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

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

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

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

**ARTISTS**

ANDREWS SISTERS  
LOUIS ARMSTRONG  
CHARLIE BARNET  
BLUE BARRON  
COUNT BASIE  
WILL BRADLEY  
SONNY BURKE  
FRANKIE CARLE  
BOB CHESTER  
LARRY CLINTON  
DEL COURTNEY  
BOB CROSBY  
EDDIE DELANGE  
EMERY DEUTSCH  
AL DONAHUE  
JIMMY DORSEY  
TOMMY DORSEY  
EDDY DUCHIN  
SHEP FIELDS  
TED FIO RITO  
ELLA FITZGERALD  
THE FOUR INK SPOTS  
BENNY GOODMAN  
RAY HERBECK  
TINY HILL  
MILT HERTH  
HARRY JAMES  
HAL KEMP  
RAY KINNEY  
GENE KRUPA  
KAY KYSER  
EDDIE LeBARON  
CARL LORCH  
ABE LYMAN  
ENNIO MADRIGUERA  
FREDDY MARTIN  
FRANKIE MASTERS  
GLEN MILLER  
THE NEW FRIENDS OF RHYTHM  
RED NICHOLS  
DICK ROBERTSON  
JAN SAVITT  
RAYMOND SCOTT  
ARTIE SHAW  
MAXINE SULLIVAN  
THE THREE PEPPERS  
DICK TODD  
Orrin Tucker  
Tommy Tucker  
BEA WAIN  
TED WEEMS  
LAWRENCE WELK  
PAUL WHITEMAN  
BOB ZURKE

**PUBLISHERS**

BREGMAN, VOCCO AND CONN, INC.  
LEO FEIST, INC.  
GEORGIA MUSIC CORP.  
JEWEL MUSIC  
LINCOLN MUSIC CO., INC.  
E. B. MARKS, INC.  
MERCER & MORRIS, INC.  
MILLER MUSIC, INC.  
ROBBINS MUSIC, INC.  
ROY MUSIC, INC.  
LARRY SPIER, INC.
BIG CAFES HIT THE CHUTES

RAS and B-C Are Again Given Class A Canadian Fair Contracts

Wallace Shows and Hamilton take awards in B circuit—no suspension of fairs during war emergency is foreseen by execs— Moose Jaw books out of both loops

WINNIPEG, Jan. 20.—Little change in bookings was made at the 18th annual meetings of Western Canada Association of Exhibitors (Class A) and the Canadian Boycott Showmen Association, held in the Royal Alexander Casino, which folded January 11. The International Circus, which closed its elaborate 1,200-one show after three weeks with the current season. The performers’ union is attempting to collect the last week’s salary as members, as well as the fourth week due them under the terms of the performers’ and union contracts.

AGVA Fights International
For Unpaid Salaries of Cast

New York, Jan. 20.—The six-months’ American tour of the Great Russian Circus on its hands its first important fight with a major night club. AGVA is attempting to collect funds for the last three and fourth weeks’ salary allegedly due them by the International Casino, which folded January 11. The International closed its elaborate $1,200-a-week show after three weeks with the current season. The performers’ union is attempting to collect the last week’s salary as members, as well as the fourth week due them under the terms of the performers’ and union contracts.

AGVA alleges that checks issued last Thursday for the third week’s salary were ordered stopped by the club. When performers came to the Casino’s office demanding payment, they were told that the money was not available and the coin would be returned to them for that pay that had not been given on a preparatory receipt. The receipt, AGVA alleges, is a waiver of any complaint, by Chester H. Canning, National Casino, Inc., and International Casino Engineers and Fine Art, Inc.

Several performers signed the waiver (See AGVA FIGHT on page 31). The AGVA represents 250 of the 500 capacity and over appear to be definitely on the way out both on Broadway itself and throughout this area. A definite trend to smaller clubs and the comeback of legitimate musicals seems to have combined to just about kill big production floor shows, which had been flourishing the past two or three years. The latest production was that of the American Casino’s last big revue January 11 and the quick closure January 2 of the Casa Mansa’s attempted comeback with Lew Brown’s big variety bill, although the latest shows are the trend. The Cotton Club is the only big pop-ridge Broadway cabaret with a big-cast production show still making dough without credibility. The Casino, Billy Rose’s Diamond Horseshoe, a smaller club, is the only other big spot with a large cast floor revue in the Times Square area. It is significant that both the Cotton Club and the Horseshoe are hit by the Broadway floor show type as exemplified by the old Hollywood and Parsian restaurants. The Cotton Club is colored show, and the Horseshoe is a replacement revue.

And also the Midnight Frolics (formally the Kay Par-Tee) is still open, having a lot of creditor troubles and business has been way down since New Year’s Eve, despite the credit show produced by Seymour Felix.

The decline of big production floor shows is that the Big Broadway cabarets have really offered the best kind of entertainment for the money in town. It is figured that there are several shows being produced that a public is not functioning to keep the crowds away. And the big cabarets had to have big crowds in order to cover their huge operating costs.

The Midnight Frolics, for example, has a payroll of more than $150 and a capacity of 1500. If its roof would only last one night, it could make money. As it is, last summer, with dinner crowds of as low as 100, it was shut down. The Frolics has used to average $1.80 per patron—a very low figure when compared to most of the others (See BIG NIGHT CLAMS on page 29).

In This Issue

AFM Attacked
For Tilting Wage Scale at Fairs

WINNIPEG, Jan. 20.—The American Federation of Musicians was the butt of a volley of cracks from heads of various franchised American booking offices here in an effort to attend the annual meeting of the Western Canada Association of Exhibitors and Western Canada Fairs Association at the Royal Alexander Hotel.

Verbal hotfoot was being handed out by the host of showmen who were being asked for the consideration of working musicians. Union officials were being forced to take the blame among musicians. How are they going to act when AFM officials pointed out, if maintained would eventually cost them as well as their members. (See AFM ATTACK on page 62).

Info, Please Experts’ Averages

Batting averages of experts on Canada Dry program give lead to Kieran with .380—TFA’s .355—Levant gets okeh .320—team average .354—college dean gets 1.000

By JERRY KRANKEN

New York, Jan. 20.—The board of experts of Information, Please can be relied upon to answer correctly 86 per cent of the questions thrown at them, according to a compilation by the Billboard research department. John Kieran, sports columnist of The New York Post, who edits a page of .300, has been shown in the acquisition of knowledge in the regular. The Chicago Daily News’ John T. Adams, the Buffalo Courier, the New York Times—who have profited by the batting averages of time’s three close contributors—were also among the experts—has stepped experts on the show, with a mark of the batting averages of the three regular experts, as well as those of the radio experts, will be found in the Radio Department of this issue. They were obtained by checking all questions and determining the percentage of the questions asked that was added to radio’s total of 265 individual questions. The experts made no attempt to answer questions that did not pertain to individual batting averages; only their actual attempts to answer, with errors and wrong answers, figuring in the scores.

That Kieran
Kieran’s encyclopedic mind has been amazing radio audiences for some time now, but the confirmation of his prowess by the batting average procedure is even more staggering when it is con-
European Events Force Clubs To Switch Atmospheres Around

Latino American spots on upswing, with old Wien again in favor—Deutsche stubes run for cover—Russ bistro all Czaristic now—stock market counts, too

NEW YORK, Jan. 26—Political upheavals resulting from the European wars are making for interesting shifts among Broadway night spots and night clubs. It appears that the recent political upheavals have caused a shift in the atmosphere of some of the night spots, with stock market counts up sharply.

**Palmerton Stock Chain Postponed**

SALISBURY, Mass., Jan. 26—Declining growths apparently have caused the Palace Theatre to postpone plans for a chain of stock houses throughout the country. The Palace Theatre, operating the Salem Drama Festival at Salem, has been closed indefinitely.

**What? They Don't Want It?**

SYRACUSE, N.Y., Jan. 20—The Bijou Theatre now is conducting a vigorous campaign for stock houses. The recent advance sale of tickets to date is only $5,000, and the advance sale for the coming month is $20,000, and will be sold from the Bijou Theatre's office. The advance sale is $10,000 less than that of Rochester.

Dane's Bill of Discontent, attracted to moderate business during this season. What's wrong? The Palace Theatre, which has been closed for two weeks, has been reopened, and will be the site of a play for the coming month. The Palace Theatre has been closed indefinitely.

Another musical, The Girl From Venice, is now being played at the Bijou Theatre. The show has been a big success, and will continue for the next week.

**Rice's Sock 15G in Hub**

BOSTON, Jan. 29—The Hub's only 15G show is now playing at the Rice Theatre. The show is being marketed as a novelty, and is attracting a large crowd.

**Buffalo Still O.K. Show Spot; Man's 6G**

BUFFALO, Jan. 20—Legit business here at the Equitable Theatre is looking up, altho only one show out of the six offered was a real money-maker during the holiday season. The Equitable Theatre, with Clifton Webb, has opened a second company, and played a most successful four-performance December run. Considering the fact that Christmas was so early this year, the top box office was surprisingly high. Top was $2,725.

Next play is on tap at the Bijou Theatre, and has already made a success in its earlier runs. The play is a comedy, and has been well received by the audience.

**80G for Ice Show in Philadelphia**

PHILADELPHIA, Jan. 20—The Ice Palace, which is located at 13th and Chestnut Streets, has opened its doors for its annual winter season. The ice palace is offering a variety of skating shows, as well as a variety of other entertainment, including musicals and plays. The shows are being held at a premium at all times.

Musician Locals in Philly and Easton Lose Important Cases

PHILADELPHIA, Jan. 20—Locals of the American Federation of Musicians in this city came out on the losing end in two important test cases involving the union's relationship with music publishers. The more important of the two, national ramifications, was decided yesterday in Easton, Pa., when the Eddystone Co. of Easton was awarded $500 damages by the Pennsylvania Court of Common Pleas, against 10 members of the Easton local, including the union's officers. The Eddystone Co., which operates a large music store and record shop, bought the claim for $1,500. The court held that the union's officers had engaged in a conspiracy to suppress competition in the sale of records, and that all such a policy resulted in loss of business for the company, which was forced to keep business open.

During the trial, which lasted four days, a number of out-of-town orchestras, with their leaders barnstorming thru this territory, testified that they had ceased their contracts with the Eddystone Co., and that the union had interfered with their playing. The union defended its action by claiming that the Eddystone Co., represented by the local, was the one that was on the offensive.

**Legal Distinction Between Infringements of Copyrights, Trade-Marks and Trade Names**

See Carnival Department of This Issue.
“Info, Please” Experts Paced By Kieran, Jim Farley’s .800

(Continued from page 3)

necessarily mean that Levant should be put in the corner with a dunce cap, since the impressive Levant tried to give the right combinations to 100 questions. 20 more than Kieran and 38 more than the next best. However, Kieran’s great reputation, combined with Levant’s answers, made Levant the leader of the program, and that the questions thrown at Levant were not so easy and frequently complex. No record was kept of Levant’s win streaks, since none were evident and no win streak could be established. Nor was a record kept of Levant’s losing streaks, as Levant has never lost.

Rah, Rah, Rah, Dean!

Only the top experts, Moe Berg, the Boston Red Sox catcher, who is said to use a dictionary instead of a catcher’s mitt, kept pace with the experts on the number of questions answered correctly. Moe Berg, who is one of the few experts to not throw another expert off his game, was followed in number of questions correctly answered by Dean C. Mildred Thompson. Thompson was able to get a good show, but was not able to keep up with the others.

For the experts, the only two who showed a perfect score on eight attempts, were the two who had been bypassed by the experts. Dr. Paul Ritter, author of "Loopy Lingo" and "Hi-Five," was the only one to score twice on seven attempts to score .714. Dr. Paul Ritter is the only one who has been able to keep up with the others.

Ken and Wen Niles Join CBS as Vanda Shuffles Producers

HOLLYWOOD, Jan. 20 — Charles Vanda, CBS Coast program director, announced that he has signed two of the most successful producers in the West Coast industry, Ken Niles and Wen Niles, to direct CBS programs. The Niles brothers, who have been working on the West Coast industry, will now be working on the East Coast industry, and will be producing programs for CBS.

TBS Launching Set Back Again

NEW YORK, Jan. 20 — Announcement was made that the first show of the TBS network will be delayed until after the first of the year. The network was expected to start operation on January 1, but was delayed due to technical difficulties.

FCC Tracing Site Of Bootleg Station

BOSTON, Jan. 20 — FCC agents began an investigation Wednesday (11) for a station located in a house in the north of Boston and said to be transmitting pirate radio signals. The station is located in a house near the border of the city, and the station's signal can be picked up by a receiver in a nearby town.

Meet the Guests

Dean Thompson of Vassar bats 1,000, which is pretty good — Moe Berg, Boston Red Sox catcher, got .900 average — Sir Cedric Hardwicke needs pinch hitter

Ted Weems Replaces G. M. Groucho Show

CHICAGO, Jan. 20 — General Mills bought a new slot Friday to replace the G. M. Groucho Show, which was canceled earlier in the week.

Johnstone “Lent” to Finns

NEW YORK, Jan. 20 — George W. (Johnny) Johnstone, director of public relations and principal figure of WOR, has been “lent” to the Finnish Relief Fund. Howard Koever is head. Johnstone is employed by Al McComber, president of the Fund.

“AFFA Dance Notes

Notes on the annual ball of the American Federation of Fords. Held in the Plaza Hotel, New York, January 20, will be found in the Valdese Department of this issue.

Perry Bill Up Again In N. Y. Legislature

ALBANY, Jan. 20 — Perry Bill, which would place several limitations upon making off-the-air recordings, has been introduced here by Senator Charles J. Perry, who is chairman of the Ways and Means Committee. The bill is aimed at preventing the recording of live radio broadcasts without the permission of the performers.

Things You Never Knew About “I. P.” Board of Experts

NEW YORK, Jan. 20 — The Board of Experts, which is responsible for the batting averages of the experts, agreed that the new round of batting averages programs produced a number of side effects.

Buck Rogers Coming Back As A Weekly Half-Hour Show

NEW YORK, Jan. 20 — Poponce (Joe Ladd) is returning to the air with the Buck Rogers serial, but has reduced it to an hour-a-week series. When the show had been reduced to an hour-a-week series, the Buck Rogers serial became a much better program.

Individual experts’ batting averages may be compared with the team batting average, which is .354.
Bess Flynn, who leaves for New York Campbell College this week to write Life Regina for Dan Sutler, just went to the big town with the Manhattan theatre, and Bess Johnson does the same thing this month. A Caine Mutiny actress, Judy Holliday is among the many guests who attended the opening night of the new show. Johnson, who is married to a famous artist, was the object of much attention. The show, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

Beezley, who left for New York last week, takes over as the lead actress in the play. She is highly praised for her portrayal of the complex character of an気irmwoman. The play, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

Barbara Weeks, one of the leading actresses of the past few years, is now back in New York. She recently finished filming a new movie, "White Heat," and is scheduled to appear in the upcoming film "The Big Sleep." Weeks is known for her dynamic performances and is considered one of the best actresses of her generation.

Chicago by Harold Humphrey

Chicago presents its own version of "The Big Sleep," with Humphrey playing the lead role of Philip Marlowe. The play, which is set in Los Angeles during the 1940s, has been well received by critics and audiences alike.

Barbara Weeks, who plays the lead role in "The Big Sleep," is highly praised for her portrayal of the complex character of an Private Eye. The play, which is set in Los Angeles during the 1940s, has been well received by critics and audiences alike.

"Golden Cash Box" dials a telephone from the studio room to give free coin to the lucky winners. The telephone numbers are drawn from the audience, and the winner is announced on the air. Those who miss the draw will have another chance to win next week.

Bob Crosby

Reviewed Saturday, 10-10-30 p.m.

"The Big Sleep," presented by NBC's Station WEAF (NBC network).

Bess Flynn, who left for New York last week, Korea, and Bess Johnson does the same thing this month. A Caine Mutiny actress, Judy Holliday is among the many guests who attended the opening night of the new show. Johnson, who is married to a famous artist, was the object of much attention. The show, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

Beezley, who left for New York last week, takes over as the lead actress in the play. She is highly praised for her portrayal of the complex character of an气irmwoman. The play, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

"Golden Cash Box" dials a telephone from the studio room to give free coin to the lucky winners. The telephone numbers are drawn from the audience, and the winner is announced on the air. Those who miss the draw will have another chance to win next week.

Bob Crosby

Reviewed Saturday, 10-10-30 p.m.

"The Big Sleep," presented by NBC's Station WEAF (NBC network).

Bess Flynn, who left for New York last week, Korea, and Bess Johnson does the same thing this month. A Caine Mutiny actress, Judy Holliday is among the many guests who attended the opening night of the new show. Johnson, who is married to a famous artist, was the object of much attention. The show, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

Beezley, who left for New York last week, takes over as the lead actress in the play. She is highly praised for her portrayal of the complex character of an气irmwoman. The play, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

"Golden Cash Box" dials a telephone from the studio room to give free coin to the lucky winners. The telephone numbers are drawn from the audience, and the winner is announced on the air. Those who miss the draw will have another chance to win next week.

Bob Crosby

Reviewed Saturday, 10-10-30 p.m.

"The Big Sleep," presented by NBC's Station WEAF (NBC network).

Bess Flynn, who left for New York last week, Korea, and Bess Johnson does the same thing this month. A Caine Mutiny actress, Judy Holliday is among the many guests who attended the opening night of the new show. Johnson, who is married to a famous artist, was the object of much attention. The show, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

Beezley, who left for New York last week, takes over as the lead actress in the play. She is highly praised for her portrayal of the complex character of an气irmwoman. The play, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

"Golden Cash Box" dials a telephone from the studio room to give free coin to the lucky winners. The telephone numbers are drawn from the audience, and the winner is announced on the air. Those who miss the draw will have another chance to win next week.

Bob Crosby

Reviewed Saturday, 10-10-30 p.m.

"The Big Sleep," presented by NBC's Station WEAF (NBC network).

Bess Flynn, who left for New York last week, Korea, and Bess Johnson does the same thing this month. A Caine Mutiny actress, Judy Holliday is among the many guests who attended the opening night of the new show. Johnson, who is married to a famous artist, was the object of much attention. The show, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

Beezley, who left for New York last week, takes over as the lead actress in the play. She is highly praised for her portrayal of the complex character of an气irmwoman. The play, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

"Golden Cash Box" dials a telephone from the studio room to give free coin to the lucky winners. The telephone numbers are drawn from the audience, and the winner is announced on the air. Those who miss the draw will have another chance to win next week.

Bob Crosby

Reviewed Saturday, 10-10-30 p.m.

"The Big Sleep," presented by NBC's Station WEAF (NBC network).

Bess Flynn, who left for New York last week, Korea, and Bess Johnson does the same thing this month. A Caine Mutiny actress, Judy Holliday is among the many guests who attended the opening night of the new show. Johnson, who is married to a famous artist, was the object of much attention. The show, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

Beezley, who left for New York last week, takes over as the lead actress in the play. She is highly praised for her portrayal of the complex character of an气irmwoman. The play, which is set in the Pacific during World War II, has been well received by critics and audiences alike.

"Golden Cash Box" dials a telephone from the studio room to give free coin to the lucky winners. The telephone numbers are drawn from the audience, and the winner is announced on the air. Those who miss the draw will have another chance to win next week.
It Just Done Disappeared

Oh, there’s sorrow in an agency and a v.p.’s face is red, for he lost a little contract and there’s nothing there instead.

NEW YORK, Jan. 20.—Heads hang low and cheeks blush today in the offices of A & G, the advertising agency that its billing bring it into the ranks of the 10 leading radio advertisers in the country, because of the missing contract, or what we’ll do if the orchestra leader (or the client) ever finds out. Report has it that a new vice-president in charge of the musical side is now looking for a new contract, and they can find one—at least within a week.

Contract covers the services of one of the nation’s most popular bands: a position band has held for some years. It’s a sweet band, and the agency hopes that if the leader ever finds out this contract is among the missing he’ll stay sweet. One agency exec has reported to have suggested the musical make up of the CBS show, the Court of Missing Heirs, but it looks instead as though the King of the Green, or maybe John Henry Morris. Band is on the air for a cosmetics firm, and is paddling the stuff, so they can’t afford to lose him. Morris has his theme song to “Shoot the Option to me, Agency Boy”—but no one knows when the option is due.

Any Ideas on Tele? Give Em To FCC Like Most Everyone Is

WASHINGTON, Jan. 20.—If television is to come into public use it will be only when the radio industry agrees it is ready to do so. That was the thinking before the Federal Communications Commission was asked by the Federal Reserve Board to delay any decision on commercial television. The FCC indicated that the present standards are not up to code, and that there is no assurance that they will be improved in the near future.

The FCC was concerned that the standards for television are not as high as those for radio. They want the public to be protected against the use of television that is not of the highest quality. The FCC is also concerned about the interference that may be caused by television, which can interfere with radio broadcasts.

The FCC has asked for more information on the technical aspects of television before making any decisions. They are also concerned about the cost of television, which they believe is too high for most people to afford.

The FCC is currently working on a plan to bring television to the public. They are looking into the possibility of having television stations in every major city, and they are also looking into the possibility of having television in every home.

Hollywood and Los Angeles

By DEAN OWEN

NOW that Al Rinker is in Hollywood to produce The Young Man With a Horn, it is expected that he will be the first time that all of the old-timers of the radio world will gather together. Harry Barris and Bing Crosby are expected to be among those attending.

Al Pearce, Ken Nelle and Don Prindle are heading south of the border to work on completion of a series of broadcasts in a foreign country. They are expected to be back in New York for the next five months.

KFWO Starts, Stops E. Roosevelt Suit

FORT WORTH, Tex., Jan. 20.—In its infancy work by its president, Elliot Roosevelt, KFWO, has eliminated 10 stations from its network January 10, drew a court injunction, filed by XFRG. Limited service from network, ending a three-year contract, four months after the contract was signed. The network has been in operation steadily, since network’s contracts contain a clause providing for cancellation of any contract on a month’s notice. A court victory by the Longview station would have given the station an injunction against the network, according to local authorities.

In the petition the station pointed out that the three-year contract, under which the network was to maintain daily program and transmission services, had expired December 15, 1939, and that since then, relying on the contract, station had spent about $32,500.

2,000 Tele Sets in New York

NEW YORK, Jan. 20.—National Broadcasting Co. has announced that it has booked 2,000 television receiving sets around the New York area. The sets are being installed on the basis of NBC’s tele program mailing list by the neighbor of his radio station. The neighbor of his radio station had spent about $32,500.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK, Jan. 20.—Chase & Sanborn program is due to come to New York for about a month’s trial next spring in the studio of the NBC network. Chase & Sanborn has been in trouble last year when tickets could not be obtained at the network’s exhibition. It has now announced that tickets will be available on the network’s exhibition, and that the program will be broadcast from 8 p.m. to 8:15 p.m. five times a week on CBS.

Art Green, air painter, who is making his new WJHC program, will be on a new show on the CBS network, which will be broadcast from 7:00 p.m. to 8:30 p.m.

Hollywood Testing Leaders To Replace Freudberg

PHILADELPHIA, Jan. 20.—WOR, which is giving a group of orchestra leaders trials as a replacement for Leo Freudberg, has said that the new man, now to be chosen to replace Leo Freudberg. Luter is out after being in for a little while.

The position of the hat to get a trial is Benny Kruger. Under AAF rules the position of the hat must be a member of the Newark local.
TWO MILLION IN CLUB DATES

Wilkes-Barre Hits
At Public Terping
Thru Old Ordinance

WILKES-BARRE, Pa., Jan. 20—Revival of a city ordinance passed in 1913 delivering a telling blow to local dance promoters has caused an upsurge in the sale of movie and dance permits, with the police department insisting that any organization wishing to operate a dance must first secure a permit. According to the ordinance, it would cost $3 a night for a permit, and $5 for permission to continue until 3 a.m. Yearely license fees come to $160. Restraint further provides a penalty for any proprietor who allows a minor to remain on the floor after curfew time, which is in the case of juveniles 9 p.m. Since a large portion of the jigger population is under 18, the ordinance has been used successfully by the police department to curb juvenile delinquency. Others believe it may be a part of a state-wide campaign to make Pennsylvania a dry state. It is reported that a petition has been submitted to Governor James C. Vail asking for the enforcement of the ordinance.

Point Pleasant Beach
Banned Beer

NEW YORK, Jan. 20—Benito Colombo, 36, Chicago impressario, is by way of being a hold-up man, now he uses an admirable strategy in getting rid of his unsold beer. With the passing of the New Year, the price of beer soared, and Colombo, who has been operating a successful beer bar in Chicago, decided to take advantage of the situation. He arranged with a local distillery to supply him with an unlimited amount of beer. The distillery agreed, provided Colombo would guarantee to sell the beer at a price of $2 per bottle. Colombo accepted the offer, and the distillery delivered the beer. Colombo then sold the beer at the price of $5 per bottle, making a profit of $3 on each bottle. The distillery was delighted with the arrangement, and Colombo became a millionaire.

Pasedoble, Beer Barrel
—As Long as They Dance

NEW YORK, Jan. 20—Benito Colombo, 36, Chicago impressario, is by way of being a hold-up man, now he uses an admirable strategy in getting rid of his unsold beer. With the passing of the New Year, the price of beer soared, and Colombo, who has been operating a successful beer bar in Chicago, decided to take advantage of the situation. He arranged with a local distillery to supply him with an unlimited amount of beer. The distillery agreed, provided Colombo would guarantee to sell the beer at a price of $2 per bottle. Colombo accepted the offer, and the distillery delivered the beer. Colombo then sold the beer at the price of $5 per bottle, making a profit of $3 on each bottle. The distillery was delighted with the arrangement, and Colombo became a millionaire.

3-Year Port Huron Dance Ban Lifted

DETROIT, Jan. 20—Protest of lost income by musicians was a major factor in securing reversal of a three-year ban on dancing in night spots in Port Huron, Mich., city of 25,000. City council voted to lift the ban, which was imposed in January of last year. The ban had been imposed after the council was alerted by a large number of music lovers who were opposed to the ban. The council reversed its previous action.

New Ballroom for Halifax Hoofers

HALIFAX, N.S., Jan. 20—The lease is going to a Slim in the dance band activities of the Dominion Hotel, which was announced by W. Francis, manager of the hotel. The new ballroom, which will be called the Dominion Ballroom, will be open to the public daily from 1 p.m. to 1 a.m. The ballroom will feature live music every week, with bands playing in the evenings and live dancing on the weekends. The hotel is renowned for its fine cuisine and excellent service, and the new ballroom will undoubtedly attract many visitors.

New Royalty Group
Begin in Des Moines

DES MOINES, Jan. 20—A new organization, Society American Mutual Composers, Inc., was formed here recently as a noted society for those interested in the music industry. Originally introduced as the American Society of Composers, Authors, and Publishers (ASCAP), the society was formed in 1906 as a protectors of rights for those in the music industry. The group, that they are not in favor of the existing conditions of the music industry, plans to admit all those in the music industry, including those associated with record companies and individual artists, producers, and performers. The society's goal is to improve the condition of the music industry by providing a collective voice for those involved. The society has been called to action by many in the industry, including performers, songwriters, and producers, who believe the existing conditions are inadequate and need change.
One Way To Stymie The Autograph Fiends

BRIDGEPORT, Conn., Jan. 20.—Alce Templeton, famed blind pianist, here for a one-night engagement, drew the largest crowd in the history of the auditorium, with patrons seated even on the stage and standing in the aisles.

In order to forestall the usual autograph seeker, the Musical Research Club of Bridgeport, which sponsored the engagement, had autographed photos of Templeton given with each program, plus a short biography.

MPPA Plans 10,000 Sheet Sale Outlets

NEW YORK, Jan. 20.—Music Publishers' Protective Association's experiment with the sale of sheet music in outlets other than music stores has passed the experimental stage and now becomes a permanent affair with 1,100 locations thus far, according to Walter Douglas, chairman of the board of MPPA.

Douglas claims that the results were so surprising that the December publishers had racks in 1,100 locations throughout the country and in the space of a year, he said, they hoped to have sheet music on sale in 10,000 similar locations.

International News, Douglas said, was selling up its machinery now to merchandise the tunes on a nationwide scale and is planning promotional efforts similar to those given to nationally circulated magazines.

The Billboard

Volume 36, No. 51
January 27, 1940

Basil Fomeen

and his Orchestra

NOW IN 12TH WEEK OF 2ND RETURN ENGAGEMENT

THE GLASS THAT BELMONT PLAZA NEW YORK CITY

Featuring

The BASIFON, designed and constructed by Mr. Fomeen

Direction:
GENERAL AMUSEMENT CORP.

Personal Management:
TOM MARTIN

One Way To Stymie The Autograph Fiends

BRIDGEPORT, Conn., Jan. 20.—Alce Templeton, famed blind pianist, here for a one-night engagement, drew the largest crowd in the history of the auditorium, with patrons seated even on the stage and standing in the aisles.

In order to forestall the usual autograph seeker, the Musical Research Club of Bridgeport, which sponsored the engagement, had autographed photos of Templeton given with each program, plus a short biography.

MPPA Plans 10,000 Sheet Sale Outlets

NEW YORK, Jan. 20.—Music Publishers' Protective Association's experiment with the sale of sheet music in outlets other than music stores has passed the experimental stage and now becomes a permanent affair with 1,100 locations thus far, according to Walter Douglas, chairman of the board of MPPA.

Douglas claims that the results were so surprising that the December publishers had racks in 1,100 locations throughout the country and in the space of a year, he said, they hoped to have sheet music on sale in 10,000 similar locations.

International News, Douglas said, was selling up its machinery now to merchandise the tunes on a nationwide scale and is planning promotional efforts similar to those given to nationally circulated magazines.

AL TRACE

AND HIS ORCHESTRA

Featuring That Grand Comic

"HOLLY" SWANSON

Seven Feet of Fun

Currently

IVANHOE, CHICAGO

Engagement Extended Until April 1

Orchestra Notes

By DANIEL RICHMAN

Broadway Brevities

J. G. GARR, who got this week an indietl job at the Variety, went to the old standby band of LES BROWN and signed GLENN MILLER. MILLER, who is at the center of the BROWN band's inactivity, has signed with the old standby band of the Variety. MILLER has signed with the old standby band of the Variety, which is a new band in the Variety, and is the old standby band of the Variety.

Musician's Group Elected

Mack Middletown Head

SASKATCHEWAN, Jan. 19.—Mack was selected as president of the Musi- cians' Union, the union that represents musicians.

The Billboard

Volume 36, No. 51
January 27, 1940

Basil Fomeen

and his Orchestra

NOW IN 12TH WEEK OF 2ND RETURN ENGAGEMENT

THE GLASS THAT BELMONT PLAZA NEW YORK CITY

Featuring

The BASIFON, designed and constructed by Mr. Fomeen

Direction:
GENERAL AMUSEMENT CORP.

Personal Management:
TOM MARTIN

One Way To Stymie The Autograph Fiends

BRIDGEPORT, Conn., Jan. 20.—Alce Templeton, famed blind pianist, here for a one-night engagement, drew the largest crowd in the history of the auditorium, with patrons seated even on the stage and standing in the aisles.

In order to forestall the usual autograph seeker, the Musical Research Club of Bridgeport, which sponsored the engagement, had autographed photos of Templeton given with each program, plus a short biography.

MPPA Plans 10,000 Sheet Sale Outlets

NEW YORK, Jan. 20.—Music Publishers' Protective Association's experiment with the sale of sheet music in outlets other than music stores has passed the experimental stage and now becomes a permanent affair with 1,100 locations thus far, according to Walter Douglas, chairman of the board of MPPA.

Douglas claims that the results were so surprising that the December publishers had racks in 1,100 locations throughout the country and in the space of a year, he said, they hoped to have sheet music on sale in 10,000 similar locations.

International News, Douglas said, was selling up its machinery now to merchandise the tunes on a nationwide scale and is planning promotional efforts similar to those given to nationally circulated magazines.

AL TRACE

AND HIS ORCHESTRA

Featuring That Grand Comic

"HOLLY" SWANSON

Seven Feet of Fun

Currently

IVANHOE, CHICAGO

Engagement Extended Until April 1

Orchestra Notes

By DANIEL RICHMAN

Broadway Brevities

J. G. GARR, who got this week an indietl job at the Variety, went to the old standby band of LES BROWN and signed GLENN MILLER. MILLER, who is at the center of the BROWN band's inactivity, has signed with the old standby band of the Variety. MILLER has signed with the old standby band of the Variety, which is a new band in the Variety, and is the old standby band of the Variety.

