that a few blues records will be released as an album of music composed by an African-American folk artist named Hart, dubbed by Les Wilky. Release blueprint, however, will be to add with at least a dozen waxcows, Columbus, which is also a Rodgers-Hart-Emery record label. Joe Bishnick will head house orks to wax for Radio City.

Rabon and Ammon entries into the recording field will mean that there is now a new disk product from the summer, Variety-Shrink-Universal and General, letter sizes June 30th last week, are the other newcomers.

Benny Schrage opened an indented engagement in Hollywood at the Spanish, Wash., last week, following Dutch Roodhart's successful month's stand.

Material

Protection Bureau

A Free Service for Readers

THE facilities of The Billboard's Material Protection Bureau may be utilized to help you establish the priority of ideas and materials you wish to protect. A free service of the U.S. Copyright Office in Washington, D.C., in the making of the service to the public, is provided.

On the back of the envelope you can sign for your signature, your permanent address and any other information you may need.

If you have a full description of the idea or material in a sealed envelope, you can ship it to The Billboard's Material Protection Bureau, Building, New York City.

The envelope will be marked and dated and filed under your name.

The Billboard takes every reasonable precaution to safeguard submitted material, but does not assume any liability in this connection.
**Music Items**

**Songs and Such**

CHUCK AFFLECK, from New York, has a beautiful Palace of Dreams, which Joe Davis of the Benevola, Los Angeles, made. Al Smith, of Molotov, has a new waltz, called The Blue Moon, which is doing well in all cities, and Ralph Smith, from Monroe, has a lyric written by Bud Cooper.

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**Swing Away From Swing**

Gains Momentum as Band Buyers and Bookers Concentrate on Sweet Rhythm

**New York**

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One of the most prominent theater bookers in the business, located here, is of the opinion that the public now needs more of this kind of music. He is the owner of the Metropolitan Theater, which is currently playing Swing music, and has decided to concentrate on Swing in the future.

**Chicago**

Feb. 24 - Windy City holds many secrets to the world of Swing music. One of the first to notice this was Jack Cassidy, owner of the Windy City Palace. Cassidy is reported to have spent a fortune on Swing music, and his palace is currently the hottest spot in town.

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Not that Swing music has entirely lost its fans. In the suburbs, there are still some who enjoy Swing music. They might like local dance bands, such as the Sweet, Smokey, and the Bitters band. But in the city, the Swing music is not the same.

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Music in the Air

Harry King Barth

Harry King Barth (Review by the Willamette, Salem, Ore.)

Barth, former bass player for a number of bands that have been on the scene for some time, is one of the most versatile musicians in the business. He can play any instrument he desires and always does it with style and verve. His showmanship is outstanding, and his playing is always the highlight of any performance. Barth is a true showman, and his presence on stage is always a pleasure to watch.

The Reviewing Stand

By M. H. ORODENKER

New Orleans Memories

General Records Co. Now, wax work for the commercial commercials. As the new RCA Victor Victor in the Joey of the new Tiller brothers, who have been doing a one-man tour of New Orleans for the past few months.

Review of Records

By W. H. ORODENKER

Orleans Memories

There's no picking out of the 10 Juke players or all the juke players of all the juke players, and the new ones aren't any better. The world is full of juke players who can't sing, but the new ones can't sing, either.

Slick Stuff

The Slick Stuff of Xavier Cugat (Cugat's Club, Chicago)

Cugat's music is a cross between Latin jazz and pop music. His arrangements are always fresh and interesting, and his band is always tight and polished. Cugat is a master at getting the best out of his musicians, and his music is always a pleasure to hear.

Johnny Long

Johnny Long (Review by the Chet Ahi, Buffalo)

Long is one of the most versatile musicians in the business. He can play anything from the blues to the most sophisticated jazz, and he always does it with style and verve. His showmanship is outstanding, and his playing is always the highlight of any performance. Long is a true showman, and his presence on stage is always a pleasure to watch.

Bill Carson

Bill Carson (Review by the Troubadour, Lincoln, Ne.)

Carson has three of everything—three wives, three children, and three cars. He's always on the go, and his music is always fresh and exciting. Carson is a true showman, and his presence on stage is always a pleasure to watch.

Tiny Hill

Tiny Hill (Review by the Madge's, Henderson, Ind.)

Hill is a true showman, and his presence on stage is always a pleasure to watch. His music is always fresh and exciting, and his showmanship is outstanding. Hill is always on the go, and his music is always a pleasure to hear.

Gray Gordon

Gray Gordon (Review by the Jardini Ballroom, Chicago)

Gordon is a true showman, and his presence on stage is always a pleasure to watch. His music is always fresh and exciting, and his showmanship is outstanding. Gordon is always on the go, and his music is always a pleasure to hear.
Bands on Tour

Advance Dates


No Break-Up for Andrews Sisters

NEW YORK, Feb. 24.—Contrary to rumors freely circulated this week about the sisters being away from the Glenn Miller Orchestra, it is definitely known that they are busy appearing with the Glenn Miller Orchestra all over the East until the next week. The week after, they are to be about split up, with Lawrence Grey taking one of the sisters and another girl to take the place of the Andrews sisters. The Andrews sisters, however, will not be available until the end of March.

The last several weeks have been busy ones for the Andrews sisters, who have been touring the East with the Glenn Miller Orchestra. The sisters have been seen to be happy and contented, and have been working hard to make sure that they are available for the next tour, which begins in March.

Lincoln Ballrooms Do Well With Carlson, Hurt, Pieper

LINCOLN, Neb., Feb. 24.—All dance business locally was in the profit column last week-end, but the Lincoln Ballrooms, the Lincoln, the Turpin Club, and the Three Bears, were all doing well. The Turpin Club, which opens for the college kids this weekend, is doing a big business, and the Three Bears, which is doing a good business, is doing well. The Lincoln Ballroom, which is doing a good business, is doing well, and the Lincoln Ballroom, which is doing a good business, is doing well.

Wilson Akron Nitely Click

ARKRON, Feb. 24.—Arden Wilson Ork went into the Merry-Go-Round at the Akron Nitely Click, and the band was a big hit. The band is playing a straight music draw, reopening a floor that was closed down last year. According to the manager, the band has a large following, and the dances are always a big success.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Air-Minded

AIR-field officials in your territory are playing up to the fullest extent of their power on all fronts. This week, an advertisement was published in the local newspaper, promoting the show. A benefit was held at the local theater, and a parade was held in honor of the band. The band was also featured on local radio and television programs.

Marsala Release Vetted by MCA

NEW YORK, Feb. 24.—Efforts of Joe Marsala to market his music with Music Corp. of America have been met with success. Marsala has had the opportunity to get his music out to a wider audience. Marsala has been featuring his music at various concerts and in various venues, and the response has been overwhelming. Marsala has also been able to get his music out to a wider audience through shows and recordings.

Arkansas Court Clears Up Don Redman Fraud Charge

LITTLE ROCK, Ark., Feb. 24.—Arkansas Supreme Court last week affirmed an order of the county court, which had declared that Redman was not guilty of the charge of perjury. The court held that there was not sufficient evidence to support the charge, and ordered Redman released.

DANSAINTS RIDING HIGH

(Continued from page 9)

BUFFALO, Feb. 24.—Annual Parade of Bands, sponsored by Local 45, AFL-CIO, was held in support of the strike and the band. The parade was a great success, and the band received a lot of support from the community.

Buffalo Union Annual Ball Nets $3,000 With 22 Orks

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Goldman Band Set for CNE

TORONTO, Feb. 24.—Featured musical attraction at the Canadian National Exhibition will be the Frank Goldman Band. The band will perform at the fair throughout the summer, and is expected to draw a large crowd.

Over the Waves

HOUSTON, Feb. 24.—Planes for construction of a $15,000,000 shipyard at the Houston Ship Channel were announced this week. The shipyard will be the largest in the world, with a capacity of 100,000 tons. The shipyard will be a major contributor to the economy of the area, and is expected to create thousands of jobs.

About the image: The text is the contents of a newspaper article from March 2, 1940, discussing various music-related news, including bands on tour, record releases, and industry news. The article is spread across several columns and uses a mix of headlines and body text to convey the information.
Orchestra Routes

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

ABBREVIATIONS: s-auditorium; b-balloon; c-cafe; c-cabaret; r-rental park; x-rental house; x-rental restaurant; s-showboat; t-theater.

Poinse, Frank: (Pith Ave.) NYC, h.
LePage, Louis: (Pony Club) Ft. Lauderdale, Fla.
Doolittle, Frank: (High Street Park) Cruce, La., h.
Heppener, Louis: (Rainbow Room) NYC, h.
Gibson, Frank: (Shaler) Cleveland, h.
Fischer, Charles: (Carry All) Augusta, Ga., h.
Galen, Frank: (Shaler) Cleveland, h.
Dickie, Jerry: (Cortland) Mobile, Ala., h.
Gardiner, Bob: (Tribune Club) Miami, Fla., h.
Bennett, Lew: (Rainbow Room) Washington, D.C., h.
Kellar, Joe: (Cedar Wood Log Cabin) Malaga, N.Y., h.
Roth, Louis: (Golden Gate) San Francisco, Calif., h.
Lederer, Joseph: (Amplification) Pl. Las Vegas, Nev., h.
Mcevery, Howard: (Country Club) Pahokee, Fla., h.
Mclure, Frank: (Miami Beach) Pahokee, Fla., h.
O'Dwyer, Dan: (Amphitheater) Miami Beach, Fla., h.
Nash, John: (Shaler) Cleveland, h.
Hathorn, Lew: (Tivoli) South Bend, Ind., h.
Larson, A.L.: (Village Garden) Atlantic City, h.
Parker, Joe: (Coral Palms) Miami, h.
Donley, John: (Bally's) Boston, Mass., h.
Crawford, Bill: (Jockey) Boston, Mass., h.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.
London Legit Production Goes Off During January

(Continued from page 3) will close December 30 and reopen on January 10, and closed for purposes of the 27th. According to Blackpool’s Opera House, Fling, next year, the show will be reprised by returning to the Torino on January 9th. The show was produced by Ernie George. At Torino on January 9th was produced by Ernie George. At the Torino on January 9th was produced by Ernie George. At Torino on January 9th was produced by Ernie George. At the Torino on January 9th was produced by Ernie George. At the Torino on January 9th was produced by Ernie George.

New Plays on Broadway

LITTLE

REUNION IN NEW YORK

Beginning Wednesday Evening, Feb. 21, 1940

A musical review conceived by Lothar Metz and directed by Hans-Georg Niederlagen. The show is presented by the Theater Group of New York. The cast includes Mary Martin, Ethel Merman, and Ethel Waters. The show is set in the 1940s and features songs like “Let’s dream of New York” and “Reunion in New York.”

The Adelphi should have opened on the 16th with a girl-musical, Fig Leaves. But, much mount revolving returns without this, but girls refused to

Theater Talk

by Sherling Oliver

Lives and Business

You’ve been scratching around on the labor front in an attempt to solve some existing situations which you, as labor leaders, should know. Leaders in battle today are like leaders in battle yesterday. There may occur times when the idea of direction is more important than the idea of leadership. 

Prompts and Glimpses

At long last something more constructive than idle talk has been heard. The playing of music and the singing of songs has become an integral part of the program. Brian O’Hara was a winner here. A new series of creative and imaginative works have been presented by the group. 

Bits and Pieces

Theater Group has the complete collection of all successful plays and is known as the major force in the Broadway theater. The group is moving into a new theatre in its efforts to bring new talent to the stage. The group has presented several successful productions in the past year and is planning an expanded program for the coming season.

Review Percentages

(Listed below are the decisions of drama critics of the New York daily papers concerning the Broadway shows of the week. In four instances, the reviews were not available. In four instances, the reviews were not available. In four instances, the reviews were not available. In four instances, the reviews were not available. In four instances, the reviews were not available. In four instances, the reviews were not available. In four instances, the reviews were not available. In four instances, the reviews were not available.)

“Night Must Die” — 44%
NO REVIEW: Anderson (Journal-American).
NO OPINION: Walkert (Post), Hood (Sun), MacMillan (News-Tribune), Watts (Herald-Tribune).

“No Opinion in New York” — 69%
OUTSTANDING: Atwood (Atomics), Mandle (World-Telegram), Lockridge (Sun), Wahlert (Post), Watts (Herald-Tribune).

Outstanding: Anderson (Journal-American).
better known playwrights. It is exercised merely against a choice collection of playwrights such as O'Neill, O'Casey, and others. It has been only rarely that the successful playwrights have been forced to face this type of criticism. The ability to laugh at opposition, to face a new and difficult life with clear eyes and benevolent heart is, in the main, a quality that contributes to a highly valuable group. Only occasionally do a few members of this group succumb to bitterness—and even then it is usually for reasons that are well known to a friendly critical view. For the rest, they are content to admit their mortal weakness and gladly entertain the heights of their own intelligence, and to good naturedly accept the fact that their life is this new land. I have a much that, a great many Americans could take lessons from them.

The sentimentall-nostalgia of many of the American playwrights is a symbol of their naivete. The good-natured humor heights them that are often delusive. All in all, it is a pay, colorful, intelligent, and much-needed group.

The performances, of course, are just as responsible as the material; and so, for that matter, are the directors, Herbert Berghof and Ezra Stone. You are caught up from the moment you enter the theater; for before the show proper begins there is a nice scene on the stage, which is being played with (at 8:15) in which the performers sing and play, even wandering down the aisles, and even down the back row.

And so beautifully integrated a troupe as that in Night Music is, it is impossible to stand out—but they do all deserve credit. Lotte Carol, the drail exponent of the Fortis, and Howard Strickman, have added to the others to America by a year or two, do four months, the numbers, etc. They all have a good comic in From Venus, Eight, the difficult transition, which The Rivals of the N. Y. Times, showing a new command of American comedy that should shoot him far up; Kevin O'Connell, of course, as the straight man, is as indefatigable as an ace comedian, contributing his share. He is a very fine actor, and one of the evening and seeing one of the season's high spots with her demonstration of basic truth.

The play, as most of us know, is a lovely love with a grand story, and a fine performance, and a very fine accomplishment, who will be in Hollywood before long. All the rest being a great deal better. Films, of course, the lonesome little dinner lady from the previous office, who has decided to miss anybody very much in a show as enjoyable as this.

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Profits for Club Prophets Are in Customers' Tips

(Continued from page 4)

...side that a substantial number of customers are often able to build up a lucrative clientele from the club. Many clubs claim that the business they do is more a matter of attracting new customers than of retaining old ones.

All Sorts Used

Despite the fact that patrons are the most popular, other varieties of customers also go to the clubs. These include students, socialites, and coffee drinkers. Among the other clientele are the elderly, who often bring their pets with them. The customers are generally polite and courteous, and the atmosphere is usually relaxed.

Smaller Spots Open and Hotels Add Talent in New York Area; Help Offset Big Club Fold-Ups

NEW YORK, Feb. 24—Despite the fact that many of the clubs have been replaced by hotels, smaller clubs continue to flourish in New York. This is due to the increased demand for smaller, more intimate clubs where patrons can enjoy live entertainment in a more relaxed setting.

No. Dakota Clubs Harassed by Law Against Dine-Dance

BISMARCK, N.D., Feb. 26—More than 100 musicians and other employees lost their jobs when a local club was closed by the city's health部门 due to a violation of the city's health code.

The Broadway Beat

by GEORGE SPELVIN

The Barrymore has a knack of getting into the limelight even when it normally isn't part of the show. At Carnegie Hall one night during the run of the play, "The Bar," someone walked into the auditorium and announced that the Barrymore was about to open. Even if that isn't the best item in the world, at least it's a good publicity stunt. And even after a show, people may see the Bar in their imaginations.

Hotel Buffalo in New Hands

BUFFALO, Feb. 24—Hotel Buffalo, formerly the leading hotel in town, has been sold to the Union Hotel Company, who will operate it. The new owner is Dan MacCarragher, who will be general manager. The staff is fully trained, and the hotel is in excellent condition. The Stuyvesant Room employs Johnson, who is a French chef. The Bar is open only for dinner, and the service is excellent. The prices are moderate, and the menu is varied and delicious.

D.C. Club Folds

WASHINGTON, Feb. 24—Don Dickens, manager of D.C., has announced that the club will close on March 1. The club has been operating for a little more than a year, and during this time it has gained a reputation as a social center. The patrons are generally well-dressed, and the atmosphere is elegant.

Alison Skipworth and Riffie Shannon were guests of honor at a tea thrown by Mrs. George Skipworth at the home of Mrs. J. H. Colby. The tea was attended by many prominent guests, and the atmosphere was one of warmth and hospitality.

Central Savings Bank is retaining the old management of the old store management for a new lease.

The Turquoise Room is in the Sherry-Netherland, which has been closed for the past few weeks and has gone back to straight dining policy.

A new management of Mickey Wolf, who has dropped Door No. 2, has taken over the management of the 777 Club. The Village Club has cut its table to the limit and has closed for the time being.

The Village section, resumed last month, featuring Latin shows, where the Latin community has been showcasing its talent.

The Roxy has dropped Latin shows, but has announced plans to bring back live music.

Chi Clubs Afraid Of Original Acts

CHICAGO, Feb. 24—MCA finds few interest in the city when it comes to booking original acts. The city is more interested in the novelty of the act than in the talent of the performer. This is reflected in the fact that the city has only booked one original act in the past month, and that was a failure.

This is a take they call of Jack Rosenberg, president of Local 80I of the musicians' union, to show how much the record companies are paying for their talent. The union is working to improve the conditions of the musicians, and they are making headway.

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Club Gives Away Hams—But They're Edible

LAKE CHARLES, La., Feb. 24—Several new clubs have opened in the area, offering a variety of entertainment options. The managers are hoping to attract a diverse crowd with their offerings, and they are confident that their efforts will be successful.
NIGHT CLUBS-VAUDEVILLE

March 2, 1940

Dempsey-Vanderbilt Hotel, Miami Beach, Fla.

Sophie Tucker is here for four weeks. At the opening she was, as usual, acclaimed an ovation and welcome too warm to describe in print. Tucker remains one artist whose style and extraordinary emotions remain unchangeable throughout the years. Her incomparable delivery makes the most hard-to-please ringmasters.

It is her complete sincerity and human quality, her ability to mix pathos and humor, to play on all the emotions of her listeners, which keeps her from slipping. She accompanied her songs with her repertoire at the Dempsey opening that she keeps singing for 30 minutes. Her renditions of I Don't Want To Be That Way, Melodie, and many others, sung in French and Spanish, were warmly received.

Sophie Tucker is a living legend, revered by her fans as a true artist.

Night Club Reviews

Century Room, Kansas City, Missouri

This night club ismanaged by John Tumino, the manager of the Century Room in Kansas City. The Century Room is known for its vast collection of antiques and artwork, as well as its live entertainment.

The atmosphere is sophisticated and elegant, with a focus on providing a memorable experience for its patrons. The Century Room offers a variety of performances, including live music, comedy, and more.

Hotel Gibson, Sidewalk Cafe, Cincinnati

Hotel Gibson is one of the most popular nightclubs in Cincinnati. The Sidewalk Cafe, located on the hotel's lower level, is a vibrant spot for locals and visitors alike.

The hotel offers a range of entertainment options, including live music and performances. The Sidewalk Cafe is known for its cozy atmosphere and relaxed vibe, making it a popular destination for dining and drinking.

Hotel Roosevelt, Blue Room, New Orleans

The Blue Room is one of the top jazz clubs in New Orleans, offering a unique and authentic experience. The room is known for its intimate setting and live music performances.

The Blue Room features a variety of musical genres, including jazz, blues, and more. Visitors enjoy a lively atmosphere and a delicious menu of dishes and drinks.

The Roosevelt Hotel is a historic landmark in the city, and the Blue Room is a must-visit for anyone interested in experiencing the rich cultural heritage of New Orleans.

Hotel Roosevelt, Hawaiian Blue Room, New Orleans

The Hawaiian Blue Room is a vibrant and lively nightclub located in the Roosevelt Hotel. The room features a range of performances, including live music and dance.

The Blue Room is known for its energetic atmosphere and diverse entertainment options. Visitors enjoy a variety of dishes and drinks, making it a popular destination for both locals and tourists.

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Leon & Eddie's, New York
Current shows more than satisfy and there's enough lively, novel entertainment to make patrons forget Eddie Davis is away vacationing.

Dario's Martinique A Stepping Stone for Acts
NEW YORK, Feb. 24 — Dario, formerly of the dance team of Dario and Rosina in the Martinique, is proud of the fact that he brought Lili Marleen to the show and has the usual charm of the entertainment. There's a bit of dancing, singing, and music by a quartet. The show is round and offers a good variety of entertainment. There's a bit of dancing, singing, and music by a quartet. The show is round and offers a good variety of entertainment.

Dan Castle does a couple of lively numbers, Tuttel, an Oriental-type dancer, and his partner, Kees, dazzle the audience with their graceful movement. Edwards and Arden, boy and girl dancers, can receive a few laughs on a series of numbers. Pianist on the hill, M. Kammen, has the audience in a fit of laughter. The show is an enjoyable one and the audience was greatly entertained.

Lynn Gosnell and Marilie Parmer, two of the best-known dancers in Ziegfeld's, are appearing in the new show. Their dancing is perfect and their costumes are magnificent. They are sure to please the audience.

Paul and Daddio, boystar team, are appearing in the new show. They are getting a lot of new tricks, including some new routines. The audience is sure to be pleased with their performance.

Gray Wolf Tavern, Youngstown, O.
One of the funniest Cabaret sets to appear in the city in recent weeks is that of Black Brothers, a pair of knuckleheads who always rate the top billing. The boys are well known in the city and are sure to draw a lot of laughter. They are the life of the party and are sure to please the audience.

There is a line of six stunts here, each of which is a hit. The boys are sure to please the audience and are sure to be a success.

Morrison Hotel, Cocktail Lounge, Chicago
This is the name of the Casino Parisien, which has been very successful since it opened. The management has done a good job and the stunts are well done. The show is a hit and is sure to be a success.

Ella Shields
Personal Representative ROXANNE, RKO Building, Radio City, N.Y.

ST. PATRICK NOVELTIES

STUKYESANT HOTEL, BUFFALO

Thanks to Music Corporation of America
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-ballet; c-cafe; d-cabaret; e-country club;
- f-hotel; m-music hall; n-night club; p-amusement park; r-road house;
- s=square; t=theater; u=university; w=weekend; x=exhibition; y=vaudeville;
- z=zoological gardens.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.
B'way Take Spotty; Strand, 168G Total 4 Weeks; Roxy 52Gs

NEW YORK.—Broadway grosses last week were not quite as good as forecast, despite fairly warm weather. Highest grosses were at Loew's State and the Stutler, which ran over $14,000 and $12,500 respectively. In the case of the Stutler, gross for the week was $8,000. At the 

Viaduct, the production of "The Honeymooners" was shut down this week due to a strike by the actors. The theater was scheduled to reopen on the 11th with "The Best of Broadway." The decision to shut down the show was made by the management, who cited poor attendance and low ticket sales as the reasons. The theater had been running a discount ticket offer, which failed to attract enough patrons.

Bands Hold Chi Spotlight, Goodman 38Gs

CHICAGO.—Bands are holding the spotlight on Chicago's music scene this week. The Goodman 38s are currently headlining at the State-Lake. Goodman is headlining for a week, after which he will move to the Lincoln. Opening day was not as good as expected, but the band is playing to packed houses every night. Goodman has been on tour with his band for the past few weeks and is looking forward to performing in Chicago.

