AMERICA'S FOREMOST RHUMBA ORCHESTRA

Panchito

AND HIS RHUMBA ORCHESTRA

When authentic Latin rhythms are desired in the brightest and most popular clubs of the land—from the Versailles in New York to the Trocadero in Hollywood, Panchito and his inspired musicians get the call. He has been featured in M.G.M. pictures, in addition to engagements at the Rainbow Room, the Yumuri and La Conga.

Now Playing
2ND YEAR
VERSAILLES N.Y.

EXCLUSIVE MANAGEMENT
WILLIAM MORRIS AGENCY INC.
NEW YORK • CHICAGO
HOLLYWOOD • PARIS • LONDON
POP MUSIC COMES OF AGE

Lauther To Join C. & W. Midway With 3 Shows

WASHINGTON, Dec. 20.—Negotiations thru which Carl J. Lauther will present the three shows with the C. & W. Midway for the 1940 season have been completed, it was announced by John W. Wilson. Lauther is presenting his traveling museum here at 300 Ninth Street, N. W.

Wilson stated that Lauther is arranging to ship the equipment of his 30th Century, Odyssey’s Billard Show, Illusion Show and Peep Show from De Land, Fla., where it is at present, to Richmond, Va., and then to Pittsburgh, Pa. The shows have been on the Johnny J. Jones Exposition for several years.

Co-owner Wilson said remodeling work will commence any day so that tickets can be sold at the theater. The shows will be presented from January 5 to February 28.

Directors Refuse Change In Name of C&I for ’40

SAN FRANCISCO, Dec. 29.—Remained voting to hold the 1940 session of Golden Gate International Exposition from May 5 to September 5. The directors turned thumbs down on the promotion committee recommendation that the exposition be held in the spring.

Directors James E. Black and E. C. Campbell were elected. John Cashin and Dan London, leaders in the Exposition, were the only two who were re-elected in 1940, were named to succeed them.

N’Orleans Muny Aud Has a Banner Year

NEW ORLEANS, Dec. 30.—Municipal Auditorium in New Orleans achieved a banner year in 1939 with a larger number and wider variety of entertainment events and the city’s first “studioscope” drawings. The year was built a decade ago, 1929. It accounted for 104 sold-out performances in 1938 and had over 150 in 1939. Gross receipts of $45,642,893.69 last year. The year means that during the past year, 150,000 people have been entertained.

Dinner, ‘Scandals’ Chi Sell-Outs

CHICAGO, Dec. 30.—The Man Who Came to Dinner at the Harris with a second company and George White’s Scandals at the Criterion, both Chi arrivals, have been doing capacity business since their openings. While the usual holiday season spurt has been helping these two entries, producers have been unusually impressed.

The press has been good to the performances of Clinton Webb in the leading role of the Kaufman-Hart comedy, and John Boles and Janet Gaynor, who also starred in the Chicago production of this highly publicized play. The Scandals figures a standing nose for musical shows, and it will remain alone on the local market until the Hot Mikado comes into the Auditorium January 7.

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ROUTES: Orchestra, page 15; Acts and Units, page 21; and 54, Burlesque, page 34; Circus and Carnival, page 54, Carnival, page 54, and Wild West, page 54; Miscellaneous, page 54; Show Family Albums, page 55; Sponsored Events, page 55; Wholesalers and Merchandise-Places, page 55.
BUFFALO, Dec. 30.—With the 1939-40 legitimate theater season well under way, the Elriangler, Buffalo's sole legitimate house, has presented only seven productions, but they have been of high quality and all five additional shows are expected, the dates are set as yet. The Elriangler, which prides itself on a perfect record for last season with 18 plays making a gross of $350,000, will be scheduled for no more than 45 plays, which is the maximum number it can handle. Attendance and gross shows again that Buffalo is a good market for the average hand and that the city is not in a position to support a large number of plays. The city is very active, with available material, and road shows hit the town. However, the city is not a large one and it is difficult to keep the schedules up to date. ( Buffalo News) 

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Sweden Displays Interest In Old Historical Plays

STOCKHOLM, Dec. 18.—Two noteworthy premieres, Gustaf Vasa and The Emperor of Portugal, took place recently at the National Swedish Dramatic Theater here, which for the past year has been under the direction of one of Sweden’s best-known actresses, Pauline Brunius.

Gustaf Vasa is one of the historical plays by Sweden’s noted dramatist, the late August Strindberg. It relates important episodes of the life and reign of Sweden’s “Liberator King” in the middle of the 16th century. First produced here in 1869, the year in which it was written, the play has been given on several occasions; but, this is the first time it has been staged in one of the state-owned theaters. The new production, which is meeting with success, has been directed by Niels Carlsten. Practically all the leading artists of the theater (National) are to be found in the cast. The leading role of the king is played by Lars Hanson, one of the great actors in Swedish stage and screen ranks for many years, who in a masterly way interprets the powerful and uncomplicated character of the King. Mostly due to Hanson’s excellent playing of the leading role, the present production is regarded as superior to earlier presentations, and is declared predisposed to a permanent place in the repertory of the theater.

The second important domestic play presented by the Stockholm Dramatic Theater this season was The Emperor of

Dance Festival Sees New Caravan Ballet

NEW YORK, Dec. 25.—Frances Reynolds is putting on a Holiday Dance Festival December 28 to 31 at the St. James, with the American Ballet Caravan doing four performances. Martha Graham’s Dance Group offering three shows. Earl Shook offering one and Carmenita Marrocot another.

Opener was a four-part program by Lincoln Kirstein’s Ballet Caravan. Most interesting of the four numbers was the local premiere of Choreute, or The Demon. This was a winning, charming satirical piece about a devil coming out party being thrown into confusion by the screwball antics of a kid sister. The dance patterns were interesting, the figures excellent and the comedy touches light and ingratiating.

The other three numbers included the revival of Promenade, a ballet with music based on Ravel’s Suite. According to the program note, the idea is to show the height and decadence of the waltz. Then there was an attempt by the Caravan group to blend their modern ballet style to American subject matter. It is a lively, punchy affair that is helped a great deal by the audience’s familiarity with locales and costumes. And the number was Lilly the Kid, a character ballet based on the life and death of a frontier lawman. It is an actionful, fanciful and leaping ballet that has many charming moments.

Law Christensen is ballet master and Doreen Manfield is the musical director. Cast has more than 18 dancers and two pianists. Admission from 63 cents to $2.25.

PerforMers

WORKING NIGHT CLUBS, VAUDEVILLE, HOTELS, CABARETS, CIRCUSES, SHOWBOATS, CARN carnivals & FAIRS

Open Meeting

Palm Garden
306 W. 52nd Street
SUNDAY, JAN. 7TH
3:30 P.M.

Help Prepare for ELECTIONS in the
AMERICAN GUILD OF VARIETY ARTISTS

NEW YORK LOCAL
2 W. 45th STREET

ALL PERFORMERS WELCOME
You Need the Union... The Union Needs You
Sonja Henie Ice Revue Draws
$200,000 at Chicago Stadium

CHICAGO, Dec. 30—During eight perfor-
mancess at the Stadium, Sonja Henie and
the 1940 Ice Revue grossed an estimated
$200,000 and played to over 135,000 people.
Agreement was made to have Miss Henie
Wirtz, local real estate notable, the show is brilliantly costumed and
evenly designed. All the characters are
Danced and staged by Harry Losee, who
has held a stable of his own to her her
able partner, Harrison Thomson, and
to that an impressive list includes 24
and 24 men. The most impressive is
Lee Sylphides, with music by Chopin,
which is beautifully executed in its en-
tirety. In the second half, excerpts from
the ballet Scherazade, with music by Rimsky-Korsakov, features Thomson as
the Lead Bear of the Arabian Nights
nacs, dancing magnificently in the pal-
ese of the sultan.

A month in addition, singles with a
rumba, dances to Ebers's Russian
Rhapsody; with music by Prokofiev,
which is a modern interpretation of
the ballet. The show's first act features
Lee Sylphides, a modern interpretation of
the ballet. The show's second act features
Lee Sylphides, a modern interpretation of
the ballet. The show's third act features
Lee Sylphides, a modern interpretation of
the ballet. The show's fourth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's fifth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's sixth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's seventh act features
Lee Sylphides, a modern interpretation of
the ballet. The show's eighth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's ninth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's tenth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's eleventh act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twelfth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirteenth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's fourteenth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's fifteenth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's sixteenth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's seventeenth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's eighteenth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's nineteenth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twentieth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-first act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-second act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-third act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-fourth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-fifth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-sixth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-seventh act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-eighth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's twenty-ninth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirtieth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-first act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-second act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-third act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-fourth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-fifth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-sixth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-seventh act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-eighth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's thirty-ninth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's fortieth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-first act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-second act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-third act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-fourth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-fifth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-sixth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-seventh act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-eighth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's forty-ninth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's fiftieth act features
Lee Sylphides, a modern interpretation of
the ballet. The show's fiftieth and last act features
Lee Sylphides, a modern interpretation of
the ballet.

Swedish Film Firm Runs Ticket Agency

STOCKHOLM, Dec. 18—Few move-
ing pictures can do their ticket buying in such
a convenient way as the public of Stock-
holm, which has at its disposal a couple of
highly developed central ticket agencies,
organized by one of the leading
Swedish film producers. The agency consists of applying to
the individual picture houses, all
the Stockholm agencies, and the public
dial a phone number and they are put
through to a central office which will
book any seat at any movie house in
the city. The ticket agents are found in
two shifts. In each shift, they can
book up to 1,000 bookings, and the last
numbers of bookings the office has dealt
with in one day amounts to 9,600.

During recent years, this agency, called
"B. F. Billietor" ("B. F. Tickets"), has set
up a special "customer register," which
facilitates still further ease in sales to
regular customers. This register now
contains over 30,000 names, all of whom has his permanent number of
centralized, which is put on the envelope
containing the tickets ordered together with
the names. The envelopes are always to be
found under the same number at the box-
office of the movie house rented.

Selling tickets is not, however, the only
task of the agency, "B. F. Billietor." It is
also responsible for the entire order-
center with respect to screen subjects.
Moreover, they are sometimes so
able to guide the public and therefore
that they have the privilege of all movies shown by the "B. F." houses.

The "B. F." agency has recently been
copied by another movie concern in
Stockholm, but it is not sure that it is
the so-called country having such service.
Talking Shop

By JERRY FRANKEN
Lo, the Eight Ball
To his annual post of radio editors to select favorite performers and programs. Although "The Eight Ball" program is the hit of the network, it cannot be repeated. It's a paradox.

Note the Vowel

MANHATTAN, Dec. 30 -- Staff artists who were featured this week in their last show, "The Eight Ball," have received the biggest applause of the season. "The Eight Ball" program is the hit of the network, it cannot be repeated. It's a paradox.

"Oh, Johnny" Gets Lucky Commercial For Tucker, Baker

NEW YORK, Dec. 30 -- On the basis of a click with one thumb, the revival of "Oh, Johnny," starring Tucker and his orchestra and vocalist Bonnie Baker, has been signed as a co-feature of the "Strike Da Key" program. This week, Tucker will add a new song with Mark W. Robinson's Orchestra. Baker, who has been less successful, will add a new song with Mark W. Robinson's Orchestra.

Tucker has been around for about 10 years, with his rep mostly established in the naughties. His recent hits have been recorded for Columbia Records.

Smith's Y. & R. Chore

NEW YORK, Dec. 30 -- Tom Smith, formerly of the production staff of the "Oh, Johnny," has joined the RCA Victor staff in New York. Smith is now with the Mutual Network, but has been unable to secure a commercial with his new company.

Radio Men Meet in New York To Ponder Musicians Problem

NEW YORK, Dec. 30 -- Information received at press time today established that negotiations between the Administrative Committee of the American Federation of Musicians and the National Broadcasting Company have been reopened. Conferences will be held by radio station representatives to discuss the problem of independent radio network affiliates and the unions.

NEW YORK, Dec. 30 -- Despite movement in radio circles towards legal action against the AFM, an announcement was made today that the Labor Department had intervened in the case of the American Federation of Musicians and the National Broadcasting Company. The Department is investigating the organization's demands.

Neb. Anti-ASCAP Law Is Spiked

LINCOLN, Neb., Dec. 30 -- Nebraska State Senate on Wednesday defeated a bill that would have prohibited the American Society of Composers, Authors and Publishers from collecting royalties for public performances of musical works.

Lohr Declares FCC Is "Sane and Fair"

NEW ORLEANS, Dec. 30 -- Radio as a service to the public. The创作 is a government agency. John L. Lohr, president of NBC, said in a press conference last week to the American Society of Composers, Authors and Publishers that the FCC is "sane and fair."

Lohr declared that the FCC is a "sane and fair" agency and that the government's decision on the issue of broadcasting is "sane and fair."

Herschfield-Berle Squabble Denied; Cartoonist Quits

NEW YORK, Dec. 30 -- Harry Herschfield, newspaper man and cartoonist, quits the Quaker Oats Co. because he says that the company's policy on advertising is too strict. His departure is announced by Jack Kornfield, the company's advertising manager.

Waxworks Look for Non-Radio Outlets; Fear Union Stringency

NEW YORK, Dec. 30 -- The waxworks industry is trying to find new outlets for its products. It has been decided that the use of the word "unions" should be avoided in the advertisements. The industry has been advised to use phrases such as "non-union."
Radio Talent
New York By JERRY LESSER

A PRA will throw its first New York affair on January 29 at the Plaza, with JOHNNY GREENE and his orchestra furnishing the music. . . . JUDY MASHALL, formerly of the singing team of JUDY AND LANNING, signed to do the vocals on the TOMMY RIDGES show . . . Against the Storm, directed by BARRY LOCHRIN, on the air only 10 weeks, has already established high survey ratings. . . . BARRY will soon direct Manhattan Mother From New York. . . . Dr. Susan leaves the air in the near future. . . . JOE McCOWAN, NBC director, takes over the reins of Reminiscence of the Mounted, as director EDWIN DUNHAM is too busy with his Adventure to Photography show. . . . ED HYTTONS Mr. District Attorney was granted a reprieve and continues for another 13 weeks.

Charles (NBC) Webber's "Art for Your Sake" is what I consider one of the finer adult programs on the air. . . . Selma Ringle was signed to a semi-exclusive contract by Beacon & Boulevard. She is being featured on "Hilda Hope" and "Woman of Courage." Chester Stratton replaced Jocko Coogan in "Society Girl." . . . Expected half-hour trim of the "Good News" program is reported to occur some time next month, with Fanny Brice and Don Gifford remaining in their present spots. It is rumored that Dick Powell will be added to the cast. . . . Arlene Francis will continue her starring role in "Betty and Joan" despite the fact that she will have to appear in a stage play scheduled for a Broadway premiere. . . . Arlene Galette will continue as "Hollywood Playhouse" leading lady when Charles Bogan takes over the male leading role.

NOEL MILLER leaves Your Family and Mine for a few days at the beginning of a new year. This column has tried to keep at least one talent on the air. It has tried to be new, but it has tried to continue in this line during the coming year. But do you want it? If there's anything about anybody I should know, please send it along. My motto is "It's news, I can use it." Happy New Year!

Chicago By HAROLD HUMPHREY

SANDRA KARYL popped back into town for a visit after a nine-month sabbatical in New York and talked a guest part on WJW's Wheel of Fortune Thursday. . . . REES FLYNN, "Mother Mornyman" in Painted Dreams, leaves for New York this week and auditions are being held to fill the vacancy. . . . Colgate's new comic strip, "The Gypsies," will take the air soon with MARY PATTON, HELEN VAN TUYL, GUITA ADAMS and GENE BRENTHON getting the roles. . . . CONSTANCE CROWDER took off for Colorado Springs for a holiday vacation and a visit to her young son. . . . RAY LAROY, former Coast air producer, has landed a part on the Ma Perkins strip. . . . And the next day and his book, "The Most of the Most," arrived Thursday to warm up proceedings at HILL BLACKETT, now on the "Miss Priscilla at the Blackstone" show. . . . Screen personnel on and off the set took some time off from his Chicago Theater p. a. Sunday to winter on a special "The Time of Your Life" program.

NBC is receiving some squeaks from some of its outlets carrying the "Lady and John" show, since the "Madame" sequence played by ILLA DICK has been rejected into the plot. Complaint is that it is a little bit too feminine for their particular listeners. . . . Juvenile Bob Bailey is being looked over by an MGM scout for possible leads. . . . P. D. O. folded its "The Trouble With Marriage" show, to be replaced soon with another. Mary Patton and Helen Marx were doing the leads. . . . Brett Morrison is the new addition to "Mary Martin" in the "Just Married" role. Walter Preston ("Scarecrow"), Rownie Aphon, actor on the same show, was victims of Christmas auto accidents. K. J. was enrolled in a hospital, but Preston is suffering from head injuries. . . . Obituary: DOROTHY HAMICK, chorister director William Miller and emcee IM SIMMONS will be the only ones besides Pat O'Malley who will go with Alec Templeton when the pianist's show shifts to New York next Monday.

3 GIRLS - 3 TIMES A WEEK!

The Andrews Sisters

Listen to them each Tuesday, Wednesday and Thursday (for a limited engagement of thirteen weeks only), on the Chesterfield program with Glenn Miller's orchestra, via CBS coast-to-coast, 10:00 to 10:15 p.m. (E.S.T.)

Hear their latest DECCA recordings, "Yodelin' Jive", "South American Way", "Ciri Birli Bin", "Oh, Johnny" and others!

Direction
GENERAL AMUSEMENT CORP.
Personal Management - LOU LEVY

N. Y. Station Publicity Chart

NEW YORK, Dec. 30—Charts comparing publicity breaks obtained by New York radio stations for 1938 and 1939 are given below. Periods covered are from January to November of each year. Stations finished in the same order for 1938 as they did during 1939, although most of the stations show losses in total free line. One outstanding gain is WOR, picking up 274 names over 1938; also WABC, WJZ, WEAP and WOR are the first four stations, with WMCA holding its fifth spot. WMCA lost on publicity during the year because of the deal spotting serials two hours nightly, and because of the discontinuance of a deal with The Daily Mirror.

WMXU, municipally owned and operated station, compares favorably for 1939 as against 1938, even though its total is down in keeping with the general trend. During 1938, the city station had a number of special events which kept it on the air. Its total dip since its usual darkness sign-off. There were no such occurrences during 1938.

In the chart below, "P" indicates feature or best box mentions; "O" indicates column mentions. "GT" indicates the grand total.

1938 1939

Station  P  C  GT  P  C  GT

WABC  10,352  2,584  12,936  9,198  2,578  12,776
WABC  7,518  2,584  10,046  9,198  2,578  12,776
WFAC  3,159  1,377  4,536  3,199  1,386  4,585
WNYC  1,923  690  2,613  1,914  715  2,629
WNYE  1,404  330  1,734  1,396  410  1,806
WJZ  723  280  1,003  619  121  740
Program Reviews

Glen Miller
Reviewed Wednesday, 8:30-9 p.m.
Style—Musical Sponsor—Liggitt & Myers Agency
Newell-Connelly Station—WABC (CBS network)

Glen Miller, a member of the band name of 1928, has taken over WABC's schedule and those thereafter to be quarter-hour shows. Perhaps it is time for Glen Miller, often called by Miller to say, "If you like our music, stay with the other show and the other night."

"Crossword Puzzlers"
Reviewed Wednesday, 8:30-9 p.m.
Style—Quiz

By R. H. Gilbert, newspaper editor
This show on WEDV is an excellent program, being just as good as the previous ones. The six contestants are given ten minutes to solve the puzzle and then the other five minutes to solve another. The show is directed by WEDV and is a very good one.

Principal fault is the pace of the show goes down and not enough questions are asked. It seems as though one contestant can handle the contestants in a little time and the other contestant is left in the lurch. WEDV's use of a microphone is not always taken advantage of. The pace of the show is too slow, but otherwise it's a really good program.

Long Air Program Set for TBS Debut
NEW YORK, Dec. 30.—At press time it was reported that WOR in the Transcontinental Broadcasting System is scheduled for the TBS network on January 1, with a day-long dedication show. The TBS network is scheduled for the New York network.

Start of Transcontinental marks a unique story in the radio industry and marks the first time that the network will be dedicated to one of the national networks. The network is scheduled for the New York network.

Confirmation could not be obtained on the matter, and it was reported that a second station was scheduled to be announced shortly. The TBS network is scheduled for the New York network.

Material Protection Bureau
A Free Service for Readers

The facilities of The Billboard's Material Protection Bureau may be used by anyone, regardless of whether you establish the priority of ideas and materials that do not fall within the scope of the Billboard's Material Protection Bureau, or whether your materials are for a specific publication. In making use of the service, you should follow:

Take a full description of the idea or material in a sealed envelope or, if possible, type a note and attach it to the article or document.

On the face of the envelope write your signature, your permanent address, and the amount of time you deem necessary.

Announcer Harry Rohrer, formerly of WMPS, Springfield, Mass., is now with WROM, Pittsburgh, Pa. Rohrer, formerly of WMCA, New York, is also new with TRW, Long Island, N.Y. Rohrer, formerly of TRW, Boston, is also new with TRW, Boston.

FLORENCE BALL, program director for WOR, is back in the studio after being on vacation. She is working on a special segment for WOR, which is scheduled for the weekend.

W. V. HAMILTON, former station manager of WOR, is now with WOR, New York. He has been associated with WOR for several years and is a former station manager of WOR.

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The Billboard takes every reasonable precaution to safeguard the material submitted for publication, but does not assume any liability for its return.

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**TIN PAN ALLEY GROWS UP**

**Top Radio Tunes During Past Year**

The 8 songs to reach No. 1 position on The Billboard's weekly chart of Songs With Most Radio Plays are listed below. These were the most played out of 38 top tunes in any given week by the year by recording 10 or more majors over a seven-day period. The symbol “F” indicates the song's position in the Top 10 chart. The symbol “M” indicates a musical comedy number.

Over the Rainbow (Beau F.) .... 10
Stairway to the Stars (Robbins) .... 11
Deep Purple (Robbins) .... 11
The Angels Sing (Bregman, Vocco & Con) .... 11
Jump In (Bregman) .... 11
Jeepers Creeper (Wittman) .... 11
Scatterbrain (Bregman, Vocco & Con) .... 11
Thanks for Everything (Robbins) .... 11
Lookin' for the Gang (Shapiro, Bern) .... 11
The Lady's in Love (You Paramount) .... 11

**No. 1 Sheet Music Leaders for 1939**

The 10 best selling songs of 1939, according to The Billboard's weekly list of Sheet Music Leaders, are those that sold the No. 1 position out of the 96 tunes to appear among the 15 best sellers of each week during the year. Publisher's name follows each title. The symbol “F” indicates a film song.

South of the Border (Shapiro, Bern) .... 5
Over the Rainbow (Robbins) .... 5
Deep Purple (Robbins) .... 5
The Angels Sing (Bregman, Vocco & Con) .... 5
Jump In (Bregman) .... 5
Jeepers Creeper (Wittman) .... 5
Scatterbrain (Bregman, Vocco & Con) .... 5
Thanks for Everything (Robbins) .... 5
Lookin' for the Gang (Shapiro, Bern) .... 5
The Lady's in Love (You Paramount) .... 5

**Oberstein To Sue G. Miller As Result of AFM Ruling on Pact**

NEW YORK, Dec. 29 — Executive board of the American Federation of Musicians this week came to its long-awaited decision regarding the contract settlement made by R. E. Oberstein, current RCA-Victor president, and the current board of directors, and the No. 1 position out of the 96 tunes to appear among the 15 best sellers of each week during the year. Publisher's name follows each title. The symbol “F” indicates a film song.

**Beer Barrel" Year's Top Sheet Music Hit**

The 10 songs in the most consecutive weeks of 1939 are listed below. These are the 1939 Top 10 singles that sold the No. 1 position out of the Tin Pan Alley. The No. 1 position on the newstand for each week is listed below. Publisher's name follows each title. The symbol “F” indicates a film song.

Help Me, It's Still Too Late (Shapiro, Bern) .... 20
Beer Barrel Polka (Shapiro, Bern) .... 20
Deep Purple (Robbins) .... 20
South of the Border (Shapiro, Bern) .... 20
Penni Serenade (Shapiro, Bern) .... 20
Little Sir Echo (Bregman, Vocco & Con) .... 20
And the Angels Sing (Bregman, Vocco & Con) .... 20
The Jumpyin' Jive (Marks) .... 20

**Feist Leads Field With Most No. 1 Radio Tunes**

Publishers whose songs reached first place in The Billboard's list of Songs With Most Radio Plays during the year are given below. Number of times pushed by each firm into the top spot follows the publisher's name.

Robbins Music .... 5
Chappell Music .... 5
Bregman, Vocco & Con .... 5
ABC Music .... 5
Crawford Music .... 5
Shapiro, Bernstein .... 5
Tillman Music .... 5

**Robbins, S-B Tie for 1st Place Among Best Sellers**

Publishers represented by songs taking top honors among The Billboard's Sheet Music Leaders are as follows. Number of times each firm ranked in first place is given.

Robbins Music .... 2
Shapiro, Bernstein .... 2
Bregman, Vocco & Con .... 2
Tillman Music .... 2
Crawford Music .... 2
Merrill Music .... 2
Leo Feist .... 2

April 15 to November 15, an astounding year in any publisher's language.

The music publishers this year really introduced themselves to the public with a new appeal to the country's sanity and the supremacy of radio as a maker of both bands and hit songs. The new Federal Record Buying Guide, of the 52 ditties that were selected, 14 were pop, seven were from films, one referred to music's comedy standard, and five were revivals of yesterday's hits. Billboard could not keep up with the demand. The majority of the songs were selling, but the price was rising. The Ink Spots made themselves and 15 songs sold in the first four weeks. Coddington's were also popular. A new publisher, the last to be announced, was Will Ohle, who was well known in the music business. The whole Tin Pan Alley story is an interesting one, and it will be continued in a future issue of The Billboard (See TIN PAN ALLEY on page 13).
Bands on Tour

JIMMIE LUNCEFORD: Golden Gate Ballroom, New York, Jan. 5-7; Majestic Theater, Johnstown, Pa., Jan. 19-20; Coliseum Ballroom, St. Paul, 22.

CARL (DEACON) MOORE: Auditorium, Indianapolis, Jan. 5; State Theater, Terre Haute, Ind., 6; New Meadow Brook, Rochester, Jan. 7; Paramount Theater, Memphis, Jan. 30 for four days.

RAY PEAL: Arden Ballroom, New York, Jan. 3; Roosevelt: Osceola (WIs.) Theater, Jan. 6-7.

CLOCK ELLINGTON: Savoy Ballroom, New York, Jan. 7.

RICK KITZER: County Center, White Plains, N. Y., Jan. 12.

GENE KRUPA: Empire Ballroom, Altoona, Pa., Jan. 16; Paramount Theater, Newark, N. J., 13 week.

CLIFFTON WITTENBERGER: Rhythm Ball, Charleston, S. C., 1, Jan. 25.


LAWRENCE WELK: Orpheum Theater, Pittsburgh, Pa., 15 week.

CAB CALLOWAY: State Ballroom, Boston, Jan. 19; Manhattan Temple, Brooklyn, Feb. 17.


DON REDMAN: Manhattan Center, New York, Jan. 13.

CHUCK BARNETT: Savoy Ballroom, New York, Feb. 8; Nu Elms Restaurant, Youngstown, O., 7; Flatbush Theater, Brooklyn, Feb. 20; Roxy Theater, Chicago, Feb. 2.

JIMMY DORSEY: Colonial Theater, Detroit, Jan. 14 week.

STAN KROOK: Hotel Mont Royal, Montreal, Jan. 19; Strand Theater, Portland, Me., 21 week; Worcester (Mass.) Auditorium, Worcester, Mass., 12 week; Washington, Feb. 2; Century Center, White Plains, N. Y., 13 week; Colony, Indianapolis, 18 week.

CHARLIE RITCHIE: Manhattan Temple, Brooklyn, Jan. 20.


DON BESTOR: Arkostra Ballroom: Sioux Falls, S. D., 28; Ritz Ballroom, Sioux City, S. D., 27; Prophop Ballroom, St. Louis, Jan. 25; Prothrup Ballroom, Omaha, 28; Tomor Ballroom, Mt. Vernon, S. C., 29.


GLEN GRAY: University, Maryand, Col., 22; Manhattan Temple, Brooklyn, 27; Syracuse (N. Y.) Hotel, 5; Fox Theater, Rochester, Feb. 25; Penn Athletic Club, Philadelphia, 3; Broadway Theater, Detroit, 8; Oxford Tavern, N. Y., 9; Lehman Univ., Brooklyn, Pa., 15; HARRY JAMES: Hamilton Park, Waterbury, Conn., 23; Manhattan Temple, Brooklyn, Feb. 3; Town Hall, Manhattan Center, New York, Feb. 10.

JIMMY DORSEY: Bucknell Univ., Lewisburg, Pa., 20 week.


Nat Margo Publishing

NEW YORK, Dec. 30.—Nat Margo, Publisher of Nat Margo Music Co., steps out into the publishing field, with the help of collaboration from Al Hoffman and Mark Fuchs. Nat Margo's first release is titled I Loved You Before I Met You.

JOHN KIRBY

New Playing Fourth Month at the Savoy Ballroom.

Radio: Today—Set's Pump Room, Ambassador East, 2:00.

Broadcasting NBC 6 Nights Weekly.

Latest Vacation Pleasure: "Royal Garden Blues," "Blue Skies."

DR. MUSICAL CORP. OF AMERICA.
**Music Items**

**Songs and Such**

**WILL GLABER** and his Musette Orchestra, Inc., have brought a new chapter to the music industry of this coast by announcing the formation of a new Hollywood Norda of Melody Lane, Danes, Harmonicas & the Keiton's publishing house. Orrin Tucker is stated to have signed the first contract.

Pitts Brito gets exclusive singing rights for six weeks to Lew Brown's and Sammy Fain's new Western Band, the cowboy's sidekick, released by Exclusive Music. Brito is the third cowboy to sign with Pitts Brito, having an NBC sustaining of his own.

**L. M. Shoes, from the West** penned When I Pumped The Organ (a 1914 Village Square) for the Piedmont Music Corp. Bobby Day wrote a theme song for her ofr, titled Daytime. His change of signature is from T. Hope to T. Day.


**Songwriters' Protective Association** called off its tour against Irving Berlin in Atlantic City, after a great deal of discussion concerning the question whether a publisher would be charged with the willful infringement of synchronization fees the 10 per cent of royalty. However, it is understood that the Association and the publishers are going into action. The songwriters have no objection to paying the SPA, which has been in existence for some time. The new published works is being sold at the same price.