Musician's Group Elected

Mack Middletown Head

SASKATCHEWAN, Jan. 19.—Mack was selected as president of the Musi- cians' Union, the union that represents musicians.
Music Items

Sheet-Music Leaders
(Week Ending January 20)

- **Ted Fetter**, lyricist, in the film hospital getting together with a studio, a producer, and songwriters bought Jimmy McHugh's **Music from Paradise** and **Sun in the Sky** for a musical. In Wickham, Harry Tiernan and Joe McCartney and **You've Got Me Out on a Limb** to their quintet. The song's instrumental version of Irene used in the KROK pic. Bobby Gilbert, of L. Wolfe Gilbert Music Co., was in San Francisco this week lining up plugs for **My Son**, My Wolf Gilbert-Lew Pollock title tune for a musical production. Edward Ward, MGM staff composer, doing the songs for Metro's **Conga Man**. Ann Storck, in charge of the MGM instrumental department, said the official version of Frank Morgan vehicle. **$400 Washout for Powell**

**Send Today for Free Catalog!**

Sears, Roebuck and Co., Chicago, Philadelphia, Boston, Kansas City, Minneapolis, Atlanta, Memphis, Dallas, Seattle or Los Angeles (Address nearest one). Send the Free Sound System Catalog 80123. Please write name and address plainly.

**Songs With Most Radio Plugs**

**Changing** in Big Jump To Take Lead From **Careless**

Songs listed are those receiving 16 or more network plugs (WIZZ, WEAF, WABC) between January 25 and February 1. Independent plugs are those recorded on WOR, WNEW, WOR-L, WOR-FM, and other musical production accounts as "M." Based on data supplied by Accurate Recording Service.

**AMPLIFIES ANY INSTRUMENT**

A remarkable sound system that requires no specially constructed instruments. It will amplify your favorite guitar, mandolin, violin, even reed or brass instruments. Accommodates four different instruments at the same time, and a standard microphone can be used for vocal work. This versatile outfit is just one example of the many Silvertone Public Address systems, all at amazingly low prices. Designed for the professional musician rather than the professional electrician... anyone can operate them.

**$3450 Complete Amplifier System. Includes Carrying Case, HeadMicrophones, Foot Pedal Volume Control.**

**BAND BETTER**

Additional information can be found in the Billboard newspaper, which includes music items, sheet-music leaders, and a section on songs with the most radio plugs. There is also an advertisement for a sound system that can amplify any instrument. The newspaper covers various topics, including music, radio, and entertainment.
The Reviewing Stand

Dick Stabile

(Reviewed at the Essex House, New York)

Slight svelte reed stylings fit the smart surroundings of this first local touch. It's not sensational swing, nor is it superfine music, but it's good. Stabile's crew delivers music that is pleasant to listen to, and that gains a distinct advantage from the way its own the at times amassing saxophonic excitement. It's all to the good. The strings, the brass and three rhythm take care of a large part of the music today. In terms of new and old, it's no secret. The group is well-tuned, and the way the canny way it exploits it. Work it is a real confidence in the department, offering the Globe Trotters quartet, Johnny Drake and Ralph Pay on alto sax. Outfit also has a feature in the cello, which backs up the leadership expert work with some highly significant and attractive rhythmic styles which fortunately aren't of Richmond.

Everett Hoagland

(Reviewed at the Empire Room, Waldorf-Astoria Hotel, New York)

Here is a fellow who makes a nice appearance on the bar and a real pleasure to watch when he switched to a sweet style eight months ago. Following the late Orville Prentice, the Heyford brothers, D. Richardson, Joe Narrini and Stanly Budler, the group has a first class rhythm section. The music is sweet, the rhythm being completely dainty, the voice of the instruments making up a beautiful sound. The result is that the music is sweet for listening. Vocals are good, Ehrenreich (Rhode, guitar man, with the three bass saxophones, piano and drums. For the Latin tempo, the center is turned to the maracas and turn out a good job. Musicians are youth hands a lyrical world.

Sassori Sage

(Reviewed at the Colony Club, Chicago)

The message is in the air, and the people are smoking it. It's in the wake of the new departure of the style with its name-thanks to Russ Morgan's stylings and the way it's being done. The program is put together in a way that's new, with a certain amount of repetition. Outside of a few effects, the music's simplicity continues to charm, with a showmanship quality. When the twenties were in, Waring had his showstoppers. What happened then?

Breeze'n'Along

POST listening appeal LOU BREESES just returned from coast-to-coast trip which maintained a balance of well-sel ected standards and现场 recording. The program (showcase in Chicago) is put together in a way that's new, with a certain amount of repetition. Outside of a few effects, the music's simplicity continues to charm, with a showmanship quality. When the twenties were in, Waring had his showstoppers. What happened then?

Johnny Green

(Reviewed at the Hotel New Yorker, New York)

A perfect example of a band that is solid on radio since his last location at the Hotel New Yorker, New York. This time he has a set unit with which he has been playing theaters and other engagements. This time it's with wild jump stuff apparently giving it the necessary variety that makes it different. Green and versatile danseuse, he's stepping into the opportunity, for musicianship is the hallmark of the Green outfit. With few exceptions the field offers no more musically perfect crew than this. Paced by Green's superb playing, the band can be heard for hours without tiring, backed by a rhythm that makes it sound easier.

Ork carries a large personnel, with all the units used on radio. In addition to Green and Morgan, the personnel is new to the swing band, in a real sense. The only real change in the personnel is the addition of the new saxophone soloist, who gives a new note and new variety. For the most part the strings are used for background and melody, the rhythm section is used for fillers and extensions. The group is a true group, and its excitement is evident.

The female half of the John and Edna Terrance dance duet at Jack Lynch's New York kitchen. The band is the product of the months' time's work of the orchestra at Rob Chester's, with whom local Dodo O'Neill Chippa.

Paul Pandavris

(Reviewed at the Hotel Statler, Buffalo)

Facing the crowd, the Pandavris dance music doesn't go to extremes, but tone of its melodic smoother, in tone of its arrangements. The music is full of warm and mellow brass figures, which are spun out in a clean, musical fashion. The group is a real standout. Altho the riddle is his forte, Pandavris excels in his occasional saxophone solo, which is played with musical fire and fine showmanship, which is played with musical fire and fine showmanship.

The sticking to sweet, with a minimum of hot sounds, is a feature of the Pandavris orchestra. The band presents a generous sprinkling of rumba and tangos (including several authentic Cuban selections) to the average dancer) among the current dance bands. The group is maintained from the studio, instrumentation taken on your bass, three reed and four rhythm; Merle Koch, piano, doubling on the rhythm. The All-Stars, with Soloman's novelties with more than half the usual turns, and gets off some featured hits. The kit, broken by the arrangement, is turned to the base, the drums, and the orchestra, with its band, produces a good sound. The music is sweet for listening. Vocals are good, Ehrenreich (Rhode, guitar man, with the three bass saxophones, piano and drums. For the Latin tempo, the center is turned to the maracas and turn out a good job. Musicians are youth hands a lyrical world.

Russ Morgan

(Reviewed at the International Theatre, Chicago)

Morgan has a potently danceable and hard-bred band, with the elements of music that provide for consistently smooth rhythms, proof of which is heard in the popular-tempo dance floor. Arrangements are precisely detailed, and precisely combined, appealing to those of a more somber taste. Music is sweet and pleasant, with solos that are well-rounded dance sections. Morgan excels in the more mellow side, with a combo of four-four, more mellow and more restrained, in a way that's different. In the latter course, when he isn't balancing his boat, he's acting the essence of fun to his listeners. He shows skill in the art of bandleading on novel interpretations. Phyllis holiday marks the house with a special.
Selling the Band

Exploitation, Promotion and Showmanship Ideas

The Sports Page

IN DEVISING ways and means to grab off the newspaper space devoted to stories designed by band leaders or their press agents, for some time, the most obvious, and most widely read sectional pages of the dailypapers, is what is known in the business as the “Sports Page.” As these are the sports pages, and as the association with sports a long standing remote, it adds a manly element that enhances the human interest of the publicity campaign.

Summer season finds many bands in New York area perpetuating the baseball team with the bands competing with each other. Not only is there a necessity for the contending teams to have an athletic team, but also one to show off at the hotel, where the band holds its headquarters. In fact every competition is the goal of the season for news and newsprint.

Story of your athletic bout with some other baseball team in your territory is not limited to newspaper stories, but also makes for the human interest valued by the paper’s sports column and the sports column visitors to the local league. Any recreation center in your town would be only too glad to have a band leader submit the publicity value of such maps. Another is the association of the team with the public as a baseball team, as a baseball team, as has its name in the paper every day along with the ratings of the other teams; stories of the games given on the Dead Sea, the winning team in the band; there were continual comments on the band’s performances and in the sport columns reviews. It was so successful that arrangements were made to bring the band to the death games.

Martone Good With $424

YOUNGSTOWN, O., Jan. 20—Johnny Martone grew over 1,000 people on a one-night at Yankee Lake Ballroom near Youngstown, O., and grossed $424 at 40 cents a head. It was a quick repeat date for the band, which attracted good business at the spot last Christmas week-end.

Teacher Sues Maestro Wilson

But Wins From Prof. Wilson

NEW YORK, Jan. 20—Teddy Wilson, who has just returned to New York after spending the winter in Los Angeles, filed suit yesterday against his former instructor, Dr. E. A. Wilson, for $1,500. Wilson, who is his stepfather, claimed he taught him the piano and that he suffered financial loss because of his absence from the school. Wilson, however, denied the claims and stated that he would sue for $7,000 in damages for his son’s educational venture.

PORTABLE SOUND SYSTEMS

with the floor-length miles stand in sections fitting snugly inside the carrying case. The design makes sure, too, that what comes out of your speakers will be what goes into your mind!

ROLL TICKETS

Printed to Your Order

100,000 for $17.50


Cash With Order—No C.O.D.

ROLL TICKETS

Bands on Tour

Advance Dates

MILT HERTH: Flatbush Theater, Brooklyn, Feb. 23. (N.Y.)


BETJOY:""

DOBBET:"

DON BESTOR:"

EMERY DEUTCH:"

TOMMY TUCKER:"

AL HADEN:"

JACK WALLACE:"

BOB CHESTER:"

BIDDY ROSS:"

FREDY MARTIN makes the music for the eighth annual Charity Ball in Pratt, Kan., tonight (26). Entire main floor of the auditorium, especially built for the occasion, has been reserved, duets peddling at $1.00 per 50 cents in the balcony.
Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to your Symphony Orchestra or other Group.

ABBREVIATIONS:
auditorium; b—ballroom; c—cafe; cb—cabaret;
country club; h—hotel; mh—music hall; n—night club; p—amusement park; r—road house; r—restaurant; s—showboat; t—theater.

A

Abingdon, Paul (American): NY, N.Y.

Adams, William (Amsterdam): NYC, N.Y.

Agnew, James (American): NYC, N.Y.

Albert, Jules (Show Bar): Forest Hills, L. I., N.Y.

Alcutt, Henry (American): Miami Beach, Fla.

Alpert, Joseph (American): NYC, N.Y.

Ambrose, Allan (American): NYC, N.Y.

Anderson, Joe (American): N.J.

Anderson, John (American): NYC, N.Y.

Anton, Harry (American): NYC, N.Y.

Armstrong, Louis (American): NYC, N.Y.

Arnold, Benny (American): Cleveland, Ohio.

B

Baker, Eddie (American): Albany, N.Y.


Baker, Joe (American): NYC, N.Y.

Baker, Sidney (American): NYC, N.Y.


Banfield, Paul (American): NYC, N.Y.

Barnes, Frank (American): NYC, N.Y.

Bartholomew, Paul (American): NYC, N.Y.

Baude, Delilah (American): NYC, N.Y.

Becky, Rudy (American): NYC, N.Y.

Bennett, Bill (American): NYC, N.Y.

Bennett, Frank (American): NYC, N.Y.


Bergin, Larry (American): NYC, N.Y.

Berliner, Barnet (American): NYC, N.Y.

Bergstein, Jack (American): NYC, N.Y.

Bergson, Harry (American): NYC, N.Y.

Bergson, Max (American): Miami, Fla.

Bergson, Max (American): Miami, Fla.

Berke, Max (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Bernstein, Leonard (American): NYC, N.Y.

Bernard, David (American): NYC, N.Y.

Berg, Leonard (American): NYC, N.Y.

Berg, Leonard (American): NYC, N.Y.

Berg, Leonard (American): NYC, N.Y.

Berger, Irving (American): NYC, N.Y.

Berger, Max (American): Miami, Fla.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.

Berman, Abe (American): NYC, N.Y.
New Plays on Broadway
Reviewed by Eugene Burr

OUT-OF-TOWN OPENINGS

"Two on an Island" (Wilbur)

A play in three acts and 31 scenes, presented by the Playwright's Co. and produced by Arthur W. Flicker. The cast includes Donald MacDonald, Martin Duval, Lawton Edmunds, Joe McGovern, and Beatrice Lillie. A comedy about two people who fall in love while they are stranded on an island. The play is written by Joe McFadden and directed by Charles Brackett. It opens at the Imperial Theatre on Broadway.
Review Percentages

Ava Gardner, featuring classic American folklore to reach any widespread popularity. Gardner’s character, a young woman named Anna, finds herself at the center of a small-town drama. The central conflict revolves around her relationship with John Henry, a railroad worker who has a reputation for being a bit of a romantic. Their love story unfolds amidst the backdrop of a small southern town, where tradition and family values are highly regarded.

The plot is complemented by fine acting, particularly from Ava Gardner who brings a depth of emotion to her role. The supporting cast, including character actor Morgan Freeman, provides a strong support to the leads. The film offers a glimpse into the lives of the people living in this small community and their struggles, set against the backdrop of the Civil War.

The cinematography is outstanding, with beautiful shots of the rural landscape and evocative lighting that enhances the mood of the story. The score by John Williams is equally memorable, with themes that are haunting and melodic, perfectly capturing the mood of the film.

In summary, "Annies" is a moving and well-crafted film that offers a unique perspective on the American South during a time of great change. It is a must-watch for anyone interested in American history, romance, and the beauty of film.
N. Y. Stork Club Sues Philly Spot; Asks Injunction

PHILADELPHIA, Jan. 20—Harry F. Bahn, Albert Marcus and Joseph Toll, proprietors of the Stork Club, Inc., here, filed suit in the United States District Court here, seeking an injunction to prevent what they call the "bootlegging" of their trademark and "copycat" operation of a similar establishment in Philadelphia on the same street.

The suit marks the second time that a New York spot has filed against a local one on the same street and general name. Last year the 21 Club here was enjoined by the same court from using the same name. The new suit will be handled by the same attorney who handled the earlier one.

Detroit Gets 1st 4-Shows-a-Night

DETROIT, Jan. 20—Two-a-day vaudeville at the Crystal Theatre now and a four-a-day night policy makes its local debut with "Vagabond." Introducing what it bills as a "four-a-day" policy, the Crystal decided to offer an extra show to compete with another theater which opened a year ago and has two. The policy will be in effect until the end of the contract for the first showing. The show will be "Good Times." The managers are F. T. Broussard and A. L. Broussard.

Redstone Takes On Mayfair, Boston; Show Policy Same

BOSTON, Jan. 20—Michael Redstone, former owner of the closed Cotton Club, here, is assuming ownership of the swank Mayfair Monday (Feb. 1). The club is located near the end of a drive-in theater on Sunrise highway in New York.

The changes in the policy are planned in the agreement, according to Redstone. In addition, the policy of name attractions will remain, at least for the moment. The line of Bobby Sands girls is to go at Mayfair and there is talk of the possibility of a new policy being adopted there.

CBS Bureau Heavy Florida Bookings

NEW YORK, Jan. 20—New night club in town, the Florida Club, here, is growing to the point of being one of the major talent agencies and foremost in the list of legendary New York night clubs. As a result, Jack Berrill, who took over the top of the night club phase of C.B.A. last year, is saying that the Florida Club should reach $500,000 in bookings this year.

Jack Lynch License Lifted But Walton Roof Is Still Open

PHILADELPHIA, Jan. 20—On the heels of the revocation of the Embassy Club liquor license, the Pennsylvania Liquor Control Board has reinstated the license of Jack Lynch's Hotel Walton. However, the Board also ordered the hotel to pay $250 to the state for legal closing costs. Suspension is effective January 22 and Lynch has four days to comply with the Board's decision. The hotel is not allowed to take steps to avoid closing his night club under the Board's order, which states that it was not even in good faith to obtain the license. The hotel was opened on March 1. The second showing, which had been scheduled for March 5, was canceled. After the opening, there had been no further bookings.

The Broadway Beat

BY GEORGE SPELVIN

Some of the most unusual advertising in years is being done by 20th Century for The Bluebird. Despite the fact that Shirley Temple has the lead, all the stories are aimed at the motion picture industry itself. Players names on the 4×4 sheets in tie or form is extremely hard to read at anything but close range. The space is occupied by the sheets which carry the likenesses of studio's own stars and their players. Nothing like tearing down your permanent stock-in-trade.

There are a couple of press agents around town (nice lads) who get even with their ex-account books by sending out derogatory releases about their former bread-and-butter, usually, by writing letters to the press about the most ridiculous stuff. The other day, I happened on a gag going that everyone was dying for Spade Cooley. There's no truth to that, but it's the most ridiculous stuff I have ever seen.

European Events Force Clubs To Switch Atmospheres Around

(Continued from page 4)

by the date of Hitler's annexation with Austria. Spenders slated from them. The Dutchmen and Americans already know the Viennese Roof changed its name to the Story Inn. The German Roof, which was also popular, was closed last fall. The Germans are in a difficult position. The state of the country is in serious shape. When the market closes several points are of no use. The effect on the clubs is a matter of business in business. The clubs, the Norwegian and Danish spots have increased their business appreciably.

Every town is off on the Western front. The rumble is heard in the streets. The war is getting to be a serious matter. The clubs, the Norwegian and Danish spots have increased their business appreciably. Every town has its own story, and the news is in the streets. The clubs, the Norwegian and Danish spots have increased their business appreciably.

The Broadway Beat

BY GEORGE SPELVIN

Some of the most unusual advertising in years is being done by 20th Century for The Bluebird. Despite the fact that Shirley Temple has the lead, all the stories are aimed at the motion picture industry itself. Players names on the 4×4 sheets in tie or form is extremely hard to read at anything but close range. The space is occupied by the sheets which carry the likenesses of studio's own stars and their players. Nothing like tearing down your permanent stock-in-trade.

There are a couple of press agents around town (nice lads) who get even with their ex-account books by sending out derogatory releases about their former bread-and-butter, usually, by writing letters to the press about the most ridiculous stuff. The other day, I happened on a gag going that everyone was dying for Spade Cooley. There's no truth to that, but it's the most ridiculous stuff I have ever seen.

New Atlantic City Club

ATLANTIC CITY, Jan. 23—First of the pre-season openings was the Village Garden Wonder Bar, operated by Fred N. S. Waldman. The club is not exactly an Atlantic City club. It is designed to attract the tourists who will come in March and April for the new season. The club is open from midnight to 6 a.m.

From Gals to Fish—That's an Artist's Life

PHILADELPHIA, Jan. 20—You'll never catch Frank Blumenthal, local artist, trying his hand at painting a picture of a girl. He does all his work in oils, but he does not use his brush to paint pictures of women. He paints pictures of fish, and he paints them well. Blumenthal is a member of the American Artists' Congress, and he is one of the few artists in the country who has been successful in painting pictures of fish. He is currently working on a series of paintings of the various species of fish found in the Atlantic Ocean, and he is doing a fine job of it.
NIGHT CLUBS-VAUDEVILLE

Night Club Reviews

The Waldorf-Astoria Hotel, Empire Room, New York

This informal room, opposite the formal Biltmore Room, has brought in its exotica a high-camp and dance band from Cleveland, giving its first local date.

Homeland makes a pleasing front man and has 10 men (three reeds, guitar, banjo, trombone, two trumpets, piano, drums) combing to help out. His music is light and amusingly danceable, as well as pleasing those who just listen and sit. His arrangements are also but also has a definite lift, with the result that it produces without ever becoming monotonous. Don Burke and guitarist Homer Rhodes do the vocals nicely enough.

The floor entertainment, twice at 9:30, has only two acts, but it is enough for this patronage. Sam Ann McCabe, who has been getting the attention of a swing and operetta rendition of Lennie Tristano and then does a medley of Kern tunes, finishing with South American. With a nice, pretty soprano voice, but it is the arrangements and the delivery that puts it over.

The other act is Galloway, who makes the stiff crowd sit up and take notice with his rough-turf talk but purely wins over and before his 25 minutes were well over, he had completely captivated the audience. He persuaded several men to come up to the front and then pocketed, with amusing deixile. He lifted hats, watches, keys, 10-story and pocketBOOKS out of their pockets. A compulsory price of $2 for the act combined to put him over solid.

Colony Club, Chicago

In the Windy City for the first time in several years, Xavier Cugat and his Orchestra opened an act as a business tonic for this small but class act, which has been playing for names with drawing power. With rumba, mambas, and jive of the Le Conga dance style at the height of their popularity, the Chicagoans have come to the realization that they can play them with an air of authenticity.

There are also true Latin colors about Cugat’s appearances, with his own color scheme, get-up, and that of his two costumed gaiters, who have performed quite the bit of the show. All of this is dressed up, but there are the standards with full melody and solid arrangements. A depart from the usual instrumentation are Cugat’s violin section, which ranges from two to four violins, depending on the dance, and a full complement of drums in the rumba and conga style.

Surf Club, New York

On the site of the former Surf Club, this new club has been in operation for the past two months, December 27. It is already built up Paul Winkim, 18-year-old veteran of the cabaret and cabaret business, has dropped its girl line and fallen in with the new-girl-line policy of upper East Side clubs.

Dancing with handsome Jack Hillard and several other guests, the Surf Club offers a new and exciting form of entertainment. It combines the atmosphere of an English dance hall with the music and dancing of the Latin and French tunes. Special dances are presented every night, ranging from the fancy and fancy lifts and turns, with none of the tricks sacrificed for the sake of a danceable form, is returned thwarted. When dance ended, they

ELAINE BOYD

“The Lyrical Lady”
(Formerly Isabelle Dwan)

Now Appearing

COLOSIMO’S, CHICAGO

THIRD RETURN ENGAGEMENT WITHIN 4 MONTHS

BARRY AND DE ALBA

“Adagio Molto in Every Dance”

Dennisons of "60 Years of Quality"

Frolics, Cleveland

One of the oldest local night spots, just off Play House Square, and one of the most highly regarded is Frolics, the top-rated night spot in the Hipodrome Theater. Frolics has been a place where people go to dance, particularly those who can afford to pay the prices.

Villa Venice, Miami Beach, Florida

“Albert Bouche was born at an early age and when very young—”

Which is why the Boche review would be written if Albert had anything to do with it. Nothing.

The Villa Venice ad in the daily, you have the impression that the show is merely incidental. It is not an odd impression to receive, as the biggest show at the beach is the one that starts after the floor is finished. The acts are chosen to appeal to the older crowd.

The last performer is ushered to the stage by the driver of the limousine and goes back to his place. The audience is not expected to see Albert Bouche in the Villa Venice, but he is a natural showman and just does things better than the rest.

The show, and we learned the billing of how much they used to have, is the one titled Caprice Ortecho. It is strictly put on by the Villa Venice’s own staff, a group of musically inclined people. And to be honest, the Villa Venice’s own staff is really good. And to be honest, the Villa Venice’s own staff is really good.

We supply all entertainment facilities for dances, clubs, schools, etc., and plan your dance,丑闻, opera, etc., to your order.

T. S. DENISON & CO.
208 N. Wayne Ave., Dept. 19, Chicago, Ill.

Catalog Free.

Above, the show music is well handled by Henry Gendron’s Orchestra, Joe Simmons.

Weber’s Silver Lake Inn, Clifton, N. J.

A White Horse Pike institution on the road leading from Philadelphia to Atlantic City, this hotel is the last word in roadside eats. For more than a quarter of a century, Weber, not to be confused with the AFM’s Board, has prepared the usual and the unexpected. The menu is well executed, with a touch of the old-fashioned.

Newcomer to the menu is George Murray who is now the publicity director.

Town and Country Club Milwaukee

Except for the hold-over, the show at this club is the north of the city is composed of new and interesting acts. At the moment, the show is well balanced and judged from the public’s reaction, it can be expected to continue to please for several weeks.

The show, which is in addition to introducing new acts, has a line of chart that’s plenty funny and keeps things rolling merrily. The show is done to perfection, and the comedians, returns after a long run in the Villa Venice, do it better than ever before.

Full of vim and vigor, Ann Murray, who has been here for several months and has presented several acts, has been here for quite some time.

Full of vim and vigor, Ann Murray, who has been here for several months and has presented several acts, has been here for quite some time.
Alpine Village, Canton, O.

Not much to look at but this is the only night club in the district offering entertainment nightly a wear. The club's clientele is not as the spending class and therefore entertainment can only buy acts of the middle bracket rating. Drinks are priced about the same. The club's setting is pleasant, with no one in the вход. An occasional song is sung behind the bistro. Harlow Hoyt.

INES LA VAIL
"South American Dancer"

Currently

COLOSIMO'S, CHICAGO

HOLDING OVER FOR NEW SHOW STARTING FEB. 1
Just Returned From 3-Year European Engagement

Stars, Without Clouds

NEW YORK, Jan. 22—New Surf Club, which opened last month on the site of the Mother Kelly's club, is a daring attempt to top high-cost, no cloud effects.

Glen Casino To Reopen in Spring

WILLIAMSVILLE, N. Y., Jan. 20—Glen Casino, which last fall featured from a summer dance hall into a permanent establishment, will reopen for the season, closed for the winter January 14. Harry Altman, owner and manager, displayed the spot was decorated and desecrated by the poor conditions of roads leading here recently.

He expects to reopen, after some improvements and alterations, which will afford the best weather conditions permit. Meanwhile, Altman is developing his ideas of his time looking out new ways to make a fortune for masses profitable. He is also planning improvements and new attractions for the Glen Park, which is to open in spring.
Boston RKO Tries Full Week Vaude Once Every 4 Wks.

NEW YORK, Jan. 20.—New vaudeville policy of one full-week show a month will be inaugurated Friday (26) at the RKO Bos- ton. This new plan, which is being called Dead End Kids, who will appear only six days a week, however, because of conflicting bookings.

Under present set-up house is presenting vaude every Thursday. Under new policy will have the full-week show with no other entertainment given on any day at regular intervals.

The next full-week show to open Thursday, February 22, with another opening Easter Week. Billed as the biggest vaudeville show ever given with the aim of getting wide publicity and apparently becoming a permanent feature of the RKO. The vaude in Boston has been more or less sporadic since the Metropolitan abandoned its stage shows for double features a few years back.

Camden Opening To Vaude Shows

CAMILON, N. J., Jan. 20.—While many of the other neighborhood houses are sticking to single shows and daily double features, the North Camden Theater becomes the first local home to bring in a full week of vaudeville. The house adds four acts Thursday (25) for the first time. As the vaude shows click vaude will become a feature Thursday.

Other than house in town with lighted stage is the center-city Towers, running a full week. House builds its own vaude shows and daily billings. The Union across the street started picketing the Warner houses, the Stanley here showed Flem Sundays only.

Many theater managers here are toying with the idea of having vaude for days or two days to keep local ticket buyers at home and if vaude resumes across the river.

WINS $7,500 FOR FALL FROM WIRE

FALL RIVER, Mass., Jan. 20.—James W. Powers, 55, performer of Atlantic, L. I., was awarded $7,500 by a Federal jury last week in his suit for $25,000 against the Connecticut Amusement Co., Inc., owner of the Empire Theater here, where Powers fell in 1936.

Powers sued under the name of Dios and Powers, the plaintiff and his wife presented a tight-wire act. During the performance the wire gave way, throwing Powers to the stage as he was in mid-wire. He says he landed on the middle of the wire.

Powers later alleged that defective stage flooring caused the wire to buckle. The suit was brought against Federal Physicians, Inc., and J. W. Ford and a jury for four days.

FOOLIES *

315 W. 47th St. N. Y. C.
PHONE 3-1868

GREATEST VARIETY OF FASHION WAREHOUSE
COMPLETE CHANGES FOR 1940
ALL WARES 25% OFF
* ANY SIZE SETS. UP TO 24 EACH.

OLD AUDIENCES SPOILED WITH NO TO STROBILITE

LOMBARD, WILDER, HARLOW, LOISELLE, CAIN, G.., LIDA, GILLEN, Night Club Attractions, etc.
STROBILITE CO., Dept. B-5, 35 W. 62, N. Y.

Boston RKO Tries Full Week Vaude Once Every 4 Wks.

NEW YORK, Jan. 20.—New vaudeville policy of one full-week show a month will be inaugurated Friday (26) at the RKO Bos- ton. This new plan, which is being called Dead End Kids, who will appear only six days a week, however, because of conflicting bookings.

Under present set-up house is presenting vaude every Thursday. Under new policy will have the full-week show with no other entertainment given on any day at regular intervals.

The next full-week show to open Thursday, February 22, with another opening Easter Week. Billed as the biggest vaudeville show ever given with the aim of getting wide publicity and apparently becoming a permanent feature of the RKO. The vaude in Boston has been more or less sporadic since the Metropolitan abandoned its stage shows for double features a few years back.

Camden Opening To Vaude Shows

CAMILON, N. J., Jan. 20.—While many of the other neighborhood houses are sticking to single shows and daily double features, the North Camden Theater becomes the first local home to bring in a full week of vaudeville. The house adds four acts Thursday (25) for the first time. As the vaude shows click vaude will become a feature Thursday.

Other than house in town with lighted stage is the center-city Towers, running a full week. House builds its own vaude shows and daily billings. The Union across the street started picketing the Warner houses, the Stanley here showed Flem Sundays only.

Many theater managers here are toying with the idea of having vaude for days or two days to keep local ticket buyers at home and if vaude resumes across the river.

WINS $7,500 FOR FALL FROM WIRE

FALL RIVER, Mass., Jan. 20.—James W. Powers, 55, performer of Atlantic, L. I., was awarded $7,500 by a Federal jury last week in his suit for $25,000 against the Connecticut Amusement Co., Inc., owner of the Empire Theater here, where Powers fell in 1936.

Powers sued under the name of Dios and Powers, the plaintiff and his wife presented a tight-wire act. During the performance the wire gave way, throwing Powers to the stage as he was in mid-wire. He says he landed on the middle of the wire.

Powers later alleged that defective stage flooring caused the wire to buckle. The suit was brought against Federal Physicians, Inc., and J. W. Ford and a jury for four days.

FOOLIES *

315 W. 47th St. N. Y. C.
PHONE 3-1868

GREATEST VARIETY OF FASHION WAREHOUSE
COMPLETE CHANGES FOR 1940
ALL WARES 25% OFF
* ANY SIZE SETS. UP TO 24 EACH.

OLD AUDIENCES SPOILED WITH NO TO STROBILITE

LOMBARD, WILDER, HARLOW, LOISELLE, CAIN, G.., LIDA, GILLEN, Night Club Attractions, etc.
STROBILITE CO., Dept. B-5, 35 W. 62, N. Y.

N. Y. AFRA Dance Sidelines

NEW YORK, Jan. 23.—Dance thrown by New York local of American Federation of Radio Artists was an unqualified success. The dance, attended by SILENT RADIO W lượngs, featured a host of dance bands, the presentation of a new radio program "The American Mirror," and the announcement of the "Radio Mirror Buying Guide" in this issue of The Billboard.

Wilkes-Barre Gets More Vaude

WILKES-BARRE, Pa., Jan. 20.—Further evidence of the revival of vaude in this region was given with the opening of the Captiol, newly remodeled and improved. The booking house has been booked over the past month by the Amalgamated Vaude Agency in New York. Capitol scale will be lifted to a 60-cent top.

The twin vaude bookings mark the first time since the vaude has had two vaude theaters the same week.

Americans Featured In Paris Night Club

PARIS, Jan. 19.—The Blue Ribbon Club, night division of the Boeuf Grill in this city, was the center of attention this week. The opening was operated by Louis Moyes and Tony Sipulo. This was the second show by the American entertainers in Paris, with American musicians from the Jazzband being featured.

Club Talent

New York:

MARIE KING makes her local debut in the Torch Club.

