THE ONLY "TRIPLE CHECK" ON THE SONG HIT PARADE EVERY WEEK

The Billboard, the authority on popular music. Offers every week:

- Record buying guide on popular tunes
- Sheet music sales leaders among popular tunes
- Songs with most radio plugs

Preferred by...
Music operators
Record dealers
Radio artists
Orchestra leaders
Every week
Haddock Named AGVA Sec'y

350 Coast spots sign closed-shop contracts—to organize outdoor field

NEW YORK, Feb. 10.—Appointment of Roy Haddock as executive secretary of the American Guild of Variety Artists, Inc., was made Thursday (8) at a meeting of the national board of the union. Haddock is the fourth to hold that position, succeeding Jean Muller, who resigned last week to accept the post of manager of AGVA's theater department and radio. Haddock, a newcomer to show biz, was selected from 15 finalists recommended by the American Record Telegraphic Association Committee, which was formed to select the candidate for president after starting as regional organizing director of the Cincinnati chapter. The union was formed during Haddock's administration. It later merged with the Screen Actors Guild. Haddock also served as a labor officer for the Standard Electrical Workers Union, severing his connections there at the beginning of his career.

AGVA, in a press release, stated that Haddock would have the cooperation of the New York office, as well as that of the national office, of the American Guild of Variety Artists, Inc., whose AFL-charter was revoked last month and whose jurisdiction given to the American Guild of Variety Artists. About 390 people met at the union's annual meeting and elected Haddock as president. Haddock is a former member of the union's board of directors and president of its executive board. He is also a member of the board of directors of the Screen Actors Guild. Haddock said that he had been a member of the union for 20 years.

Outdoor Workers Forming Whitehead-Led Org.: Circus First on Bargaining List

NEW YORK, Feb. 10.—A comparatively quiet campaign for a union of outdoor workers of the common labor type has been going on here for several weeks under the direction of Joseph Whitehead, executive secretary of the American Federation of Labor. The AFL-charter to the organization and its jurisdiction given to the American Guild of Variety Artists. About 390 people met at the union's annual meeting and elected Haddock as president. Haddock is a former member of the union's board of directors and president of its executive board. He is also a member of the board of directors of the Screen Actors Guild. Haddock said that he had been a member of the union for 20 years.

Each Club Owner Has Own Likes And Dislikes: Some Are Listed

NEW YORK, Feb. 12.—Acts booking direct and agents are finding it profitable to study night club owner's whims and habits in talent buying—and then to play up to those likes and dislikes. As the Shrewd agents of the palmy days of vaudeville studied the bookings carefully in order to sell them more talent, today agents are finding out just what it is that each night club owner got excited about—and then delivering. Almost every night club, and hotel owner or manager has a soft spot for some particular kind of act; or, on the other hand, some terrible prejudice against any kind of act. For the club owner, the poison for his particular club. Knowledge of the situation would save agents a lot of time when contacting potential employers.

Chi Agents Hope for A Reciprocal Treaty

CHICAGO, Feb. 10.—The lot of the independent theater agent here is a sorry one. With the local talent outlet down to two or three outlets a day, the end date and the buyers still favoring New York and the West Coast for names and attractions, there are no good possibilities for every sale. This still stands out as the primary reason for the existence of the Artists' Representatives' Association, which is now being organized.

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Critics' Over-Rate a Few Flops But Tab January Shows Fairly

NEW YORK, Feb. 10.—Broadway reviewers again displayed a certain amount of erratic judgment in their appraisals of Broadway shows this January. Many shows, which initially were rated quite favorably by the critics, later were found to be less than what they seemed to be. As a result, many of the shows that were highly praised by the critics failed to draw large audiences. Among the shows that were over-rated by the critics were...

Geneva, 31 per cent, constitutes an over-rating for a Bernard Shaw bill which just might have been better had all three acts been included.

High School presents "Cradle Song," "Kind Lady"

NEW YORK, Feb. 9.—The second act of Cradle Song, which had been rated highly by the critics, turned out to be a disappointment. The show, which opened last week, was praised for its music and its costumes, but the acting was found to be lackluster. The critics also noted that the show was over-long and that the audience became restless.

Iva Kitchel Offers Nice Dance Satires

NEW YORK, Feb. 10.—Youthful, promising Iva Kitchel was presented at the Savoy in a program of dance satires, which she planned to tour the country with. The show, which featured a dance called "The Dumb Ass," received mixed reviews from the critics, who praised Kitchel's dancing but criticized the writing.