**Publishers and People**

**Leonard Feather**, English swing critic, was signed this week to a contract by Decca Phonograph Co., Music. The signing was made by Mrs. Leonard, brother of Fletcher, to an exclusive writing contract.

Laddie Clark is hard at work on a book about the history of the radio industry. He rang for the first time of the year to WJZ in New York, after picking up some one writing on the long distance.

Johnny White, Remick star, is recovering from an appendectomy. Abigail Johnston, the publisher, and her husband are visiting the White family in Florida during the holidays. Theysterious, popular and controversial personality of Mrs. Johnston is interesting.

Robert B. Sacks and Edward Kinkin join the contact staff working on Joe Davis' Gay and the Devil stories.

Al Jacobs goes with Crawford Music as a writer, with Tommy Tompkins being his contact. Jacobs is a native of Manhattan, and his work is in Florida on a vacation.

**American Society of Composers, Authors and Publishers** has announced the recorded royalty distribution in the estimated sales of $2,700,000 for the year ending December 31. A record of $2,700,000 in the final quarter of 1937. Top publishers were shown to be Songland at $30,000 and $40,000, with Class AA writers drawing about $4,000.

**Hollywood Highlights**

**Harry Revel** has three movies lined up for tomorrow, a day in which he occurs in many pictures. He has been making a team project with Mack Gordon after a writing separation of over a year... Sam Coslow opened his second venture in the publishing field, Coslow Music, Inc., with Last Night's Gardenia his first number. It is said to be Spic and Span.

Twentieth-Century-Fox bought three tunes for Dorothy Lamour in Dance With the Devil's Bite, by music director Alfred Newman and Frank Loesser. For the same picture, Loesser and Lionel Newman also wrote It's The Beginning of the End, by Mack Gordon.

**Pitt Wm. Pemb Hotel Links With Statler Hotel Chain**

**PITTSBURGH, Dec. 30.—**Transfer of the Statler chain to the Statler Hotel at the Statler organization, starting on New Year's Eve.

**Kirby Set for Coast Trec**

**CHICAGO, Dec. 30.—**After winding up his long stay at the Ambassador Hotel in mid-January, John Kirby will go to Hollywood for a brief visit, and then move to the Coast for the first time. Kirby is signed by Hollywood's Trocadero.

**Songs With Most Radio Plugs**

"Faithful" Returns To Take First Slot Over "Careless"

**RCA Victor, Columbia and Decca single best selling three—Davis' best 10**

**NEW YORK, Dec. 30.—**The sales totals for the last week, a survey of the best selling records for the last week at the various recording companies indicated that the year's best three records are each label are far ahead in the field to make the prediction practically definite.

From the Victor corner, three platters score round the top ten, and the trio is too much to list, as the 10 best sales, as well as the 100 best platters, are too much to list. In short, the list is too long to list. Many other sales are in evidence.

**Waxworks List '39 Top Disks**

**Sheet-Music Leaders**

(Week Ending December 30)

1. Scattered Brains
2. 4,
3. Oh, Johnny, Oh
4. El Ranchero Grande
5. I Don't Know Where I Am
6. That's All
7. Lullaby Of The Rain
8. Wonderful
9. perennial favorite
10. Over the Rainbow
11. Career
12. Blue Orchids

**Weber Acts on Org Curb in Des Moines**

**DES MOINES, Dec. 30.—**Dispute arising over the legislation affecting the use of electronic organs in churches, including the use of the house before an APM, agent being denied the same rights as other agents of the Federal church organists. The local union recently requested the church organists to attend the meeting of the church organists at the request of the union.

One musician was fined $20 for playing without permission in a church that normally employed seven musicians. Union members have strongly opposed the church organists' decision after it was alleged that the church organists had been passed over.

After several heated arguments within the local union, the leadership union asked Weber for help, but reportedly was told that the national league could not intercede in a local affair. Weber, however, later rescinded his turnaround and agreed to send an agent to iron out affairs.

**SPECIAL OFFER**

**Intro Driving**

Affectionate New Popular Numbers

**$1.00 POSTAGE PAID**

Tune LPT News! Music, Dancing, Playing and Singing

By Burton Woolen, has been recently known as the West Coast's most cents per first-class mail. For information, address: The It's in the Bag, special recording.

2. "Be Sure You're Right, (When You Say It's in the Bag)"—special recording.


4. "We're All the Same"—special recording.

5. "American Youth on Parade"—special recording.

**The McKinley Music Pub. Co.**

1501-15 E. 55th St., CHICAGO, ILL. For Information and Plasm and Plans. Composed by Carla Morris.

**1735 12th Avenue, HUNTINGTON, W. VA.**

**Charles B. McDermott, Inc.**
Music in the Air
By DANIEL RICHMAN

BEING is an outer chamber ballroom operator, Andrew Karsens lends nocturnal networks a touch of showmanship in his role as the music director of a chain distribution of 250,000 melodies from his two Chicago chains, Trianon and Trianon, under the title of "Aragon-Trans-Triune." Karsens, a fine ballroom operator, knows his audience and given continuity by properly showmanship, has built a vast following in his clubs. When these rooms thru this manner stands amidst the popular houses, one might well enter this spacious hall and find it more distinguished hotel rooms to compare.

Ted Fio Rito
(Reviewed at Congress Casino, Congress Hotel, New York)

This sophisticated of the piano now boasts one of the smoothest-voiced orchestra in the country. Ted Fio Rito, the master of the keyboard, has been one of the most attractive of pianists. His playing is full of variety, his technique is always varied, and his style is always full of variety. His tone is always full of beauty, and his playing always full of expression. His music is always full of beauty, and his playing always full of expression.

Wit Thoma
(Reviewed at Bob's Night Club, Fiddler's, La.)

Billed as "The Polish Prince of Saxophone," Wit Thoma has been described as "Prince of the Saxophone" by jazz critics everywhere. His sound is unique, his style is captivating, and his playing is always full of variety. His music is always full of beauty, and his playing always full of expression.

Part Two

The Reviewing Stand

Tom Gentry
(Reviewed at Trianon Casino, Lincoln, Neb.)

Tom Gentry is a fine ballroom operator, full of showmanship, and his music is always full of beauty, and his playing always full of expression.

Righteous Red

Trotting on his horses, Red is always ready for any audience, whether it be a formal dinner, a social gathering, or a wedding. His playing is always full of beauty, and his singing always full of expression.

Al Barnett
(Reviewed at the Windmill Club, Batesville, Miss.)

Featuring the popular Al Barnett, playing classic jazz standards, is always full of beauty, and his playing always full of expression.

Tin Pan Alley
(Continued from page 18)

The standard tunes were all that were covered this week. The audience was quite responsive, and the musicians were all in top form. The tunes were all full of beauty, and the playing was always full of expression.

Golden Gate Sets
Jan. Band Barrage

NEW YORK, Dec. 30—For the January month, Jay Pascoe has lined up an impressive array of musicians to play at his New York City club. Among the stars scheduled to appear are Charlie Parker, Duke Ellington, and Cab Calloway, to name a few. The club has maintained its popular appeal with jazz enthusiasts by featuring top-notch jazz musicians every night.

Jimmy McGee
(Reviewed at The Jungle, Kansas City)

This small combo, which has been turning out fine brand of dance music for quite some time, is always full of beauty, and the playing is always full of expression.

Luntz's Picks Powell

NEW YORK, Dec. 30—Luntz Powell, the renowned music critic, has selected Ellington's "Mood Indigo" as his pick of the week. Powell praised the tune for its "superb" arrangement and the "outstanding" performance by the orchestra.

MARGINAL NOTES:

- Prima for U. S. Platters
- Quiet... A Favorite on the "Gold Coast..."
- Special Rates for the Profession

- Wisconsin Hotel
- RUSH STREET
- CHICAGO
- INTERSTATE MANAGEMENT

- Attraction... LADIES POSTERS
- An Idea for Your New Bill

- Anthony C. Hamm, President
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
- MARGINAL NO. 1, MARGINAL NO. 2, etc.
**Band Box-Office**

NEW YORK, Dec. 30.—Box-office reports are in for the week, taking into account that promoters from all sections of the country may have a bumper crop of the 1940-41 season's pre-holiday and holiday dates. Dates sponsored by several Southeastern groups this year staged an impressive collection of shows, the varied and exciting fare which included a number of special events, such as caroling, concerts and other functions sponsored by various organizations. The reports show that not only the band, but the community, has benefited from this season's entertainment activities.

**Hudson Hits High**

CONWAY, Ga., Dec. 30.—For the third successive year, the annual [name] band (date) of December, Dean Hudson turned in his best gross to date. The band, which is under the direction of [name], grossed $440 for the week, and in all $325 for the season. This was a record for the band, and the best gross for any band in the area since the 1930s.

**Wardlaw Woes $255—Oke**

MOBILE, Ala., Dec. 30.—Stacking up against two big social events in town, [name] band [date] grossed $255, which was a record for the band. The top spot for the past year’s wages was earned by [name], who made a money-making, make for the band. The floor show, with an all-women cast, was well received.

**$598 Is Fine For Eli Lads**

BRIDGEPORT, Conn., Dec. 30.—For its first appearance of the season, the [name] band played a grand total of $598, which was a record for the band. The band, which is under the direction of [name], grossed $400 for the week, and in all $298 for the season. This was a record for the band, and the best gross for any band in the area since the 1930s.

**No Resistance to Miller**

CANTON, Ohio, Dec. 30.—[name] [date] of the week past, [name] band played a grand total of $500, which was a record for the band. The band, which is under the direction of [name], grossed $400 for the week, and in all $300 for the season. This was a record for the band, and the best gross for any band in the area since the 1930s.

**Pla-Mor Hall of Plenty**

KANSAS CITY, Mo., Dec. 30.—While not exceeding in attendance, the band's gross was still impressive, grossing $500 for the week, and in all $400 for the season. The band, which is under the direction of [name], grossed $300 for the week, and in all $200 for the season. This was a record for the band, and the best gross for any band in the area since the 1930s.

**Kemp’s $12,125 Key**

SCHENECTADY, N.Y., Dec. 30.—Despite cold weather and hard work, [name] band played a grand total of $12,125, which was a record for the band. The band, which is under the direction of [name], grossed $10,000 for the week, and in all $9,000 for the season. This was a record for the band, and the best gross for any band in the area since the 1930s.

**Donahue Dandy**

BRIDGEPORT, Conn., Dec. 30.—[name] band played a grand total of $1,000, which was a record for the band. The band, which is under the direction of [name], grossed $800 for the week, and in all $700 for the season. This was a record for the band, and the best gross for any band in the area since the 1930s.

**Pennsy Hotel Returns Ork**

WILKES-BARRE, Pa., Dec. 30.—As a special attraction for the holiday season, Hotel Sterling hosted a special event on December 25, featuring [name] band, which grossed $250 for the night. The band, which is under the direction of [name], played at the hotel's annual winter ball, and in all $200 for the season. This was a record for the band, and the best gross for any band in the area since the 1930s.
Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the proper form of the names or locations listed.

**ABBRUVATPROJECTS:** a-auditorium; b-ballroom; c-cafe; x-cabaret; y-country club; z-hotel; a-music hall; s-night club; t-night club, mentary park; r-road house; r-restaurant; s-showboat; d-theater.

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**Orchestra Routes**

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

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**Ballroom Op Plays Santa**

CLEAR LAKE, Tex., Dec. 30—Bunco checks totaling $3,421 were sent to 91 employees of the El Rancho Ballroom at this western Terp Ballroom at Austin, Minn. It was the third year in a row that the annual ay of the two ballrooms, has been redipped.

**KANSAS CITY, Mo., Dec. 30—Next race dance promotion sponsored by William Shull of the Kansas City Negro Musicians' Union, is slated for January 1. The principal Auditorium, Jimmie Lunsford, local faves, repeats.
New Plays on Broadway

PLA YHOUSE
Beginning Thursday Evening, Dec. 23, 1939
BILLY DRAWS A HORSE

Billy Draws a Horse is the title of the latest Broadway comedy. It opened at the Playhouse last Thursday night — but Messrs. Strauss and Company are not much surer of Billy in the scope of their draftsman. Messrs. Strauss have been working on the script for some time and it was only recently that they decided to move forward with the production.

When an English family comedy becomes tenous it very often ends by being turned into a musical. The reason for this is not that the play itself is bad but that it is not strong enough to stand on its own. In this case, however, the play has been turned into a musical comedy.

The play begins with a scene at the home of the Barkers, a well-to-do English family. The father, Mr. Barker, is a successful businessman and the mother, Mrs. Barker, is a homely but charming housewife. The daughter, Jane, is a young woman of eighteen who is engaged to be married to Mr. Smith, a young man who works for the family business.

Jane is a shy and retiring girl who is not much admired by her family. Mr. Barker is a strict and rigid man who does not approve of Jane's romantic attachments. Mrs. Barker is a kind and understanding woman who tries to make things easier for her daughter.

As the play goes on, the family begins to have problems. Mr. Barker is in debt and the family is forced to sell some of their possessions. Jane is in love with a young man named John, who is not approved of by her family. The family begins to have arguments and the play ends with everyone feeling unhappy.

In conclusion, the play is a charming and humorous comedy that is sure to please audiences of all ages. It is well-written and well-performed and is sure to be a hit on Broadway.
“New Law of Copyright Infringement”

See General Outdoor Department of This Issue.

About a Week Later. ACT II—Scene 1. The Same Two Days Later.

“Your worry, of course, not yours—"but a review of Paul Vincent Carroll's Kindred, which was presented Tuesdays at the Fox.

Maxine Elliott's direction does little to help. It is very mannered and stilted, with the children acting out of character. The play has been moved from the upstairs to the downstairs of the family home, although it could be argued that this is a poor choice for an outdoor setting.

The unfortunate cast does nobly in a few of all but the roles. Beth Merrill is back as the mother, with James O'Brien as her lover, and the rounded character of the father, played by Harold Lloyd, is not well served. The actors seem to be more interested in the scenery than in the play itself. The script is erratic, and the direction is often confusing.

In Kindred, Mr. Carroll forges the link between the spiritual and the material world. He creates a sense of mystery and suspense that keeps the audience hooked. The play is a study of a man who is torn between two worlds, and the结果 is both profound and moving.

DINNER, "SCANDALS"

(Continued from page 2)

Lewis, as Dick, is the best actor given no publicity here.

Advance ticket demand for Abe Lincoln in Black is heavy, while considerable box-office at the Majestic on Constance Auer's appearance in Noel Coward's Revue is light.

The vehicle piloted by Paul Muni, did second best, garnering $10,500 and playing to Sunday with prices at $9.30. November 9 to 11.

The Man Who Came to Dinner, with Clifton Webb starting in a second company, played here December 21 to 23 to $25,000 and $25,000.

Outward Bound, with Laurette Taylor and William Tabbert, is now in its second week.

Key Largo, the Maxwell Anderson Key Largo, is in its second week. The play is a study of a group of people linked by a common destiny, and the result is both touching and moving.

The story is dramatically involved and compelling, with each character bringing their own unique perspective to the story. The play is a must-see for anyone interested in the theater.
N.Y. Artists’ Reps Claim AGVA License Doesn’t Work; Circuit Bookers Sore, Too

NEW YORK, Dec. 30.—First solid steps towards getting up a licensing agreement that will end the strike by the American Guild of Variety Artists will be undertaken next week when the permanent strike committee of the ‘representatives’ association begin a series of shrewdly planned moves to revive AGVA’s present license form. Regarding the present license, which AGVA says is in “toothless” condition,AGVA president Robert E. Heart has written the union’s president that it is just a temporary “مديرية” that the agents feel is too cumbersome to carry on business as usual. Without the right to hold meetings, the only thing that AGVA can do is to try to negotiate a licensing agreement that will be more flexible.

The existing license, which is the only legal one that will allow agents to be licensed, is based on a contract that was signed by the union and the agents. The contract is valid for one year and can be renewed for another year. The union is currently negotiating with the agents to renew the contract for another year.

The agents, however, feel that the contract is too restrictive and that they need more flexibility in order to operate their businesses.

The agents have also expressed their concerns about the union’s leadership, saying that the union is not doing enough to protect their interests.

Milwaukee Seeks To Stop Mixing

MILWAUKEE, Dec. 30.—The common council and its license committee met yesterday to consider the matter of停止 incorrigible mixing. The decision by Circuit Judge Gehris to stop the mixing is based on a 1930 ordinance prohibiting such mixing at the Hotel Milwaukee which has been in operation for over 20 years. The ordinance was passed in order to prevent improper mixing of people who do not belong to the same social class. The mixing has been going on for years and the council is concerned about the situation.

The ordinance prohibits mixed dances and has been in effect for over 20 years. The council is considering whether to renew the ordinance or to revoke it.

International Makes Its Bow With Typical Music Hall Show

NEW YORK, Dec. 30.—Charles Cansing’s International Restaurant Theater, formerly known as the Gaiety, has opened its new show (22) after a two-week closing. The show features a variety of acts, including a vaudeville act, a pantomime act, and a dance act. The show is presented in the style of a typical Music Hall show, with scenes set in a typical Music Hall, complete with period costumes and props. The show is directed by George Cansing and is produced by George Cansing and his brother, Arthur Cansing.

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CRA Chi Office Shakes Up Staff

CHICAGO, Dec. 30.—Staff overhaul at the Local Consolidated Radio Artists is the result of calling Charles Peters, the local executive, to resign. Peters had been on paid leave since October 1, due to illness. The new staff includes a new office manager and a new administrator. The new office manager is expected to bring a fresh perspective to the operation of the office.

Vienna, O., Club Burned

YOUNGSTOWN, O., Dec. 30.—Fire of unknown origin destroyed the Trail End Club, at 442 S. Sandusky St., with losses estimated at $1500. The owner, James Wells, has purchased the club for $1500 and plans to reopen it soon.

Aquarium Entertainment

MILWAUKEE, Dec. 30.—The common council’s license committee has approved the application of the Aquarium of Milwaukee, Inc., for a liquor license. The application was submitted by I. M. Hornsby, president of the company. The council approved the application with a vote of 10 to 0. The license is expected to be issued within the next few days.

The council has also approved the application of the Milwaukee Aquarium Association, Inc., for a liquor license. The application was submitted by H. W. Hornsby, president of the company. The council approved the application with a vote of 10 to 0. The license is expected to be issued within the next few days.

London Vaude, Niteries Oketh Despite War

LONDON, Dec. 16.—Young England closing at Holborn Empire December 10, to be replaced on 18th by new George Black vaudeville opus, company to include Bebe Daniels and Ben Lyon, Max Factor, and Constance Evans and Gatsby Palmer.

New local night spot, El Morocco, opened December 4, attract two hostesses, Jack Harris and his El Morocco girl, with rooms for 30 in the $500,000 establishment.

London Casino is reopening Christmas Day.

 Doing blindfolded walkst across narrow ledge on roof of Paradise Club above Regent’s Park, finishing on wet stone and fell. He managed to twist on the roofside, sole injury being a wrenched shoulder.

First of American evacuees to return to England, Colonel Harry E. Page opened vaude tour on Monday at Blackpool Palace. By intervention of British naval officer the couple were allowed to disembark by way of rope ladder from Dutch liner on which they made Atlantic crossing and so avoid being taken on to Holland.

Club Does Well With P.A.’s of Star Athletes

MILWAUKEE, Wis., Dec. 30.—Latest attraction of the night, Jack Drake, has been a hit with the men patrons. Drake, accompanied by his p.a.s, has been playing with a puppet show which is supposed to be the hit of the night. The show is performed in the style of a typical Variety show, with comedians, singers, and dancers.

Lavern Scanlon Is Sought

MOBILE, Ala., Dec. 30.—Chief of Police Ernest W. Warren has been asked by a local nightclub owner to locate Lavern Scanlon, 32, to notify him of the death of his brother, Scanlon. Scanlon was last seen with a pugilist and a suitcase, and is supposed to be in the area. The pugilist is a local boxer, and is being looked for.

This is a departure from previous practice, as Scanlon was usually not involved in the boxing business.

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**Night Clubs-Vaudeville**

**Night Club Reviews**

January 6, 1940

**Ben Marden's National Casino, Havana**

Ben Marden brought in to manage during the reinstatement the Havana National Casino, which opened January 1st. Ben, in his younger days, managed many of the leading vaudeville shows. He is well known to the wealthy and well-known Americans here.

Several hundred patrons thoroughly enjoyed the high-class show put on by the Marden management. With its numerous clean-up, the show was a hit. The audience was pleased with the entertainment and the hospitality of the management.

**Pat Toole's Night Club, Wilkes-Barre, Pa.**

With Agnes Nichols, former burlesque star, holding forth as mistress of ceremonies, the Pat Toole's Night Club put on a first-class show. Agnes is well known in the theater world. She has a pleasant personality and is a great hit with the audience. The show was a big success and the patrons were rewarded for their charming singing and guitar playing.

Mildred Toman, a featured dancer, offered the special item, which brought a $5 tip. The night was long and the Toman's showed great skill in handling the audience.

**Chez Paree, Chicago**

Here's one club that offers real value in a $2.50 minimum ($3.50 Saturdays and Sundays) and the service of a high standard and the show could hardly be bettered. If this policy fewer people would be tested suckers for hanging out in night spots and bars.

The current line-up has two old timers in Paul Draper and Ronno Vincent, and a blend of the current in Gertrude Eise. Added to this was Kay McNamara, Kay and ballad, and a delightful young couple with a wonderful voice and a friendly personality, Lou Breeze and band.

The dancers, who are all topnotchers, used in two shows, all lavishly costumed and executed in good taste. The show opens on an interesting theme, and the audience is delighted with the content and the performance.

**French Casino, New York**

With intent to grab off some of the holdovers from the previous shows, the French Casino reopened their Cabaret Manana Theater night club Wednesday and Thursday night under a new name, the French Casino. The management has been thoroughly changed and has a new look at its place.

Dinner show opening night ran almost three hours and 20 minutes. The band was ragged and certainly too long. But for the supper show, Producer Lew Brown brought his orchestra from his original home, the New York Cafe, for a much better bill, with five acts cut out of the second show. There is little doubt about the quality of the show, and the audience is treated to a delightful evening.

**Ziegfeld's Midnight Frolics, New York**

Nicky Blair's Paradise, after reconstructions and desperate attempts to keep the Midtown Frolic, is now playing for the last time. The management has been forced to close the show due to lack of business. The management has been well prepared for the closing, and the audience is treated to a delightful evening.

The show opens on a new name which will keep up the cheap crowd and should draw those who remember the famous Ziegfeld Frolics. The management has been forced to close the show due to lack of business. The management has been well prepared for the closing, and the audience is treated to a delightful evening.

**Greenwich Village Casino, New York**

Jim Riley's club in Greenwich Village continues to do nice business, with a steady crowd and a lively, interesting floor show. This combined with good food and drink at moderate prices, has been bringing the club a steady patronage.

Outstanding in the show is Tommy Adamson, a young fellow who makes every girl's heart throb. His performances are always well received, and he is popular with the audience.

**Chez Paree, Chicago**

A new show is scheduled to open Feb. 9. The show is a new one and promises to be a big hit. The patrons are looking forward to a new and exciting show.
handle the show and dance music capa-
by an instrumental trio doing hit
Jim Pettis is host and publicity man.

Paul Dennis.

Harry's New Yorker, Chicago

This is the spot in which John Barry-
more has been spending his after-
show hours, because in his opinion
(his Cook: Cook), the emcees, is one of
the greatest comics he has ever seen.
Many patrons agree with the great Bar-
r more, particularly when seen in an in
formal spot as the New Yorker. Cook
one of the finest funsters in town and
when he is on it amounts anything.
Some people feel this is the best show
he's ever done. He is a very fast
with his fans and to the delight of his
friends, he is always ready to give a
show for the intimate area.

Another sure-fire attraction here is
the great showgirl and her line of six girls.
One of the more veritable lines
in town, due to the talent and effort
on every effort.

Shots show the girls appearing with
a novel effect. The line, in short, is
include Audrey Howser, Lorraine Leato,
Marge Anthony, Hyly Trahan and Duni
Patterson.

In the show are Louise Shannon,
Chantel, Virginia Workman, Faye Grant
Donkey Serenade: Lillian Barze, blues
singer and Loretta and Pat. The team
owed with a fast exit. Patterson
then shows a great deal of taste.

The Colpix Band plays shows and
dances, with intermissions filled in by
the Mark Talent strolling trio and Dorothy
Jelewski and her orchestra. From the
point of publicity.

Sam Horgenberg.

Flanders Grill, Philadelphia

Having moved as a straight restaurant
and bar, the Flanders Grill, after being
over a year ago. Herb Smith, the
market clan, has been transformed into
a cocktail bar, with talent added, and is
now one of the busiest in the town, get-
ing the patronage of both socials and
the neighborhood. Food is reasonably
good, but costs are beginning to wear
away the insatiable appetites of the
owners, back, but enough coming in.

The diner and entertainment plant
is a three-decker. The third floor is a
night club, the second is a dance salon
and the ground floor is a bar.

The Brazilian explosive is one Mary
Cortez, an import from our good neigh-
bor country. Her act is a kind of diplo-
matic pout for the good who
will also do it. She has a
rake, raises her multicolored costumes
above her knees to dance around
and title "Josephine." She is
head, displaying a sexy personality. She
decorates herself with garter belts.

Music is in the capable hands of
Chaves and Company, who have the
place in a sort of 450 capacity. The
Pineapple's Hawaiian Band plays the
rehearsals with a goodly amount of
spirit also. Matty Manziel is also billed,
but did not appear for the early show.
The food is done up right through the
service tip-top. It is known that,
when he has a successful night on his
hand.

Dorothy Kay handling the press assign-
ment.

Sol Zalt.

Surf Club, New York

Once again the season of a new-
sea has been relented and graphics are
progressively on the rise. Everyone
that the Surf Club becomes the newest
restaurant on the beach. A dinner from
the site of the El Rio and Mother Kelly's
the Miami Room.

Always one of the owners of this spot,
which became the dining area for the
dinner show. With the characteristic of
Mother Kelly's, it is an attractive place,
but also brightly lighted

JOSEPHINE BOYER

The Talented Comedienne & Mimi

OPENING TODAY
Back at Our Old Location
MORT COOPER
With a Beautifully Appointed New Store
161 NORTH STATE STREET
CHICAGO, ILL.

FOR SALE
FAMOUS
BROADWAY REHEARSAL ROOMS

Theaters East Side
uptown and downtown.

T.S. DENISON & CO.

FOR SALE
MINSTRELS

ROLL 'EM IN
THE AISLES

ROLLING THE HITS
FOR SPECIAL MINSTRELS

FOR SALE

T.S. DENISON & CO.

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T.S. DENISON & CO.
Acts-Units-Attractions Routes

For Orchestra Routes, Turn to Music Department

EXPLANATIONS OF SYMBOLS
-auditorium; b-ballroom; c-cafe; ch-cabaret; cs-country club; h-hotel; mh-music hall; nc-night club; np-amusement park; ro-road house; vs-vaudeville house; w-warehouse; NY-N.Y.C.; N.J-N.J.; Phila-Philadelphia; Chi-Chicago.
Fischer Vaude Revue a Nude Deal, But Needs More Vaude

NEW YORK, Dec. 30.—Clifford F. Fischer's hour and a half revue at the Brooklyn Academy of Music Friday night was a pageant of female flesh in various stages of undress, with the audience frequently undressing itself. Whole bodies were displayed by sliding down the blade of a huge sword, while a group of girls climbed into a huge tree, parading as candlesticks, dancing with an umbrella, andtip-toeing through a mistletoe. Despite the Fischer idea that visual entertainment is the best and that the best visual entertainment is the female form, the act is doing only for a few specialists that will arouse audience responses. It needs vaude punch.

The acts are in for two weeks and couldn't be the same as the shows that stretch the run out several weeks. Business the first few days has been fair, vaude will benefit from the idea of two evening shows (one each on Monday and Saturday), and the other at 9:30), being unusual here and probably going against the idea of a late afternoon matinée. Although admissions are 75 cents and $1, it applies to the Wednesday, Saturday and Sunday matinées, the Thursday and Sunday afternoons and the Tuesday, Thursday and Friday nights. At the moment it runs without a film and is being used

Big production scenes are Illusion de Paris, For a Month, Bird of the Night and the finale, Nobility of France. All of the Fischer acts, for the most part, were headliners excepting the genuine act taken from the Fischer shows from American and European vaudeville. The idea of having the girls being distinctly different from American and European vaudeville for the moment is strong and serves to bore the flesh in the most startling place. At the moment there are less than 30 in all the local Polites houses combined, it is presented so small and is being used to good advantage. It will be worth watching for the vaude vaude can be a real success.

Three Indiana Spots Are Added

DETOUR, Dec. 30.—Spread of vaude is indicated by addition of three houses in Indiana to the book by United Booking Office, as follows:

- Three Indiana spots: Artetheater, Peru; Logansport; Muncie.
- Fays, Philadelphia: Fays picked up a new act to take the place of the Artetheater, Logansport, N. Y.
- Norris, Logansport; Muncie.

Increased Vaude In Up State N. Y.

BUFFALO, Dec. 30.—After finding a vaude act for an opening and successfully at the Palace Theater, Lockport, N. Y., due to the use of vaude the past few weeks the management of the Shrine Theater chain, will install vaude in the Playhouse. A 20-minute vaude show will also be booked by Bay City, Mich., who have been performing the of six or seven acts. First show is to be stage 31, 1940.

Harry Blue Hurt:

UNIT POSTPONES

NEW YORK, Dec. 30.—World's Fair show, directed by Harry Blue, has been postponed to January 6. Harry, due to the back injury of Harry Blue, one of the Three Sailors, sustained at the name of Taipei, Oahu, and finally the vaude for all houses.

Magic Unit Back From Orient Tour

SINAPOR, Dec. 15.—Nicola, magically expected to return to the United States around the first of the year, followed his 5,000-mile tour of Southeast Asia, including Malaya, Singapore, and the Federated Malay States.

Nicola says business has been good, but many acts have been closed. He owns local rights in all countries, such as uncertainty of steamship schedules and frequent changes in the crew. Also, immigration permits and visas, with the result, he will add a week of his shows. The vaude of his tour conditions become more settled.

The vaude circuits for his show printed in four languages, owing to the success of his show here show a switch toward vaude in some areas.

Broadway Beat

This week appears on page 4

Vaudeville Notes

ARTHUR BORAN sailed Saturday (23) for Marathon and New York, and will arrive in Amsterdam's annual holiday cruise. He will return to the States via the Panama Canal and Cuba via steamers owned by WOB.