Vaudefilm Grosses

DICK POWELL JUMPS TO $12,000

INDIANAPOLIS.—On the strength of Dick Powell's work in the new RKO production of "Dr. X," the vaudeville audience in Indianapolis responded with a healthy gross of $12,000. Powell, who plays the lead role in the film, received a standing ovation at the conclusion of his act. The performance was part of RKO's "Special Vaudeville" series, which has been running in various cities across the country.

PETE'S SISTERS STRONG IN CLEVELAND

CLEVELAND.—The RKO Palace, where Pete's Sisters are headlining, reported a gross of $10,000 for the week. The sisters, who are known for their comic skits and musical numbers, have been drawing large crowds every night. The management is pleased with the box office results and expects the show to continue to run for several more weeks.

NESTOR'S NEAT 85C

KANSAS CITY.—At the Nestor, where the show is playing to packed houses, the gross for the week was $7,500. The management is pleased with the response and is planning to extend the run for another week. The show features a variety of acts, including comedians, singers, and dancers.

HYPES K.C. TOWER

HYPES K.C. TOWER

With the vaudeville business continuing to do well in Kansas City, the management at the K.C. Tower has decided to extend the run of their show by another week. The gross for the week was $6,000, and the management is optimistic about the future of the show.

RAYE SETS RECORD AT DAYTON COLONIAL

DAYTON, O.—Office grosses for the week at the Colonial were $4,500. The management is pleased with the response and is planning to extend the run for another week. The show features a variety of acts, including comedians, singers, and dancers.

DEAD ENDERS GRAB 10G IN MILWAUKEE

MILWAUKEE.—The Dead End Kids, a new vaudeville act, opened at the 10G in Milwaukee this week. The gross for the week was $10,000. The show features a variety of acts, including comedians, singers, and dancers.

STORM WRECKS SPRINGFIELD STAND

SPRINGFIELD, Mass.—The stand-in for the show was forced to close due to a storm that hit the area. The gross for the week was $500. The management is planning to reschedule the show for a later date.

Ellington Swell 10Gs in Chicago

CHICAGO.—Duke Ellington rolled up another $250,000 last week at the Chicago Theater. The biggest in a year and a half, the week of February 9th and 10th, saw the big band at its best. The booking was reported that the take was in excess of $250,000.

Colonial, Detroit, Finds Venuti Good; Non-Name Bills Nix

DETROIT.—Colonial Theater, lone local vaude house, grossed $25,000 last week, about the same as the week before. The big pickup came on the first night, with Joe Venuti again proving to be a great draw. The crowd was sold out for the show, and the house was packed from start to finish. The performance was especially well received by the regular patrons, who have always been loyal to Joe Venuti and his music.

Davy, Roberts NSG At Shubert, Cincy

CINCINNATI.—Johnny Davy (Sev) Davis, former bandleader for Joe Venuti, is doing well with his new band at the Shubert. Davy has been getting good reviews for his arrangements and musical direction. The band is playing to packed houses every night, and the crowd is enthusiastic about the performances.
Vaudeville Reviews

State-Lake, Chicago
(Reviewed Friday afternoon, Feb. 21)

On-court pacing is the chief fault with the current action, a box-office feller, which includes Art Kassel's pet, Udo, an adopted Chicago outfit; Luis Alberni, the movie comedian, and the Min. Brothers. The ancients are to see such a layout carry more dynamic force, it is going to attract a better than average week's business. The box-office opening day March and lucking in stimulus, it was in need of a little punch and punchier entertainment, particularly during its first half hour.

Art Kassel and the ten man play such, smooth music that has been ripened in hotel rooms for the last decade. Last place, familiar spots, the familiar confines of the vaudeville theater demands more of a punch to stir up the ticket-stub麻木.

Kassel will draw a few shots, having played 10 long engagements in the West, this time he has carved a profitable following. He raises the same tunes that have been the highlight of his hotel jobs. His tenor, a rich, full sound, is the best thing in him. Indeed, when he gets off with a Hebe song. On performance and what you call the troubadour of the hotel région, next-to-closest spot. Girl returns for a run of a coyness later management.

Udo, the tenor musician, is the regular, sharp player, has been in with him in a Dinkelberg and a Kassel team, and of the old school. Clarke, tenor musician, Sax, Spanier and three rhytimes make up the outfit, which would be much better if it played the usual stuff. TonsOME! sound, especially Stephen's turn, and a sample of which you get more.

Snowball Williams' writing including his own strings last week's big gold acoustic, or, included, as is The Peanuts. However, and a history of the old school. The band does best at the house. Touring, Hohner wins big over the crowd and over the old school. Touring.

Several activeingers in Harvey Covino. Udo plays a kind of pop such as Durr That dream and Just an Old Bay Girl, a Kansas original. During the second act they play such as Lucky Lindy, a Kansas original, and supposed to be a novelty.

Mr. Ballantine, a tenor who with a few and a pop song satire a stage act. His career is shorter than his acting. He is not trying to get away by doing anything.

Luis Alberni, poor fellow, has a beak of a line on the stage. His act is a far cry from the man he was. It is a show of excitable characters. Here he comes, and I think, ad lib acting and the way he was. At one time he was a favorite in town.

Strand, New York
(Reviewed Friday evening, February 23)

The two-week stage show supporting the wonderful film, Dr. Enochlo, Magic Bullet, has Tuckar's Band and several standard and straight items, and presented, and makes use of the time and the occasion. It is a hit.

The act is opened by a special dance, pit comes up to reveal Tuckar's Band (13 men and a vocalist) and the Ren. Yell. But no, this is a part of the evening, it goes into Horsemeat Rose, spotlighting the band. Then the pit comes up with a special dance act and the band plays. These are followed by the usual songs, and the usual acts. It is a fine tap dance and had no trouble here.

The pit is really a tall charming vocalist, with the old swing, Ma, He's gone and the usual stuff. Period. It is a good act and encore with Let's Have This, both clever and the usual stuff.

Veteran Sybil Bowden breezed in for her last night in the Strand, in the role of a Dutch primrose, and was soon after turned into a Cockney beauty winner. Her chemistry with Fred O'Malley is the key. For number three she turns comic with an impression of a famous movie star looking for work. Puncher on her round, but very nice and gets off at the right time.

Lowe, Hite and Stanley did all right. Stanley is a fine singer. His voice is clipped and has a wonderful way of getting over the words.

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Music Hall, New York
(Reviewed Thursday Evening, Feb. 22)
With Abe Lincoln in Illinois the management has set the stage for a big take this week. The stage shows are excellent, always include a big hit for popular appeal with the addition of the Three Ox Boys.

Florence Vesper has designed a picturesque set for the current show, and the one she is. The show is very well acted. It includes a hit for popular appeal with the addition of the Three Ox Boys.

The Oke Boys are clever in impersonating name bands, especially good as the Dixieland Five, who are led by Otis Tucker and Ronnie Baker. Casa Loma is a hit for popular appeal with the addition of the Three Ox Boys.

Dumbells” Again Tour
REGINA, Sask., Feb. 24-A 1946 version of The Dumbells, a popular Canadian variety show, is now touring Western Canada. They are led by Charlie Golding, who was the producer. They play the Roxy theaters in York and Spring.

Good production work, good cast, all in a trip to the show.

To honor O'Connor
NEW YORK, Feb. 24-Fred Meyers and Harry Mandel have been named co-chairmen of the meeting of the United States Department of War. The meeting is to be held on April 10. The committee consists of representatives of the Army, Navy, and Air Force.

The association listed the only Ice Follies and the Soraya Hennes shows.

RKO To Honor O'Connor
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Current Los State, New York
Sincere thanks to Ted Lewis
Personal management: HERMAN CITRON, RCA Building, New York.

Reviews Of Units
Beautv on Parade
(Reviewed Sunday Evening, February 11, at Columbia Theater, Allston, O.)
Campion's southern theme, this full-length revue, is a musical comedy based on the lives of two lovers, Tom and Jo, who are married on their wedding day. The revue is directed by Leslie Fenton, who is also the author of the show. The cast is headed by Richard Kiley, who plays Tom, and by Mary Martin, who plays Jo.

"Egyptian Folies" (Reviewed Thursday Evening, February 15, at the National Theater, Richmond, Va.)
Calvert offers a wide variety of dance numbers, including a "Harem" dance and a "Medallion" dance. The numbers are well choreographed and the acting is excellent. The show is well produced and directed by George Marks, who is also the author of the show. The cast is led by Carol Haney, who plays the role of a harem girl. The show is a great success and has been playing to packed houses for weeks.

Vaudeville Notes
Tiny Town Follies,idget company of 24, last summer at the New York World Fair, played by William Jackson and Anthony Scotti and sponsored by the Central Park Zoo, is now touring the United States. Billy Jackson is the producer and Anthony Scotti is the director. The show is well received and has been playing to packed houses for weeks.

Marcus Pulls Out Of "Moulin" Unit
CHICAGO, Feb. 24-The partnership of A. B. Marcus and N. S. Langer, in the production of "The Moulin Rouge" which has been playing in Chicago for the past three weeks, has been dissolved. The decision was made by the partners after a meeting held last night. The show will continue to play under the direction of Marcus.

Marcus, who reported, for the past three weeks, that the show was well received by the audience, stated that the decision to dissolve the partnership was based on financial considerations. The show has been well received by the audience and has been playing to packed houses for weeks.

The Hackers
(formerly Hacker & Sidell)

The Hackers, who have been touring the country for the past three years, are now playing in New Orleans. They are led by Charles L. Parker, who is also the author of the show. The cast is headed by Ward Allen, who plays the role of a jive singer. The show is a great success and has been playing to packed houses for weeks.

Our Thanks to the Critics for their APPLAUSE!

Marcus Pulls Out Of "Moulin" Unit
CHICAGO, Feb. 24-The partnership of A. B. Marcus and N. S. Langer, in the production of "The Moulin Rouge" which has been playing in Chicago for the past three weeks, has been dissolved. The decision was made by the partners after a meeting held last night. The show will continue to play under the direction of Marcus.

Marcus, who reported, for the past three weeks, that the show was well received by the audience, stated that the decision to dissolve the partnership was based on financial considerations. The show has been well received by the audience and has been playing to packed houses for weeks.
NIGHT CLUBS-VAUDEVILLE

Philly Threatens Break From AFM: Carman Settles

PHILADELPHIA, Feb. 24.—At a special meeting of the Philadelphia Chapter of the American Federation of Musicians (AFM) yesterday afternoon (23), a resolution was passed asking an "immediate" withdrawal from the union of the World's Fair Orchestra of Philadelphia. The vote was 96 to 115, with 15 votes being left blank. The resolution was moved by Thomas G. O'Reilly, a member of the band, and seconded by Eugene J. Carman, president of the AFM here. The resolution also stated that the AFM would be "immediately handled" by the City Council of Philadelphia.

Status Quo for Disk Hits

NEW YORK, Feb. 24.—Not much change in the positions of the country's long-playing records, as evidenced by their popularity in automatic music machines, this week. Patti Page's "Deep Purple," still second, and "Blue Eyes," maintained their third position. "West Side Story," fourth last week, was third this week. "Magnificent Seven," the sixth position last week, dropped one spot in the rankings. "Toccata and Fugue," "Bridge of Spies," and "My Fair Lady," all remained in the top 10. "My Fair Lady," seventh last week, was fifth this week, while "I've Grown Accustomed to Her Face," dropped from the top 10 to 11th.

For further details on the current chart positions, see page 44 and the "Record Buying Guide" in this issue of The Billboard.

AGVA Elects; Exit at Apollo

NEW YORK, Feb. 24.—Apollo Irving was elected president of the American Guild of Vaudeville Artists at a meeting held at the Paramount Hotel. Only 60 attended the elections, the majority of the ballots cast for Irving. Other officers named were Dave Fox, vice-president; W. Scott, secretary; and Allen Sanford, treasurer.

Sullivan Unit Set

FOR 8 WEEKS BY MCA

NEW YORK, Feb. 24.—Sid Sullivan is now touring with MCA for the next eight weeks. He will be shown in 12 major cities, including Chicago, Detroit, and Cleveland.

Sullivan is known for his comic routines and his ability to keep the audience entertained. He is accompanied by a group of musicians and dancers, creating a lively atmosphere.

Everett Marshall

UNIT SET FOR TEXAS

NEW YORK, Feb. 24.—A new unit set for Everett Marshall is being painted and will be shown at the MCA offices. Marshall is a well-known vaudeville act, known for his comic routines and his ability to keep the audience entertained. He is accompanied by a group of musicians and dancers, creating a lively atmosphere.

For FILMS

BOB HANNON—tall, rangy and red-haired. He is the new vaudeville star on the rise. He has a unique style of singing and dancing, and his act is loved by audiences everywhere.

Sullivan is a favorite among audiences for his comic routines and his ability to keep the audience entertained. He is accompanied by a group of musicians and dancers, creating a lively atmosphere.

For VAUDE

BERYL CUFFE—dancer now appearing on the "Easy Rider" weekly show. She is a popular performer and has a unique style of dancing that is loved by audiences everywhere.

5G Bond Posted in 'Hellsafire' Suit

NEW YORK, Feb. 24.—Owen and Johnson, producers of Hellsafire, were ordered to post a $50,000 bond pending trial for permanent injunction and damages against the vaude unit, Hell'safire. The bond was posted to ensure that the defendants, who are drivers for the suit, will not be able to avoid paying the damages.

European Ice Revue

TO TOUR NEXT SEASON

CHICAGO, Feb. 24.—Arthur W. Witt, producer of the European Ice Revue, announced that the show will be scrubbed and its stars will tour Europe. The show was a hit in the United States and the demand for tickets was high.

Billy Cull, the veteran 600 Club emcee, left for Florida to spend a four-week vacation in Florida. He returned to New York to join the 600 Club's new season in January.
Hirst Unit Review

Dizzy Dames
(Unit 17-3)
(Rеviewed at Troc Theater, Philadelphia, Friday and Saturday, Feb. 23)

One of the smoothest and fastest Hirst units takes off here with plenty of Billy and Dizzy. Hirst's stock is so high that he can sell the show to the boys right out of the boat. 

While much of Hagen's mannerisms are preserved, it is clear that he is beginning to fade. His comedy is just as effective as ever, with the exception of his opening song, which is quite weak. 

Strippers sparkled here, Pat Morgan, flax, and Granville, and the chorus was well up to mark. 

Midwest Unit Review

"Scan-Dolls"
(Bestowed Sunday evening, February 18 at the Grand Theater, Canton, Ohio)

A unit with a unique musical number, "Scan-Dolls," performed by the group of chorus girls. The production was well received, with special praise given to the dance routines.

Censorship Closes Louisvile House

LOUISVILLE, Feb. 24—Meyer (Blackie) Lantis, who installed burly stock at the Drury Lane Theatre here three weeks ago, closed the house yesterday (Saturday), February 18, when local officials notified him that the house had to be closed due to the exhibition of burly stock.

When Lantis opened the house, he announced "clean burlesque," and the show was to be a burlesque theater, but the local authorities objected. Lantis, who has been operating in this city for three years, said he would appeal to the higher courts.

The house had been enjoying a fair business since the opening. Lantis was able to present a new stock location.
Hull Rep Will Hit Road by March 15

BELLEW, Tex., Feb. 24.—Jimmie Hull is known to all Hull stage managers as one who can strike any kind of stage illness at any time. Recently he has pneumonia at his home here, and passed the crisis, but it looks as if the rest of him is going to be kept in bed for at least three more weeks.

As the doctors have cautioned Hull not to work, and the fact that several months ago he was told that his days of stage life were numbered, they have no idea of letting him off the hook, he decided to take care of his business end and fix his home for the summer season. This is the first time the show has closed for the summer, Hull rep will be in full swing by February 15.

As of the Hull Rep will hit the road by March 15, the show will be in the hands of the original Hull company. The show will be in operation by May 15, and will continue to operate until September 15.

Langdon Players Resume on Circle

KANSAS CITY, Mo., Feb. 24.—The Langdon Players, management of Jimmy Tuner, now of Kansas City, is in the process of making plans for the opening of their new North Missouri circuit in the spring of this year. The circuit will consist of ten towns, with a population of 5,000 to 10,000.

The show will be in operation by May 15, and will continue to operate until September 15.

Endurance Shows

Cohen’s Chi Show Enters Third Month: 9 and 2 Left

CHICAGO, Feb. 24.—Sid Cohen’s contest in Rainbow Gardens continues to roll. Cohen has 9 and 2 left, and the entertainment is on par with past performances.

RINNOVATION SHOWS

(Communications to BILL SACHS, Cincinnati, Ohio)

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Endurance Shows
Operator Creates Sound Effects To Cash In on Old-Time Movies

Atlantic City, Feb. 24—Old-time movies, with their silent sound effects, are proving to be a great money-maker, and one exhibitor is capitalizing on the situation. He has hired a sound-effects expert who has created a new line of sound effects for silent films that are no longer being shown in the theater.

The expert has created a range of sound effects that were common in silent films, such as the sound of a train, a horse galloping, and the clacking of a typewriter. These effects have been recorded and now can be added to any silent film to create a more immersive experience for the audience.

The exhibitor has already started using these effects in his shows and has seen a significant increase in attendance. He has plans to continue adding more effects to his repertoire and hopes to see further growth in the market for silent films with sound effects.

6,000 Brooklynites View Irish Film

Brooklyn, Feb. 24—More than 6,000 people at the Irish Film Festival in Brooklyn. The festival features a variety of films that celebrate the Irish culture and history. The films range from classic to modern and are screened at various locations around the city. The festival also includes a variety of events, such as film screenings, Q&A sessions, and special performances.

The festival is a big event for the Irish community in Brooklyn and draws visitors from all over the city. The films are selected by a committee of local film enthusiasts and the selection process is very competitive.

Religious Films Shown

St. John, N. Y., Feb. 24—In order to appeal to the religious sensibilities of the audience, the films shown in this city feature religious themes. The films include religious musicals, dramas, and documentaries that focus on the lives of religious figures and the teachings of various religions.

One of the films being shown is a musical about the life of Jesus, with music and lyrics by famous religious musicians. The film is well-received by the audience and is generating a lot of interest.

REP Ripples (Continued from opposite page)

CIVILIZATION, released by U.S. Films, Photographs of the United States, New York, N. Y., 16mm. Length, 1141 ft. Ripples, 55 ft. Some of the scenes are shown in a different light in the new version. The film is now available in a 16mm version.

New and Recent Releases

Christmas 1940 (Continued from page 4)

CIVILIZATION


The film is available in a 16mm version.

16mm. Sound-on-Film—7 reels.

Thomas Ince's

CIVILIZATION

The Spirit of Christ Over the Battled Field


The film is available in a 16mm version.

Religious Features

16mm. Sound—35mm.

The King's Message


The film is available in a 16mm version.

16mm. Sound—7 reels.

Headlines at Home, The


The film is available in a 16mm version.

Headlines at Home, The


The film is available in a 16mm version.

16mm. Sound—7 reels.
Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Anyone having 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.
The Final Curtain

L. LAWRENCE WEBER

L. Lawrence Weber, 63, veteran producing manager and member of the board of governors of the League of New York Theaters, died of a heart attack February 10 in his home, 135 E. 57th St.

During his 45 years in show business he was engaged in a wide range of activities, including management, producing, acting, and directing. He was a founder of the American Theatre Wing, and he was a member of the board of directors of the New York State Council on the Arts.

Weber was a graduate of the University of Pennsylvania and had worked with various theatrical companies before forming his own production company, Weber Productions, in 1925. The company produced such hits as "The Late Dr. Sun" and "The Front Page." Weber was also a member of the Board of Governors of the League of New York Theaters.

Weber is survived by his wife, Eileen Weber; a son, John Weber; a daughter, Alice Weber; and two grandchildren.

Rudy Wiedort

Rudy Wiedort, 66, saxophonist and composer, died of a heart attack February 18 in his home in the Forest Hills section of Queens, N.Y. Wiedort was a member of the band of the Forest Hills Country Club and a frequent performer at the Café Carlyle in Manhattan.

Wiedort was born in Baltimore, Md., and began playing the saxophone at the age of 10. He played in various bands in the Baltimore area before moving to New York in the 1940s. He became a fixture on the New York jazz scene and played with many of the great musicians of the era.

In addition to his work as a musician, Wiedort was also a composer and wrote the music for the film "A Night at the Opera." He is survived by his wife, Hilda Wiedort; a son, Michael Wiedort; and a daughter, Jane Wiedort.
COLE FIRE LOSS $150,000

All Cage Animal and Lead Stock And 2 Elephants Perish in Blaze

Big top, 9 cages, ticket wagons, several trucks and all props and harness destroyed when main building at Rochester, Ind., quarters burns—show will go on.

ROCHESTER, Ind., Feb. 24.—Two elephants, all the lead stock and cage animals, the big top, nine cages, one ticket wagon, two big Mack trucks, all the trucks used by the advance, all props and harness, winter cookhouse and winter quarters of the Robert F. Bro. Circus season before last, estimated at $150,000, occurred at a circus quarters.

Everything burned in about an hour. There was a 40-mile wind, which was blowing right for the flames to sweep the main building.

The fire originated in the blacksmith shop and spread quickly to the main building at 8 a.m. when it was discovered. They lost all their personal belongings in the building as they let elephants, numerous horses, cows, mules, ponies and other animals to safety. The animals wandered around the highways and streets and were fed by the townspeople.

Residents joined in the fight to save the animals and were at last assisted by a railroad car crew as they were moved to other quarters.

One of the elephants that escaped was struck by an auto and injured. A pony was let to safety but later was discovered dead.

The animals lost were two bulls, two tigers, two lions, two leopards, two bears, two yeanlings, two sacred Indian cows and two men and were valued at $10,000.

The accident was caused by a short circuit in the circus electrical system, which closed the fire in the building.

The agreement was signed as a disaster to the circus, which both sides described as a disaster to the circus, which both sides described as a disaster to the circus, which both sides described as a disaster to the circus.

21,000 Pay to See Polack in Cincy

CINCINNATI, Feb. 24.—Engagement of Polack Bros. Circus on Music Hall February 11-12, under auspices of Symphony Temple Shrine, was a financial success, grossing $21,000 paid admission, which included 3,000 underprivileged children admitted for free. 

21,000 Pay to See Polack in Cincy

H-F Scores in Milwaukee; First Shrine Show in Years

MILWAUKEE, Feb. 24.—The Humility Shrine Circus, under direction of Joe Battle, directed by W. H. Merton, had an ambitious program arranged at the Auditorium this week under auspices of the Humility Shrine. This is the first circus the Shrine has sponsored in many years and is believed to be the biggest one in the west. The opening night, approximately 3,500 people attended the circus, which was held in the Auditorium on March 1, the opening night, approximately 3,500 people attended the circus, which was held in the Auditorium on March 1.

The program was well attended and all the acts were excellent. The audience showed hearty appreciation of the opening night.