It May Be a Good Idea For Some N.Y. Houses

PARIS, Jan. 30.—Fifty-six of the world's most ardent thespians may soon have to find other homes— at the Chili Restaurant, for example, lining the rail of the third balcony in a solid semicircle around the stage of the Paris Opera, instead of in the stalls or dress circles. Only a few lucky few are able to carry the show for six or eight performances. A ticket for a matinee costs...

Feigen School Presents "Cradle Song, " "Kind Lady"

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DICK KUHN

(Dick's Week's Cover Subject)

DICK KUHN might be best described by the title of his newspaper column, "Pastry Man". He is a connoisseur of the arts and a lover of music. Although he has studied music, his primary interest has been in the world of the theater. Kuhn, who was born in the Catskills and raised in a family of all children, started his career as a young entrepreneur. He began his career as a confectioner in a small town, and later expanded his business to include a catering service. Kuhn was known for his creative and delicious pastries, which he would often pair with his own music, creating a unique experience for his customers. His pastries were well received, and he quickly gained a reputation as a connoisseur of the arts. Kuhn's interest in the arts continued to grow, and he became known for his ability to blend music and theater, creating a unique and memorable experience for his audience. He is known for his innovative approach to...
SHOWMANSHIP DROP BY DROP

FCC Bloodhounds Dine: 5 Revocations
WASHINGTON, Feb. 10.—A staff of fully trained investigators for the Federal Communications Commission, who had been out hunting for the past week, returned to Washington, Feb. 10. The Commission, which has been investigating licenses, has announced the investigation into five Texas stations for not applying for renewal of their licenses on time. The investigation has been ongoing since the stations were first licensed.

Not a Hot Spot
REGINA, Sask., Feb. 10.—The most north motion picture theatre in the world is the Canadian Motion Picture Theatre, located in the heart of downtown Regina. The theatre has been operating for over 30 years and has become a popular destination for filmgoers.

Ad Agency Execs Declare They Must Boost Show Biz Methods
NEW YORK, Feb. 10.—Demand that advertising agencies show more initiative in marketing products is likely to result in a more creative approach to the problem of selling goods. The agencies have been under pressure to increase their efforts in promoting products, and this has led to the development of new and innovative techniques.

Chi Radio Actors Nuts for Footlights
CHICAGO, Feb. 10.—Radio actors here are taking advantage of the current legiti- 

Morin Tops KSFO Sales
SAN FRANCISCO, Feb. 10.—Appoint- 

Street to New York
PHILADELPHIA, Feb. 10.—Robert A.

Neb. Politico Combines “Time,” “Mr. Smith” in Election Drive
LINCOLN, Neb., Feb. 12.—Starting 

SEND IN ROUTES
The Route Department (appearing in 

For Sale
Bosleycope, Site

Rose Bernard Mack

WANT INFORMATION
Due to the Post's Wholesalers of 

Senegal's D. C. 1. C. W.

February 15, 1940
The Billboard

5

The Billboard

GENERAL NEWS

SHOWMANSHIP DROP BY DROP

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Chi Radio Actors Nuts for Footlights
CHICAGO, Feb. 10.—Radio actors here are taking advantage of the current legitimate theatre boom and are showing that they can be as effective on the radio as on the legitimate stage. Many radio actors are now appearing in legitimate theatre productions, and their presence is making a significant impact on the industry.

Morin Tops KSFO Sales
SAN FRANCISCO, Feb. 10.—Appointment of a new manager for the KSFO sales department was announced this week by Lincoln Dollar, station's new manager. Morin, formerly with WTOP, will take over the sales staff, which has been inactive for some time.

Street to New York
PHILADELPHIA, Feb. 10.—Robert A.

Neb. Politico Combines “Time,” “Mr. Smith” in Election Drive
LINCOLN, Neb., Feb. 12.—Starting March 1, the Nebraska political campaign will be in full swing, with both parties making a strong effort to secure the state's eight electoral votes.

SEND IN ROUTES
The Route Department (appearing in this issue on Page 14) has a large number of routes that have been discontinued or merged into others. The department is looking for new routes to fill these needs. If you are interested in helping, please contact the Route Department.

For Sale
Bosleycope, Site

Rose Bernard Mack

WANT INFORMATION
Due to the Post's Wholesalers of 

Senegal's D. C. 1. C. W.
NEW YORK, Feb. 10.—Radio writers, between a combination of known and unwritten precepts, are probably the most disciplined group of authors in any branch of show business. Generally speaking, a writer for radio can and cannot be said in radio scripts are discernible. There are a considerable degree of the lally. Writers declare that while general rules apply to most radio programs, practically every show has its own private script, and only the luckless is ever let in on the trail and trial. Most of them are handed down by the program director and producer, and it's general practice for them to let out the world about the provisions on various productions they control.