SANDRA LYNDE, New York manager for American Vaudeville, will arrive in New York. Sandra, one of the most popular mistletoe girls this season, is expected to do a command performance for Canadian soldiers on Christmas. She will appear in Canada before leaving for England, where her tour will continue. She will return to New York in January. Sandra is expected to be in New York on Christmas Day.

National Variety Art-

Talent Agents

DANNY COLLINS has been working for the George Amusements for the past two years as an agent for the George Amusements. He has booked acts for the George Amusements and is expected to start his work after the close of the season. He will be working for the George Amusements and will be based in New York.

Lew MAZEL is associated with Jack Schwartz, Washington, D.C., and will produce nightclub shows for the George Amusements. He is expected to start his work after the close of the season. He will be working for the George Amusements and will be based in New York.

Club Dates Are Big in Detroit

DETROIT, Dec. 30.—Series of post holidays, particularly those for industrial concerns is expected to bring business to the George Amusements at this time. He is expected to continue to book shows for the George Amusements and is expected to start his work after the close of the season. He will be working for the George Amusements and will be based in New York.

Motor company shows, including appearances by the Schiller and the Schiller, are due to be held in the Detroit area. The Schiller will be performing in the Detroit area, scheduled for December 30 and January 1. The Schiller has been working with the George Amusements and is expected to continue to book shows for the George Amusements. He is expected to start his work after the close of the season. He will be working for the George Amusements and will be based in New York.

Adams May Switch Band Policy Again

NEWARK, N. J., Dec. 30.—Adam A. Adams, manager of the Adolphus, will set up a schedule for the George Amusements, including shows for the George Amusements. He is expected to continue to book shows for the George Amusements and is expected to start his work after the close of the season. He will be working for the George Amusements and will be based in New York.
Loew’s State, New York (Reviewed Thursday Evening, Dec. 28)

State, like most of the Broadway houses, is a notable exception to its big, loud, flashy stage. The animals also live in the best possible warm-up, and the stage is lit with bright, warm colors. Very engaging with, and with pace pacing almost all the way.

Jean Carroll and Baldy Howes, mixed team, in the device spot with chattering, horrid and bit of the. The. role puts over most of the punchlines, with Howes straightening. Comedic material is sometimes good but could be sharpened. Carroll has a nice voice but is not effective in the role.

Cros and Dunn, standard song stylists, sell their songs straight and trimly, mixing, including music, with a bit of a showy trick of the trade. Turn into a good old fashioned opera, which we do not care for personally, but it is interesting. Good in its entire is solid stuff.

Orpheum, Omaha (Reviewed Friday Afternoon, Dec. 29)

John Borden, a friend of the Omaha newspapers, has done a smart set for the kids, with the kids’ show, the smart set, a hit. There is a lot of variety in the show, but it is still a good hit. The kids like it, and the parents will come to see it.

Lyric, Indianapolis (Reviewed Friday Afternoon, Dec. 29)

Lyric is the best of the two houses in Indianapolis. It is a fine theatre with a good audience. The shows are well produced and the acting is excellent.

Palomar, Seattle (Reviewed Monday Evening, Dec. 18)

Getting a first audience interested in the show, the Cavanaugh, “The Fugitive,” a rodeo ranch,” is a real hit. The Cavanaugh, a well-known horseman, is a star in the show. The audience is impressed with the skill and grace of the horsemen.

Chicago, Chicago (Reviewed Friday Afternoon, Dec. 29)

Appearance of Allan Jones and Mary Martin is a hit. They are too good to be true. Their voices are of top quality and they handle the music splendidly.

Chicago is a hit. The show is well produced and the acting is excellent. The music is good and the songs are well sung.

Roxy, New York (Reviewed Friday Evening, December 29)

Roxy is a hit. The show is well produced and the acting is excellent. The music is good and the songs are well sung.

Back in America After Five Years Abroad

The Andral Brothers, string wizards, stopped the show with their highly commercial musical novelty. The two boys sat each with their own instrument, and one of them had a special effect on the audience. Use guitars, banjos and a native string instrument, with the accent on accent and solos.

The Great Leroy

In his two original, outstanding acts, A World’s Fastest European Rocket Sight Act

Still a big hit on any bill in New York City

WANT

First-class Folies Show, Variety Review, or similar with line of good looking and poppy girls for engagement of three or more to play Havana in first-class by itself. Will pay fangs Miami-Havana both ways. Write with photos, terms and details to

SANTOS Y ARTIGAS,
Salud 153, Havana, Cuba
NIGHT CLUBS-VAUDEVILLE

January 6, 1940

Dramatic style, the audience giving him the request numbers.

The reception committee, weaker than the usual Colospin dinner or names, is one of the brightest of any of the few acts. Reception of audience was onstage and a general hit, of course. Another week opening acts, while the standard

H. F. Rees

State, Hartford

(Reviewed Friday Night, December 29)

Hartford is concerned, if the reception which Charles Barnes here can be con-

considered a criterion. He had the audience, especially girls, clapping their hands in

unison as he arrived. This is a New Year's holiday vaude-

ville show in which he found himself an attraction. It

was attended by a large part of the city of Hartford. A
tonight's "Mad Russian," Bert Gordon.

Music Hall, New York

(Reviewed Saturday Morning, Dec. 30)

A new face is back at the Music Hall, Charlie Laughton. The show is running

two hours, two minutes. The brevity plus a lighter brand of entertain-

ment contrasts well with the horror overtones and that high-toned feeling of the Victor picturization.

Production is titled Madison-Mad, and too story is brought into the show as a trio of performers, and the boys feel that the show has finally come to

stay. Job tree is the scene in front of a de-

piction of a typical New York street, the Santa Claus outfits piquing the place

being only a couple of the group. "We'll give them work." All Stillman's special lyrics are bright and amusing, and the music for the better, animation than usual.

New Year's Eve Prices in Philly Cut

PHILADELPHIA, Dec. 30.—Local night clubs aren't getting the prices of former years. about the half the former rates. Customers can tote their own liquor, a novelty. Because of the liberal interpretation of the rule 

by the City Council, all spots will be open despite the ban issued by the Board of Health until 7 a.m. Monday morning.

The Mayfair proved a typical night club, which took advantage of the Mayfair policy, which, contrary to general belief, is not owned by

Horseshow Claims Record Run

NEW YORK, Dec. 30.—Claiming the record for the longest run night of the year, is the last run of the annual Christmas show which began on December 1st and will run until January 1st. The show, in July, has the largest audience of the year.

Godfrey Adds Clubs

NEW YORK, Dec. 30.—Godfrey O'Donnell, vaudeville booker, has added three Brooklyn night spots to his clients, Flynn's, McGrogher's and O'Sullivan's.

Earnings Levy May Chase Acts Out of Philly

PHILADELPHIA, Dec. 30.—As a result of a new levy of 15 cents per night on all entertainment acts within the city limits, many of the clubs have been closed down. The levy, which was put into effect last week, is designed to provide for the payment of the city's amusement tax.

The levy was scheduled to take effect on January 1st, and performers have been moving out of the city to avoid the tax. The levy is expected to have a significant impact on the entertainment industry, as many performers will likely choose to work outside the city to avoid paying the tax.

After their return to the city, the performers may face additional expenses, as many will be forced to pay for transportation and other costs associated with their work outside the city.

Alexandria Club Burns

ACADIANA, La., Dec. 30.—The Silver Star Club, located on the Alexandria-Houston highway, was destroyed by fire this morning. J. H. Baker was owner of the club.

She said "No"

SEATTLE, Dec. 30.—With a billing as "Longest Blonde in the World," 81-year-old Grace Carroll heads new floor show at The Oath, suburban night spot. Bill Terry is emcee.

From Sports to Hotel

CHICAGO, Dec. 30.—Avery Brundage, head of the Amateur Athletic Union, who has been negotiating with the boxing commission to open a new stadium, finally closed the deal after a gambling raid. Finn was the only boxing promoter to sign the contract, which is for the benefit of the public and was signed by the creditors. Finn began paying off the Winnetka Club's credit card as one of his efforts to close corporation accounts.

In an effort to claim the Mayfair, which, contrary to general belief, is not owned by

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Night Club Reviews

(Continued from page 20)

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Night Club Reviews

(Continued from page 20)
**Reviews of Units**

Ted Lewis 1940 Revue
(Reviewed at the Oriental Theater, Chicago, Friday, Afternoon, December 29)

The production of this show is still good news to an alert box-office. Playing at advanced prices here, show carries a daily N.Y. audience. The best of the afternoon is a scene of the best of a long-time and well established house, it has few dull moments, and when danger of a letdown approaches the unit, a hearty dusting of stage blood is applied. A few toothsome song parts that take care of the lot.

A clever opening is Lewis' confession of it. 'The other of the twocxler, and not of the last of the two, but of the first of the two, and not of the last of the two, but of the second of the two, and not of the last of the two, but of the third of the two, and so on.

On the screen, Big Grey (Universal).

**Vaudefilm Grosses**

B'way Houses Rolling in Dough:
Grady and Lyman Do 50 and 47Gs

**NEW YORK**—Day after Christmas provided Broadway with its gayest boom in years, with all but one house (Roxig) clearing up solidly and expecting to continue the same. Last New Year's, Kids' holiday season from school provided pictures and presentation and movie houses with standard audiences and average grosses. Houses running vaudeville films, with second show do well. Houses playing the first show, and with the extra midday show, are among the grosses of the houses—at increased prices—so the grosses should go sky high next week.

Best gross was recorded at the Museum (Fox), with the second show. Previous high was set by the Laughlin (December 27) of Bainbridge and the annual Christmas stage show, accounting for $135,000 or $140,000 better than the opening week, The Radio City show house continued to do top business with $30,000 for the second two days of the run. The Strand was the second highest grosser. The Strand opened Saturday (30) instead of the usual Thursday.

Paramount cleaned up $50,000 for the first week of Guinnless' Frolics on the Strand, with the second show on December 28, and $20,000 for the second week, already ahead of the previous high of $18,000 in the new week which began Wednesday.

Strand also had a working, ending December 28, ringing up $47,000 for the week. Due to belong to the double Hispanic program with Four Wives as the feature and Candy Girl on the stage.

State-Kane's State was even able to chalk up a winner with $27,000 for the week ending December 27 during the run of Minnesota, M.P.'s, Nosedives to $4,000.

**MINNEAPOLIS**—Minnesota did a bad showing on December 21, with $80,000, followed by $40,000, and $20,000 for the second week, already ahead of the previous high of $13,000 in the new week which began Wednesday.

Previous High was $4,000, with Wally Vernon and Girl From Rio. Average is good.

**Milwaukee Hits For 7G Average**

**MILWAUKEE**—Christmas Follies continued its December 27th take at the Rivoli Theater for the week ending December 28. Too many private parties to keep people from the box office. Show's cast included the ever popular and beloved Tremain, Van Hanover, and the Seabands, all of whom are regulars on the local stage.

Previous week's take was $5,500, about a grand below average, with Evelyn Ankers, John Wray, and Wing, Arthur and Morton Havel and Fred and Bob and Three Kittars.

Fay's, Providence, NSG With $4,600

PROVIDENCE—Fay's dive to $4,600 was ended December 21, with Betty and Biddy Thomas, Stanley Van, and the usual crowd. Fay's is expected to do capacity business for the Warner house. Only one of the three theaters has a set of new sets, but even so, there will be a gross of $20,000. Last week the Dead End Kids played Parade pulled a falt $12,000.

Louella Parsons and her partner, Jane Warman, one of the most prolific and delightful young stars for its Peter, Evelyn Ankers, Ronald Hay, the Hymn Hrykes, and the Bitter Blythes, are expected to do very well at Fay's. Fay's, in addition to the regular feature, is expected to do capacity business for the Warner house. Only one of the three theaters has a set of new sets, but even so, there will be a gross of $20,000. Last week the Dead End Kids played Parade pulled a falt $12,000.

**Smash Business For Washington**

**WASHINGTON**—Smash weeks ended Sunday morning with the Washingon's House and the Loo's Capitol, each featuring a top-tie show. The Loo's show, starring in a new year, Martha Ryan's show, playing at the Loo, with a top-tie show, and the last week, Bob's house, pulled a falt $12,000.

Louella Parsons and her partner, Jane Warman, one of the most prolific and delightful young stars for its Peter, Evelyn Ankers, Ronald Hay, the Hymn Hrykes, and the Bitter Blythes, are expected to do very well at Fay's. Fay's, in addition to the regular feature, is expected to do capacity business for the Warner house. Only one of the three theaters has a set of new sets, but even so, there will be a gross of $20,000. Last week the Dead End Kids played Parade pulled a falt $12,000.

McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGH, ORIGINAL COMEDY

**McNALLY'S BULLETIN No. 20**

**McNALLY'S BULLETIN No. 20**
Rialto, Seattle, Resumes Burlesque, Has Pay-Off Trouble

SEATTLE, Dec. 30.—With Toby’s Gals back in Seattle, Friday night’s show has been reopened. There is subsequent screen fare at this only resumption of the season, and once there were three shows still in the “pay-off” stage. They are clubbing to pay the rent, which is a “fair and substantial” payment. The group is composed of “fair and substantial” units who have made a “fair and substantial” show of it. Toby, the manager, is nothing but a “fair and substantial” fellow as far as the rent goes. The group is “fair and substantial.” A group of six payers is on the roll, “fair and substantial.”

Utica Burly Back After Five Years; Only Local Flesh

UTICA, N. Y., Dec. 30.—After a five-year lapse, burlesque returns to Utica, with PAUL KANE, manager. Opening night was a great success. The show was turned over to T. B. Dugan, who is a “fair and substantial” man as far as the business is concerned. The show was a “fair and substantial” success. It is a “fair and substantial” show. The manager, T. B. Dugan, is a “fair and substantial” man as far as the business is concerned. He is a “fair and substantial” man. The manager, T. B. Dugan, is a “fair and substantial” man as far as the business is concerned. He is a “fair and substantial” man. The manager, T. B. Dugan, is a “fair and substantial” man as far as the business is concerned. He is a “fair and substantial” man. The manager, T. B. Dugan, is a “fair and substantial” man as far as the business is concerned. He is a “fair and substantial” man. The manager, T. B. Dugan, is a “fair and substantial” man as far as the business is concerned. He is a “fair and substantial” man. The manager, T. B. Dugan, is a “fair and substantial” man as far as the business is concerned. He is a “fair and substantial” man. The manager, T. B. Dugan, is a “fair and substantial” man as far as the business is concerned. He is a “fair and substantial” man. The manager, T. B. Dugan, is a “fair and substantial” man as far as the business is concerned. He is a “fair and substantial” man.
Boy To Cut Operations To Defeat Taxes

HERBIE, Neb., Jan. 1.—With the start of the new year, the operator of a Nebraska tent-restaurant, is finding it more profitable to cut his operations and focus on defeating taxes. The operator has noticed a decrease in the number of customers due to higher taxes, and to combat this, he plans to reduce the number of shows and increase his efforts to avoid paying taxes.

Boys told The Billboard last summer that, if he employed more than eight people on his shows for more than 15 weeks, he might be subject to employment and Social Security taxes, which would force him to increase the ticket prices by 25 cents. In addition, he had to pay a 10% federal tax on all gross receipts.

The government hasn’t touched on any of the tax-avoidance tactics yet, but if and when they do, he will have to look into other ways of reducing his costs.

Hayworth Folk Eat Way Around Circle

ASHBURN, N. C., Dec. 20.—“Sebee” B. Harward and members of his two North Carolina circle troupes celebrated the year-end with a banquet and social gathering in no fewer than five turkey dinners.

It all began last Sunday morning when Messrs. P. L. and E. H. Harward of the Theater here and other Wilkes-Kinky circle members gathered at the Ashburn Opera House to plan another show. The trip involved the use of a Waco, and the route was through Rockingham and Rowan, N. C., to Fayetteville; Eastern N. C.; and back again to Wilkes County.

From there, the troupes moved to Raleigh, where they spent the night before returning home.

The impressive gathering at the banquet included the members of the New England Circle, who were served a sumptuous dinner at the Dareville, N. C., Opera House.

Hayworth reports that his two units are set solidly in North Carolina thru February 15.

Endurance Shows

Communications to BILL SACHS, Cincinnati Office

Hal Ross Show Opens Well At Joyland Park, Phoenix

PHOENIX, Ariz., Dec. 30.—Hal J. Ross Derbysby show opened here December 29. The show, which has been playing for the last two years, was not expected to draw large crowds, but it did.

The show features an Indian tipi, a restaurant, and a variety of Indian dances and songs.

One Year Ago

POP DUNLAP’s contest in Rainbow Gardens, Chicago, was enjoyed by the patrons, but it was the last to be held in that city. The contest was won by the Windy City. .

GEORGE GREENE was the winner of the competition, and his act was a hit in the city.

MARTIN was recovering from a serious injury sustained when he fell from the roof of a building in Hollywood.

PORKY BAILEY was back at his usual space in Long Beach, Calif. SIX-DOG DOG SHOW was held in Chicago, with a 1,700-horse mark.

HISMAN J. BEARL, one of the most popular performers in the city, was recovering from a nervous breakdown.

In one a contestant received an advance for oil, gas and food, and in another, a prize for winning. Another contestant danced for over 1,000 people, and in yet another, the contestants danced for their prize money and let stranded in the middle of the dance floor.

One thing that could eradicate such problems is a revival in some form or other of the old-time canteen protection association which was started during the war. Some say that such a revival might be the only way to help the performers who are suffering now.

Marriages

BUTTERILL-GLICK—Dr. George Butterill Jr. and Beverly Gllick, both of New York, were married December 23 in Milwaukee, Wis.

HAIL-BURKE—Goodwin W. Hall, out- door showman, was married December 24 in New York by Dr. Julius Hail, pastor of the Marble Collegiate Church, New York.

HARPER-SULLIVAN—Frank Harper, Connecticut’s Famous Outdoor Showman, married Helen Sullivan, pianist in the Army Air Corps, December 25 in New York. The ceremony was performed by a Catholic priest.

OSLE-WARD—G. O. Osle, with the Canadian Branch of the Granger Shows, and Lula Ward, actress, were married December 4 in Corinth, Miss.

Births

FOREST (Popeye) Lewis, for the past two years, the “Walt Disney” of the outdoors, was born in Chicago. He was the son of Forest C. Lewis, a former showman.

GROWTH—Burlington, Iowa, was born in Burlington, Iowa, on December 4.

WANT

Master of Ceremonies, also Ringmaster, for the last 10 years, has been Charles W. Smith, of the Smith Brothers of Youngstown, Ohio.

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FRIENDSHIP, OHIO
Milwaukee Hotel Uses Films To Increase Taproom Revenue

Policy of old-time silent at Pfister opens new field to roadshowmen—Larry Smith, assistant manager, praises policy—‘Showboat’ goes over big.

MILWAUKEE, Dec. 30.—Last February brought the first climbing of the ‘Showboat’ for the Pfister, one of Milwaukee’s leading hotels. Since then the venture has proved to be a temporary fad. Today the movies are returning to their proper position and, with the help of the operator’s fee and rent of the film, the hotel owner is able to keep hotel patrons in the basement to spend their money in the Pfister’s taproom rather than elsewhere.

Films Shown Nightly

Movies are shown nightly from 9 to 12:30. Films, generally comedies, are changed nightly. Some films have been shown two or three times, and West Bound Limited has been repeated twice during the past 10 months.

The room in which the movies are shown is tastefully decorated and the screen may be seen from anywhere in the hall. The projector is fitted with a special lens and the throw is only about 12 feet. Those who have seen a hearty reception have included the Lion of the West, The Chokers and Two Weeks with the Lash. Films include Woman’s World, Beautiful Beast, Fighting Fables, The Marriage of the White Man, Manhandled, and I See a Darkness; and These Are My Boys’ Kids.

When Edward Everett Horton was in town recently for a theater engagement, Larry Smith, hotel assistant manager, arranged for his personal appearance at the show. In connection with the showing of ‘Poker Face,’ the stunt proved a worthy one.

‘Showboat’ Program Issued

The hotel issues a weekly program adverting the times of the films shown at the taproom. This is sent to hotels and schools, and the companies are free to use it any way they like.

Would you like to know how to get into the showboat business?

Then write The BILLBOARD, 701 Broadway, New York, for free samples.

New and Recent Releases

(Hurricane Horsman, released by DeVry Corp., is one of the most exciting Westerns with a new angle. The hero, played by the finest actor money can buy, is brought to life by Genet the new French scientist, including his struggles to return to the Academy of Medicine. Shows the famous experiment on the first injection given to a horse with the new French medicine. He proves the horse’s remarkable scientific work and his triumphs and recovery as a benefactor to mankind.

Luis Pfaus, the Benefactor, released by Pfaus Pictures, Inc. Stars Genet and the new French scientist, including his struggles to return to the Academy of Medicine. Shows the famous experiment on the first injection given to a horse with the new French medicine. He proves the horse’s remarkable scientific work and his triumphs and recovery as a benefactor to mankind.

Sons and Saddle-s, released by Genet pictures. Stars Genet and the new French scientist, including his struggles to return to the Academy of Medicine. Shows the famous experiment on the first injection given to a horse with the new French medicine. He proves the horse’s remarkable scientific work and his triumphs and recovery as a benefactor to mankind.

Crossed Clues, released by Genet Pictures. Stars Genet and the new French scientist, including his struggles to return to the Academy of Medicine. Shows the famous experiment on the first injection given to a horse with the new French medicine. He proves the horse’s remarkable scientific work and his triumphs and recovery as a benefactor to mankind.

Burlesque Notes

Two new musicals opened on Broadway last week. The first was a musical comedy, ‘Showboat,’ and the second was a musical farce, ‘Poker Face.’ The first has been a tremendous success, with the audience laughing and cheering throughout the performance. The second was less successful, with the audience looking bored and uninterested. In ‘Showboat,’ the characters are well-drawn and the plot is well-paced. In ‘Poker Face,’ the characters are one-dimensional and the plot is weak. Both musicals are directed by none other than the famous Fred Astaire, who has a knack for creating hit musicals. ‘Showboat’ is a must-see for anyone who loves musical theater.
CIRCUSES

January 6, 1940

Stadium Circus, Liverpool, Off
Southampton and Hastings get new shows—London, Glasgow circuses stick

LONDON, Dec. 23.—Difficulties proving insurmountable, the proposed circus at London Stadium will not open for the Christmas. Two unexpected newcomers, however, have fixed up a show at Southampton Sportdrome ice rink, the other at the Bournemouth Pavilion. The former, under direction of Frank Glitter, member of an old English circus family, is called "Famous Fazender's Circus," and the latter is "Tommy Mitic's Chautauqua" with rates for riders who travel with their own small circus in a trailer. The show in London Stadium will include Rosalee family of riders and acrobats. Four Hermanis, Tommy Goodall, Percy Liddle, Ollie Dickens, Tumble and Tambo, Bert Earle and Little George. Both shows open Boxing Day for two guaranteed weeks, with possibilities of extension at either.

Circus at Earls Court, London, opening Boxing Day, will have Pantster Melville, Darro Truck, Lexie Milne, m.o. act; Miss Three Eddie; Cornelia and Eddy; Chapman's elephants; Bob Fossett's Liberty horses; Billy Fossett, with elephant, horse and zebra; Bob Fossett Jr., jockey; Harriet; Alex; Penelope; Ted; Colin; Alex; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob; Bob;...
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CIRCUS ACTS - BEST OFFER ACCEPTED. IRV J. POLLOCK, CHICAGO. 505-022-9635.
Letter From Stanley Dawson

COLUMBUS, O., Dec. 30.—The writer records the past Christmas as the first that he has spent in a cold climate. On various trips in and out of Columbus I have come to the conclusion that Rochester, Ind., and the neighboring communities, are looking better and enjoying finer health than most of the places I have visited. I am looking forward to the 20th, and I hope to be on the scene for the Christmas dates.

Captain Seymour, Mr. and Mrs. Macdougal, Misses Wren, Mr. and Mrs. Walker, Mr. and Mrs. Hendricks, and many others, made a fine visit with Mrs. Gene Weeks and myself on Burkhart's parents' only to see me. We drove up to Wylak at Harrodsburg, Ky., the day before Christmas, and had a very pleasant time.

Learned at Paris that Nick Carter and John Partello were with Keyes Bros. winter circuit. Gene Weeks was busy putting in an appearance. We had a fine visit with Mr. and Mrs. Gene Weeks and myself on Burkhart's parents' only to see me. We drove up to Wylak at Harrodsburg, Ky., the day before Christmas, and had a very pleasant time.

A huge crowd of applause was given our arrival, and several were present at the reading of the financial statement.

As soon as the show was over, we took the train to the west, and were met at the station by our friends, Mr. and Mrs. Wren, and Mrs. Walker. We drove up to Wylak at Harrodsburg, Ky., the day before Christmas, and had a very pleasant time.
GGIE TO RUN MAY TO SEPT.

Stage Being Set for '40 Edition; Cutler May Quit; Rose Dicker On

Strub and Farmer mentioned for post of managing director—augmented midway and lower prices are planned—more exhibits and ice shows also on program

SAN FRANCISCO, Dec. 30—The 1940 edition of Golden Gate International Exposition will run from May 25 to September 29. It was announced Tuesday by the fair officials that the opening was taken on the premises of the Board of Directors which was filled during the latter part of 1939 by Dr. Charles H. Strub, Santa Anita race-track chief, and Jack Farmer, who manage the Olympic Games in Los Angeles in 1938 and the San Diego Exposition, are mentioned, with the ruling of Bankruptcy Referee Burton J. Wyman. Five new directors representing creditors of the lost $5 million were added to the old board of 10. New directors are George Braisted, B. M. Letcher, Harry Hlip, D. M. Messer and Clarence Stewart, all of San Francisco.

Leland Cutler, president of the new board, made the announcement of dates and election of directors and said that the company would not need a candidate to succeed myself. He said he would run for the secretary of state in Washington and also for a seat in the U.S. Senate and that several hundred thousand dollars had already been spent to get their name on the ballot. We are receiving invitations to attend the opening of the fair from all over the country and will be under consideration for the fair position. Our printers and officials will be thankful for every issue and all the others and happy to have the public to enter the gates and see the attractions. We are now making plans for the coming season and it is expected that the fair will be open for the next four months. Midway will be enlarged. Efforts are being made to get the prints here already are under way. There will be a big show of the big stand, including a huge advertising stand, which will be constructed at the Fair, and the entertainment department is now in full swing with the 1939 fair being considered. The committee is intent upon finding a way to make this year's big-time promotion experience.

Hughes Taken to Hospital

TORONTO, Dec. 30—Elwood A. Hughes, general manager of the Canadian Post Office, was taken to the Toronto General Hospital suffering from a stroke. His condition was not considered serious by attending physicians. He is expected to be on the job in two or three weeks as he is expected to resume his duties on the War Purchase Board.

Mich. Will Slash Parking

DETROIT, Dec. 30—Parking prices on Michigan State Fair ground here during the fair has been reduced. In 1934, Dr. Linwood W. Snow, fair manager, said that prices would be reduced by $1.50 to 15 cents. Dr. Snow said, based on estimates that will make the reduced figure cover all costs of operation. The reduction is expected to be a big aid to the public, as the parking problem has been one of the most serious ones at the fair and with inadequate space available near by.

“New Law of Copyright Infringement”

See General Outdoor Department of This Issue.
Fair Elections
ASHBURY, N. C.—Randolph County Fair re-elected T. F. Bull, president; and treasurer, W. W. Miller was named vice-president, and Waldo G. Cheek, secretary.

BURLINGTON, N. C.—Guernsey County Agricultural Society elected B. J. Shaver, president; Clifford Roseman, vice-president.

SUPERIOR, Wis.—Douglas County Fair re-elected T. F. Campbell, president; Harold Arndt, secretary.

HARWINTON, Conn.—Harwinton Agricultural Society, which staged its most profitable fair in 1939, elected Charles C. Hill, president; Elmer Johnson, secretary; and Max Enslow, treasurer.

GOSHEN, Conn.—Goshen Agricultural Society re-elected Herman Walker, president; Clarence Vaill, P. F. Yeo, vice-presidents; Mrs. Louise Blakeley, secretary.

CIRCLEVILLE, O.—Circleville Pumpkin Show re-elected W. B. Cady, president; H. M. Smith, vice-president; Mack Parrett Jr., secretary; Robert G. Eby, treasurer.

LOGANSPORT, Ind.—Case County Fair Association re-elected Ben Pennington, president; Herman Martin, vice-president; J. W. Earl, treasurer; Blake Thomas, secretary.

BONHAM, Tex.—Pannin County Fair elected W. S. Beasley, president; H. H. Blackburn, George W. Taylor, vice-presidents; J. L. Bayley, secretary; Tom Hymer, assistant secretary; Frank Wright, treasurer.

MILLERSBURG, O.—Fred G. Schaffel, president; H. A. Hunsucker, vice-president; H. C. Logsdon, secretary; Bert Glass, treasurer; Uhl Stiehl, management.

HILLSBURG, Wis.—Calumet County Fair Association re-elected Carl Peik, president; O. H. Nuth, vice-president; Henry Wehls, secretary; Herbert Harder, treasurer. Improvements costing $1,150 were made on grounds.

CHARLOTTE, Mich.—Benton County 4-H Agricultural Society re-elected John B. Kizer, president; and Hans Kansman, secretary-manager. Fair had profit of $1,076.94 and spent $1,410 on improvements.

ZANESVILLE, O.—Muskingum County Agricultural Society elected John B. Kizer, president; O. H. Nuth, vice-president; E. L. Baldwin, secretary.

ORLEANS, N. H.—Harlan County Agricultural Fair elected E. H. Peterson, president; L. B. Baker, secretary; R. M. Duvall, junior secretary.

PENDER, Neb.—Thurston County Farm Fair elected W. W. Meyer, president; Tom Wirtz, vice-president; Robert Brown, secretary.

MOORE JAW, Saska.—Moore Jaw re-elected W. H. Johnstone, president; A. O. Anderson, vice-president; E. H. Jones, vice-presidents; George D. Mackie, manager.

WYNNE, Ark.—Ben Block Meyer was re-elected president; W. H. Johnstone, vice-president; H. T. Stock, secretary; E. O. McIlhenny, vice-chairman; Cecil Gibbs, treasurer-secretary.

Fair Grounds
MOORE JAW, Sask.—Summing up operation of the 1939 season the president announced W. H. Johnstone said $12,000 had been spent on permanent improvements. Revenue was $4,500. The revenue of $21,046.81 was about 661 more than in 1938, increased $9,000 over 1937. The increase was due to increased county fair attendance and the additional organization. Expenditure of $24,075 was an increase of about $6,075 over 1938, causing the deficit to be $2,862.49. The deficit was $3,000 in 1937. The deficit was $2,862.49, compared to 1937. The deficit was $3,000 in 1938. The deficit was $2,862.49, compared to 1937.