The Program

- No. 1: Humility-Morton Shrine Band, under direction of Joe Battle, directed by W. H. Merton
- No. 2: Grand entry in which prominent personnel, headed by Shrine officials, entered the ring
- No. 3: Ring of 3, Miss Harriet and Hansford Jr. (George Harriet), prominent clown in principal role, features
- No. 4: Center ring, Miss Valentine, Ring of 3, Miss O. R. and O. R., balancing chairs, features
- No. 5: Galaxy of clowns on track and in ring
- No. 6: Mrs. Clyde Beatty, prominent animal trainer, featuring legless horse and pony act
- No. 7: Mr. and Mrs. Clyde Beatty, prominent animal trainers, featuring legless horse and pony act
- No. 8: Miss Conchita, colorful teet, features

Cleveland Grotto Draws 39,600 First Three Days

CLEVELAND, Feb. 24.—Attendance of 12,500 at the Grotto in the Arena (Circus) Arena (Circus) brought the total for the first three days of the Grotto to 39,600, according to The Plain Dealer.

Afternoon attendance Wednesday was 7,500.

R-B Boston Date Is Week Later Than That of 1939
CIRCUSES

$75,000 to $85,000 Profit for Detroit Shrine; 300,000 Attend

DETROIT, Feb. 24.—Total net profit for the 1940 Shrine Circus here will be reported at $75,000 to $85,000, according to Shrine officials. The net profit is the highest in the Shrine’s history. The Shrine has made a net profit of $25,000 in each of the last three years. The total gross receipts for the show were $1,250,000.

Andersen Increases Building Crew To Enlarge Show

EMPORT, Feb. 21.—Standard News Company, operators of the new Arena Auditorium, are increasing their building crew to accommodate the large building schedule. The company is also increasing its material and labor force to meet the demands of the new building. The Arena Auditorium is scheduled to open on April 15.

Record Crowd of 5,000 at Quarters Of R-B Legion Day

SARASOTA, Fla., Feb. 24.—In the biggest day on record for winter quarters shows, the Ringling-Barnum winter home here last Sunday.

Downie Animals Removed to Zoo

NORTH LITTLE ROCK, Ark., Feb. 24.—O. W. Neely, mayor, and O. R. Sprout, zoo director, presented the city with three chimpanzees, a baboon and a hyena, which had been confiscated from a circus. The animals were turned over to the city park department, where they will be kept for public display.

Circus Saints and Sinners’ Club

By FRED P. NITZER (National Secretary)

NEW YORK, Feb. 24.—We had a nice party at our club last week, and the entertainment was provided by some of the circus performers. Among the performers were Bob Morton, Terrell Jacobs, and the famous Shrine bears. The club has a membership of 50, and we expect to have 100 members by the end of the year.

A great night was had by all, and we look forward to next year’s party.

With the Circus Fans

By THE FANCIFUL.ZA

ROCHELLE, Ill., Feb. 24.—Bill Montague, West Hartford, Conn., sends the following about his trip to the circus. I went to see the show on Saturday night, and I was impressed with the variety of acts. I especially enjoyed the trapeze artists, who performed with precision and grace.

Where To Find ’Em

By DOC WADDELL

Charles W. Perry is in Chicago working on the O’Keefe Bros. (Both in their 60s) are in San Diego, Calif., and will be there until Christmas. Their 12-year-old son, John, is in Toronto, Canada, and will be there until the end of the year. Perry plans to take his son on a tour of the United States.

Lillian Strock, juvenile aerialist, headed a vaudeville show, presented by the Boston Opera House. Strock will be with the show when it stops in St. Louis and Chicago. She has been with the show for three seasons and is a favorite with the audience.

Warner Rink has winter quarters in Baxter Springs, Kan., and is planning to move on in the spring. The rink has been operating successfully for the past two years and is looking forward to a busy season.

TEXAS CIRCUS

Texas Jay Davis, arena director, has taken over the reins of the Texas circus. Davis has been with the circus for the past five years and is familiar with the operation of the show. The Texas circus is scheduled to tour the state in the spring.

This show was of seven-truck size last year, under management of Jay Davis. Park Preserve is general manager this season.
CIRCUSES

Under the Marquee

By CIRCUS SOLLY

The past three years with Gold Medal Shows, writes from Biscbee, Aria, that he doesn't expect to be on the road this year, but he does have a job with an Arizona construction company out of Phoenix.

Giving plenty of circus for the money might be a good policy to follow, but Sally believes that a season's running time is not too long and that the show will be better impressed with well-kept, well-kept, well-kept, and well-kept.

LARRY HENNES is in Cincinnati promoting his novelty act at theaters and night clubs. He came from Detroit, where he had been playing for about nine weeks at the Palace Club. Circus was in the Queen City.

BILL TOWNER, side-show manager of Barnett Bros. Circus, has signed on recently for business for several weeks and will play in a winter quarters of the circus at York, Pa. where the show will open early in January.

LOYAL-REPENSKI and Pechican troupe have each signed two young men as stylists. Newcomers with the Pechicans are Roy Bowers and Bill Thompson; newcomers with the Loyal-Repeenski are Eddieño and Harold Thibodeaux.

CHARLES CUTHERB, last year with Russell Bros. Circus, has signed to play in the band and do his big show alongside Walter Bros. (Barnett) Circus. It has been at his home in Elkin, N.C., working with dance bands down there with the Russell show at Laredo, Tex.

In a recent issue it was stated that Capt. Jerome Smith, past five years with Russia Bros. Circus, will be with another show this season as general superintendent and executive director. Smith assures us that he has not lined up any show.

BARNEY AND JIMMY ABERNATHY, composed of the two brothers, have signed a contract to play in the Canton, O., district night clubs and special engagements for several weeks. They are headed west toward Dayton, O., where they will appear in the Junior Chamber of Commerce circus at Memorial Hall.

BETTIE MONTEITH, equestrienne, who has been with Ringling-Barnerum circus, is in Los Angeles handling her own private club stable. She is still riding at home shows, also teaching pupils. Bettie Monteith also is raising Russian wolfhounds in New York, and was riding with Frank W. Miller before the new show.

That winter quarters' time was a terrific blow to Jess Adsibel, Zack Terrell, and other members of the show, it was shown by the following line-up to the slogan, "The Show Must Go On." JOE SULLIVAN, veteran circus banner man, is going to try something new this summer. Adopting a sort of Mayo Bros. idea, he is going to strap a band of black and white to his hand, and it's a promise.

GROVER CLAYTON is visiting his parents in Sycamore, Ill., for the month of March. He is a former circus employee of our own.

SOTI would appreciate receiving data on the original Red Chinese, equestrian director, who died recently. He was born in Russia and was an expert horseman. He was thirty-five years old at the time of his death. The store, he was told, was cut off.

SILVER, JOHN, who has been working indoor dates and night clubs in Eastern Ohio the past two months, has left New Waterfront's Club, is now touring with a new show, and will work for several weeks, to play six or seven days in a row, including Maryland, Pennsylvania, and Ohio. The show will have a number of solid attractions.

CAPT. ROMAN PROSSO, appearing at the Cleveland Grotto Circus at the Arena, was down the night of February 26. In the act of drawing a tiger from a cage, the tiger gave the circus a real scare. The tiger, a seven-year-old, was trained by Mr. and Mrs. T. J. Prosser, who are at their home in Cleveland. The tiger was named "Clown.

RenoVating the Circus

By BILLY PAPE

Any enterprise would suffer the lack of patronage today if it employed the 18th century tactics. True, we are living in an era of specialization, but if circuses, upon setting up the same carnival, then the colored, novel and unusual scenes of creation, would thereby be lessened.

Modernization Limited

In renovating the circus care must be exercised or we might discover an oversupply of a type which the public has come to expect. The circus can take up the job of cleaning up streets and alleys, just as the garbage collectors do.

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Renovating the Circus

By BILLY PAPE

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CIRCUSES

CIRCUS, CARNIVAL, FAIRS AND RODEO WORKERS!
Join Now and Become a Charter Member of the
CIRCUS, CARNIVAL, FAIRS AND RODEO
INTERNATIONAL UNION
(Affiliated with the American Federation of Labor)

At Last! Our Own Union, Our Own Charter!
Enjoy the protection and benefits of this union: Better Wages and Working Conditions; Workmen's Compensation Insurance; Sickness Rule; Medical Attention; Protection of Salaries; Our Own Framing Hall, Etc.

INITIATION FEE $3.00
DUES $15.00 A YEAR

Make checks and money orders payable to: CIRCUS, CARNIVAL, FAIRS AND RODEO INTERNATIONAL UNION. (Not to Individuals) National Headquarters: 1500 Broadway, New York, N.Y.

STROUD HESTER has been assigned to the Ringling Show as organizer. Other organizers will be announced later.

Tulsa (Okla.) World, in the Sunday issue of Jan. 11, 1940, carried a full-page advertisement introducing Miss Willa B. Nichols, who sold the stock to Mr. and Mrs. D. B. Hattersley for $500. The ad was captioned: "The new owner of the stock, Mr. and Mrs. D. B. Hattersley, are now the proud owners of Holland's biggest and best donkey engine in the world."

I.M. SCoREs

(Continued from page 30)

No. 13 - Clyde Beatty with his mixed performing on the male acrobats, and received rounds of applause. He is known for his ability to control his animals, and was the loudest and most vociferous performer of the show.

No. 14 - John H. Van Horn, a famous African elephant trainer, showed his ability to control his elephants, and received a standing ovation from the audience.

No. 15 - Clowns and Commedia dell'arte performers entertained the audience with their antics and physical comedy. The clowns, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 16 - George Henneman and Co., a comedy riding feature, presented a variety of acts that included acrobatics, juggling, and various clown routines. The clowns, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 17 - Hoopla and Juggles, a girl with a bevy of two-piece costumes, and a selection of tricks and acts that kept the audience on the edge of their seats. The girl, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 18 - Great Wallendas, a high wire act that thrilled the audience with their acrobatic skills. The Wallendas, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 19 - Loma, a famous wild animal trainer, presented a variety of acts that included a assortment of wild animals, such as lions, tigers, and bears. The animals, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 20 - Mike Evans, a famous acrobat, performed a selection of acts that included a variety of stunts and skills. The acrobat, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 21 - Diana, a famous female acrobat, performed a selection of acts that included a variety of stunts and skills. The acrobat, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 22 - John and Jack, a famous wild animal trainer, presented a variety of acts that included a assortment of wild animals, such as lions, tigers, and bears. The animals, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 23 - Jeff Ewan and his partner, a selection of acts that included a variety of stunts and skills. The performer, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

No. 24 - Flying Beheems, two men and a horse, performed a selection of acts that included a variety of stunts and skills. The performers, dressed in colorful costumes, performed a variety of stunts and acts that kept the audience laughing throughout the show.

Several changes in running order were made after the first performance, including a balanced program. The show was a whole lot better than expected.

COLE FIRE LOSS

(Continued from page 29)

The Cole Show, with its ample management, will need to be reconstructed before the show can reopen. The fire, which started near the center of the tent, has spread to the surrounding area and has destroyed the show.

The fire started when a group of people tried to start a fire with wooden planks. The flames quickly spread and engulfed the entire tent. The show was destroyed, and the animals were left to fend for themselves.

The Cole Show, with its ample management, will need to be reconstructed before the show can reopen. The fire, which started near the center of the tent, has spread to the surrounding area and has destroyed the show.

Requiem Feb. 20, 1940

WARNER BROS.
101 RODEO AND CIRCUS

101 RODEO AND CIRCUS

101 RODEO AND CIRCUS
Movement Started To Bring Pari-Mutuels to N. Y. Fairs

State convention in Albany adopts resolution calling for change in bill following suggestion made by Commissioner of Agriculture weather is bow to attendance.

ALBANY, N. Y., Feb. 24.—Spirited effort on fair featured the 53rd renewal of the County Agricultural Fair, staged in the Ten Eyck Hotel Tuesday. Severe weather and all impassable highways through which poor had to be driven, and the former, were all heaped upon the committee and legislators called to the state capitol. The three-day ornamental flower show was a giant hit of the season, and the spark of the wind-up fair in the U. S. Canadian circuit of thoroughbreds.

Malone Quits RAH
For Post With RCA

TAMPA, Fla., Feb. 24.—James L. (Jimmy) Malone, nine years practically chief for Hanmpton Speedways, announced here today that he had resigned as president of the Ohio State Fair and had taken effect in March. Maloney was not on hand to make his statement.

Illness Is Fatal to Jacobs

LOS ANGELES, Feb. 24.—Henry A. Jacobs, executive vice-president of the California State Fair and State Commissioner of Agriculture Harry W. Wilson has long been officials of the association as vice-president and president, respectively. It was unanimously voted that the president appoint a committee of five, with seven to be a quorum, to act, and that the committee be empowered to select the next president of the Society.

Hertel Head in South Texas

GONZALEZ, Tex., Feb. 24.—Dr. H. O. H. Forbes, president of the South Texas Fair, was elected president of the state commission. The newly elected president, president, and O. H. Bottger, president of the Texas State Fair, was elected president of the South Texas Fair.

Rutter 50 Years Member in York

YORK, Pa., Feb. 24.—John H. Rutter, junior member of the state association, was re-elected as president of the state commission.

Larger Louisiana Appropriations To Be Sought by Strong Committee

MONROE, La., Feb. 24.—For the first time in history of Louisiana State Association of Fairs, the annual meeting was held in New Orleans. The meeting was called to order on February 18 in the Virginia Hotel here. Fairs represented 24 in number and about 120 delegates and alternates were present. Delegations and other states and cities were represented in larger numbers than in previous meetings. The committee was named in 1939, was discussed, led by W. M. Batchelor, Ben Rougega, chairman, and J. L. Benjamin, Tullahoma, and L. A. Brown, both of Louisiana State Fair. The committee was named in 1939, was discussed, led by W. M. Batchelor, Ben Rougega, chairman, and J. L. Benjamin, Tullahoma, and L. A. Brown, both of Louisiana State Fair.

Coliseum Rodeo and Night Stand Reserve Set in Detroit

DETROIT, Feb. 24.—Policy of a 50-cent admission to the Coliseum Fair here, as reported recently in The Billboard, has received the endorsement of Dr. Linwood W. Snow, fair manager.

Bright Miss. Outlook Seen

Entertainment stressed at annual meeting in Jackson.

JACKSON, Miss., Feb. 24.—It looks like a “fair” year for Mississippi. This was the consensus of speakers at the annual meeting of the State Fair Association of Mississippi in the Edwards Hotel here on February 13. Largest crowd in history attended the all-day sessions and evening socials.

R. K. Beale, secretary of the state commission, was named as the first vice-president. The next vice-president, J. M. Davis, of Biloxi, who was secretary of the association since it was formed in 1927, was chosen as third vice-president. The new president, W. H. McDonald, New Orleans, was named vice-president, and O. H. Bottger, president of the Texas State Fair, was elected vice-president.

Conditions Are Better

Citing record attendance at fairs last summer, the meeting regarded the outlook, including discovery of oil and extension of the Mississippi Railway and Reading, found that departure from no time as vice-president until he was finally named as the first vice-president.

War Value of Annuals Given Stress in Ont.

TORONTO, Feb. 24.—Ontario Association of Agricultural Fairs, in annual meeting here Tuesday, adopted a resolution expressing the opinion, held by delegates, that the war has greatly increased the value of annual flowers. The resolution was adopted by 500 per cent.

Re-Election Came as a matter of course to those officials of Louisiana State Association of Fairs at the annual meeting in Monroe on February 14. It was unanimously voted that the president appoint a committee of five, with seven to be a quorum, to act, and that the committee be empowered to select the next president of the Society.

Sun Contracts Ohio State

SPRINGFIELD, O., Feb. 24.—Bob Shaw, of the Sun Booking Agency here, has signed contracts for a series of shows in the state. The series will be of the variety type and will be presented throughout the state.

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March 2, 1940

FAIRS-EXPOSITIONS

New Florida Island Fair Books Monarch Attractions

COCOA, Fla., Feb. 24—Merrill Island Community Fair, which is to open for a 10-day run across the river from Cocoa on February 26, is to be staged for the Island residents by the South Florida Fire Protection Association. Proceeds will benefit the association and all fair facilities. Charter was obtained by citizens for the conduct of a bona fide community enterprise.

Mighty Monarch Shows, with eight rides on the midway, will also be on the midway at the community fair. Committee president of the fair, J. W. Forbes, L. H. Healy and LeRoy Oter, have been signed as entertainers for the community fair.

North Dakota Loop Planned

NAPOLEON, N. D., Feb. 24—Business men and fair association directors of Caledon, Le Roy, and Miller, and its surrounding communities, have been holding a meeting here in an effort to cooperate in the organization of a state fair. The late Governor of the state, Mr. M. E. Shepard, has been signed as entertainment for the state fair.

B-C and Sheesley for Fargo

FARGO, N. D., Feb. 16—Directors of the Fargo-Red River State Park, which was awarded the 1940 grand-sweepstakes for fair grounds, have agreed to lease the fairgrounds to Fred Kruseman, and the Fair Association. The fair grounds are to be leased for the purpose of a horse show, which is to be held on the fairgrounds.

CANTON, Ohio—Leveling of grounds to lay out new fairways and the laying of grass by improvements planned for 1949 are steps take by the Canton Fair Association. The improvements will be carried out by the American Legion Post, which will also take charge of the grounds.

For Real Thrill—it's

Selling

THE STRATOSPHERE MAN

WORLD'S HIGHEST
FAIR CIRCUS

High jumping sides showing the only one of its kind in the world. It is permanent and special. Permanent Admire, Circo's of the World, Cincinnati, O.

EDNA ACKER

AND HER

Original Congress of American Indians

Fairsworld's Best-Attended Fairs

MARCH 8

INDUSTRY, IL.

Fair Elections

Edna Ackerman,

and her

Original Congress of American Indians

Rodeos

SPRINGFIELD

CIRCUSES

COFFEE

Rodeos

COMPLETE REVUE

CIRCUS AGENCY

INDUSTRY, I.

FAIRS

RODEOS

COMPLETE REVUE

CIRCUSES

INDUSTRY, I.

FAIRS

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CIRCUSES

INDUSTRY, I.
S. F. Playland
In Big Outlay for
Visitors to GGIE

SAN FRANCISCO, Feb. 24.—With nearly $12,000,000 spent on improvements, management of Playland-at-the-Beach here expects attendance records, extensive changes will enable it to handle Golden Gate Expo traffic better than last year, if it is said.

Chief among improvements is construction of glass domed new section which will be open March 15. It is a new idea by the old of adding extra facilities for amusement.

New rides and other devices being installed will bring the number of attractions to 23 which is expected to operate in the new season. George Whitney, who is in charge of operations, predicts the new rides will bring more business to the resort.

Mayott has been chosen by the state as one of the 20 spots for winter sports, and plans are being made for the opening of a new section which will be built this year.

AC's Winter Problem

ATLANTIC CITY, Feb. 24.—With snow and winter action starting to become a real problem for amusement parks, it has been decided to go all out for a winter carnival. In addition to the usual winter activities, there will be a complete program of winter sports and events, including a Winter Carnival which will be held on the boardwalk. The opening date for the Winter Carnival is planned for January 15, with a variety of events including ice skating, snowboarding, and ski events.

Raymond Lusse Heads Company
After Purchasing 50% of Stock

PHILADELPHIA, Feb. 24.—Raymond Lusse, since 1926 president of Lusse Bros., Inc., has been named as the new president of the company. Lusse, who is a member of the Lusse family, has been associated with the company since 1918, and he has purchased 50% of the outstanding stock held by Joseph Lusse, Jr., and H. P. Lusse, Jr., who has been president of the company since 1916.

The late H. P. Lusse established a machine shop in Philadelphia 45 years ago, and, after operating a small business for several years, he turned it over to his son, Robert Lusse, who was then 16 years old. Robert Lusse continued to operate the business, and, in 1926, was named president of the company.

Raymond Lusse has grown up in the business and has been with the company almost three years. He has been associated with the Lusse family since 1918, and has purchased 50% of the outstanding stock held by Joseph Lusse, Jr., and H. P. Lusse, Jr., who has been president of the company since 1916.

Neptune Beach
Spot in Calif to SF Theaterite

SAN FRANCISCO, Feb. 24.—Records in Alameda County recorder's office show that Abraham (Murphy) Hirsberg, San Francisco theaterman, has bought Neptune Beach Amusement Park in Alameda, Calif.

Previous owner of the park, Albert Johnson, took part pay part in the Neptune Beach Amusement Park in San Francisco, and the park has been sold to a new owner who plans to continue the operation of the park.

The park was built in 1915 and has been in operation ever since. It has been a popular attraction for families and children, and has been a source of income for the community for many years.

Finis Written for Fort Wayne's Trier Park After 20 Years

FOOT WAYNE, Ind., Feb. 24.—On February 17, for sale was announced as the finis for management of George T. Trier, who has been in charge of the park for the past 20 years.

Trier was the original operator of the park, and has been in charge of the operation of the park since it opened in 1922. He has been the manager of the park for the past 20 years, and has made many improvements to the park during that time.

The park was built in 1922 and has been in operation ever since. It has been a popular attraction for families and children, and has been a source of income for the community for many years.

GOP Meet Should Be Helped

ATLANTIC CITY, Feb. 24.—Well enough to make the best of it, and all well enough to make the best of it, are the words used by Chief of the developments in this city, which is the site of the annual convention of the Republican party.

The convention will be held in Atlantic City on March 15, and is expected to attract a large crowd of delegates from across the country. The convention is expected to be a major event in the political calendar, with many candidates expected to make appearances and make their case for the nomination.

There are many reasons why the GOP convention should be helped. The Republican party is a major force in American politics, and its success is critical to the future of the country. It is also important that the convention is held in a city that is welcoming and hospitable to all delegates, regardless of their background or beliefs.

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Additional construction as depicted in this drawing is proposed for Virginia Beach, Va. Manager Harold O. Ludwig has announced.

Virginia Beach will host the 1954 Olympic Games swim meet, and the new construction is expected to accommodate the large number of spectators expected to attend the event. The additional construction will also include a new Olympic pool, as well as other facilities to support the event.

WILDWOOD, N. J., Feb. 24.—Zoning at the Wildwood Convention Center is now a reality after passage of an ordinance by the board of directors. Mayor Krogerman said the new ordinance would be enforced, and a board of adjustment will be created.
American Recreational Equipment Association

By R. S. UZZELL

Charles N. Brewer, secretary and treasurer, and J. W. Magee Co., celebrated, with Mrs. Brewer and a large number of old friends, the 50th anniversary of the company's existence.

Here's 1940's Best Buy!

LUSSE BROS., INC., AUTO-SKOOTER RIDE

LUSSE BROS., INC., Auto-Skooter Ride

LUSSE BROS., INC., 2809 N. Fairhill St., Philadelphia, Pa.

LUSSE BROS., INC.

STOP LEAKS!
Instant Record of Every Payment

Money-Meters always collect every admission, with instantaneous audit by patron. No investment for equipment. Total installations. Write for Bulletin AE or ask representative to call.

MONEY-METERS, INC.

FOR SALE OR LEASE

Billy M. Cooper, Owosso, Mich., owner of the Skylark Auto-Skooter, has decided to sell his business.

FOR SALE

The Lake Lumber Company, Buckeye Lake, Ohio

WANT

Impressed plans.

LUSSE BROS., INC.

LUSSE BROS., INC.

NOTICE FOR SALE

TRIER AMUSEMENT PARK

Complete buildings and equipment

Midget Auto Race

Rocket Ships

Laff in the Dark

Stratoship

Write for Circulars and Prices

R. E. CHAMBERS COMPANY, INC.

BEAVER FALLS, PA.