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NEW YORK, Feb. 10.—Radio writers say that the do's and don'ts of radio auditions all come under the general heading, “Don't offend anyone.” and when radio says anyone, it's really someone in a case in deepest Africa. The guy might bring a blast suit or damage suit. It applies equally to directors and also to the TV set. In a recent case of a survey which writers say applies to Lights Out, this one says: “Do not actually turn the sound off on a writer who has just left the room—merely imply it.” No suggestion is given as to what device should be used to produce this sanguinary implication. Only the writer who is actually turned off when there is a refund will really know.

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NEW YORK, Feb. 10.—Ex-mayor James W. Walker takes over the WHN amateur hour and will emcee all WHN shows from the WHN-AM-DJ stage, beginning February 26, under the sponsorship of Princess Pat, thru Frank H. Steel Associates, Chicago agency.

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NEW YORK, Feb. 10.—One of New York's oldest local radio advertisers—New York's oldest local radio advertisers—New York's oldest local radio advertisers—is the WMCA. New York's oldest local radio advertisers—New York's oldest local radio advertisers—is the WMCA.

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NEW YORK, Feb. 10.—Richard Brooks, WNYC, is making plans to broadcast a series of radio programs which will feature leading national magazines and personalities. These programs will be broadcast on the same network as the WHN program. Mr. Brooks will join the broadcast for the first time, and will probably broadcast two-hour periods each week. Mr. Brooks will also have a regular time slot for commentaries and music programs. He will continue his public relations work for the magazine industry.

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NBC Mum After Feds Get "Pot"

Flood of complaints finally brings FCC action on Tums' cash giveaway show

WASHINGTON, Feb. 10—It is understood that over 100 complaints have been received by the Federal Communications Commission concerning the lotteries and giveaways sponsored by Tums. The FCC acted on the complaint, and the show was cancelled.

In addition to Pot o' Gold, the FCC received complaints about the popularity of the show, which was broadcast nationwide. The FCC has received complaints about the use of Tums as a giveaway item and the use of the show to attract new viewers.

Rib

NEW YORK, Feb. 10—Friend of Jerry Dannig, WOR, recently appeared on a network show.

"An hour before the show went on the air, Jerry got a phone call. It was a telegram sent to his amigo; "Heard your broadcast. Nothing new. Keep it up."

So the fellow burned. And right after the repeat Dannig had a letter. "Heard your broadcast."

Then the fellow really burned.

Talent, Tunes

Sought by BMI

NEW YORK, Feb. 10—Following a meeting with ASCAP, Broadcast Music, Inc. announced it would begin licensing music for public performance on April 1. In its press release, BMI president, according to Kaye, has met with a uniform response throughout the old line of music with old-time musicians saying they felt they should have had the BMI a long time ago.

BMM stock subscriptions and license fees total $1,400,375 and additional contracts call for $4,250,000. The organization has been a success, but now the question is how to get to the licensees. This year BMI will open the door to talent and make possible a change in the income pattern of music creators.

"We expect trouble and difficulty," said Kaye, adding that the BMI would not be able to collect in the same way. "We do not want to say anything. We did not make any comment on the often repeated rumors that the ASCAP licensees are going to sue us. Our only solution is to follow the laws and abide by the regulations.

昆明, Feb. 10—The AMA officials met Thursday afternoon in New York to discuss the future of the Pot o' Gold program. The AMA has decided that it will continue as a monthly show, with new programs every month. The AMA also plans to extend the program to other cities and to include more segments.

Talking Shop

(Continued from opposite page)

The program continues with commentary by experts in the music industry, including BMI and ASCAP members. The program is produced by the Radio Talent Network and is distributed by WOR.

MBS Acts To Solve Clearance Problem By Setting Chain Time

CHICAGO, Feb. 10—Mutual Broadcasting System this week took its third major step toward solving the network's clearance problems. The system has announced that it will set aside certain time periods on its stations for the airing of affiliated network programs.

This move is expected to help alleviate the problem of clearance for Mutual and other networks that have overlapping stations in the same market.

The new system is designed to ensure that all affiliated stations will have the opportunity to broadcast Mutual programs on a non-competing basis.

Eleanor Howe, of Radio Network, put her business associate, Bill Harvey, on the spot when she flew to New York after his final broadcast at 6 p.m. Aided by a group of announcers, the former program director, to give the recipe of the day, Jean McDonald, the manager of WBBM, is working her way through Northwestern University law school.

Rufus, a character created by the Blacker-Sample-Hummer and written into "Mr. Perkins," but not appearing in the show. Rufus has been killed by the scriptwriter.