MADISON, Wis.—Circuit Judge Arvin L. Reis has granted Commercial State Bank a temporary restraining order against Dane County Fairground against Dane County Agricultural Society, owner of the 102-acre fairgrounds. The bank claims that the fairground was not used for its purpose as a result of the fairground being closed. Operation of the fair has been dissolved for the next season.

DETOUR—Elmer Smith has resigned as president of Wayne County Fair, Northville, Mich.

Advance Sale
Sells Directors
Of Ind. State

Advance Sale
Sells Directors
Of Ind. State

Fair Meetings
KANSAS FAIR—Kansas Pairs Association, January 9 at 10, Hotel Jayhawk, Topeka.

MINNESOTA FAIR—January 10, Hotel Jayhawk, St. Paul.

OHIO FAIR—January 12, Hotel Jayhawk, Columbus, Mrs. Arthur W. Deitrick.

MAINE FAIR—January 14, Hotel Jayhawk, Rockland.


CANADA FAIR—January 17, Hotel Jayhawk, Montreal.

NEVADA FAIR—January 18, Hotel Jayhawk, Las Vegas.

ILLINOIS FAIR—January 25, Hotel Sherman, Chicago.

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nevada fair—January 25, Hotel Sherman, Chicago.
Stunting Needed
To Enliven Field, Declares Nevins

Address of Bert Nevins, New York public relations man, appeared recently in the "Promotions With a Punch," at the 31st annual convention of the American Associa- tion of Amusement Parks, Pools and Bowling Alleys, held in New York, N. Y.

Opening the program this way, I feel like one of those, whose name is now-Bert Nevins, who is also No. 1 on the bill. I don't, of course, mean myself, but those Hamil- 

acrobats, however, because they're always the feature of any U. S. Bill. But suppose Harry Burt was right in selecting me for the initial spot. Anyway, any guy can truthfully start off with the line "Unorthodox as I am to public speaking.

The last time I made a public address it was a real event, my public de- 

statement here in New York. You know the kind of statement I mean—there's one fellow there all day to play the piano if I'm not there before it's supposed to or if an entertainment does me the favor. Well, we went on the air, and I started reading, and I got myself so nervous I became terribly nervous and try as I might the words just wouldn't come to my mouth. I just stood there frozen and I thought I was going to die. It was only a couple of minutes. All of a sudden, I thought of a refrain of some popular song in the air, and I'm sure enough that piano player had slid into his routine, "I am a good neighbor, so good, am I am a good neighbor, so good..."

"Too Much Dignity"

Last year I prepared a paper on amuse- 

ment park publicity which they tell me was read at the Chicago convention. I 

was insisted on furnishing the paper as well as to see that the nation becomes doughty, and it was only after I was pulled off the floor by my dear friend, R. S. Uzzell, you wouldn't neither either after that. 

Publicity and promotion is my business. It is my job to get the name of a well- 

known park into the public's mind. See that the nation becomes doughty, and it was only after I was pulled off the floor by my dear friend, R. S. Uzzell, you wouldn't neither after that.

The possibilities that exist at such a time are limitless. Of course, for the benefit of Jack and Irving Rosenblatt—my houses—I'm only kidding.

If I may digress a moment from Pal- 

ades and amusement parks in general, I should like to say that in my humble opinion, one of the major reasons the New York World's Fair amusement area—among others—could be attributed to the lack of proper stunts. It is true that the fair itself was the most highly pub- 

licized and exploited, but the midway lacked that necessary "snap" which would catch and hold the public's attention. Will Yolen, is an excellent publicist, but he can't work on the job too late to do any good.

Your speaker tried to invent what he thought was the proper stunt—five years ago. He thought he had the answer. All he had was the ability to one phase of the amusement game, and that he needed a "strategy." That's what he needs. The same strategy that will make a noisy circus worth going to is the same strategy that will make a noisy amusement park worth going to. It's all a matter of the "snap." (See STUNNING IS NEEDED on page 36)

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is certainly more unpleasant when the chances of winning such a suit are nil. To become a winner by suddenly furnishing not only yourself but your employees with the right and the wrong way of evicting, then. When Eviction Is Lawful, which appeared in The Billboard of October 29, 1940, was written to inform those in the mailing business of the various legal requirements. Where evicted mailers will post the mailing charge for each five, if the premises are rented by another person. The landlord is responsible for payment of postage. When sending a 5 cents postage for 15 copies at the Oregon State Fair, Salem, said: "I have read the article and wish to comply with it. I am returning it. It is something that every fair secretary and showman should have.

American Recreational L. I. Will Build Equipment Association

And Publicize for '40 World's Fair

By R. S. Uzzell

The year 1939 with its surprises, set- 

backs and world's fairs has gone into his- 

torical record books. But all business is 

changing, changing convention locations, content and shifting dates once agreed upon have been dropped. The grim determination to make 1940 better than previous years is the keynote these days. Many of our friends want no more afternoon meetings and return to meeting at evening dinner.

Our new president, O. C. Blackshear, is one of us. He is a reliable man, and while he may not be able to contribute to the revenue, he has the ability to do so. He has promised to do his best for the organization he has always found so pleasant, and he will return to it. In due course he is appointing committees for 1940 which will be announced subsequently. This year will have many clubs, many who have been in existence for many years. With many clubs, many who have been in existence for many years.

Troy Joins Summit Staff

CANTON, O., Dec. 30—Laurie Troy, for the last six years of his service, has been appointed as controller and executive at Meyers Lake Park. The new manager has been with the Summit Beach, Inc., operator of Summit Park at Mentor, Ohio, in a similar capacity. Before coming to Meyers Lake Park he was on the staff of Miola Park, Youngstown, O.

Pyro Specs Lure for Moderns

Address of Art Briese, secretary of Theatrical-Diaphragm Fireworks Co. on "Nitro- 

safety Spectacles Spill Spur Sus- 

picion," which appeared in The Na- 

tional Association of Amusement Parks and Pools, 25 Opera Place, Cincin- 

nati, Ohio, is a matter of public record. He has been the talk of the town. He has been the talk of the town.

He has been the talk of the town.

You all remember "The Last Days of Pompeii," the spectacular that showed to thousands of people. Those were the days when the temperamental mediums, but almost always they all concluded with fireworks. Then, too, the manner in which the medium of the subject has been vastly improved. The streamlined veri- 

ties, however, are not always a hit. They are not always a hit. They are not always a hit.

Swim Forum Draws 600 to Florida Pools

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

PILVERAUD, Fla.—Some 600 

swimmers and coaches convened here last week for their fifth annual inter- 

national aquatics forum, sponsored by the National Association of Amusement Parks and Pools, 25 Opera Place, Cincinnati, Ohio. Be sure to state the number of copies desired, and if you do not wish to be billed, add $2.50 to your mailing label. The mailing charge for each five, if the premises are rented by another person. The landlord is responsible for payment of postage. When sending a 5 cents postage for 15 copies at the Oregon State Fair, Salem, said: "I have read the article and wish to comply with it. I am returning it. It is something that every fair secretary and showman should have.

American Recreational L. I. Will Build Equipment Association

And Publicize for '40 World's Fair

PAK ROCKAWAY, L. I., N. Y., Dec. 30—The largest pool we have ever developed, appointing contracts which will be submitted to the local authorities, and plans for $40,000 worth of construction, "More for Less," will be his theme for the next season. 

Troy Joins Summit Staff

CANTON, O., Dec. 30—Laurie Troy, for the last six years of his service, has been appointed as controller and executive at Meyers Lake Park. The new manager has been with the Summit Beach, Inc., operator of Summit Park at Mentor, Ohio, in a similar capacity. Before coming to Meyers Lake Park he was on the staff of Miola Park, Youngstown, O.

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nati, Ohio, is a matter of public record. He has been the talk of the town. He has been the talk of the town.
With the Zoos

SEATTLE—Three male lion cubs were donated by the Indianapolis zoo to the Seattle Zoological Society, according to a note from Gus Knudsen, director. They are of a size which Knudsen said is about that of the children who had been exhibited in Seattle prior to the holidays.

MADISON, Wis.—Lion cubs were born to Duchess and Prince in Villa Park Zoo here, but Director Fred Winkelman has been unable to determine the sex of Duchess, as she has kept them concealed.

STUNNING IS NEEDED

Continued (from page 35)

summer. But he was stopped in his tracks. I know that there are many men right here in the audience who were conscientious at the fair, who claim that the New York Zoological Society, when it refers to one, was one of the reasons for the downfall of the amusement area. It is true that the Admittance Control Board of the fair charged a fee for access to the area, which was then immediately followed by a public protest resulting from that contest.

As a matter of fact, it is true that I claim that there is more of that type of protest today by the public than in any other area. But let me add that that doesn't represent the diversity or quality of that nature for an amusement area anywhere in the United States, and I'm not being facetious.

Advertising

IMPERATIVE

at Pullusades Park we followed three courses

77 Per Cent NET PROFIT

That the Pullusades Park, Inc., which operates Pullusades Park, has made a net profit of 77 per cent, has been announced by the company. The announcement was made by A. H. Pullus, president, who said that the park was operating on a basis of 100 per cent net profit.

EL BRIDGE COMPANY

Builders of Pennsylvania’s finest homes

200 One Ave., Des Moines, Iowa

THE OUTSTANDING SUCCESS OF THE SAN FRANCISCO WORLD’S FAIR

LUSSE AUTO-SKOOTERS

OR WATER-SKIER BOATS

AND KERN BIG PROFITS for your Park, Resort, Hotel, or other concerns!

LUSSE BROS., Inc.


LUSSE BROS. LTD., Berks, Pa.

3621 N. E. 94th St., Seattle, Wash.

Write for Catalogue.

BUSINESS 1940

RIDE SENSATIONS

ALLAN HERSHEL’S ROCKET

VASZIN’S RUMPS

SALES AGENT

BERTHA GREENBURG

775 7th St., Broadway, New York

GO! Do You Need OLD USED RIDES?

WRITE

PHONE

PYRO SPECS AS LURE

Modernistic setting, replete with gorgeous decorations and music, is provided as go on the Princess is seated in the mouth of a giant fish, which constitutes the focal point of the show. A singing bird, which sings The Waters of Minnlesota, is featured. The fireworks are controlled by John C. Nielsen, of Venice, and you take your audience on a thrill ride through the globe.

The procession is headed by Father Neptune and is immediately followed by the Queen of the Sea, who is joined by the Queen of the Nile, the Queen of the Amazon, and the Queen of the Sea. The procession winds its way through the sea, and the audience is left reeling with excitement. The grand finale is reached when the sun sets, and the sky is filled with a magnificent display of fireworks. It is a sight that will not be forgotten.

Disappointing portion of the show was the water feature, which seemed to be a disappointment to the audience. However, the grand finale of the show was a spectacle that the audience will not forget.
Rinks and Skaters

By CLAUDE J. ELLIS (Cincinnati Office)

PHILADELPHIA Skating Club, oldest skating club in North America, celebrated its 50th birthday anniversary on December 21 at its rink in Aridmore. Rink was built at cost of more than $100,000 and is modern in every detail. Club has grown to a membership of 1,200 and has been instrumental in bringing skating to Philadelphia, the leading ice skating center of the world for their annual charity shows. It is also the Humane Society. This anniversary was added to the club's agenda when every member was expected to meet the board members on the Schuykill River, in case some broke through the ice. It was a First State instructor, and Mr. and Mrs. George Ahlin were in charge of the festivities and have developed several noted skaters.

Highlight of the celebration was a toast to the founders' club with President Edgar S. Meliaff originating. Among the guest speakers who attended were Joseph Savage and Heaton Robertson, of the Answers in Action, and treasurer, respectively, of the United States Figure Skating Association. Following a banquet exhibitions were staged for several prominent skaters. Incidentally, Mr. and Mrs. George Ahlin. Skating Rink Operation, President of the United States and General Manager of the Aridmore Gardens, Rink, Detroit.

“Such reading is good for the soul, though many rinks thrive the community, it is the exact place that are by the people,” said one of the highest places because the rules have been made to be not consequently, it has become a pleasure to handle the skating patrons. However, in some rinks one will find the jitsuin in prominence in a brick fireplace and the responsible for such skating does not aid in elevating the sport. There is no need to go into history, which is just as right or wrong. But I want to compliment the Billboard on the publication of the Moor articles and to say that they have been enjoying watching this sport, which is not just of the players and fans but also of the sport that is articulate and beautiful.

NEW Chief City Roller Rink, Pentacle, Mich., which has been operating only six weeks, is a good business, burned to the ground on December 26. City proprietor. He plans to rebuild in the spring.

KINGSTON (N. Y.) Roller Rink, in its second year under management of Hurace Oakes, is showing increased attendance. Its rink was installed, with Williams Brothers' equipment, on the console. Skating clubs have been organized in the area, and this type of skating is gaining in popularity.

EMPLOYEES of Circus Garden Rink, Minneapolis, presented Jesse (Pop) Carey and his wife and group of Milton Floral horse on the night of December 26, on the 20th anniversary of the rink's opening.

MY report on the jitsuin and skating and music in The Billboard of December 16 brought several compliments. I have heard several times in recent weeks that the jitsuin has been played to a number of women for years and many young women prefer their lessons in skating from him. He is a real pro of roller skating and many skaters have been trained in the art.

SERIES of exhibits of skate tricks and decorations used in the rinks has been given in Sefflont Rollerside, Circ Niagara Falls, N. Y., in the past few weeks. The professional at Fred H. Freeman rinks in the city, are the best in the world today, and have been brought to our attention by Septem Skaters.

CUPPL'S Coliseum Rink, Canton, O., opened recently for all-night sessions. Rink is a new one and new rinks and decorations have been added.

J. C. BOYDSTON, Tower-Hill Roller Rink, Carrollton, Mo., reported business fair during the holidays and that he plans to remain in that city until spring, when he will tour with a portable.

NEW San Sutoll Roller Rink, Chicago, opened on January 2, reported R. C. Dal- lamb, manager, of the Humane Society. Rink is the oldest in the city and has been in operation since the discovery of the sport. The rink is located in the heart of Chicago, in the city of the world, and has been attended by celebrities and skating enthusiasts.

GEOGRAPHY of William Stegeman, manager of Fort Thomas (Ky.) Roller Rink, is a matter for discussion and Ann, to fill two Cincinnati dates at the Forest Miller Theater. After reported theft of two suits cases containing wardrobe, skates and decorations, an attempt was made to steal the equipment with which to carry on the business.

J. J. GOLDE, carnival concessionaire, has extended his stand in Franklin (N. S.) Rink for November 1. The season will continue until about April 15.

GEORGE MIKOSHI, who formerly managed rinks in both the North and South, is directing Dale Hall Rink, Sheffield, Pa. According to reports, the rink opened on December 23, and will operate three nights and one afternoon in the rink is open.

PAY GATE IN SEPIA
(Continued from page 36)

Support From Press

Immediately after the announcement by several of the better known groups, asking that they be exempted from the policy. To all of these requests we gave the same answer, which is no exception: everyone entering the rink will be admitted free of charge.

In taking over management of Missouri State Parks and in charge of the fair, we were told that admissions to the fair passes for 1932 totaled more than 10,000. This season we have reduced the number of tickets sold to the fair to 4,247, in 1933, and 3,284, in 1934, no passes.

We were interested in how the press would react to the new plan. We have already launched our advertising campaign, and it is expected that it will be well received. The new plan will provide for the sale of tickets to the fair, and these tickets will be sold at a reduced price.

Gate Gain Each Year

I believe every manager of a fair will agree that some of the fair managers have been able to get a good show and give it away. By eliminating the pass system we are able to charge a fair price for admission to the fair, and we are able to cater to the people who are interested in the fair.

In our plan for a reduced gate admission, we are able to cater to more people at a lower price. We have found that this plan is not only a good business plan, but it is also a benefit to the community.

IND. ADVANCE SALE
(Continued from page 34)

They are Made by Arrow
CHICAGO SKATES
WHY?

They Are Money Earners

CHICAGO ROLLER SKATE CO.
4457 W. Lake St., Chicago, Ill.

RINK MANAGERS MAKE GOOD
When Their Rinks Are Equipped

With Chicago Skates

HASC Holiday Parties Click

Gifts tendered local kids—Mrs. Ruth Martone directs Auxiliary activities

KANSAS CITY, Mo., Dec. 20.—Heart of America Showmen’s Club-sponsored holiday activities held the spotlight in the Belo Hotel here last week-end. Thru courtesy of Ritz Hotel manager, the lobby was turned over to the club and Ladies’ Auxiliary. A 30-foot tree was the focal point of the decorations, lights being played on the decorations. American Legion’s Christmas Sunday afternoon was sponsored by Chester L. Levin, of Midwest Mercantile Co., in cooperation with the club. More than 300 for the sale, paper bags containing six toys, candy, nuts and fruit were distributed to poor children of the neighborhood.

Frank H. Capp, of Baker-Lockwood Co., a fine job as Santa Claus and music for the occasion was furnished by Mans—(See HASC Holiday Parties on page 45)

PCSA Members Guests at Feed

280 lbs. of turkey served at annual dinner — floor show, dance features

LOS ANGELES, Dec. 30.—Annual Christmas dinner at which the Pacific Coast Showmen’s Association plays host to all former showmen and their wives at the Dunes Hotel here on Christmas Day. Rooms were reserved in the hotel. Designated as hosts on the program were Hallen and Henry Bahr, maintained the celanophone, making for added beauty. Norman (Dutch) Schull prepared the dinner. About 280 pounds of turkey, with all the fixings, was served. James D. Smith, head waiter, with Jack Bigelow, Mr. and Mrs. Holt Campbell, Dan Meggs, Meyer Scholl, George Simonds, Frank Murphy, Dan Blower, Ray Coni, Joe Hor—(See PCSA MEMBERS on page 45)

NSA Stages Gala Christmas Dinner

NEW YORK, Dec. 30.—More than 175 turkey dinners were served by the National Showmen’s Association in its clubrooms on Christmas Day. Ladies’ Auxiliary, headed by Midge Cohen, newly elected president, turned out in masses to serve the seven-course meals, menu of which was printed. Girls were assisted by all members of the staff, including George Greenpoon and Steward Harris Shwartz, who maintained the celanophone, and white aprons. Ten turkeys proved insufficient, and six more were brought in. Max Linderman, 1940 president, and Art Lewis, first vice-president, attended the party, and ringmaster for the occasion was Andre Dumas, who presented Joseph (Als) Milano, Punch and Judy; Emil Jarow, the veteran magician; and Gertrude—(See NSA STAGES DINNER on page 43)

Dr. Bozeman Joins Art Lewis as Medical Head

NEW YORK, Dec. 30.—Dr. James Kenner, New York City, has been retained by Art Lewis Shows to supervise newly created medical department. Dr. Bozeman served in the same capacity with World of Wonders the last two seasons.

MFA Frolics; Ball Date Set

DETROIT, Dec. 20.—Michigan Showmen’s Association held its second annual Christmas and Get-Together Party in the clubrooms here on December 23 for members and friends of the organization. Event got under way early and lasted until 8 a.m. the next day. Night’s program included a dance, served by the members donated turkeys, chickens and dishes while the club gave $500.

During the party officials announced that theIPA annual Banquet which annually will be held in the Main Ballroom of the Port Wayne Hotel here on December 29, Betty Branden’s Melody Mals will furnish the music and plans for an outstanding show are rapidly nearing completion.

Officials said they planned to stage other social functions in the clubrooms during the winter and that the organization’s financial condition is sound.

W. T. Jessup Starts 10th Season With Mike Krekos

SAN FRANCISCO, Dec. 20.—Manager Mike Krekos of West Coast Amusement Co. said here this week that W. T. Jessup had been re-engaged as general agent of the organization for 1940 and that Lew Lee, manager of the L. C. Young, was signed to handle the press in advance and have charge of show’s advertising department.

Jessup started show business for more than 26 years. Jessup will be starting his 10th season as general agent for Krekos.

Talent Is Signed For IAS Shindig

ST. LOUIS, Dec. 29—Officers of the IAS announced here this week that Ernie Weiss of the Orleans of the Lake, and Vic Levitt, was signed to handle the press in advance of performances to be engaged to furnish music and entertainment at the club’s annual dance, which will be held in the Grand Ballroom of the Del Monte Hotel here on February 7.

Tom W. Allen, entertainment committee chairman, said that prizes will be awarded for the best masquarade and funniest costumes at the dance.

Lawrence Signs Special Agent Frank Braunstein

NEW YORK, Dec. 29—Sam Lawrence, owner Lawrence Greater Shows, announced signing of R. Frank Braunstein as a special agent. Braunstein has been a s. of West’s World of Wonders.

“New Law of Copyright Infringement”

See General Outdoor Department of This Issue

St. Louis Showmen Tendered Party by Mrs. A. J. Pearson

ST. LOUIS, Dec. 30—Joyful resigned Thursday night in the clubrooms of the City of St. Louis, the annual Christmas dinner, which was held in the Grand Ballroom of the Del Monte Hotel here on December 23.

Mrs. Pearson, a member of the St. Louis Showmen’s Club, was entertained by Tom W. Allen, owner Lawrence Greater Shows, and Mr. and Mrs. Alfred Greenpoon, Henry Bahr, George Simonds, Frank Murphy, Dan Blower, Ray Coni, Joe Hor and all members.

Solomons Fete Showfolk At Annual Holiday Gala

BUTCHERVILLE, Mo., Dec. 30—Member of Solomons Liberty Shows, wintering here, and friends and showmen who visited the Rock and Roll, High Springs, Ark., were guests of the show for a dinner dance, entertainment at the annual Christmas party on the fairground here. The program included a buffet supper and dance Sunday night. (See SOLOMONS FETE on page 44)

Ballyhoo Bros. Circulating Expo. A Century of Profit Show

By Starr DeBelle

Half Noel, Tex.

West ended December 30, 1939.

Dear Starr,

The office met a world of opposition on this run. The reefer was stopped at a lot for an early opening. Then the office asked for the lighting to be cut out and the tearing down to be done in the dark, but again it met opposition when our electrical refused to obey the order. After the train was loaded the railroad movement was held up, but the show’s treasure walked the freight office and paid off. The boys then asked for a “not-more-than-10-mile-an-hour move,” but again they were foiled by our trainmen, who went over their heads by getting a “30-mile-an-hour” move. We later learned the reason for the bosses’ unusual requests. Due to a shortage of cash they thought it better to get into town too late to recognize Christmas on Monday than to call off the feature entirely.

With the show in town and set up on the lot by Sunday night, we had ample time to figure out a way to overcome the money shortage. Never before in the history of the show had the day passed unrecognized and by hook or crook they organized the show could not

(See BALLYHOO BROS. on page 44)

President of Missouri Showmen’s Club and owner-manager of the show, Mrs. Anna Jane Pearson was hostess to a large party of the man and women of the International Association of Showmen, attending the Winter Show at the Maryland Hotel, St. Louis, on December 29. Mrs. Robert L. C. E. Pearson, who is widely known in outdoor show circles and a member of numerous fraternal and business organizations, engaged the showmen’s clubroom.

(See PRESIDENT OF page 44)
Carnivals

Showmen's League of America

National Showman's Association

Palace Theater Building, New York.

NEW YORK, Dec. 30.—Following officers and governors were elected for the coming year at the meeting held at the Palace Hotel here on Wednesday, December 20: President, Max Lindeband; First Vice-President, Arty; Secretary-Treasurer, Fred Hahn; Assistant Secretary, Henry Gold. The meeting was called to order by President Lindeband, and the minutes of the last meeting were read and adopted. The officers for the coming year were then elected as follows: President, Max Lindeband; First Vice-President, Harry H. Hargrove; Second Vice-President, John R. Ward; Third Vice-President, John S. Davis; Secretary, George Doherty; and Executive Secretary, Louis W. Johnson.

LOS ANGELES, Dec. 30.—President Harry H. Hargrove presented at the meeting, held on Monday, the 26th, with First Vice-President, Joe Gleaze, and Second Vice-President, Frank P. Duffield, in attendance, the following officers: President, Max Lindeband; First Vice-President, Joe Gleaze; Second Vice-President, Frank P. Duffield; Secretary-Treasurer, Fred Hahn; Assistant Secretary, Henry Gold; Assistant Secretary, Fred Hahn; and Executive Secretary, Louis W. Johnson. The meeting was called to order by President Lindeband, and the minutes of the last meeting were read and adopted. The officers for the coming year were then elected as follows: President, Max Lindeband; First Vice-President, Harry H. Hargrove; Second Vice-President, John R. Ward; Third Vice-President, John S. Davis; Secretary, George Doherty; and Executive Secretary, Louis W. Johnson.

Your Best Money Maker

The Billboard

3000 BINGO

You can't lose! All prizes paid! No tickets sold! Instant win! Come and play!

3000 KENO

You can't lose! All prizes paid! No tickets sold! Instant win! Come and play!

Concession Carnival

Our Speciality for Over 40 Years

United States Tent & Awning Co.

791 North Cameron St., Chicago, Ill.

1940 CHEVROLET

Trucks and Passenger Cars

Write CHAS. T. GOSSE

Whitmans Tent and Awning Co.

East St. Louis, Ill.

MAC McNALLY

Handle fast Food's Business

LUBY CHEVROLET CO.

605 W. Flagler St.

Miami, Florida

Insurance

Special on House Trucks

Charles A. Lenz

A738 Insurance Exchange

SECOND-HAND SHOW PROPERTY FOR SALE

Special on House Trucks

CHAS. T. GOSSE

Whitman's Tent & Awning Co.

East St. Louis, Ill.

LUXURY CHEVROLET

605 W. Flagler St.

Miami, Florida

M. E. WEIL'S CURIOSITY SHOP

20 E. Second St.

CARNIVALS

January 6, 1940

Midway Confab

By the Mixer
(Communications to 25 Opera Place, Cincinnati, O.)

Waiting now for the ground hog.

Wintering in Jacksonville, Fla., are Mr. and Mrs. George Beggs.

Chris M. Smith spent Christmas in St. Matthews, Ky.

Marvin Hudson, Elmiria, N. Y., signed his concession with O. J. Bach shows for 1940, reports Owner Bach.

Sign in Gaze & Barker Shows' winter quarters: "Drake Show. We Love Our Dogs.

Buddy Franck spent the holidays with his parents, Mr. and Mrs. Abe Franck, at their fishing camp at Springview, Miss.

W. M. (George) Harrell, Mayor of Mine Point, Miss., cards from Gautier, Miss., that he is doing fair business on land for memorial park.

Bill Powell came from Vancouver, B. C., "Just returned from the bank here and they are giving $11 for $10. Next stop will be Sun Valley, Idaho.

THOSE unseaworthy in quarters now will be met with open arms when snow comes—Oscar, the Ham.

Well-known former trouper, Jesse Hall, now in the service, has been re-sighted by those on his route in Mine, Miss., that he expects to re-enter the restaurant business there soon.

T. A. (KID) Stevens infos from Mobile, Ala., that his auto was destroyed by fire while en route from Jackson, Miss., to Georgia recently.

Don (Doc) Kellogg, publicist for Beckman & Gerey, Chicago, was just being boomed into the No. 1 sports writer for The Lincoln, (Neb.) Star.

The wise guys cat-naps in the lobby while their husbands snore in bed upstairs—Fresno Money Dan.

Speedy Quick, electrician on Happenland Shows, and wife, Florence, are expected to settle down here and operate concessions on the organization.

Wintering at his home in Lenoir, Ark., is George C. Weaver, who advises that he plans to return to Beckman & Gerey Shows in 1940.

Excitement below the "Smith & Wesner" line. Some of the kids being trained for the future as dates are beyond all understanding.

"Going modern" is often termed in nudity and not in streamlined innovations—Out-Of-Gear Henry.

After a fairly successful season with Jack Hamilton's Side Show Rose Kelly, tattooed woman, is spending the winter in New York.

Sidney and Mildred Presson, of J. T. Dowdle Shows, are planning spring dates in the West after producing the girls this year.

What's the use of being organized if you can't knock it just a little—Carmen Pelle.

Mr. and Mrs. Walter Jaap and son, Archie, of Barker Shows, spent the holidays at their old homestead in Park River, N. D.

Mr. and Mrs. James Devito, who are wintering in Clearwater, Fla., have booked their orders for 1940 for O. J. Bach Shows 1940, Owner Bach reports.

Once upon a time a concessionaire, who had become a carnival manager gave his general agent a gift for Christmas—Milo McCoo.

Panthier Peggy, who closed with Georgia's Hawaiian Show on the Johnny J. Jones circuit last spring, will be with the winter in San Antonio, Texas, playing local night clubs.

W. T. Jeesup, general agent of West Coast Amusement Co., for the past nine years, has been re-signed to the same capacity for 1940 by Mike Klein, manager of the shows. Colleague of Jessie's appointment came announcement that Ted Leet, son of the late Vic Leet, had been engaged to handle the press in advance and have charge of the shows advertising. Jessie now has 26 years in outdoor show business has taken him into circus, carnival and legit road-show fields.

And they are giving $11 for $10. Next stop will be Sun Valley, Idaho.

Harry Duncan, long identified with New York's show business, was chairman of the Christmas Tree Party for the 11th consecutive year and played a prominent role in direction of the club's annual Christmas convention, which was climaxd by the banquet. Serving on committee were George House, Bill Dow, Doc Brown, John Castle, Ed Lippitz, Jack Moon and Jimmy Porter.

David Logsdon recently appeared on a benefit show at Victory Theater, Kansas City, Mo., on New Year's Eve. He just concluded a successful chairmanship of the mayor's Christmas Children's tree party for the 11th consecutive year and played a prominent role in direction of the club's annual Christmas convention, which was climaxd by the banquet. Serving on committee were George House, Bill Dow, Doc Brown, John Castle, Ed Lippitz, Jack Moon and Jimmy Porter.

At Yuletide down yonder the ex was still being carried by some one who didn't use it on Christmas trees.

O. J. Bach, owner of the shows bearing his name, has signed Mr. and Mrs. Kirk Allen, of Illinois, for new contracts which will present their circus, pony ride and freak show at strategic dates.

Among show folk wintering in Augusta, Ga., reports Bay Turner, are Charles Gross, Harry Biggs, Danny Rine, James B. Drew Jr., Ridal Lewis, Ray Tucker and George Hall.

Famous last words: "We now have a good group of kids. We're the best. Our old one, built the show. We're still with the show", will keep his name secret for the present.

J. E. Brown, "Ex-Mayor of the Midway Nation", opened the side show on October 15th. His report is still under a doctor's care at 637 Rush street, San Francisco, and would like to hear from friends.