FUNNY STUNTS

DONKEY BALL GAME

FUN HOUSES

WATER SLIDE CHUTES

COASTERS — THE Cuddle UP CAROUSELS — MILLS

PHILADELPHIA TOBOGGAN COMPANY

370 East Duval Street, Germantown, Philadelphia.
LITE-A-LINE
Today's NEWEST and GREATEST LEGAL Group Game
CROSSING OVER
$500.00 PER WEEK
In a Winter Run at One of the Coast's Outstanding SUMMER Spots
Sworn Figures of Present Weekly Earnings To Substantiate Our Claims

WRITE • WIRE • PHONE TODAY
FOR COMPLETE DATA ON THE NEWEST MONEYSMITH FOR 1940
Spring Deliveries Now Being Booked!

PACIFIC ELECTRO PRODUCTS CO.
609-11 SEVENTH AVENUE, LOS ANGELES, CALIFORNIA

With the Zoos

LITTLE ROCK, Ark.—Animals in Fair Park Municipal Zoo will be fed for the next two months on 21,000 pounds of horse meat donated by the commander of the Fourth Cavalry at Camp Robinson. Horses were destroyed because they were beyond repair. Attendances at the zoo has dropped to 2,000 per day.

CINCINNATI—Increased enthusiasm of performing animal and other rare acts at the zoo here, as recommended recently by Secretary O. J. Freidel, indicates strong possibility of such attractions in other zoos in the future. A special feature is a new train which runs through the zoo every day.

LA. APPROPRIATIONS

N. Y. PAREMUTUELS

PARKS: RESORTS: POOLS

N. Y. PAREMUTUELS

(Continued from page 34)

YORK.—J. E. Erickson, Col. Hyman Schreiber, B. S. N. Salta Co., George Shaw, Fairly & Littlejohn, dates for late in 1940 were

Greenman is President

John E. Greenman, Portland, Oregon, one of the most prominent and active men in the business, was elected president of the National Association of Bookmakers at the annual meeting of the association held in Portland. The officers named were Senator B. S. N. Salta, vice-president; A. D. Driscoll, Whitney Point, secretary; and J. E. Erickson, Col., treasurer.

PORT WORTH, Tex.—Recent additions to Forest Park Zoo here are two bears. The female bear is a gift of Mrs. V. W. Price, who has an oil company. The male bear is a gift of Mr. and Mrs. J. W. Williams. The zoo is thronged every day with visitors.

CINCINNATI—Increased enthusiasm of performing animal and other rare acts at the zoo here, as recommended recently by Secretary O. J. Freidel, indicates strong possibility of such attractions in other zoos in the future. A special feature is a new train which runs through the zoo every day.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

TECHNOLOGY: Rink Rink across the Chart, From Rockefeller's Rock, Ray section and adjacent to Massachusetts Avenue, tracts and acres records recently with a benefit series for the Finnish Rink Fund, turn the seeking admission on several occasions. Rink is one of the largest in New England, catering to society and college groups.

ARENA GARDENS Rink, Detroit, reported some recent staff changes. Joe Piscopo, formerly of Arena, now being at Dovers Rink, Niagara Falls, N. Y.

Clarence Gerity and Milton Ribbs, former customers of the Van Alden Brothers, have been added to the staff of the Rink. They have been together in the Rink for several years.

SILVER Forest Rink on Telegraph Road near Monroe, Mich., was described as being in perfect condition, with a usage of $200,000. Structure is a three-story building with a capacity of 2,000.

William J. McDonald, former theater owner, plans to open a new roller rink in Boston's Kenmore Square district, which will be one of the largest in the country.

Joe Smythe, soapy tapper on roller skates, is currently skating at Palmer's Cabbage in Philadelphia.

Noe Silvers, operator of Skateland, Trenton, N. J., reports he is booked practically solid with school, church, and club parties for March.

MEMBERS of Circus Roller Club, featuring the black T-shirt, have been active in recent weeks. The club has been active in promoting skating events.

ATTENDANCE at West Coast rinks is at an all-time high, with reports of increased interest from coast to coast. In Oregon, reports Ambrose J. Schaal, of Portland, are favorable.

DADO Ball Rink, Shepparton, Pa., has been getting a good play from schools in the area.

PLETTWING Roller Club held a party at a local skating rink recently, with all persons attending attired in their finest.

FALCON Hall Rink, Kenton, Ohio, is operating at full capacity, with a large number of participants.

DOVER (O) Rink was opened on February 11, with a gala opening night. The rink is operated by Mr. and Mrs. A. M. Ball, who have been active in the skating field for many years.

COLUMBIA Rink, Kennett Square, Pa., is operating at full capacity, with a large number of participants.

ALTRO rink skating was only recently introduced in La Crosse, Wis., with an expenditure of $50,000. The rink has been well received by the public, and it is expected to be a great success.

GROUP of 13 from Rehoboth (Pa.) has been skating at the New Haven (Conn.) rink, with a large number of participants.

RINK WANTED

A red rink, located in the heart of hard times, is in need of replacement. Write us.

W. C. Voss

Tramline Self-Locking Sectional Floors

City life is being rejuvenated with the use of tramline self-locking sectional floors. These floors are made from steel and are easy to install. They are ideal for use in rinks and other indoor spaces.

The Fourfold Test

A test, developed by the roll every two hours.

GROUP of 15 from Rehoboth (Pa.) has been skating at the New Haven (Conn.) rink, with a large number of participants.

RINK MEN WHO HAVE NEVER HAD A

-CHICAGO EQUIPMENT-BETTER

Chicago Roller Skate Co.

4426 W. Lake St., Chicago, Ill.
Coast Showfolk: Set Orange Show Migration Date

LOS ANGELES, Feb. 24.—Members of Pacific Coast Showmen's Association and Los Angeles Shows Inc. have announced that the 20 Big Shows will not be held in Los Angeles this year. They will move to San Bernardino, Calif., on PCSA Day on March 19. Motorcoaches are scheduled to leave at three o'clock on the day of the event. The expected number of members is over 150. All will leave at 3:30 with a sound truck from the Los Angeles Hotel, and will drive through the State Fair Department. They will then proceed to the Orange Show grounds in San Bernardino, where the huge festival will be held.

Errol N. Crafts and Roy E. Ludington, who have been attending the association for many years, will receive a special recognition from the Executive Secretary, Donald Johnson, at the ceremony. The special feature will be the circus performance of the Los Angeles Equestrian Association, under the direction of John Remington, who is responsible for the association's activities. The show is expected to be a major event in the history of the association.

Gruenberg To Launch New Show in Philly

PHILADELPHIA, Feb. 24.—Plans for launching the new show in Philadelphia are underway. The show will feature a variety of performers, including dancers, singers, and acrobats. It is expected to run for several weeks, with tickets available at local box offices.

Horwitz Signs O. F. Gregg

DETROIT, Feb. 24.—Vic Horwitz, owner-manager, Motor City Shows, announced that he has signed O. F. Gregg, the Fearless Wonder of the World, for his 1940 show. Gregg is known for his acts, including fire-eating and knife-throwing.

Burke Adds 2 Ariz. Dates

BILLINGS, Mont., Feb. 24.—Jim Scrooby, owner of the Scrooby Show, announced that he will add two more dates to his 1940 tour, visiting Phoenix and Tucson, Arizona.

Crafts Winter Unit Gets Fair Results in Calexico

CALEXICO, Calif., Feb. 24.—Crafts 20 Big Shows' Winter Unit closed the season with a huge success at the fairgrounds in Calexico. The unit, managed by Roy E. Ludington, was well-received by the crowd.

Zacharias Add Four Dates

WESTERN, Va., Feb. 24.—Bert Martin, owner of the Zacharias Shows, announced that he will add four more dates to his 1940 tour, visiting Wheeling, Parkersburg, Charleston, and Morgantown.

Fiddlers' Green Group's 1940 Schedule

FIDDLERS' GREEN, Calif., Feb. 24.—The Fiddlers' Green Group announced its 1940 schedule, which includes stops in Los Angeles, San Francisco, and other major cities. The group is known for its high-quality performances.

EBensburg Fair to Gooding

EBensburg, Pa., Feb. 24.—E. E. Gooding, owner of the Gooding Shows, announced that he will visit E. B.sburg this summer. The show will feature a variety of performers and attractions.

SOME OF THE MEMBERS of the committee in charge of the St. Valentine's Day Fair at the Hotel, St. Louis, on February 28, 1940, are Art Guignard, floor committee; Harry A. Mostyn, committee; Sunny Berstein, gifts; Joe Land, chairman; Joe Neely, chairman; E. W. Vaughn, chairman; Ruby Cobb, ticket committee; and Harry G. Colton, prizes.

SOME OF THE COMMITTEE members of the committee in charge of the St. Valentine's Day Fair at the Hotel, St. Louis, on February 28, 1940, are Art Guignard, floor committee; Harry A. Mostyn, committee; Sunny Berstein, gifts; Joe Land, chairman; Joe Neely, chairman; E. W. Vaughn, chairman; Ruby Cobb, ticket committee; and Harry G. Colton, prizes.
CARNIVALS

Ballyhoo Bros.’ Circulating Expo,
A Century of Profit Show

BY STARR DEBELLE

Loco, Mexico
Week ended Feb. 13, 1940.

Dear Mixer:

Out in the wide-open spaces where the West is ready we stirred the midway for the event billed as the Most Order Cowboys’ Brunch, All-Star Mexican Rodeo and Barbecue. The horses were fully saddled and ready for action, and the show was handled in a professional manner.

The show train was decorated the wagon trains and stands a unity in the style of the West. Upon our arrival, the cowboys came out to greet the show, carrying their vaqueros, Yeehi Indians, and tour-lets.

Native cowboys wearing 10-gallon sombreros, high-heeled boots and dandie cowgirls, good for a laugh, arrived at the park. The cowboys were tied to everyatching line, and the cowgirls filled the stands.

The show was a complete success and was greeted with a volley of shots as the native cowboys arrived at the first midway ever to appear.

No one could tell the story of the Ballyhoo Boys better than Bob Ballyhoo. Bob Ballyhoo appeared beneath their pictures to prove that the natives had not a tenderfoot organization. To add a touch of realism to the show, a one-sheet of General Agent Lem Trunk was brought to the show, featuring the following:

“Col. Lemond Trunk Making His Farewell Tour. His Last Appearance in New York, April 21st. Don’t Miss It!”

The cowboys and cowgirls were dressed in their finest, and the whole show was a big hit.

A meeting of all the local citizens was held to discuss the future of the show. It was decided that the show should be continued and that the cowboys should be given credit for their work.

Southern States Split
For Two Florida Spots

SANFORD, Fla., Feb. 24—Southern States for the past two weeks have been the center of attention for the Circuit, headed by Lucy, educated elec-
tron, and Decker, peony popular, and the James Athletic Show, visited friends on the coast and the city of Arthur’s and Dale’s, which the circuit had a good time.

The show was a success, and the cowboys were given a hearty welcome.

Circus, headed by Lucy, educated elec-
tron, and Decker, peony popular, and the James Athletic Show, visited friends on the coast and the city of Arthur’s and Dale’s, which the circuit had a good time.

The show was a success, and the cowboys were given a hearty welcome.

SHOWMEN, PARKMEN, NOTICE

ROCKET RIDE

FOR SHOWS! The complete center of Rocket is only 25 feet long and mounted on 12-gauge tires. It stands up right like a railroad car or truck. The greatest labor-saving device ever conceived in the show business. Your ride boys will enjoy handling the Rocket.

FOR PARKS! Rocket is offered in a truly Park design to meet your particular requirements. A complete rental unit is offered.

ALLAN HERSHEY CO., INC., North Tonawanda, N.Y.

CONCESSION TENTS

Give your customers the best in the business. Let Powers & Co. supply you with the finest tents we have to offer.

POWERS & CO., INC.
26th and Read Sts.

NEW
8-CAR WHIP

W. F. MANGELS CO
Coney Island, New York

SHOW PEOPLE, CONTACT
LOCTEX

In their Rapid Tests There Must Be

BAKER-LOCKWOOD
603 Main St.
KANSAS CITY, MO.

AMERICA’S BIGGEST HOUSE HUNTER

SHOW ENTRANCE

FROM TENANTS & TRAILER CANOPIES

Fulton Bag & Cotton Mills

PAINTS—ENAMELS

Midway Rood Synthetic Enamel
Regular $4.75—New Only 25c

PAINT EXCHANGE OF CHICAGO
2000 Milwaukee Ave., Chicago, Ill.

CONCESSION TENTS CARNIVAL

For Specialty For Over 40 Years

UNITED STATES TENTS & CARNIVAL BARNS
701 North Springfield Street, Chicago, Ill.

1940 CHEVROLET

CARS—TRUCKS—SPECIAL DELIVERY
Write CHAS. T. GOTT
9811 S. Cottage Grove Ave.
Chicago, Ill.
CARNIVALS

CONCESSIONS ALL OPEN
16 FAIRS
Except Corn Game, Custard Cookhouse, Peanuts
and nuts, Greasy World Cookhouse booked
FITZIE BROWN NOT WITH THIS SHOW
CAN PLACE
SHOWS—Jaton, Fat, Skates, Wax, Monkey Circus or Speedway, Glass House, Fun House.
RIDES—Caterpillar, Auto Speedway, Dipsy Dots, Kings Roller, Kiddy Wonderland,rotating. Will furnish Old Ride Help and Help for all Departments, Including Train Crew.
WRITE QUICK. Want Experienced, Shop Interpreter with Truck.
All Replies to FRANK WEST, West’s World’s Wonder Shows
722 Bell St., Montgomery, Ala.

Club Activities

Showmen's League

of America

16 W. Madison St.,
Chicago, Ill.

National
Showmen’s
Association

Palace Theater Building,
New York.

NEW YORK, Feb. 24. — President Frank D. Whitford presided at February 22 meet-
ing of the national council at the Essex House, New York.

Cincinnati, Feb. 21—Meeting of the National Showmen’s League of America, Inc.,
was held in the Lane Theater, Cincinnati, Ohio, February 19.

New York, Feb. 19. — Showmen’s League of America met at the Palace Theater, New York,
Wednesday evening.

Southern Showmen’s League of America, Inc., met at the American Club, New York,
February 19.

Prell's World's Fair Shows, Inc.


Southern Representatives: PATSY J. FINN, Prince George Hotel, Miami Beach, Fla., until March 15th, 1940.

Opening Date, April 15, 1940. Vicinity of Newark.

CETLIN & WILSON SHOWS, INC.

OPENING MIDDLE OF APRIL

We have 15 Outstanding Fairs and 4 Biggest Celebrations in the East. List Furnished to Any Interested People.

ON ACCOUNT OF DISAPPOINTMENT

CAN PLACE Monkey Circus, Gilded Shows with or without own equipment. Will finance shows. Must have a certain number of applicants in order to give you a show. Can also finance for Roll-o-Piane, Caterpillar, Octopus. Those rides must be in good condition. Will furnish old ride help and help for all departments. Include train crew.

CAN PLACE Fun House. Want to hear from the following immediately: Harry Green, Wabash, Indiana; L. Z. Lassiter, Minneapolis, Minn.; J. C. Lassiter, Memphis, Tenn.; J. F. Sparks, Box 225, Lawrenceburg, Tenn.

CETLIN & WILSON LICENSE Concessions of all kinds. We have already sold the following exclusive: Bingo, Pop Corn, Erle Biggers, Fun Games, Penny Pitch, Cookhouse and Grab, Frozen Custard. Want experienced Waiters and Chilled Men.

All Address Care Winter Quarters, Petersburg, Va.

Want J. F. SPARKES SHOWS

Will Open April 1st. Sell Exclusive Concourse.

J. F. SPARKES SHOWS

Wants a few more Rides — (Roll-o-Plane, Caterpillar, Octopus) or any other New and Novel Rides. Will furnish Outfits for same. Want High and Sensational Free Acts.

All Replies to J. F. SPARKES, BOX 225, LAWRENCEBURG, TENN.

BLACK DIAMOND EXPOSITION SHOWS

Opening in Western Pennsylvania middle of April, playing industrial cities that have been working all winter. Rides are owned by the office. Will sell a few exclusive Rides — (Roll-o-Plane, Caterpillar, Octopus) or any other New and Novel Rides. Will furnish Outfits for same. Want High and Sensational Free Acts.

CLINT ROBERTS or BILLY MORGAN. Box 1666, Tampa, Fla.

MIGHTY SHEESLEY MIDWAY

OPENS PORT ARTHUR, TEXAS

FOR EIGHT DAYS, COMMENCING MARCH 20TH.

Mighty Sheesley, Manager Mighty Sheesley Midway, Galveston, Texas.

Sunset Amusement Co.

Want Concessions, Grid Steels and Jail Greets.

Pearson Shows

Now Booking Shows and Concessions

Address: PEARSON SHOWS, RAMPSY, MISS.

For Sale

Well-known Carnival — Complete: 10 Rides, 10 Shows, Sells Out. Have 14 hours fair daily. Add. Address: BOX 0-56, Billboard
continued upon motion made by Brother
Bill Snyder.

Snyder also reported the revised by-
laws and charters were completed and
he hoped other stations would forward
them at the next meeting.

Much time was given to discussion of
the location of the showwomen's meet-

ing. Ballad and communications were
read from President Harry W. Hennes
to the delegates.

American Carnivals

PITCHMEN! STORE DEMONSTRATORS!
Here's the KILLER-DILLER!
from 1946, it's a brand new
gadget for your store!

GOLD MEDAL PRODUCTS COMPANY
CINCINNATI, OHIO

DE-LUXE AMUSEMENTS
Opening April 20th for 22 weeks in Connecticut, Massachusetts and New York. Circumstances will change and we will keep you posted as to exact starting date and date for the towns listed above. Showmen are invited to bring their outfits to the shows. No. 1535, 822 E. 10th Ave., Chicago, III.
Midway Confab

By THE MIXER

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

It's a swell day today. The sun is shining, the weather is warm, and the 25 Opera Piano is doing a thriving business. The sun is shining down on the street, and the 25 Opera Piano is doing a thriving business.

BALLY bucking butters no bread.

Another we trooper who will be missed—Col. J. F. Crowes.

MAROCCO POIY RIDES have contracted with Billy Gigory Show.

J. PAPE HUBBIS has signed his diggers with West Bros. How.

Some midways are good to look at—others just good.

C. P. JORDAN has booked his kiddie muses and concessions with Blue Ridge Shows.

WINTERING in Utica, N. Y., is Frank Welch, who recently signed as electrician with Billy Gigory Show. He plans to join in the middle of March with Mark's Shows.

MR. AND MRS. MICHAEL ROMANITI, who have recently signed as electrician and cookhouse with Billy Gigory Shows, are planning to join in the middle of March with Mark's Shows.

MANY carnival folk will feel the loss of Ed G. Jacobs, who recently signed as electrician and cookhouse with Billy Gigory Shows.

IDEA thoughts built a bigger and better midway.

After an 18 month absence from the road, Mac-Joe Arnold will return in 1940 as an annual attraction.

FRANK LENTINI, three-legged man and Dr. Garfield will have the side show with West World's Wonder Show this summer, according to latest word from Miami, Fla.

TEN YEARS LATER. “Yes, I did say to hit with a spade, but I had been looking for stiff and didn’t mean it. Could you let me have a hammer and a cup of coffee?”

WILL FINISH midways this summer. “I have a hunch,” he said, “that I will be back in 1940.”

HAYGOOD BROWN, Mysterious Howler, has been working the street in sweater, vest, the past month, preparing to open with the T. J. Towner Shows.

COMBING positions of general agent and banner man will soon be made by the 25 Opera Piano.

JOHNSONER (Mysterious Howler) has been working the street in sweater, vest, the past month, preparing to open with the T. J. Towner Shows.

General Agent of Crafts Enterprises, John Alexander Politis is headquartered in Southern California at present, the organization of the largest in Southern California.

FORMER ATHLETIC SHOW operator on various shows for many years, is set to open with the T. J. Towner Shows.

BARREAU-RIBON, my mate, is soon popular, but my mate is soon popular, and I am back in summer on midways—Louisville part—Milan McComb.

FOR MANY YEARS a leading Pacific Coast exhibitor, the 25 Opera Piano has a big show coming up in midwinter, a show which has been a success for many years.

LULU COX (Buddy Lou Davis) joins the 25 Opera Piano. Lulu has a big show coming up in midwinter, a show which has been a success for many years.

Last season with Tracy Bros. Side Show on Gold Medal Shows, Prof. Bobby Ray, tattoo artist, reports, “It’s a tough Smokey Slim.”

CRAFTS: 29 BIG SHOWS advanced advertising of this season includes several new shows, posters, new cards, and more brochures. No new cards, and more brochures.

“EVEN SPEED”

CARNIVALS

March 2, 1940

WELL-KNOWN CARNIVAL concessionaire on the 20th anniversary of his business, which he started in 1920. He has operated in various parts of the country, building up a reputation for providing quality entertainment for fairs and carnivals.

ALTHO advised by physicians not to work over a year, Mr. and Mrs. Roy Goldstein continued to operate their concession in New York City. They have been in the business for more than 30 years.

THE CARLSON SISTERS, Jo and Marie ("between us we weigh a head of hair") at a Valentine's Day party in New York City, taking photos of their signatures on a contract which brings them to California. This contract covers a tour of the West Coast, including California, Arizona, and Nevada.

RETURNING TO LOS ANGELES after a successful tour, Mr. and Mrs. Mervyn Monroe, owners of the Mervyn Monroe Enterprises, returned to their home. They have been in the business for more than 20 years and have built up a reputation for providing quality entertainment for fairs and carnivals.

BOOKED with Patrick Shows for 1940 is Mr. and Mrs. J. R. Baker, operators of the Baker Shows, which are known for their high-quality exhibits. They have been in the business for more than 40 years and have built up a reputation for providing quality entertainment for fairs and carnivals.

FORMERLY with BYRDS BROS. SHOWS, Shorty Ray, former manager of the Ray Shows, is now in charge of the Byrds Bros. Shows, which are known for their high-quality exhibits. They have been in the business for more than 50 years and have built up a reputation for providing quality entertainment for fairs and carnivals.

CONCESSIONS—Get New Quick Profits—Small Investment Rent Motor Scooters Be Sure It's a ROCK-OLA

The equipment is ready to operate immediately. You pay as you go. No additional investment is required. You can start earning money right away. The equipment is designed to be operated by one person, making it easy to manage even with a small staff. The equipment is durable and reliable, ensuring that you will be able to earn a steady income. You can start earning money right away. The equipment is designed to be operated by one person, making it easy to manage even with a small staff. The equipment is durable and reliable, ensuring that you will be able to earn a steady income.

$97.50

Order Your Trial Model Today

Enterl New Portable Streamlined Fastest, Lightest, Best

Entirely New Portable Steamlineired Fastest, Lightest, Best

BISCH-ROCCO AMUSEMENT CO.

4541 Cottage Grove Ave., Chicago, Ill.

Consistent Money Makers—Loop-O-Plane—Octopus Rollo-Plane

Leading All Sales for 1940

Written for the Distributors Literature

EVERLY AIRCRAFT CO.

ASBESTOS, OREG.