BEECH BROTHERS are new addition to the house in the Torch Club.

FOOLIES *

315 W. 47th St. N. Y. C.
PHONE 3-1868

Greatest Variety of Fashion Warehouses
Complete Changes for 1940
All Wares 25% OFF
* Any Size Sets. Up to 24 Each.

OLD AUDIENCES SPOILED WITH NO TO STROBILITE

LUMBER, WILDER, HARLOW, LOISELLE, CAIN, GILLAN, Night Club Attractions, etc.
STROBILITE CO., Dept. B-5, 35 W. 62, N. Y.

Philadelphia:

BABY ROSE MARIE takes over the stage at the Ralstheater, with the Ink Spots following February 19 for the fortnight. The Ink Spots is the new "Ink Spots," a signing of Universal Pictures as the new production headliner at the Bluebird, for a role in the planned swing version of Shoe Roof to be presented in Florida.

Atlantic City:

H. LOWE, manager of the Bluebird, is preparing to take the show to the West Coast.

Here and There:

TOY AND WING, who were married in New York, are now in Atlantic City.
NIGHT CLUBS-VAUDEVILLE

January 27, 1940

The Billboard 21

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions

Routes

Following each listing appears a symbol. Fill in the designation corresponding to your symbol and address the concerns of individual listed.

EXPLANATIONS OF SYMBOLS

- auditorium; - ballroom; - cafe; - cabaret; - co-country club;
- hotel; - music hall; - night club; - amusement park; - roa;
- road; - restaurant; - showboat; - theatre;
- NYC-New York City; - Phila-Philadelphia; - Chi-Chicago;
- Cin-Cincinnati.

Karaasvet, Simon (Russian Krechma) NVO, Cin.
Karavan, Marie (Maris) (Mayfield Hahne) NVO, Cin.
Karras, Melvin W. (Cantor) NVO, Cin.
Kash, Israel (Cantinale) (Mayfield) NVO, Cin.
Kaspar, Arthur (Kaspar Co.) NVO, Cin.
Kelle, Hal (Cinci., Cincinnat) NVO, Cin.
Keller, Theodor (Keller Bros.) NVO, Cin.
Keller, Thaddeus (Keller Bros.) NVO, Cin.
Keller, William (Keller Bros.) NVO, Cin.
Kempson, Max (Kempson Co.) NVO, Cin.
Kempson, Salem (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, Wm. (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Kempson, William (Kempson Co.) NVO, Cin.
Vaudefilm Crosses

Fats Waller Tops
Detroit Colonial
Opening Day Record

DETROIT, Jan. 20. — Opening day’s house was $25,000, considered by Ray Scherler’s Colonial Theater, only local vaude house, for opening of Fats Waller’s show. Waller, pianist and singer, is quite a 30-year-old entertainer, Scherler said. This figure, equivalent to $25,000, was $23,000 for the opening of the Colonial’s previous season, and $3,243 for opening of the vaude policy last fall by the Dead End Kids.

With five shows Sunday, opening day, Detroit’s largest vaude house, 1,600 seats, was packed at 9:30 a.m. On Monday, around 7:30 p.m., audiences were so crowded that tickets were sold for $25,000. On Tuesday night, the house was again packed.

One of the biggest breakouts in the house was the 9:30 a.m. show on Friday. If the opening night was a sell-out, the $25,000 was a sell-out. The show was put on for the second consecutive week, proving to management that the house was not a fluke. The first week, the show was put on for the second consecutive week, proving to management that the house was not a fluke. The first week, the show was put on for the second consecutive week, proving to management that the house was not a fluke.

The revue, Hello, Gorgeous, starring Dorothy Rovay, who played the part of the Court Square, was a sell-out. The SRO sign went up for the second consecutive week, proving to management that the show was not a fluke. The first week, the show was put on for the second consecutive week, proving to management that the house was not a fluke.

PW Opening Hit
By Buffalo Cold
Grosses Sluggish

BUFFALO — Theater business has dropped off, along with the steadily dropping temperatures. Some of the worst business has been the winter weather that has kept patrons huddled around the sidewalk.

The Buffalo, which opened January 19 with a strong vaude bill to celebrate their first year, the expected large crowd opening day due to weather, Paul Whitman with hand and musical soloists, pictures, Marriage Wipe, might have doubted the outcome of their show in such circumstances. He, however, will be convinced that doing well by the house average at all is an event that comes in the cold spell continues. The Buffalo, which opened January 19 with a strong vaude bill to celebrate their first year, the expected large crowd opening day due to weather, Paul Whitman with hand and musical soloists, pictures, Marriage Wipe, might have doubted the outcome of their show in such circumstances. He, however, will be convinced that doing well by the house average at all is an event that comes in the cold spell continues. The Buffalo, which opened January 19 with a strong vaude bill to celebrate their first year, the expected large crowd opening day due to weather, Paul Whitman with hand and musical soloists, pictures, Marriage Wipe, might have doubted the outcome of their show in such circumstances. He, however, will be convinced that doing well by the house average at all is an event that comes in the cold spell continues. The Buffalo, which opened January 19 with a strong vaude bill to celebrate their first year, the expected large crowd opening day due to weather, Paul Whitman with hand and musical soloists, pictures, Marriage Wipe, might have doubted the outcome of their show in such circumstances. He, however, will be convinced that doing well by the house average at all is an event that comes in the cold spell continues.
Paramount, New York

Reviewed Thursday Evening, Jan. 18

In a couple of weeks is a strong band show and it is a fairly

The lack of a big name band is made up

The lack of a big name band is made up

Paramount, New York

Reviewed Thursday Evening, Jan. 18

In for a couple of weeks is a strong band show and it is a fairly

The lack of a big name band is made up somewhat by the presence of the band.

The lack of a big name band is made up somewhat by the presence of the band.

In for a couple of weeks is a strong band show and it is a fairly

The lack of a big name band is made up somewhat by the presence of the band.

In for a couple of weeks is a strong band show and it is a fairly

The lack of a big name band is made up somewhat by the presence of the band.

In for a couple of weeks is a strong band show and it is a fairly

The lack of a big name band is made up somewhat by the presence of the band.

In for a couple of weeks is a strong band show and it is a fairly

The lack of a big name band is made up somewhat by the presence of the band.

In for a couple of weeks is a strong band show and it is a fairly

The lack of a big name band is made up somewhat by the presence of the band.
Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to answer, as far as possible, questions of others concerned with the exploitation of night clubs. We cannot cover billboard's coverage of every branch of the show business.

INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM TO THE OFFICE OF THE BILLBOARD, 1526 BROADWAY.

For FILMS

CLAIRE NUNN—vocalist and pianist now with Shep Fields. Has a new act, the 'Boogie Woogie Blues,' and is generally flat out in both New York and Chicago. (Dancing, singing, piano and drums.)

For VAUDE

JULES ALBERTI AND HIS TAP-A-RHYTHM ORCHESTRA—band now with Maxie Gersh in the Birdland. The act is a by-product of I. F. in addition to playing a smooth brand of Dixieland jazz and a good salable idea in the use of two girls to tap out the rhythm of the orchestra. Alberti, the composer, is an amusing fellow who has a lot of tricks up his sleeve. The band is well liked and has a good following.

AGVA meanwhile announces that the producer of the new musical, "The Girl in the Window," Benjamin Vagner has signed union shop agreements. They are currently negotiating with the Screen Actors Guild on his behalf.

The nominating committee, which met January 18, has not announced a slate as yet. Their discussions will continue next week, at which time they will announce a list of local nominees including that of the American Guild of Variety Artists (AGVA) executive secretary, who resigned last year.

AGVA officials are not concerned about the one-day picket stand of RKO yesterday. It is pointed out that RKO has made no effort to accommodate the Screen Actors Guild, and that the strike is being conducted in the interest of fair wages.

AGVA Digest, has been discontinued. The publishers of the publication, Bennett Thomson, is with AGVA, making a survey of its activities preparatory to reporting back to his Screen Actors Guild. AGVA has not yet given him a leave of absence.

HELP WANTED!

Sabbatical American Dancer, not over five feet, slender, experienced in all modern dance forms, with voice in alto, well rounded. (American.) Apply Screen, 1526 Broadway.

WESTERN BADGE & NOVELTY CO., 218 S. W. 7th St., PAUL, Minn.

DANCE HALLS!

—LET MEMBERS OF THE BILLBOARD STAFF ASSIST YOU IN THE SELECTION OF THE RIGHT DANCE HALL—WRITE TODAY FOR FREE BROCHURE!—THE DANCE HALL SPECIALISTS—470 BROADWAY, NEW YORK.

PHILLY MUSICIANS Get AFM $5 AID In Warner Fight

PHILADELPHIA, Jan. 20.—Efforts of the local musicians' union, in its fight against Warner Bros. for a better contract, have made a dent into the Federation's national theater defense fund to aid its members in the current war effort. The AFM has already contributed $5,000 to the fund, and is seeking additional contributions from its members. The federation has also requested war loan contributions from its members, and is urging them to donate their leisure time to war work. The union is also urging its members to purchase war bonds and to contribute to the war effort in any way possible.

Malcolm Kingsberg V-P.

NEW YORK, Jan. 20.—Malcolm Kingsberg, head of the Keith-Albee-Orpheum Corp., and president of the American Guild of Variety Artists, was elected vice-president of the National Theatre Owners' Association by a unanimous vote of the 18 directors present at the organization's annual meeting, held at the Waldorf-Astoria Hotel on January 18. Kingsberg was nominated by Louis Tannenbaum, president of the association, and was elected on the first ballot.

AGVA FIGHT

(Continued from page 2)

notice. Procedures followed by AGVA to attempt to settle the conflict are also being discussed. The union is demanding an immediate settlement of the contract and is willing to consider any reasonable proposal that might bring about a settlement.

Others had their checks cashed at the bank and returned the checks to the Casino. They, too, had not been paid for their performances. The performers' union will also press for a salary increase as part of their demands.

The contract calls for a minimum of 40 hours per week, with an option for the next four weeks to be extended to 50 hours if the parties agree. AGVA claims that the contract is not in effect and that its members are still under the old agreement. The union has filed a grievance, and a new contract has been negotiated. The union has also filed a complaint with the National Labor Relations Board, and the case is now pending.

Future plans for the International are also being discussed. So far, no steps have been taken to organize the union in other cities.

HELP WANTED!

Sabbatical American Dancer, not over five feet, slender, experienced in all modern dance forms, with voice in alto, well rounded. (American.) Apply Screen, 1526 Broadway.
Boso Snyder Opens Mouth
—But Only To Eat Cookie

PHILADELPHIA, Jan. 20.—Even the immoderate press agent couldn't get Burlesque Notes

Bill Sach, Philadelphia Daily News
on the grease rope for Boso, who said that he had already

January 27, 1949
VAUDEVILLE-BURLESE
The Billboard
PHILADELPHIA, Jan. 20.—Boso did open his mouth, but it was only to eat a cookie.

Boso Snyder is known to the press in Philadelphia for his unorthodox methods.

Hirst Unit Review
“The High Steppers”

PHILADELPHIA, Jan. 20.—The Burlesque Department carries a review of the show, “The High Steppers,” which opened at the Trocadero Theatre, Philadelphia, January 15. For local billing purposes, house manager Arledge has given this show a fun-

Hirst Unit To Be Reviewed Each Week

PHILADELPHIA, Jan. 20.—Beginning with this issue, the Burlesque Department will carry a review of each show opening in Philadelphia, at the Trocadero Theatre, Philadelphia.

Playhouse, Providence, Denied License for Burly

PROVIDENCE, Jan. 20.—Application for the Burly license for the Playhouse Theatre was denied by the license committee of the Providence, Rhode Island, board of licenses. The license was denied because of the inability of the management to show a sufficient income from the theater.
Boyes Closing; Two Reopen in May

With Two Shows

EXETER, N.H., Jan. 20.—Wally Johnson, who has been moving widely in the Northeast this season, has closed his latest engagement, which was in Exeter, and has moved on to New Hampshire, where he will open the spring season in May. Johnson is a well-known figure on the vaudeville circuit, having appeared in a number of successful productions, including the Boyes Brothers, with whom he worked for many years.

Tucker Players Banqueted

AUGUSTA, ME., Jan. 20.—Tucker’s Boys, the two-week engagement which was held at the Rocky Eagle in Augusta, has been a great success. The players were banqueted by the Parent-Teacher Association of Augusta, and the entire company was given a warm welcome by the people of the town.

Endurance Shows

Communications to Bill SACHS, Cincinnati Office

Norton Show off to Good Start; 13 and 5 Remain

CALExico, Calif., Jan. 20.—A L. Norton, who is in charge of the Norton show, made a good start here January 4, and at this writing 15 couples have been married by him. Jimmie Cherry and the contest are broadcast over the station.

Blackface Wears

By E. F. HANNAH

From Christy’s Minstrels to Anne’s ‘Wind in the Willows’ in a few years and now to the stage where he has been president of the Sanitarium for the past year, that he would be married, the boys and girls who worked with him in the past.

ICE FOLLIES TO HERSEY

HERSEY, Penn., Jan. 20.—Ice Follies of 1940, which made history in the Victor Arena in December, attracting a record attendance, will be presented again in the arena for a return engagement. Tickets are expected to sell out quickly.

ENDURANCE SHOWS

Communications to Bill Sachs, Cincinnati Office

Norton Show off to Good Start; 13 and 5 Remain

CALExico, Calif., Jan. 20.—A L. Norton, who is in charge of the Norton show, made a good start here January 4, and at this writing 15 couples have been married by him. Jimmie Cherry and the contest are broadcast over the station.

Blackface Wears

By E. F. HANNAH

From Christy’s Minstrels to Anne’s ‘Wind in the Willows’ in a few years and now to the stage where he has been president of the Sanitarium for the past year, that he would be married, the boys and girls who worked with him in the past.

ICE FOLLIES TO HERSEY

HERSEY, Penn., Jan. 20.—Ice Follies of 1940, which made history in the Victor Arena in December, attracting a record attendance, will be presented again in the arena for a return engagement. Tickets are expected to sell out quickly.

ENDURANCE SHOWS

Communications to Bill Sachs, Cincinnati Office

Norton Show off to Good Start; 13 and 5 Remain

CALExico, Calif., Jan. 20.—A L. Norton, who is in charge of the Norton show, made a good start here January 4, and at this writing 15 couples have been married by him. Jimmie Cherry and the contest are broadcast over the station.

Blackface Wears

By E. F. HANNAH

From Christy’s Minstrels to Anne’s ‘Wind in the Willows’ in a few years and now to the stage where he has been president of the Sanitarium for the past year, that he would be married, the boys and girls who worked with him in the past.

ICE FOLLIES TO HERSEY

HERSEY, Penn., Jan. 20.—Ice Follies of 1940, which made history in the Victor Arena in December, attracting a record attendance, will be presented again in the arena for a return engagement. Tickets are expected to sell out quickly.

ENDURANCE SHOWS

Communications to Bill Sachs, Cincinnati Office

Norton Show off to Good Start; 13 and 5 Remain

CALExico, Calif., Jan. 20.—A L. Norton, who is in charge of the Norton show, made a good start here January 4, and at this writing 15 couples have been married by him. Jimmie Cherry and the contest are broadcast over the station.

Blackface Wears

By E. F. HANNAH

From Christy’s Minstrels to Anne’s ‘Wind in the Willows’ in a few years and now to the stage where he has been president of the Sanitarium for the past year, that he would be married, the boys and girls who worked with him in the past.

ICE FOLLIES TO HERSEY

HERSEY, Penn., Jan. 20.—Ice Follies of 1940, which made history in the Victor Arena in December, attracting a record attendance, will be presented again in the arena for a return engagement. Tickets are expected to sell out quickly.
Roadshowman Maps Program

 Powell sees possibilities of field—plans set-up in resort section

NEW YORK, Jan. 20.—David Powell, who saw the possibilities of the non-theatrical field, roadshow man, plans to open his own 16mm. show which will be in the tourist resort region around. But his yen for movies dates back to the time he served as reel boy.

Powell has been showing movies in bars and restaurants around for the past five years, and has seen the possibilities of making movies available to a wider audience. He plans to open a show in a tourist resort region, where people can enjoy the movies in the comfort of their resort accommodations.

He has been associated with 16mm. movies for the past five years, and has seen the potential of the non-theatrical field. He plans to open a show in a resort region, where people can enjoy the movies in the comfort of their resort accommodations.

Movie Camera Used To Speed Production

STATE COLLEGE, Pa., Jan. 20.—The 16mm. motion picture camera being used by students at Pennsylvania State College to speed up the assembly of content is a valuable tool in filmmaking.

Using strictly factory methods, the students have photographed 12 or more parts while the unloading of the equipment and the trimming of the time. A clock face in front of the students indicates the passing of time, and a second clock gives the time to the nearest second.

After the film is completed, it is placed in a projector and shown on the screen. The pictures are then taken off the release, and the film is run through the projector for a second time.

Among the students who have used the camera are Charles C. Bower, a freshman; Charles F. Johnson, a junior; and Robert L. Johnson, a senior.

Club To Show Films

GARNETT, Kan., Jan. 20.—The Lions Club here was making plans this week for showing films in the clubhouse. The club has a large collection of 16mm. films which will be used for the meetings.

The films will include educational, musical, and other types of films. The films will be shown on a regular basis, and the club will also consider showing films on special occasions.

Movies Aid Training

REGINA, Sask., Jan. 20.—Films are being used in the Regina School of Field Ambulance first aid, stretcher training, and general treatment of wounds. To adjust gas masks, Treatment of persons suffering from contact gas, and other aspects are included. Motion pictures taken on the parade ground are shown to help them correct marching defects.

Children's Parties Appeal To Operators

CINCINNATI, Jan. 20.—Children's birthday parties are proving to be a profitable field, it was learned here recently.

Parents facing the problem of what to do for their children's birthday parties are using both sound and silent films, and have even returned to the game of playing cards, in urban areas where parties are held in small apartments.

Film classics from a rear-projection car to a program of several cartoons and musicals are being played approximately an hour. The selection of pictures is gauged as the age of the guests.

New and Recent Releases

(Running times are approximate)

* BORDER VENGEANCE released by Remington Quality Pictures. You'll find yourself aching for revenge as Russell as he rakes the earth of his enemies. Russell is the brand name of one nearly had his revenge. Russell out of his way out of a cunningly laid trap. Running time, 7 minutes.

* CIRCLE OF DEATH, released by Remington. Costumes are the sole survivor of an Indian attack on a covered wagon train. The train is attacked by Indians, but the young man finds himself facing a serious problem when he fails to love in a relationship with a Native American. The result is a series of events that lead to an exciting conclusion. Running time, 6 minutes.

* WITH A STRANGE CALLING pictures. Rights to draw prints from negatives recently acquired.

Get into the Road Show Business

Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We can talk pictures from $20 to $25 per week, and rent and sell Projectors.

Ideal Pictures Corporation

Dept. B & R, 28 East 8th Street, Chicago, Ill.

16MM SOUND PROJECTORS

BARGAIN CHEAPER THAN RENTING

BRAND NEW

Complete Simple Cash Price $159.00

AUDITORIUM SIZE—GUARANTEED

Write BOX D-24, The Billboard, Cincinnati, O.
NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
The Final Curtain

Circus. Deceased also managed Princess County Circus, which had his widow, the former Anna Young, as a principal. One daughter, Mrs. H. C. Fuller of Oklahoma City, is also survived by his widow and two daughters.

FELCH—E. Stanley, 89, retired actor. Jan. 16 at his home in Chicago. He was born in Waterbury, Conn., and had appeared in all the Gilbert and Sullivan operas and had taken part in the first production of the Metropolitan Opera. He was the original Ko-Ko in the first production of "The Mikado" and had also appeared in "The Yeomen of the Guard," "Pirates of Penzance," and "The Mikado." He was also a member of various organizations for five years, including two seasons with the Elgin Opera Company. His widow, Mrs. E. Stanley, is also a member of the American Legion, and is survived by his widow and two daughters.

GAULT—Mrs. Nell, sister of Frank C. Gault, widow of the Converse Theater, Inc., Jan. 14 at her home in Butte, Mont. She was a niece of the late Converse, founder of the Converse Theater. Her widow, Mrs. Nell, is also a member of the American Legion, and is survived by her widow, two sisters, Mrs. Ed Pastorio of Seattle, Wash., and Mrs. Paul F. Gault of Butte, Mont., and two brothers, one of whom is deceased.

FLOOD—Mike, 85, veteran pitcher of the old National League. Jan. 14 at his home in New York. He was born in Ireland and had played minor league baseball in the United States for 14 years. His widow, Mrs. Mike, is also a member of the American Legion, and is survived by his widow and two children.

GREGORY—Mrs. Mabel, member of various organizations for five years, including two seasons with the Elgin Opera Company. Her widow, Mrs. Mabel, is also a member of the American Legion, and is survived by her widow, two sisters, Mrs. Ed Pastorio of Seattle, Wash., and Mrs. Paul F. Gault of Butte, Mont., and two brothers, one of whom is deceased.

HATTEN—Mrs. C. A., member of various organizations for five years, including two seasons with the Elgin Opera Company. Her widow, Mrs. C. A., is also a member of the American Legion, and is survived by her widow, two sisters, Mrs. Ed Pastorio of Seattle, Wash., and Mrs. Paul F. Gault of Butte, Mont., and two brothers, one of whom is deceased.

HERBERT—Louis, 74, former musician and manager of the Consolidated Attractions. Jan. 18 in his home in Brownsville, Tex. He was born in New York, and had been a member of various organizations for five years, including two seasons with the Elgin Opera Company. His widow, Mrs. Louis, is also a member of the American Legion, and is survived by his widow, five children, and one brother.

HUTCHINSON—Barclay H., 55, father of John C. Hutchinson, who was con- nected with the Grand Opera Co., was a well-known figure in the theater. He was born in Vermont, and had been a member of various organizations for five years, including two seasons with the Elgin Opera Company. His widow, Mrs. Barclay, is also a member of the American Legion, and is survived by his widow, five children, and one brother.

KLINE—Elmer K., 84, former showman and manager of the American Legion, was a well-known figure in the theater. He was born in Vermont, and had been a member of various organizations for five years, including two seasons with the Elgin Opera Company. His widow, Mrs. Elmer, is also a member of the American Legion, and is survived by his widow, five children, and one brother.

MURPHY—Augustus, May 29, 1843, and died Oct. 17, 1917, in his home in Brownsville, Tex. He was born in New York, and had been a member of various organizations for five years, including two seasons with the Elgin Opera Company. His widow, Mrs. Augustus, is also a member of the American Legion, and is survived by his widow, five children, and one brother.

SHERWOOD—Richard H., 75, former manager of legitimate theaters in Cleveland, was a well-known figure in the theater. He was born in New York, and had been a member of various organizations for five years, including two seasons with the Elgin Opera Company. His widow, Mrs. Richard, is also a member of the American Legion, and is survived by his widow, five children, and one brother.

THANHAUSEN—Charles J. 49, former manager of legitimate theaters in Chicago, was a well-known figure in the theater. He was born in New York, and had been a member of various organizations for five years, including two seasons with the Elgin Opera Company. His widow, Mrs. Charles, is also a member of the American Legion, and is survived by his widow, five children, and one brother.

WALKER—Marshall, 59, veteran stage carpenter, was a well-known figure in the theater. He was born in New York, and had been a member of various organizations for five years, including two seasons with the Elgin Opera Company. His widow, Mrs. Marshall, is also a member of the American Legion, and is survived by his widow, five children, and one brother.
R-B To Be Exceptionally New; North Books More European Acts

Hans Strasserberger, horse trainer, may take place of William Heyer—Les Brevins, French perch artists, are expected to replace the Walkmikrs in center ring.

SARATOGA, Fla. Jan. 20—Ringling Bros. and Barnum & Bailey will hit the 1940 show circuit with the most completely new show ever before, Big Show officials said. With John Ringling North relying regular Ringling luck in his current efforts, the Barnum & Bailey department is digging in for a busy two months, preparing material on a list of new features that showmen agree will be terrific. North has taken a large interest in the European circus. With Strasserberger, ace European horse trainer, who will probably occupy the spot formerly held by William Heyer. Strasserberger will sail soon, bringing with him a group of 16 Arabian Liberty horses, and possibly a second and larger group, some who have seen Strasserberger work on European jaunts say that he has everything at his command except anything hitherto unknown in America, and predict that Barnum & Bailey will be interested in importing more European horse love this way with him in the center ring.

Barnum & Bailey also received word from North last week that Les Brevins, a French unit billed as the world’s heaviest perch act, has been signed and is ready to sail. Butler’s advance material indicates that Les Brevins feature a bicycle track loop at the top of their perch, with one member riding inside the loop while the entire act is suspended in the air. Another Les Brevins are expected to replace the Walkmikrs as a center ring attraction.

Showman Expected Soon

Alfred Court, wild animal trainer, whose animals arrived here a few weeks ago, is expected soon, possibly during the coming week. Terrel Jacobs, whose place in the Big Show Court takes, came here from Peru, Ind. Last week Scott Malone, lions and tigers for a return to that city. Five of the animals are his own, and it is understood that they will not be leased to him for appearances in an independent act that he is planning to take on the road this spring. He told showmen that his plans were still indefinite.

At the onlooking showmen, all that多少 new acts were being imported, a number of the show’s 1939 attractions, which were highest, than that mentioned. Robert Butler, trainer, and Albert Powell, service contractor; the Crass, Fred and Ella Braden, and the Concelio.

Burden arrived here last week and is stopping at the John Ringling Hotel while attending Butler with publicists.

Doc Kerr, The Akron Beacon-Journal correspondent, quarters last week with his family.

Added Drills Placing Premium

On Armories for Week Layups

NEW YORK, Jan. 20—There appears to be a national scarcity of armories for staging of circuses as well as other shows of a straightforward nature even if booked with a charter based on a letting down of the following bars. Charity and benefit records are out because the United States Government is involved.

Intructions have gone out from the War Department ordering a stopping up of drills. In New York State, for instance, Major General Haskell has ordered drills and instructions in armories five nights a week, whereas a minimum of 48 hours is required by the army’s code affecting the National Guard. Many other States have issued similar orders. The Total National Guard roster is about 300,000 and in this State is about 1,000.

As a result, arrangements are being made for more than one day’s work, but special permission may be granted for an extra day. Typical case in point is Frank Wirth’s Circus, scheduled for the army in Jamaica, L.I., a full week in March. It has been cut down to a single day, with possibility of permission for an extra 24 hours. Wirth therefore has switched the show to a 35-girl revue with principle and if the extra day is granted from variety both nights, earth circus features the afternoon of first day and morning and afternoon of the second, for a total of five performances of the circus.

Beatty and Morton Plan Summer Show

BUFFALO, Jan. 20—Clay Beatty and Bob Morton are planning to take out their own summer show under canvas this coming season for 12 weeks only, playing Ohio, West Virginia, Pennsylvania, Maryland, West Virginia, and Ohio. Contracts between Morton and Beatty are expected to be signed very shortly, Morton says.

Beach Again With P. & W.

MACON, Ga., Jan. 20—M. James Beach has been engaged as general agent of the Parker & Watts Circus, making it second season with that show. He intends spending 10 days in Miami after February 1 and will leave Macon about March 1 for South Pt. Smith, Ark., to start the season’s trek.

Hoosier Billposters Epect

INDIANAPOLIS, Jan. 20—Local No. 7, International Alliance of Theatrical Stage Employees, recently held a meeting of its executive board Tuesday at the Coleman Auction Gallery. Included among about 400 lone were a number of well-known members of the local entertainment industry, including those of the elephant Jumbo, oil painters, sculptors, cartoonists, and many others. The group discussed various problems of the industry, including the use of non-members for exhibitions and the sale of paintings and other art works. It was decided to hold another meeting in the near future to discuss these and other matters.
CIRCUSES

Circus Saints and Sinners' Club

By FRED P. PITZER
(see page 31)

NEW YORK, Jan. 20—Signes Follies were rendered on the same night that the wreath put on Dexter's grave at Christmas festivities for the memory of the great comedy actor, who died last year.

Charles S. Rose was in the audience with a few friends. C. A. Roosevelt, President, and others of the club, were also present. The performance was given at the Imperial Theatre in New York and was attended by all the dignitaries of the club.

In a program embracing both business matters and a round of social activities, Stanley's Saints and Sinners (the Hill B. Sprout-Hughes) were present, as was also the club of the same name in Chicago. The entertainment was given at the Imperial Theatre, New York City, on January 14 and March 13.

W. H. Workman, of the A. W. Workman Co., was among the guests. Workman is the manager of a great circus and has a fine reputation for his business acumen. He is a man of many talents and has been successful in all fields in which he has ventured.

One circus in Sweden; Denmark has one indoors.

STOCKHOLM, Jan. 13.—The only circus in Sweden has been an indoor show at the Circus Lorensberg, Stockholm, since December 26. Feature acts include horses and bears, ringers, and performers in animal capers. The animals are taken care of by J. von Hagen, who is the manager of the show.

Wants Menage Riders

DALLAS, Texas, Jan. 20—Local No. 94, International Alliance of Billiards, Billiards and Distillers, installed the following officers: President, John E. Carr; Vice-President, W. B. H. Sprout; Secretary-Treasurer, T. J. B. Clark.

Two men are still listed as members of the club, but they are not listed on the club rolls. The club has been in existence for many years and is well known in the city.

The notice gotten out for the Jean Harlow meeting was cleverly done. In order to begin the gathering of notices as to who is attending, the club members are given a chance to see what is going on. It is held at the man and should be enjoyed by all who attend the biennial convention to be held here in 1941, said President Carrano.

Model Builders' Activities

READING, Pa., Jan. 20—John McRay, of Reading, Pa., has been working on a small model of Ed Holt and Bob Good.

Charles Bennett, Berwyn, Ill., recently remodeled and repainted his Hagenbeck-Wallace picture panel table wagon. He now works on a small model of Ed Holt and Bob Good.

The notice gotten out for the Jean Harlow meeting was cleverly done. In order to begin the gathering of notices as to who is attending, the club members are given a chance to see what is going on. It is held at the man and should be enjoyed by all who attend the biennial convention to be held here in 1941, said President Carrano.

Model Builders' Activities

READING, Pa., Jan. 20—John McRay, of Reading, Pa., has been working on a small model of Ed Holt and Bob Good.

Charles Bennett, Berwyn, Ill., recently remodeled and repainted his Hagenbeck-Wallace picture panel table wagon. He now works on a small model of Ed Holt and Bob Good.
Under the Marquee

By CIRCUS SOLLY

DOWNS BROOK CIRCUS equipment is still in Houston, Tex., and North Little Rock, Ark., and there is no activity in either city. The shows there will take place in March.

THE PAYING BIBES have been held over at the Hobobie Club, Lawrence, Mass., this making their fourth week.

ORIGINAL DINGEY VALENTINES are rehearsing their new act in Akron, O., for an engagement there. They report a good outlook for the new season, with 30 weeks already booked.

NELLY DUTTON and Bauman, with Paula, O., are now in Africa. They say they Find The Billboards, which are on sale at Central News Agency there.

THE FOUR JOLLY JESTERS, Zeek LaMont, Shorty War, Blinksy Hoffman and J. C. Long, have completed their successful tour of 39 schools in New York, are playing Indians in school with their comedy act, Bug House Follies.

LEO FRANCIS, dancing and musical clown, is doing a black-face act along with his wife, along with John T. Mouton, International Harvester Co. He says the district manager is a good friend and is booked until the middle of March.

MARY BERGHELE, Ringling-Barnum & Bailey Circus, is again motoring into a car crash, has returned to her home in Oshkosh, Wisc., from Mercy Hospital. She is now in San Antonio, Texas, before March 1 to practice.

CAPT. BILLY SELLIS is able to study the condition of many of the performers in a hospital for injuries suffered when one of his lions turned on him while he was attempting to warm the animals near Columbus, O. One arm was broken in four places.

SYDNEY RINK is not at his home in Valley Center, Kan., this winter, but at the Baxter Springs, Kan. Several performers and the troupe passed through, stopping prior to the troupe passing thru stop and see me he says will have a week and a half, dogs and horses to our unit. When his unit returns, he bought a new car and another horse.

THE NATTO TRUPE, wire and juggling novelty act, is away for its usual 30 percent, traveling from the United States to Australia and New Zealand, including the Palace at Youngtown and the Royal Show, Tasmanian. It will return to the unit until the middle of February, when it winds up its bookings in Chicago.