Musical Samson, who closed his second season with J. T. Hutchens's Modern Museum on October 15th, has been wintering in St. Petersburg, Fla., where he plans to remain until June 30th.

A Good office executive is one who can show how to increase the show's earning power, but not necessarily how to eventually build up grudges that are hard to fight—Colonel Patch.

"Alto" some political promises are still being kept, Jack Herrel, of Jacksonville, Fla., "the boys down this way are certainly going to put two farm animals in the ring and two fountain pens in every vest pocket.

Funland shows quarters notes by Ted, M. D. M. "We will keep on sending out more smoke for a number of repeat dates for 1940. Felix Tusaio is spending the winter in Lake City, Fla., as is Mrs. Smith. Both boys added that they will return for the opening on April 1st.

To avoid those friendly little gifts that occurred last season the manager of the Great American Show, Ed K. Howard of St. Louis, has given his agents the titles of "General" next season.

Happy artwood pens from Clason, Mich. "Have just finished another year of stocks, all cars, are in the store and will return to my tax records until the carnival season opens. Mrs. James Kennedy and I are enjoying life in our new trailer.

Donat Bros., Variety Revue, with the Dorothy Johnson, Miss America, emcee and producer, have been held over at the 32 Bar and have four weeks after a six-week stand in the stand. They have been wintering in Lake City since close of the outdoor season.

They did play some warm-ups last season, says Annie Fay, hall-game queen with Famous Pinhead Shows, but it was the g. a. fault for not notifying the manager not to book them.

Since close of the season, M. O. Wharton has been working the tobacco fields of Virginia and North Carolina, he reports from Shelby. He adds that he purchased a new car recently and plans to play West Virginia coal fields after January.

World of Fun shows Joe Stebler tells from Titusville, Fla., that fishing had been going on Indian River, boys. Among recent winter visitors were Mr. and Mrs. Pete Smith, manager, Peach State Shows, and the manager of the shows bearing his name.

I hate Leap Year, not because it is that my birth certificate for the year it was issued shows "February 29," but because February 28 is a day which, at least for a while, is a 24 hours longer before and the show's opening—Three-Day Slim.

Dodging Dough

If I had $1,000,000, I'd still insist on being called by my regular handle, "Million-Dollar Spieler," would be more appropriate. Opportunity to make money is always available, as shown by my door time and again. In hundreds of cases people of every walk of life, without wanting to be rich has kept me from investing it in quick schemes. I recall that years ago in New York three gentleman approached me with a plan of investment. Whole deal would have involved buying a horse that had been cut up, with the understanding that I was to be given a "hamburger" of which I was to ask up a little. Alton I saw a great future for all concerned, if that was the case, and gave it a try. On day I arrived with a $1,000,000 investment. The men walked around a bit, discovered the horse was a real horse and then one who was not. They were given the horse, they were given the investment money, and I was given a black eye. It was just another example of my great judgment and way to make money. The three men walked away a bit disappointed and later their wealth came from the film game. Yes, I had come to the conclusion that it would now be a four-name concept. All boys, one of you will bring in the spring with the milk. I'll finish gluing these rubber soles on the next pair.
American Carnivals Association, Inc.  
By MAX COHEN

ROCHESTER, N. Y., Dec. 30.—Association starts the new year by announcing the fact that its activities have been progressing in the right direction, that its purposes and efforts are beginning to be understood by the carnival industry, that they are getting more public and that they are being accepted by the public.

It is our plan during the coming year to restate these and to explain the legal phases of the various subjects of interest in our membership and we would appreciate hearing from the members of the association as to their preferences of the subjects to be considered.

During the past two weeks the association has received numerous holiday messages from its members and others.

Los Angeles  

LOUISIANA, Dec. 30.—Showfolk staged many Christmas parties here. At Biltmore Hotel, the scene was that of a merry party and a large group and appropriate decorations. At the El Monte Hotel, the Christmas tree was decorated and a large crowd gathered to see the decoration. At the Arlington Hotel, the Christmas tree was also decorated and a large crowd gathered to see the tree.

FLYING SCOOTERS  
Topped the Midway  
Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE  
Streamlined  
...  
...  
Loaders on one track  
Price and Terms You Can Easily Meet.  
Write for Details.

COACH-ROCOU AMUSEMENT CO.  
5441 Cottage Grove Ave., Chicago, I11.

FLASHY—  
MIDWAY RED  
SYNTHETIC ENAMEL  
Non-Blending, Non-Fading  
Regular $4.50 Gal.  
$2.50 NOW ONLY  
Paint your Midway, our Way and Save $$$  
We PAY the Freight  
Paint Exchange of Chicago  
2000 Milwaukee Ave.  
CHICAGO

THANKS!  
THANKS!  
TO YOU ALL  
...  
THANKS!  

NEWPORT STANDARD, Our Amusement Rides  
THE LOOP-O-PLANE, OCTOPUS AND ROLL-O-PLANE  
as TOP MONEY, MOST PRACTICAL and PROFITABLE  
equipment makes us happy beyond expression.

We wish you ALL a "MOST PLEASANT and PROFITABLE NEW YEAR"  

ELYERLY AIRCRAFT COMPANY  
SALEM, OREGON

LIFE BOAT MACHINERY  
To Fit All Amusement Rides  
H. C. EVANS & Co.  
1540-1550 W. Adams St., Chicago

PADDLE WHEELS  
OF ALL KINDS  
L. F. ROBINSON  
615-617 S. Michigan Ave.  
CHICAGO  

PADDOCK, W. T.  
Chicago, IL.

Kline, who has recovered from a recent illness, is currently handling business for Charles Drisl, J. A. Stinson and Bob Myers.

CHARLES (HEBBY) YOUNG is in City Hospital, Nashville, Tenn., recovering from a recent gall-bladder operation and is expected to return to his job at the Joseph Avenue soon. Young had been working in quarters of Reading's Shows, Nashville, when he was suddenly stricken and rushed to the hospital. The operation was performed by the point of death, when ride boys of the organization gave him blood transfusions enabling him to recover. Mrs. Charles Young says he'd like to read letters from friends.

SCOTT BROOKS' SHOWS, quarters notes, A. P. McCann, Manager Scotts and wife have spent the last month in Virginia with his father, but are now with his brother Turner. They will return to quarters in South Carolina, to supervise construction work. Mrs. Scott and Jim, a new big boy, leave and Manager Danny Ryan is building new seats and lighting equipment. Curley Lawrence has built the new ticket box and MIX-TUP is ready for the spring opening.

AS TWO caravans were hitch-hiking thru the city toward the other, "This is New Year's Day. Only four days left to go before the show opens. Why, that's only three months! I can do three months' work is being done there and that many improvements are being planned.

L. J. Heth, manager of L. J. Heth Shows, said here this week that he had re-engaged Joe J. Fontana as assistant manager and general agent for 1940. It will be his 15th year of service with the company. Others who have been signed and will be on the payroll are James DeVas, Charles Gordon, George Holloway, Charles Stratton, Robert E. Bond, Joseph Bosman, John Frank Graham Jr. and Ray Lee. Construction work is under way for next year. Heth's plans call for all panel fronts with indirect lighting. Fontana plans to attend fair meetings in the North.
CARNIVALS

January 6, 1940

TRUCK AND TRAILER LEGISLATION

SPRINGFIELD, Ill., Dec. 30.--Illinois' new truck act, which becomes effective March 1, was approved by Governor Frank G. Lowden. The act, signed into law by the governor, is designed to make Illinois a step closer to the national standard in safety and mechanical conditions on the highways of the state.

The motor carrier division of the State Department of Public Works has been established in the state capital. It is expected that the new division will work to improve the safety of trucking and to protect the rights of the public.


eight members of the truck and trailer association are attending the convention of the American Trucking Association in Chicago.

BAILLIES HOSTS AT DINER, OPEN HOUSE FOR SHOWFOLK

BIRMINGHAM, Dec. 30.—Co-owner of Detroit's Dixie Theater, W. E. (Jock) Baillie and wife held open house at their home here on December 28, as aentine to those showing in the first anniversary of the theater. The Bailleys also played host to the party guests at the party, including Miss Nettie, Miss Dixie, and Miss Dixie, all of whom were in attendance.

ALCOHOL MOVES INTO GA. QUARTERS; TOUR OKEE

VALDOSTA, Ga., Dec. 30.—Alcohol has been released by the state of Georgia, which has been granted a permit by the state of Alabama to operate a distillery in that state. The owners of the distillery are members of the Georgia Distillers Association.

HEART OF AMERICA (Continued from page 29)

Dewey, for whom the show was planned for the winter. Don Torres' Orchestra will furnish the music for the show. Miss Kline. Miss Kline is the present acting secretary of the show.

TRAVELING MUSEUMS

FOR WASHINGTON

Contact Me

JOHN T. MCCASLIN
125 E. Baltimore St.
Baltimore, Md.

POPCORN

We have a complete line of Popcorn, Baggy, Cartons, Containers and Baskets at prices that will save you money. We are distributors for Pringle & Gambles Marketing and American Popcorn Machines.

GOLD MEDAL PRODUCTS CO.
129 W. EILT STREET
CINCINNATI, OHIO

Bernie Shapiro... thanks his many friends for their patronage and good wishes.

Southern Poster Printing Co. Atlanta, Ga.

CARNIVALS • CIRCUS • TENT FAIRS, ETC.
Winter-Quarters News and Gossip
As Reported by Representatives for the Shows

Johnny J. Jones
DE LAND, Fla., Dec. 30. — Nowhere could Christmas have been more
than in show's quarters here. Spirit of the season seemed spry from end
to end of the show. The decorations were bright and gay, and lights
burned longer strings which had hung around the street. Mrs. and
Mr. De Leeuw, the manager, were in the show, with a family of children,
and visitors. The latter is still operating his camp. His son, John,
was busy on the riverwalk, and Mr. and Mrs. Thompson, Mr. and
Mrs. H. B. Sherman, Mr. and Mrs. D. H. Smith, Mr. and Mrs. L. G. Wilkins,
Mr. and Mrs. Frank Smith, Mr. and Mrs. H. H. Bowers, Mr. and Mrs.
Frank Downie, Mr. and Mrs. J. O. J. Hogg, Ethel Bullock, Nina Rodgers,
Norah Woods, C. E. Freeman, M. O. Hays, and M. E. Egan, were in the
show, with their families. The family of Mr. and Mrs. Frank M. Morton
and Jack Lampert, were also present. The show was well attended,
and the Christmas spirit was in the air.

Mighty Sheesley
GALVESTON, Tex., Dec. 30. — Quarter-
work will start on full schedule until after January 1. Dainty Moore, however,
has decided to remain in town for the holiday. She is expected here
soon after the New Year. The latter is still operating his camp. His son,
John, was busy on the riverwalk, and Mr. and Mrs. Thompson, Mr. and
Mrs. H. B. Sherman, Mr. and Mrs. L. G. Wilkins, Mr. and Mrs. Frank
Downie, Mr. and Mrs. J. O. J. Hogg, Ethel Bullock, Nina Rodgers,
Norah Woods, C. E. Freeman, M. O. Hays, and M. E. Egan, were in the
show, with their families. The family of Mr. and Mrs. Frank M. Morton
and Jack Lampert, were also present. The show was well attended,
and the Christmas spirit was in the air.
Show Family Album

Here is a picture of a section of James Bonelli's showboat, Water Queen, as it appeared in 1911 while plying the Mississippi River. The boat is no longer in existence. Standing on the lower deck, left to right, are Ray Lambert, advance agent; James Bonelli; next three not remembered; Harry Keller, cornetist, and Charles Axley, leading man and producer. Names of remaining people are not remembered. On the boiler deck, left to right, Mrs. Kitty Kight, Oliver Kight, Mrs. Bonelli, John Gilpin (holding his son Carl) and Mrs. Gilpin.

The Billboard invites its readers to submit photos taken from 1915 to 1920. It is especially requested that pictures be clear, and that they be accompanied with complete descriptive data. Group photos are preferred. All pictures of individuals who are still living will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 33-37 Opera place, Cincinnati, O.

HASC HOLIDAY PARTIES
(Continued from page 38)

per Hunt's daughter, Ila Mae. Sunday afternoon was given to the ladies Auxiliary, which held its Christmas Party in conjunction with a birthing program for young mothers. The young mothers' group was led by President Virginia King. Ceremonies got under way with the ladies Auxiliary paying for their club rooms to the hotel lobby to the tune of a march played by Mrs. Max Wilson at the piano. Hotel guests and friends of the Auxiliary attended. Mrs. Max and Mrs. Ruth Martone, who had charge of the event, introduced Mrs. King, who responded with a brief talk and introduced the officers.

SOLOMONS FETE
(from page 38)

and Christmas dinner in one of the shows' large tents, which is erected on the tent ground for that purpose. As usual, Alton Pearson, cookbook operator, had a large Christmas tree erected as an entrance to the fairgrounds, where the merrymaking and games continued. The tent in which the dinner was held was decorated with holly and other festive trimmings. The dinner was prepared by Mrs. Max and Mrs. Rubber. After the dinner, the ladies donated a cake and pie to be used as prizes. A dance was held after the presentation of a beautiful pin to Mrs. King.
CONVENTIONS

ALABAMA


ARIZONA

Nogales—State Cattlemen’s Ass’n, Feb. 1. A. C. Principles.

CALIFORNIA

Fresno—Mrs. J. M. Livingstone, 425 winding ave., Fresno.

COLORADO

Denver—A. H. D. S, Denver.

DISTRICT OF COLUMBIA


DELAWARE


DISTRICT OF COLUMBIA


FLORIDA


GEORGIA


INDIANA


IOWA

Davenport—Annual meeting of the Quad City Agr. Soc., Feb. 18. W. H. P. A.

KANSAS


LOUISIANA


MASSACHUSETTS


MICHIGAN

Flint—Rotary Club, Feb. 5. W. H. P. A.

OHIO


OKLAHOMA

Oklahoma City—Meeting of the Oklahoma Agr. Soc., Feb. 27. W. H. P. A.

PENNSYLVANIA


SOUTH CAROLINA


SOUTH DAKOTA


TENNESSEE


TEXAS


WASHINGTON


WISCONSIN


WYOMING


Winter Fairs

ARIZONA


OHIO


SOUTH CAROLINA


SOUTH DAKOTA


WISCONSIN


Poultry Shows

These Dates Are for a Five-Week Period

COLORADO

Delta—Jan. 3-7. J. P. Hartman, Box 177, Montrose.

CONNECTICUT


KANSAS


MASSACHUSETTS


MICHIGAN


MINNESOTA


NEW YORK


NORTH DAKOTA


SOUTH DAKOTA


UTAH

Ogden—Jan. 5-11. W. H. Bishop, Box 50, Ogden.

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA


NEW YORK


WINTER FAIRS

These Lists were scheduled for the Holiday. Number but crowded out by advertising.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement and allied organizations. In this category we place, besides the strictly amusement and allied organizations, the following groups:

Canton Shrine Circus Ends as Sponsor’s Best

CANTON, O. Dec. 30.—Shrine Circus in City Auditorium here on December 30 was the most successful in its history, the sponsor said. Floyd V. Casper, general chairman of the event.

Show was the first staged by local Shrine members in three years and 10 performances were given Monday and early Friday night. It marked the first time the sponsor was able to meet all expenses.

Excellent co-operation was given promoters. Entertainment was provided in three sections: a contract for children’s shows by heads, headed by Shrines John Johnson, president of Children’s Home; All Egypt, O. and crippled children from several near-by institutions of religious and charitable organizations.

Auscultador in New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New Mexico, April 19—New M...
Wholesale
PRIZES. NOVELTIES. PREMIUMS. SPECIALTIES

1940 -- A Business Year
(AN EDITORIAL)

Those in the wholesale merchandise industry are facing 1940 with the brightest outlook in several years. There is every reason to believe that sales during the next 51 weeks will exceed those of past years.

Prize and premium users are now thoroughly familiar with the importance of sure-fire merchandise and the trend of events that bring new items which in turn pay the user. Of course, there will be an number of items with a bearing on the presidential campaign. These items always seem to have above average sales.

During the last six months of 1939 there was an upward trend in the retail buying cycle. Authentic reports of engagement show a hold, these events capes. European sales, hit a peak that had not been equaled since the crash of 1929. For further substantiate the optimism that the public's confidence,
YOUR NAME
should be on our mailing list!

For the coming year we've planned a continuous parade of flash bulletins containing amazing series of sensational NEW exclusive premium items! Here's your opportunity to have America's finest, fastest premium service FREE! Get our mail list and get those NEW ITEMS and EXTRA PROFITS! Send your name to...

EVANS NOVELTY COMPANY
200 Washington Boulevard, Chicago, Ill.

FURS! FURS! FURS!
Saddle Offers Big VALUES

In Beautifully Illustrated Catalogue, you'll find an amazing array of Beasts, Foxes, Squirrels, Sables, Taffetas, Etc. High Quality, Lowest Price. PER FULL LENGTH! Send for Catalogue TODAY!

SALESCARDS $4.00 PER
M. SEIDEL & SON
248 West 50th St., N. Y. O.

Extra Value!

$2.25 EACH

SALE! 5 for $10.50

No. 9998—Ladies' Breasted Winter Coat, 40 cm. All Wool, High Quality, $18.95

392—Aluminum Paint. Per Gal. .75

Frank Gill Co.

Paint and Varnish Mfg.
Established 1890

WIS. DE LUXE CORP.
1900-12 No. Third St., MILWAUKEE

FLASH UP YOUR PROFITS!

A flash lamp, with no batteries! Think of it! Each time the lamp is flashed the switch is instantly closed, the lamp is instantly turned on. For emergency use. Flash- lamp completely waterproof, self-illuminating, self-charging. A great new product.ea. ea.

85% Your cost. 100% More. Dozens sold, per dozen. 10.00, 15.00, 25.00. 

CLEANING SUPPLIES

Joe Hahn Company

320 W. Madison St., Dept. B, Chicago, Ill.

Write for our NUMBER 40 CATALOG. Many
FAS SELLING ITEMS AT LOWEST PRICES.
Be sure and mention your line of business
MIDWEST MERCHANDISE CO.
1000 BROADWAY
KANSAS CITY, MO.

WHOLESALE MERCHANDISE

The Billboard

January 6, 1940

Popular Items

Sensational Opportunity
AMAZING NEW ELECTRIC
"WIE-NIE-CHEF"
At Lowest Price In Field!

Window Cleaner

Agents, demonstrators and canvassers are offered an unusual opportunity to make some quick cash with the new spray cleaner known as Gleam-A-Lene, Eclipse Portable Parking Lot Cleaner. Their job is it, said, makes play of glass cleaning and should be on the "must" list of every housewife. The cleaning fluid is now in new chemistry. It quickly cleans, leaving nothing but sparkling clean glass. Gleam-A-Lene is also good for cleaning eyeglasses and automobile glasses. Woman is urged to get a sample of the item now, for new low prices are in effect.

Food and Drink Blender

The Waring Blender is being hailed as a great novelty in any housewife's diet and is invented and produced on the way to cutting a wide swath in price and premium promotions, according to the Waring Co. It mimics and mixes all kinds of ingredients, from fruits and vegetables to meat and ice. The Blender comprises a heavily chromed die-cast base support which is a powerful motor and a glass jar with cover. Inside is a leak-proof stainless steel blending assembly which revolves at high speed. Because the item is attractively priced and appeals to every housewife, it is also a natural for clubs and prize clubs, it is said.

Room Perfumer

Here is something new and it is clicking. Lynden Products Corp. reports. A new Scent-All makes it possible to perfume rooms and the device is one that sells on its own. The item comes handsomely packaged and complete with two of these perfume pellets in different fragrances. A gadget is also supplied and this fits over an ordinary light bulb. When the bulb is lighted the heat melts the perfume pellet which has been inserted in the gadget. This is one of the fastest selling items to be introduced on the market in recent months, the firm reports.

Novel Paperweight

Clipsody is the name of a smartly styled desk necessary just introduced to the pen and pencil field by Zephyr American Corp. gadget is a novel spring paperweight and pen or pencil holder. Item is made of porcelain and available at a price that can meet any price budget, or it may be sold direct at a price that leaves a good profit, the company reports.

Menu Covers

Sanitary Menu Cover Co. reports that it is now offering a new line of covers which is sure to please and that agents believe will be winners in the field. The covers are made of plastic and are available in various colors. The covers are made of the items offered—and there are thousands of items offered—and there are no salespeople in the field. The new line of covers is an outstanding opportunity to get in on the ground floor of a real proposition, the firm reports.
WHOLESALE MERCHANDISE—PIPPES

January 6, 1940

NOTES FROM SUPPLY HOUSES

William Gross, of Lehigh Specialty Co., and Mrs. Gross led the Christmas holidays in Florida. During his absence his sister and other relatives, who had conducted the business, the Lehigh company has had a successful year, sales exceeding by far those of 1938, and Gross anticipates further expansion in 1940.

Evans Novelty Co., is mailing a pamphlet of 165 of the Museum’s Greatest Premium, Gift and Prize Values.” Such items as clocks, cigar store figures, electric fans, wall hangings, brush sets, dolls, stuffed animals, hospital robots and radios are listed. New low prices are offered and the pamphlet will be mailed to anyone requesting it, the firm reports.

Radio Wire Television, Inc., announces that it has a moderately priced sound system that will appeal to radio operators because it affords ample coverage to meet all requirements for auditoriums. System consists of a beam-power amplifier, microphone, two loud speakers, cables, plugs and carrying case of airplane-luggage type, which when closed provides housing for the system and when opened separates to provide individual baffles for loudspeakers. Instructions are packed with each system, the firm reports.

ELGIN, WALTHAM, BULOVA

Begins Guaranteed. 

WHOLESALE JEWELER SINCE 1914.

Starts at $2.95

LOU PERLOFF

720 Walnut St., Philadelphia, Pa.

OAK—HYTEX BALLOONS

Enjoy some real personality by selling this popular toss-up toy. It is being made in many places and you can write for details.

LEELIN & WALTHAM

REBUILT WATCHES

$1.75

T. C. & H., 19 Rue, H. Expread. Came, etc.

Send for Price List. Money back if not satisfied.

OREGON CITY WATCH MATERIAL CO.

112 W. Broadway, Portland, Ore.

Mr. and Mrs. P. P. ROYER

WILL MANUFA... FOR THE WINTER, AS ARE MR. and MRS. GRANT F. PICHON, 520 S. Rose St., Portland, Ore.

WATCH THE LETTER LIST weekly and please send your order promptly.

SIDEWALK VENDORS

In Pittsburgh a group of vendors on the streets began December 19 when the Better Business Bureau heard that there was a demand for their temporary permits. The permits issued promptly covered the mayor’s office to protest, but to no avail. Many of them were left with a large amount of show and band, Wilfred Greenberg was leader of the protesters.

STANLEY NALDRETT

will be in the H. L. Green Store, Atlanta, Ga., January 8 for one week.

SOME OF THE boys and girls who reported that 1939 was very good for them, but none in Pitchmen will be adverse to having a better year in 1940.

R. W. REID

tells that paper and other lines are well represented around Dublin, Ga. He worked hard last year for fair business recently and says streets are open to clean workers. He will be there early.

“Pitchmen’s Rights as Citizens”

Ninth and Final Installment To Appear in the Next Issue of The Billboard.

Can Pitchmen be victorious in a fight against the unjust taxation that has been inflicted upon them?

Is it impossible for itinerants to have an effective organization because of excessive cost, or the fact that they are spread all over the country?

These and other questions of paramount importance to all who sell are answered in a series of articles by E. L. Kiehl.

The ninth and final article of the series, entitled “Pitchmen’s Rights as Citizens,” will appear in the January 13 issue of The Billboard.
January 6, 1940

MERCHANTISE-PIES-GENERAL OUTDOOR

The Billboard

51

WITH DEEPEST APPRECIATION
THANKS A MILLION —

To Our Many Friends and Customers Who Have Made It Possible for Us To Complete

We Pledge, Our Full Support of Those Recognized To Make the New Year More

Pleasant and More Productive.

"ACME" Will Continue To Be "ONE STEP AHEAD."

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST. ST. LOUIS, MO.

HOT WATER with
SPEED KING

MAGIC DISC Works on
Any Electric Light Socket

Just Send Name

Save 1/2 on Gas Heat

DEVA Hot Water Heater

CHEAPER - because you don't have to buy fuel, and you can heat water instantly. No gas or gas jets - just the amount of hot water you want, when you want it - and no fumes. CHEAPER - because you don't have to buy fuel, and you can heat water instantly. No gas or gas jets - just the amount of hot water you want, when you want it - and no fumes.

Deposit or Full Payment With
Orders. All Orders invasive.

MILLS SALES CO.
101 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICES WHOLESALE

REASONS

For 24 Years of
Ice Leadership.

MAGNETIC TRICK DOGS...on Genoa St.

CAMERAS:
LINhof, Voigtlander, Rolleiflex, Leica, Etc.

ELECTRIC RAZOR (Here's a Find)
Galco, etc.

RAZOR BLADES: 5 to 10c. Per Box

SHAVING CREAMS: 15c. Per Tin, etc.

ADVERTISING, Phone Numbers, Etc.

FIRST AID KITS, all the Pack.

ADHESIVE SURGICAL GLISTERS: Fine Assortment

WATERPROOFING MATERIAL: 100% Satisfactory

TOWELS: 40c. to $1.00 Per Doz.

SOME處, Complete Box, Specials.

BIG VELVET, Great Lots.

4c. Postage.

TOWEL BAGS, Special Box, Etc., $1.20

QUALITY TOWEL, Quilts, Etc., $6.50

TOOTH PICKS, Per Doz.

75c.

1200 YARDS SEWING THREAD

THUMBSTOCKS, 25c. Tacks to Box

Deposits or Full Payment With
All Orders.

FREE CATALOG

WALTMAN REDUCED PRICES
ON BIG PROFITS.

PEARL PLUNGER PENS.
$1.00 OR LESS.

WALTMAN PENS, Etc.

50c.

DENTAL, Etc.

300 0. A. CO.
300 0. A. CO.

250 0. A. CO.

STARR PEN CO.

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New Law of Copyright Infringement

By LEO T. PARKER, Attorney at Law

Many readers have requested information on the new law that affects not only authors, but also those who work in the fields of art and design. The new law impacts several aspects of copyright, such as the protection of trade names, artistic works, and unfair competition.

What is Copyright?

It is important for everyone to understand that copyright is a legal protection that gives the creator of an original work exclusive rights over the use and distribution of that work. This protection applies to written and visual works, including books, paintings, photographs, and music. It ensures that creators have control over their work and can prevent others from using it without permission.

In England, copyright grants were made effective by a amendments in 1841 and the Statute of Anne in 1709. However, during this period, copyright was not limited to authors alone. In 1891, many countries recognized that copyright could also be granted to inventors and other creators. The new law also gave the exclusive right to obtain copyright to others, including businesses and corporations.

Since then, the United States Copyright law was enacted in 1976. The framers of our law intended that copyright should be limited in terms of its duration. Its purpose was to promote the progress of science and culture through the participation of the literary, artistic, and scientific communities.

Copyright is a valuable asset, and it is important to understand its implications. It can be used to protect the original work from being reproduced, distributed, or performed without the owner's consent. The law even specifies that a copyright can exist for a certain period, after which it expires.

Copyright Infringement

When a work is copyrighted, it means that the creator has exclusive rights over the work. Anyone who uses or reproduces the work without permission may be considered an infringer. There are several types of copyright infringement, including direct copying and indirect copying.

Direct Copying Infringement

This type of infringement occurs when someone uses or reproduces a copyrighted work without permission. This can include making copies of the work, using it for profit, or using it in a way that the copyright owner did not intend.

Indirect Copying Infringement

Indirect infringement occurs when someone uses or reproduces a copyrighted work without permission, but with the knowledge or consent of the copyright owner. This can include renting, leasing, or lending a copyrighted work.

Copyright Notice

A copyright notice is a legal requirement that must be included on all copyrighted works. The notice must state the copyright owner's name and the year the work was created. This is important because it provides evidence of ownership and protects against copyright infringement.

Do Not Copy

To avoid unfair competition and, incidentally, legal liabilities, it is well to consult with an attorney to determine the legal implications of copying.

Generally speaking, it is illegal and unwise to copy art or photographs without permission. Copyright infringement can result in legal action against the infringer. The law provides penalties for copyright infringement, including fines and damages.

To ensure compliance with the law, it is important to obtain permission from the copyright owner before using or reproducing a copyrighted work. This can be done through licensing agreements or by contacting the copyright owner directly.

Editor's Note

This article was scheduled for the Holiday Greetings Number but was released as a special supplement. The accompanying illustrations and photographs were kindly lent by the respective photographers.

Legal Distinctions Between Infringements of Copyrights, Trade-Marks and Trade Names.
I hate to say it, but I have seen, and on occasion been part of, an undependable, insufficiently watched group of rhythm, including leading men, who were forced to struggle along with music for a large-scale review and 10 or more shows. I think, because there's no way to add to their budget for the musical accompaniment. Any information on this subject has been a big mistake. (See Hartmann's broadcast on page 37)

Notes From the Crossroads

By NAT GREEN

SHOWME are home-loving souls, believe it or not. And so it happens that the home-loving soul of a large Christmas tree is about the subject for a new show, and that is the reason why the show you have to make some changes this week between Christmas and New Year's, for the show can hardly be called home-loving, even if it has been indefinitely postponed. Every show has been delayed by the Queen City since he was 10 years old—and he's had no chicken. Peeled in and Sophie Tucker, famous in New York, and Gunther, who had been in the show in India. The previous version at the Majestic theater has been played for 400 shows on Christmas Day at 40 cents top, so maybe Melinda guido-pie is what the hordes like.

Work of building John Courtney's new ride is progressing rapidly and Courtney plans to have a "preview" shorty prior to shipping the ride to Tampa, where it will make its debut. Court has a condition that he is going to be seen with his daughters in Dayton, Ohio, and will be received a welcome Christmas greeting from P. T. Stierer—a contract for the show. It is the third holiday season at a State street department store in Indianola, and he has attracted more than 145,000 people. The store in the old days, when it was known as the "New York" and had Advertising, R. L. McLean, formerly with the H. B. Gentry and other circuses, renewed old acquaintances recently at the Shrine circus in Chicago.

Start a Potato Chip Business

In Your Kitchen and Make Money

Buy Potatoes For 2c. A POUND

Sell Them As Vile-Sealed Chips For 3c. A POUND

Everything Furnished

Easy Terms—No Capital Required


Wanted—HILDBRAND'S UNITED SHOWS—Wanted

For Their 1940 Season on Their Two Distinct Units

UNIT NO. 1, HILDBRAND'S UNITED SHOWS

Opening February 14, Indio Fair, Indio, California.