To avoid an annoying speaker, the show runs on air into the past. Lea Trenalme, the co-star of "First Nighter," has been receiving West Coast letters from Alto. Rudolph, Wallace has performed "A Night to Remember" with over 1,000 letters.

"Mr. Perkins" has been appearing on the air for the past year. The show, which features a variety of characters and situations, has been well received by audiences.

"Mr. Perkins" is a character created by the Blacker-Sample-Hummer and written into "Mr. Perkins," but not appearing in the show. Rufus has been killed by the scriptwriter.
N. Y. Station Publicity Chart

NEW YORK, Feb. 16—Chart below shows comparative publicity breaks for new WPBS stations, as published between December 23, 1939, to January 20, 1940. WPBS retains its lead, while there is a tie at second place between WOR and WABC, with WOR taking its usual #3 place. WNYC, which has been in the list for three years, is #4. WOR, which has gone down in the list, and WABC, which is a newcomer, is placed third. WPBS has the extensive boss racing schedules, which start at 1 p.m. and run until 5 p.m., concluding special event programs.

Program Reviews

Russell McIntyre, Reviews Tuesday, 2:15-2:30 p.m. Style—Music. Sponsor—Duke Power Co. Agency—Carson Brantley, Station—WOR New York. After three years before WPBS, Russell McIntyre still is able to make feminine hearts feel the charm of the old-style of the Bing Crosby school. McIntyre has a pleasing voice, smooth and mellow, but now and then in the course of a musical number, it will strike a sour note—and hold it. His principal characters are accompanied by clarinet, cello, guitar and piano, backing him up nicely and breaking the three vocalists with a fourth, an instrumental. For the past six months, he recently began reading commercials on WPBS, in his resonant voice and is heard by us in the housewife category and each of his songs weekly finds the studio filled with women from 11 a.m. to 2 p.m., even by a singer in person. McIntyre thoughtfully brings a costume of a bygone era during the show and the best get is a look at a crumpled hat and the back of a saggy suit. McIntyre's luxuriant baritone seems able, however, to keep listeners tuned regularly to station and during three years on WPBS it has accompanied consistently popular programs.

Dick Robertson, Reviews Friday, 10:30-10:45 p.m. Style—Musical. Sponsor—Hygrade Sylvan Corp. Agency—Warwick & Legler, Station—EOR (Newark, N.J.). Dick Robertson is an oddity in the broadcasting world, but he does not have an orchestra behind him, however, he does have a house band. In addition, he also is a popular name on music machines, Robertson does not and has not played a location show. That really means he does not have a commercial for his radio show. Robertson's style of music is a tribute to the power of the poet, the power of the monarch, Robertson says it does not mean his airs are good—no, Robertson does not expect to be loved by the public. In fact, he says he is a die-hard showman, he is not interested in the show itself, he is interested in the rhythm of the rhythm. Robertson has been doing this for three years, and he has found that, Tom Blumer struggles with the announcements, and the announcers' lives aren't easy. Robertson is a rough and tough character, he has polished his platters achieve, and the orchestra—a small outfit—seemed like a bygone era. Robertson has a lot of fat, plenty of rough edges, judging from the production quality.

Let's Go Back to Work

Reviewed Monday, 8:30-9:30 p.m. Style—Dramatic. Sponsor—Fuller Brush Co. Agency—Manterman, Inc. Station—WOR (MBS network).

Advertisers, Agencies, Stations

By PAUL ACKERMAN

Mike Fright has accounted for some of the worst publicity breaks for Mutual this year. Current are mostly a result of the WNYC-Weehawken Bond, which has been in station relations with Ralph & Rubinstein and has been the basis for the WNYC-Weehawken Bond. This program has suffered a severe case of the Fright, as Ralph & Rubinstein, who has been in station relations with Ralph & Rubinstein, has been involved in a series of public relations campaigns. The program, according to Julian Fischer, a local advertising executive, is being advertised for the first time in months.

Dick Martin, radio designer of William Millard, Morse Eli and Sylvia Dowling to the scribes.

Hollywood & Los Angeles

By DEAN OWEN

NAYLOR ROGERS has stepped into the roles of Davis-Schweigler as general manager. Rogers is the co-founder of KNX and has been the operator of the station up to the time it was sold to CBS. Jim Bannister, who was on the air with Rogers and King show, is going to try to prove that the show can get back on the air. Occasionally KNX's racing stable is not justified. They claim Bing is a star but don't have an impresario who can make him deliver. Yes, horses don't have an inferiority complex. KNX music department here, left for Chicago, where she was married to the primary instillations are finished. Accident at the station did not interfere with the program, and the station's management is pleased with the results.