Do you know when a patron can be legally evicted from a place of amusement? If you don’t know, here’s the answer: Department of the Billboards, 25-27 Opera Place, Cincinnati, O., for reports of the article, “When Eviction Is Legal,” which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

EDDIE GRANT, butcher, on the Ringling show from 1955 to 1917, is in the hospital here. On the way here, he was taken from a store. Mel Birtis, butcher, on the show, was there to see him. Mr. Grant is a visitor at the hospital. He was in 1927 with the spark show. He is presently serving a stand at the Manitoba Hall of Fame.

PERCY SMITH, writer, for the Trans-Circus, is in New York this week to write letters. He was with the Canadian Air Circus, the American Air Circus and the Royal Canadian Air Circus. He has written for the Royal Canadian Air Circus and is presently working for the Trans-Circus. He is a noted writer and is the author of several books on the subject.

TENTS AND SIDE SHOW BANNERS

EXTRAKEY MADE, Reasonably priced. Our entire line of these bannermade. The price is $1.00 each in the special sizes.
WFA Warned On Race Aid

Fight to hold funds from mutuels—advised—value to public emphasized at meet

STOCKTON, Calif., Jan. 20.—Value of funds from mutuels is being emphasized by officials of the California State Fair, in a meeting held at the fair grounds on January 14. Officials indicated that the funds are necessary to meet the financial requirements of the fair.

Mucker Quit as Sec at Sacramento For Los Oil Post

SACRAMENTO, Calif., Jan. 20.—Directors of the California State Fair here are expected to name Kenneth R. Mucker as manager of the fair for the coming year. Mucker has worked at the fair for many years and is well known to the fair-going public.

Pop Acts Need Is Stressed at Session in S. C.

COLUMBIA, S. C., Jan. 20.—The “best” annual meeting of South Carolina Automobile Owners is being held in the Jefferson Hotel with a banquet. The meeting will be held Wednesday night, first session Thursday, second session Friday, and the last session Friday night. The meeting will be held at the hotel.

Violations of Show Contracts Hit in Oregon

PORTLAND, Ore., Jan. 20.—A resolution to be introduced in the Oregon legislature, which breaks a contract with a fair, will be introduced in the legislature. The fair was operated by the State Board of Agriculture, which controls the fair.

More Legion Activity Promised At Georgia Meet; Conaway Is P. A.

MACON, Ga., Jan. 20.—Marked increase in attendance at 1939 Georgia Fair was held in the Eudora Hotel here on January 29, and Secretary-Member E. D. Suggs, secretary of the American Legion, estimated that attendance has doubled in the last five years.

Expansion of membership, relief from taxation, and moves towards obtaining state and local aid for the State College of Agriculture were among the resolutions adopted.

Wirth Is Awarded Four

NEW YORK, Jan. 20.—Frank Wirth, booking office manager, has been awarded the four awards. Wirth was named to the board of directors of the American Legion.
Ops in N. C. 

Start a Move 

For State Aid

RALEIGH, N. C., Jan. 29—A move 

to secure state aid to prevent a 

shut-down of the tobacco-buying 

season was launched here on Wednesday. This 

was the recommendation of the 

North Carolina Association of 

Agricultural Fairs in the First National Bank. 

About 110 fair superintendents 

attended the annual meeting of the association Thursday. 

Art Lewis, first vice-president of the association, 

was elected to the presidency to succeed H. R. Tyner, 

who was re-elected a director. 

Raleigh Book W. of M. 

Considerable opposition to the high 

cost of fair attendance was expressed, and the matter, the 

proposition for state aid, was turned over to a 

committee of five with instructions to take 

appropriate action to secure aid from the state. 

The committee includes: W. C. Hight, 

Henderson; J. H. Patterson, Albemarle; W. T. 

Dennis, Roanoke; J. E. Pendergrass, Roanoke; and 

D. G. Miller, secretary. 

FAIRS-EXPOSITIONS

January 27, 1940

Purses Made in Maine

ROCKLAND, Me., Jan. 28—Settlement 

in a dispute which led to public 

accusations of unfairness to 

men, through the efforts of 

a sizable group of interested 

people, was announced at the 

State Association of Agricultural Fairs in 

Building here on Wednesday, 

January 10. 

Some of the contention in disagreement 

between growers and buyers, and 

men was expressed in a movement to 

create the new organization of four or five 

fairs in the state. 

A committee, composed of W. B. Hedges, 

Secretary to the Board of Directors: 

of Realty, and the treasurer, 

is浴on, vice-president; C. E. 

Hawkins, treasurer. 

ALEXANDRIA, Mo.—County Fair 

Association elected J. B. Hardin, 

president, and W. L. Brown, 

secretary. 

MEMPHIS.—Raymond Skinner was re- 

elected president of the 

Mooted Association for the coming 

year. 

TUPelo, Miss.—James E. Savery 

was re-elected president of the 

Tupelo Fair Association. 

TINOS—President Robert G. 

Richmond, secretary. 

HILLSBORO, Pa.—Wayne 

County Farm Bureau selected 

L. A. Patterson, president, 

T. O. Voss, treasurer. 

MEMPHIS.—Raymond Skinner 

was 

re-elected president of the 

Mooted Association for the coming 

year. 

TUPelo, Miss.—James E. Savery 

was re-elected president of the 

Tupelo Fair Association. 

TINOS—President Robert G. 

Richmond, secretary. 

MANSFIELD, O.—Richland 

County Farm Bureau elected Mrs. 

George H. Wolf, president; 

E. H. Henry, vice- 

president; R. D. Hals, 

secretary. 

SOUTHWICK, Mass.—Southwick 

Community Fair elected Mrs. 

George H. Holcomb, Jr., president; 

J. Whitney Root, 

secretary. 

JEFFERSON, O.—J. E. Creaser 

was elected president and treasurer of the 

Jefferson County Farm 

Bureau. 

YORKTON, Saska.—Thomas 

Matheson was 

elected treasurer of the 

Yorkton Agricultural 

Exhibition Association. 

OQALAL, Neb.—Keith County Fair 

Association elected Phil Kenfield, president; 

Jay W. McEwen, vice-president; 

E. W. Schel, secretary; C. C. Worthing, 

treasurer. 

EAGLE, Wis.—Eagle County 

Fair Association elected 

Mrs. Gilbert Mathews, 

president; Mrs. J. A. 

Eagle, vice-president; 

Mrs. Fred Nee, 

secretary. 

Also elected were 

F. C. Greene, vice- 

president, and 

Harry Davis, speed mentor. 

Do you know when a patron can 

be lawfully discharged from the 

Red Cross Blood Donor 

Program? This is a 

question that is being 

answered by the 

Editorial Board of The Billboard, 

25-27 Opera Place, Cleveland, O., 

for which publication "It is 

Lawful," which appeared in 

The Billboard on October 23, 1939. 

These costs postage will pay the mailing 

charge for each five copies desired.

Fire Loss in Fredericton 

Is $67,790; Officers Named

FREDERICTON, N.B., Jan. 28—At an 

annual meeting of Fredericton Exhibition, 

in the town hall, it was reported that 

the fire which swept the fair grounds on 

February 28 was $110,000 and 

fire insurance money due is $42,210. Plans for the 

reconstruction of the buildings must be 

revised because of the loss of 

definite information from the govern- 

ment, and it is expected it will be 

some time to use for military purposes. 

The military units occupied the 

grounds during the fire and 

the government for the difference 

allowed on the insurance 

policy has not been filed. When 

rebuildingcommences a large 

stadium rink equipped with 

artificial ice plant for winter skating 

and ice hockey, as well as an 

auditorium, will be completed. 

C. Edgell Forbes was elected president, 

succeeding the late Moses Mitchell, who 

was named vice-president and racing 

secretary. 

The new officers are: president, 

J. W. O. Bower; vice-president, 

R. E. Macdonald; 

secretary, and treasurer, 

respectively. 

Ground Stand Shows

MERRILL, N.H., Jan. 20—Four 

shows have been scheduled this 

season for the Borden Dairy 

Company, and with the arrival of 

Lee has contracted them for the 1940 

season. 

GUS RUN Agency will furnish the 

revenue for the 1940 Brown County, 

DuPree, Wis., and Fair Secretary William S. Kline. Also booked are Flash Williams 

and Hunters Hogg State Barn Dance. 

MAJOR BOWERS UNITS were 

signed last week to play some 

fairs in the Midwest, for the first time, reports 

the Bellringer office, Detroit. Bowes units 

played some Eastern fair dates, but 

now Bowers plans to book units in Michigan, 

Ohio and Indiana, largely at county 

fairs, and reports having already 

contracted five Ohio fairs. 

LOUIS L. CAMERON, manager of 

Peerless Campbells, four-man casting 

team, is to participate in 10 years of one of his attractions will play 

in territory other than the east, act 

at Carnivals—Carnival of 1940. In 1939, he played 

in the northeast, and in 1940 he plans to tour the 

northwest and the middle Atlantic states. 

C. A. KLEIN, of Klein's Attractions, 

has announced that his 

Bill and X. X. The X. X. will be handled by 

himself, and that the 

3rd annual meeting of the Ohio Fair 

Association was attended by Mr. and Mrs. C. A. Klein, who expect 1940 to be a 

big season for attraction holders.
Fairs-Expositions

The Billboard

January 27, 1940

FAIRS-EXPOSITIONS

Talks at Tex. Meet May Aid '40 Annuals

DALLAS, Jan. 20—More than 150 are expected to attend the annual meeting of Texas State Fairmen this week at the Adolphus Hotel on February 1-3, when a meeting of officers is to be held. There will be a discussion of plans for future fairs and an opportunity for members and visitors to discuss problems suggested by the recent delay in the opening of the state fair. The meeting will be held in the afternoon and evening.

Utility Classifications for Fairs, urging that more attention be paid to commercial interest in fair grounds, was the subject of a discussion at the meeting of the Fair Managers Association, held in Philadelphia last week. The group discussed the ways and means of improving the economic value of fair grounds and the methods of handling traffic and parking cars in and around the fair grounds.

MUCKLER RESIGNS

UTILITY CLASSIFICATIONS FOR FARS, URGING THAT MORE ATTENTION BE PAID TO COMMERCIAL INTEREST IN FAIR GROUNDS, WAS THE SUBJECT OF A DISCUSSION AT THE MEETING OF THE FAIR MANAGERS ASSOCIATION, HELD IN PHILADELPHIA LAST WEEK. THE GROUP DISCUSSED THE WAYS AND MEANS OF IMPROVING THE ECONOMIC VALUE OF FAIR GROUNDS AND THE METHODS OF HANDLING TRAFFIC AND PARKING CARS IN AND AROUND THE FAIR GROUNDS.

BIG BILL AT BANQUET

Feature of the banquet in Municipal Auditorium was a show of more than 100 hungry men, all of whom were members of the committee. The show was held in conjunction with the banquet, and included a speech by Mayor S. B. Horne and a dance by the members of the committee.

SESSION IN S. C.

(Continued from page 32)

Dr. J. S. Dortch, a guest of the South Carolina Agricultural Extension Service, will be the first speaker of the session. He will discuss the history of the University of South Carolina and the development of agriculture in the state.

OREGON MEETING (Continued)

(Concluded from page 13)

The Oregon meeting of the National Fairs Association will be held on February 18 and 19, at the Hotel Columbia, Portland. The meeting will feature a discussion of problems suggested by the recent delay in the opening of the state fair. The meeting will be held in the afternoon and evening.

MUCKLER RESIGNS

(Continued from page 32)

2,000,000 of federal and State funds. He will retire in March after five years as director of the agency. In an interview with The Oregonian, Muckler said that the night show, with a show horse and a final act, would be held near the midway. He said that the show will be a spectacular event, with a large crowd expected. Muckler said that the show will be held in March, after the State fair has closed.

GEORGIA MEETING

(Continued from page 31)

Anders, manager of the Georgia state fair, will speak on the subject of fair grounds and the role of the state fair in the development of agriculture in the South. The meeting will feature a discussion of problems suggested by the recent delay in the opening of the state fair.

OREGON MEETING (Continued)

(Concluded from page 13)

Dr. J. S. Dortch, a guest of the South Carolina Agricultural Extension Service, will be the first speaker of the session. He will discuss the history of the University of South Carolina and the development of agriculture in the state.

ORIGIN OF AMUSEMENT PARKS

The meeting will feature a discussion of problems suggested by the recent delay in the opening of the state fair. The meeting will be held in the afternoon and evening.

OREGON MEETING (Continued)

(Concluded from page 13)

Dr. J. S. Dortch, a guest of the South Carolina Agricultural Extension Service, will be the first speaker of the session. He will discuss the history of the University of South Carolina and the development of agriculture in the state.

Benton Board Chairman


Ohio Awards Uptown Attendance

COLUMBUS, O., Jan. 20—Alfred, R. D. Holzer, and awarded to Montgomery County Fair, Dayton, at the banquet closing the annual meeting of the Ohio State Fairs Association, held on January 11, were Warren County Fair and the Ohio State Fair which, with Montgomery County Fair, had been declared champion fairs in their respective divisions, by a vote of the department of agriculture. Forty-eight counties are represented in the state of Ohio, and each county is awarded its own certificate, with a total of 12 in each division which, according to their records, excel in one or more departments. The Ohio State Fair, first time such awards had been made, received the all-time attendance record with 953 at the banquet.

WFA WARNED ON AID

(Continued from page 23)

San Francisco in 1941

Assemblyman James Thorpe warned against offering prizes to the successful exhibition, to be held in the coming special session of the legislature to cut into part-money sale. The association has not decided whether a program will be held in the state, or whether a program can be held in the state, or whether a program will be held in the state. It has been suggested that a program be offered the Legislature if the state fair is to be held.

ELIZATION OF AMUSEMENT PARKS

The meeting will feature a discussion of problems suggested by the recent delay in the opening of the state fair. The meeting will be held in the afternoon and evening.

Freehand Brothers


Available for Fairs, Vaudeville, Circus and Night Clubs.

Write HARRY FREEHAND

372A Rf. 2, Redlands, Calif.

WANT CARNIVAL COMPANY

For 1940 Fairs. Last week in August preferred. Give proposition on three acts as well as Carny show.

Sparta Fair Association

P. E. RASMUSSEN, Secy.

BETTY BRYDEN

Presents

ATTRACTIONS FOR YOUR FAIR

FEATURING GIRL ORCHESTRAS

303 FOR THEATRE BLVD.,

DETROIT, MICH.
MORE A.C. BUILDING

Big 39 Figure May Be Topped

Extension for two Brigantine piers—cats ops okeh debated development plan

ATLANTIC CITY, Jan. 20.—Figures released by contractors working on the Jersey shore show that $1,187,142 was spent in 1939 for building construction. Only $470,000 of this was for residential building, remaining having been expended for Boardwalk and business enterprises. With much early season activity scheduled, 1940 bids well to top these figures.

Applications for two pier extensions at near-by Brigantine beach have been received from the U. S. engineers' office in Philadelphia. Harry Deulillo and Emilio Pedello seek permits to construct an extension to the existing piers. Opposition rests on effect of the proposed work on navigation.

For New Revenue

Rebuilding the Boardwalk in various localities throughout near-by Margate will constitute the suburb's first major project of the year, it was disclosed at a meeting of the city commission this week. The solicitor voted to authorize advertising for proposals to furnish $500,000 of lumber to be used on the project. The bids will be opened soon and it is expected that work upon the rebuilding project will start shortly thereafter.

C. C. City Restaurant Association announced its approval of plans submitted by representatives of the West New Jersey, Inc., for a $5,000,000 development program here of auto toll gates, "pay-as-you-go beaches" and recreation. The plans disclose new sources of revenue whether or not the Boardwalk is under construction and furnish a surplus to decrease the existing tax burden. It also authorized a proposed expansion of the boardwalk in the city limits of the public in the public interest (see BUIDING IN A.C. on page 31)

Do you know when a patron can be legally banned from a casino? If you don't write to the Editorial Department, The Billboard, 2530 Central Avenue, Cincinnati, Ohio, for reprints of the article, "When Evasion Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

Boston Group Plans a Heavy Agawam Outlay

BOSTON, Jan. 20.—The syndicate of Boston men who recently purchased Agawam Park, former horse-racing plant, for $2,000,000, is reported to be planning to establish it as one of the most elaborately equipped and modernized racetracks in the country. The concern, to be known as the Pilgrim Park Race Track Co., is headed by Charles W. Phelan, radio executive and animal farm owner of Marblehead, Mass., and is being backed by substantial rehabilitation of Agawam. There is an excellent mile track and grand stand seating about 8,000 with a clubhouse and restaurant facilities adjoining. The track is to be used for harness races, parades, picnics and circus performances. Under the new ownership, the stands have little room for concession booths. Grounds will be transformed into an open-air, open-house zoo.

Administration buildings and stables will be utilized for display and storage of animals and the track will be installed.

Several spectacular events have been tentatively arranged, such as Springfield and Hartford Shrine Days, Derby Days and Columbus Days. Picnic grounds will be laid out and inns (OUTLET FOR AGAWAM on page 36)

Playland in S. F. Will Be Expanded

SAN FRANCISCO, Jan. 20.—Whitney Brothers, operators of Playland-at-the-Beach, have announced plans for a $5,000,000 expansion program early next month. About 1,500 square feet will be added to the present property holdings, it was announced by George H. Whitney. The construction program is expected to be completed in May in time for the summer season. New rides and concessions will occupy the area.

Canning Canines

OCEAN CITY, N. J., Jan. 20.—Barking dogs lead a dog's life here. A law was passed last September after another at this resort—and no end in sight. The law prevents dogs from visiting the Boardwalk, then from the Boardwalk, then from the Boardwalk. Last week the law was enforced tentatively, and dog owners have adjusted the ordinance to forbid dogs to wander about lawns and sidewalks.

Outstanding Promotions Viewed As Imperative to Hold Patrols

Address on "1939 Promotion Successes" by Donald S. Horn, President of Pontchartrain Beach, New Orleans, and discussion at the 21st annual convention of the American Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 1, 1939. (Continued from last week)

This was, as I say, on Saturday after- noon. Suddenly, it seemed, we were married or we should be married on the wire the following Monday. The next day, I telephoned, "I was bet- g, it is the 14th day of the month. If the couple had been married already. I thought it would look as though the couple was not married when the news came out. We, Mr. Bait and the father and the bride and the groom got together and they went up to the newspaper office and threatened all kinds of things, because the naturally, the paper had stated that this wedding would be performed and had made up nights when the story broke on Mon- day, they said, "We shall go to the papers but we are not going to be suddenly married. That made things just a little bit better, but however they said that he would see what he could do. We had to go thru with the wed- ding with all the dignity and the solemnity that we had promised.

This minister went out and he brought to the minister another bride, he was not there more than a week before the wedding. We noticed a man with a big pair of scissors hanging on the arm of the first minister. He was the last man to use the scissors, I believe, and I was the last man to use the scissors, but we were all ready for the rehearsal. It seemed a very sad occasion. And the ceremony and it had to be performed. I said: "I said that, and the grooms and the solemnity and the occasion was quite.

And out and the minister was a licensed minister and had the power to do anything. He was not married, but he was not there more than a week before the wedding. We noticed a man with a big pair of scissors hanging on the arm of the first minister. He was the last man to use the scissors, I believe, and I was the last man to use the scissors, but we were all ready for the rehearsal. It seemed a very sad occasion. And the ceremony and it had to be performed. I said: "I said that, and the grooms and the solemnity and the occasion was quite.

So we were at the head of the church and we were about 35 per cent blind. We were just looking for a wedding at the ceremony and it had to be performed. I said: "I said that, and the grooms and the solemnity and the occasion was quite.

C. D. (CV) BOND promises a pro- gram of the most interesting entertainment on the 26th annual meeting of New Eng- land Parks, Pools and Beaches, at the National Amusement Parks, Pools and Beaches. As a leader of the profession, he has been invited to address this group. The meeting will take place in the spring of the year.

Cedar Point Auditor Levies

BRANDYWINE, Jan. 20.—Alber G. Smith, 27 years auditor for G. A. Bock- ster, has taken office as city auditor. Warren D. Lawrence, a native of Elyria, has resided in Brandywine for 20 years. He succeeds Mr. Bockster as city auditor. He has a home in Brandywine, and he has been engaged in the real estate business for 20 years.

Big Season Foreseen in Pa.

PHILADELPHIA, Jan. 20.—State com- mercial department predicted this week that Pennsylvania's resort towns with industries that rely on them will do well. Moreover, it said that the season will be better for the state. It was expected that the state will do well. Moreover, it said that the season will be better for the state. It was expected that the season will be better for the state.

"Legal Distinction Between Infringements of Copy- rights, Trademarks and Trade Names"

See Carnival Department of This Issue.
The Pool Whirl

By NAT A. TOR

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

Thanks for the Mem’ry of moonlight nights on Miami shores, where the gentle surf, as seen during the就不必把所有的细节都做出来。
There Is Big Money in a ROLLER RINK

property managed and equipped with the
Best Rink Skates. Ask Us

proceeds from the sale of the ROLLER RINK

property to managers and equipped with

the Best Rink Skates. Ask Us

for information about the ROLLER RINK

property and the Best Rink Skates. Ask Us

for more details.

CHICAGO ROLLER SKATE CO.
4477 W. Lake St.,
CHICAGO, ILL.

There Is Big Money in a ROLLER RINK

property managed and equipped with the
Best Rink Skates. Ask Us

proceeds from the sale of the ROLLER RINK

property to managers and equipped with

the Best Rink Skates. Ask Us

for information about the ROLLER RINK

property and the Best Rink Skates. Ask Us

for more details.

CHICAGO ROLLER SKATE CO.
4477 W. Lake St.,
CHICAGO, ILL.

There Is Big Money in a ROLLER RINK

property managed and equipped with the
Best Rink Skates. Ask Us

proceeds from the sale of the ROLLER RINK

property to managers and equipped with

the Best Rink Skates. Ask Us

for information about the ROLLER RINK

property and the Best Rink Skates. Ask Us

for more details.

CHICAGO ROLLER SKATE CO.
4477 W. Lake St.,
CHICAGO, ILL.

There Is Big Money in a ROLLER RINK

property managed and equipped with the
Best Rink Skates. Ask Us

proceeds from the sale of the ROLLER RINK

property to managers and equipped with

the Best Rink Skates. Ask Us

for information about the ROLLER RINK

property and the Best Rink Skates. Ask Us

for more details.

CHICAGO ROLLER SKATE CO.
4477 W. Lake St.,
CHICAGO, ILL.

There Is Big Money in a ROLLER RINK

property managed and equipped with the
Best Rink Skates. Ask Us

proceeds from the sale of the ROLLER RINK

property to managers and equipped with

the Best Rink Skates. Ask Us

for information about the ROLLER RINK

property and the Best Rink Skates. Ask Us

for more details.

CHICAGO ROLLER SKATE CO.
4477 W. Lake St.,
CHICAGO, ILL.
Many Turn Out for Memorial on Coast

Los Angeles, Jan. 20—Ideal weather and impressive ceremonies marked Palm Sunday observances at the memorial services in Showmen's Rest, Evergreen Cemetery, the last day of the month. The services were held at the base of the monument, Ladies' Auxiliary, because of weather conditions. (Ladies' Auxiliary Memorial on page 47)

O. C. Buck Ready for Expansion Program

New York, Jan. 20—An expansion program was announced here by O. C. Buck, executive head of O. C. Buck Enterprise, after his return from the corporation's new quarters in New York. Mr. Buck, who has been active in the city's new development, said that the company will be moved to a larger building than the present one. (O. C. Buck Will Expand on page 47)

Hilderbrand's United Moves Into New Quarters in Calif.

Los Angeles, Jan. 20—Equipment of Hilderbrand's United Shows was moved from quarters on East Fourth Street here to a new location at 105 East Main Street. The company is moving into quarters that were vacated by the previous tenant, who is now out of business. (Hilderbrand's United Moves on page 47)

Giroud, Bydairk, To Launch Combo in N. E. Sector

New York, Jan. 20—New coronavirus combination, to be known as Bydairk Giroud, will take over the New England territory. The show, which includes several acts, is expected to start in the near future. (Giroud, Bydairk, To Launch Combo on page 47)

Ben Williams Gets 8 N. E. Can. Dates

New York, Jan. 20—Back from the Maine fair this week, Ben Williams, owner, and Matthew J. J. Heslet, general manager, announced award of eight fair dates to Ben Williams Shows this year. (Ben Williams Gets 8 N. E. Can. Dates on page 47)

Jones Books Two in S. C.

Columbia, S. C., Jan. 20—Johnny J. Jones Exposition was awarded contracts for 1940's shows in Anderson and Orangeburg, it was announced at the annual meeting of South Carolina Association of Fairs here on January 15. (Jones Books Two in S. C. on page 47)

Sickels To Pilot Bee Shows

Frankfort, Ky., Jan. 20—Bob Sickels, well-known outdoor showman, was appointed general manager of P. H. Bee Shows effective last Thursday, when P. H. Bee, Jr., said here today that he had been appointed. Sickels has served as general agent, general manager and secretary. (Sickels To Pilot Bee Shows on page 47)

Six Georgia Fairs to Helt

Birmingham, Jan. 20—Joe J. Ponzana, of J. J. Helt Shows, said here this week that his organization was awarded midway contracts for six 1940 Georgia fairs at the meeting in Macon on January 12. List includes those in Covington, Madison, Millen, Augusta, Americus and Hawkinsville. (Six Georgia Fairs to Helt on page 47)

RA 'Fogged Out' in Largo; Hikes Biz 12% Over '38

Largo, Fla., Jan. 20—Royal American Shows have been rained out,sheeted out and blown out in the relatively long history, but closing session of Pinellas County Fair on January 15 marked a successful showing. (RA 'Fogged Out' in Largo; Hikes Biz 12% Over '38 on page 47)

Strates Contracts Syracuse

Syracuse, Jan. 20—James E. Strates Shows were awarded the midway contract for the 1940 New York State Fair here, it was announced by Owner James E. Strates. The fair opened on September 1. (Strates Contracts Syracuse on page 47)
CARNIVALSFARIBAULT, MINN.

---1940---

"USED TENT LIST"

NOW READY

Write - Wire - Phone

BAKER-LOCKWOOD

609 North 1st, KANSAS CITY, MO.

AMERICA'S BIG TENT HOUSE


SHOW TENTS and TRAILER CANOPIES

Fulton Bag & Cotton Mills

INSURANCE

Special on House Trailers

Charles A. Lenz

AT 1236 Insurance Exchange, CHICAGO

CONCESSION TENTS

For Rent, Concession Tents during the Show Year, at

UNITED STATES TENT & AWNING CO.

1722 North Sangamon Street, Chicago, Ill.

1940 CHEVROLETs

TRUCKS AND PASSENGER CARS

Write CHAS. T. GOSS

WHY STANDARD CHEVROLET CO.

East St. Line, Ill.

NEW USED TENTS

FOR SALE OR RENT

WRITE FOR FREE CATALOG

VANDERHIER CORPORATION

2466 Emerson St., Philadelphia, Pa.

"MAC" McNALLY

Carnival Show-Showmen, Inc.

LUBY CHEVROLET CO.

905 W. Flagler St., MIAMI, FLA.

PAINTS-ENAMELS

BRIGHT ORANGE SYNTHETIC ENAMEL

All Dwarf Showman Colors - See S. A. Post Office Box 4117

PRINT EXCHANGE OF CHICAGO

2003 Milwaukee Ave., CHICAGO, ILL.

MINER MODEL SHOWS

Now contracting Shows and Concessions for 1940

Alum Concession Own. Address H. H. MINER

191 Chamber St., New York, N. Y.

YOUR BEST MONEY MAKER

THE 7-CAR PORTABLE TILT-A-WHIRL

The popular nad of America's midway Public Convinent Winner in Ell Bridge Co. Annual Convention of Concessionaires - More Speed - More Labor-Saving Features Year After Year keep the TILT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.

Sellner Mfg. Co., Inc.

FARIBAULT, MINN.

NEW YORK, Jan. 20.—Brother Thomas Brady, presented Executive Secretary Joseph M. George Brown, for the office. Those six stand Bill Lefton, the guardianship of Bill Lefton, the guardianship of a case. The case, the guardianship of a case, the case, the guardianship of a case, the guardianship of a case.

Panorama of the White Castle, New York.

Date of next meeting has been changed from January 24 to January 25. Members and Officers will be out of town on the 24th.

Now is the time for every member to get in a new member. Next regular and board meeting is January 25th. The new members' activities are gaining momentum and putting many members to work. All members should contact their successors and sign them up. 

Ladies' Auxiliary

Club celebrated its 22nd birthday anniversary with a dinner in the Old Town Club. Despite the cold weather those members met at 7:30. The program included, as usual, a dinner and a program of songs and dances. The evening was spent in the company of friends and former members. A large number attended the dinner, which was served at 8:30.

Ladies' Auxiliary

Lots of interest expressed in our plans for our next meeting. As usual, the program will be a surprise to many. The date is set for January 20th, 1940, at the Whitney Hotel. The meeting will be held in the Hotel's large lounge. All members are invited to attend.

The meeting was preceded by President George T. Boyd, chairman of the annual Memorial Services, who said the event on January 14th featured one of the finest displays of spirits among members of the showmen's fraternity. Boyd was thanked for his cooperation, which made the event one of the finest in the history of the showmen's fraternity. Boyd also mentioned the services rendered: Rev. Neil Dodd, who presided, and Melvin Smith, Steve Thompson, and Fred Tunstall, who worked.

Among the many visitors introduced were George H. Lerner, Shorty Spenne, Jack Joyce, and F. W. Wardwell, of San Francisco. A committee, headed by President George T. Boyd, was appointed to take care of the arrangements for the event.

The meeting was called to order by President George T. Boyd, who introduced the newly elected officers: First Vice-President, Joseph M. George Brown; Second Vice-President, Edith Valbert; and Secretary, Omer C. Godfrey. The meeting was adjourned with the roll call of the members present.
Texas. A letter from PSCA President humorous thanks the club for the attendance at the Memorial Services, especially the choir and Marie Bally, soloist, was read. The letter was read under the direction of Mrs. R. W. Heat. The program on Saturday morning was held at the San Antonio Hotel. The choir was directed by Mrs. W. W. Clark, and the program was well received.

Installation dinner at Clark Hotel and dinner party at the National Hotel were highlights of the weekend. The banquet at the National Hotel was attended by many old friends and new friends. Betty Coo, Nina Hodges and Florence Webster, who were present, were greeted with open arms.

Ladies' Auxiliary

Woman members were entertained by President Mrs. C. W. Parker at the annual banquet of the Ladies Auxiliary. A buffet dinner was served by Mrs. W. W. Clark and members of the Auxiliary. The dinner was followed by a program of music and speeches. Mrs. E. B. Parker, President, gave the annual report of the Auxiliary's activities during the past year. Mrs. W. W. Clark, President, made a speech of welcome, and Mrs. E. B. Parker, President, made a speech of welcome. Mrs. W. W. Clark, President, made a speech of welcome, and Mrs. E. B. Parker, President, made a speech of welcome. Mrs. W. W. Clark, President, made a speech of welcome, and Mrs. E. B. Parker, President, made a speech of welcome. Mrs. W. W. Clark, President, made a speech of welcome, and Mrs. E. B. Parker, President, made a speech of welcome.
Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

"We're not going your way."

..Mr. BURGESS letters from Chicago that Bob LiBurtus is receiving treatment at American Hospital there.

..CAROL, LYNN DANIEL, formerly with Midworth, is working in Rochester, Minn.

..HERB HARTLEY has signed his Athletic Show with O. J. Bach shows for 1940. Owner Bach reports.

..IT'S RUMORED that Bill Cansare, entertainment agent of J. T. McCulloch Shows, was in Murray, Ky., recently.

..SOME midway guys broaden their horizons.

..CHRIS M. SMITH, from Columbus, O., that he'll locate there for remainder of the winter.

..J. E. (Eddie) STEEL, from Clearwater, Fla., has his photo gallery set up there for winter.

..YOUNG FORDER MUNGER, from Jacksonville, Fla., that he has his photo gallery set up there for winter.

..FOLLOWING a tour with a theatrical unit, George Golden rejoined Royal

..Margaret Miller returned to Jackson, Miss., where they will winter.

..MR. AND MRS. CHERNOE, who are wintering in Pembroke, Fla., have booked their connexions with O. J. Bach Shows for 1940.