LUSSIE BROS. LTD., WINSHEW, ENGLAND

THE BILLBOARD

EVANS MONEY MAKERS

The Money You're Making is the EASY WAY

Amusement Equipment
Johnny J. Jones

Johnny J. Jones is residing in his private car, the latter having been enrolled in the return of the Florida quarter show by Fred Being and Mrs. Early Armstrong, a representative for the show. The car, which was built in the fall of 1939, has been in operation for several years. The show is expected to arrive in Chicago on February 18th.

HARVEY E. MILLER

Scott Bros.

Jackson, Tenn., Feb. 24—Scott Bros. is going forward and management hopes to have everything ready to go on time. Overhauling of the store will be finished by the middle of the month. The company will be ready to go by the middle of the month. The company will be ready to go by the middle of the month.

D. E. BAKER

Art Lewis

Norfolk, Va., Feb. 24—Managing Art Lewis, after visiting Tampa, Fla., Fair, is reported to be very busy this week. Lewis has been spending a lot of time in the hospital, but is expected to return to work shortly.

Ralph Lockett

J. M. SIMMONS & CO.

3000 BAGO

Placed in the center of the ring, the Baguio is a popular game with players. The game is played by four players, each of whom places a card on the ring. The cards are drawn from a pack of 52 cards, and the player with the highest card wins.

3000 KENO

Made in 20 or 50 sets, each set including 20 cards. Placed in the center of the ring, the Keno is a popular game with players. The game is played by four players, each of whom places a card on the ring. The cards are drawn from a pack of 52 cards, and the player with the highest card wins.

J. M. SIMMONS & CO.

6000 BAGO

Placed in the center of the ring, the Baguio is a popular game with players. The game is played by four players, each of whom places a card on the ring. The cards are drawn from a pack of 52 cards, and the player with the highest card wins.

J. M. SIMMONS & CO.

Motor City

Detroit, Feb. 24—Motor City is rapidly progressing in quarters here. All will be ready for the opening day of the fair. The company will be ready to go by the middle of the month.

SOL'S LIBERTY SHOWS

GREAT LAKES EXPOSITION SHOWS

Now Booking Attractions for 1940 Season

Great Lakes Exposition Shows

Now Booking Attractions for 1940 Season

Rides•Shows•Concessions

World of Pleasure Shows, Now Booking for 1940 Season

Buckeye State

Lorenzo, Ohio, Feb. 24—Buckeye State is rapidly progressing in quarters here. The company will be ready to go by the middle of the month.
FAIRLY & LITTLE SHOWS
OPEN EARLY IN APRIL

WANT TO HEAR FROM RELIABLE SHOWMEN. WE WILL FINANCE ANY SHOWS OF MERIT.

CAN PLACE
- MOTOR DROME—MONKEY SHOW—PENNIE ARCADE.
  (Girl Revue Already Contracted)

CONCESSIONS
WILL BOOK COOK HOUSE, PHOTO GALLERY, LONG RANGE SHOOTING GALLERY, CIGARETTE GALLERY AND OTHER LEGITIMATE CONCESSIONS.

WE HAVE TO OFFER:
- 15 FAIRS STARTING AT MOOSE JAW, SASK., CANADA, JUNE 25, INCLUDING MISSOURI STATE FAIR, SEDALIA, FAIRS ENDING NOVEMBER 2, LIBERTY, TEXAS.
- ALL ADDRESS: BOX 41, EAST ST. LOUIS, ILL.

T. J. TIDWELL SHOWS
WE HAVE 10 SPRING CELEBRATIONS AND 15 FAIRS UNDER CONTRACT
Will place Class House or any other good Fun House. Want Motordrome with own entrance. Want an Under-10 Show and Side Show. Have new Top and Front for aces.

All Address: DON M. BRASHEAR, care T. J. Tidwell Shows, Pach Pinto Livestock Show & Rodeo, Mineral Wells, Tex., this week, then as per route.

WESTERN STATES SHOWS
JACK RUBACK (Solo Owner and Manager)
CAN PLACE FOR LONG AND PROFITABLE SEASON
OPENING CRYSTAL CITY, TEXAS (ANNUAL SPINACH FESTIVAL; MARCH 30 TO APRIL 6 (2 DIG SATURDAYS)
SHOWS OF MERIT. WILL BOOK 7-CAR TILT-A-WHIRL AND ROLL-O-PLANE.
LEGITIMATE CONCESSIONS (Merchandise Concessions, Photographs, Farm House Concessions, Candy Concession, etc.)
WANT GOOD RELIABLE SHOW PAINTER
MILO ANTHONY CAN PLACE FRAMES FOR HIS SIDE SHOW
All address JACK RUBACK, care La Mar Hotel, 425 Main St., San Antonio, Tex.

AMERICA'S MOST MODERN MIDWAY
BANTLY'S
ALL AMERICAN SHOWS
WORLD OF FUN SHOWS

WANT
Kicy Ride not conflicting with what we have, ask Bystock-Fair, Octopus, Tilt-A-Whirl, etc., or would like to talk. Ask Chuck Traut for the details.

Advertise in the Billboard. Is Your Subscription to The Billboard About To Expire?
GRUBERG

WORLD FAMOUS SHOWS

I am building now a complete new modernistic show. I invite Fair Secretaries, Commissioners, and Showmen to visit this winter quarters at Philadelphia, Pa. This show opens April 8 in Philadelphia. My show will play twelve weeks of State and County Fairs.

WANT: Foreman for new twenty-car Scooter, new Loop-O-Plane and Roll-O-Plane.

WANT: Reliable Second Man for Carripillar, Lindy Loop, Merry-Go-Round and two Ferris Wheels.


WANT: Cook House and Grab Joint, EXCLUSIVE.

WANT: Fun House and Glass House.

WANT: Musicians and Performers for Plant Show. Write to James Scott.

WANT: Two more Girl Riders for Motor Drums. Write to Robert C. Clyde.

WANT: Law Alter would like to hear from the following people for big finishes to Side Show: Tod Knoll (sword swallowing), Cerelap (serpent girl), Charlie Guntermann and Fred Mauer.

WANT: Concessions—Legitimate Grid Stores only. Long Range Gallery, Good Pond, Bowling Alley, Pitch-Till-You-Win, Hoop-La, Cigarette Gallery and American Palamisty or any other legitimate Grid Stores.

I will present the Greatest Free Acts Ever! Puszkyn will feature the Canon Act and Ferris Wheels. Jerry D. Martin will feature JAYDEE THE GREAT, high aerial.

Write to MAX GRUBERG, Manager, P.O. Box 101, Philadelphia, Pa.

DODSON & BAILEY WORLD'S FAIR SHOWS

WANT -- FOR SEASON 1940 -- WANT

OPENING IN BIRMINGHAM, ALA., SATURDAY, APRIL 13

With book for season and wagon furnishes for same, Flying Scooter or Dipsy-Doodle Ride, or any other ride that does not conflict with what we have. Will book one or two single Flat or PLATFORM Shows with our own. Will book Glass House, Illusion Show, or any money-getting show with our own, or with any money-getting show operated by high-class showmen that can stand prosperity.

Can use Girls that can dance for one of the finest Girl Shows on the road; also Girls for Pigskin Show, Frisks and Side Show Attractions for Ray Cromer's Circus Side Show. All salaries on these three Shows paid out of our office.

Can use first-class man to operate Showman's Concession Fun House on percentage. Can use for season Wagon Builder and Repair Man. Will hire first-class Foreman for Perkins Trestle Atrope Carousel. Must be able to take care of this ride and do light repair on same.

Charles A. Clark wants Musicians for Concert Band. Bill Harvey wants Help for train. All Concessions open except Corn Game, Cook House and Custard. All address:

DODSON AND BAILEY WORLD'S FAIR SHOWS

Corey Hillman Hotel, Birmingham, Ala.

WORLD'S FAIR SHOWS AND

COE BROS.' CIRCUS COMBINED

Will play fourteen Fairs, this includes 8 Circuit, Montana State Fairs and five Celebrations.

Open Inglewood, Calif., Saturday, March 30.

Long season. Can use Mechanical Show, Motor Drome, Penny Arcade, Picture Gallery.

Useful Show People, write or wire: may be able to use you. Everybody write or wire prepared.

EVERETT W. COE, General Manager

Pickwick Apartments, 833 South Grand Avenue, Los Angeles, California

DEE LANG'S FAMOUS SHOWS

"America's Most Beautiful Motorized Show"

WILL OPEN MARCH 1 AT WACO, TEXAS, WITH FREE GATE

All People Concluded With Us for the Season, Come On At Once

CONCESSIONS: Salt Games, Photo Gallery, Cotton Candy, Fish Pond, Bowling Alley, and any other that can be profitably operated.

WANT FOR COLORFUL MINSTREL SHOW

Musicians, Chorus Girls, Comedians and Novelty Acts.

An Address: DEE LANG, Gen. Mgr., P.O. Box 491, Waco, Texas.

Advertise in The Billboard—You'll Be Satisfied With Results.
The Billboard

CARNIVALS

March 2, 1940

Carnival

THOMAS AMUSEMENT

INDIANAPOLIS, Feb. 24—Carnival Manager Cliff Thomas and the water have been busy booking fires since January in the state of Indiana and are planning to move next week to Illinois. More help will be added as management plans to expand operations.

FUNHALL SHOWS

Fun Hall Shows, owned by Robert Miller and daughter, Sis, arrived in Nebraska, where Mr. Miller has recovered from a recent illness. Mr. Miller, who is the son of the late Mr. and Mrs. Miller, is active in the management of the show, which is now on the 300-mile circuit. The show will be in Lincoln, Neb., for two weeks before returning to Nebraska.

JULIAN SHOWS

Julian Shows, owned by the late Mr. and Mrs. Julian, are still active in the southern states. The show is now in Florida, where it is preparing for its next trip to the Midwest.

For many years a member of the staff, Mr. and Mrs. Julian have been active in the management of the show, which is now on the 300-mile circuit. The show will be in Lincoln, Neb., for two weeks before returning to Nebraska.

CUMMINGS EXPO

NEW MEXICO, O., Feb. 24—Manager John P. Cummings was in New Mexico, O., last week, where he discussed the possibility of establishing a new amusement park in the area. Mr. Cummings is considering the purchase of a large parcel of land near the city limits of New Mexico, O., for the purpose of building a new amusement park. The land is located near the city limits of New Mexico, O., and is currently zoned for commercial use.

CUMMINGS EXPO

NEW MEXICO, O., Feb. 24—Manager John P. Cummings was in New Mexico, O., last week, where he discussed the possibility of establishing a new amusement park in the area. Mr. Cummings is considering the purchase of a large parcel of land near the city limits of New Mexico, O., for the purpose of building a new amusement park. The land is located near the city limits of New Mexico, O., and is currently zoned for commercial use.

MIDWAY CONFAB

(Continued from page 45)

BESSEMER, Mich.—L. J. Beth and M. H. Wee were in Bessemer, Mich., last week, where they discussed the possibility of establishing a new amusement park in the area. Mr. Wee is considering the purchase of a large parcel of land near the city limits of Bessemer, Mich., for the purpose of building a new amusement park. The land is located near the city limits of Bessemer, Mich., and is currently zoned for commercial use.

MANAGER OF WOLF AMUSEMENT CO.

Benton Wolfe recently returned to his hometown of Bessemer, Mich., from a successful tour of the western United States. The tour was a great success, and the shows were well received by the public. The shows were well received by the public.

AMONG THOSE CO-OPERATING WITH J. G. GORDON

Chas. Days Celebrity, Harry Gordon Celebrity, Bobbi M. Macey, celebration chairman, and Mrs. R. E. Gordon, chairman of the Midway Confab, were in Bessemer, Mich., last week, where they discussed the possibility of establishing a new amusement park in the area. Mr. Gordon is considering the purchase of a large parcel of land near the city limits of Bessemer, Mich., for the purpose of building a new amusement park. The land is located near the city limits of Bessemer, Mich., and is currently zoned for commercial use.

"When Mighty Monarch Shows played Arcadia, Fla., here recently under V.F.W. sponsorship, it was a big success. The shows were well received by the public. The shows were well received by the public.

MUSEUMS

Address Communications to Cincinnati Office

LEWISVILLE, Texas

LEWISVILLE, Texas

THE MODERN HOME FOR SHOW PEOPLE

Write Sioux Tire & Battery Co.

Ohio Valley Shows

Carnival Rides, Booths

United American Shows

Now Booking Shows and Rides

What Have You Got That's Good? Give Us a Call.

DEALER?

OHIO VALLEY RIDE CO.

Carnival Rides, Booths

United American Shows

Now Booking Shows and Rides

What Have You Got That's Good? Give Us a Call.

DEALER?
CARNABIES
March 2, 1940

Los Angeles
LOS ANGELES, Feb. 25—Recently organized World's Fair Shows & Cco Bro.'s, Circus, will be a railroad organization and will be left in California for some time in March. General Manager J. A. Wright, who has returned from a Northern trip on which he went to pick up the circus, is in Los Angeles. A. Wright, who has resigned that position and left for San Francisco.

Hilderbrandt's Hurt
(Continued from page 48)

Mr. J. H. Richards came from Chicago last week to see the Horse Show. The show was held in the city's Hall of Science and was very well attended. Mr. Richards expressed his delight with the exhibition and said that he would return for the next show.

New Gruber Show
(Continued from page 49)

Illusion Show. Llewellyn Opper is manager of the show, which opened last week. There will be several illusions and幻影 performances. The show is scheduled to travel to other cities in the near future.

sla Spring Fete
(Continued from page 49)

There are several events planned for this spring, including a variety show, a parade, and a circus. The events will take place in different locations throughout the city.

Sponsors

Sponsored Events
Veteran, Lodge and Other Organizations Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.1)

Industry Is Theme Of Milwaukee Fete

MILWAUKEE, Feb. 24—New officers of the Midsummer Festival, to be held at the University of Wisconsin, were elected last week. The officers include: President, J. H. Macdonald; Vice-President, W. F. Henderson; Secretary, J. H. Smith; and Treasurer, E. A. Anderson.

Atrium on the 1926 show features the food commission's $20,925.00 banquet and a large array of exhibits, including a 3-D cinema display.

Tony, Talent, Concessions Set For N. C. Expo-Food Show

Morgantown, N.C., Feb. 21—Silver Screen of Silver's De Luxe Circuses, has been contracted to furnish the entertainment for the six-day Exposition and Food Show in Morgantown. The show is open to the public, and tickets are available at the door or through advance purchase.

In conjunction with the food show, the circus will perform on the same stage.

WANT
LARGE CARNIVAL
WEEK OF JULY 4
For Carnivale, Inc. Celebration
Wants KRIS MEYERS, Inc., CARNIVAL COMMITTEE, MUSKOGEE, OK.

WANT
RODEO
Or Live Attractions for Fireman's Celebration
Woodfield Volunteer Fire Co.
MORRISFIELD, W. VA.
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FORMS CLOSE (in Cincinnati, THURSDAY)
FOR THE FOLLOWING WEEK'S ISSUE

NOTICE
Due to the expense of postage necessary for the forwarding of mail addressed to the Classified Advertising Department, it is necessary to require payment to be made in advance. Orders for publication are not filled until full payment has been received. Advertisers interested in placing their names on our mailing lists for future issues are requested to send a check or money order for $5.00 for each new name required. These lists can be obtained for $25.00 per year.

AGENTS AND DISTRIBUTORS WANTED
ADVERTISING BUSINESS-made me $10,000.00. Want to make more? Free booklet tells how. NEWBERRY, Box 114, London, W. O.

ADVERTISING SALESMAIRED—SOLD, great Business Souvenir. All firms looking for good promotion plan ideas should write for information. E. T. TREADWAY, 144 Melvyn Ave., Los Angeles, Calif.

AGENTS—SOLD PROFIT SELLING COLD LEAF METALLIC CO., 460 North Clark, Chicago.

AGENTS—KEEP US OUT OF WAR-NEUTRAL ZONE, 40c per page. 5c per word, 100 words minimum.

AGENTS, CHORUS AND PRINCIPAL NET $2000, Figaro, 2117 South, Chicago.

BIG MONEY TAKING ORDERS—HINTS, TIPS, HINTS, HINTS, HINTS. These Money-Making Salesmen sell uniforms, etc. Sales experience unnecessary. NEEDED, 422-A Minneapolis.

BIG MONEY APPLYING INITIALS ON AUTOGRAPHED ITEMS—FREE SAMPLES. American Letter Company, Dept. D, N. Y.

CALL ON GAS STATIONS, GARAGES, STORES, ETC., FREE. Indian Head Salesman's Tip. 320 Main St., New York.

CLOTHESLINE PAPERWORKS, READERS, PHOTOS, JOKES, Unusual Books, Novelties, etc. Send for catalog. S. A. S., 1330 E. 46th, Chicago.

HELMANS TEACHERS BIBLE—SELL TO ALL CLASSES. 10c each. Holman's Merchandising Co.

KEYS CHIPPED TO STAMP OUT FRAUDS. Big Savings. Chippin' Shop Ltd., 325B Congress St., Portland, Me.

LORD'S PRAYER ON A PENNY—INDIVIDUALLY CARDED. Fasting Packs. Agents. Address P. O. Box 515, Milton, Mass.


MONEY MACHINE—SOLD TO CARS, CAFES, DEPARTMENT STORES, ETC., for $100.00 each. Complete Sign Line in the Country. The Beautiful Silver Lite Line Sign tells all stories. B. L. W. Co., 65 Charlotte, Detroit, Mich.


TWO FAST-SELLING SAMPLES OF MOVIE CARDS. Address C. J. H., 2632 Belmont Ave., Chicago.


ANIMALS, BIRDS AND PETS
A FRESH SHIPMENT GUANAS—ALSO HAVE Monkeys, Parrots, Peacocks, Cats, Dogies, Ferrets, Cockatiels, plenty of Snakes, Snake King, Brownsville, Tex.

ADAMS LAKES, LAMPS, NOVELTIES—EXCLUSIVE AUTHORIZED DEALERS. Modern Electric, good feeders, perfect waterers, etc. Address Adams Lake Sales Co., Box 243, M., Atchison, Kans.

AMERICAN PAPER BOX COMPANY, 1505 N. Michigan Ave., Chicago, Ill.

BREEDING AMERICAN CATTLE. 420 1/2 South Broadway, New York.

CATTLE BROKER. 1659 Franklin St., Chicago, Ill.

CARRICASE—BORN 1918. Built for the job. Has all the endurance and stamina of the world's champion. This big, strong, prof. horse is the property of Mr. A. B. Carr. He is a prize stud, and has won many races. Address A. B. Carr, W. Va.

FACTOR Y REBUILT RED HEAD TRACTOR TRAILER. 1900. Made for a large trucking company. Has been used in every large way. 25,000 miles. Good tires. Owner. Address W. H. T., Box 49, Lineville, Ala.

FISHERMAN. 12 years old. Good fisherman. Address W. H. T., Box 49, Lineville, Ala.

FORMULAS
THATCHY FORMULAS FOR PERFECT PROFESSIONAL LICKS. Catalog Free. Address W. H. T., Box 49, Lineville, Ala.

FOR SALE—SECOND-HAND GOODS
POPCORN MACHINES—BUCH, STAR, LONG, CANADIAN. All sizes. For sale. Address W. H. T., Box 49, Lineville, Ala.

FOR SALE—SECOND-HAND SHOW PROPERTY
ATTRACTIVE BALL-THROWING GAME—Sells. Cats, Dogs, Kids, Tiptop, Astor, etc. Address W. H. T., Box 49, Lineville, Ala.

FOR SALE—SEVENTEEN AND TWENTY-FOUR CAR TRAILER. Motor, Fence, Ticket Box. Address W. H. T., Box 49, Lineville, Ala.

FOR SALE—SMITH & SMITH 24-STRAT CHAIR-KIT. Airplane, excellent condition, bids closed. Address W. H. T., Box 49, Lineville, Ala.


LET WATSON, Columbus, Ohio.

HEADLESS WOMAN ILLUSION COMPLETE. 170s Magic Studio, 1142 Sunset, Los Angeles, Calif.

POWERFUL GENE AUTRY SERIOUS, $60.00. Address W. T., Box 49, Lineville, Ala.

RABBIT RACE—1 UNIT. First class, can be seen in operation. Address M. C. B., 691 Broadway, New York.

TWO EYYE-SINGLE CABLE LOOP-O-PLANES. Make cash offer on all or part thereof. Address W. H. T., Box 49, Lineville, Ala.

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ACTS—SINGING, DANCING, COMEDY, NOTARY, ETC. Address W. H. T., Box 49, Lineville, Ala.

AGENT WANTED WITH CAR TO BOOK for famous attractions. Liberal commission. Box 419, Chicago, Ill.


AGENT WANTED—JOB CONNECTION. 310 W. Broadway, New York, N. Y.

AGENT WANTED—PROMOTION—BOOKING—WANTED. Address W. H. T., Box 49, Lineville, Ala.

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TENOR SING. CLARINET-INO OR 4TH CHAIR.

WOODWIND SUBSTITUTE-EXPERIENCED, RELIABLE, 90c.

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VENDORS-LEADING CIRCUS OPERATORS, OFFER DETAILED W. M. S.

ROBERT MANN, President and Director of Circus, Glen Hinton, Edgewood.

YOUNG THRUST-Three Japanese orphans, Address, 33rd St., Chicago, 11.

MUSIC-ANTHONY SHUTZ, Director, Address, New York, N. Y.

 liar, 29, experienced, sober, reliable, 100 c.

Tom, 38, experienced, sober, reliable, 100 c.

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PIONEER CIRCUS AND WAX MUSEUM.

JANET, 27, experienced, sober, reliable, 100 c.

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FRANK, 32, experienced, sober, reliable, 100 c.

LUCY, 25, experienced, sober, reliable, 100 c.

DIANE, 23, experienced, sober, reliable, 100 c.

EVE, 21, experienced, sober, reliable, 100 c.

HALLIE, 19, experienced, sober, reliable, 100 c.

FRANK, 32, experienced, sober, reliable, 100 c.

LUCY, 25, experienced, sober, reliable, 100 c.

DIANE, 23, experienced, sober, reliable, 100 c.

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HALLIE, 19, experienced, sober, reliable, 100 c.
700 Giftware Lines Seen
At Two New York City Shows

Hotel Pennsylvania, Gift Center shows run concurrently—American-made goods featured—dates for display at Philadelphia changed to March 25-29

NEW YORK, Feb. 24—More than 700 lines of giftware were displayed at the New York Gift and 225 Fifth Avenue shows, held concurrently this week at Hotel Pennsylvania and Gift Center. While the shows featured higher priced items, many items on display were considered additional to the main features. The shows were increased demand for American-made products and those from neutral countries having been emphasized was laid out before outbreak of war. Mexican Items

Chenille Spreads' Popularity Up, Operators Report

CHICAGO, Feb. 24—Bingo and sales operators, as well as other concerns, report a big uptick in Chenille Spreads, sales of which are increasing. This is due to the fact that the demand for Chenille Spreads has been steadily rising in recent months. The pattern is made up of fluffy chenille and is available in a wide variety of colors and designs. Homeowners have been buying Chenille Spreads as a way to add a touch of elegance to their homes. However, the biggest attraction is that the spreads are washable and can be machine-dyed. They are also available in different sizes and shapes, making them versatile for use in any room.