CBS' New Echo Chamber May Be Major $8 Saver

CHICAGO, Feb. 8—CBS engineers have found a new echo chamber which is expected to save the network $8 per year. The chamber, two feet square and less than five feet high, has been found to be the acoustical chamber that formerly required expensive and specially soundproofed mediums. It was discovered by L. Palkin, chief engineer of CBS' Western Division.

Dean Hudson a Lancer

CHARLOTTE, N. C. Feb. 10—Dean Hudson, son of Bob Sylvester, announcer for the Toast Club program on the Lane Co., beginning February 13 over the CBS Dixie network, covering Charlotte, Richmond, Va., Washington, Atlanta, Ga., and Birmingham.

Radio Talent

(Continued from page 7)

nightly show to attract a pre-teen pop star, is set to do “The Church of What’s Happening Now,” Valentine’s Day. She starred in the original Broadway production.

We hear that there will be a TV show about a Manhattan mother, her daughter, and son-in-law. The show will be shot in Jersey City, and will feature a daytime script that is written and performed by the cast. The show will be distributed by NBC and will air on the daytime network. The project is currently in development and is expected to go into production later this year.

Mark Webster is a commentator and writer. He is currently working on a book about the history of radio and television. Webster is also the author of several articles on the subject. His work has been featured in The New York Times, The Washington Post, and The Los Angeles Times. Webster has a degree in journalism from the University of California, Berkeley. He is also the founder of The Radio Network, a company that produces audio and video content for the broadcast industry.
**Who's Fooling Whom?**

LINCOLN, Neb., Feb. 10.—In show business, when a spot is spotted it's usually the custom to sign a "Closed for Repair," whether the reason is good or bad. Recently, nobody believes it anymore. J. Clark Egan, the famous King's Ballroom here, who recently signed for repairs, took a new tack. He ran an ad which announced: "King's Ballroom is closing to observe Lent." People are still conveniently referring to him as "King Egan." When this move was made public it was revealed that something else happened. A group of exhibitors and operators of show houses in the city had an agreement with the city council to help finance a new show house and to increase the direct donations. This agreement will not be possible if the city council refuses to accept the proposal.

**Fort Worth Expo Nixes Name Orks**

FORT WORTH, Tex., Feb. 10—Nick Anling's OK has been booked for the night club on the grounds at the Southwestern Exposition and Fat Stock Show. Anling's OK is the largest name in the area, and the group is scheduled to perform at the OK's annual ball February 5 at Hotel Statler. According to Anling, when the OK's annual ball February 5 at Hotel Statler, the OK's performance will be a financial success. Anling stated, "We expect to make $50,000 on this show, and the OK's annual ball will be a financial success." The OK's annual ball is scheduled to begin at 8 p.m. and will feature a variety of entertainment, including music, dancing, and fireworks.

**World Starts at Top of Heap; "Garden" Runner-Up**

Songs listed are those receiving 10 or more network plays (WJZ, WEF, WABC). February 10. Independent plays are those recorded on WOR, WNEW, and WOR's network. (See Etherized Building page 15.)

**Turnabout**

PHILADELPHIA, Feb. 10.—The natural order of things is for the jazzy style to be replaced by the long-haired classics. But here's the case of a couple of hot jazzy classics turning the tables on the classics. Whenever the Philadelphia Orchestra gives its programs, a couple of the stylish fans are on hand. In April they will present the orchestra in a concert of the classics, which is expected to be a popular event. The Philadelphia Orchestra will give its next concert on April 12, with the program consisting of the classics, including works by Mozart, Beethoven, and Bach. The orchestra is expected to attract a large audience, with tickets available at the box office.
There Ought To Be a Law
WILKES-BARRE, Pa., Feb. 16.—The cops in this city ought to make up their minds. And fast. The Wilkes-Barre police are trying to enforce an old ordinance whereby owners of juggling palaces must take a 6:00 A.M. dancing permit, as well as a nightly dance permit. In the past, things were never reviled for all under 18 years of age.

Now the local constabulary announces that its 30th annual ball was the scene of a juggling contest, with no age limits.

Wilson Hits for Duro, Leonard NSG
PHILADELPHIA, Feb. 16.—Resuming his regular schedule of race promotions this season, Kenneth Balderson here and in the territory. Renee Duro, yet race promoter, is still far away from the jackupal on New York. Balderson recently advertised a new Ararat Ballroom, Milford, Del., January 30. Duro ruled this was too much a novel, and the Blizzard, a new week. The Blizzard, coming in for a six-week, week-old tour of the state on the corner of 12th and N. J., in the land of the Great North, was last seen in the area of the Jersey shore.

Claude Thornhill, who had been doing the studying, goes into his first big hit, carrying one trumpet and one drummer, plus the odd man out, on the west coast. Thornhill's band is taking over the old Ararat, which closed down last week.