..LUCKY SEVEN for Royal American Shows! The huge opygy will play the Winter Garden in New York this season for the seventh time.

..HOPE the time never comes when these Taree Parties will have to be the real thing.

..FORMER showman with Johnny J. Jones Exposition, C. W. Cabe is working in West Bridgewater, Pa., with his family.

..He will take the road in 1940 with Art Lewis Shows.

..With Palmer Farms Corp., in Sarasota, Fla., this winter, Dick Barlow has signed his Side Show with Mighty Monarch Shows and will open with the organization at Crystal River, Fla.

..AFTER A PLEASANT season as manager of Richard Bros. Circus Side Show, Mr. L. I. Key is now working in Alexander, N. C., and has signed a contract with the organization.

..LUITEN AND Wilson Shows last season, Joe NICOL is wintering in Charlotte.

..A GAY HOLIDAY PARTY was attended by members of Happyland Shows in London, Ont., during the new year, with the group having winter homes in suburban Goshastone. Seated at center table, left to right, are, William F. Graham, John T. Schofield, Mrs. William Dyer, Ross Waddell, William G. Brown, E. E. Dumas, one of the co-owners of Happyland Shows, and Mrs. Shirley Allen. Standing, extreme right, are Mrs. Bruce Waddell, Mrs. Robert Lee, and Mrs. Alexander. Mr. and Mrs. Harry Boys, Mr. and Mrs. Roy Talbot, Zebole and Virginia Shumway, "Mother" of Bruce Waddell, Frances-Frances and Buck Alsop.

..American Shows as assistant concession manager in Largo, Fla.

..FAMOUS last words: "I won't take off the gate if I have to." I would not have known Mr. L. I. Key if I didn't know him and like him. What a guy!" he said. "I have to, if I don't want to die in the ring." Wintering here is a great change for him.

..REPRESENTATIVE of a Chicago insurance firm, Bud Cohen was among visitors to Royal American Shows midway at Pinellas County Fair, Largo, Fla.

..THORNTON HOARE, of Jacksonville, Fla., who has been with Royal American Shows for the past three years, is back in the South again.

..SNAPP'S shows have been awarded midway contracts for 1940 by Pinellas County Fair, Largo, Fla.

..BUCKEYE STATE SHOWS last week were a tremendous success, according to the reports of their manager, W. J. Taylor, who wintered in Largo, Fla.

..SOME of the best fiction is written by carnival p. a.'s as well as other publishers.

..DENVER (KID) CURLERY, who is now working with Galler's Golden State Shows in Louisiana, is back in his home town.

..AFTER closing with Galler's Golden State Shows in Louisiana, Mike McGeath, another former Southeastern Fair worker, returned to his home in Montgomery, Ala., for the remainder of the winter.

..FORMERLY with Blue Ribbon Shows, John E. HARRIS is now with the Missouri State Fair, showing livestock.

..NOS. 111-112, W. Los Angeles St., Chicago, III.

..PENNIES PITCH GAMES

..765-Penny Cuts, Full of Nice Goods. Each Box, 75 cts.

..100-Penny Contests, 7.50 per Box.

..SEND FOR CATALOGUE.

..SADDLE MFG. CO.

..124-126 W. Wabash St., Chicago, III.

..ASTRO FORECASTS AND ANALYSES

..(Complete 1940 now ready)


..NEW DREAM BOOK

..120 Pages, 2 Sets Numbers, Clearing and Pal.

..Send $1.00, postpaid, to Ric. B. Kirk, Box 92, Temple, Texas.

..READERS' GUIDE to MIDWAY EXHIBITION.

..PACK OF 75 EGYPTIAN F. CARDS. Answers to your questions. $1.00. 

..20000 EGYPTIAN F. CARDS. Answers to your questions. $1.00.

..MEDITATION, MENTAL TELEPATHY, KNOCK, CHILTON.

..1110-50, Full Set, 111-112, W. Los Angeles St., Chicago, III.

..MAGICAL DREAM BOOK.

..110 S. Third St., Columbus, O.

..HUBBERT'S MUSEUM

223 W. 42 Street, New York City

..WANT FRANKS AND NOT ACTS OF MERIT AT ALL TIMES

..State salary and details in first letter.

..Give All Year Wages, Including S. Shure & Co.

..POF CORN

..HUBBERT'S MUSEUM

110 S. Third St., Columbus, O.
January 27, 1940

**PICTORIAL post card dated January 9 and showing a horse, ridden by a man, pulling a typical Mexican water wagon was received from Frank J. Lee from Mexico City, with this note: Made a New Year's resolution and on the water wagon now. Please find picture of same on reverse side.**

**WHY not put the idle in winter quarters to work on the much-needed little things while waiting for a big order to be filled? You know there isn't much comfort in some midways' comfort stations.** -Ignot loobender, Modernistic Blacksmith.

**OWNERS Jose P. Sparks and Agent Bill Dollar, of J. F. Sparks Shows, while in Cincinnati last week visited The Billboard offices and advised that their organization had been awarded midway contracts at the Ohio State Fair and the American Exhibition in Chicago, Ill., and that they are on a buying tour.**

**SEEMS those ration cards being issued in Europe are very much those same in instance of some office workers. You can eat up the amount the Mrs. Velarde is concession agent of Royal American Shows.**

**DO you know a patron can be legally evicted from a place of amusement?** -If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, Ohio, for reprints of the article. "When Eviction Is lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

**AFTER 10 months with two carnivals and a circus, where he was his own mechanic, Princes Reed Madden and wife have returned to Indianapolis for the winter. Mr. Madden has returned to his old job in a local garage, while Mrs. Madden is demonstrating curtseys in a local chain store. They are saving capital until it's time to hit the road again. Back to fairies in March or April in Texas.**

**After leaving the Chincoteague, Va., D.C., Maryland, Delaware, Pennsylvania, New Jersey, New York, Connecticut, Maine, Massachusetts, New Hampshire.**

**OWNER- MANAGER of the shows bearing his name, W. A. Gibbs posed for this photo at Auburn (Neb.) Farm.** -Now in attendance at the Big Thompson-Fairbanks county show in Colorado.

**DOO KING, vet-trouper, who has witnessed in New Orleans for 20 years, reports from the Mardi Gras City that Pete Cortez's 'Old World Fair' Museum, under management of Ray Cramer, is one of the most popular attractions in the city.**

**FOLLOWING their marriage in City Hall, St. Louis, on January 4, Mr. and Mrs. Harold L. Scott (letters the former Flaine Freuden, daughter of Mr. and Mrs. H. J. Freuden, both of St. Louis), the bridal party returned to the bride's home in St. Louis, where the reception was held. Included in the wedding party were: Flaine Freuden, Mr. and Mrs. M. E. (Penny) Freuden, Louis Freuden and Betty Freuden, Mr. and Mrs. W. E. (Beth) Charles; Mrs. Jack Berry and daughter, Dorothy, Mr. and Mrs. W. E. (Beth) Charles; Mr. and Mrs. W. E. (Beth) Charles; Mrs. Jack Berry and daughter, Dorothy, Mr. and Mrs. W. E. (Beth) Charles; Mrs. Jack Berry and daughter, Dorothy, Mr. and Mrs. W. E. (Beth) Charles; Mrs. Jack Berry and daughter, Dorothy.**

**EVERY man on American midways is entitled to make a living. Many are let out to work for a few dollars and are paid in the form of a percentage of the take.**

**EVANS' DICE WHEEL - A sensational money-maker! Fast!**

**WHEELS OF ALL KINDS!**

**EVANS & CO.**

1520-1530 W. Adams St., Chicago.

**WARNING**

Are completely protected by Patents Nos. 2163630 - 2142169
All infringements, whether by manufacturers or purchasers, will be prosecuted.

**For Complete Details On Our New Portable Write BISON-ROCCO AMUSEMENT CO. 5441 COTTAGE GROVE AVE. CHICAGO, ILL.**

**OUJIA BOTTLE**


**J. F. SPARKS SHOWS BOOKING FOR 1940 SEASON**

**SHOWS, RIDES, CONCESSIONS**

Address: BOX 322, LAWRENCE, TENN.

**W. G. WADE SHOWS**

**NOW contracting for 1940 Show Season. Permanent Address**

259 ELMER STREET, DARRINGTON, MICHIGAN.

**Phone: Tremont 1-1909**

**WANT SHOWS AND ATTRACTIONS FOR 1940 SEASON.**

Address: 104 PECAN TREES, HOPKINS, ARK.

**WANT**


Address: 124 Outer Ave., Paterson, N. J.
WINTER-QUARTERS NEWS--GOSSIP

As Reported by Representatives for the Shows

Wallace Bros.

JACKSON, Miss., Jan. 20.—Work at quarters is rapidly progressing, and a color scheme of red and white is being carried out on all show fronts and rides, and the headquarters is also being decorated in the same colors. Weather permitting all will be ready for display ball on Saturday night. Owners E. P. Barrow and Jack Oliver have returned from the West, and are in charge of the operation. Mr. and Mrs. Mack Thompson, of girl show note, have arrived, and Harry Smith is in charge of the Chico Comedy Show. This show is a recent visitor. Morris Simpson, after a few weeks with the Ward Shows, has returned here. Mr. and Mrs. Harold Miller spent a few weeks at quarters. Mr. and Mrs. Harold (Irish) Meade are visiting with Bob Martin. Harold has the Athletic Show with Dee Lang's Famous Shows. Mrs. Ruby Cook, the former show girl, is in Fairchild's in Sayre, Pa. Ed and Charlie White are in Charleston, Mo., where she will remain until show opening.

EUGENE C. COOK

Zimdars

ASHDOWN, Ark., Jan. 20.—Quarters opened January 1, with Sailor Harris in charge. Work is progressing and painting is getting under way soon. Several new fronts will be added for a total of 14, and all equipment will be painted. New canvas has been ordered and management plans to enlarge shows for 1940. Personnel is expected to remain the same, excepting that Edward Atkins was recently signed as purser by Mr. and Mrs. Paul C. Chappell have booked their two conceptions, and Mr. and Mrs. James have signed theirs. Tiny Lyman will remain with the show, and Tobe McKee will make Buell Woolston's 14th with the organization.

M. TOTHILL

3000 BINGO

Made in lots of 30 sets or 100 cards each. Played in 3 or more. The winning card and its cover up. Played 100 sets in a hour. Easy to play. Delicious refreshments served. Free delivery. Cash (

5050 KENO

Made in sets of 25n or 100 sets each. Played 3 times across the card and the 1 card wins. Played 100 sets in a hour. Delicious refreshments served. Free delivery. Cash.

LIGHT WEIGHT BINGO CARDS

Black, white, orange, blue, or red. Sizes 7x11, 5x7 or 7x7. Played 100 sets in an hour. Delicious refreshments served. Free delivery. Cash.

Funland

NEWNAN, Ga., Jan. 20.—Masons, Toshi, Shipman, Keen, Greenbaum, Rankin and Superintendent Hest are making rapid progress with rebuilding activities. New entrance and mini-show fronts, featuring plenty of neon, are being constructed. Electrician Theo Meadows reports that he and family will arrive on February 29 to take the show and rides. In charge of rebuilding activities is owner O. H. Hilbrandt. Because of results obtained thus far, the Cohn line-up is almost complete, with everything ready for a chair.
Legal Distinction Between Infringements of Copyrights, Trade-Marks and Trade Names

COPYRIGHTS are registered with the Register of Copyrights, Library of Congress, Washington, D.C. 20555, or with the Commissioner of Patents, both at Washington, D.C. 20231. Trade-marks and Trade names are registered with the Commissioner of Patents.

Since the liability for infringement of copyrights, trade-marks, and trade names, we shall in this article, review recent decisions. The purpose of these decisions is to clarify the scope and limits of the protection available to the owner of copyrights, trade-marks, and trade names.

To begin with, the fundamental concept of copyright is that of a right to reproduce and distribute copies of a copyrighted work. Trade-marks, on the other hand, are a form of intellectual property, which gives the owner the exclusive right to use a particular name or symbol in connection with the sale of goods or services.

In order that readers may realize the legal distinction between copyrights, trade-marks, and trade names, it is well to explain that a copyright is obtained on the original creation of a work of authorship and is limited to the form in which it is fixed. In other words, the primary object of a person is to protect his ownership of a work and the right to reproduce it, whereas the primary object of a trade-mark or trade name is to protect the identity of the source of goods or services.

The fundamental reason for this law is to safeguard pur- chasing public from fraud and deception being brought upon them by the fraudulently appropriated trade-mark or trade name.

Wilful Infringement

Various higher courts have held that a person commits the crime of infringement of a trade-mark or trade name when, with knowledge of the existence of a trade-mark or trade name, he intentionally uses another's trade-mark or trade name without the owner's consent.

The theory of the law is that since every person has the right to use his own trade-mark or trade name, there is no justifiable cause for infringing another's trade-mark or trade name. Therefore, any act which results in another's trade-mark or trade name being used without the owner's consent is an infringement.

Definition of Trade Name

Trademarks are claimed to be identical with the name of the business of the owner or of the goods sold or manufactured by the owner. Trade marks are used to distinguish the goods and services of one person from those of another. Trademarks are a means of distinguishing the goods and services of one person from those of another.

A person or company entitled to use a name on their products is entitled to use the name as long as it is not confusing to the public or likely to cause injury to the public. A trade name is a legal name or a common business name, and it is not a personal name.

Purpose of Laws

The purpose of the laws governing trademarks and trade names is to protect the public from fraud and deception. Trademarks are a means of distinguishing the goods and services of one person from those of another.

Phrase Protection

It is important to note that the law does not protect all phrases used in connection with the sale of goods or services. However, if a phrase is used to describe the quality of the goods or services, it may be protected as a trade name.

Copyright Law Diffs.

It is important to know that when deciding copyright-infringement cases, the court considers whether the work is original and non-expressive, and whether the work is non-original and expressive. In copyright cases, the court does not consider whether the work is protected, but whether the work is infringed upon.

The reason for this established law is that copyright infringement results exclusively from copying, whereas infringement of a trade-mark or trade name may occur without any copying at all.
American Carnivals
Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 20.—Since last year, when Congress was on the verge of passing the American Carnivals Act, Philadelphia, Pennsylvania, has been the subject of numerous protests. The act, which was designed to protect the rights of the public and the rights of the workers, has been in effect for over a year. It has been in effect for over a year. It has been in effect for over a year. It has been in effect for over a year. It has been in effect for over a year. It has been in effect for over a year. It has been in effect for over a year. It has been in effect for over a year. It has been in effect for over a year. It has been in effect for over a year.

Midway Connef

(Continued from page 42)

paid out the same office as the more cloying employee. Out of City Shout.

ED (SPRIG) HOWARD, strong man of note, made a hurried trip last week to East Coast to meet his emergency, and save his $2000 blood transfusion. The fact that he was on the scene of hundreds of miles from his Philadelphia home, because the incident involved the person whose life he had neglected to provide, the necessary return transportation did not phase Howard a bit. Because of his numerous blood donor acts Howard is honored by the local newspapers as a member of the Variety Club's Humanitarian Award committee and as the most outstanding serving candidate for the year's Philadelphia Award.

After class of Golden States, tour of Mississippi and several weeks in Louisiana, showgirl Jeff For their homes and apartments. All the showgirls, from Miss Hef, The Big Band, a going to New York to study. Mr. Thomas, Miss., were Mr. and Mrs. J. A. Gentsch, Miss., Mr. and Mrs. H. V. Branch, Miss., Mr. and Mrs. C. F. Pitman, and Miss., Mr. and Mrs. John C. John, Miss., and Mr. and Mrs. T. H. Moore, Miss., and Miss. Miss. Miller went to Shughes, Miss., Dieter, Greater Shows, quarters, Mr. and Miss. Miss. L. S. ('Ship) Miller joined Wallace Bros.' Shushure, Miss., and then headed to Bistol, Miss., for a few weeks' vacation. Robert Hughey went to Chicago to study. Mr. and Mrs. W. F. Pitman, Miss., and Miss. Minstrel Show, are playing dates in Louisiana and Mississippi.

Ohio Concessionaires Map

1940 Plans in Columbus

COLUMBUS, O., Jan. 20.—Ohio Concessionaire Association meeting in the Ohio State Fair, Columbus, last week, the Ohio Fair Managers' Association annual meeting was held. More than 125 concession men and women attended. At this annual meeting, the concession cards were handed out, and the Ohio Concessionaires Association unveiled their plans for the coming season.
**HOLIDAY SHOWS**
Featuring the Largest Free Act Program on Any Midway
CAPT. F. H. CUSHING'S
"DEATH'S HOLIDAY" THRILL SHOW
OPENING AUGUSTA, GA.,
February 26 to March 2, Inc.
Playing the Still Date Season as WORLD'S LARGEST
FRATERNAL CIRCUS

**WANTS**
Flying Act, High Wire, Ridley and other Ring Acts that double. RIDE OWNERS WITH SETS OR SINGLE RIDES. WRITE WHAT YOU HAVE. WANT BIG, FLASHY SIDE SHOW, MONKEY CIRCUS AND OTHERS. WRITE, CONCESSIONS ALL OPEN RELIABLE OPERATORS, WRITE. MERCHANT TICKET SALESMEN.

Address: TOM TERRILL, General Manager, Jackson Hotel, Augusta, Ga.

**The Money Show For 1940**

**BUCK WILL EXPAND**
(Continued from page 39)

**COAST MEMORIAL**
(Continued from page 33)

**NEW N. E. COMBO**
(Continued from page 39)

**RA BIZ IN LARGO**
(Continued from page 39)


---

**SOUTHERN STATES SHOWS WANT**
FOR SEMINOLE COUNTY FAIR, SANFORD, FLA., FEB. 17-18, AND OTHERS TO FOLLOW MERRY-GO-ROUND, ROLL-O-PLANE, AND OCTOPUS. SHOWS OF ALL KIND EXCEPT CIRCUS. Want organized Fraternity, I furnish complete programs and equipment. Legitimate shows only. Contacted with this show acknowledge this call. NEGATIVELY NO RACKET, NOT FIT FOR PARENTS AND OR CHILDREN. FAIR SECRETARIES IN FLORIDA WE HAVE A FEW OPEN DATES. All Communications to JON B. DAVIS, Ruskin, Florida.

**BILL LYNCH GREATER EXPOSITION SHOWS**
16TH SEASON—16TH
WANT Shows with earning power, good opening for Motorodrome; will supply complete outfits to reliable and capable showmen; transportation furnished to Canada. Show opens the first of May. Act in Halifax, Nova Scotia, closing October. Fairs start August. Write.

W. P. LYNCH, P. O. Box 582, Halifax, Nova Scotia, Canada.

**GILROY SHOWS**
PLAYING NEW ENGLAND STATES EXCLUSIVELY
CAN PLACE—Penny Arcade, Bell Game, Novelty Pitch Trill O' Ump, Penny Pitch, Racket Darts, Novelty Pitch, Novelty Field, Novelty Game until we find those wheels move on demand.

**WANT Bill Post, Banner Man. Anyone with the New England Shows last year please note.**

W. J. (BILLY) GILROY
(Phone: First Post, P. O. Box 120, Leominster, Mass.)

---

**Crystal Exposition Shows**
Opening April 8th at Albemarle, N. C., playing three Virginia, Kentucky, West Virginia. Want Shows that don't conflict; will furnish complete outfits for r a l p l o g e t g e t h e r. (No Girl Shows, Vodeo, Wildlife, etc.) Want showmen to play the post office in the country for Free Acts. State price for season's work. Address all Mail to W. J. BUNTS, Crystal River, Fla.
With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Jan. 20.—Members of Missouri Showwomen's Club entertain the Overland Tacky Party and dance at the American Hotel. Members of the club sponsored the dancing with tickets here to St. Louis with Voia Fairy, Helen Braider Smith and Hattie Howl, and a fine series of numbers. The program began with a steak dinner at 7:45 by Mr. Braider Smith. The girls entertained and ample entertainment, food and drink of every description was served. A popular new for 1940 was the colorado mexican, a new style of the 1940s. Altogether it was a wonderful evening and a Sunday night excellent over the American's latest and grandest. We were elected to attend all and any parties there when possible.

Ann Levin entertained with a buffet dinner for a group of women in connection with the city's first annual Cat's Ball on January 9. Dinner was followed by a huge baked ham, but was completely out of all of the other attendants were attending fair meetings, so the party was well attended. Guests were Pearl Hunsinger, Mrs. A. E. V. Nelson, Louise bouquet, Eve Nelson, and Miss Additional, taking part in the Rocky Mountains plan to leave for a visit in Dallas. Marie Blake was one of the earliest to arrive and she had a call from her cousin, Bernard Kleinerman, who is building a new house in San Antonio. The dinner was served at the Topka Fair meeting and he called the Topka Hotel, where there was a dam hot bath and a good meal. Maud Ziegler and Mrs. Scudder, who were both in attendance, were pretty and Hattie H settler in the latter's apartment here. We enjoyed ham hocks and sauerkraut and lemon pie for dessert.

FARM PROMOTIONS

(Canceled from page 33)

on Fifth Avenue. In that way we get quite a bit of publicity, too, and delivering goods, produce, and merchandise this fair, rather than that to which they are licensed and that license plates issued in one State for dealers, manufacturers and car-waive vehicles will be valid in the other.

PRINCE ALBERT, Sask.—Burgesses here passed a law providing for a $60,000 bank loan as a means of financing 1940 the fair and pay expenses incurred in 1889. Loan is to be repaid in seven instalments.

GALVESTON, Tex.—A PWA project on Treherne beach is being contemplated, and numbers considered. The condition of the area and said Secretary P. E. Smith, who will later become the late secretary, Alfred Sager.

LUBBOCK, Tex.—Panhandle South Plains Fair in 1939 earned enough to pay expenses and a profit of $17,000. We were justified in asking the State to participate in the payment of expenses.

Chambliss Urges Aid

Questioning the need for federal leaders and carnivals were threshed out at an open forum led by Joעמודn Bradford, state president of the federation. Frank M. Robinson suggested that fair operators not worry what the people are doing. Frank Robinson suggested that fair operators not worry what the people are doing. Frank Robinson suggested that fair operators not worry what the people are doing. Frank Robinson suggested that fair operators not worry what the people are doing. Frank Robinson suggested that fair operators not worry what the people are doing. Frank Robinson suggested that fair operators not worry what the people are doing. Frank Robinson suggested that fair operators not worry what the people are doing. Frank Robinson suggested that fair operators not worry what the people are doing.

Museums

Address Communications to Cincinnati Office

Truck and Trailer Legislation

EDMONTON, Alta., Jan. 20.—Licensing of private-car trailers for personal use has been rescheduled by the provincial governments. In consequence, the following license fees for some 200 of these trailers will be increased from $5 to $20. The commission was administered by the highway traffic service. Sales tax was brought into effect last June 29. License rate was $2.50 for two-wheeled and $4 for four-wheeled trailers.

MILWAUKEE, Jan. 26.—An agreement was reached between the Interstate Truckers Council and the Pilgrim Press on January 31, 1940. Under the terms of this agreement, a new license fee of $10 will be collected from all vehicles operating between Wisconsin and Michigan for many years.

The agreement, effective immediately, specifies that passengers vehicles, including those used in the delivery of goods, will be extended full privileges in the other state for 90 days. Where rest, the vehicles have been extended to include a new license plate. In the past further provides that a person owning such a vehicle and hauling his own goods from state to state, will be extended full privileges in the other state for 90 days. Where rest, the vehicles have been extended to include a new license plate.
PCSA BALL BIGGER
(Continued from page 28)

The Billboard
January 27, 1940

CARNIVALS

Theater News (continued from page 49)

You get more in a
KOZY COACH

TRADE NAME REG. U.S. PAT. OFF.

—room more than ever before, plus the price-saving improvements that have made Kozy the buy-word all over America! From tall-light to tích, it's Kozy for top value in 1940!

Unique in 1940 Kozy Coaches is the new one-piece turret-top—optional on all models. Built—welded just like an automobile top—fastened as a seam, joint or lap shows. The 8 brilliant models are full 7-foot wide—extra wide—throughout and super-insulated. Every inch of the Kozy Coach chassis is made of steel—no wood used. The skilled craftsmen at Kozy Coach take unusual pride in even the smallest details of construction. Send today for new catalog showing all models.

KOZY COACH CO.

FOR SALE

HEY-DAY RIDE

FORMERLY USED AT WHITE CITY, CHICAGO

E. M. JOHNSON, care of Transit Warehouse Co.

3914 SOUTH WABASH AVE.

CHICAGO

KOZY COACH

1802 REED AVE., KALAMAZOO, MICH.

More Comfort—
More Durability!

IN 1940 VAGABONDS!

And beauty too! Vagabond has produced for 1940 its finest line of touring coaches. You will enjoy riding aboard them in the new Vagabond catalog just out. Look at the pictures in the catalog. See the new floor plans and diagrams of interior arrangement, see how convenient, comfortable and roomy everything is. Then you'll know why more and more motorists every year turn to VAGABOND!

1940 Vagabonds range from big, luxurious Model 21 to seat compact Model 156, one superior in design, durability, beauty, comfort. Alternate room arrangement in most models. Ideal for traveling, living, or vacation trips. Go anywhere. Complete with finest sleep, seating, heating, and furnishing. Write for new free catalog and national list of dealers.

VAGABOND COACH MFG. CO.

411 Grand River Ave., NEW HAVEN, MICH.

THE MODERN HOME FOR SHOW PEOPLE

Write Sioux Tire & Battery Co.

110 & DAK, SIOUX FALLS, S. D.

"Buy New on Our Easy Payment Plan"

ADVERTISE IN THE BILLBOARD

—YOU'LL BE SATISFIED

WITH RESULTS.

RIDE'S WANTED

Sunset Amusement Co.

290 Box D-S2, Cincinnati, O.

Photo Exclusive for Sale.

Partners WANTED

With sure Guv'nor. I have four nice Rides, namely, "Sunset" Western pictures, "Champion," "Dixie Queen," "Sunset," all new and showmen.

Rides wanted. Send full particulars. I have two fine Rides, one excellent Western, and one very good Dixie Queen. Will give you first mortgage on our Rides as security if you desire. Box D-51, care of The Billboard.

Sunset Amusement Co.

290 Box D-5, care of The Billboard.

Ready to go to any" city.

Not for resale.

REVIEW COACH

3914 BROADWAY, NEW YORK

PARTNER WANTED

WANTED

A partner in a showman's business, 50 or 75 per cent. Capital $250 to $500. To do business in Oregon Territory.

WILL PAY $100 FOR THE FIRST USE OF THIS ADVERTISMENT.

RATON PRAIRIE ATTRACTION

MRS. GEORGE W. BURGESS

Box 446, Sunset Amusement Co., P. O. Box 446, Denver, Col.
Show Family Album

MEMBERS of the Jack Simmons Stock Co., snapped in Beloit, Kan., in the fall of '39. The company was a three-day-long repertory troupe which played chiefly in Kansas and Nebraska theaters, presenting such plays as "A Woman's Vengeance," "He Lied to His Wife," and "Paid in Full." The play for tonight are Bill Florer, comedian; Opal Casey, ingénue; Mr. Casey, pianist; Edna Hoy, leads; Mrs. McCormick, character; Jack Simmons, manager and leads; Mr. McCormick, characters; and Andrew Johnson, magician, who is now doing a mental act in night clubs.

The Billboard invites its readers to submit photos taken from 18 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are 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.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c a word—FIRST LINE IN THIS STYLE TYPE
2c a Word—FIRST LINE IN THIS STYLE TYPE
Cash With Copy

Minimum 25c

Notice

Due to the expense of postage necessary for the forwarding of mail addressed to "blind," blind members may receive mail in care of The Billboard instead of their name and address. No additional charge of 25c is necessary to cover this service. Therefore the subscriber to advertise your business and add 25c for the forwarding of replies.

At Liberty

ACROBATS

At Liberty—GIRL AERIALIST, CAN WORK single or double trapeze. Work any height. Address BOX 962, Woburn, N. H.

BAR PERFORMER—AERIAL OR GROUND Bars, LOUIS O'CEIRK, Chicago, Ill.

John Yanchar—HIGH WIRE PERFORMER.

At Liberty—AGENTS AND MANAGERS


At Liberty—BANDS AND ORCHESTRA

WHALE—FOUR NA-

At Liberty—CIRCUS AND CARNIVAL

HAWAINIANS—FOUR NA-

At Liberty—MUSICIANS

FLAGEOLET PLAYER AT}

ATTENTION, BUYERS OF QUALITY ENTER-

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.

At Liberty—DAMNED—Paw, Parks, Theatres, Stores.
CONVENTIONS

ALABAMA
Anniston—State Library, May 12-14. M. V. Sheats, Sec.

ARKANSAS

CALIFORNIA
Berkeley—Grand Army of the Republic, April 21. I. S. Ostrander, Sec.
San Francisco—Grand Army of the Republic, April 21. W. O. Venable, Sec.

COLORADO
Denver—State Library, April 21. W. O. Venable, Sec.

CONNECTICUT
West Hartford—State Library, May 18. J. S. Benson, Sec.

FLORIDA
Tampa—State Library, May 16. W. O. Venable, Sec.

ILLINOIS

INDIANA

IOWA

MINNESOTA

MONTANA

NEBRASKA

NEVADA

NEW HAMPSHIRE

NEW JERSEY
Atlantic City—State Library, May 16. W. O. Venable, Sec.

NEW MEXICO
Santa Fe—State Library, May 16. W. O. Venable, Sec.

NEW YORK

OHIO
Columbus—State Library, May 16. W. O. Venable, Sec.

OKLAHOMA
Oklahoma City—State Library, May 16. W. O. Venable, Sec.

OREGON
Sponsored Events
Veteran, Lodge and Other Organization Festivities

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

Seven Weeks
Set for H-M
BUFFALO, Jan. 26.—With signing of
pamphlets under the guidance of John H. Dill,
Manager of the New York City division of the
H-M Corp. of Indiana here, reports E.
D. B. Morgan, the company's Vice-President.

Shorts
DILLON-KAREN Enterprises reports
it has contracted to stage a seven-
week run at the Dillon-Karen (O.) junior
Chamber of Commerce.

LEHR M. KNOWLES, of John B.
Rogers Producing Co., will direct an ini-
tiative motion picture show that is to be
staged in Virginia Theater by
KUENEG C. ZACHMAN, manager of Kansas City, Mo., Municipal Auditorium, on
reports to the board of governors that the

Winter Fairs
ARIZONA
Tucson—Live Stock Show, Feb. 28-April 5.
LAURENCE H. G. KINLEY, pres.; Mary Lovelace, secy.

CALIFORNIA
Indio-Riverside Co., Fair & Congress Valley

GREENVILLE, Texas—State Fair, Feb. 28-Mar. 12.

COLORADO
Lakewood—Winter Fair, Feb. 28-Mar. 7.

CONNECTICUT

OREGON

Pennsylvania

SOUTHERN CALIFORNIA

TEXAS

TENNESSEE

TEXAS

WISCONSIN

Winter Fairs
These dates are for a five-week period.

ARIZONA
Tucson—Midwinter Show, Feb. 28-Mar. 7.

CALIFORNIA

COLORADO
Boulder—Midwinter Show, Feb. 28-Mar. 7.

FLORIDA
Miami—Winter Fair, Feb. 28-Mar. 7.

LOUISIANA

MICHIGAN
Detroit—Winter Fair, Feb. 28-Mar. 7.

MISSOURI
Columbia—Winter Fair, Feb. 28-Mar. 7.

MONTANA
Butte—Winter Fair, Feb. 28-Mar. 7.

NEBRASKA
Omaha—Winter Fair, Feb. 28-Mar. 7.

NEW MEXICO

NEW YORK

PENNSYLVANIA

OHIO
Cleveland—Winter Fair, Feb. 28-Mar. 7.

ORANGE, N. J.
Asbury Park—Winter Fair, Feb. 28-Mar. 7.

PENNSYLVANIA

WASHINGTON
Seattle—Midwinter Show, Feb. 28-Mar. 7.

WISCONSIN
Madison—Winter Fair, Feb. 28-Mar. 7.

How to Use the Billboard Section

From the Billboard section of the trade paper, the exhibitor will get ideas for his own shows. The shows he is interested in are pointed out, and he is shown how to get the information necessary to plan his own show. The exhibitor is also shown how to get the necessary information from the section of the city where the show is to be held. The section of the city where the show is to be held is also shown. The exhibitor is shown how to get the necessary information from the section of the city where the show is to be held.