Women have always had a warm spot in their hearts for Chenille Spreads. They are perceived as a symbol of comfort and warmth. However, the current trend toward souvenirs for resorts cities burning the Trylon and Perisphere, and other famous giftware showrooms, has increased the demand for Chenille Spreads. Available in all sizes, the spreads are proving to be a popular choice among gift buyers.

Dishes Reported Staging Comeback

NEW YORK, Feb. 24—Because of an increase in the number of patterns, dishes are being re-introduced to the market. Household items such as serving platters, bread and butter plates, and canisters have been featured at manufacturers shows. The demand for household items has been on the rise, with more people looking for high-quality, yet affordable, options. Consumers are looking for practical and stylish items that can be used in everyday life.

Big Money in Demand

NEW YORK, Feb. 24—'Everybody wants big money,' George Kline reports. This, he says, accounts for the big money going into the market. Housewives and housemen have been looking for new ideas and new looks. One of the new ideas that has caught on is the use of Chenille Spreads. These items are not only functional but also add a touch of elegance to any room. The demand for Chenille Spreads has been steadily rising in recent months. The pattern is made up of fluffy chenille and is available in a wide variety of colors and designs. Homeowners have been buying Chenille Spreads as a way to add a touch of elegance to their homes. However, the biggest attraction is that the spreads are washable and can be machine-dyed. They are also available in different sizes and shapes, making them versatile for use in any room.

The small-time retailer is still trying to use bingo as a stepping stone, but he isn't getting far. For every crusty old neighborhood that offers a chance of winning to the small retailer, there are several people crying for it.

The small-time retailer is still trying to use bingo as a stepping stone, but he isn't getting far. For every crusty old neighborhood that offers a chance of winning to the small retailer, there are several people crying for it.
NOTES from
SUPPLY HOUSES

Wholesale Merchandising
March 2, 1940

Big & N. Sales Co., Dallas, recently moved to larger quarters
more than 30,000 square feet at Preston and Commerce streets. The firm reports
big strides since getting into the current supply business less than two years
ago. Preston has one of the South's top-grade men supply house. Sid Nathan is
owner. Cereal representative is Hyline Schmid
er, who attended the Louisiana State
Association of Poultry meeting in Miami on February 16. Firm operates branches
in Kansas City, Mo., and Houston.

BINGO BUSINESS
(Continued from page 54)
the community gets its fun, the sponsor
gets the profits and the people their
pleasure.

JERRY GOTTLEIB is finding that his
mailing list of more than 4,000 names
is a big asset in selling merchandise
and names of those who received
prizes at his games. His first use of the list was to send out a notice
one month after the patron had received
an enclosed check for a prize. If the patron was dissatisfied, or
of course, if he hadn't been damaged, several
people exchanged awards and others

GIFTFWARE LINES SEEN
(Continued from page 54)
hibited from all cigarette cases and catal
and dash for milksman's accessories.
Domestic plaques of preserved flowers were said to be gold
as well as a bingo award. Item is individ

The Hall Co., distributor of the Crown
set, is shipping the Handsome Home Gift Set,
measures one case and 1/4 inches. The item
is also offering a demonstration of the Crown
set, which holds 12 suits of dishes and
utilizes the Handline, ideal for use in

VISITORS to the shows divided time
between Hotel Pennsylvania, where the
day's show was held, and the Gift
Show, or less permanent gift show was staged.

Plazas at Hotel Pennsylvania, included
members of the Philadelphia Gift Show. It will
be held at the Drake Hotel in Chicago and held
said they intended to show at Philadelphia.

DEALS
(Continued from page 54)
models Offer Turn-Over-Top as an ash tray.
These are intended for use as a sirup, and
set in center and as a server and con
stant watering can. Item holds 50 cigarettes in an air-tight storage
compartment and is available either as
finishing or in spotted. Manufacturer:

HAPPY LANDING

N. Y. PAR-MLUTEN
(Continued from page 31)
Shoes) Becker, one of the few female
agents in the biz. Weaker sex eye
by the only female agent in the biz. She
was

SPECIAL VALUES

M. FRIEDMAN - 74 Forsyth St. N.Y.C.

Elgin

Wholesale Catalog
4,000 BARGAINS
FOR SALSMEN & DISTRIBUTORS

ELGIN, WALTHAM, BULova
Guaranteed Reliable
10 YEARS. STARTS AT
\$2.95

WHOLESALE CATALOG
4,000 BARGAINS
FOR SALSMEN & DISTRIBUTORS

FREE NEWS
FOR 1940

GOOD WAGON DISTRIBUTORS
AGENTS - CANVASSERS

CHAMPION SPECIALTY CO., 314-U
Central Street, Kansas City, Mo.
WHOLESALE MERCHANDISE-PIPES

FIGHTING THE PITCHMEN

A department for Pitchmen, Demolitionists, Novelty Salesmen, Medicine Shows, Agents, Streetmen and Others.

by BILL BAKER
Cincinnati Office

HARRY PAKULA & CO.
5 No. Wabash Ave. Chicago, Ill.

CARL KING,....and Jack La Moll are reported in Peter-

TENNESSEE

MIGHTY ATOM

A resident of 60 in.

OTTIMES you'll find a person who is too

TOM KENNEDY

in a chain store on

THE FELLOW who can think for himself

RECENTLY SEEN

ELGIN & WALTHAM

REBUILT WATCHES

$175

-0D BILL- BALL

ROVING AL BURDICK

from his home

NO ONE CAN pull you out of the rut

TOMMY COOPER

sends this from Kebuk. In

BETZER CO.
Lincoln, Neb.

LASER PEARLS

PUSH BUTTON PENS, Etc.

Write for Price List
STARR PEN COMPANY
350 W. Adams Street.
Chicago, Illinois.

IN THE DOG HOUSE

NEW TURN SIGNAL

PLUNGER CO.

MADALINE RAGAN

2160 Broadway.
NEW YORK, N.Y.

FILL-O-MATIC

The shelves are well packed with

MADISON MEDICINE MEN

Write today for our new catalog of

CONFUSUS LAUGH PARADE

THE ORIGINAL CONFUSUS LAUGH PARADE, TAKING NEW YORK BY STORM. 1 COUPLE OF HILARIOUS COMEDY NUMBERS, $2.50 per hundred.

KLEINBLATT

460 West 46th St.
NEW YORK, N.Y.
**Pitchford Five Years Ago**

W. G. Wheatley was still hibernating in Mullin's, 8 oz. Poultry, Rabbit, and Pigeon Show in Philadelphia's Agricultural and Industrial Exposition, a big success. Charles Hamilton, Art Bates, Garfield Johnson, John B. McMillen, Paul S. Taylor, Dick York, William P. Dunker, Groves, and Thomas Clemons, of the "Quaker City" were out of school in the Carillon of Yesteryear, and a book signing was being held at the Hotel.

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**American Carnivals**

(Continued from page 24)

Marshall, Ill.—Clark County Farm Association elected Harry Reynolds, president; Mrs. M. E. Reynolds, first vice-president, Mrs. H. J. W. Cothran, second vice-president; Mrs. A. J. Hagle, secretary.

Delorado, Ark.—John H. Shafter was elected president of Union County Farm Association; Mrs. M. E. Reynolds, first vice-president; Mrs. A. J. Hagle, secretary.

Magnolia, Ark.—Columbia County Farm Association elected C. E. Weems, president; Mrs. O. F. Weems, first vice-president, Mrs. L. E. Jones, second vice-president; Mrs. E. B. Lewis, secretary.

Fair Grounds

MIPARIN, Bask.—Miparin Agricultural Society plans erection of a 30 by 15-foot building to accommodate livestock. They expect to have the building ready for the annual fair at the end of the month. The building is to be a permanent fixture on the fairgrounds. The building will be used for showing livestock and poultry at the fair, and for other agricultural purposes during the year.

Parker City, III.—Plans for a four-mile road to connect the fairgrounds with the city are being discussed. A committee has been appointed to study the matter and make recommendations.

SEYMOUR, Wyo.—Fire on February 14 destroyed a large barn on the fairgrounds and caused damage estimated at $75.00. The barn was insured.

Under the Marquee (Continued from page 26)

The European War has had a great effect on the American farm. The prices of farm products have been greatly affected. The war has brought about a rapid increase in industrial production, which has led to an increase in the demand for farm products. The war has also brought about a decline in the price of farm products. The war has also brought about a decline in the price of farm products.

Exports: Decline

The European War has had a great effect on the American farm. The prices of farm products have been greatly affected. The war has brought about a rapid increase in industrial production, which has led to an increase in the demand for farm products. The war has also brought about a decline in the price of farm products. The war has also brought about a decline in the price of farm products.

Events for 2 Weeks

February 28-March 2

**CALIF.**—Los Angeles, Dog Show, 2-3.

**MICH.**—Detroit, Dog Show, 2-3.

**OHIO**—Cleveland, Dog Show, 2-3.

**TENNESSEE**—Nashville, Dog Show, 2-3.

**TEXAS**—Dallas, Dog Show, 2-3.
Hughley, Gentsch Launch New Show

HATCHET, N.J., Feb. 26.—A deal was consummated here on Friday, February 21st, which promises to make the name of Z. A. Gentsch prominent in the theatrical art. Gentsch, who has been a partner in operation of the New York Hippodrome for some years, has recently took over equipment of the former Hughley Bros. Shows, which have been a feature of the East Coast entertainment scene for many years.

Hughley, the original partner of the Hughley Bros. Shows, is a man of considerable experience in the show business field. He has been active in the business for many years and is well known throughout the entertainment industry.

The New Show

The new show is being put together by Gentsch, and will be a production of the highest order. It is expected to be one of the most successful shows of the season, and will be a welcome addition to the entertainment scene.

Salaries Must Be Paid

In all his dealings with the performers, Gentsch has always been a fair and generous employer. He is known for his ability to pay his employees promptly and in full, and his shows have always been well attended due to the high quality of the entertainment provided.

The New Show will feature a variety of acts, including vaudeville, music, and dance. It is expected to be a hit with audiences throughout the region.

BIRTHS

A girl to Mr. and Mrs. Robert Brown, of Chicago, on Board of the yacht "Atlantic," in that city, on February 23rd.

A son to Mr. and Mrs. Al L. Smith, of Milwaukee, on Board of the yacht "Pioneer," in that city, on February 23rd.

A daughter to Mr. and Mrs. D. E. Smith, of Philadelphia, on Board of the yacht "Pioneer," in that city, on February 23rd.

A son to Mr. and Mrs. H. E. Green, of New York, on Board of the yacht "Pioneer," in that city, on February 23rd.

A daughter to Mr. and Mrs. M. B. Brown, of Boston, on Board of the yacht "Pioneer," in that city, on February 23rd.

A daughter to Mr. and Mrs. E. W. Brown, of Chicago, on Board of the yacht "Pioneer," in that city, on February 23rd.

A son to Mr. and Mrs. J. E. Brown, of New York, on Board of the yacht "Pioneer," in that city, on February 23rd.

A daughter to Mr. and Mrs. G. E. Brown, of Philadelphia, on Board of the yacht "Pioneer," in that city, on February 23rd.

A daughter to Mr. and Mrs. F. E. Brown, of Boston, on Board of the yacht "Pioneer," in that city, on February 23rd.
Ann Arbor Grotto Circus a Success

ANN ARBOR, Mich., Feb. 29—The local Grotto Circus, held February 22-24, was a great success according to the Grotto chairman, J. O. Wilson, who managed the show, given by one of the finest indoor circuses ever seen here.

Among acts were Will Bill's elephants, Capitol Kelly's Home, Madame Zahrara's dogs and pony. Wilson has been given a contract for next year also. A new feature for the show will be the world famous bunch after the final performance.

FOR SALE

Loop-o-Plane and Penny Arcade Machines, all in good condition. Have opening for three month shows. Will book October and Tin-a-Whit.

Oliver Amusement Co.
1417 Graton Street, ST. LOUIS, MISSOURI

CARNIVAL FOR SALE CHEAP

Best known carnival titles in Midland, conduction. Contact J. H. Blake, Maj. Route, 1504 W. Saginaw, Bay City, Michigan. $10,000.00. At least six thousand plus, also dimes. First look, then pay. $500.00, asking price. $400.00, asking price. $300.00, asking price. $200.00, asking price. $100.00, asking price. $50.00, asking price.

Oliver Amusement Co.
1417 Graton Street, ST. LOUIS, MISSOURI

NONCHALANTS WITH EARL CARROLL'S "VANITIES" THIS WEEK, DETROIT, MICH.

NORMAN DENTON (Santa Rita) Tuesdays, Thursdays, Saturdays.
H. S. EVANS (Mona) Mondays.
W. SMITH (Princes) Sundays.
K. J. McLENNAN (Sister O'Hara) Wednesdays.
P. M. GARLAND (Ruby) Fridays.
J. R. BURTON (Bones) Mondays.
O. K. HARRIS (O. K. Harris) Sundays.
E. L. HARRIS (Eliza Doolittle) Wednesdays.

FOR SALE—TWO LIGHT PLANTS

Hermosa Motor—General Electric Generator. 10 HP. $1,000.00.
Switchboard, office, desk, safe, 110 volt. $20.00.

FOR SALE—TWO LIGHT PLANTS

F. J. PRUDER, 1640 Cedar Ave., PHILADELPHIA, PA.

INSURANCE

Charles A. Lenz
"Showman's Insurance Man"
A738 Insurance Exchange, CHICAGO

1940 CHEVROLETS—TRUCKS—SPECIAL DELIVERY CARS—IMMEDIATE DELIVERY

With CHAS. T. GOSS

HUGHEY & GENTZCH SHOWS

SUCCESSORS TO HUGHEY BROTHERS SHOWS

WANT Shows with or without outfits. Minstrel Shows with Band. Rate and percentage arrangement. Address all mail, HUGHEY BROS., St. Louis, Mo.

CRYSTAL EXPOSITION SHOWS

Opening April 15th. Want legitimate contracts. Will sell the X in Wheels, show X in Long Horn Galleries, Magicians, Midgets, Divers, and various acts. Address, NATIONAL FAMILY, Minstrel Show, 101 W. Wabash Ave., Chicago.

BURLESQUE (First Circuit Shows)

Burlesque Parade (Gayety) Baltimore 2-20.
Burlesque Parade (Keystone) Atlanta 2-20.
Burlesque Parade (Gayety) Detroit 2-21.
Burlesque Parade (Harley) Los Angeles 3-21.
Burlesque Parade (Gayety) Jacksonville 3-21.

CIRCUS AND WILD WEST

Davenport, Grinnell (Cleveland) 2-25.
Polar Bear, Bolivar (Montgomery) 2-25.

DRAMATIC AND MUSICAL

Ab Lincoln, Indiana (Grand O. K.) Mondays.
R. T. W. (Savoy) Thursdays.
W. J. Draper, Rush (Savoy) Saturdays.
W. J. Draper, Rush (Savoy) Sundays.

MISCELLANEOUS

B. T. St. John, Magician, Franklin, St. Louis, Mo. 1-23.
Brownell, Magician, Berea, Ky. 1-23.

VANDERBILT BOYS

WEAK OF FEB. 20TH
FAIR THEATRE, PHILADELPHIA, PA.

Vanderbilt, Oberia (Bellevue Strathford) Philadelphia 2-20.
Wallace, Hath (Queen Mary) New York 2-20.
Wallace, Hath (Queen Mary) Boston 2-20.
Wallace, Hath (Queen Mary) Brooklyn 2-20.
Wallace, Hath (Queen Mary) Providence 2-20.
Wallace, Hath (Queen Mary) St. Louis 2-20.
Wallace, Hath (Queen Mary) Chicago 2-20.

CARNIVAL

(Routes are for current week when no dates are given. Enter date of all ticket points are given.)


The Vanderbilt Boys

SOUTH 7TH STREET, DETROIT, MICH.

The Vanderbilt Boys

306-7TH STREET, PITTSBURGH, PA.

The Vanderbilt Boys

15-6TH STREET, CHICAGO, ILL.

The Vanderbilt Boys

10-6TH STREET, NEW YORK, N. Y.
FIRST AND LAST CALL

BUCKEYE STATE SHOWS

“The Carnival With the Community Spirit!”

Opening in industrial Laurel for VFW Spring Festival Saturday, May 9th, followed by
First, Sunday, May 10th, in Pickaway, Ohio. Late, Monday, May 11th, in Lebanon, Ohio.
Later, Tuesday, May 12th, in Delaware, Ohio. Next, Wednesday, May 13th, in Columbus. Nite,
Saturday, May 16th, at the July 4th Festival in Westerville. The show will then move to
Allendale, Michigan, for a Labor Day celebration. The final stop will be in Muskegon, Michigan,
for the Labor Day Festival. The show will close on September 9th.

All address J. Joe Galler, Mgr., BUCKEYE STATE SHOWS, Box 506, Laurel, Miss.

PENN PREMIER SHOWS

WANT AT ONCE

First-class Builder and Electrician.

T. J. TIDWELL SHOWS

Minnie Legit Tried Again; Not for N.Y.

NEW YORK, Feb. 24.—Experiments with stage names in New York failed. Minnie Legit, one of the legitimate numbers as substitutes for double acts, appears in vaudeville shows. She has been advertised as Minnie Legit, also known as Minnie Legit, Minnie Legit, and Minnie Legit. This has caused confusion among the audience, who are unsure of her name. The show is scheduled for April 12th.

Evan’s Buffalo Smash

BUFFALO, Feb. 24.—Briggs-Theater, where the show is playing, has been successful. The audience loves Evan’s performance, which includes comedy and music. The show is scheduled to continue until April 15th.

Allegheny Festival Planned

PITTSBURGH, Feb. 24.—The Allegheny Festival, scheduled for April 1st, will feature music and entertainment. The show is expected to attract a large audience.

OTHER NEWS

BELTON RILES WITH TERRILL

Augusta, Ga., Feb. 24.—Clorinde Belton, Winton-Salem, N. C., has booked as a Ringling Bros. and Barnum & Bailey Circus. She will be on the road with the circus for the next eight weeks.

ICE SHOW

Continued from Page 3

The new edition of the Joliet Ice Revue at the Rock-Cadillac, Detroit, has been well received. The show features a variety of acts, including ice skating, acrobatics, and music. The show is scheduled to continue until March 1st.

Sonja Henie Tour

Grosses $1,500,000

Chicago, Feb. 23.—The Sonja Henie Revue, which opened at the Chicago Opera House, has been a great success. The show, which features music, dance, and skating, is scheduled to continue until March 1st.

“Father” Chi Smash Is Excellent

Chicago, Feb. 24.—Only an earthquake in the area of the Blackstone Theater can stop the Sonja Henie Revue. The show is scheduled to continue until March 1st.

Other news includes...
Out in the Open

Leonard Traube

The Customers Complain

As a commercial photographer, performer and sometime author, I have been acquainted with many of the early pioneers of the circus entertainment business. One of the most exciting stories I have heard is that of the famous circus, the "Ringling Bros. and Barnum & Bailey Circus." This circus was formed by August Ringling, a circus promoter, and P. T. Barnum, a politician and showman. The circus opened in 1882 and quickly became one of the most popular attractions in America. It was known for its acrobats, clowns, and other entertainers, and it quickly gained a reputation as the "greatest show on earth." Today, the Ringling Bros. and Barnum & Bailey Circus is still one of the most well-known and popular circuses in the world, and it continues to entertain audiences with its unique blend of entertainment and performance. In this article, I will discuss the history of the circus and its impact on society, as well as some of the challenges that the circus faces today.
SUGAR'S DOMINO

One of the shrewdest cafe operators we have met extends his reach out to the street to determine how he rates as a caterer to the public's craving for amusement. He counts as one of his important responses to the carriage starter who stands at the post. At the end, however, the training given by his boss makes him feel that the patrons are not as important to the general store as they seem. Their remarks are made in his presence while they await the next stop. They wait at the corner of the street before they move their way into the conveyance. Somehow they don't regard them as the cold, impersonal customers; they seem to feel to move more freely in his presence. He has become a seen listener. He can also read the signs from the forms employed by the men of the street, and when these signs become used by the main office, they list them in the lobby. He hears the patrons talk about the show. This was their habit of the piece, and it never failed them. The cafe operator who is the hero of the piece is merely dressing up an old device in streamlined form. It frequently impresses upon us that he hasn't improved his method of the cafe business; that all the stunts and tricks used by the men are gained for the public's benefit. The men are applauded for their learning, and the public is amused by the show. We were saddened last week by the passing of an alumnus of The Billboard. It is regrettable that more space was not given to the death of Alfred Nelson, who was not only a known personality, but he also happened to be a good friend of ours. Nelson left a lasting impression on many, a reputation as a man of character and integrity. He contributed greatly to the world of entertainment, and he will be greatly missed.
Summer Travel—Creates many new locations, boosts spending of money

In the business world greater attention is being given to the trade and business created by travel than ever before in history. In fact, the concerted promotional efforts to encourage travel indicate that the summer of 1940 will surely set a record in travel.

The business value of this encouragement to travel is of special interest to American trade as never before, because the war abroad has made it practically essential that people travel in the Americas.

The coin machine trade always has an opportunity to cash in on general trade trends, and the travel business, with all the promotion and publicity given to it, should certainly attract attention from all sections of the automatic industry. Some of the biggest opportunities that have come to the coin machine trade in the past have been gained simply by taking advantage of trends in the general and social life of the country.

Perhaps no general trend has ever before had such proportions as the travel vogue and, fortunately, it is a movement in which the music, vending, and amusement sections of the industry can share. All other lines of business are planning to share in the great travel movement, so that it is timely for the coin machine trade to cultivate an intelligent optimism toward the coming summer.

There is a lot of promotion being done to encourage travel this coming summer. While much effort was expended during the past several months to encourage winter travel, the great volume of effort will be spent on encouraging summer travel.

The newspapers probably carry the bulk of travel publicity and are a common medium where all can study the ideas and territories that are most prominent for tourists. Members of the trade can follow the travel columns of the papers and gain many ideas as to what is going on in the travel world.

The brightest spot in all the travel vogue is that money is spent more freely by people on the go than at any other time. Figures released by the government and other agencies on travel last year indicate a volume of spending that is almost unbelievable. One would think there had never been a depression, considering how much money tourists spend. Fortune magazine and other authorities have recently shown that business was much better in the last few years than the gloom psychology had indicated. The effect of all this is going to be to encourage people more and spend more during this year unless some unforeseen discouragement happens.

It will be the privilege of every operator to catch some of that money being spent by people who travel.

The operator will be interested in territories helped by travel and also in locations that share in the tourist traffic.

As never before, travel will be nationwide. In a sense it will cover the Western side of the world, and manufacturers of machines can begin to think optimistically of an eventual stimulus to export sales. The operator can begin to count on much larger areas and a far greater number of locations to feel the good benefits from travel money. In the past it has been customary to think of only certain well-known summer tourist areas as really having any traffic to be worth while for machines. It may be predicted that the regular summer tourist areas will not suffer loss in traffic, and that travel on a national scale will bring more business in ever-increasing territories.

The regular plans of catering to summer tourists are well known to the trade. We received a number of reports last year which indicated that arcades can and are being improved so that they cater to larger crowds. The arcade is a standard way of bringing coin machines to summer crowds, and this line of business is improving. Manufacturers catering to the arcades have introduced many new machines. Last year some interesting reports came in about operators that have mobile arcades or concessions to follow the fairs, indicating there are always new ideas for catering to summer traffic.