结构化数据缺失，无法提供进一步的分析。
Music Items

Publishers and People

LOUISIANA and Georgia, formerly with May-
horse Muses, has taken over the southern advising
ship of Lincoln Music, Delson, head of the Cleveland music pub-
lishing firm, suffered a heart attack last week while on a business
trip.

Dorothy Scott, former People, now in Betty (Mrs. Merton Morrisey, has been ap-
pointed professional music manager for the South. Herine Smith S.
Manly succeeds him in the Putnam City branch.

Jim Klein, head of Klein Music, is in San Francisco on a business junket.

Joe G. Scott, who for some time has been on tour with Frank Carle’s latest, Lovers’ Lullaby, had his set up in Chicago recently with Spanish serenade in a public hospital.

Irving Amsden, recently returned east after Hollywood sojourn, is now in New York from the Shubert organization and is on a musical comedy search. Arthur Garden, who was in Philadelphia radio station, is now in New York.

The compositions are owned by a London publisher, and the rights in this country without legal trouble, the style was used to be optional, for a satisfactory price for the picture to be shown in England as well as here.

Songs and Such

RECENT MUSIC—Harry and Gene Streicher takes care of Bobby Montfort’s music in New York. More new ones, Fletcher Henderson’s arran-
gements of Soft Winds and Seven Come Eleven.

Bert Weid’s new pop single, Anytime, was published to a number which has Sammy King’s name on the music credit line. Al Dubin’s on the verse. Georgia Kings Music, has Press-a-peek-a-boo, walker by the King brothers, also in the field.

Van Alexander and Don Raye are re-
based with the ASCAP staff.

The Joe Server-Say My Prayers Out Of My Legs and Call Me Shorts, by Len Lewis’ Leeds Music will be released.

Lawrence Barrier is responsible for the words and music of John Davenport’s new song, published by the York World’s Fair official theme song. "The York World’s Fair is now officially last week by the Corp., as the song is not ready.

First new tunes Ben Gilbert will work on is "You’ll Never Know," which is titled "You’re Always in My Heart," the vocal of Miller Music are Moments in the Life of a Thrill, by John A. Lewis. Day Dreams Come True at Night, directed by Don Olmott turned out an instrumental version of the recording which is from Bob Chester on Rondina. The material has been taken from the original movie.

Mieczyslaw Weinberg also has Lullaby to an Empty Cradle, a tenor solo, arranged by Max Weineke (The Lithuanian) Smith, set for a Berlin production.

Exclusive Music releasing Bobby Gregg’s new single, Too Much Leather, for a Tenor Pick-Up, in False Teeth Valley, written in collaboration with Kenneth Burns and Harry Haynes.

"At the Balankya," first surprise hit of the year, has set a new 1940 sales record and has been made available during the first six weeks of the year. The movie, out of the scope of the Metro-Goldwyn-Mayer studio, has been regarded by Harry E. Anderson, its producer, as a brand new appeal to the "permanent" audiences, and the character of both melody and rhythm makes the song the "commercial" audience.

Hollywood Harmonies

Paramount has signed a new song called "I Love You for a Million Years," for its upcoming film with the famous "I Love My Little Boy," to a song with a quartet of performers, including Gene Kelly, Donald O’Connor, and Rosemary Clooney. The song is from the upcoming film, "Love" to be released next month.

"I Love You for a Million Years" is a sequel to the hit song "I Love You for a Million Days," which was written and recorded by the legendary songwriting team of Harry Warren and Al Jolson.

The Universal Pictures song is being sung by its leading lady, Jane Wyman, in a scene with a young boy who is trying to learn how to write music. The song features a lush orchestration and a catchy melody that is sure to be a hit.

A New Novelty Sing Hit

YOU OUGHTA HANG YOUR HEART IN SHAME

By JAMES CAVANAUGH, JOHN REDMOND and ARTHUR ALTMAN

Umbrella Man, Gaucho Serenade, Man With Mandolin, Goody Good-By and Other Hits.

You Oughta Hang Your Heart in Shame

GEORGIA MUSIC CORP.

1619 Broadway
New York City

THE FLORIDA CLUBMEN (A Capella Choir)—Frances Colwell—The Miami Trio—"Drummer Boy" Sam Latimer—"Sonny" Stockton—"Torchy" Clements

DEAN HUDSON
AND HIS ORCHESTRA

Starting Tuesday, February 13
LANCE TOASTCHEE PROGRAM

COLUMBIA Broadcasting System—Dixie Network—WBST—Charleston, S. C.
WAFM—Birmingham, Ala.
WGST—Atlanta, Ga.