WANT FREE ACTS

21st Annual Home-comers' Celebration
August 28, 29, 30 and 1. JACKSON, MO.
2 HIGH ACTS — 2 PLATFORM ACTS
See Lang's 1940 advertising cooperative Year
Write: L. R. SHORT, SECY., JACKSON, MO.

OZARK SUMMIT EXPOSITION
MANSFIELD, MO.
WANTS HIGH-CLASS FREE ACTS.
Sixth Annual Convention August 6-7-8-9-10.
W. C. CODAY, Sec'y.

GOOD CLEANN CARNIVAL WANTED
Any city of 7,000 and surrounding territory will make this around 10,000. Want plenty of rides and shows.
Write L. NICHOLS, Ely, Minnesota.
Button-Board Workers Make Ready for Profitable Year

Events, holidays to keep workers busy during most of 1940—nomination of presidential candidates seen as stimulant to business—items source of big profits

NEW YORK, Jan. 20—Indications are that button-board boys are in for a good take in 1940. This is a campaign year and buttons go well when everyone is suitably attired. Although the holiday season is over, there are enough holidays and special events ahead to keep the industry's enthusiasts busy. Among them, the New York Button Board Industry Convention, scheduled for April 18-20, with an expected attendance of at least 500. A large and varied display of button-board machines is expected, with many new designs and improvements.

The convention will be a major event for the industry, providing a platform for discussion of current trends and challenges. The convention will also feature a series of seminars and workshops, with experts from around the country sharing their insights and experiences. Attendees can expect to gain valuable insights into the latest developments in the button-board industry.

Cross-Country Sales

An incident of interest which caught the attention of button-board enthusiasts is the recent cross-country sales promotion involving several button-board manufacturers. The promotion involved the sale of a limited number of button-board machines to selected customers in various parts of the country. The promotion was a success, with many customers expressing interest in purchasing additional machines.

Goldstein Bingo Bill Introduced in N. Y. Assembly

NEW YORK, Jan. 20—A bill to legalize the sale of bingo tickets in this state, and bingo-operating clubs, civic, educational, religious and fraternal organizations or by volunteer fire departments and granges has been introduced in the Assembly by Aarief F. Goldstein, of Kings County. Under terms of the bill, the bingo clubs would be required to adhere to strict regulations by local police departments and could be operated by local council or town councils. Only organizations in existence for more than 10 years would be eligible for a permit to be allowed to hold games. The bill is expected to be adopted by the House of Representatives and referred to the Senate. The bill would be a boon to many communities and organizations that have been unable to raise funds through other means.

Bingo Draws

2,431,361 Fans

CINCINNATI, Jan. 20—A total of 2,431,361 persons paid $1,224,651.90 to attend the 159th National Bingo Convention, which was held in this city. The convention was attended by representatives from all parts of the country and was considered a great success.

JERRY GOTTLEIB, bingo operator, has been a regular attendee at the convention for the past 39 weeks. So successful has been the series that attendance has increased from 125 to 1,500. The convention is held during the week of Christmas and January 1. It is a good news to any counselor who can keep up such interest in games for 39 weeks. We were included in this series and asked Jerry about it.

Shell and Tropical Items in Demand

NEW YORK, Jan. 20—Demand for shell and tropical novelties continues to increase. Items such as shell combs, shell hair sticks, and shell bracelets are among the most popular. Dealers are pushing these numbers as prices are low and the demand is high.

Items that are clicking include shell lamps, shell ash trays, and shell pins. Lamps use a wattage of low wattage and are lightweight.
**Popular Items**

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati 14, O., for addresses of companies in this department supplying the items which interest you.

**All-Lead Pencils**

The Windsor all-lead pencil, in nickel or copper finish and complete with pouch and clip, is a sensational pitch item. Deane Sales Co. reports. The item, also a gold leaf pencil, requires no refills, has no broken points and is always ready for use. Other features are smart appearance and long-life. The Windor is metal covered and so sturdy built that it may be bent but is not a piece of cardboard without injuring the point. No matter how much pressure is applied, it will always make a fine line, and is one of the hottest items in the year's firm reports.

**Air Conditioner-Deodorizer**

An ingenious invention that is netting profits for sales workers is the Holth-Brinec Air Deodorizer. Just introduced by Holth-Brown Corp. Best described as a home or mill deodorizer, it is a deodorizer, it works by, plugging into an electric outlet and dispensing an atomized solution. Several types of solutions accomplish the device for use in deodorizing, demolding and room perfuming. In summer it may also be used as an air refresher. The units are guaranteed to pay for themselves. The company guarantees in the five cent purchase. Item is advertised with flashy display and is to allow workers a premium of profit in the firm's stores.

**World Radio**

Because so many people follow news of the world by radio, bingo and salesboard operators are finding the New Navigator-Craftsman Model radio is a five-tube superheterodyne set, complete with a globe which is a map of the world in colors. Globe is suspended in the middle of a large polished finished wheel and mounted on a walnut base. No aerial or ground needed. Set is operated by rotating the globe. Standard broadcast and police calls are available. Set is priced at 19.00.

**THE SENSATION OF THE COIN SHOW**

The NAVIGATOR RADIO is in a highly colored globe. It was the talk of the show. Everybody saw it and admired it. It is a highly colored globe. The company guarantees in the five cent purchase. Item is advertised with flashy display and is to allow workers a premium of profit in the firm's stores.

**Write, Wire or Phone Your Order**

Distributors: Write for special proposition and territory.

D. A. PACTER CO.

MERCHANDISE MART

CHICAGO, ILLINOIS
SUBSCRIPTION COUPON

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I enclose

☐ $5 for one year, 52 issues.
☐ $8 for two years, 104 issues.
☐ $10 for three years, 156 issues.

Name: ____________________________
Address: ____________________________
City: __________ State: __________

POPULAR ITEMS

(Continued from page 5)

New Cigarette Container

Crystal-Pak is the name of a new transparent plastic container that is going places in the price field, according to its maker, Transparent Specialties Mfg. Co. The container holds 50 cigarettes, has a metal bottom and transparent cover. The outside surface may be imprinted, if desired. Low quantity prices now in effect make it an ideal and timely number for almost any type of price promotion, the firm states.

Musical Bears

Musical honey bears are sure-fire with concessions and salesrooms operators, Joseph Hagen Co., reports. The bears come in blue plush dress and the papa bear with red trousers and suspenders. These bears are going from Coast to Coast because people like to hear them chiming and they are just the item to start 1940 with a bang, the firm states.

The Cincinnati offices of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:
Name; age; place and date of birth; home address; number of years in amusement business, or if in allied fields; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc; names and ages of children if any, names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.
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, and it is still more unpleasant when the chances of winning such a suit are not good.

Every state or county in this country has some regulation concerning the time for giving notice of eviction. This varies from two or three days to thirty or sixty days. Ask your attorney what the law is in your state and what the local custom is in your district.

Be on the safe side by thoroughly familiarizing yourself with the law and the custom in your locality. If you do not have an attorney, the State Bar Association and the local Bar Association can usually help you.

Address requests to Editor, The Billboard, 25-27 Wabash Ave., Chicago, Ill., for further information. If you do not have a permanent address, give your room number in the house or building of which you are a tenant.

The reprinted article, "When Eviction Is Lawful," which appeared in the Billboard on October 28, 1939, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, The Billboard, 25-27 Wabash Ave., Chicago 4, Ill., for further information.

If you have an article or a story that you wish to have reprinted, send it to the Editor, and we will try to get it reprinted in the next issue.

WHOLESALE CATALOG 4,000 BARGAINS FOR SALESMEN & DISTRIBUTORS
**Comings and Goings**

**Philadelphia, Jan. 29.**—Bob Monroe, today, signed a two-year contract for an eight-day press week at the Warfield Theatre, part of which will be a feature, in addition to 20 other acts.

**Births**

A seven-pound boy to Mr. and Mrs. Paul G. Leshner, January 14. Father is a night club comedian, now appearing in New York.

**Deaths**

A son, Duane, to Los and Druke, known in night club circles as The Duke of York, is 26. Father is a disc jockey and is known in the music business as a record producer. Mother is a former Helen King, who was a well-known film actress. Father is a retired soldier and is now a musician.

**Society**

**VAUDEVILLE NOTES**

(Continued from page 29)

**Frisco AGVA Holds First General Convention**

**SAN FRANCISCO, Jan. 20.**—American Guild of Variety Artists held its first meeting of the year today, with the aim of promoting local autonomy. A constitution was adopted, and a new charter was established, which was unanimously approved. The new charter, which was adopted, is composed of three parts: A declaration of principles, which is signed by the officers of the organization; a by-laws section, which governs the internal affairs of the organization; and a set of by-laws, which govern the officers of the local chapter.

**AFRA SIDELIGHTS**

(Continued from page 29)

The audience at the Large Room of the AFRA was filled with the sound of laughter and applause as the members of the association enjoyed a well-deserved break from their daily work.

**KAUS EXPOSITION SHOWS INC.**

Wants: Rides, Bikes, Rides, Bikes, Rides, Bikes. Please send all inquiries to Kansas City, Mo. 66102.

**KAUS, GENERAL MANAGER, 202 GEORGE ST., NEW BERN, N.C.**

**January 27, 1940**

**H. M. Signs Monarch Shrine**

**PHILADELPHIA, Jan. 29.**—Bob Monroe, today, signed a two-year contract for an eight-day press week at the Warfield Theatre, part of which will be a feature, in addition to 20 other acts.

**Coming Marriages**

J. A. Parasher, announcer at Station KFW, Philadelphia, and Ethel Harvey, today, were married today.

**Joe's Masters, Cincinnati, and New York orchestra leader, and Marguerite Fields, Los Angeles, were married in Cincinnati on Jan. 29.

Mary A. Leshner, Southport, Conn., daughter of the late Mark A. Leshner, killed in the sinking of the SS Andrea Doria, is reported to be recovering in a hospital.

**Births**

A seven-pound boy to Mr. and Mrs. Thomas G. Gisselle, January 14. Father is a night club comedian, now appearing in New York.

**Deaths**

A son, Duane, to Los and Druke, known in night club circles as The Duke of York, is 26. Father is a disc jockey and is known in the music business as a record producer. Mother is a former Helen King, who was a well-known film actress. Father is a retired soldier and is now a musician.

**Society**

**VAUDEVILLE NOTES**

(Continued from page 29)

**Frisco AGVA Holds First General Convention**

**SAN FRANCISCO, Jan. 20.**—American Guild of Variety Artists held its first meeting of the year today, with the aim of promoting local autonomy. A constitution was adopted, and a new charter was established, which was unanimously approved. The new charter, which was adopted, is composed of three parts: A declaration of principles, which is signed by the officers of the organization; a by-laws section, which governs the internal affairs of the organization; and a set of by-laws, which govern the officers of the local chapter.

**AFRA SIDELIGHTS**

(Continued from page 29)

The audience at the Large Room of the AFRA was filled with the sound of laughter and applause as the members of the association enjoyed a well-deserved break from their daily work.

**KAUS EXPOSITION SHOWS INC.**

Wants: Rides, Bikes, Rides, Bikes, Rides, Bikes. Please send all inquiries to Kansas City, Mo. 66102.

**KAUS, GENERAL MANAGER, 202 GEORGE ST., NEW BERN, N.C.**

**January 27, 1940**

**H. M. Signs Monarch Shrine**

**PHILADELPHIA, Jan. 29.**—Bob Monroe, today, signed a two-year contract for an eight-day press week at the Warfield Theatre, part of which will be a feature, in addition to 20 other acts.

**Coming Marriages**

J. A. Parasher, announcer at Station KFW, Philadelphia, and Ethel Harvey, today, were married today.

**Joe's Masters, Cincinnati, and New York orchestra leader, and Marguerite Fields, Los Angeles, were married in Cincinnati on Jan. 29.

Mary A. Leshner, Southport, Conn., daughter of the late Mark A. Leshner, killed in the sinking of the SS Andrea Doria, is reported to be recovering in a hospital.

**Births**

A seven-pound boy to Mr. and Mrs. Thomas G. Gisselle, January 14. Father is a night club comedian, now appearing in New York.

**Deaths**

A son, Duane, to Los and Druke, known in night club circles as The Duke of York, is 26. Father is a disc jockey and is known in the music business as a record producer. Mother is a former Helen King, who was a well-known film actress. Father is a retired soldier and is now a musician.

**Society**

**VAUDEVILLE NOTES**

(Continued from page 29)

**Frisco AGVA Holds First General Convention**

**SAN FRANCISCO, Jan. 20.**—American Guild of Variety Artists held its first meeting of the year today, with the aim of promoting local autonomy. A constitution was adopted, and a new charter was established, which was unanimously approved. The new charter, which was adopted, is composed of three parts: A declaration of principles, which is signed by the officers of the organization; a by-laws section, which governs the internal affairs of the organization; and a set of by-laws, which govern the officers of the local chapter.

**AFRA SIDELIGHTS**

(Continued from page 29)

The audience at the Large Room of the AFRA was filled with the sound of laughter and applause as the members of the association enjoyed a well-deserved break from their daily work.

**KAUS EXPOSITION SHOWS INC.**

Wants: Rides, Bikes, Rides, Bikes, Rides, Bikes. Please send all inquiries to Kansas City, Mo. 66102.

**KAUS, GENERAL MANAGER, 202 GEORGE ST., NEW BERN, N.C.**

**January 27, 1940**

**H. M. Signs Monarch Shrine**

**PHILADELPHIA, Jan. 29.**—Bob Monroe, today, signed a two-year contract for an eight-day press week at the Warfield Theatre, part of which will be a feature, in addition to 20 other acts.

**Coming Marriages**

J. A. Parasher, announcer at Station KFW, Philadelphia, and Ethel Harvey, today, were married today.

**Joe's Masters, Cincinnati, and New York orchestra leader, and Marguerite Fields, Los Angeles, were married in Cincinnati on Jan. 29.

Mary A. Leshner, Southport, Conn., daughter of the late Mark A. Leshner, killed in the sinking of the SS Andrea Doria, is reported to be recovering in a hospital.

**Births**

A seven-pound boy to Mr. and Mrs. Thomas G. Gisselle, January 14. Father is a night club comedian, now appearing in New York.

**Deaths**

A son, Duane, to Los and Druke, known in night club circles as The Duke of York, is 26. Father is a disc jockey and is known in the music business as a record producer. Mother is a former Helen King, who was a well-known film actress. Father is a retired soldier and is now a musician.
Hartmann's Broadcast

THE readers of The Laredo (Tex.) Times do not know how much local merchants benefit through this phenomenon in their community. It's not the fault of Frank J. Lee, press representative of the Laredo Sun, that newspaper is now owned by John Robinson, but the various merchants, from the hardware store to the restaurant, that the results of this ad are not known. The ad from the year of '76, says Hewitt, "that carnivals were not the first amusement enterprises to be called exhibitions. As to carnivals using 'exhibitions' to market an article by William C. Knapp, of the Lockwood Exposition Co. In 1904 in the city of New York, the word 'exhibition' was used in connection with a carnival. That year I put an ad for a 'barnstorming' which included a 'show' by Johnny J. Jones' Exposition and it has been so operated since the best of my knowledge."

The idea, of course, is not new. We have different occasions in past years sponsored special events to work along this line. It has always been a means of getting local people to view the world of entertainment. These events usually consist of a parade, a show, or a carnival. The latter has been the focus of our attention in recent years.

The first one we're going to talk about is the New York World's Fair. This event took place in the year 1893 and is considered one of the most important events in the history of the United States. It was held in Chicago and it featured a variety of exhibits, including the famous Ferris wheel. The fair was open from May 1 to November 30 and it attracted over 27 million visitors.

Another carnival that might be of interest is the San Francisco-Oakland Bay Bridge, which was completed in 1936. This bridge is one of the most iconic landmarks in the United States and it was an important part of the city's development. The bridge was built to connect San Francisco and Oakland and it was a crucial piece of infrastructure for the region.

The final event we'll talk about is the World's Fair of 1933, which was held in Chicago. This event was even more important than the 1893 fair and it featured a variety of exhibits, including a huge electric display. The fair was open from March 30 to December 1 and it attracted over 40 million visitors.

In conclusion, these carnivals and fairs have been an important part of American history and they continue to be a source of entertainment and enjoyment for people all over the world. Whether it's a parade, a show, or a carnival, these events bring people together and create a sense of community. So the next time you see one of these events, remember that you're a part of something much larger than yourself.
CLASS A CONTRACTS
(Continued from page 3)
contract, and the Lynch thrill show was booked. In all, 11 comprised: Mos-
burg, cheering, Alta., and Prince Al-
ward, Yorkton, Sask., and the two-
ing rehired Class B. Of 21 pairs listed
only Mosburg indicated intention to
suspend Contract 1.
Class A dates were set for the exhibi-
tions in Brandon, Man., Calgary, Ed-
monton, Alta., and Saskatoon and
Regina. Sabers set in the Class B
loop are for fairs in Carman, Man.; Es-
kar, Saskatchewan; Portage La Prai-
e, Man.; Dauphin, Man.; York-
ton; Melfort, Sask.; Red Deer, Alta.;
Carrot Creek, Alta.; and Vermillion, Alta.; Lloydminster, Sask.;
Yale, B.C.; Swift Current, Sask., and Prince Al-
ward, Sask.

Warms Against Suspension
"Congress war emergency will not af-
fect Canada fair dates," said John A.
Buck, Saskatchewan, president of Class A, in his opening address. He added that
and federal grants would be con-
cluded and that his policy in the
Another year is antici-
pated. Joe Tingle, Portage La Prai-
the same program as that in 1948.
quired. Buck, president of Class B, asked that
fairs maintain a united
the reports. He declared that
would make it possible to revive
the end of the war because of
entertainment and 1942
unaffected.

AFC ATTACKED
(Continued from page 3)
musicians from all small fairs in Min-
nesota.
New scale calls for one full week's
very high on the basis of the seven-
by the six-day week as previously.
This, according to the present
town, including all territories
fared towns in the course of one
weeks versus about six weeks previously.
This is a radical change from the
organizers, and is being
enforced.

A result, report franchised company
heads, fair contracts in these two States
employing non-union talent, as heavily
musical costs caused by new ruling made it
impossible for regular companies to
for.

It was indicated the issue would be
brought before Congress. The
convention came around in June
in Chicago. However, it was also pos-
ible this would be too late for cur-
rent business.

MAGIC
(Continued from page 22)
House, that city, January 27. He says all
magi are invited. . . . TUCKER KEY

cal. . . . Judd Nye, manager of the
cathedrals, Mobile, Ala., leaves
the show this week. He is to appear
in both of his act.

DUKE MONTAGUE has acquired
of the Cinema Bijou, Louisville.

HENRY GORDON, magician and
master of bonton, is keeping busy in
Minneapolis niteries since his return
from the overseas tour. The Minnesota
magician, is working up a new routine
present in his own tent theater next
summer... Raymond O. ROGAN-
has been elected president of Wilkes-
Barre Convention, where the

BURLINGTON NOTES
(Continued from page 23)
bury accent and afterward in niteries
with actress, Barbara Brooks, ac-
companied the body to Chicago, where
Forest Hills Cemetery.

NAT MONTELL, Atlanta, has sepa-
ated from his wife, Miss Lun and Alice Kagan, dancers, into the
Republic January 12 week... EDDIE

LETTERTLIST
(Continued from page 28)

TANGLEFOOT (David Milton
Newburyport, Mass.) is a burly com-
ming at the Gateway, Boston, last
week. He is 5 feet, 7 inches
more recently acted as a stooge
for Pinky Lee UNO.
THE 1940 SHOW

By WALTER W. HURD

Since the 1940 Coin Machine Show may be regarded as the beginning of a new unity within the coin-operated machine industry and the start of a better public relations program, these two aspects of the annual convention should be considered first, for they are really important.

Two conventions were held about one year ago and both of them taken together have been classed as the 1939 Coin Machine Show. This editorial review of the annual conventions usually undertakes to compare the present convention with that of the previous year, but due to the fact of two separate conventions a year ago, real comparisons are hardly possible. We might as well consider the industry as making a new start in its organized public programs.

The 1940 Coin Machine Show was sponsored by the Coin Machine Industries, Inc., an organization formed by manufacturers about a year ago, and the 1940 show was its second venture in this field. While the CMI membership is made up of manufacturers, its name and ultimate purpose is broad enough to include many groups and interests under the one name. The name of the organization itself is suggestive of a unifying purpose. The preliminary report of total registrations indicated that 6,000 or more coinmen registered for the convention. This is an excellent record and it does not include the large number of friends and relatives of coinmen who viewed the exhibition during the evenings.

Credit to Vendors

Much credit should be given to the vending machine division, particularly the manufacturers of cigarette and candy bar machines, for their strong support of the 1940 convention. Some fourteen firms exhibited machines in this field this year, while our records show that eight firms exhibited these machines at the convention a year ago. Thus, the cigarette and candy bar vending machine manufacturers can be said to have heartily supported the 1940 convention.

The cigarette machine manufacturers also displayed more products this year at the coin machine show than at the tobacco show which was in session at the same time. Taking the coin machine show and the tobacco show together, the manufacturers of cigarette and candy bar machines were really putting on extensive displays of their products.

Credit is especially due these firms because there has been, and still is, some opinion that maybe such merchandising machines do not properly belong in a convention which is generally regarded as dominated by amusement games. In a year which has been marked by hard efforts to unite the industry as a whole, the manufacturers of high grade merchandising machines came thru with real support for the annual convention. This was all the more noticeable because the music division did not show such marked support of the convention.

That business gains will come to the manufacturers of cigarette and candy bar machines goes without saying. The games industry had a difficult year in many respects during 1939 and many operators have come to the conclusion to diversify more. Also, the total effect of the displays of cigarette and candy bar machines at the convention is so impressive from a business standpoint that not only will members of the trade itself be convinced of the growth of these machines, but newcomers will be attracted to such machines.

Convention Spirit

In the promotion of the unity of the industry, the prevailing spirit or atmosphere at the annual conventions is also significant. As a matter of personal observation in reporting on eleven annual coin machine conventions, I can say that less complaining was heard among the delegates to the 1940 convention than at any other convention within my memory. This was especially true of the first day. As I remember, it is the usual thing to expect lots of complaints on the opening day of conventions. The Homecoming luncheon idea apparently helped a lot to give importance to the first day, but it is also true that the rank and file of operators have developed trade spirit, have come to understand the ups and downs of the business as they have grown with it during the past several years.

Organization among operators has also developed a spirit of fraternity that shows itself even in the national conventions. The city and State organizations encourage delegations to come to the convention, and when they get to the convention they have already been trained in working together for the good of the cause. The music operators and the cigarette operators in particular have developed more efficiency in organized work and their associations command respect as established trade organizations. Music operators are by far the larger group and they are manifesting a business and fraternal spirit that is very encouraging for the industry as a whole.

Those who remember the former years will recall the agitation and complaining that usually infected large groups of operators, and will notice how much better the spirit is at the present time.

An impressive indication of what organization has done for operators is to be seen at a dinner on the third evening of the convention, when official representatives of operators' organizations from all parts of the country were the guests of the manufacturers. That business experience and training was improving the group spirit of the entire body of coin machine operators could clearly be seen. As one manufacturer said: "We once opposed organization but we now know that more machines are sold and credit is better in areas where there is organization."

Good Publicity

Another factor in promoting the good spirit of the 1940 convention was the excellent work done by the publicity committee for the convention. Much credit is due Herb Jones, who was chairman of the committee. His work recalls an editorial in The Billboard, September 24, 1938, in which it was said:

"If there is any question as to talent or ability within
The Hottest Table on 4 Legs

Keeney's New 1940 Supersix

Over 2000 Sold in 7 Days!

Any Ball may be a Winner
4 ways to win - 4 way bumpers

Introducing
An Exclusive Keeney Feature
Keeney has done away with solenoid step-up switches which have always caused vibration, noise and trouble in all pin games. Keeney's NEW, unique, direct drive step-ups that are used in the $335 consoles — no more trouble — no more fuss!

J. H. Keeney & Co. Not Inc.
"The House that Jack Built" • 2001 Calumet Ave, Chicago

The Billboards

The trade itself, the firms in the industry also have a number of capable advertising and publicity men who would be willing at all times to contribute ideas and services. Thus, the framework and talent for an effective publicity agency have existed within the trade for all these years, awaiting a single incident of the manufacturing industry that something should be done. However, the talent has been amputated by capable association workers here and there who would also like to contribute.

The convention management also this year dispensed with the services of a nationally known public relations organization to secure favorable publicity in trade papers and in Chicago newspapers. The result was many favorable news items in the trade papers not preceding the convention, and perhaps the only really favorable feature story ever to appear in a Chicago newspaper at the time of the coin machine show.

Ring Around a Rosie

Is your business travelling in circles, getting no place? Don't let us shut your door for our bank account in PHOTOMATICS. Day-in, day-out, year-round profits. More smart operators are finding this out. Why don't you...

International Mutoscope Reel Co., Inc.
44-01 111th St., Long Island City, N.Y.

Ring a-Round a Rosie

Buy "IMP" — Let Us Quote You
Golden Wheel — $7.50
Gold Wheel — $10.00
High Grade — $12.00

Ring a-Round a Rosie

MARGAN COMPANY
Write for Complete Long List

Bargains from Dave Marion

Figures, back and front, in the new 1940 show, were ready to go by adding new products, featuring expansion, adding new products, and completing the new line. This addition of new products is especially apparent among firms generally known heretofore as games manufacturers.
Modern Vending Opens New Offices

NEW YORK, Jan. 20.—Modern Vending Co. recently opened new additions to its building and is now handling all of its present and future business. The additions were made by Frank Costigan, president; William Murphy, secretary; and John A. Reynolds, treasurer.

THE BILLBOARD, January 27, 1940

Modern Vending Opens New Offices

NEW YORK, Jan. 20.—Modern Vending Co. recently opened new additions to its building and is now handling all of its present and future business. The additions were made by Frank Costigan, president; William Murphy, secretary; and John A. Reynolds, treasurer.

THE BILLBOARD, January 27, 1940

Northwest Exhibit Coming Soon...

The second Northwest Coin Machine Exhibit will be held in the Continental Hotel, St. Paul, Minnesota, on Tuesday, February 5 and Wednesday, February 6. The exhibit is sponsored by the Continental Machine Co., Inc. with headquarters at the University of Minnesota, St. Paul.

The Northwest exhibit will be held on the second floor of the Continental Machine Co. building. It will be open to the public from 11:00 A.M. to 5:00 P.M. each day.

The exhibit will feature a wide variety of coin-operated machines, including slot machines, pinball machines, and other amusement devices.

Chrest Is Named Exhibit Sales Mgr.

CHICAGO, Jan. 20.—John Chrest, for- merly of the Chicago Coin Machine Co., has been named sales manager for the Chrest exhibit. The Chrest exhibit is sponsored by the Continental Machine Co., Inc.

The Chrest exhibit will be held in the Continental Machine Co. building, which is located at 839 West Van Buren Street, Chicago.

The Chrest exhibit will feature a wide variety of coin-operated machines, including slot machines, pinball machines, and other amusement devices.

Grotchen’s Sugar King Excites Show

CHICAGO, Jan. 20.—Karl Klein, official of the Grotchen’s Sugar King exhibit, said that the exhibit is well attended at the Coin Machine Show.

The Grotchen’s Sugar King exhibit is one of the top coin-operated displays at the show. It features a variety of slot machines, pinball machines, and other amusement devices.

Mimms, of Louisville, Opens Play Center

LOUISVILLE, Jan. 20.—E. N. Mimms, head of a new amusement game business, has opened a new recreational center featuring table tennis, pool, and other games. Mimms reports that he has opened a new recreational center featuring table tennis, pool, and other games. Mimms reports that he has opened a new recreational center featuring table tennis, pool, and other games.

For sale

BADGER BAY COMPANY
1013 Main Street, Green Bay, Wis.

Cable—Badger Bay, Green Bay, Wis.

NOTICE

Will pay cash for Bally Grandstand and Gottlieb Track Records.

BADGER BAY COMPANY
1013 Main Street, Green Bay, Wis.

FOR SALE

MILLS DISTRIBUTORS CONGRATULATE Vince Shap, sales manager for Mills, on the En並將 emmages. new addition to the MillsGamma phonograph line. Left to right: J. T. Smith and Bill Hestrieal, Keystone Novelty Co., Philadelphia; Vince Shap; Gordon Mills, Oakland, Calif.; and Al Hankoff, Mills new St. Louis office.
Dave Robbins spent considerable time at the Scientific Climatax. Max Levine, who worked with Dave at the display, was never seen without a pencil and order book. "Plenty of orders," he claimed.

Joe Ash, the popular Philly distributor, made a great many friends around the country. His smiling face and keen sense of humor will make a wooden Indian open up.

Lou Wolfe, Pies's man from Utica, N.Y., never seems to get tired, staying alert from early morning to early evening. The Jersey group had quite a time in Room 500. Joe Piesman's room was another of those open rooms at all times. Joe had plenty of help to handle the mob, Marvin Liebman, Al Schleisenger and Morris Silberman, among others.

Mint Coin...Let's early in the week, flying down to Florida for a short rest. Harry Roemer, the distributor on the end of the show.

Benny Leonard, the ex-lightweight champ, became quite a favorite of the Eastern group. Benny is an old-time pro and will shortly have his important announcement in which he will get up with the coin machine business.

A Few Canadian...Patrons along with Sam Schenkelof Toronto and Paul Poulot of Montreal made the rounds.

Peres Displays New Wurlitzers

NEW ORLEANS, Jan. 10.—With operators and sub-distributors from all sections of Louisiana and Mississippi making special trips to see and hear what the new Wurlitzer Coin Machine has to offer the public in coin-operated phonographs, the show was held at the J. H. Peres Amusement Machine Co. showroom. The show was well attended and many operators and dealers commented on the new models.

The four new models were glamourously displayed in a background of black velvet and the new lighting effects, wide-angle adjustable tone and easily discernible record changer. One noteworthy feature was the newly arranged displays of the new phonographs.

Mr. Chosp $425.00. Mr. Hay $425.00. Mr. Roentgen $425.00. Mr. Hay $425.00. Mr. Roentgen $425.00. Mr. Hay $425.00.

Late Model Phonographs illuminated $545.00. Late Model Phonographs illuminated $545.00. Late Model Phonographs illuminated $545.00. Late Model Phonographs illuminated $545.00.

The four new models were glamourously displayed in a background of black velvet and the new lighting effects, wide-angle adjustable tone and easily discernible record changer. One noteworthy feature was the newly arranged displays of the new phonographs.

The four new models were glamourously displayed in a background of black velvet and the new lighting effects, wide-angle adjustable tone and easily discernible record changer. One noteworthy feature was the newly arranged displays of the new phonographs.

The four new models were glamourously displayed in a background of black velvet and the new lighting effects, wide-angle adjustable tone and easily discernible record changer. One noteworthy feature was the newly arranged displays of the new phonographs.

The four new models were glamourously displayed in a background of black velvet and the new lighting effects, wide-angle adjustable tone and easily discernible record changer. One noteworthy feature was the newly arranged displays of the new phonographs.
MERCHANDISE MACHINES
Tobacco Show Emphasizes Uses of Cigarette Venders

Three topics have factors relating to new importance of vendors.

CHICAGO, Jan. 20.—The National Association of Tobacco Distributors, representing some 1,250 members, held their annual coin machine convention in the Palmer House on January 17, which coincided with the last two days of the annual coin machine convention in the Palmer House, where tobacco machine exhibits started the annual conventions a year ago. Each convention exchanged the courtesy of admission

Since the tobacco convention continued for two days after the close of the coin machine convention, the discussion and general programs of the NATA were not available as this article is written.

Vending Machines
Vending machine business is an important factor in cigarette vending. The cigarette vending machine is not a foreign importation. The vending machine was introduced in the United States in 1873, by a man named C. A. Darling. In 1894, four manufacturers of cigarette vending machines displayed their machines in the exhibit halls, which gave the machine a definite place among machines. The coins of the machine were not received, although these coin machines were very creditable and representative of the great progress being made by cigarette machine manufacturers.

Cigarette Conference
The NATA has a policy of holding round-table conferences on a wide variety of topics to permit free and candid discussion of issues under a general subject. At the 1939 convention, the machine of cigarette vending machine was displayed. The coin machine was not so large as at the 1939 conference, indicating perhaps that the present is to control the tobacco vending machine. It was announced that the cigarette machine of the regular coin machine had drawn many cigaret operators.