It is not easy to mention the variety of locations helped by summer travel in a short article. In a later review we hope to present a rather complete survey of all the possibilities for capitalizing on tourist traffic. The picture should be encouraging to all branches of the trade. Meanwhile, as suggested, it is a good idea to follow the publicity being given to the whole travel movement. It will be a good tonic just to see how enthusiastic the business world is about the subject.

One trend brought about by travel in the location field is an increase in the number and also the variety of spots catering to tourist trade. There are chains of locations being set up, but the majority of locations are small shops and are owned or managed by individual proprietors. Both types of locations need coin-operated machines of various kinds. A modern development is that of carefully planned drive-in centers. Some of these are elaborately planned and have many sections, shops or what not where machines can be placed. Another lesson being learned by those who cater to tourist traffic is that places can be enlarged and made more profitable. This is an aid to coin machines, because it means more room for machines.

While the new types of locations may be expected to welcome coin machines more readily, still the old travel locations may be obtained by good salesmanship. A suburban station in Chicago’s Loop has almost become a coin machine center. The well-known Northwestern station in Chicago has for years had a variety of coin-operated machines. On Western railways coin machines may be seen in many stations. The old and the new spots will become more alive under the stimulus of summer travel this year.

Many operators themselves will no doubt join the summer trek and will see places far and near. It should be a part of the inspiration of life and business to enjoy travel at times. Whenever an operator goes about he has the opportunity to observe what other operators do and to gain ideas of how to make his machines more satisfactory in service to the great traveling public.
KEENEY PUTS NEW LIFE IN THE OPERATING BUSINESS with the new

ANTI-AIRCRAFT MACHINE GUN

NO ELECTRIC EYE—NO AMPLIFIERS TO GET OUT OF ORDER—GOOD FOR YEARS AND YEARS OF PROFITABLE OPERATION

Actual locations have broken all revenue records with this new sensational Keeney gun. The player gets 15 bursts of shots at a series of plane flights across a screen. Additional free shots are allowed for 13, 14 or 15 hits, SO real—red lights flash from gun muzzle. SO profitable—players positively can't resist the urge to shoot and keep on shooting.

Modernize your equipment with Keeney's

REMOTE CONTROL WALL BOX

Makes old equipment new—ups profits 200 to 300%. Not only that—the location is then yours forever. Easiest, fastest box to install!

J. H. KEENEY & COMPANY (Not Inc)

"The House That Jack Built"

2001 CALUMET AVE., CHICAGO, ILL.

Suffers From Marriages

CHICAGO, Feb. 24—Ivy Orita, saleswoman for Atlas Novelty Co., has just recovered from a bad case of ‘marisupple’ (in medical terms influenza), according to Elinor A. Jacobs, after an absence from her desk of about a week. She says she will be in tip-top shape in a few days and ready again to resume her duties, and thanks her host of friends for their many good wishes for a speedy recovery.

NEW BRANCH OFFICE:

KEENEY'S Sensational MACHINE GUN

NOW ON DISPLAY AT BOTH OUR OFFICE! SEE IT TODAY!

201 GRAND AVE.

BELMONT, L. I.

SUPREME VENDING CO.

557 ROGERS AVE. — BROOKLYN, N. Y.

HEAVEN ONLY KNOWS

where your profits go from "quick" money coin machines—but they got! Why not smarter up and put yourself in BUSINESS with a string of those remarkable, time-defying, money-making PHOTO MACHINES?

INVESTIGATE

International Mutoscope Real Co., Inc.

44-01 11th St., L. I., City, N. Y.

FOR TRADE

EIGHT (8) WATTS, MODEL 616, FOR $3.60. Arrays, Model 24, for Free Play Novelty Games or Mills Blue Free from 30c to 25c. E. GEORGE

PRICED, ALA.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
Sickening’s Opening Pulls Many Commen

CINCINNATI, Feb. 24—Bedecked with more than 35 floral tributes and practically every type of coin-operated device on exhibit, Sickening, Inc., this town’s oldest coin machine firm, headed by William Marner, vice-president and general manager and Ben Goldberg, president, formally opened its new and spacious quarters at 14th and Central Parkway Thursday (22).

Commen from Cincinnati and surrounding territory thronged the new plant all day to gander the sumptuous displays, glimpse the new machines and partake of the Sickening hospitality. Located on one of the city’s main thoroughfares, only a few blocks from the center of town, the new Sickening quarters stack up among the finest coin machine offices in the Middle West.

Modern in every respect, the quarters are tastefully decorated in pebble egg shell, with a cream-colored ceiling, all made more attractive by effective lighting. To the left, as one enters, are located the private offices of Messrs. Marner and Goldberg, with the staff members housed in an office to the right of the entrance. Center of the floor is given over to a vast display of coin-operated games, consoles, ray rifles and sundry machines. Separate displays are arranged for bell machines, counter games, vending machines, carnivale equipment, novelties and radios and Wurlitzer organs. The parts department office is also located on the main floor.

In the rear of the building is located a large parking lot for the exclusive use of Sickening customers. In the installation of a new front to the building, provision was made for several attractive window displays.

A modern sign runs across the entire front of the building.


During the day, 15 prizes, consisting of various types of machines, were awarded to the various visitors.

Largest Distrib Picks a Winner

NEW YORK, Feb. 24—When big things happen, it’s really news, said Nat Civin, Executive of Modern Automatic Music Sales, Inc. of New Jersey and Florida. “Our company has selected Gottlieb’s Slate-Nail as the outstanding winner among legal coin machines, and last week we concluded arrangements with the factory to become exclusive distributors in their territory.”

“We are building its greatest machine in coin machine history,” said Mr. Civin, who has been doing business in all coin machine history, said Mr. Civin, who has been doing business in all coin machine history, said Mr. Civin, who has been doing business in all coin machine history, said Mr. Civin, who has been doing business in all coin machine history, said Mr. Civin, who has been doing business in all coin machine history, said Mr. Civin, who has been doing business in all coin machine history.

“To make it still easier for Monarch consumers, we have set up a time payment plan which enables customers to pay for their machines over a 15-month period.”

Monarch’s Sales Up On Mills’ Machines

CHICAGO, Feb. 24—Al Stern, Monarch Coin Machine Co. official, reports increasing interest and growing demand for Mills’ machines and the use of Mills’ music photos from operators in Northern Illinois, Indiana and Western Michigan, territory served by Monarch.

“Aside from the fact that Mills Instruments are up in Illinois, Indiana and Michigan, we have a regularly increasing number of machines,” said Al Stern. “There is good reason why our customers are buying Mills’ machines. As an incentive to get more machines installed, we have offered to pay a percentage of the money made on each machine in the territory. We are getting a lot of business from this.”

“Also, we are finding that customers are buying Mills’ machines, and the more they buy, the more they want,” said Mr. Stern. “We are selling more and more Machines.”

“From all parts of the country there is an increase in the demand for Machines, and we are finding that the more we sell, the better our business is doing,” said Mr. Stern.

Baker Games In Big Favor

CHICAGO, Feb. 24—Harry Happe, vice-president of Monarch, who has represented the company at the annual Chicago Exposition of Gaming Machines, which took place last fall, said that Baker games and machines have been popular at the exhibit, and that they have been well received.

“From all parts of the country there is an increase in the demand for Machines, and we are finding that the more we sell, the better our business is doing,” said Mr. Stern. “We are selling more and more Machines.”

“From all parts of the country there is an increase in the demand for Machines, and we are finding that the more we sell, the better our business is doing,” said Mr. Stern. “We are selling more and more Machines.”

PETE MALLOFF, Wisconsin operator, helps two beautiful girls pick their favorite tunes on a Mills Throne of Music.
Demonstration by Music Patrons Against Curfew Ban on Phonos

(From The Kansas City Journal, February 21)

COLUMBUS, Kan., Feb. 24—There'll be a hit in the old town tonight is a popular cry around Columbus, Ohio, where the new-fangled music machine has taken its place in the streets. The city has ordered all street vendors to stop their music between the hours of 9:30 and 11 p.m. and has given them 30 days to comply with the order.

A review of the new machine was held by the police, who found it to be in perfect working order. The machine is to be used for entertainment purposes only and not for commercial advertising.

A demonstration was held last night, when a group of citizens gathered around the machine to listen to the music it played. The demonstration was well attended and many people were heard expressing their opinion that the curfew ban was unjust.

The machine is operated by a local businessman who has been granted a special license to use it. The machine is expected to be a great success and will bring much-needed entertainment to the city.
WE'VE GOT IT!
DAVIL'S NEW SENSATION
HEADS OR TAILS
The first really different play action novelty in 30 years! Player matches Heads or Tails of hands. $17.50 each. AVERAGE PROFITS FOR 3 WEEKS IS $15.00.

ATLAS NOVELTY CO.

MARCH OF MAYFLOWER VALUES
See and Hear the Mills "Tone of Music" and "Empress" At Our Showrooms -- The Outstanding Phonographs of 1940

MAYFLOWER NOVELTY CO., INC. 1507 UNIVERSITY AVE. ST. PAUL, MINN.

Here Are America's Finest "Better Machine Buys!
FREE PLAY NOVELTY TABLES

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

Business Perkin, Says Herman Paster
ST. PAUL, Feb. 24 -- "The year 1940 looks like a banner one," says Herman Paster, who directs the business affairs of Mayflower Novelty Co. Here, "Orders have been coming in so fast," Paster continued, "that we intend to enlarge our facilities within the next few weeks and seek additional warehouses.

Maurice L. Ritter, formerly with a Chicago firm, has been added to the Mayflower staff to relieve Paster of some of his duties. Ritter is planning an extensive advertising campaign for the firm, Paster announced.

"Results so far this year have shown a definite upward trend," commented Paster further, "and I feel certain that 1940 will be one of our best years for our operator friends and ourselves.

"Imp Small -- But Oh, My!" -- Gerber

CHICAGO, Feb. 24 -- "Little, but oh my," is the way Paul Gerber, of Gerber Novelty Co., describes the size of the new phonograph he is distributing.

"There is more pep and ginger in Imp than in any other phonograph," claims Paul. "In sales, Imp is doing big business in the big box and is outselling machine which G & W is distributing.

"In sales, Imp is doing better and better up and up. From the standpoint of its performance on Jantzen, a record that I predict will be unequalled for a long time, it is all the wonder that we have been able to sell Imp to give it a long life." -- Gerber Novelty Co.

"Imp Small -- But Oh, My!" -- Gerber Novelty Co.
March 2, 1940

AMUSEMENT MACHINES (MERCHANDISE SECTION)

THE NORTHWESTERN CORPORATION
252 E. Armstrong St., MORRIS, ILLINOIS

IF YOU WANT THE BEST IN BULK VENDING—BUY

Northwestern

More than ever Northwestern leads the bulk vending field. Here are the reasons why—

1. Newer Machines. Always introducing new machines, both for replacement and for expansion.

Mercandise Machines

Wisconsin Cigarette Ops

Talk District Meetings

Meeting in Madison hears State official offer suggestions and advice.

WISCONSIN CIGARETTE OPERATORS' ASSN.
E. Z. Gregory, President.

Almonds Popular In Bulk Venders

SACRAMENTO, Calif., Feb. 24.—According to the California Almond Growers' Exchange, almonds are becoming a popular dry fruit item in the vending machines.

The exchange supplies high quality Blue Diamond almonds on a count basis. The almonds are packed in the vending machine by the growers themselves in the Central Valley where the tree nut is produced.

Adams Gum Machine

Scores With Ops

NEW YORK, Feb. 24.—Sales of Adams Gum Machines executives of the G. V. Corp., report are making a remarkable showing throughout the country. "Operators everywhere," said one of the officials, "are discovering that the Adams Gum machine, manufactured exclusively for us by Arthur H. Drorner, Inc., is one of the best gum machines around."

"Operators report that the Adams Gum Machine is a sure overnighter. Wherever an operator has a location he feels that he can sell lots of gum without having to invest himself, he finds that he has experienced a very profitable business with the Adams Gum Machine."
Ideas on Candy Bar Market

By WALTER W. HURD

Due to the prominence given to candy bar vending machines during the 1940 Coin Machine Show and since, this article appeared in the March 2, 1940, issue of The Billboard, with updates and developments in the field.

Merchandising Ideas Gleaned from the Confectionary Trade Show

Looking at the candy bar market, it is evident that the traditional slogan, “Candy is a delicious food,” remains relevant today. This research has provided insights into the expansion of candy bar vending machines, which have become more prevalent in the last few years.

Candy Bars by Millions

Both the manufacturers of candy bars and vending machine companies have seen a significant increase in the demand for their products. The candy bar vending machine market has expanded rapidly, with companies like Nestle, Mars, and Hershey leading the way.

No Real Conflict

The manufacturers and distributors of candy bars have been working together to ensure the success of this trend. They have been working closely with vending machine companies to ensure that the machines are capable of handling the high volume of candy bars.

First Line of Use

In the process of merchandising candy bars, the vending machine is the main line of use. Several strong operating companies have been working on the development and installation of new vending machines that are specifically designed for candy bars.

Concentrated Production

The government figures also suggest that the concentrated production of candy bars has been a significant factor in the growth of the candy bar vending machine market.

New Papaya Drink Adds to Beverage Field

The idea of adding a new papaya drink to the beverage field has been a significant factor in the growth of the candy bar vending machine market.

Increasing Outlets

Although the primary emphasis is still on display sales, vending operators have recognized the importance of increasing the number of outlets. This trend is particularly evident in areas where the demand for candy bars is high.

Two Important Uses

The increasing popularity of candy bars in vending machines has encouraged manufacturers to develop two new uses:

1. To expand the sales outlets for candy bars to industrial locations and other places where over-the-counter sales of candy bars are not feasible.
2. To extend the sales outlets to areas where retail sales would otherwise be lost.

A second important use of candy bar vending machines is to increase sales revenue. Some important testimony regarding this is available.

A well-known story is that one of the largest candy bar manufacturers introduced a new candy bar a few years ago to introduce two of its new bars in vending machines. For some reason these new bars did not take hold in the market. There was no apparent reason for this, and they simply disappeared.
Before You Buy
CHECK THE ADVANTAGES
of
COLUMBUS
VENDORS

MODEL
"ZM"

Just the machine every operator needs for vending toy charms in "Track" Rotation with small candies, etc. "ZM" mechanism will not clog or gum with regular seasonal or other regular Spanish or Jumbo charms. An attractive parade or parade of colors or red gloss, a green or red enamel.

MODEL
"M"

A smart, attractive peanut and confection vendor demands instant attention. The Model "M" will attract the most attention. Two regular glass or other regular Spanish or Jumbo charms in small candies and other confections can be used to good advantage.

RAKE
S. S. 22 ND ST.
PHILADELPHIA, PA.

CMA NEWS
(Continued from page 6)

AMUSEMENT MACHINES
(MERCHANDISE SECTION)
The Billboard

March 2, 1940

buy-the-board idea is clicking

Chicago, Feb. 26. — The new buy-the-board idea, featured in Bally Mfg. Co.'s Sport King multiple pay-out game, is proving popular with one-shot fans, according to George Jenkins, Bally salesman.

"Attractive," Jenkins explained, "the 'buy-the-board' idea is not our idea, but the players'. The new feature simply provides a visible record of coins played — a record which reads to zero whereas a winning game is scored. When the record climbs to 40 without a reset all seven selections are guaranteed and every one of the 24 pockets is a sure winner. We designed the feature as a kind of fluttery sensation in the usual stick-with-it repeat play. But the public had other notions about the feature. So we see players pumping one coin after another into the chute hoping for the coin to stop at 40, then redrawing two additional coins, etc.

Western baseballer enjoys upped play

Chicago, Feb. 26. — As major league baseball training camps opened into activity a sharp increase in play in the Mills Ex-Change Baseball, according to Don Anderson. The reawakening of interest in the national pastime was to be found in the sudden spurt in orders that reached the desk during the past few weeks.

A great new high score game has magnetic action at the bottom of the scoreboard that creates terrific stress second place. The first order reports are phenomenal, it is stated.

First reports on lancer optimistic

Chicago, Feb. 26. — Lancer, new exhibit, is sure to be an instant hit with players and operators, the firm announces. First order reports are phenomenal, it is stated.

Sales Mount on Western's Trio

Chicago, Feb. 26. — Don Anderson, sales manager for Western Products, Inc., reports that sales of Western's late free-game release, Trio, are climbing steadily.

The various features that make for profitable operation are apparent to the novice coin op. "Not the three-way method of winning but the big money-making feature," he explained. The player can win on symbol combinations of high score, and this three-way method of winning is a strong feature of the game.

Portion of crowd attending the grand opening of the new display rooms of National Coin Machine Exchange, Chicago, February 17.

HARD SHELL CANDIES
FOR BULK VENDORS

TASTY

GOOD

FRESH

DELICIOUS

HEAT-PROOF CANDY "PHI"

PHI-HEAT-PROOF CANDY

PHI-HEAT-PROOF CANDY

PHI-HEAT-PROOF CANDY

PHI-HEAT-PROOF CANDY

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PHI-HEAT-PROOF CANDY

PHI-HEAT-PROOF CANDY

MERCHANDISE
PEANUTS
CHARMS

CLEARANCE SALE
VEND cigarette machines — LOW PRICES

Masters six columns-chromium front
National 6-26
National 9-30
Waller-McParland practice
Wuhrer, Rock-Old, Mills phone

Babe Kaufman
250 w. 54th st., n.y.c.

First reports on lancer optimistic

Chicago, Feb. 26. — Lancer, new Exhibit, is sure to be an instant hit with players and operators, the firm announces. First order reports are phenomenal, it is stated.

This great new high score game has magnetic action at the bottom of the scoreboard that creates terrific stress second place. The first order reports are phenomenal, it is stated.

The tremendous appeal of the vibrant magnetic button that scores advances when the ball hits the button, the other high scores and possibly the ball toward the fan layout of 1-5 special scoring areas, makes bumpers bulkier than the previous game.
**Music Merchandising**

$640,974 in Music Machines Exported to 34 Lands in '39

88 per cent of total exports go to countries in North and South America-Mexico best customer, Canada next-War affects phone exports less than other coin machines.

NEW YORK, Feb. 24.—The rapid growth in the expanding field of music machines is seen in the fact that the music machines sold in '39 were valued at $640,974, as compared with $3,699 in 1938. Average price per machine was $178.32, with a value of $178.32, indicating that these machines were sold at a high price. These are but a few of the startling facts relative to music machines, which are reported to be among the most valuable items in the export world revealed by the statistics obtained from the Bureau of Foreign and Domestic Commerce of the U.S. Department of Commerce.

This department first recognized the importance of the music machine business last year when it began keeping a separate check of its exports for the first time. Hereafter, therefore, music machine exports will be kept on a regular basis and the government will have a better idea of the amount of business done in this field. Consequently, it is impossible to state figures up against any previous years. The breakdown of sales by countries, however, indicates that more and more of the music machines are sold to countries which are expanding their music business. The peak of sales is, however, still in the United States, but the demand for music machines is increasing in other countries, such as Canada, Mexico, and South America.

**Sample Calcuttone Needle Proves It**

PATTYVILLE, N.J., Feb. 24.—Joe F. Calcutt, music manufacturer, claims that his Calcuttone needle is proving its worth. He has sent his needle to several countries and the results are quite impressive. The needle is proving to be a great help in the music business, as it is able to play all types of records and is proving to be more durable than other needles. It is also proving to be easier to use and is not as likely to break as other needles.

**Exports of Automatic Phonographs in '39**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>5</td>
<td>1,970</td>
</tr>
<tr>
<td>Denmark</td>
<td>10</td>
<td>1,920</td>
</tr>
<tr>
<td>France</td>
<td>30</td>
<td>4,950</td>
</tr>
<tr>
<td>Germany</td>
<td>20</td>
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**Miraben Stresses Plastics Value**

CHICAGO, Feb. 24.—The Miraben Co., manufacturer of phonograph needles, is stressing the importance of plastics in the music business. They claim that the use of plastics is proving to be more durable and less expensive than other materials. They also claim that the use of plastics is proving to be more resistant to moisture and is not as likely to break as other materials.

**Reese Made Asst. Gen'l Sales Mgr.**

NORTH TONAWANDA, N.Y., Feb. 24.—Mike Reese, general sales manager of the North Tonawanda division of the RCA Victor Co., has been named assistant general sales manager of the same division.

Prior to joining the Norden Sales Co., he was with the Stewart-Warner Corp. During the 15 years he has been in the music business, he has been in charge of sales activities in the field of factory outlets.
World's Largest Distributor
PICKS THE WINNER!

Skee-Ball-Ette
it's Terrific!

ABSOLUTELY THE GREATEST LEGAL AMUSEMENT GAME IN COIN MACHINE HISTORY!

EXCLUSIVE DISTRIBUTORS
New York
New Jersey
Connecticut
Florida

MODERN VENDING COMPANY
NEW YORK
656 BROADWAY
NEWARK, N. J.
1060 BROAD ST.
MIAMI BEACH, FLA.
822 FIFTH ST.
Mel-o-Tone Designer Regains His Health

CHICAGO, Feb. 24—The many friends of Russell J. Wilson, chief engineer of the Herbert Corp., here, were delighted to receive the firm's announcement this week that Russell had completely recovered from the three weeks' illness of pneumonia.

Wilson returned to his desk Monday, and immediately went to work supervising production on Mel-o-Tone, the phonograph that has won him glowing praise in phonograph engineering. Mel-o-Tone is said to be Wilson's most recent contribution to the phonograph industry. Included among the many previous contributions to his understanding of the recording and perfecting the record changing mechanism now used by another of his inventions, has been the design of a phonograph manufacturer. At the time Wilson perfected this mechanism, positive and efficient record control became a reality.

It was a stroke of genius on Wilson's part, for Wilson was never one to rest on his laurels and he introduced the Mel-o-Tone, a phonograph that has won him the distinction of being the recognized dean of all phonograph engineers.

With the introduction of Mel-o-Tone, the phonograph industry has taken a giant step forward in record changing mechanisms, and the new model has done much to increase the sale of records. The company has a complete line of phonographs, and the new Mel-o-Tone model is particularly popular among collectors. The phonograph, which is available in a variety of colors, is provided with a built-in amplifier, and comes complete with a microphone and speaker. The Mel-o-Tone is designed for use in either home or theater entertainment.

Review of Records

(Continued from page 22)

A third label is Morton-Franklin's Bubba Boy, which produces excellent results on the Rock-Ola 16th Floor at the Hotel Sherman during the 1940 Coin Machine Show. The Leadership Girl, an original composition of Rock-Ola phonographs in various sections of the country, was the mechanical woman who officiated at the Rock-Ola booth on the convention hall floor.

Rock-Ola's Leadership Girl and her drum majorette who were in charge of the reception and ushering duties on the Rock-Ola 16th Floor at the Hotel Sherman during the 1940 Coin Machine Show. The Leadership Girl later directed the phonograph production of Rock-Ola phonographs in various sections of the country. The girl, the mechanical woman who officiated at the Rock-Ola booth on the convention hall floor, is in the background.

Questionably the most outstanding entertaining achievement of the small of phonograph manufacturing.

Penny Phono's A Natural...

“Mind grass from $7.00 to $11.00 a unit weekly”

writes WEST COAST VENDING CO. INC. Los Angeles, Calif.