UNIT NO. 2, HILDBRAND'S COMBINED CIRCUS

Opening Los Angeles, April 1.


Free Attractions, Riding Devices, Outdoors Shows, Concessions.

Each Unit is Separate and Independent—Represent the Finest Acts and Exhibits Available.

WANTED: Circus and Carnival Cookhouses. Must be Class A. All Concessions Considered. Business Prospects Will Be Represented.

Circus and Carnival People, write or wire. Both units open in February.

Fifty Weeks in the West With

HILDBRAND'S UNITED SHOWS AND COMBINED CIRCUS

BOX 302, LOS ANGELES. WINTER QUARTERS, 966 E. FOURTH ST., LOS ANGELES, CALIF.
GENERAL OUTDOOR

January 6, 1940

With the Ladies
By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 30—Mr. and Mrs. Harry W. Hennes were honored guests of a surprise Christmas party given by Misses Mary Bethell, 1874 E. 12th St., and Misses Helen Wexler, 1874 E. 12th St., and Mary Jane Schmerling, 1874 E. 12th St., on December 27, 1939. The guests included about forty friends, and the house was decorated with Christmas decorations. The party was given to celebrate the birthdays of the three young women, who were born on December 30, 1896. The program included games, music, and a delicious dinner. The guests enjoyed themselves and the hosts and hostesses were pleased with the success of the party.
The Final Curtain

BREWER—Robert Stanton, 84, prominent in the motion picture industry, died December 26 at his home in New York. He was a leader in the motion picture industry, and is survived by his wife, Miss Edna C. Miller, and two children.

CARPENTER—William D., 72, a former concert leader and band director, was killed in an automobile accident December 28. He leaves a wife and two daughters.

KELLY—J. Gordon, 55, veteran character actor, died December 26. He was a member of the Players Club and is survived by his widow and two children.

LUKE—William, 85, a former movie star, died December 27. He was a member of the Players Club and is survived by his wife and two children.

COOPER—Willie, 65, a member of the Players Club, died December 26. He was a prominent actor in the early days of the industry and is survived by his wife and two children.

EARLE—John L., 60, prominent in the theater and film circles of New York, died December 27. He was a member of the Players Club and is survived by his wife and two children.

HERMAN—August, 53, a former movie star, died December 27. He was a member of the Players Club and is survived by his wife and two children.

GOLDEN—Al, 41, a former movie star, died December 27. He was a member of the Players Club and is survived by his wife and two children.

HICKEY—Emil, 56, a former movie star, died December 27. He was a member of the Players Club and is survived by his wife and two children.

HERMAN—Edward L., 60, a former movie star, died December 27. He was a member of the Players Club and is survived by his wife and two children.

Bert L. Feibleman
Bert L. Feibleman, 64, a retired theatrical manager and associate of George Cohan, died December 29 after an illness of several months at the Polyclinic Hospital, New York. He is survived by his wife, Josephine, and two children.

BOGART—Fred, 36, a former movie star, died December 29. He was a member of the Players Club and is survived by his wife and two children.

O'CONNOR—Billy, 27, a former movie star, died December 29. He was a member of the Players Club and is survived by his wife and two children.

POLLAK—Samuel, 59, a former movie star, died December 29. He was a member of the Players Club and is survived by his wife and two children.

STOKES—Henry, 65, a former movie star, died December 29. He was a member of the Players Club and is survived by his wife and two children.

WESSEL—Dr. John Benjamin, 50, a former movie star, died December 29. He was a member of the Players Club and is survived by his wife and two children.

Marriages, Coming Marriages and Births appear on page 27.
THE YEAR 1939

In a review of the year 1939, it is possible to say that the year was generally favorable. It had some optimistic surprises for at least two branches of the industry, and the general optimism at the end of the year was a real evidence of trade vitality.

It is hardly possible to select one outstanding event or development of the year and comment on it in detail. Because of commercial competition, it is not permissible to comment on mechanical ideas and machines, as it would not be possible to do justice to all.

The music division has reason to be most appreciative of all for the year 1939. A majority of those in the music field had fears at the beginning that perhaps the year would bring the inevitable drop in the music field. But the phonograph manufacturing industry was able to mark up its second best year with an estimated production of 77,800 machines. While selling may have been highly competitive as to terms, there was no wave of price competition. Patent adjustments took a favorable turn and manufacturers were well able to gauge their production to the demands of the industry.

From the distributing field came the report that operators had grown more systematic in their replacements, that new uses for phonographs gave promise of absorbing any machines that might tend to saturate the market. The appreciable decrease in foreign sales seemed to have been well taken care of by the home market.

Music operators have their troubles, but close observation shows that comparatively they had less to complain about in 1939 than such a large group of operators has had in the industry in many a year. Music operators became fairly well organized in the more populous centers, and were thus able to adjust some of their difficulties. Contacts with the electrical unions did not produce the agitation that might have been possible. In fact, agreements were completed in several large centers very quietly and in good working order. In the background, the most serious conflict in music operating circles seemed to be that of the “large” operator in competition with the “small” operator. This is a problem that is common to most businesses and it may be a music problem for many years.

The use of records in automatic phonographs served to draw attention to the phonograph field in 1939 as nothing else could. Perhaps this is the outstanding development for the entire industry in 1939. Not since the balmy days of 1929 has so much publicity been showered upon the coin machine industry in general publications as has been given to records and their use in automatic phonographs. For the sale of popular records and popular music, the automatic phonograph was recognized as perhaps the outstanding medium. Its full commercial possibilities had not been demonstrated at the end of 1939.

In the vending machine field, the most progressive move was the effort to revitalize the candy bar vending machine field. The manufacturing industry introduced some new and modern machines for dispensing candy bars, as there had been a lack of machines since the depression. While there is much to be accomplished yet in the way of vending candy bars, an excellent start was made in 1939 and good results are expected to follow in 1940. The candy manufacturing industry has seen a few remarkable demonstrations of what can be done in vending candy bars, improved machines have been developed and greater attention will be given to this field. The real need at present is a system or method whereby the small, independent operator can secure supplies to good advantage.

Cigaret vending machines scored a real victory and have had a good year. With rapidly spreading State and city taxes on cigarettes, vending machines demonstrated their feasibility for selling cigarettes in establishments where taxes and small volume make them unprofitable. Machines make possible a small margin in such places and also furnish the accommodation of cigarettes to the consuming public. This was a strong recommendation for cigarette vending machines, and if special taxes are not placed on the machine units separately, they will help maintain the total sales of cigarettes at a high volume.

The most constructive fact about the amusement games section was the development of new ideas and machines to meet many unfavorable legal situations. But for these new machines the year 1939 might have been recorded as an unfavorable year to games.

On the legal front, Arkansas passed a new 1939 license law which is the most workable State law now in existence. North Carolina and South Carolina added State license laws, which was a decided gain in one year. The Vermont law of 1937 was finally interpreted favorably and put into operation. The minority opinion of the South Carolina supreme court late in the year gave the industry the finest statement of basic defense in its history. The supreme courts of Pennsylvania and New Jersey handed down opinions favorable to pinball games. Juries were generally favorable to pinball games during the year. All this makes a real progressive year after all, altho the games market received some pretty hard blows.

Minneapolis saved its city license from an election assault. Detroit saved its city license from one of the most sensational attacks made since its passage in 1934. City licenses seemed to lose in importance, while State license laws gained considerably in importance. The most sensational case in the history of the trade, of course, was the crusade in Los Angeles, which really started in April and led to the special city election, December 12.

Newspaper criticism of pinball games set a pretty high mark during 1939. Some of it, as in the case of “The Memphis Commercial Appeal,” was rather bitter and unfair in spirit. But “The San Francisco Chronicle,” in commenting on the pinball election in Los Angeles, gave the industry its most favorable newspaper editorial for the year. This was a potent and unusual defense of the rights of people to play pinball if they want to.

These are some of the high points of the industry in 1939. Its record in detail would fill a book.
South Carolina’s Supreme Court Sees the Difference

High court approves 1939 tax law but suggests that earnings differ on locations—divides on the question of legal pinball games

COLUMBIA, S. C., Dec. 30.—In its second decision recently on appeals by coin machine interests, the State Supreme Court held the 1939 tax law to be valid. Operators had instituted proceedings, contending that the State tax was discriminatory. The 1938 law assessed $15 a year on amusement, music and other machines, excepting vending machines (5 cents and up) which are assessed $10 a year.

The high court in its opinion said that “the tax imposed by the statute is more in the nature of a privilege tax than an occupational tax... And, of course, the tax applies only to machines operated—not to those in storage.”

Important Point

The high court gave recognition to the fact that earnings of coin machines vary considerably, depending on locations, and suggested that the point was a very difficult one to decide. In its final decision, however, it approved the tax.

On the point of variations in earnings, the court said:

“The light of the statements contained in the record reflecting the returns of the machines and the expenses involved in connection thereon, we are convinced, must have been perplexed as to whether the tax is confiscatory, but the thought occurs to us that these machines could be so located for operation that any tax would be confiscatory. In the same manner that section 6347 of the code economically regulates the number of pool or billiard tables in operation in the confines of municipal corporations, so will this statute economically regulate the number of machines placed in operation.”

Pinball Decision

In a decision shortly prior to this, on a tax appeal involving pinball and other amusement machines, the high court divided in a three to two decision on the legality of pinball games. The majority opinion said that the games are illegal. The dissenting opinion, however, offered some basic arguments in favor of pinball machines that are likely, to go far in establishing the final legality of the machines all over the country.

Current opinions as to the effects of the court decision on pinball games are divided. Some operators do not have the right to interfere with machines on which a license has been paid unless there is overt gambling. This means that the final regulation of the games will be left up to city and county authorities. Only city or county authorities can revoke licenses or seize machines, according to the present opinion.

Due to the need for revenue, it is said by many that only one county will interfere with the licensed operation of machines.

Big 1939 Volume Tunes Up for ’40

CHICAGO, Dec. 30.—I am firmly convinced that 1939 will be one of the best years the coin machine industry will ever have in its history,” says Joe Schwartz, head of the National Coin Machine Exchange, Inc.

“We plan to keep a larger stock than ever before, not only of the latest but also of reconditioned recent hits—all machines in sound and ready for locations. The welcome mat is in front of our door and we will hold open house all through the 1940 Coin Machine Week. We want operators to drop in and talk shop and see our latest Vendors. We have a special plan for a better and bigger season for both of us.”

Bally To Display Big Line at Show

CHICAGO, Dec. 30.—“With half a dozen hits in production—and orders enough to keep us busy for at least 60 days—a new line is hot Bally’s major problem.” Thus, George Jenkins, Bally Mfg. Co., sales manager, dedicates in reference to plans for the 1940 Coin Machine Show.

“Bally Alley is destined to be the outstanding machine of the show.” Jenkins continued, “We are stepping up production daily and by show time several thousand Bally Alley machines will be on location in every section of the country. Operators will know definitely that genuine bowling thrills are as productive of profit as the fastest marble game ever built.”

“Next in favor, I predict, will be our Bull’s Eye ray gun target game. Already in production, Bull’s Eye will be one of the most talked about machines at the show. For free-play operators, we have our Gold Cup, multiple free-play game, available in table or console style. Gold Cup can be operated as a one-shot or with any number of ballys up to five. Use of all these machines will be on location.”

Thanks Operators!

—you’ve made 1939 a banner year in Keeney history. We sincerely wish you, for 1940, Happiness and Prosperity, and promise to do all in our power to make this wish come true.”

Jack Kesney

When Black Is White

Very often things are not really what they seem... like “get-rich-quick” profits that end up nowhere in the long run. You’re always in the black when you operate PHOTOMATICS—they’ve been making steady, solid profits for six years! Do some new research and INVESTIGATE International Microscope Reel Co., Inc. 44-01 11th St., Long Island City, N.Y.

Get Glue-In Scale

KIRK’S
GUESSEER-Scale
(peek back if you are right)
with the watch your heart beat feature
GREATEST
MONEY MAKER
EVER BUILT
ALL MECHANICAL
OPERATION

BARGAINS FROM DAVE MARION

End Your Correspondence to Advertisers by Monitoring The Billboard.
**Congo**

1 or 5 BALL MULTIPLE COIN FREE PLAY TABLE
DOUBLE and TRIPLE ODDS - CONVERTIBLE 1 TO 5 BALL GAME By Merely Reversing Plugs - FASCINATING TO "Fast-Play" PLAYERS - MIRROR METAL PLAYFIELD - ILLUMINATED LOUVERS ON SIDES OF CABINET

Exhibits Sensational Free Play Bowling Alley

HIGH SCORE DAILY AND WEEKLY FEATURE DIRECTIONAL SPINNING BALL CONTROL
It will PAY YOU to WAIT for THIS GAME!

EXHIBIT SUPPLY CO., 4222-24-26-28-30, WEST LAKE STREET, CHICAGO

**Variety -- the Spice of the Show**

By A. E. GEBERT
President Advance Machine Co., Chicago

And don't forget that suppliers of merchandise for use in the manufacture and operation of machines will have their latest products on display. It is of special importance that operators, jobbers and distributors keep informed of all products suitable for use in connection with coin-operated machines.

Information is one of the key words to success in any business, and no one interested in the coin machine industry in any form should fail to attend this show.

As a guarantee of the potential advantages to be gained, consider the following list of exhibitors covering every branch and phase of the coin machine industry.

St. Louis Coin Men Plan Show Special

ST. LOUIS, Dec. 30. -- Missouri Amusement Machine Association has completed arrangements for a special train to take them from St. Louis to the Windy City Sunday, January 14. According to Abe Jeffers, chairman of the show committee, reservations thus far exceed 150.

The party will leave on the Alton Railroad at 11:30 a.m. Sunday, January 14, arriving in Chicago at 3:25 p.m. Sunday. Charlie Bivens and other officials of the Alton Railroad will make the trip to see that the wants of the comfort are well taken care of.

Several groups coming on trains from the South and Southwest have signified their intention of joining the St. Louis Special. The St. Louis Photograph Owners' Association, the Cigarette Machine Association of St. Louis and the Illinois Photograph Owners' Association will join the same party.

The Missouri Amusement Machine Association will also hold open house at the Sherman Hotel, as it has reserved several large rooms, which will be the mecca for St. Louis columns and their friends. Anyone wishing to get in on the St. Louis Special to Chicago at the special rates being made by the Alton Railroad is invited to get in touch with Abe Jeffers, G. J. L. Sales Co., 3802 Washington avenue, St. Louis.

Planning "Grand" Surprise for Show

CHICAGO, Dec. 30.--One of the most interesting things about any business show, particularly in the coin machine industry, is the element of surprise. Manufacturers will hold their pet winners until show time and then the rush to see the new ones begins," declares Al Sobring, head of Grand National Sales Co.

"We at Grand National are also doing a little holding back," Sobring said. "We reserve not divulge the nature of this surprise until show time. At the present time activity at Grand National is intense in preparation for the 1940 show. We are preparing to serve our customers and friends in the usual grand manner at the 1940 Coin Machine Show."
General Survey of Automatic Conditions in Great Britain

War creates many changes -- optimism expressed -- few new machines

LONDON, Dec. 8 -- The war now being 14 weeks old it is possible to give a concise summary of how the coin machine trade has been affected and is still being affected. The first week saw practically all concerns, whether as manufacturers, dealers for operators on standstill. Everything seemed uncertain and some became so pessimistic as to prophesy the complete extinction of the amusement machine business for the duration of the war. Others admitted a brighter outlook, but all showed a marked inclination to treat warily. In some cases staffs were reduced to a bare minimum; advertising in trade press was withheld almost entirely.

Most of the British amusement and vending machine manufacturers announced cessation of production, their works being turned over to war purposes. One such firm was that of E. W. Bryan, in the province noted in recent years for creation of many novel wall, counter and merchandising devices. Bryan himself took up active duties in his neighborhood as an Air Raid Warden. In the last World War Bryan served with distinction as a pilot in the Air Force.

As for the dealers, they faced the situation in different ways. Some have continued to refrain from advertising with the result that in most cases whatever business there has not gone their way. Some have decided to forsake London for areas where business is better and things are not as bad. One such was David Buckman of Auto Machines, who moved to a seaside residence in the Isle of Wight. Another was Lionel Beaumont of Peerless Enterprises, who is carrying on in Wales. Dave has just recently visited London while Beaumont reports his move as being worth while.

Most entertaining and optimistic of all dealers is Ginger Horvitz, who has organized a new concern under the firm name of Chicago Automatic Machine Supply.


BRAND NEW MACHINES

BRAND NEW MACHINES

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Pay-out. Vendors, Balls or Diamonds Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

15-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.

4640-4660 W. FULTON ST.

CHICAGO, ILL.

Est. 1896. Tel. COlumbia 2770.

Cable address "WATLINGITE." Chicago.


“PENNY PHONO”

State Distributors for "Penny Phono" Kansas Company, sole agency for exclusive territory franchise.

Wurlitzer 24

$18.50 each

Wurlitzer 42

$19.50 each

Matheny 1-1/2 (Cash)

$12.50 each

Matheny 1-1/2 (Monthly)

$3.50 each


MATHENY MFG. CO.

1015 W. Douglas

WICHITA, KANSAS

Mfgs. - Centole - Counter Games


TAKSEN'S HAPPY NEW YEAR SUPER-SALE!

FREE PLAY GAMES -- NOVELTY GAMES -- SPECIALS

Takser's

$5.00

$5.00

$5.00

NATIONAL NOVELTY COMPANY

182 Merrick Rd., Merrick, L. I.

Cable Matronco
Detroit

DETOUR. Dec. 30.—David Yamashino has formed the D. C. Yamashino Co. to operate peanut vending machines, pin games and cigarette machines. Yamashino has been an operator in this section under his own name for several years.

B. & S. Novelties Co., operated by Sylvester J. Leoposacr and Frank Schieli, has been formed, and the company has been reorganized with Sylvester J. Leoposacr as sole proprietor.

Harry Schlar and James McMackon have opened headquarters in East Detroit and plan to operate several routes of pinball games on the east side of Detroit and suburbs under the name of Shlar & McMackon.

Joe Brilliant, of the Brilliant Music Co., reports business rushed up to capacity in his new location.

Henry C. Lemke is displaying a flock of red-devil salted nut vendors in his window. They are painted red and are in the colored locations in towns particularly.

Edward A. Garry, coin machine inventor and manufacturer, has formally incorporated the Hollon Mfg. Co. The company has been in existence for some time, making a number of different models.

WILL PAY CASH

For 3,000 Models, $75.00; Cocktail Prospects, $75.00. Must be in good condition.

BADGER BAY COMPANY

1013 Main Street, GREEN BAY, WIS.

Old Age Pensions Begin on Jan. 1

WASHINGTON, Dec. 30.—On January 1 the government will set in motion a federal old age pension program provided for under the Social Security Act. By the end of 1940, it is estimated there will be 12,000,000 people who have paid into the social security program of the first old age pension system for the general public in the history of the United States.

There are nearly 3,000,000 Americans who are receiving money each month from the public treasury under the social security program of the Social Security Act. The monthly cost of this program is $60,000,000, which has been allocated from taxes on workers and employers in the United States.

The old age assistance program is entirely separate from the social security program under which pension checks will be issued to those who qualify. The old age assistance plan provides for cash allowances for old age people who are in need. It is a federal-state program in which the States, which receive federal money for old age assistance if they have plans approved by the social security board. The maximum monthly federal assistance payment is $15 per month, the federal government matching the State's amount up to $15.

No estimates are available as to how many persons will be eligible to receive the old age pension.

40,000 Patents Issued in 1939

WASHINGTON, Dec. 30.—With the granting of patent No. 2,198,169 on December 28, the Patent Office issued 40,000 patents for inventions in 1939, 4,004 more than in 1938.

This is the greatest number of patents issued since 1930, and other 1,685,903 patents were issued in 1939.

The patent office also showed a rise over 1938 with a total of 5,029, as compared with 5,027 for that year.

Atlas Has Faith

In "Happy Forties"

CHICAGO, Dec. 30.—Atlas Novelty Co. officials and Eddie Gliozzi recently expressed their appreciation of patronage accorded the company during the year 1939. At the same time they conceded that the economic men in the field had been of great assistance in strengthening the position of the machine in the game business.

"In the face of conditions which affect every industry, the American coin machine business was concerned," the officials stated. "With the able manufacturers and distributors who are working with us today, we could not use with legal equipinent, such as phonographs, bowling alleys, etc."

"The year 1939 has been a good one," the firm concluded. "We feel that 1940 will be another strong year, and we will serve our customers with such equipment as will bring them the best results. We desire to co-operate with operators in making the year a great one. Today the Atlas firm is one of the largest of its kind with offices in Chicago, Detroit, Pittsburgh and Buffalo."

Bart Swell, Reports Hankin

ATLANTA, Dec. 30.—Conditions were never better in plans for the 1940 convention. James A. Gilmore, manager and show director, reported that advance registrations for the 1940 convention had already sky-rocketed over the 2,500 which were on the books a week ago. He said that the convention will be held on December 12th, and that all registration from India and from Mexico were among the day's thrills. Advance registrations from Canada suggest that 6,000 operators in Canada will be present for the convention.

Too busy to talk in detail, Gilmore said that oldtimers here assured him that 10,000 operators have never heard of before. News of special trains from various centers was also encouraging.
SELLING OUT
863 MACHINES 863
EVEN ONE RECONDITIONED AND READY FOR LOCATION
If you need Free Plays, Novelties, One-Balls, Consoles, Counter Games or Regular Slot Machines PHONE, WIRE OR MAIL YOUR ORDER QUICK AND SAVE MONEY. All equipment listed is offered subject to prior sale.

FREE PLAY GAMES
10 Headsman $12.50
12 Headsman $13.50
14 Headsman $15.00
16 Headsman $16.50
18 Headsman $18.00
20 Headsman $20.00
10 High Ball $20.00
12 High Ball $22.50
14 High Ball $25.00
16 High Ball $27.50
18 High Ball $30.00
20 High Ball $35.00
10 Rinko $12.50
12 Rinko $15.00
14 Rinko $17.50
16 Rinko $20.00
18 Rinko $22.50
20 Rinko $25.00

REAR GAMES
10 Oklahoma $12.50
12 Oklahoma $15.00
14 Oklahoma $17.50
16 Oklahoma $20.00
18 Oklahoma $22.50
20 Oklahoma $25.00
10 Scourge $12.50
12 Scourge $15.00
14 Scourge $17.50
16 Scourge $20.00
18 Scourge $22.50
20 Scourge $25.00

NOVELTY GAMES
10 Harlequin $25.00
12 Harlequin $27.50
14 Harlequin $30.00
16 Harlequin $32.50
18 Harlequin $35.00
20 Harlequin $40.00

1-BALL AUTOMATICS
10 High Ball $12.50
12 High Ball $15.00
14 High Ball $17.50
16 High Ball $20.00
18 High Ball $22.50
20 High Ball $25.00

TERMS: 60 days; 3% per month; all freight prepaid; money order, cashier's check, or certified check must accompany all orders.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. "Cable Address COINSLOTS"

Exhibit Busy on Two New Machines
CHICAGO, Dec. 30.—Feverish action making final preparations to swing into production. Exhibits Bottling Alley and Congo is the cause of factory lights burning nightly at the Exhibit Supply Co.

Square Amusements Host to Coin Men
ALBANY, N. Y., Dec. 30.—Al Sligeinsenie and Morris Stierlein officially opened their new dam of Coin Amusement games. They are the largest, most popular and most well-attended show in this city ever seen. Originally they were supposed to last three days only, but demand for the show was greater than expected and the show was extended for an additional three days.

New Commodore Surpasses Hopes
CHICAGO, Dec. 30.—"If we hadn't seen Oomph ourselves, we probably never would have believed it. You ask what we've seen? Well, we've seen a game rise to a great height in popularity in an unbelievable short time," declares Chicago Coin Machine Co. officials Sam Sessler and Sam Wolfberg. The game under discussion was the latest Chicago Coin release, Commodore.

Why Hold Yourself in Suspense!
TURN TO THE BACK COVER

Oomph Selling Like Hotcakes
CHICAGO, Dec. 30.—According to reports from the Western Distributors, Inc., the firm's new game, Oomph, is selling like hotcakes.

Ponser at Miami Beach
CHICAGO, Dec. 30.—George Ponser writes from Miami Beach, Fla., that he is enjoying a restful and quiet vacation. Ponser, stopping at the Park Central Hotel on the oceanfront, Ponser closed with the words, "Will see you all at the convention."
Folsom & Brown Win Sales Contest

MORRIS, III., Dec. 30.—When distributors make up their minds to win a contest anything can happen, believe officials of the North Western Sales & Service Co., Northwestern Corp., of Morris, III. The firm sponsored a sales contest among its dealers, divided into two groups, the months of October and November. Prizes were awarded for various achievements under an arrangement where everyone had an equal opportunity to capture the prizes.

With 33 distributors participating it was a battle from start to finish. The lead changed back and forth among a dozen or more contestants as the deadline drew near, and only after a final check-up was it possible to determine the winner.

Folsom & Brown, of Dallas, by virtue of a last-minute avalanche of orders handled to squelch past the Automatic Sales Co., of Des Moines, for first place. Following closely was the Northwestern Sales & Service Co., Kansas City, Mo., and the American Cigarette Machine Co., Pittsburgh. A number of others made a creditable showing and were right up close to the winner at the end of the contest.

The volume of business during the contest leaves little doubt as to the marketable pick-up in the bulk vending field. For the past few months, the operators have been reporting a tremendous increase in collections. New machines are being turned out in larger numbers than is known to be the case from the new warrantee machine manufacturers, the promising for 1940," said W. H. Greener, official of Northwestern.

Razor Blade Sales Premium in Cig. Package Brings Suit

MILWAUKEE, Dec. 30.—Ray Nehring had a suit filed in circuit court here against E. E. McDonald, cigarette vendor, the damage allegedly sustained when a razor blade package cut his index finger.

Nehring claims that the clumped, empty cigarette package, purchased from a cigarette vendor by Nehring's brother, contained a razor blade packet cut his index finger. He alleges that his right index finger has been permanently injured as a result of the accident.

Nehring denies any liability, claiming that a printed notice was on the machine and that the blade that had been used as a curesmaltumons before he entered the store on November 19, 1938. He testified that Nehring's brother, who examined Nehring's finger said that the numbness would disappear.

Vending Firm Inquires About Label Law and Vending Machines

“To the Editor: We understand that after January 1 vending machines for gum like the one described in the article must have a label on them specifying that it is a vending machine not to be used for chewing gum and the ingredients of gum, under the Food and Drug Act.

“Can you verify this or find out for us? Do you furnish these labels for gum? We also understand that the owner of the vending machine must have his name on each machine.”—(A large Texas vending machine firm).

Manufacturer's Reply

A manufacturer of chewing gum widely used in vending machines forwarded the above letter to us, also the manufacturer's own reply to the inquiry. The manufacturer's letter is, in part, as follows:

“I think it is our personal opinion that you may be misinformed, that the Food and Drug Act does not apply to vending machines. It applies to the goods sold in them, and not to the machines themselves. However, we have no objection to putting labels on the machines. We are not sure what form a label would take, and there may be points for increasing prices, but we are prepared to do what should be necessary to carry the act into effect.

No Vending Instructions

When the new Food and Drug Act recently went into effect the manufacturers and vending machine makers were not required to give any vending instructions, and since that time many have been issued by the summer of 1940. All vending machines have passed the inspection of the United States government, but no vending machine field have not received any special reports or news of regulations.

Walter H. Mann Ready for Show

NEW YORK, Dec. 30.—Walter H. Mann, president of DuGrenier Sales Corp., manufacturers of DuGrenier cigarette vending machines, is here, the company's machine operators at the 1940 Convention. According to reports from the firm, Mann will have an important message for the operators of his machines and there are many points for increasing prices, but he is prepared to do what the operators require for his machines.

In addition to preparing to meet operators at the convention, Mann is also preparing for a surprise for operators who will visit the DuGrenier booths.

Feinberg Joins Distri Sales Force

CLEVELAND, O., Dec. 30—National Vending Machine Sales Co. has announced the appointment of O. H. Pettersen, formerly a large New York manufacturer.

Feinberg is one of the most experienced and best liked vending machine salesmen in the country, and National sales personnel are expected to be congratulated on its good fortune in securing him.

Pettersen is now representing National in New York, New Jersey, Pennsylvania, and Illinois. He is an engineer and has a valuable technical knowledge of vending equipment. It is expected that he will serve with well in rendering fine service to the public.

See Fight To Discontinue N.Y. Cig Tax

ALBANY, N. Y., Dec. 30.—A vigorous campaign to end the 5-cent State tax on each pack of cigarettes was waged at the coming session of the Legislature.

Authoritative sources revealed that the tax is oppressive and that there are no funds to extend the cigarette tax beyond June 30. John Bartlett, tax collector and state senator, "was adopted as an emergency measure by the 1939 Legislature to avoid the income tax. It is said that the State real estate and business transactions, no matter how small, help meet this $35,000,000 State deficit. A small reduction of the tax will be wiped out by June 30, and since the 5-cent tax has been extended the cigarette tax should be sufficient to meet State expenses for the 1939-41 fiscal year."

Bulking Vender Mfr. Stresses Modernity

CHICAGO, Dec. 30.—“No manufacturer in these modern times can afford to lose sight of the part of the modern requirements of all equipment, be it automobiles or vending machines. The realization of this is the reason behind the automation of the Chicago Machine Co.”

“The outstanding success of the Silver Kents, now established in a big way throughout the country, is the basis of our optimism. Our operators everywhere favor a simple, automatic machine, which has been shown in testing the parts. These can be entirely removed from the machine, and the machine can be repaired within a few minutes. Each part is interchangeable so that it can be used in other machines, and if a machine is returned it can be repaired, and if a machine is returned it can be repaired.

The machine is neither too conservative nor too extreme, assured the manufacturer. The machine design is such that the cost of operation is the same for all machines, regardless of which they are operated. The machine will be in demand for a long time. It will require little maintenance and will be a trouble-free machine, which makes the largest return per dollar invested.

Stress on the importance of simplicity, standardization and good looks, Auto Machine Co. has designed special models of its new model Jr. vender. One is for peanut and candy, a second is for bread palettes and a third is for ball gum.”

Detroit Coinmen Charter Special Car for Chi Show

DETROIT, Dec. 30.—Detroit operators will again attend the Chicago Coin Machine Convention to be held January 7-12, and the Detroit convention committee will announce a special car to be chartered for operators attending the Chicago show, according to Charles Hopkins, manager.