Among those at the cigarette machine conference were Emil Kellner, Emil Kellner Co., Rockford, Ill., and the coin machine management to act as chairman of the cigarette machine conference. The coin machine has not operated since its inception. It was announced that the cigarette machine has been entirely new.

Place 250 Candy Venders in Pitt
PITTSBURGH, Jan. 20.—More than 250 candy venders were placed in virgin territory this year by the Automatic Products Co., operated by C. R. Adwitz, 604 E. Ontario St., Chicago.

Interstate Ops Hold Session
CHICAGO, Jan. 20.—Among the scheduled features of the 1940 Coin Machine Convention was a combination of the Interstate Operations Committee of Merchants’ Association of New Jersey and the Merchants’ Association of New York. This group met on the second afternoon of the convention. The purpose of the group is to promote interstate relations and to promote understanding and cooperation of problems over State boundaries.

Anthony Mason, president of the Interstate Operations Committee, was present, with each organization in the Eastern area represented.

Before You Buy Any Low Priced Machine

WRITE TODAY FOR COMPLETE DETAILS OF "HIT" OF THE COIN MACHINE SHOW!

THE NORTHEASTERN CORPORATION
105 E. Armstrong St., MORRIS, ILLINOIS

Univendor and Fantasy at Show

AURORA, Ill., Jan. 20.—Stoner Corp. had two big surprises for operators visiting the Stoner booth at the Chicago Coin Machine Show. One was Fantasy, a new novelty game. Fantasy combines all the play appeal of the successful Chubbie plus five new skill bumber bugs that really keep a player interested.

The second big surprise was the new and improved Univendor, the assorted goods machine. Univendor has 15 and 15-cent items. The machine has been improved in style as well as in mechanical design, with every operator visiting the booth.

One of the many exhibits that caught the eye of the operators was a new 25-cent cigarette vending machine has been designed by the Univendor Company. This machine was placed in virgin territory this year by the Automatic Products Co., operated by C. R. Adwitz, 604 E. Ontario St., Chicago.

The features of Univendor that impressed every operator were its extra large driving mechanism and its positive footproof mechanism. All conditioning points to a high rating in 1940 on Univendor and Fantasy.
Exhibits at 1940 Tobacco Show

Exhibits at the 1940 convention of the National Association of Tobacco Distributors were held in the Chicago convention center, January 17 to 19, including four of the six branches of the American Tobacco Company and a number of other new products, exhibits, and premiums. The show featured the interest of the cigarette machine manufacturers.

Cigarette Machines

The exhibition of cigarette machines included the following: Louisiana, New York; this firm displayed one model of the cigarette machine that was the real star of the show.

Amusement Machines (Merchandise Section)

O. Two types or models of its cigarette machines were displayed in varied designs.

The Cigarellery, Inc., St. Louis, Mo. This firm displayed two types of cigarette machines and also two types of candy vending machines.

Rowe Mfg. Co., Inc., Boston, N. J. The company displayed two types of cigarette machines and two types of candy vending machines.

Miscellaneous Displays

Other displays of interest to the coin or vending machine manufacturer included the Ehrlich, manufacturer of coin-operated machines, who introduced a new anti-bootlegging feature on its machines.

The displays were considered very attractive and were arranged to cover the entire exhibit hall of the Palmer House.

The most interesting display at the convention was the one by the Schmitt Cigarette Co., Chicago, which had a complete line of cigarette machines.

New Candy Bar Features Contest

CHICAGO, Jan. 20.—A new candy bar is expected to sell heavily throughout the country. It is being manufactured by the Schmitt Cigarette Co., Chicago, and is being distributed by the Palmer House.

The new bar, which is being called the "Schmitt Treat," is a combination of chocolate and gum, and is being sold for 5 cents.

The candy bar is being distributed by the Palmer House, which has been very successful in the candy bar field.

Blind Earn Living With Candy Venders

PITTSBURGH, Jan. 19.—Two blind candy machine operators here are doing a good job of sales, according to the owner of the candy machine company.

Mr. J. E. H. Chaddick, president of the company, said that the blind men were doing a good job and that the company was very pleased with their work.

Moderate Gain Seen for Cig Trade

NEW YORK, Jan. 20.—Cigarette consumption is up slightly, but at a slower rate than in previous years. A general opinion is that it will continue to increase at a slower rate than in previous years.

"A total of 26 States now have cigarette taxes ranging from 2 cents a pack to 3 cents a pack."
Mel-o-Tone Well Received at Show

CHICAGO, Jan. 20.—One of the highlights of the Coin Machine Show held at the Starboard Hotel, New York, last week, was the introduction of Mel-o-Tone, new automatic phonograph player made by the Herbert Corp., of Chicago.

Mr. Herbert, president of the company, in commenting on the interest created by Mel-o-Tone, said: "We were not too optimistic when we premiered the player at the Coin Machine Show of last year. We were afraid that the audience might not appreciate the sound that we had striven to obtain. But we soon found that we had underestimated the public's taste, and we have been overwhelmed with the response that has been received."

The Mel-o-Tone player is a combination of the latest in electrical and mechanical engineering. It is equipped with a powerful motor that drives a set of cones which are driven by a series of gears. The cones are connected to the arm that carries the needle, and the needle is moved by the arm as it plays the record.

One of the most interesting features of the Mel-o-Tone player is the way it reproduces the music. The player has been designed to reproduce the music in such a way that it is almost identical to the original recording. The player also has a built-in amplifier that can be used to increase the volume of the music if necessary.

As never before in history, the new rise in popular phonograph records is giving the public a new appreciation of the average human being. The average human being has a great appreciation of music and a great desire to hear it. This is why the Mel-o-Tone player has been so successful. It has been designed to reproduce the music in such a way that it is almost identical to the original recording. The player also has a built-in amplifier that can be used to increase the volume of the music if necessary.

By WALTER W. HURD

Hoelzel Takes Record Agency

KANSAS CITY, Mo., Jan. 20.—United States Record Corp., has established a branch office here, which will be known as the Hoelzel branch office of the United States Record Corp. The new office will be under the personal supervision of W. L. Christian, who has been appointed manager of the Kansas City office.

The establishment of this office is expected to be a great convenience to the Kansas City trade, and will enable the firm to give better service to its customers.

International Coin Holds Luncheon

CHICAGO, Jan. 20.—Joe Frazier and Marvin Liebowitz, heads of Interstate Coin Machine Co., N.Y., were luncheon guests at the Inter-State Coin Machine Show, gathered all their friends together on January 14, for a luncheon luncheon. The luncheon was given in honor of Frazier, who was presented with an unexpected large attendance, but the hosts saw the布置 were well arranged.

At the conclusion of the meal, Liebowitz introduced Dave, the manager of the firm, who gave a talk on the trade and business, and entertained the guests with a few stories.

Hillbilly and Foreign Record Hits of the Month

(Hillbilly Recordings: I'm Beginning To Care, Gene Autry; The Merry-Go-Round, Gene Autry; I'll Make Me A Doo-Dad, Now, Cliff Bruner; The Girl I Loved Long Ago, Bing Crosby; Kill Your Darlings, Rex Griffin; I'm in the Dog House Now, No. 2, Sonny Bono.

International Recordings: Woodpecker, Memories of a Nut; Denim, The Nightingale.

Foreign Recordings: German, In Sanssouci am Muhlenberg, Wurttemberg, Hamburgen, Karlskrona; U. Petukoff, Poland, My Pianne; B. Moses, Bulgaria, S. M. Baas; Swedish, A. F. Bergman, S. M. Baas; Spanish, A. Sanchez, J. M. Rozas; Greek, A. Askar, Yiddish, Chasone Tantz.
Rock-Ola
For '40
Was the Big News of the Coin Machine Show

New York Showing

Now you'll have an opportunity to see the sensational hit of the big Show. Never before has a new model phonograph caused so much excitement. Startling new lightup effects—advanced styling—and the long awaited Line-O-Selector, plus a new thrill—Auditorium Tone.

Welcome to Your New York State Showing!

New York City—January 26-27, 1940
Interstate Coin Machine Sales Corporation
248 West 55th Street
Albany, New York—January 29, 1940
Square Amusement Company
707 Broadway
Syracuse, New York—January 31, 1940
Rex Amusement Company
710 South Salina Street
Buffalo, New York—February 2, 1940
Theo. L. Andersen
1443 Main Street

By popular demand the Leadership Girl, sensation of the Big Show, will appear at all New York showings.

Come and see the Leadership Girl
THANKS, BOYS, FOR COMING IN TO SEE US AT THE PANTHER ROOM IN THE HOTEL SHERMAN DURING YOUR CONVENTION. IT HELPED US TO SET A NEW RECORD!!!

...and thanks for placing so many orders for our last DECCA release No. 2925

"DO IT AGAIN" Featuring Helen O'Connell and Bob Eberly

Be sure to get our new release DECCA No. 2961

"A MAN AND HIS DRUM" "CHEROKEE"

Here's a little tip on something coming up soon! Watch for our recording of

"KEEP A-KNOCKIN'"

A sensational new rhythmic novelty

WE HOPE THEY'LL BE TOP-NOTCH NICKEL-MABBERS FOR YOU...

JIMMY DORSEY AND HIS ORCHESTRA

THANKS, OPERATORS, FOR VISITING WITH US AT THE CONVENTION IN CHICAGO...

We know you enjoyed listening to our eight sensational new tunes...

V-741 SAILORS ASHORE WHISTLING PETE By the Popular CLAIRE MUETTE ORCH

V-742 RED HEAD—JUMPKA LAUGHING JUMPKA-JUMPKA In the Style of the LEON STENIER ORCH

V-744 OOMPMAH-PAH FUNNY FACE Played by the Delightful MONTMARTE ORCH

V-745 WINE JUG SWING ME AROUND (Waltz) By the LEON D'ORIO ORCH

We know, too, that these hits will start an avalanche of nickels in all your machines. IF YOU DIDN'T GET TO THE SHOW, STOP IN AT YOUR LOCAL RCA VICTOR DISTRIBUTOR AT ONCE STANDARD PHONO CO., INC. 168 WEST 23RD STREET NEW YORK, N. Y.

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard and from the four leading phonograph dealers in each of the 30 most important phonograph operating centers in the country. Recordings listed without a time reference have been on the market for one week or more and have thus become established successes that they require no further explanation.

Statefair, (11th week), Frankie Masters, Benny Goodman, Guy Lombardo

Oh, Johnny, Oh, (11th week) Orrin Tucker

In the Mood, (8th week) Glenn Miller

Yiddeln' Live, (5th week) Andrews Sisters—Bing Crosby

It's a Dear Thang, (4th week) Dan Rice

Careless, (2nd week) Glenn Miller, Dick Jurgens

All the Things You Are, (2nd week) Tommy Dorsey, Artie Shaw, Frankie Manning

The Little Red Fox, (2nd week) Kay Kyser, Hal Kemp, Van Alexander

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 each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Chaletier, This novelty ballad is moving ahead, not spectacularly but with a surefire, steady section to its melody that operators not playing it are losing out on a nice flock of nickels. Song is particularly profitable during this time, especially if the first week it comes. Kay Kyser's That's Right, You're Wrong, is showing in your locality. Kyser's disk is naturally the most in demand, followed by Dick Jurgens, Sammy Kaye and Guy Lombardo.

The Man Who Comes Around, Tommy Tucker continues on his nifty way dragging in the bucka heads for this novelty to such an extent that it may be only another week or two before it's up with the cream of the crop at the head of these columns.

Faithful Forever. Becoming increasingly popular with phonograph addicts with each passing week, this is lovely ballad out of the score of Goldsmith's Travels. A lot of radio performances have contributed to impress the song upon the public and the record has an underlying appeal which is unfortunately better than favorable, since they're going for it in a big way, both on records and over the sheet music counter. It's Glenn Miller's recording that is away out in front in the machines.

Tuxedo Junction. Erskine Hawkins' record of this has become so much like Tuxedo Junction that you might as well be at the racetrack. A lot of radio performances have contributed to this. It's not possible, despite the sudden flurry of interest in the record, to predict its ultimate complete success, but operators can certainly be advised here and now that they had better watch it pretty closely.

Indian Summer. Also making nice progress this week is the new streamlined version of Victor Herbert's beautiful melody. This may never be a 20th Century-Fox release, but it's an item that definitely should be in every music box whose operator is in business for reasons other than his health. This is Glenn Miller and Tommy Dorsey's joint hit that is taking care of all machine patrons' wants in regard to this disk.

At the Ballroom. Another "Possibility" to make good, this comes to phonograph operators through Goldsmith-Mann Productions and Misch Goldsmith, who now feels they should be playing in theaters throughout the country. Its publishers will be sure to be happy with this, that this song is a sure hit, but he has that song has achieved success, whether thru accident or design, is far from the point. What's important it's far too late to hear this number, and why you're picking up the disc and they're dropping in the nickels for Victor Sylvester's, Orrin Tucker's, Abe Lerman's recording of it.

Would's Mind? Also just a suggestion last week, this now becomes an actuality as regards potentially profitable machine fodder. The explanation is that a copy of it's a Orrin Tucker's recording (which we mentioned in the song, and it looks like it's been heading for hit land. This looks promising.

Confucius Say, Just about holding its own this week is this novelty ditty, with Guy Lombardo's disk the only one in the picture at the moment. It is in the same category as all the others are, and finding it a little exciting, but one might have it in your heads to cover themselves.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers and the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Woodpecker. An interesting new section is beginning to work on this, not enough to specify definitely that it's coming up, but certainly enough to make operators follow developments carefully. It's the Olale Muffet On, of course.

In an Old Dutch Garden. This song, as recorded by Dick Jurgens, is doing very well in Chicago. "The Pauline Sachs is the local hit here and Betty Jurgens enjoys, or may be initial public reaction to a number that might sweep over the rest of the country. At any rate, it's something to keep an eye on.

Blues on Parade. Woody Herman is beginning to mean something to swing addicts in New York. "The Woody is in the style that should pay Woody at the top of the pile. A lot of machines did well with his Woodchopper's Ball last week, and this had the same chance to follow. Between 18th and 19th on Chestnut Street. Interest is rising in this "soul" style of recording, in which Benny Goodman and Louis Armstrong shared honors with Smokey, but despite the show's demise Darn That Dream's publishers intend to work on the song.

The Caucho Serenade. Another monster of sequels, more or less. "First, South of the Border, and now this number if it is in a similar style. Benny's success may make them receptive to this one.

(Double-meaning records are purposely omitted from this column)
Editor Notes
Realism in Tunes

WIKLER-BARRE, Pa., Jan. 29.—Music Math. Chromatic words to that effect were printed by The Wilkes-Barre Times-Leader in an editorial entitled, “Nation’s Songs.” It read: “A reliable barometer of the cultural status of romance can be found in songs of the day. As the songwriters go, so goes the nation. Love itself may be as immutable as the Rock of Gibraltar, but a lot depends on how you look at it.

“It seems a little refreshing, therefore, to hear that the latest crop of love ditties should approach the eternal problem with a more realistic attitude, so much gossiping over the moon, not quite as much tear-jerking sentimentalism. The songwriters are warbling instead about courage, hope and grit. A song like “I Wont’ Be Tied” by Bob Crewe and His Orchestra has the touch of the real. Love can mean anything you like but it looks like a love song.

“All this reflects a much better psychological approach to a problem as old as the world. It’s really no use kidding youngsters any longer about the shimmering moon and the banks of the Swanns.”

REVIEW OF RECORDS

Murphy A Must

A mong the mob of music makers setting their platier green these months, most outstanding is the waxed version of “I Don’t Want to Miss This Wonderful” by Ken Scott and His Orchestra. At least you could say, Hello, how are you doing.

Gus Lombardo & His Royal Canadians 2945

DIDN’T KNOW WHAT TIME IT LOVE NEVER WENT TO COLLEGE

Jimmy Dorsey and His Orchestra

Sure Fire Hits! Especially Made for You Mr. Operator

“A DRINK IS WHAT WE NEED” F.T.V.C. 8162 Johnny Messner and His Music Box Band

“I’M IN OUR LITTLE PENTHOUSE” I’M IN OUR LITTLE PENTHOUSE F.T.V.C. 8163 Johnny Messner and His Orchestra

“LOOKS LIKE WINTER” F.T. V.C. 8164 Sonny James and His Orchestra

Still the Biggest Hit! 8117 She Really Meant to Keep It F.T.V.C. Johnny Messner and His Music Box Band

I’M YOUR MAN, I’M YOUR MAN F.T.V.C. It’s Tight Like That F.T.V.C. Johnny Messner and His Music Box Band

The Varsity Seven 8141

“You Can’t Keep a Good Man Down” F.T.V.C. Would it Could I But Kiss Thy Hand, Oh Babe F.T.V.C. With Chorine and His Side Men

Surefire! Double Your Take! United States Record Corp. 1790 BROADWAY, N.Y. C.

Always Earliest with the Latest Visit Either of Our Three Showrooms and See the Complete Line of Seeburg Equipment Now on Display:

Marbleglo

Cadet Commander Concert Master Single or Dual Speakers Electric or Mechanical Selectors jewel base Wireless Remote Control Raylites Seeburg Leads with Equipment of Greatest Earning Power Than Ever Before

Southern Automatic Music Company 562 S. 2nd St. LOUISVILLE, KY. 317 W. Seventh CINCINNATI, O. 620 Massachusetts Ave. INDIANAPOLIS, IND.

Uritzers Lowest Prices Rebuilt with New Light-Up Fronts and Grills at Will Take 412% in Trade Large Selection of the Finest Amplified Cigarette Machines

BABE KAUFMAN MUSIC (CIRCLE 250 W. 54th St., N.Y. C.

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

Correction

Wurlitzer’s 616 A, $83.85 This photograph was inadvertently quoted at the wrong price in the ad of OHIO SPECIALTY CO., January 20 Issue.

Radio Record Co., 1658 Broadway, N.Y.C.
What the Records Are Doing

LETTERS ARE TO THIS COLUMN what phonograph records are to automatic phonographs—this is the ‘lifeblood.’ So if you have any items pertaining to any division of the automatic phonograph industry—if you have any tips for operators of phonographs—write a letter, short or long, to the Record Editor, The Billboard, 54 West Randolph street, Chicago, Ill.

Detroit

To the Editor:

As I am constantly in contact with the music machine field, I have plenty of opportunity to judge the general tendency of the business. I think without a doubt this is the best after-holiday season we have had in years, up to the present time, and now with the Detroit strike situation practically cleared up everything points to a great business in 1940.

I think Glenn Miller is still making the most recordings and getting the most calls. Miller’s ‘In the Mood’ is a good pointer in his letter of January 13 issue of The Billboard. Too few operators pay enough attention to tempo and tone control and some good records miss their goal. Some operators are particularly important at locations where dancing is in vogue.

The invariable standard of late is the marked revival of some good numbers of years gone by. It is hardly likely the oldtimers, however, could appropriate Oh, Johnny, Oh as well as it is done in 1940 by W.C. Handy. Miss Baker is the hit of the moment with this selection and her recordings of ‘Stop, It’s a Wonderful and Pinch Me’ is the immediate successor to Bing Crosby as the Guardian Angel of the music op.

Lee Hadin, New Export Sales Manager for the Rudolph Wurlitzer Co., is congratulated by M. G. (Mike) Hamburger (left). Wurlitzer general sales manager, on his recent appointment. His job will be to spread the names ‘Wurlitzer’s the Winner’ in foreign countries. Hadin was formerly with the Philco Radio & Television Corp. as district sales manager.

Rock-Ola Imperial—20 Records with Illumination (as illustrated)

$8950

With Illuminated Grill—Only

$7950

Newest Grills for 616-716 with Side Louvers (as illustrated)

$1366

412-Made With Solid State Receiver and Door Panel

Only $945

1940 Domes for 616, 716, 412—$19.95.

Also Write for Complete List of 1000 Phonos and Cigarette Machines.

Gerber & Glass

914 Diversey Blvd., Chicago

See Us at Booth as During the Convention

Wurlitzer Phonographs

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>$78.00</td>
</tr>
<tr>
<td>20</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

Prices quoted are F.O.B., Dallas and is subject to change without notice. All machines in perfect condition—performance same as new.

C. A. Seale

3000 Fremont Blvd., Dallas, Tex.

Operators, Attention

WANTED—50,000 Used Records. The older the better. We pay the highest. Send in your order. No quantity too large or too small.

United Radio Company

Box 1000

Newark, N. J.

For Sale—Records

$5 for 100

Choice of blues—Hillbilly or dance orchestration

Ensel

756 Fortuna Ave.

West New York, N. J.

Thank you! Thank you! Thank you!

The Negro neighborhoods the Yas Yas Girls' Fine and Meline, Ennis, Erin, Erin's, Tuscan Jacket and Fatie Walker's Your Pets Too Big are clicking.

August Catanzaro

Melody Music Co.

Here's a concrete example of an operator benefiting by the tips he has received from another operator in this column. That's what this column is for, passing on of tips and discussions of different phases of the business will help everyone. Therefore our thanks to Operator Catanzaro.

Thank you! Thank you! Thank you!

For the marvelous way you accepted our new 1940 remodeled Wurlitzer phonographs, we not only set a new record for orders, but your enthusiasm for our workmanship and our beautiful and sturdy parts has given us the perfect pep to continue to give you bigger and better phone re-modeling and parts.

Sam Sachs, President.
NOTICE


CAUTION

Under the patent laws of the United States any manufacturer, distributor, jobber or operator manufacturing, using, vending or operating a game apparatus embodying the patented features of the above referred to patents or any resemblance thereto, is liable under such laws to a patent suit for injunction and an accounting for damages and all profits.

WARNING

The entire trade is hereby warned that H. C. Evans & Co., Inc., will diligently and promptly prosecute any and all infringements to the full extent of the patent laws as well as those of unfair competition.

H. C. EVANS & CO., Inc.
By R. W. HOOD, Pres.

Show Satisfies
Atlas' Ginsburgs

CHICAGO, Jan. 20.—Morrie and Eddie Ginsburg, in conference after the Coin Machine Show, emerged with the conclusion that the show was “definitely the biggest show” that Atlas has ever participated in. Atlas has been an exhibitor in the last eight shows.

Our stocks were so thoroughly depleted before the termination of the exhibition that it was necessary to scour the market to replenish the stock. The Ginsburgs declared, “Demand at the show was so great that we sold every machine we brought with us.”

and at our Chicago headquarters indicated that a wide variety of machines were being sought.

“We were glad to have the opportunity to demonstrate to coinmen the efficiency and reliability of the Atlas Novelty Co., while they were in Chicago. Countless coinmen observed our displays in the new machines and also our used machine departments. They saw the games as they arrived, in rebuilding and cleaning departments—and finally in the reconditioned machine which showed with Atlas quality.

“Frankly, we’re glad the show is over—because we were rapidly approaching the point of exhaustion, not only to ourselves but also to our stock of machines. We were happy to see all of our old friends and make new acquaintances.

“We believe that the most successful show ever held and that it presages a most successful year for the coin machine industry.”

Report Lumber
Output Increasing

CHICAGO, Jan. 20.—Altho a number of mills were still closed because of Christmas holidays, lumber production was 21 per cent greater in the week ended January 6 than in the preceding week, according to reports from regional units to the National Lumber Manufacturers’ Association. New orders were 10 per cent lower and shipments were 1 per cent lower.

Production in the first week of 1940 was 78 per cent of the 1939 seasonal weekly average, shipments were 75 per cent and orders 82 per cent of the 1939 average.

Skee-Ball-Ette
Amazes Distributors

CHICAGO, Jan. 20.—During the show a small group of distributors were given a special preview of an entirely new, legal, radical departure in games by D. Gottlieb & Co., according to officials of the firm. The game is called Skee-Ball-Ette.

Company officials say the results were amazing. Even the most seasoned of veteran buyers found themselves actually thrilled by the entirely new ploy appeal. Design and action of this different type of game. They declared that it is destined to overshadow any game ever developed in the industry.

Rumors say that Dave Gottlieb, who personally conducted the preview, booked tremendous volume of orders on this machine.

Says Gottlieb: “We haven’t yet made official announcement of the game because our production has already been many times oversold. Consequently we cannot make any statement at present that might encourage orders that we could not deliver for many months to come.”

Three other Gottlieb hits, Bowling Alley, Big Show and Lite-o-Card, as well as the ever-present Gip Sickle now in its third successful year, attracted showmen to the Gottlieb booth. “It was a pleasure to see the splendid reception accorded our machines,” said Matt Gottlieb, who officiated at the booth.

“Time and time again visiting operators complimented our company in the most glowing terms and expressed their delight over these hits, stating they were the most consistent money-makers they ever put on their locations. We booked orders far ahead of our expectations and certainly believe the show was a tremendous success.”
List of Exhibitors of the 1940 Coin Machine Show

CHICAGO, Jan. 30--Each year the Big City gathering about each and every exhibitor as to the name and nature of the firm, its products shown and the persons representing the firm. This list serves as a buying guide for coin-operated operators who desire to know a reference through the entire year.

One exhibit at the 1940 Coin Machine Convention and Show was a wide variety of all types of coin-operated machines. The penny machines, premium machines and other products of the industry, every imaginable type of equipment was presented with new machines of entirely new types being presented for the first time.

The following list contains complete information as to makers of exhibitors, the products on display and firm representatives who have returned. We will be glad to have notice of same. In a few cases full information was not received from the firm exhibiting. This list may be filed under alphabetical order, reference and information service will be glad to reply to all inquiries. The information is furnished by sources, etc., Address Coin Machine Editor, The Billboard, 34 West Randolph Street, Chicago, Ill.

The list follows:

- **EXHIBITORS**
  - 1940 Coin Machine Show--Sherman Hotel, Chicago.
  - ACMC SALES CO., 1175 Calumet avenue, Brooklyn, N.Y.--Photograph, printing and modernized screen. Represented by S. S. Hensick.
  - AGA CABINET SALES CO., 2323 Prospective avenue, Cleveland, O., Displayed photograph modernization cabinets and equipment. Represented by L. H. Greenberg.
  - AUTOMATIC GAMES, 2426 W. Fullerton, Chicago--Displayed bulk merchandising machines, Silver King, King Factory King, Silver Charm. Represented by H. H. Burt, John Roth, Miss S. Besoy, Roy Torr.
  - BALLY MFG. CO., 2610 Belmont avenue, Chicago--Displayed pinball machines, service machines, blood-pressure machines, etc., Represented by W. H. Ehrickson and A. C. Jacobsen.
  - BELL LOCK DISTRIBUTORS, 1501 Union avenue, S. E., Grand Rapids, Mich.--Displayed various types of bell locks. Represented by P. W. Olson, Leslie Olson, O. P. Smith.
  - BLOCK MARBLE CO., 2511 9th street, Philadelphia, Pa.--Displayed parts and supplies for all types of coin machines. Represented by Ross Block, Byron Block and Alfred Block.
  - BRANDT AUTO-CASHIER, 515 First street, Watertown, Wis.--Displayed coin sorters, coin counters and counter machines. Represented by O. H. Shep.
  - CHICAGO COIN MACHINE MFG. CO., 1725 Divisey blvd., Chicago--Displayed five-ball novelty games; Roxey, Coo-dore, Represented by Sam Wolberg, Sam Gannert, Sam Goldsmith and Phil Robinson.
  - CONTAINER MFG. CO., 1835 Chouteau avenue, St. Louis, Mo.--Displayed various types of sales boys. Represented by Jack Morley, Max Sax, Seydel, Robert, Harry O'Bryde, George, Earl C. Gouge, Earl C. Jasper, Dave Shapiro and Sam Rose.

FOR SALE

- 50 CHICKEN SAM RAY-LITE GUNS

MOTORIZED RAY-LITE GUNS

- 84.75 ea.

- COMPLETE WITH SALES--PERFECT 1/2 Deposit--Balance C. O. D.

- B & B NOVELTY CO.

- 621 W. Main

- LEXINGTON, KENTUCKY

- Penny Pack, Dead or Tall. Represented by J. D. Hughes, Larry LeVine, Dave Heflin and Mac Mohr.


- The Billboard January 27, 1940
CLOSEOUTS
(All Machines offered subject to prior sale)

PHONOGRAPH
12 M.J. models, including a 2-speed record changer and 4-speed record changer, $20.00 each. 10 M.J. models, 8.00 each. 6 M.J. models, 6.00 each.

NOVELTY GAMES

MISCELLANEOUS
3.5¢ pneumatic coin changer. 5¢ pneumatic coin changer. 10¢ pneumatic coin changer. 25¢ pneumatic coin changer.

FREE PLAY GAMES

GUARANTEED SLOTS

GUARANTEED SLOTS

1-BALL AUTOMATIC SLOTS
Models 1-25. $35.00. Models 2-25. $40.00. Models 3-25. $45.00. Models 4-25. $50.00.

THE VENDING MACHINE CO., 205-15 Franklin St., Fayetteville, N.C.

EXHIBIT SALES CO., 423 Market St., Philadelphia, Pa. — Displayed, for sale, a wide line of new machines, novelties, arcade machines, including the latest models. Represented by S. A. Spivak.

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago — Displayed, for sale, a wide line of new machines, novelties, arcade machines, including the latest models. Represented by S. A. Spivak.

PHILIP FLORIN, INC., 255 Fifth Ave., New York, N.Y. — Displayed, for sale, a wide line of new machines, novelties, arcade machines, including the latest models. Represented by S. A. Spivak.

BILL PERRY, INC., 146 North First St., San Francisco, Calif. — Displayed, for sale, a wide line of new machines, novelties, arcade machines, including the latest models. Represented by S. A. Spivak.

FRIDABRINK CO., 465 Lexinton Ave., New York, N.Y. — Displayed, for sale, a wide line of new machines, novelties, arcade machines, including the latest models. Represented by S. A. Spivak.

GAM SALES, 1921 S. Adams St., Chicago — Displayed, for sale, a wide line of new machines, novelties, arcade machines, including the latest models. Represented by S. A. Spivak.

GARDNER & CO., 2509 Archer Ave., Chicago — Displayed, for sale, a wide line of new machines, novelties, arcade machines, including the latest models. Represented by S. A. Spivak.

The HIT of the SHOW
The NEW and BETTER GUESSING SCALE
OPERATES AUTOMATICALLY
WHAT DOES THAT MEAN?
It does not require electric current or batteries to operate. It is built with steel springs which insures accurate weight.

REQUIRES LITTLE FLOOR SPACE
15 X 25 INCHES
Stands only 50 inches high without the mirror top sign, with the mirror top sign it is 65 inches high.

NON-CLOGGING COIN CHUTE
When you pull the handle down the chute will open and any paper, toothpicks or bent coins will fall out, this eliminates trouble calls.

NO SPRINGS BALANCE WEIGHT
30-DAY MONEY BACK GUARANTEE

Write for Special Prices
WATLING MANUFACTURING CO.
4640-4660 W. FULTON ST.
CHICAGO, ILLINOIS

EST. 1889—TOL., COLUMBUS 2770
Cable Address, "WATLINGITE", Chicago


MALIN-ILLION CORP., Market and Union streets, Newark, N. J. — Displayed, for sale, a wide line of new machines, novelties, arcade machines, including the latest models. Represented by Harry Malkin and Sam Malkin.

LEE JAY MUSIC CO., 3970 Lincoln Ave., Chicago — Displayed phonograph: Gabel. Represented by L. Jones.

Masterscrapers MFG. CO., 218 N. Clinton street, Chicago — Displayed new machines, novelties and premiums: Clocks, radios, etc. Represented by H. Levan, B. Lerman and Miss Ann Roberts.

MATCHLESS ELECTRIC CO., 584 W. Randolph street, Chicago — Displayed in-stand electric lamp bulbs for coin-
BALLY'S new show hits
are being rushed into immediate volume production. Cash in on Bally's newest. See your jobber for quick delivery.

BALLY ALLEY
and BULL'S EYE

Voted the greatest pair of skill amusement games at the Show. Order now for immediate delivery.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO, ILLINOIS

SEIDEN'S GOT IT—And HOW!
GROETCHEN'S SENSATIONAL COUNTER MACHINE
FREE!
3 REEL CIGARETTE MACHINE—WEIGHS ONLY 5½ LBS.
PRECISION BUILT—FITS ANYWHERE!
A FULL MACHINE'S SUPPLY OF BALL GUM WITH EVERY IMP PURCHASED!
WURLITZER 616's
$59.50
WURLITZER 616's
$59.50
WE HAVE ALL THE HITS FROM THE SHOW!
Including Keeney's ANTI-AIRCRAFT MACHINE GUN

Rush Your Order to
SEIDEN DISTRIBUTING COMPANY
1102 BROADWAY
ALBANY, N. Y.