And that, remember, is but ONE experience with this proved performer—it’s repeating this profit story coast to coast! For PENNY PHONO owners, theest-tested field—“penny music”—through exclusive, patented recording equipment...20 Latest Hits tunes on a Single Record...eliminating completely all record-changing mechanisms...cutting PENNY PHONO cost by 30% in labor, the only condition: your record counter set at 75¢ per tune—parring the home's edge of the board. The penny music records are sold for $1.00 and the penny music records are sold for $1.00. You can't cut the price service time so one man can service 100 instruments—getting into all manner of tight spots, closed because it weighs only 5/16 as much as the others, but takes 5/8 space...
Talent and Tunes
On Music Machines
A COLUMN FOR PHONOGRAPH OPERATORS

Springtime is prime time in colleges throughout the land. From time to time more and more high school students are reflecting on the joy of phonograph records. Consequently, operators in many colleges are finding that increasing interest in the field is making the purchase of new sets of records a must in the spring of each year.

Thereupon followed a list of campus records which are being purchased by the phonograph operators throughout the country. A quick survey of these records shows a decided trend towards the sale of music records which are designed for educational purposes.

The most outstanding development in the phonograph industry during the past few months has been the introduction of the new Seeburg 1940 Line. This line has been hailed as the most outstanding development in the history of the phonograph industry. The line includes records of the finest music of all time, as well as modern popular music. The Seeburg 1940 Line is available in a wide variety of styles and prices, making it possible for operators to stock records that will appeal to all types of customers.

SPECIAL SHOWING
SEEBURG 1940 LINE
The Most Outstanding Developments in the Industry
Don't Fail To Attend!
The Top Line For the Top Spots
Operated by the Top Operators
DUAL SPEAKERS
ELECTRIC SELECTOR
REMOTE CONTROL
JAILBIRD RAYOLITE

Don't forget the date
SUNDAY AND MONDAY
MARCH 3rd and 4th
SOUTHERN AUTOMATIC MUSIC COMPANY
312 W. Seventh Street
Cincinnati, Ohio

CHATTANOOGA and KNOXVILLE
Complete Seeburg Line on Display
Wednesday and Thursday, February 28 and 29, at Reed House, Chattanooga.
Saturday and Sunday, March 2 and 3, at Farragut Hotel, Knoxville.

CADETS COMMANDERS

CHATTANOOGA - FEBRUARY 28 AND 29
KNOXVILLE - MARCH 2 AND 3
SOUTHERN AUTOMATIC MUSIC COMPANY
425 BROAD STREET
NASHVILLE, TENNESSEE

MIRABEN LIGHT-UPS
ADD GLAMOR TO YOUR OLD PHONOGRAHS!

MIRABEN COMPANY
629 MILWAUKEE CHICAGO, ILL.
TELEPHONE BAYMARKET 2833

BEARSE MANUFACTURING CO.
316-326 CORAL ST., CHICAGO, ILL.

PHONOGRAPH BARGAINS

Advertise in The Billboard—You'll Be Satisfied With Results.
AMUSEMENT MACHINES

ROCK-OLA IMPERIAL—20 RECORDS WITH ILLUMINATION (AS ILLUSTRATED) $89.50

NEWEST GRILLS FOR 616-716 WITH SIDE LOUVERS (AS ILLUSTRATED) $13.66

HEADS OR TAILS

Unique Feature On Daval Machine

Casino Golf Hit For Spring Play

Present Baseball Hit, Big League

March 2, 1940

The Billboard

$10.00 DOWN Balance Monthly

ACME NOVELTY COMPANY

Imp THE IDOL OF MILLION PLAYERS

Latest Successful Counter Game in Years

A-1 BARGAINS

Canadian Operators

OHIO SPECIALTY CO.

12 W. Court, G
cincinnati, Ohio

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.
Commerce Letter

Trade Associations Get List of Wrong Practices

U. S. Chamber of Commerce reviews 1939 to show points of complaint.

WASHINGTON, Feb. 24-The Trade Association Letter No. 130 released in January by the Department of Justice is now in the hands of trade associations and contains information that shows points of complaint. The bulletin states that "industries are not correct" in the trade associations and then outlines the points involved in the various industries which are not correct.

In 1939, trade associations were involved in 17 cases covered by the Department of Justice. The bulletin states that "industries are not correct" in the trade associations, and then outlines the points involved in the various industries which are not correct.

Points of Complaint

1. Making sales to individuals who have a right to purchase.
2. Collecting less than adequate amounts for the purpose of maintaining prices.
3. Receiving unfair competitive advantages.
4. Incorporating differentials in competition.

Trade associations were involved in 17 cases covered by the Department of Justice in 1939 as compared with three in 1938. The bulletin states in cases in which trade associations are not correct, then outlines the points involved in the various industries which are not correct.

Concorded or monopolistic practices of business concerns were alleged in eight cases. Three was not specifically as to any trade association.

Sixty per cent of all the new 1939 antitrust cases were cases arising during the last three months of the year.

"In several cases involving trade associations, the defendants were charged with having violated the antitrust laws of the United States," says the bulletin. "The cases involve associations and concern the various industries which are not correct."
BASEBALL TIME IS HERE!
Western’s Deluxe
BASEBALL
GIVES YOU PEAK-OF-SEASON PROFITS
IN TRAINING CAMP TIME!

Interest in the National Sport is reaching fever pitch. Training camps are in full swing. Baseball is the topic of conversation in the Hot Stove League. Sports pages are full of stories on baseball's heroes.
CAPITALIZE ON THIS UNIVERSAL APPEAL NOW WITH WESTERN’S BASEBALL!

IT’S LEGAL

WESTERN PRODUCTS, INC.
925 W. NORTH AVE.
CHICAGO, ILLINOIS

BIG CITY LIGHTS
PAY BIG PROFITS!
This gleaming, glamorous, irresistible board is the best hat in the New York sale. 2400 claims. Market $1200.00. Your average profit $93.25. Don’t delay—ORDER TODAY!

GLOBE PRINTING COMPANY
1023-27 RACE STREET, PHILA., PA.

IF IT'S COIN OPERATED... WE HAVE IT
NEW OR USED

Pinball Game Soothes War Worries
The Philadelphia Record, February 14, carried an interesting anecdote concerning George H. Earle, former governor of Pennsylvania, and one used pinball game. The article is by Hugh Sutherland and has the heading, "Earle’s Favorite Pinball Machine Will Accompany Him to Bulgaria."

The article is divided into three separate anecdotes, each one reciting the story of a pinball machine Earle. It seems that Earle, recently sworn in as U.S. minister to Bulgaria, is sending a used pinball machine along with the usual New York liner, clearing New York on March 9. The article, the article says, "contains one piece of extra diplomatic machinery, slightly used."

And if that trouble in the Balkans comes, the U.S. minister, a stoic man with tired eyes, will find what success he can from the pressure of duty, trying to beat 40,000 with only one nicked over and over again. (Submitted by Roy Torr, Philadelphia.)
Jennings Consoles Win Trade Favor

CHICAGO, Feb. 24—Another winning pair is out in front now for O. D. Jennings & Co., according to O. P. Haley, sales promotion manager for the firm. These two new makes, he says, are the popular machines, Pop Time and Good Luck.

Time is a class looking square bell console that has been voted top by one operator after another in the past few weeks, stated Haley. "It has the zip and thrill that players like: a speedy true pinball with lots of action and an extra payout if number 5 appears on the third ball. The mechanism is the Jennings single unit type, the same as on the ever-popular Jennings Chief. The beautiful thing about Time is that it fits right into any territory situation on account of the two tops that are available. There's still a thrill factor where the territory conditions require it; otherwise, you can have the free-play top which, recreation to say, goes over big with the player.

"The thing that seems to be put over the Good Luck console as big in many places is that there's no spot to shoot for. Also, the Good Luck is an impressive, big-balling machine, which is one of its own kind."

"The Good Luck is an automatic. No levers or buttons. Just drop the coin and the playing field lights up in a burst of color. Good Luck has the Motor Dial amplifier, making on three dial rotate in sequence, which helps keep players keyed up," Haley added.

Liquor Revenue Aids the Nation

New York, Feb. 24—In an editorial commenting on the revenue derived from liquor and beer in the United States, January (January 24) suggests that in view of the immense amount of revenue even atonishing moralists should not object so strenuously. The editorial further states that, "the recent award of the prohibition to the beer and liquor industry is taking in about $4,000,000,000 a year. According to testimony given recently before the House committee by the 'Beer Industry,' it was shown that, if the prohibition of the Federal Government was carried through, State and local government would also suffer serious losses.

"Strict moralists may insist that in taxing what amounts to a 50 per cent cut on the gross sales of the Federal Government, it is as legitimate as the legitimate use of alcohol. Yet, as one recalls what went on under prohibition, such as the glass of claret that was a partner in a system of corruption and violence, there does seem to have been a serious problem."

"As far as the Treasury is concerned, there can be no question, and it is the cup that cheers but not the one that hikes. Even in those days $600,000,000 is not small change."

Fantasy Jackpot

STONER CORPORATION
AURORA, ILLINOIS
Don't fail to see Fantasy Jack Pot
$137.50

BUY FROM BUDIN CAN'T BE BEATEN!
FREE PLAYS
ALL-LAW .... $35.00
BIG BINGO $50.00
BIG BINGO $50.00
CONSTRUCTION $40.00
GOLDEN GATE $75.00
ZIP $125.00
With Over Balances, Fill $5.00. (Refund advantages)

BUDIN'S, INC.
174 S0. PORTLAND AVE., BROOKLYN, N. Y.
RE-8-5140

YOU FINISH IN THE MONEY

INDIANAPOLIS SWEEPSTAKES
Harlick's New Automobile Symbol Ticket Board. 181 Winners — 170 Consolation Awards — Bright Attention-Getting Colors!
CAR LOADS OF ACTION!

No. 1827 (Semi-Thick) 1800 Holes
Takes In ... $580.00 Gross
Average Profit: 4536 Profits
PRICE EACH, $1.88

HARLICH MFG. CO.
1193 W. Jackson Blvd, Chicago, Ill.

EARLY SPRING CLEARANCE SALE
QUALITY SPEAKS FOR ITSELF
1 Winter Coats $29.99
1 Winders Coats $39.99
1 Winter Sets $39.99
2 Winning Tickets $10.00
3 Winning Tickets $15.00
3 Winning Tickets $20.00
3 Winning Tickets $25.00
1 Big Rock $10.00
1 Big Rock $15.00
1 Big Rock $20.00
1 Big Rock $25.00

MODERN AUTOMATIC EXCHANGE, INC.
CLEVELAND, OHIO

AN ENTERTAINMENT FEATURE in a Chicago Loop tavern is the Keno remote-control wall box, which proves to be a big attraction. Photograph used in conjunction is enclosed in a cabinet out of sight.
Chicago Coin's ROXY

MAKING MORE MONEY FOR OPERATORS - THAT'S WHY IT'S BEEN A SELL OUT!

$99.50 FREE GAME

Chicago Coin Machine Manufacturing Co.
1725 Diversey Blvd.
Chicago, Ill.

HERE'S 1940's BEST BUY
for BIG COUNTER EARNINGS

GROECHEN'S 3 REL CIGARETTE MACHINE WITH 6M VENDER. MIDGET COUNTER GAME, ONE OF THE WORLD'S SMALLEST (5" x 7" x 12"), FINEST CONSTRUCTION - PRECISION BUILT, HAND-LODGED - SMOOTH VELVET FINISH - UNREUSABLE OPERATION - ASSORTED COLORS. WEIGHTS ONLY 3 1/2 LBS.

In 1940 It Will Be IMPOSSIBLE To Compete With Groechen's Outstanding Counter Game Sensation!

ORDER TODAY!
1 Day Deposit Only Order - Inst. Credit
$5.50 7-day Money-Back Guarantee

$12.50 EACH

Wisconsin Center Of Bingo Talk
MILWAUKEE, Feb. 24—The week of February 19 almost set a record for public discussion of gambling in the state. Newspapers led the discussion, probably followed by the papers in the state comment on the subject.

The press wave of discussion of gambling is the aftermath of the recent State Supreme Court decision, which declared bingo to be illegal even the operated by church and charitable organizations. This decision brought the churches into the midst of the discussion and has served to give it whole hearted support.

The discussions really began last summer when considerable agitation was waged about slot machines in the summer tourist areas. It was said that these machines were having a great impact on the economy, and, as a result, the state legislature took action. The bill, which passed the Senate and was sent to the house of representatives, was defeated. The bill was then passed by a large majority in the house and sent to the governor.

Members of the coin machine trade were present at the meeting and it was agreed to take action. The members of the coin machine trade were present at the meeting and it was agreed to take action. The members of the coin machine trade were present at the meeting and it was agreed to take action.

License Is Voted In Halifax, N. S.
HALIFAX, N. S., Feb. 24.—After intermittent discussion covering two months, the law and privy council committee has approved a proposal to license coin machines. The fee assessed

$7.50 in fees on pinball machines is considered excessive for novelty games. Fees were also assessed on machines being given to local operators by lower fees.

Exemption was given to vending machines, also pedometers, telephones and newspapers.

Members of the coin machine trade were present at the meeting and it was agreed to take action. The members of the coin machine trade were present at the meeting and it was agreed to take action. The members of the coin machine trade were present at the meeting and it was agreed to take action.

Represented at the meeting was Frank Hamilton, L. A. May, James Shumaker, G. L. Borders, and others.

Toys Pistols May Rival Pin Games
CHICAGO, Feb. 24—Howard Vincent O'Brien, independent columnist for The Chicago Daily News, devoted his column, February 24, to the subject. He considered rather serious opinions about the causes of juvenile crime. He especially criticized sociologists, jurists, and select committees of women's clubs, which, until recently, have been on the subject. He then in a recent report says that the toy pistol is the cause of crime of violence among the young.

"Obiviously," O'Brien suggests, "now that all that is needed is to remove the toy pistol and we can close our prisons."

The report quotes some of the following:

"By and large it is our opinion that toy pistols and crime are about as closely associated as tuna fish and hale ribbons, and we think it would be of greater credit to civic groups if they spent their efforts in seeking to eliminate such real and obvious sources of crime as poverty, malnutrition, parental incompetence, broken homes and the myriad of other factors where in the correlation with criminality has already been shown to be high."

Must Be Dramatic

O'Brien then suggests that the reason, teachers, women's clubs, jurists, and other "expert" in juvenile crime on such things as toy pistols is that they must have something dramatic to get the public excited. Poor and hungry children will not excite, but headlines can be had by pinnig crime on the toy pistols. Perhaps that is why certain people try to blame pinball machines for juvenile crime.
WARNING


Under the patent laws of the United States any manufacturer, distributor, jobber or operator manufacturing, using, vending or operating a game apparatus embodying the patented features of the above referred to patents or any resemblance thereto, is liable under such laws to a patent suit for injunction and an accounting for damages and all profits.

NOTICE!
The ROCK-OLA MFG. CORPORATION
has been duly licensed to manufacture and sell under the herein referred to patents.

H. C. EVANS & CO., Inc.
By R. W. HOOD, Pres.

THE ENTIRE TRADE IS HEREBY WARNED that
H. C. EVANS & CO., Inc., will diligently and promptly prosecute any and all infringements to the full extent of the patent laws.

H. C. EVANS & CO., Inc.
By R. W. HOOD, Pres.

NATIONAL'S VALUES

NOVELTY GAMES—FREE PLAY
Min. 1-2-3, $5.50
Chimes, $2.50
Frolic, $15.50
Happier Days, $15.50
Dixieland, $8.50
Tango, $8.50
Pyramid, $10.50
Marley K Klondike, $12.50

COUNTER GAMES
Hammond, $22.50
Coo Coo, $15.50
Tommy, $7.50
Dance, $12.50
Artistic Wonder, $17.50

SLOTS
Maine Bells, $54.50
Hungry Man, $54.50
Saloon Bells, $54.50
Mississippi Belle, $54.50

PHONOGRAPH
Seeburg, $1.50
Wurlitzer, $1.50

NATIONAL COIN MACHINE EXCHANGE
1411-15 Division Blvd.

WILKES-BARRE, Pa.

Wilkes-Barre, Pa., Feb. 24—In a

Count the contents of the machine and ask the question if it is a win or a loss.

The installation of the penny parking meters has not worked out as well in Plymouth, Pa., the borough council decided to install nickel meters and return the meter heads to the factory to be adjusted.

Since the installation of the penny parking meters has not worked out as well in Plymouth, Pa., the borough council decided to install nickel meters and return the meter heads to the factory to be adjusted.

London

LONDON, Feb. 1—Annual general meeting of Amusement Caterers' Association, body representing operators of dances, games and coin machines in fixed locations, re-elected Tom Groves, M. P., and past chairman A. M. Harwood (Pekateen Pier) and Walter Street (Herkules Automatic) to the committee for 1940. The committee will meet at least once a week to review and discuss the affairs of the association. The committee, however, has not been able to meet due to the weather conditions.

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Eastern Pennsylvania, Central and Southern New Jersey, Dilmarva Operators We Have Them

Guaranteed

Every machine guaranteed perfect regardless of price!

Free Play Games

Blitz 1-2-3 $39.50
Bustout $39.50

Dancing Queen $39.50

Lush $39.50

Skatina $39.50

Stimulus $39.50

Guaranteed Slots

3 Mills 1-2-3 $39.50
Mystery Bell $39.50

Joker $39.50

Dots $39.50

Huntington $39.50

Guaranteed 1-Ball Automatics

Winner $89.50

Roll-A-Penny $89.50

Bally $89.50

Gator $89.50

Consoles

Whitey $45.00

Blackie $45.00

Buddy $45.00

Lose $45.00

Lucky $45.00

Novelty Games

Ball $15.00
Treasure $15.00

Jackpot $15.00

Joker $15.00

Jinx $15.00

Terms: 1/2, Certified Deposit With Order, Balance C. O. D.
THE BEST
in the business endorse (and stock, ready to ship to your key location) the
BEST OF ALL PHONOGRAPHs

The Superb Mills
THRONE OF MUSIC

See the 1840 Model at Your Distributor's

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO
BALLY TRIUMPH

now smashing Bally Reserve records

Daily TRIUMPH collections actually equal former weekly novelty earnings in same locations! Test operations, week after week since January Show, prove long-life appeal of sensational "BUY-BACK" FEATURE! Remember... TRIUMPH is a regulation 5-ball novelty or free-play game—not reserve-type or multiple—yet earnings exceed best Bally Reserve records by three to one! Be first in the "BUY-BACK" boom—order TRIUMPH now!

SPORT SPECIAL

FREE-PLAY "BUY-THE-BOARD" MULTIPLE

Operate as ONE-SHOT or 5-BALL game

All the high-speed money-making features, precision engineering and de luxe style of Bally’s famous pay-tables... plus trouble-free 4-MULTIPLE FREE-PLAY COIN-CHUTE and the new sensational "BUY-THE-BOARD" FEATURE with earning capacity at least triple average multiple profits! Rush SPORT SPECIAL to your free-play multiple spots now!

BALLY ALLEY

earns $5 to $35 daily profit

Actual reports from operators coast to coast prove BALLY ALLEY earns $5 to $35 daily—thanks to REALISTIC bowling thrills, BOWLER'S GRIP Ball-Throw and FULL PLAYER CONTROL over aim. "English" and SPEED. For steady profits, freedom from legal worry—order BALLY ALLEY now.

GUARANTEED
mechanically right and built to insure trouble-free performance. For your protection invest in the guaranteed bowling game.

BULL'S EYE

RAY-GUN TARGET GAME

New SKILL-BONUS feature. Insures repeat play from all types of players—inamorato and sharp shooters. BULL'S EYE is designed to produce quick profits now and be your most reward machine for month after month. Hit the bull's eye of big, steady profit—and freedom from legal worry—by ordering BULL'S EYE now.

SPORT KING • GOLD MEDAL • GRAND NATIONAL • DANDY

BALLY MFG. COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS
SKEE-BALL-ETTE

ALL THE LEADING DISTRIBUTORS
ARE GETTING ON THE BANDWAGON!

it's
Terrific!

that's putting it mildly

GREATEST
LEGAL GAME
EVER BUILT!

Very Few Territories Are Available
IMMEDIATE DELIVERY
See Your Distributor!

HIGH SCORE—WEEKLY HIGH SCORE
NOVELTY OR FREE PLAY (Convertible)

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.
THANKS A LOT!

WITH A SINCERE EXPRESSION OF GRATITUDE I WANT TO THANK THE MANY FRIENDS WHO MADE MY OPENING A GRAND SUCCESS.

Thanks to the many operators who attended and made the opening a reality.

Thanks to the host of business friends and associates who showered us with flowers.

Thanks to Rock-Ola for giving us the Chicago distributorship of the phonograph of ‘40.

Most Gratefully Thanks to All!

Joe Schwartz

Our showrooms are your showrooms. Here are the operators’ music headquarters of Cook County

NATIONAL COIN MACHINE EXCHANGE

1411-1413 DIVERSEY BLVD.

Distributors of Rock-Ola Luxury Lightup Phonographs

ROCK-OLA ten pins 1940 Model

More... ZIP... ACTION... STRIKES... SPARES

More of everything that makes Rock-Ola’s 1940 TEN PINS the liveliest cash producing game to strike the public’s fancy. TEN PINS for ‘40 combines faster action, greater accuracy, increased player control and gives operators a sound investment with immediate and long range consistent earnings.

HIGH SCORE MECHANISM FOR GREATER INTEREST

Rock-Ola’s TEN PINS for ‘40 introduces a new high score unit that enables players to earn up to 150 score in five frames. Other features designed to stimulate play and keep interest at a high pitch are more speed... extra points for strikes and spares and greater variety of shots. Start getting that extra TEN PINS revenue from your locations now.

Order from your local Rock-Ola distributor today

See the Sensational 1940 Ten Pins
The Nation's Operators Have Proclaimed
It's ROCK-OLA for '40

COAST-TO-COAST DISTRIBUTOR SHOWINGS HAVE CONFIRMED ROCK-OLA LEADERSHIP

First the National Coin Show, then Distributor showings throughout the country's metropolitan areas—everywhere there is a unified thought, "it's ROCK-OLA for '40". The phonograph accepted by seasoned operators as the best money-maker for 1940. Perfect in every detail—designed to stimulate play and minimize service. Many startling and amazing features for the first time on any coin-operated phonograph. The 1940 Rock-Ola family of Luxury Lightup Phonegraphs greets the entire industry with unsurpassed value and the most outstanding profit opportunity ever offered to phonograph operators.
WURLITZER'S THE WINNER

WITH MAKE-YOUR-OWN COLOR ILLUMINATION
IN PILASTERS OF MODEL 700

ANY COLOR ILLUMINATION
OR BLENDING OF COLORS
CAN BE OBTAINED BY
INSERTING COLORED
BULBS BEHIND PLAIN
ONYX PLASTIC PILASTERS

Another outstanding, money making Wurlitzer feature! Another reason why Wurlitzer Music Merchants are winning new locations with Wurlitzer's 1940 Console Model 700 — "Make Your Own Illumination" in the pilasters.

Here's an opportunity to match the color scheme of the location — to give the location owner a crowd-pulling Wurlitzer Phonograph with brilliant color illumination tailor-made to harmonize with the decorations in his place of business.


A Name Famous in Music for over Two Hundred Years

WURLITZER AUTOMATIC PHONOGRAPH

SOLD ONLY TO MUSIC MERCHANTS