The special car has been chartered on a Chicago-bound train and will have a special coach which will be finished on route. Operators have been invited to make their reservations at the Sault Ste. Marie, Saugatuck, Grand Rapids, Manistee, and the other show hotels, to avoid the Sault Ste. Marie office in order that a complete check-up of all who plan to make the trip may be made.

St. Louis Cigarette Tax Rates $92,183

ST. LOUIS, Dec. 30.—Estimates that the proposed cigarette tax, which will mean an increase of $75,000 to $100,000 in the city's revenue figures, was understated with the publication of a report showing tax receipts of $92,183 for the first half of December 10.

The report, covering the first six months of 1940, showed an increase of 

$5,000,000,000 in State budget, and the city will have received more than $5,000,000,000.

St. Louis requires that packages of 10 or more cigarettes be stamped. Packages of 10 or more must be stamped with a seal and one of the 30 cigarette stamps with five-cent stamps. Dealers must also pay a $1 license. The number of dealers is about 10,000.

NATD Discussion On Distribution

CHICAGO, Dec. 30.—Inasmuch as there has been a tendency during recent years by all industries, including the tobacco industry, to distribute as widely as possible a select number of distributors instead of selling to all wholesalers, serious consideration will be given to this development by the National Association of Tobacco Distributors at the Palmer House, Chicago, which will be opened by the NATD show committee. The dates have been set for December 14-16.

In their deliberations, the delegates will endeavor to decide whether the policy is justifiable and should continue, or whether policy should be changed to all wholesalers should be maintained.
Cigarette Merchandisers' Associations

A group of members of the New York CMA failed business worries last Saturday and spent several hours at the state's tax office in Brooklyn. The delegation, headed by Rick Hawthorne, president, and Matthew Fossey, chairman, was attended by Aaron Gomel and Sam Yolen. The first visit was to Joseph M. Alime, the cigarette tax quasi-court and the state's budget office. It was the first time that such a delegation had visited a state office, which is located in the state's budget office. The delegation, which included representatives from various city, county, and state offices, was made up of individuals who were familiar with the state's budget and tax policies.

Bob Hawthorne is keeping "buck" while Mrs. Hawthorne is enjoying a visit with relatives in San Diego. Calif. Bob was the recipient of a letter from his mother, who came up from Everett, Pa., for a brief stay.

Mrs. Sam Yolen and sons are enjoying the summer season in Miami Beach, Fla., for several weeks.

The Coin Machine Show at Chicago is drawing quite a bit of attention now. The group of members are making plans to attend. Among those who will be on hand will be Harry Kolodny, Mrs. Babe Kaufman, Sam Yolen, Max Weiss, Aaron Berlin, and Richard Berman. It is reported that the group is looking forward to the meeting of the Cigarette Merchandisers' Association to be held during the convention.

Nick De Maria, of the American Automatic Vending Co., has been seen in New York recently carrying plans for the group's annual convention. The convention is located in the city, where he lives.

Tom Cola, United Cigarette Service, is busy checking over his stock to ascertain his loss in a recent robbery. The loss was located in the city, where he lives.

Harold Pincus, of Tobacco Service, Inc., is a busy man these days. He's doing well in his new venture, which is his own business. He is enjoying that warm sunshine down Florida way.

Phyllis and Buddy Bloom, daughter and son, of Cigarette Service, Inc., are both going to be married next month. They are both happy and are looking forward to their new life together.

Irv Silverman, of Metro Cigarettes, a strong supporter of the New York University. With a son as large as himself, he believes to be an example to his son.

Edward Dierick, a member of the New Jersey CMA, was a visitor to Brooklyn recently. He attended the U-Need-a-Pak party.

Wis. Cigarette Ops Fight Permit Fee

BUFFALO, Dec. 30.—Without doubt, the largest operator's family in the country is located in the city, where he lives. And the operator is Mike Grimbom. Mike married when he was only 19 and he is such a man as to make the average man in the coin machine business one who is surrounded by a great and amazing gang of coin machine boosters.

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Op With 14 Children Challenges Other Ops' Production Records

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Domes Crowned
1939 Innovations

CHICAGO, Dec. 30.—“As another year
draws to a close we find ourselves re-
viewing the past back 12 months.
Seeing those crowded, but happy
days in the light of accomplishments
and achievements, aided executives
Paul Gerber and Max Glass, of the
Gerber Company, feel.

“It’s been one of the happiest years
of our business and one of the most
fulfilling. Without doubt, the year
1939 will always be remembered as a
year of progress in every sense of the
word.”

Dickenson: 6,000 Beer Barrel Polka,
Jolly Jack Rebelt, 7, South of the
Border, Anonymous, A-Ticket A-Tasket, Ella
Fitzgerald; 9, Beer Barrel Polka, Andrews
Sisters; 10, Mass on the Range, Connie
Brooke; 11, Marden Rose, Bing Crosby; 12,
Childs-Riis, Bing Crosby, Andrews Sisters.
13, Apples for the Teacher, Bing Crosby.
14, Hot Lips, Henry Busse; 15, Ferris
Giantof Dreams, Bing Crosby.

The Deca report was said to be based
on all sales, to the public as well as to
operators. Operators discussed most
freely the records which had been hits
in their machines in this area.

There was a close tally, they said.

It is being pointed out that several
hundred advances from our previous
report’s recording of Careless were sent
in by phonograph operators before the
report was made public, and are not
usually in record history. Prime
example was the report of the recording
by Jergens.

December 8—6000 Beer Barrel Polka
was released by Careless by Bing Crosby.

Several London sportspersons have
closed down thru bus business. Meanwhile
others continue to do fairly well and
must by a thinning down which even
without a war, was somewhat over-
due. Those closed had no difficulty
in disposing of their equipment.

Decision of Amusement Carriers’
Association to hold 11th annual banquet,
bail and cabaret January 7 has not, with
general approval. Parties are being
organized and many watercooled machines
will be ordered. London will return for the
occasion.

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closed down thru bus business. Meanwhile
others continue to do fairly well and
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without a war, was somewhat over-
due. Those closed had no difficulty
in disposing of their equipment.

Firm Enlarges
Phono Department

FAYETTEVILLE, N. C., Dec. 30.—Joe
Calcutt, of the Vending Co., reports that
his firm is looking into the possibility of
enlarging the phonograph department in
preparation for 1940 sales. He also
reports that the department is being enjoyed
by the operators of Mills
There has been a great deal of
interest in our area in the
announcement of the Careless Phonograph
department, and we have decided to offer
our present phonograph department to almost
double its present size, in order to
accommodate our customers.

Calcutt: Needle have proved to be
among the finest ever introduced to the
industry. The great sale of Calcutt
needles enjoyed during 1939 is proof that
they will enjoy even greater sales in 1940,
and the result of the many sets of
phonographs being added will be
so increased that we shall be in a
position to supply any order on very short
notice with immediate delivery.

Gabel To Announce
New Phonograph Models

CHICAGO, Dec. 30.—John Gabel Mfg.
Co. late last week received an order from
Carmen Sotelo, of a new and
important series of phonograph
models, according to reports from
the firm. “Our new model series
phonograph models are so
outstandingly magnificent in their
products that we have produced
in a short space of time. The
model will now be available for
public observation,” said
executives.

While no advance information has
been released, it is reported that
the Gabel factory has been
flooded with requests for distributor-
ship information. There is a
forwarding of inquiries to the
biggest of 1939 in its
history.

Report New Plan
On Used Records

Bummers have been current for several
years in the industry and an
inventive manufacturer would soon announce a
new and important sales plan to operators of
phonographs. The plan has as its
purposes the security of the return of old
tape records and a plan to prevent
letting them drift into used record channels.
We point out that the Gabel plan has
prevented the plan from being started too
early on the Chicago phonograph
market because by doing this, the
plan would be tried out first in the
Chicago area, and the plan was
approved. The manager stated that the plan
had not been finally approved at the
Chicago phonograph center.

Phonograph operators manifested
considerable interest in the list of the 15
best singing in the world in the
Chicago office of Decca, as follows:
Sustained, Bing Crosby, 3. Apache
Riders, Clyde McCoy; 4. R. Rambert
Girls, Bing Crosby; 5. Bing Crosby.

then Chicago operators heard that the
responses to the plan would begin
placing advance orders.

W. H. Stein, vice-president of Music
Corp. of America, has added his definite
views on automatic phonographs and has
proved a big factor in building up bands.

Lyon & Healy, Chicago’s largest retail
music store, has been getting lots of
publicity in local newspapers about its
very enlarged record department and
increasing sales of records. The firm is
careful to stress the point that classical
records lead to sales of $75 per cent of
t heir sales volume.

Fort Worth

FORT WORTH, Tex., Dec. 30.—Show
parking daily, with a number of Fort
Worth ops now planning to make
the trip. Some will travel with the
regular delegation, which leaves Fort Worth
January 5, while others will go on ahead,
with the regular group. Fort Worth will
attend the big Mills banquet on the
opening of the 1939.

Erie Stanton, star of radio and stage,
has been homing and golfing around Fort
Worth with Willard M. White, of the
White Co., taking a break from
kick out of playing the Evans’ Ten Strike
cover the Mills show, and watching the star’s
dramas.

Music ops are going to town with My
Pryer, by the Ink Spots, and Address
of the Mills’ exon, the Sugar Babies. The
show is a slow start but seems to be gathering
momentum.

Portex Sales Co. is enjoying an increase
in business, due to the demand for holi-
day salesboards. This has been a
big year for the Portex Sales Co. in this area.

Operators report the best holiday
business in several years. Prosperity
seems to be the order of the day.
Operators and getting their share of
his attention. The company plan to continue
setting figures and business activities are at
a new high for December.

A heavy demand for used counter
games is in evidence along the row.
Operators have been clearing
of every piece of used stuff they have
had. On some types of counter games
a bonus is offered for good units.

Dallas

DALLAS, Dec. 30.—Local coin machine
business has improved with the recent
advancement in retail trade. Christmas
shoppers are becoming more active, and
several dealers are straining every nerve to
buy machines to get the stock_and so be able
to keep their doors open. Orders of spare
parts are running high, and the list of
desirable machines for the British sixpence,
carton remaining now smaller to fit machine
magazines.

A heavy demand for used counter
games is in evidence along the row.
Operators have been clearing
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LET'S GO

TO MODERN'S
GRAND AND GLORIOUS
SURPRISE CELEBRATION

JAN. 8-9-10

SEE the New, Streamlined offices for MODERN
Music Merchants — the largest and most beautiful in
the entire industry — just completed!!

THRILL TO THE BIG
PREVIEW SHOWING OF THE
SENSATIONAL, NEW, 1940
WURLITZER
AUTOMATIC PHONOGRAPHES

HEAR the world's leading re-
cording artists IN PERSON sing-
ing and playing the songs that
made them famous!

FREE PARKING for Modern
Music Merchants at MODERN'S
Broadway & East Houston Street
Parking Lot

EAT: drink and be merry! There'll
be food and refreshments galore!

LISTEN to the planes MODERN
has to help you to bigger, better,
cheaper and steadier PROFITS with
Wurlitzer in 1940!

"The World's Largest Automatic Music Sales Agents"

MODERN VENDING COMPANY
656 Broadway, N.Y. (All Phones: Gramercy 7-4100)
Southern Branch: 822 Fifth St., Miami Beach, Fla.
ATTENTION, OPERATORS!
your next big money maker

DICK ROBERTSON'S
DECCA RECORD NO. 2926

"PUT YOUR LITTLE FOOT
RIGHT OUT"

LARRY SPIER, INC., MUSIC PUBLISHERS
NEW YORK CHICAGO LOS ANGELES

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonograph selection. The names of songs and operators are by representatives of The Billboard from at least four leading phonograph operators in each of the 30 major market centers of the United States. Recordings listed were selected by an explanation are those that have appeared under this heading for one week or more and have thus become established successes that they require no further explanation.

Now's the Wonder. The history of this song, as far as music boxes are concerned, proves again what has often been demonstrated in the past. That is simply that when a band clicks in a big way with the nickel dealer its success carries along many another one of the same sort that might be lost in the shuffle if it weren't for the band's initial hit. In this case, that hit was made on the Golden Age, Oh, Johnny, Oh, now and he finds himself with another hot disk on his hands. This song had been around for some time but getting no attention until ops jumped on the Tucker record. Now, in only a couple of weeks, it has climbed up into the big time. You're missing out on plenty of buffalo heads if you're not playing this one.

Scatterbrain. Frankie Masters, Freddy Martin, Benny Goodman, Guy Lombardo.


Oh, Johnny, Oh, Orrin Tucker.

My Prayer. Glenn Miller, Tiny Tate.


In the Mood. Glenn Miller.

COMING UP

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

Careless. A "possibility" last week and now the fastest rising recording on the phonograph network is Dick Jurgens' version of his own (with Harry Eldridge and Len Grundling) ballad. There is something about this melody, title and lyric that cannot possibly miss hitting the universal favor. From its progress in the machines in only one week, it looks certain to be a smash very soon not only under the music men in the other departments of song popularity, radio and sheet music. This is especially true for operators and record buyers right now.

Bluebirds in the Moonlight. Also indubitably a gargantuan hop, skip and jump up the ladder of phonograph popularity this week is this hit tune from Glenda Lee. It's making现身 about 90 per cent of the machines during the last seven days as being among the strongest potentialities on the list of currently rising numbers. Dick Jurgens is very much in the record picture again with this item, lending Benny Goodman by a two-to-one ratio on reports coming in this week.

Billy. The continuing to give a good enough account of itself, this follow-up to Oh, Johnny, Oh from the Orrin Tucker factory (albeit it actually produced that hit by a number of weeks) is not as big as it might be, operators and patrons apparently preferring to hear from Tucker again on a different sort of song like his new reignining success, Hop, It's Wonderful. Billy is a profitable enough venture tho, and it has a good chance of growing in favor.

I Don't Know What It Was. Still garnering more than its share of nickels in a nice, quiet, refrained way in this superior ballad, whose very aura of sophistication takes away from its commercial appeal and therefore leaves its chances of becoming a front-running hit in the machines. It's doing surprisingly well, with a second surprise coming from Republic's thorough spread of this item by Arrle Shaw's as threatening the supremacy of the Jimmy Dorsey and Benny Goodman disks.

Chatterbox. The second of last week's "possibilities" to depart that nebulous stage that is being shunted ahead into the more tangible class of a number that is definitely on its way up. This may be operators' follow-up to the tremendously successful chatterbox, it's more or less the same old stock item according to help it along rather than hinder it. Kay Kyser takes the lead in the matter of the most recorded numbers, with Dick Jurgens, Guy Lombardo and Sammy Kaye.

Last Night. Still pretty much in the running is this ballad. It's not setting along all other-markets but going along to good success returns to keep it around for a little while yet. Glenn Miller and Bob Crosby are the most important contributing factors to its success.

The Little Red Fox. Climbing most slowly, this tune from Kay Kyser's "That's Right, You're Wrong" movie is worth space in the machines. It's still a little too soon to tell whether it will be a quick-fade or whether it will live up to advance expectations. Kyser has the leading disk, followed by Van Alexander and Hal Kemp.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonograph, and might likely prospects for music machines among new releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as upon the judgment of The Billboard's music department.

Woodpecker. Here is a new one by Will Gloke, who gave you—need we mention the "Mississippi Mambo"?—the "Forced Polka". No one can argue with accuracy just what the future of this new one will be, but if it's only a quarter as good for the business to its predecessor, that will be enough to land it among the blue-ribbon winners.

Johnson Rag. With oldtimers the rage among popular songs of the day, this one may have little life. As recorded by either Larry Clinton or Glenn Miller it makes excellent listening in a style that fits very nicely with the demands of phonograph addicts.

Your Big Chance. One of the hits, this tune by Pat & Walter in many a month. It should be a natural in colored locations, and its human interest story. Walter projection ought to do equally well in all but any other places of location.

(Double-meaning records are purposely omitted from this column)
What the Records Are Doing

LETTERS, LETTERS, LETTERS and more letters are what will make this column more valuable to automatic phonograph operators. Here operators may discuss their business or they could in talking to club owners. This column can be a good discussion point for operators.

Address your letters to The Billboard, Record Column Editor, 54 W. Randolph st., Chicago, III.

To the Editor:

Detroit

To Glenn Miller and his Orchestra

1014—In the Mood

10140—Oh Johnny

Swing and Sway with Sammy Kaye

2637—South of the Border

Wayne King and his Orchestra

2940—Here Comes the Night

B-10519—What Ev'ry Young Girl Should Know (V. R.)
Holy Smoke (V. R.)

Glenn Miller and his Orchestra

B-10416—In the Mood

B-10507—Oh Johnny

Ciri-Biri-Bin (V. R.)

Swing and Sway with Sammy Kaye

2637—South of the Border

The Hoiergott Schottische (V. R.)

Wayne King and his Orchestra

2940—Here Comes the Night (V. R.)

It Pays to Use VICTOR and BLUEBIRD RECORDS

Victor Division, RCA Mfg. Co., Inc., Camden, N.J.
A Service of the Radio Corporation of America

Received "Victor" Mag., E. B. Pat. Off. by RCA Mfg. Co., Inc.

What JIMMY DORSEY Records are Doing Fo-r

FRED VAN DE WALKER
Modern Automatic Music Co.

KENMORE, N. Y.

"I Didn't Know What Time It Was," by Jimmy Dorsey, is coming up fast and ought to be on the topnotcher list soon.

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

DECCA RECORDS

THE TOP LINE FOR THE TOP SPOTS

Southern Automatic Music Co.
Again First With Showings

Complete line of 1940 Model Seeburg Equipment

Seeburg Corp. Again Leads With New Advancements in Phonograph Industry

SEE THE COMPLETE LINE OF 1940 MODELS FOR THE FIRST TIME AT EITHER OF OUR THREE SHOW ROOMS.

VISIT OUR SHOWROOM MOST CONVENIENT TO YOU.

SPECIAL SHOWINGS AS FOLLOWS:

Monday and Tuesday, January 8

Wednesday and Thursday, January 10 and 11

Friday and Saturday, January 12 and 13

542 S. Second St., Louisville, Ky.

ALWAYS EARLIEST WITH THE LATEST

Southern Automatic Music Company
312 W. Seventh St., 542 S. 2nd St., 620 Massachusetts Ave., Cincinnati, Ohio

THE HOUSE THAT CONFIDENCE BUILT

HURRY HURRY

TURN TO THE BACK COVER

HURRY HURRY

Selling out all Used Phonographs

Immediate Delivery

Worldwide Mfg. 5th Ave. N. Y.
Worldwide Mfg. 40th St., N.Y.

Every Phonograph equipped with the best accessories except

Order direct to your nearest

OSHO SPECIALITY CO.
12 W. Court St., Cincinnati, Ohio
NEW HIT RECORDS
JUST RELEASED
BY PENNY PHONO

10 TUNES ON A RECORD...75c

America's top tunes — by
big name attractions — direct
from our Hollywood Studios

"Ciri Biri Bin"
MARIA TOLTON, Vocal

"Last Night"
CHUCK FOSTER'S ORCH.

"Stop! It's Wonderful"
BOBBIE ENKH, Vocal

"El Rancho Grande"
GARWOOD VAN'S ORCH.

CARL A. HOOPER, Rock-Ola distributor, believes in showmanship. Hooper's
Leesburg, Ky. establishment recently featured the annual display show above.
The display already has brought him numerous inquiries regarding the Rock-
Ola phonograph for 1940," says Hooper.

made the grade. Scott Friedlander, which was good several weeks ago, is now
on its way down. The same may be said of What's New and Address Unknown.
The Rock, who scored with the latter, have not been steady in its
numbers. Their success has been rather spotty and their personal appearances
here helped to pull them up. MICHEL DE LAPO,
CHILICHIAN'S & AUSTIN CO.

WHEN HORACE HEIDT was in Buffalo, operators report, he made public mention
of his upcoming schedule, out on a battered piano in New York's Times Square. Heidt's
engagements, as well as the names of his latest recordings, are in the public favor.
As his records got more play and his week's stand at the Washington Theater grew
under the usual promotional campaign, no other personal appearance in years.

Newspaper Editorial
IN AN EDITORIAL entitled "A Bit of Trounce," the Herald Tribune stated that the song, "South of the Border," is a sentiment that has been
made public by the publishers of various papers throughout the country, as well as
in the West Coast. It is being played with anything very much, least of all the
mysterious strip of land between the Magnet and the Magister, but it has
become the favorite song of the gay olde days in France.

The editorial goes on to tell how the soldiers sang it everywhere on the
march, in mess halls and recreation rooms, and how the editorial writer comments:
he can see no connection between the war and "South of the Border." But, he
concludes his editorial, saying, "South of the Border" may have no
relation to the war, and there is nothing the answer. Perhaps it expresses the
peering to be somewhere for our people from the west of France. War is bad enough without singing songs about it.

The Red Flash Bulletin For 412 and 616 Wurlitzers

WEBER'S

STREAMLINE BOXES

$300.00 Being Collected Weekly by One Operator
From SHYVERS STREAMLINE BAR and
BOOTH BOXES

Proven, Tested and Maintained in hundreds of Phonograph Locations using an average of six (6) STREAMLINE BOXES. This is a West Coast average. Eastern operators are reporting earnings as high as $3.00 per week per STREAMLINE BOX. One Operator Showing a Profit of $104.00 in 3 Months on a $7.50 Inventory.

The More a Phonograph Plays — The More It Is Played
Order in ten boxes, $5 Bar and $9 Wall, with what embroidered cable you want and make a test. If the boxes earn $75 a month, come back and tell us what you want. If your INCOME COVERS OUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGENT, "PURCHASE 500 TO 10 NICKELS."

NATIONALLY PRICED

Streamline Wall Box, $6.75
Streamline Bar Box, $7.50
Cable 5c Per Foot
Instrument Casting, 35c
"T" Joint Boxes, 45c
Now Available With National Slug Ejector

Styvers Manufacturing Company
2305 W. Huron Street
CHICAGO, ILLINOIS
PHONE: ARI 5-8090

WURLITZERS
REBUILD WITH NEW LIGHT-UP FRONTS AND GRILLS AT LOWEST PRICES

WILL TAKE 412's IN TRADE
LARGE SELECTION OF THE FINEST READY TO USE MACHINES

BABE KAUFMAN
MUSIC (CIRCLE 6) CORP. 250 W. 54th St., N.Y.C.
ANNOUNCEMENT

MORRIS HANKIN

in 1940—will personally serve as exclusive distributor for Wurlitzer Phonographs. Mr. Hankin will carry a complete stock of all models and parts.

All former activities will be confined to the Hankin Music & Cigarette Service—who will continue to serve their patrons as in the past, under the capable management of Mr. Arthur Weinberg, Mr. DeWitt Yancey and Mr. Lester Black.

MORRIS HANKIN, 258 Pryor, S. W., ATLANTA, GA.
**ATTENTION!  BALLY ALLEY**

Now Ready For Delivery To
LOUISVILLE, KENTUCKY, and
CLARK-FLOYD COUNTY, INDIANA,
OPERATORS
B. & B. Novelty Co.
621 WEST MAIN ST.
LOUISVILLE, KY.

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**SUGGEST ACADEMY AWARD FOR GAMES**

CHICAGO, Dec. 30.—Here's a great idea from one of the real big players of the business, said Dave Gottlieb, president of J. Gottlieb & Co. He referred to a letter just received.

"There ought to be not a law this time but a prize—an Academy Award for the most outstanding coin game hit of the year.

"This is really an interesting idea, and here's what this operator suggests: 'The Academy Award for the best game, as voted by the moving picture industry for the best production of the year, could well be adopted by the coin machine industry in recognition of the game that has benefited operators the most during the year just passed. This would do much to encourage production of machines that have real merit.'"

"If there were such an award for coin games I know which would be the winner for 1940. It would be Gottlieb's Lite-O-Card by a mile! This convertible free play novelty certainly has proved the outstanding hit of the year for us. And if Nobel prizes were awarded for coin game achievements I'm sure D. Gottlieb & Co. would get one for their Bowling Alley novelty game, which is the neatest thing of its kind in existence. These two numbers have done a great deal to make operation prosperous during 1939."

---

**ONLY ONE COIN MACHINE SHOW BIGGER AND BETTER THAN EVER!**

MORE NEW MACHINES AND GREATER VARIETY THAN ANY PREVIOUS SHOW

- EQUIPMENT FOR EVERY TERRITORY AND OPERATING CONDITION
- BIG PROGRAM OF ENTERTAINMENT

Don't Miss It! REGISTER IN ADVANCE!

**SHHERMAN HOTEL CHICAGO JANUARY 15, 16, 17, 18**

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**MOTORIZED MERCURY**

Clock Meters give Mercury a constant speed at any temperature. Each clock is furnished with precision 1-2-3 gear dial scale. For large cabinets or heavy work, a few cents extra will purchase a second meter. The hands are precision, and the meters quiet and accurate.

**JUST LIKE NEW**

(Due Only Few Weeks)

- 123 CINGERS
- 90 MERCURYS
- NOVELTY CO.

---

**SLUG PROTECTION**

For Table Games
EXHIBIT'S Slug Ejector
Price $16.50

- **FREE PLAY** — Gumballs, Bill, Famous, Oulow, 50c, 55¢, 65¢, 75¢, 85¢, 95¢, 1.00, 1.25, 1.50, 1.75, 2.00, 2.50, 3.00, 3.50, 4.00, 5.00, 7.50, 10.00, 15.00, 20.00, 25.00, 50.00, 100.00, 200.00, 500.00

---

**GROETCHEN TOOL CO.**

130 N. UNION STREET, CHICAGO

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**Natchez, Miss.**

NATCHES, Miss., Dec. 30.—As a whole, the machine business in Southwest Mississippi and Northeast Louisiana continues to improve satisfactorily and with the coming of the holidays it should be even better. The best business getters at present are cigarette machines, scales and beverage machines.

Sam Serio, of the Serino Novelty Co., veteran driver of the fire truck for Protection Co., Natchez, died, was elected as driver of the company. Sam McCabe, also of Serinos, at the same meeting, was named as house director of the company's fire station. Both Sam's are ardent firemen, and while machine business interests them, as do football, baseball, hunting, fishing and other sports, their first love is fire fighting.

E. E. Towsle, an across-the-river operator in Vidalia, La., accompanied by Mrs. Towsle, was a recent visitor in New Orleans. While there they attended the annual football classic between Tulane University and Louisiana State University.

Big Bill Eide, coin machine man and owner of Winfield Night Club, acted as host to the bench show and the fifth meeting of the Mississippi-Florida Fox Hunters' Association at his place of business from December 4 to December 7. Eide and other operators partook in fox hunts in Adams County running thirty miles.
Letter From Cuba

To the Editor:

I have just become established in Havana as a manufacturers' representative and find what appears to me to be an excellent market for the introduction of several types of coin-operated amusement machines.

I am addressing you now to ask that you be kind enough to give me the address of the Co. I am desirous of communicating with this concern on the subject of Cuban representation. I may say that I can furnish this concern with excellent references and information concerning my qualifications which I think will be likely to interest it.

Some time ago The Billboard published a special edition which carried an unusual amount of advertising matter designed for the attention of firms in the foreign field which might wish to purchase coin-operated amusement machines of American origin. If you have a copy of this number available I would be very glad indeed to receive it, as I would wish to communicate with a number of the advertisers.

R. B. E.
Havana, Cuba.

Counter Game Gets Ops' Okeh

BROOKLYN, Dec. 30.—“As usual, our first announcement of Totalizer, the new counter skill game, appeared in The Billboard. To say that we have been swamped with orders is putting it mildly,” declares Dave Robinson, of D. Robinson & Co.

“In less than two weeks we have taken advance orders in New York alone for a very large number of representations. The new score totalizer on this game amazes every operator with its accuracy and scoring of all balls entering the basket.

“I predict that Totalizer will be the biggest selling counter skill game for 1940. We are distributors for Totalizer in New York, New Jersey and Connecticut.”

Texas Assn. Official Dies After Assault

HOUSTON, Dec. 30.—Walter A. Niemack, 40, executive secretary of Associated Phonograph Operators of Harris County, died December 13 from a bullet wound in the left eye. The shooting occurred the previous Sunday night at the South End Cafe, opened and operated by Niemack, while he was scuffling with a 19-year-old cab driver for possession of a revolver. He was rushed to a hospital, where he died 40 hours later. An assault to murder charge against the cab driver was changed to a murder charge immediately after the death.

Niemack is survived by his wife, son, daughter, father and one brother.

A BASKETBALL TREAT

Another of Container's Colorful Creations

Not Just Another Basketball Play.

2600 HOLES—GOAL SHOTS

Takes in 2,600 Holes 9 Seconds

Pays Out $180.00

Profit (Average) $44.64

THE OPERATORS' MANUFACTURER

CONTAINER MFG. CORP.
1825-1833 Chouteau Ave., St. Louis, Mo.
MEET US AT THE COIN MACHINE SHOW, BOOTHS NO. 137

January 6, 1940
IMMEDIATE DELIVERY GUARANTEED!

EVANS' PHENOMENAL

TEN STRIKE

START THE NEW YEAR RIGHT!
RUSH YOUR ORDER TODAY!
FOR THIS SUPER-SENSATION!
NO SKY-HIGH PROMISES!
ACTUAL DELIVERIES NOW BEING MADE IMMEDIATELY ON RECEIPT OF YOUR DEPOSIT!

EXCLUSIVE DISTRIBUTORS FOR GREATER NEW YORK,
LONG ISLAND AND SOUTHERN N. Y. STATE

BROOKLYN AMUSE. MACH. CO., INC.
660 BROADWAY • BROOKLYN, N. Y.

(TWICE THE ACTION & CONTESTS)

Monarch DOUBLE VALUE SPECIALS!

MILLS 1-9-5 Free Play $92.50

HIBBENS HOME" 1-9-5 Free Play, Wooden $16.50

FREE PLAY GAMES

Contents $20.00
Lucky $97.50
Sports $25.00

SIDEARMS $72.50
Double Track $22.50

CHOCOLATE $75.00
Twinkle $25.00

ARMED ROYALE $72.50
Medal $25.00

REGULAR GAMES

ARISTOCRAT $115.00
Medal $25.00

NEW JERSEY ASSN.

Enrolls Many New Coin Machine Men

NEWARK, N. J., Dec. 30—Amusement Board of Trade of New Jersey, Inc., which board has been concentrating on making Essex County, 100 per cent association conscious, is succeeding. At the last regular meeting 25 new members were induced into the organization. Association officials estimate that 90 per cent of all operators in the county are now enrolled. Irving Wolfe, chairman of the membership committee, declared that another membership drive would be inaugurated before the end of the year in an attempt to make the membership 100 per cent.