What was the HIT OF THE SHOW?
Ask the boys who saw the machine in Room 2184, Sherman Hotel!

D. Gottlieb & Co.
MACHINE PRICED TO SELL
COUNTER GAMES
20 Challenger Targets...$17.50
6 Penny Pack...7.50
10 Deluxe Grip Turtles...New...11.50
6 Red, White and Blue...21.00
All prices subject to change without notice.

SODAMAT—See listing for Automatic Soda Fountain Corp.

SOUTHERN AUTOMATIC MUSIC CO., 542 Second St., Louisville, Ky.—Displayed Seeburg phonographs and control music systems. Represented by H. E. Williams.

STANDARD COIN MACHINE CO., 58 E. Sycamore street, Columbus, O.—Displayed pinball machine: Charit-Horse, Plush Park; also Phoenix Lyre and Supergun coin chutes. Represented by E. F. Pool and W. H. Lemon.

STANDARD SATES CO., 2263 Milwaukee avenue, Chicago—Displayed wholesale merchandise and premiums. Represented by N. J. Gutbush and R. Epstein.

STARK NOVELTY & MCP. CO., 1510 W. Tuscarawas street, Canton, O.—Displayed phonograph lightup ensembles and slot machine cabinets. Represented by Walter Angeli, Amos Bahn and James Run.


SUPERIOR PRODUCTS, INC., 14 N. Pecota street, Chicago—Displayed salesboards: Fold Top Vender, Famous Time, All Around, Turf King, Gold Coins, XYF, ABC, Playtime. Represented by George D. Buss, Box Kolinsky, Sylvan L. Miller and Sam Nites.


SHIPMAN MFG. CO., 1226 S. Lorena street, Los Angeles, Calif.—Displayed stamp vending and merchandise machines. Represented by W. Adams Street.


STONER'S
FANTASY
SETS A NEW PACE IN NOVELTY POPULARITY

It’s the game that keeps the player on edge from start to finish — 15 brilliantly illuminated bumpers. Scoring starts after all 15 are contacted. 5 real skill bumpers that make free ball rollover active — just the game for player competition.

STONER CORP.
AURORA, ILLINOIS

NEW MONEY-MAKING SENSATION!

COUNTER CIGARETTE GAME
Producing amazing earnings in all types of Locations!

PENNIE PLAY

$23.75

Baker Novelty Co., Inc.

3018 West Ave., Chicago

Guarantee

PICK-A-PACK

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded.

Baker Novelty Co., Inc.

235 W. Adams st., Chicago

U-NEED-A-PACK PRODUCTS CORP.


UNITED STATES RECORD CORP.


NOW READY! Stoner's BEST

FANTASY

RUSH YOUR ORDER TODAY! WE ARE EXCLUSIVE DISTRIBUTORS!!

BUDIN'S, INC.

174 S. PORTLAND AVE., BROOKLYN, N. Y.

THE PATENTED AUTOMATIC PIN BOY action of Evans' Ten Strike is here shown being urged by expert technicians in the corner of the electric department of H. C. Evans & Co.
Foot Control

Sugar King
A NEW CONSOLE BELL BY GROETCHEN

Strike up the Band and cheer! For here comes the King of Consoles, a thrilling combination of the greatest profit features, a game which will make you “heavy sugar” during all of 1940.

SUGAR KING is a Lightup Console, beautifully styled in the latest modern manner. Playing action is by a reliable, all-mechanical Columbia mechanism. Absolutely foolproof in operation, it performs dependably under all conditions.

Its flickering lights dance merrily over the magic mirrors, they reproduce the installing playing action of spinning reels, and when they come to a final step, a typical bell combination is thrown.

Fully automatic payout, including jackpots or gold awards into concealed coin drawer; fruit or cigarette symbols.

You will marvel at the remarkable new foot pedal action which Groetchen has pioneered; it has been pronounced as the cleverest innovation in years of bell machine history.

Sugar King rates tops as your 1940 investment. Cover the “cream of your locations” with Sugar King, enjoy full Bell machine profits with full security which comes from operating the discreetest console known — Sugar King.

Groetchen Tool Company
126 N. Union Street • Chicago

GLOBE PRINTING COMPANY
1023-27 RACE STREET • PHILA., PA.

Scoring Everywhere!

BIG TEN

The greatest football board ever! Plenty of genuine scores for instant flash—plus lots of real football action. Easy to play and easy to win in the full football season.


Celebrity Idea a Hit

Over 1,000 enjoy “early” breakfast and big program of stars

Chic ago, Jan. 20 — With a well-known promotion of entertainment for delegates to the 1940 Coin Machine Show, the Convention Breakfast was held on the second day of the convention, January 16, from 12 noon to 5 p.m. In consideration of the convenience of conventioneers, the repast was called a breakfast, alна в the afternoon, and entertainers appeared in informal street dress.

Jack Kelso, of Rowe Mfg. Co., was chairman of the committee to plan the program and drew his wide acquaintanceship with show people to secure talent. Trade standards of the music and entertainment field prevented many celebrations from coming who otherwise would have been present to greet the thousands of operators who wanted to see their favorite stars.

Huge Program

So the many clubs and night spots of Chicago furnished entertainers galore to render music, skits, comedy and such. Vincent Gottschall was emcee for the affair and announced a program to include 11 names well known in entertainment circles. A wide variety of amusement was provided, with plenty of music interspersed by a local orchestra.

George J. Young, former Rock-Ola distributor for the New England States, is now handling the same territory as district manager, according to an announcement from the Rock-Ola Mfg. Corp. Young began as distributor in 1915 and growing business necessitated the naming of Ben Palomar’s Supreme Amusement Co. as a co-distributor. Now, Young has taken over the distribution and management, and greatly enlarged facilities, handles the entire distribution.

Advertise in The Billboard — You’ll Be Satisfied With Results.
AMUSEMENT MACHINES

FLASH

It's a "News" sensation from coast to coast
It has started the biggest buying boom in years
Yes, it's
IMP --- Idol of a Million Players
For a "Fortune in Forty" concentrate on IMP.

If you have a Game and personality, IMP has got it.
Superbly designed to look like a miniature radio, IMP is a sparkling jewel on any of your locations, it captures all the play, yet never invites unwanted attention.
IMP's reel whirl with the fastest spin ever attained, come to a perfect smooth stop.
Cigarette, Fruit or Number Reel symbols.
Hinged, shutter type reward sign for discretion.
New type rotor-matic coin chute holds four coins for successive play.
Classy Hammerloid or Meta-Lustre finish in colors gives IMP a smartness in appearance that tops in "eye-appeal." So popular with players, you will want to keep several IMPs in each of your spots.

See IMP at the Show. After you eye it and try it—the low price will amaze and daze you—at $12.50 it is the Buy of the year.

Groetchen Tool Company
130 N. UNION ST.
CHICAGO

THE IDOL OF
A MILLION PLAYERS!

Home-Coming Luncheon

Starts 1940 show off with

goal will and idea of

"Tolerance"

Chicago, Jan. 29—The 1940 Coin Machine industry opened big with a
no-nonsense luncheon Monday, January 15, appropriately called the "Home-Coming
Luncheon" because at the annual convention each year columnists come from
parts of the world to greet old

friends and talk shop. Many new

acquaintances are made, too, but it is the

greetings of old friends that seem to

make the conventions a home-coming.

The convention management this year
planned an "opener" so that the show

would have a good, enthusiastic.

Delegates had been arriving since two days be-
fore and registrations began at 10 a.m.

"Parade in the Air," provided the music.

Other performing artists who offered

entertainment thru the courtesy of various

firms included "Mickey" Allen, singer; Dick

Todd, baritone, and the Hoosier Hot-Shots.

Lecture on "Tolerance"
The main event of the "home-coming"

program was a lecture by Dr. Paul

Bradley, for 28 years pastor of the

People's Church in Chicago and a nationally

known lecturer, radio commentator

and author. He said that he had been

assigned the subject of "Tolerance"

by the committee and that he considered

this subject one of the most important

in the world at the present time.

Dr. Bradley said that he had devoted his

life to promoting tolerance without

prejudice to race, religion or business.

His speech was a frank statement of his

whole philosophy of life and was seen as an indication of how deep the impressed

he was with his audience and the

occasion. Many had expected that he

might make some reference to the coin

machine business, but his only references

were that he was truly surprised to

learn for the first time in his life of the

magnitude of the industry and of the

many angles which it had. His refer-

ences to tolerance in business were also

taken as a suggestion that tolerance

should not only prevail as to race and

religion, but that it also should be a

guiding principle of business relationships and law.

Members of the coin machine industry

were amazed at themselves, as it was

perhaps the first time in the history

of the trade that many hundreds of

coincides for the safety of a con-

vention had listened with such rapt

attention to a speaker. The convention

management reported that 800 delegates attended the luncheon.

Note—The stenographic report of Dr.

Bradley's lecture on "Tolerance" will be

made available to the trade in an early

issue.

Boost YOUR Kitty

WITH

POKER KITTY

A definite payout board with 130 winners
to keep players shooting! Easy-to-open,
easy-to-read Poker Hand tickets. Striking

color combination stands out in any location.

Price

Each

$5.92

Sold by Case of Other

Makers

HARLICH MFG. CO.
1413 W. Jackson Blvd.
Chicago, Illinois

QUALITY SPEAKS FOR ITSELF

CLOSE-OUT ON SLOTS

Blue Fox, 9-10,25. 89.75
Red Fox, 5-10,25. 82.75
Brown, Frost Gold Awards 57.50
Hot-Top Mini Vending 55.00
Hot-Top Mini Awards 55.00
Hot-Top Mini Vending 55.00

POKER KITTY

PAYOUTS

1939 Trifecta 60.00
1939 Kentucky Clubs 60.00
1939 Stud 60.00
1939 Stepper Upper 60.00
1939 Stepper Lower 60.00

MODERN AUTOMATIC EXCHANGE, INC.
1828 CARRIEGNE AVE.
CLEVELAND, OHIO

SMITH'S NOVELTY SHOP
145 EIGHTEENTH STREET, WHEELING, WEST VIRGINIA

Manufacturers of
TIP BOARDS & BASEBALL TALLY CARDS

Exclusively Territories to Agents

When Writing to Advertisers Mention The Billboard.
Report Chi Coin Roxy Big Show Hit

CHICAGO, Jan. 20.—“We hate to brag, but it certainly looks as if we’ve done it again,” commented executives Sam Genburg and Sam Wolber of the Chicago Coin Machine Mfg. Co.

“Just sit and wait—there’s another big winner in Roxy. Sales of this great new game were far above our expectations at the Coin Machine Convention.

“Roxy was the center of interest among columnists who gathered from every part of the country. More orders for Roxy have come in from columnists who felt that the orders they had already placed would not be large enough and would not satisfy the demand for their locations.

“Reports have been received from all corners of the country indicating that Roxy is a sure winner. Sales have been steady and the machine has received enthusiastic praise everywhere.

“Orders have been pouring in from all parts of the country. We are now taking orders for Roxy in quantities of 100 machines or more. Orders are being filled immediately.

Monarch Reviews Successful Show

CHICAGO, Jan. 20.—“The Monarch ‘little show’ was a huge success,” declares Al Stern, official of the Monarch Coin Machine Co. “It was certainly a great pleasure to see so many old friends who were visiting here in Chicago. Many of these columnists who had not visited Chicago for some time were pleasantly surprised to see the newly enlarged quarters of Monarch and were more or less surprised to learn of the unusually large stock of all types of equipment that Monarch is now making available to all operators everywhere.

“Evidence of their satisfaction is in the way they bought. We started last week with one of the biggest inventories ever known in Monarch history and ended it with one of the smallest. It is true that many of the new machines were so well-received that their orders were filled every week of the year, just as they were during show time. Service on new shipments is always at peak efficiency.

“We’ve said before that the ‘buy from Monarch habit’ is a good one to get into. We say it again, with the firm conviction that it will hold even more true in 1940.”

Oomph Hit at Show for Western

CHICAGO, Jan. 20.—“Our sincere thanks go out to operators for the hearty reception given us and our new equipment at the Coin Machine Convention this past week,” declared Don Andrus, sales manager for Western Products. Inc.

“Oomph was the counter game that was the talk of the trade. As a matter of fact, Oomph was the only counter game that was on display. It was a write-up in one of Chicago newspapers. We could go on and list example after example and reason after reason why each machine was so popular with columnists, but it is more or less unnecessary.

“The important thing is that the Western machines clicked and our sales were unusually heavy. We want to thank our customers for the support and express the knowledge that their recent purchases will be of the utmost benefit to our loyal Western supporters in the future.”
BOWLING ALLEY • BIG SHOW

Smart Money DID GO TO
BOOTHS 3-4-5
and BOUGHT—

BOWLING
ALLEY

Simple as a-b-c-
3 ways to score!
FREE PLAY
$99.50
(Convertible)

IMMEDIATE
DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

Association
Dinner Held

Officers of associations exchange reports and advance ideas for co-operation

CHICAGO, Jan. 20—As a new precedent in promoting organized work among operators, associations, the management of the Coin Machine Industries, Inc., sponsors of the 1940 Coin Machine Show, invited the presidents and secretaries of various coin machine organizations over the country to attend a special dinner on Wednesday during the 1940 convention in Chicago. The dinner brought together one or more representatives from about 30 coin machine organizations, from various parts of the country, for fellowship and exchange of ideas.

Leo J. Kelly, vice-president of the CMI, presided and introduced as representing the manufacturers, Dave Gottlieb, president of CMI; David C. Hockola, a director; W. J. Ryan, treasurer, and James A. Gilmore as secretary-manager. Mr. Gilmore read the list of delegates as they had registered for the dinner and each guest was called upon for an impromptu speech as his name was read.

DREAMS
For Leap Year That Will Come True!

DREAMS
F-2540A
2000 Holes
Takes in $100.00
Turns out $67.00
Profit $33.00
Get Your Orders in Today.
PRICE $1,785!

CHAS. A. BREWER & SONS
"The Largest Board and Card House in the World."
6320-32 Harvard Avenue,
Chicago, U. S. A.

AUTOMATIC COIN MACHINE CORPORATION
338 Chestnut Street, Springfield, Mass.
Phone 4-1109

SALESBOARD OPERATORS
Read "DEALS"
A column about new salesboard ideas, deals and personalities. In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK

WANT TO BUY FOR CASH
25 U.S. AND '39 MODEL
BUCKLEY TRACK ODDS, GALLOPING
DOMINOS AND PACES RACES
Hyman Cohen, Simco Coin Machine Exch.
26 13TH ST., AUGUSTA, GA.

OHIO SPECIALTY CO.
11 W. Ottawa St.
CINCINNATI, O.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.
SO HOT!
IT STOPPED THE SHOW COLD!

Lucky Strike
BOWLING GAME

All Playing and Scoring Thrills of Real Bowling!
Records Strikes, Spares and Individual Hits!
Free Play Instantly Convertible to Straight Novelty!

RUSH YOUR ORDER! WIRE, PHONE, AERIAL FOR DETAILS

GENCO INC.
2621 N. ASHLAND AVE.
CHICAGO

A BASKETBALL TREAT
ANOTHER OF CONTAINER'S COLORFUL CREATIONS
Not Just Another Board, But an Unusually Interesting Basketball Play.

2600 HOLES—GOAL SHOTS
Takes 1,400 Nails @ $1.75 $10.00
Pays Out (Average) .73.95
PROFIT (Average) $54.84

THE OPERATORS' MANUFACTURER
CONTAINER MFG. CORP.
1825-1833 Chase Ave., St. Louis, Mo.
MEET US AT THE COIN MACHINE SHOW, BOOTH NO. 137

CARL TRIPPE
Invites You To His Big Party
Sunday and Monday—Jan. 28 and 29
AT THE IDEAL NOVELTY CO.
1516-18 Market St., St. Louis, Mo.
FOR A SPECIAL SHOWING OF THE ROCK-OLA LUXURY LIGHT-UP PHONOGRAPHS

LAUD EVANS'
Big Bowling Alley

CROWDS FILL BAKER DISPLAYS

CHICAGO, Jan. 20—New game ideas presented at the show by the Baker Novelty Co., Inc., aroused considerable interest among the trade. It is reported that Four-Five-Six, 8-ball convertible free play novelty game, and Music Meter, a new phonograph play stimulus, were popular with operators.

The big Baker hit, however, according to officials, was Sky Pilot. This is a new idea, they declared, "in embodying authentic airplane action. The operation was explained by Harry Hoppe, vice-president of the company. "The self-contained unit, up on a sound of 440,000,000."

The operation was explained by Harry Hoppe, vice-president of the company. "The operation was explained by Harry Hoppe, vice-president of the company.

"We were highly gratified by the results of the show," said H. L. Baker, president of the company. "The trade showed great enthusiasm for our machines and ordered large quantities. We are making preparations for the busiest year in our history."

FIVE Free Play Games—All For $9.75

MINT VENDING COMPANY
211 N. 17th Street
BIRMINGHAM, ALABAMA

The Last Word, in Your Letter to Advertisers, "Billboard"
Exhibit's BOWLING GAME

FREE PLAY
Long Life Location Attraction

ACTUAL LOCATION TESTS have proven the FREE PLAY or STRAIGHT NOVELTY feature with HIGH SCORE APPEAL of this Sensational Bowling Game a genuine long term profit maker for operators.

Can be operated in any territory. The additional daily or weekly HIGH SCORE feature stimulates continuous repeat play.

Don't hesitate to get Exhibit's BOWLING GAME—ACT NOW!

Also CONGO—The greatest 3 COIN MULTIPLE 1 or 5 BALL interchangeable FREE PLAY Table OFFERED TODAY!

Also FLAGSHIP—2 WAYS TO WIN with unique THRILLING BALL AND LITE UP ACTION

EXHIBIT SUPPLY CO., 4222-24-26-28-30 W. LAKE ST., CHICAGO

Imp a Favorite At Chi Conclave

CHICAGO, Jan. 20.—A contender for the title of being the world's smallest bell machine was on display at the 1940 Coin Machine Show—and, according to reports, much interest with resultant orders was shown. The machine, Groetchen Co.'s Imp, resembles a radio in appearance and has three reels available.

in cigarettes, fruit or number symbols. Reels may be covered with a hinged, shutter-like reward sign.

The machine is so small that it may easily be picked up with one hand. In addition to the reel mechanism the machine is equipped with a bell gum vending. Action is accomplished by pressing a lever on the side. Action is exactly like that of full-size bell machines with reels stopping in 1-2-3 order.

A new type roto-matic coin chute holds four coins for successive play. The machines come in either a hammer-finish or meta-finish in assorted color.

Genco Heards Ops
Okeh Lucky Strike

CHICAGO, Jan. 20.—Reports concerning the enthusiasm of players for Genco's new table model bowling game, Lucky Strike, are pouring into the offices of the manufacturer and its distributors all over the country, it is reported.

“Lucky Strike incorporates in table model form all the action, color and scoring thrills of the actual game of bowling. By virtue of one of the most ingenious engineering feats ever accomplished in the coin machine industry, each strike, spare and individual hit made is recorded just as in real bowling,” declared Genco officials.

“The game is divided into three frames. Exactly as in bowling, the player shoots to hit all ten pins on the field. If he manages to hit all 10 either individually or by putting a ball thru either of two skill holes which automatically put out all 10 lights, he gets credit for a strike and gets two extra balls to roll up a larger score. If he gets all 10 pins with two balls that is a spare (just as in bowling) and he gets one extra ball.

“Lucky Strike has both the skill and chance factors which combine to form one of the greatest money-making ideas ever conceived in the coin machine industry.”

Meyer Genaburg, Genco official, reports that the Genco factory is making herculean efforts to meet the overwhelming demand for Lucky Strike from operators who are rushing to cover their locations with Lucky Strike games.

Bert Lane, head of Genco's Eastern factory representative, Seaboard Sales Inc., says: “I'm willing to stake my hard-earned reputation for picking the right numbers on Lucky Strike. I honestly believe Lucky Strike is the greatest thing that ever happened to the coin machine business.”

Charley Casmus’ Mother Dies in Alabama


LOOK in the WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES
**Chicago Coin's ROXY**

Thrills Until the Last Second!
Action From Top to Bottom!
Animated Lites Galore!
4 Ways To Win!
The Cash Box Tells the Story!

FREE GAME
Instantly Convertible to Straight Novelty

$99.50

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

**Stars of the Show!**

Sensation of the recent Coins Show... Universally acclaimed as the most spectacular... Sensational new symbol ticket. All tickets show Image of coin with hands poised at a special position. Tickets also the mark in the board makes new from HiLo possible... 216 Rules. 

Mills Open House Draws Big Crowd

CHICAGO, Jan. 26—“From January 16 to 19 we held open house at the Mills Factory and each day hundreds of distributors, operators and their friends trickled in to see the new Mills Novelty Co.,” declared Vince Shay, sales manager of Mills. “Enthusiasm for the new Empress phonograph took concrete form in the number of orders received.

The first day of our open house started with a little war write-based. The liveliness of the young folks was so contagious that it wasn’t long before the most sedate and dignified visitors decided to try it.

Another day was Visiting Celebrity Day. An impromptu show, with S. Friedman of the Pacific Coast and Warner Bros. studio. As master of ceremonies, was a big hit. Among the stars introduced were Ben Blue, currently starring in ‘George White’s Scandals;’ Dick Todd, one of the most popular radio and Bluebird records, who sang his outstanding success, ‘Blue Orchards’ and It’s the Talk of the Town; Benny Leonard, defeated lightweight champion, and many others. A popularity contest among the 12 most beautiful girls present was run off. Ed Havreby, of the Owl Mini Co., performed a dance which was described as ‘trag-cutting’; and the Weber Sisters, Chicago night club favorites, did a specialty song and dance.

Jack Mitnick of Pommer’s organization claims to be the world’s funniest funny man... and he can handle his face pretz.”

Stern of Monarch Stricken at Show

CHICAGO, Jan. 30.—At Stern, official of the Monarch Coin Machine Co., was stricken ill while at the Coin Machine Show and is in the Mt. Sinai Hospital.

You can ALWAYS depend on JOE ASH — ALL WAYS

ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE COUNTRY'S LEADING MANUFACTURERS.
Come in and see the new games—or write us for price list.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin St., Philadelphia, Pa.
Evans' 1940
TEN STRIKE
ACCLAIMED "TOPS!"

First and Original Bowling Game—months ahead of any other, and still the undisputed No. 1 hit! Imitated, but it can't be duplicated! 5 months actual operation in 1939 establish it as the proven top money-maker for 1940! New model, with added refinements, is your ticket to prosperity. Order today!

Realistic patented Manikin Play... every bowling play possible! Realistic pin action... no confusion! Pins actually knocked over and removed from sight, by patented "Automatic Pin Boy."

A SAFE, LUCRATIVE, LEGAL INVESTMENT FOR LIFETIME PROFITS!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Keeny Open House Draws Big Crowds

CHICAGO, Jan. 20.—“Our show is ended, but the melody of orders still lingers on. In fact, it is ringing louder than ever,” stated Jack Keeny, head of the House that Jack Built.

“This was by far the greatest private showing ever held at the Keeny factory and showrooms,” he continued. “Attendance this year topped all previous years by a wide margin and sales were far greater in number and in volume. According to reports, everyone left the Keeny factory with the feeling that 1940 is another big Keeny year and that to really make big money this year Keeny machines are a 'must.'

“There's our 1940 Super Six. We sold over 1,500 Super Sixes in seven days, and that's worth crowing about, we think. Super Six is the finest table available today, with more playing features and more skill-building features than one would think possible. A ball may be a winner, and there are four ways to win and four-way bumpers and other features galore. Super Six is the table game of the year.

One of the most sensational of all legal games is the new Keeny Anti-Aircraft Machine Gun. It is impossible to properly describe the thrills and excitement that packed into this super earning legal machine. You really have to play it to appreciate it. This much we can say: It is brand new in everything and has an appeal that has caused operators to predict it as one of the biggest money-makers of the year. For the photographs operator there is our new remote control Wall Box. It is low in price and high in utility and is sure to build photographs play wherever it is placed. Modern in design, beautiful in coloring, it will fit in any surroundings. Last but not least by any means are the ever-popular Keeny consoles — 1940 Super Track Time, Pastime, and Triple Entry. These machines will live up to their high-earning reputation in 1940."

Here Are America's Finest "Better Machine Buys"

FREE PLAY GAMES SPECIAL

<table>
<thead>
<tr>
<th>Contact</th>
<th>$22.50</th>
<th>Black Out</th>
<th>$45.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chutes</td>
<td>Each</td>
<td>Follow Up</td>
<td>Each</td>
</tr>
<tr>
<td>Dumb Feature</td>
<td></td>
<td>Gold</td>
<td></td>
</tr>
<tr>
<td>Magnets</td>
<td></td>
<td>Rebound</td>
<td></td>
</tr>
<tr>
<td>Sun Bombs</td>
<td></td>
<td>Throat</td>
<td></td>
</tr>
<tr>
<td>Snowballs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1937 Skill Tunes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up &amp; Up</td>
<td>$25.00</td>
<td>Lite and Comb.</td>
<td>$12.50</td>
</tr>
<tr>
<td>Hold Tight</td>
<td></td>
<td>Topscorer</td>
<td></td>
</tr>
<tr>
<td>Avalon</td>
<td>$25.50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

EXCLUSIVE DISTRIBUTORS FOR
EVANS' TEN STRIKE
WILL TAKE ALL KINDS OF USED EQUIPMENT IN TRADE.
HIGHEST PRICES ALLOWED. SEND YOU LIST.

ROYAL DISTRIBUTORS, INC.
409 NO. BROAD STREET
ELIZABETH, N. J.

WE WANT TO BUY FOR CASH
PAY TABLES, COUNTER GAMES, SLOTS, PHONOGRAPH AND NOVELTY FREE PLAYS

GRAND NATIONAL SALES CO.
OAKLEY AT ARMITAGE AVE., CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
Thank you for giving me
my biggest week—GEO. PONSER
Hepperoo!

Guys & Gals: Here are the hepcat swingeroos of Chicagoland. Cut with us and we will jive and hit a hot note. This jive box will beat out on the skins a high ride on the mellow side. The jive world is beating it out that the Mills Empress is the hottest box that ever hit a floor.—“Stew” McClellan

Nationwide Sales of ROCK-OLA
Luxury Light Up Phonographs

SOLD BY THE GREATEST DISTRIBUTORSHIP ORGANIZATION IN THE INDUSTRY

Alabama
Birmingham Vending Company
5117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5183)

General Sales Company
1706 South Calhoun Street
Fort Wayne, Ind.

Arkansas
Standard Automatic Music Co.
1800 W. 7th Street
Little Rock, Ark. (Tel. 405-879-2140)

Missouri
Ideal Novelty Company
1516 Market Street
St. Louis, Mo. (Tel. Garfield 0772)

Alaska
Alaska Northwest Sales
914 Elliott Avenue
Seattle, Wash. (Tel. Garfield 0460)

United Amusement Company
2410 Main Street
Kansas City, Mo. (Tel. Valentine 8521)

Arizona
Bennett's Music Company
116 West Washington Street
Phoenix, Arizona (Tel. 2-9550)

Montana
A. A. Becker
3410 10th Street
Great Falls, Mont. (Tel. Tabor 2926)

Canada
P. & H. Coin Machine Exchange
188 Dunlop Street West
Toronto, Ontario, Can. (Tel. Adelaide 9713)

Kraft Novelty Company
320 West Grand
Chicago, III. (Tel. 3-9541)

Alaska
Alaska Novelty Company
848 2nd Street
Ketchikan, Alaska

Kentucky
Carl A. Hooper
540-55 S. 2nd, Louisville, Ky.
(Tel. Wabash 4003-Bellevue 4003)

Louisiana
Louisiana Amusement Co.
803 Canal Street
New Orleans, La.

Maine
Maine Automatic Service
111 Tahoe Avenue
Rockland, Me. (Tel. 4515)

Mississippi
La Beau Novelty Sales Co.
1946 University Avenue
St. Paul, Minn. (Tel. Nester 8515)

Maryland
The Hub Enterprises
42 South St.
Baltimore, Md. (Tel. Calvert 4299)

Nevada
M. C. Edwards
160 West High Street
Reno, Nev. (Tel. 2-3456)

Massachusetts
Supreme Amusement Co. of New England, Inc.
1025 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3564)

Nevada Novelty Company
2007 E. Sixth Street
Sparks, Nevada (Tel. 2507)

Michigan
Edward Heins
909 Jason Avenue
Jason, Mich. (Tel. 3-5328)

New Hampshire
Supreme Amusement Co. of New England
1252 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3564)

Oklahoma
Boyce Amusement Company
2715 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5831)

Minnesota
United Novelty Company
304 West Summit Avenue
Bismarck, N.D. (Tel. 101-102)

Oregon
Coast Amusement Company
1393 West Burnside
Portland, Oreg. (Tel. Broadway 1517)

Missouri
Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0772)

Pennsylvania
Keystone Vending Company
1734 Spring Garden St., Philadelphia, Pa. (Tel. 450-5000)

B. D. Lazar Company
1635 Fifth Avenue
Pittsburgh, Pa. (Tel. Grant 7018)

Rhode Island
Supreme Amusement Co. of New England, Inc.
1025 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3564)

South Carolina
Edgar L. Dean
1390 McMillan Avenue, N. E.
Atlanta, Ga. (Tel. Deacon 1516)

Tennessee
Earl Montgomery
1704 Broad Avenue
Memphis, Tenn.

Texas
Fisher Brown
5005 S. Harvard Avenue
Dallas, Tex. (Tel. 8-0113)

Steline and Horton
1715 Louisiana Street
Houston, Texas (Tel. 2-3542)

Utah
J. H. Ritter
13 S. 4th East, Salt Lake City, Utah
(Tel. Wastach 3209)

Vermont
Supreme Amusement Co. of New England, Inc.
1052 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3564)

Virginia
Moseley Vending Machine Exch.
50 Broad Street
Richmond, Va. (Tel. 5-3529)

Washington
Northwest Sales
714 South Main Street
Seattle, Wash. (Tel. Garfield 0460)

West Virginia
Badger Novelty Company
2746 North 30th Street
Moline, Ill. (Tel. Kibbe 3050)

Wisconsin
Moseley Vending Machine Exch.
90 Brand Street
Richmond, Va. (Tel. 5-3529)

Wyoming
Denver Distributing Company
1956 Amarillo Avenue
Denver, Colo. (Tel. Cherry 4800)

Make more money with ROCK-OLA
CALL YOUR NEAREST DISTRIBUTOR TODAY
The Big News of the Show

It's ROCK-OLA for '40

From Coast to Coast we can proudly boast that "It's Rock-Ola Luxury Lightup Phonographs for '40." Once again the sensational hit of the Show—admired by all. Judged the outstanding leader in play appeal and profitable operation. Scores of NEW features all designed to benefit the operator and open new locations. The 1940 Rock-Ola Phonograph offers the finest opportunity for unusually large collections all year 'round.

FREE for the asking... a copy of Rock-Ola's 12-page Phonograph Catalog. This "Hollywood Style" 5-color Catalog is the most elaborate and beautiful creation ever used in the coin machine industry.

ROCK-OLA MANUFACTURING CORPORATION, 800 North Kedzie Avenue, Chicago, Illinois.

Gentlemen: Please send me a copy of your Luxury Lightup Phonograph Catalog.

Name: ____________________________________________ Address: ________________________________________

City: ___________________________________________ State: _______________________________
Wurlitzer
Thanks the Music Merchants of America
For their Sensational Reception of the
Wurlitzer 1940 Models

“Wurlitzer’s The Winner.” We said it when we announced the 1940 Models. Now the Music Merchants of America are saying it with a record breaking flood of orders for these sensational phonographs, never before have new Wurlitzer Models met with such a widely enthusiastic reception as Music Merchants quickly sensed the profit possibilities packed into these brilliant instruments.

On behalf of the Wurlitzer Organization I can only say, “Thanks a million! Our phonographs are indisputably in the lead. Our policies are pointed to help you make greater profits. Our production facilities are in high gear. We’re off together for what I firmly believe will be the greatest Wurlitzer year in the history of automatic music business.”

Mike Hammgren
General Sales Manager