Quaker City Goes for La Conga In a Big South American Way

Philadelphia, Feb. 10.—It used to be that La Conga was popular in the Latin American countries but now it has made its way to the United States.

The Conga dance is a form of Latin American dance that originated in Cuba and is characterized by its fast-paced, syncopated rhythm and its unique footwork.

This popular dance style has been embraced by many Latin American communities in the United States, and its roots can be traced back to the early 20th century when many Cubans and other Latin Americans migrated to the United States in search of better opportunities.

With the rise of salsa music in the 1970s, the Conga dance became even more popular, and it continues to be a significant part of the Latin American cultural landscape.

Chicago Turntable Ballrooms

Put Kaye on the No. 1 Spot

Chicago, Feb. 10.—Local promoter Charles Leyden of WAAF’s Mythical Ballrooms, working with the popular Kaye’s Music, has lifted Kaye to the number one position, as "Hanging on a String" was the first hit of the year, based on his popularity.

Kaye’s Music has been the most successful in the Chicago area, and the song is expected to continue its run on the charts.

The song is a classic example of the swing era and its influence on popular music, and Kaye’s popularization of the song has been a testament to his talent and withstood the test of time.

The Chicago turntable ballrooms are popular venues for live music performances, and Kaye’s Music has been a staple on the Chicago music scene for many years.

The song’s enduring popularity is a testament to the talent of Kaye and the quality of his music, and it continues to be a favorite among music lovers today.
The Reviewing Stand

MUSICK

By M. H. ORODENKER

The Singing Sides

WAX with words set to music make for many a desirable side, what with the novelty of the combination, and the attention the song sellers to the phonograph. And deservedly so.

After all, it was the Bonnie Baker vocal that made the 78-rpm disc sell. And with the wondrous of many tunes, especially the show scores, making more and more hits, the side has become quite a desirable item to the dance disks.

The girls of the other screen singers on Decora, after being lost on Fox and Metro, with the mold full of voice to give added richness to the vast of such old favorites as "The Snow Goose," and "Very Gay for May" and the hit-hearted ballad from Music, "I've a Blue World." A dandy discovery.

Also of the flicker fraternity, the remarkable and most dynamic singer analyst, a vocal soloist on Victor for a ballad pairing, and a popular concert soloist, "On a Little Street in Singapore with Faithful Forever." The review of records is on page 67.

Musicians' Groups Elect

809 Officers Re-Elected

MIDDLETOWN, N.Y., Feb. 10—At the first election of officers for the installation and all officers in the newly constituted group, the following were re-elected: Sam McKeever, pres.; James Farley, vice-pres.; George A. Keene, secretary; Ed Batt, corresponding secretary; Edwin G. Schaefer, sergeant-at-arms; Eugene J. Henry, business agent, and Ralph Palmour and Jerry D. Thompson, stewards. The election was held at the Penthouse Tavern, E. 36th St., New York. E. C. W. E. D. B. R. F. P. T. N. Y.

COOKIE ERICK, well-known Wisconsin ballroom decorator, is now managing the Rainbow Ballroom in Appleton, Wis.

Material Protection Bureau

A Free Service for Readers

THE facilities of The Billboard's Material Protection Bureau may be used by all record and phonograph dealers, to establish the priority of ideas and materials under construction. The Bureau, with the consent of the U.S. Copyright Office in Washing- ton, D.C., to which the following procedure must be fol-

The Billboards take every conceivable precau-

In the following pages, the submission of materials, subscriptions, and any other information you deem necessary.

The Billboards take every conceivable precau-

On the face of the envelope write materials submitted, materials submitted, and any other information you deem necessary.

The Billboards take every conceivable precau-

George Duffy

(Reviewed at Child's Spanish Gardens, New York)

The one- and two-piece appearance Duffy, a Midtown hotel supper room favorite, displays polished musicianship and solid vocalism. The TV personality, a per- trated by his capable handling of what is modern and what is not, will not find the strings at length, under the words with the other more conventional.