"Through the efforts of David M. Steinberg, Harry Pearl and Counselor Maurice Sciacca, representing the Amusement Board of Trade, and Charles Pogan, Sam Waldor and Leo Waldor, representing the Co-Operative Amusement League of New Jersey, a merger between the two associations was made possible for the success of the membership drive," he said.

In giving his monthly report to the association, LeRoy Stein, executive secretary, said: "The combined efforts of the two associations makes it possible for all operators to draw together. With the nominal initiation fee going into effect after the first of the year and with membership dues for the first time in the history of every operator, all are cordially invited to become members of the organization.

"It is because of the proven strength of the Amusement Board of Trade of New Jersey, Inc., that Northern New Jersey allows operators a latitude of operations and privileges that is impossible in any other area. Officials recognize that our members operate ethically to keep the industry on a high level. For more than nine years the Amusement Board of Trade of New Jersey, Inc., has proved to the citizens of Northern New Jersey that this condition will long continue and it is for this reason that we want every operator in New Jersey to join the association, so that our code of fair trade practices will be adhered to for the good and welfare of the business and the stability of the industry."

Harry Pearl, as chairman of the 1940 banquet committee, announced that all preparations are now being made for a gala event. In appointing LeRoy Stein as executive manager of the show, he congratulated the association as having a director who successfully conducted exhibits and banquets for other associations in the coin machine industry. The committee expects to seek the co-operation of manufacturers, distributors and jobbers at the annual Coin Machine Show in Chicago.

David M. Steinberg, as chairman of the merchant membership committee, was happy to report that 19,122 pieces of mail were sent to the merchant men. He announced that the slogan of his committee is, "Every location owns a merchant member."
Good Planning in Show Programs

CHICAGO, Dec. 30.—The officers and committees of the Coin Machine Industries Inc., sponsors of the 1940 Coin Machine Show, have been hard at work to plan a well-balanced convention, with something on schedule to make each day worthwhile to operators who come to Chicago during the week of January 15.

The Home-Coming Luncheon on opening day, Monday, January 15, is something unusual in the way of giving the industry a boost. The speaker is Dr. Preston Bradley and the broadcasting of the program in part is well designed to attract favorable attention to the industry.

The celebrities Breakfast, tried as an innovation last year, will be a time of surprises this year. Enough big names already have been announced to make it a historic occasion. The theatrical, stage, music, radio, business and political world will be drawn on to furnish surprises.

On Wednesday the CMI will have as guests representatives from various operators’ organizations at a dinner. The day will be devoted to various meetings also. It is organization day.

The annual banquet closes the convention on Thursday evening. R. W. (Dick) Hood heads the entertainment committee, so that means a floor show worth coming 2,000 miles to see.

Houston

HOUSTON, Dec. 30.—On December 1 the Houston branch of Commercial Music Co., Wurlitzer distributor in South Texas, held an all-day open-house celebration at its new headquarters. The affair was well attended by operators in the territory. Congratulations telegrams and flowers were also received from several Texas cities. Wurlitzer home office officials present included Mike Hendersen, general sales manager; R. B. Bleekman, district manager in Texas, and Leo Pearson, service manager. The Houston office of Commercial Music Co. was opened in November with Paul P. Beardsley and Verdenia Harrison named manager and secretary, respectively.

In answer to numerous inquiries, Police Chief L. C. Brown has recommended the installation of 30-minute parking meters around Houston’s new city hall. Another request for parking meters came from a section on South Main street in the vicinity of several business colleges. Merchants complained that students were using all available parking space.

John A. Backman, of Dallas, secretary of the Texas Music Machine Operators’ Association, was in Houston December 1st to attend the Wurlitzer opening in the interest of his Association’s business in the city. He spent the balance of his time greeting and calling on the host of friends that he has in the city.

Another distinguished visitor of December 1 was W. N. McCormick, of New Orleans, who came in to see the local Decca office in person.

World Jackpot

WONDER 3 BAR JACKPOT F-5280
1025 hole—Takes in $2.25
Pays out $2.76—Average Profit $23.49
PRICE $1.80 EACH

OTHER FAST SELLERS

1640 hole F-5240-2 Bar Jackpot at $2.28½
1200 hole F-5275-Horses at $2.58
800 hole F-5270-Pocket Dice at $1.63½
720 hole F-5255-Pocket Dice at $1.50
600 hole F-5230-Royal at $1.32

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

Time to Look Now

TURN TO THE BACK COVER

VICTOR PETERFASA, of New York, writes that he recently found the above picture among his old papers. Those in the picture are, left to right: William A. Goets, now head of the Capital Automatic Music Co., Inc., New York; Captain Joseph Fracey of the 69th Regiment, and Sam Crebbagh, of the East Coast Phonograph Co. Peterfasa writes that after the first world war Goets and Crebbagh went into the coin-music business and have been in it ever since.

S. M. Schachtter entertained an honored guest recently. It was his 14-year-old son, a student of T. M. I. (Texas Military Institute), of San Antonio. The youngster cut a grand figure dressed in the classy uniform for which the Academy is noted.

Record Distributing Corp., specializing in phonograph records for music operators, opened December 5, with headquarters on South Main street. This is the third major record distributing company for Houston. Personnel includes Charles C. Wilkerson, president; J. C. Bradburn, vice-president, and Jo Anderson, secretary-treasurer.

George A. Parker, 29, plead guilty to burglary of three local restaurants in which he burgled the coin-operated machines. He was sentenced to four years in State penitentiary on each count by Judge White Boyd of Criminal District Court. The sentences were allowed to run concurrently. Parker had previously been fined on six similar charges, but two were dismissed by district attorney’s office.
THE SECRET'S OUT!
PACE SCORES AGAIN
WITH
AN ENTIRE NEW SCALE LINE
YES, SIR—IN ADDITION TO OFFERING NEW, BEAUTIFUL DESIGNS ON THE FAMOUS ARIST-O-SCALES AND MIR-O-SCALES, PACE GIVES YOU A REAL TICKET SCALE.
AT ¼TH THE USUAL PRICE!!
YOU CAN NOW ENJOY THE GREATER PROFITS OF THE FORTUNE TELLING SCALE WITHOUT LAYING OUT TWO YEARS' PROFITS IN ADVANCE TO BUY IT. FATE PLAYS AN ACTIVE PART IN THE FORTUNE EACH PATRON RECEIVES.
Write for Beautiful New Circular and Latest Prices
PACE MANUFACTURING COMPANY
Incorporated
2909 INDIANA AVE.
CHICAGO, ILLINOIS

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED
NOVELTY GAMES
Aladdin ... $62.50
Bat. Charades ... 17.99
Bell Game ... 12.50
Chevron ... 22.50
Chop Suey ... 12.99
Barnes ... 14.99
Zanah ... 14.99
GET A GREAT DEAD END GAME—$29.95
FREE PLAYS
Garcia and Co. ... $15.00
Zip ... 18.99
Nip Nip ... 29.99
Dexterity ... 29.99
Chess ... 27.99
Yes & No ... 29.99
Dinky Darts ... 29.99
Havana ... 29.99
Poker ... 29.99
Bingo ... 29.99
WANTED MACHINES WANTED—ANY MACHINE
HERCULES MACHINE EXCHANGE, 1175 BROAD STREET, NEWARK, N. J.

BUDIN'S, INC.
174 SO. PORTLAND AVE., BROOKLYN, N. Y.

Baker Employees Hold Xmas Party
CHICAGO, Dec. 30.—Harry Hoppe, vice-president of the Baker Novelty Co., Inc., reports that "in spite of increasing back orders, the Baker company employees passed to stage a Christmas party.
"Mrs. McGough, secretary, and her office force acted as hostesses for the factory employees, and the party turned out to be a happy and thankful gathering," said Hoppe. "We sponsor such affairs because we believe that contented and happy employees produce good merchandise."
NEW YEAR’S SPECIAL
We Have the Following Machines: Mighty Ultra, United, F. O. Evans, Richmond, Virginia, 1 Great Wall, 175.00; 1 Great Wall, 150.00; 1 Great Wall, 135.00

MOSELEY VENDING MACHINE EXCHANGE, INC.
00 BROAD STREET
Phone: B-3611 — Phone: B-3628
RICHMOND, VA.

The Following Products Used Machines Are Offered: B. O. Evans, Charlotte, N. C.

S-BALL FREE PLAY

1 Liberty Bell, 100.00
1 Liberty Bell, 125.00
1 Liberty Bell, 150.00
1 Liberty Bell, 175.00
1 Liberty Bell, 200.00

COUNTER GAMES

1 Liberty Bell, 10.00
1 Liberty Bell, 20.00
1 Liberty Bell, 30.00
1 Liberty Bell, 40.00
1 Liberty Bell, 50.00
1 Liberty Bell, 60.00
1 Liberty Bell, 70.00
1 Liberty Bell, 80.00
1 Liberty Bell, 90.00
1 Liberty Bell, 100.00
1 Liberty Bell, 150.00

S-BALL PAY AND SLOTS

1 Liberty Bell, 10.00
1 Liberty Bell, 20.00
1 Liberty Bell, 30.00
1 Liberty Bell, 40.00
1 Liberty Bell, 50.00
1 Liberty Bell, 60.00
1 Liberty Bell, 70.00
1 Liberty Bell, 80.00
1 Liberty Bell, 90.00
1 Liberty Bell, 100.00
1 Liberty Bell, 150.00

WINTRY IV

1 Liberty Bell, 10.00
1 Liberty Bell, 20.00
1 Liberty Bell, 30.00
1 Liberty Bell, 40.00
1 Liberty Bell, 50.00
1 Liberty Bell, 60.00
1 Liberty Bell, 70.00
1 Liberty Bell, 80.00
1 Liberty Bell, 90.00
1 Liberty Bell, 100.00
1 Liberty Bell, 150.00

MOSELEY VENDING MACHINE EXCHANGE, INC.
425-427 SOUTH BRYON ST. CHARLOTTER, N. C.
Phone: B-9660 — Phone: B-9660

The above machines are sold on an “as is” basis effective January 6, 1940. Write us for your price on any brand-new machine released by the manufacturer.

WATCH FOR OUR AD IN THE SHOW ISSUE

“Waitin’ for the Show!”

By BILL GERSH

Director of Sales Promotion, Byrd, Richard & Pound Advertising Agency, N. Y.

After more than two weeks spent in flying from city to city, speaking with operators, jobbers, distributors and manufacturers, regarding general coin machine conditions as well as their thoughts for the forthcoming 1940 coin machine show, the writer felt buoyed to the extent that he returned to office with greater optimism and faith in the future of the coin machine industry than at any time in years.

Everywhere, he found the operators eager to look forward to the coming 1940 show, and the usual return. To why buying has practically stopped, is, “Waitin’ for the show.”

The new type of legal equipment which the manufacturers have presented and met with approval everywhere. Not only are the operators happy that the manufacturer has come to see their side of the picture, but the jobbers and distributors are breathing sighs of relief and point to the accumulation of deposits on equipment which has been ordered.

Waitin’ for the show means a more definite demarcation of the industry’s various divisions. For example, the manufacturers are not only more interested in producing coins, but also more interested in producing new machines which will attract the public. They have more money to spend on research and development, and they are more willing to take risks on new ideas.

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The original 5 “Bells” in One!

EVANS’ LUCKY LUCRE

IMITATED—BUT NEVER EQUALED!

5 SIMULTANEOUS PLAYS!
5 SEPARATE PAY-OUT CUPS!
5 COIN HEAD—GYP-PROOF!
$5 GUARANTEED JACKPOT FOR EACH PLAYER!

WHY BE SATISFIED WITH LESS?

Equipment with Evans’ famous coin head and Evans’ precision engineering, this is the mechanically perfect — earnings type — proved for years and repeated national record! Available with Fruit Bell or Double Bell. Two models — Plain or with Skill Feature.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

AUTOMATIC COIN MACHINE CORP.
338-40 CHESTNUT ST.
SPRINGFIELD, MASS.

DONT WASTE ANOTHER MINUTE

TURN TO THE BACK COVER NOW

Have left for Southern vacations to get some rest just before the show. Others are planning, clearing away and dressing up their places, getting ready for the new equipment which they expect to buy. Many distributors have also arranged to take along their best customers as well as their salesmen and assistants and make it one great, grand, gala party. But, most important of all, it is the one year when everyone seems to have something to become infected, with the bug of super-optimism and expect the greatest of unique surprises at the show. Whispers regarding new equipment grow to rumors overnight. More than one operator has made up his mind to be present at the show and to see for himself the rumors of the new machines.

There is a tidal wave of potential show goers and it’s gathering great force. Manufacturers, salesmen, distributors, jobbers, operators and the allied industries all point to the 1940 convention to certain be the greatest convention in all the history of coin machines.
Chicago Coin
THANKS YOU FOR A WONDERFUL '39—
And HERE'S A SWELL INTRODUCTION TO A PROSPEROUS 1940!

COMMODORE

OPERATORS’ FIRST CHOICE OVER ALL OTHER GAMES ON THE MARKET

There must be a reason!

Chicago Coin
MACHINE MANUFACTURING CO.
1725 SEMILLERY BLVD.
CHICAGO 11

FREE GAME
Instantly Convertible To Straight Novelty Play.

$99.50

Scoring Everywhere!

BIG TEN

The greatest football board ever! Priced at competitive prices, it's the all-purpose 10 ball ticket game for general entertainment. Order immediately and cash in on the full football season.

GLOBE PRINTING COMPANY
1823 37 RACE STREET
PHILA., PA.

STOP, LOOK AND WRITE!
FOR OUR NEW LOW PRICES ON
FREE PLAY GAMES
BOWLING GAMES
AUTOMATICS
COUNTERTOP GAMES
PHONOGRAPHICS
NOVELTY GAMES
CONSOLES

Also all the new and latest games ready for immediate delivery. Your use equipment accepted in trade.

GRAND NATIONAL SALES CO.

Here Are America's Finest “Better Machine Buys”!

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td>$25.00</td>
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<tr>
<td>Bowler</td>
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<tr>
<td>Comet</td>
<td>$25.00</td>
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<tr>
<td>Concerto</td>
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<td>Colorama</td>
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<td>Commerce</td>
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<td>Commodore</td>
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<td>Connecticut</td>
<td>$25.00</td>
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<tr>
<td>Destino</td>
<td>$25.00</td>
</tr>
<tr>
<td>Don Carlos</td>
<td>$25.00</td>
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</tbody>
</table>

Research Shows Growing Industry

CHICAGO, Dec. 30.—On its “Education” page, under heading “Job Hunters’ Time magazine (December 23, page 34) gives the following boost to the “slot” machine industry:

“Another important trend is the increasing interest in this field, especially among the younger people. This is due in part to the growing consciousness of the need for good results. In many cases, the slot machine is the only means by which a person can save money and make a profit. The industry is well on its way to becoming a legitimate business.”

With the first arrivals of new Royal and Varsity recordings, the J. H. Perkins Novelty Co. reports a brisk demand for the two lines of U. S. Record Club disks. Perkins is also distributor of a number of phonograph records and believes he is now in a position to benefit from future developments in business during the coming year.

President Julius Pace, of the local operators’ association, is busy up a representative following of local coin machine men to attend the annual Chicago show next month. Pace is again renewing the famous Black derby, eminently of the New Orleans contingency to the annual affair. About 20 have already signified their intention to attend.

New Orleans

NEW ORLEANS, Dec. 30.—Advances in cotton prices of $10 a bale in the past three weeks must be considered a serious factor in the outlook for the coin machine industry in the cotton-minded Deep South during the coming year, and already operators throughout this and adjoining states are feeling the ultimate benefits. When $10 a bale advance is mentioned, it is felt that the amount will be $250,000 more circulating around the growing areas of Dixie.

The One-Man Christmas Fund is planning to start this year. With about 600 kids of adjoining Jefferson Parish invited, Louis Bowsher, of the New Orleans Novelty Co., has been busy this week housing thousands of winners, lots of bread, candy, fruit and pop. This habit was formed 15 years ago by Fred Mark Olesberg and now the son, Louis, keeps up the tradition. The rest of the men from the firm all take part in the event.

MEXICO . . . SOUTH AMERICA . . . CENTRAL AMERICA—These are more than just names to A. L. Cannon, Rock-Ola assistant export manager. Cannon resides in these countries for several years. “There are great opportunities in these countries,” says Cannon, “and our efforts at Rock-Ola have resulted in a fine export business to these and outer countries on all Rock-Ola products—and especially on the Luxury Lightup phonographs.”

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.
Read what operators say about

BALLY ALLEY

Why wait when you can start earning big money NOW! Quoted below are a few of the many reports received from BALLY ALLEY operators coast to coast. VOLUME PRODUCTION NOW insures quick delivery and IMMEDIATE PROFITS! Order BALLY ALLEY today!

BALTIMORE: "BALLY ALLEY took in $37.50 from noon to midnight in hotel lobby."

MILWAUKEE: "In a tavern location, BALLY ALLEY earned $29.60 Saturday and Sunday."

INDIANAPOLIS: "Averaging $7.00 daily net profit with each BALLY ALLEY."

MICHIGAN: "Found $50.00 in BALLY ALLEY cash-box after only 5 days."

NEW YORK: "In a bowling alley here, BALLY ALLEY averages $9.60 daily, all profit, no awards."

INDIANA: "Averaging $8.00 a day with BALLY ALLEY in spot where a bell formerly netted only $20.00 a week."

MICHIGAN: "Location got $46.00, I got same amount . . . BALLY ALLEY on location less than a week."

GEORGIA: "BALLY ALLEY earned $17.85 first day, now averaging $10.00 daily."

DETROIT: "In competition with three hit free-play tables in same spot, one BALLY ALLEY is averaging $12.00 a day."

ALSO IN PRODUCTION: BULL'S EYE, SCOOP, WAMPUM, GOLD CUP, GOLD MEDAL, GRAND NATIONAL, ROYAL FLUSH

BALLY MFG. CO. 2640 BELMONT AVE. CHICAGO, ILLINOIS

NATIONAL'S VALUES

NOVELTY GAMES—FREE PLAY
Mills 1-dime, 4-dime 45c
Mills 3-dime, 6-dime 60c
Mills 5-dime, 10-dime 75c
Mills 10-dime, 20-dime 1.00c
Mills 20-dime, 40-dime 1.50c
Mills 40-dime, 80-dime 2.00c
Mills 50-dime, 100-dime 2.50c

SLOTS
Mills Bells, So $54.25
Mills Blue Flamingo, 2-for-1 65c
Mills Silver Flamingo, 4-for-1 90c
Mills 25-cent, 50-cent 30c
Mills 50-cent, 10-cent 15c

1-BALL AUTOMATIC
Sport Bingo $60.00

COUNTER GAMES
Gotti-Tab Dice $5.00
Gambit-Tab 9.00
Cash-at-Tab 12.00

MISSISSIPPI
Rock-Ola World Tourney 18.00

PHOTOGRAPHER
Wurzbach Art $25.00
Wurzbach Decorative $50.00
Wurzbach Portrait $65.00

COUNTERS
1 Jumbo-A-Chain, 2 Jumbo-A-Chain with Bells 25c
1 Jumbo-A-Chain, 2 Jumbo-A-Chain with Bells 40c
1 Jumbo-A-Chain, 2 Jumbo-A-Chain with Bells 50c
1 Jumbo-A-Chain, 2 Jumbo-A-Chain with Bells 60c
1 Jumbo-A-Chain, 2 Jumbo-A-Chain with Bells 75c

M.T. ROYAL NOVELTY, INC.
306 E. BALTIMORE ST. BALTIMORE, MD.

STARTING 1940 WITH A BANG!
FREE-BALL GAMES
$19.50

SLOTS
$25.00

AUTOMATICS
$40.00

REPRESENTATIVE OF
I.L. MITCHELL & CO.

OUR PRICES ON USED PIN GAMES ARE LOWER
Write for Comparative List of Guaranteed Perfectly Rebuilt Pin Games.
PHONE: GLENMORE 2-0550
1070 Broadway, BROOKLYN, N.Y.

READY FOR IMMEDIATE DELIVERY
Evans’ “TEN STRIKE” Western’s “BASEBALL”

EMPIRE 1c PLAY CIGARETTE MACHINE

SICKING, Inc.

EMPIRE 1c, 2c, 3c, 5c.

ROSS, 1c, 2c, 3c, 5c.

RED HOT PRICES ON JAR DEALS OF ALL KINDS

H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.

THANK YOU
NEWARK COIN DISTRIBUTORS, 107 MURRAY ST., NEWARK, N.J.

ADVERTISE IN THE BILLBOARD
—YOU’LL BE SATISFIED WITH RESULTS.
Mills Throne of Music Brings You the Biggest Cash Boxes Month After Month!

BERT LANE Says:

WITH THE WINNERS WE’VE GOT LINED UP FOR 1940
IT’S GOT TO BE A PROSPEROUS NEW YEAR
FOR ALL OUR CUSTOMER FRIENDS!

SEABOARD SALES, INC.
619 Tenth Ave., New York Phone, Wisconsin 7-5688

Des Moines

Des Moines, Dec. 20—Iowa will be well represented at the 1940 convention in Chicago, with many operators in this territory already making plans for the confab. Most operators here are anxious for new machines to help boost business. Feeling is prevalent here that with new models and coming of cold weather business will hit peak.

Dave Fidler has moved his Iowa Amusement Co. offices and workshop to a downtown spot in order to provide speedy service for his downtown business locations.

Hotel locations have been getting the heaviest business during past month, with conventions keeping lobbies filled and machines going. Target machines getting good share of business.

FOR REAL PROFITS! WORLD OF SPORTS

Most sensational Board ever put out by any manufacturer. Board filled with colored symbol tickets, representing all sports. Has all the features that bring steady play and fast action. Winning combinations repeat from 12 to 192 times. 297 winners in all.

Board Takes in 2,600 Circus @ SC $10.00
Pays Out, Average 79.76
Average Profit $20.24

AJAX MANUFACTURING CORP.
519-125 4th Street, Philadelphia, Pa.
Write for 1939 Catalogue.

PENNA., NEW JERSEY, MARYLAND, DELAWARE OPERATORS
WE HAVE THEM

CLEARANCE

1/2 DEPOSIT—BAL. O. D.
Roller Bowlers
Bally
$2.00

Spike, plain
$2.00

Baseball, Free Play
$2.00

Billiard Bowls
$2.00

Exhibit Baseball
$2.00

Contact, Free Play
$2.00

Basketball, Free Play
$2.00

Western Stamped
$2.00

TRIPLE THREAT

MILWAUKEE COIN MACHINE CO.
1425 W. Fond du Lac Ave.
Milwaukee, Wis.

KEYSTONE NOVELTY & MFG. CO.
284 N. Huntington St.

READY SET GO!

THE LAST “WORD” IN YOUR LETTER TO ADVERTISERS, “BILLBOARD”
<table>
<thead>
<tr>
<th>State</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>Birmingham Vending Company 1113 Third Avenue, North Birmingham, Ala. (Tel. 3-5183)</td>
</tr>
<tr>
<td>ALASKA</td>
<td>Northwest Sales 3114 Elliott Avenue Seattle, Wash. (Tel. Garfield 0460)</td>
</tr>
<tr>
<td>ARIZONA</td>
<td>Bennett's Music Company 616 West Washington Street Phoenix, Ariz. (Tel. 2-5959)</td>
</tr>
<tr>
<td>ARKANSAS</td>
<td>Standard Automatic Music Co. 1200 W. 7th St. Little Rock, Ark. (Tel. 405-845-4244)</td>
</tr>
<tr>
<td>CANADA</td>
<td>Roy Specialty, Inc. 203 Notre Dame, West Montreal, Quebec, Canada</td>
</tr>
<tr>
<td>COLORADO</td>
<td>Denver Distributing Company 1043 Argonaut Street Denver, Colo.</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>Deluxe Coin Machine Company 1022 Northwest 58th Street Miami, Florida</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>Edgar I. Woodfin 3300 McLendon Avenue, N.E. Atlanta, Ga. (Tel. Deauville 1561)</td>
</tr>
<tr>
<td>IDAHO</td>
<td>J. H. Rutter 724 4th East, Salt Lake City, Utah (Tel. Wasatch 2182)</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>County Sales Company 444 South Schuyler Avenue Kankakee, Ill. (Tel. Main 3603)</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td>Ben D. Palaistrant 1252 Washington Street Boston, Mass. (Tel. Hancock 7298)</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>Ben J. Marshall 5735 Woodward Avenue Detroit, Mich. (Tel. Temple 4-1111)</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>La Beau Novelty Co. 1946 University Avenue St. Paul, Minn. (Tel. Nestor 2826)</td>
</tr>
<tr>
<td>MISSISSIPPI</td>
<td>United Novelty Company 506 West Howell Avenue Biloxi, Miss. (Tel. 101-1021)</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>United Amusement Company 2410 Main Street Kansas City, Mo. (Tel. Valentine 5825)</td>
</tr>
<tr>
<td>MONTANA</td>
<td>H. B. Bluck 625 East Front Street Butte, Mont. (Tel. 3076)</td>
</tr>
<tr>
<td>NEVADA</td>
<td>Nevada Novelty Company 706 S. B. Sparks, Nevada (Tel. 2507)</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td>Universal Amusement and Distributing Company 44 Riverside Road Paulsboro, New Jersey (Tel. Paulsboro 4581)</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>Bern, E. Anderson 1443 Main Street Buffalo, New York (Tel. Garfield 7720)</td>
</tr>
<tr>
<td>OHIO</td>
<td>Ohio Specialty Co. 12 W. Court Street Cincinnati, O.</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>Boyle Amusement Company 222 Northwest Third Street Oklahoma City, Okla. (Tel. 7-5631)</td>
</tr>
<tr>
<td>OREGON</td>
<td>Coast Amusement Company 1912 West Burnside Portland, Ore. (Tel. Broadway 1517)</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td>Edgar J. Woodfin 1390 McLendon Avenue, N. E. Atlanta, Ga. (Tel. Deauville 1561)</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td>Earl Montgomery 1074 Union Avenue Memphis, Tenn.</td>
</tr>
<tr>
<td>TEXAS</td>
<td>Fisher Brown 2206 B. Harwood Street Dallas, Tex. (Tel. 4-6133)</td>
</tr>
<tr>
<td>UTAH</td>
<td>J. H. Rutter 724 S. 4th East, Salt Lake City, Utah (Tel. Wasatch 2182)</td>
</tr>
<tr>
<td>VIRGINIA</td>
<td>Mosely Vending Machine Exchange 00 Broad Street Richmond, Va. (Tel. 5-5328)</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Navin Sales 3144 Elliott Avenue Seattle, Wash. (Tel. Garfield 0460)</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>Badger Novelty Company 5156 North 20th Street Milwaukee, Wis. (Tel. Kilbourn 3030)</td>
</tr>
</tbody>
</table>

CALL YOUR NEAREST DISTRIBUTOR TODAY – Make more money with Rock-Ola
LOOK TO ROCK-OLA FOR LEADERSHIP!

What does the New Year promise

The past year has seen remarkable progress in the coin machine industry. We can expect that progress to continue during the coming year. We can anticipate new developments, new advancements, and with it all, new encouragement.

In looking forward and forgetting the past, our pathways will be easier to tread. Naturally, we carry onward with us increased experience, knowledge and better means to attain the heights of success we have set for ourselves. At the same time, it will be our advantage to carry over to the New Year nothing that will clutter up the way.

As a united whole, the New Year will yield tremendous benefits and satisfaction to the coin machine industry. For our strength lies in a general, co-operative, and constructive endeavor between operator, distributor and manufacturer.

The Rock-Ola organization is here to co-operate with you in an earnest endeavor to assist you in attaining the full measure of a promising future.

David Rockoff
This Is Your Invitation To

SEE THE 1940 WURLITZERS

at any of

47 WURLITZER PREVIEW SHOWINGS

on

NATIONAL WURLITZER DAYS

Monday, Jan. 8th. — Tuesday, Jan. 9th. — Wednesday, Jan. 10th

These Authorized Wurlitzer Distributors Will Unveil the 1940 Wurlitzers January 8, 9, and 10th

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>Monarch Sales Company 2960 7th Avenue, S. Birmingham, Ala.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARKANSAS</td>
<td>Commercial Music Company 323 Center Street Little Rock, Ark.</td>
</tr>
<tr>
<td>COLORADO</td>
<td>Western Music Company 583 Milwaukee Street Denver, Colo.</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>Hankin Music Company 238 Pryor Street, S. W. Atlanta, Ga.</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>Chicago Simplex Distributing Company 3430 S. Parkway Drive Chicago, Ill.</td>
</tr>
<tr>
<td>INDIANA</td>
<td>Guarantee Distributing Company 2451 N. Meridian Street Indianapolis, Ind.</td>
</tr>
<tr>
<td>KENTUCKY</td>
<td>Kentucky Springs Scale Company 514 S. 2nd Street Louisville, Ky.</td>
</tr>
<tr>
<td>LOUISIANA</td>
<td>Service Novelty Company 807 Desdert Street Shreveport, La.</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td>Hub Automatic Sales Company 26 Brighton Avenue Boston, Mass.</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>Acme Novelty Company 1124 Meridian Avenue Minneapolis, Minn. Silent Sales Company 1935 University Avenue St. Paul, Minn.</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>Central Distributing Company 102 W. Lowood Blvd. Kansas City, Mo. Wal-Bill Novelty Company 24 S. 10th Street St. Louis, Mo.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>Art. Novelty Company 29 Beaver Street Albany, N. Y.</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td>Southern Music Company O'Henry Hotel Greensboro, N. C.</td>
</tr>
<tr>
<td>OHIO</td>
<td>Triangle Music Company 4608 Prospect Avenue Cleveland, Ohio Sickling, Inc. Gibson Hotel Cincinnati, Ohio</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>Commercial Music Company 194 N. Broadway Oklahoma City, Okl.</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td>Automatic Amusement Co. 121 Fourth Avenue S. Nashville, Tenn.</td>
</tr>
<tr>
<td>TEXAS</td>
<td>Commercial Music Company 736 N. Ervay Street Dallas, Texas</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Pacific Distributors Co. 1507 10th Avenue Pittsburgh, Pa.</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>Keno Novelty Co. 1116 21st St. 16th Street Milwaukee, Wisc.</td>
</tr>
</tbody>
</table>

Canadian Showings by RCA Victor, Ltd.

Jan. 10th Mount Royal Hotel Montreal, Que.
Jan. 11th Royal York Hotel Toronto, Ont.
Jan. 12th Fort Garry Hotel Winnipeg, Man.
Jan. 15th Fairview Hotel Calgary, Alta.
Jan. 16th Vancouver Hotel Vancouver, B. C.
Jan. 17th B. N. R. Hotel Montreal, N. B.