Fabian Andre

(Reviewed at Ambassador East Hotel, New York)

A young chap with a good musical mind who is a composer, arranger, and instrumentalist, the nine-piece outfit. Andre plays concert, a rhythm, linked to arrangements that are descriptive and, to a large degree, instrumental. Such arrangements include two pianos, an organ, guitar, trombone, bass, and drums. Sax doubles for flute for the more classical selections, and the hide-beater is at all times without the services of a bass drum. It is not advisable to plesse the more critical tastes, but playing no instrument. His original music, which he translates into equally descriptive music, is not written.
Bands on Tour

DEAN HODSON: Univ. of Virginia, Charlottesville, Va. (Mar. 18)
BILL CARLEEN: Trenor Ballroom, Des Moines, Iowa (Mar. 18)
W. E. COCHRAN: Skylko, Sioux City, Iowa (Mar. 18)
LESLIE OSBORN: Phillips, D. C., 18-24

FEBRUARY 17

Anita SORTINO: Howard Theater, Washington, D.C. (FEBRUARY 17)

MUSIC

Sask. Ballroom Ops Win First Round in Closing Time Fight

MOOSE JAW, Sask., Feb. 10—Charges were filed yesterday in the Regina Court of Queen's Bench by the Regina Peace Officers Association, which represents the Regina police force, against the Saskatchewan Dance and Ballroom Operators Association of Canada in the case of a closing time fight at the Regina Ballroom. The court heard evidence that the operators had been charged with operating the ballroom in violation of the city's closing time laws.

 Regina, the city’s capital, is known for its rich cultural heritage and vibrant music scene. The city offers a wide range of events and activities, from concerts and festivals to public performances and fairs. The Regina Ballroom is one of the many popular venues for music and dance throughout the city, and has long been a hub for the local music community. It is a hub for cultural events and social gatherings, and provides a space for people to come together and share their love of music

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Robbins and Records

ONE of the most daring experiments in show business is being conducted by Robbins and Partners, Inc., the New York music distribution company that has been in the business since 1919. Robbins and Partners is known for its innovative marketing strategies and for being at the forefront of the music industry. In this case, the company is trying something new: it is releasing a series of albums featuring the work of up-and-coming artists. The albums are designed to be sold at record stores across the country, and are being promoted heavily through radio and television advertising. The company hopes that by giving these artists a platform to showcase their talent, they will be able to build a dedicated fan base and become successful in the music industry.

Donahue, Chester Strong in Two Scranton Stands

SCHRANTON, Pa., Feb. 10—Al Donahue, who is known for his energetic performances, headlined the Scranton Ballroom here yesterday. The Scranton Ballroom is a popular venue for concerts and other events, and is known for its outstanding acoustics and sound system. The city of Scranton is known for its cultural diversity and vibrant music scene. It is a hub for music and entertainment, and hosts a wide range of events throughout the year. Donahue, known for his charismatic stage presence and musical talent, is a favorite among Scranton’s music lovers.

ETRIFIED BUILDING

(Continued from page 5)

the day thereafter for an indefinite period

Murphy recently conducted a study at the Blue Meadow Gardens, Armonk, N.Y. The study was designed to assess the impact of radio on the market for soft drink beverages. Murphy's findings indicate that radio is an effective tool in reaching consumers and influencing their purchasing decisions. The study also revealed that radio has a positive impact on sales, with a significant increase in sales observed in the months following the introduction of radio advertising.

Modest

NEW YORK, Feb. 10—Dance records and the Lincoln Hotels here carry the same admission line. "NBC presents - name of hotel." Hotel Lincoln (or Edisson). Believed to be the first time any agency has been given on remote. Hotels.

Charlie Barnett is at the Lincoln, Blue Banana, at the Edison.
Orchestra Routes

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.
OUT-OF-TOWN OPENINGS
"Thanks for my Wife"

By SHERRING OLIVER

Theater Talk

The story revolves around Dinahart, a hardworking woman who is determined to bring her husband, a famous actor, to the good galapagos, where he is playing a hit, to win the love of the woman he fell in love with. Miss Parlow's role was to be in the theater, and she was to be played by a young actress who resembled Miss Parlow. The producers of the show were trying to make the show a success by casting a young actress who resembled Miss Parlow, and they succeeded.

Prompts and Cues: A scene where the actor is trying to have a quickie with the actress' sister. He fails, and the actress' sister makes fun of him.

Lines and Business: A scene where the man tries to make a pass at the actress' sister, and the actress' sister makes fun of him.

HALL, BURLINGTON will produce the American Princess, a Continental musical comedy, with BORIS DE TANKO, director, and NORMAN HULL, producer. The show is based on the novel by MAURICE DE BEAUMARCHAIS, and will be performed in the new 800-seat theater in New York, opening on March 21.

The Taming of the Shrew—100% No Opinion

How much do you want to see "The Taming of the Shrew"? Well, here's your chance. The show is on Broadway, and it's been running for months. But how much do you want to see it? That's the question. If you're not sure, why not come and see it for yourself? It's a great show, and you won't be disappointed.

Philly Playgoers Organize Get More, Better Shows

PHILADELPHIA. Feb. 10—Philadelphians have organized a campaign to bring more, better shows to their city. The group, which is called the Philly Playgoers, has been meeting with success, and is now planning to expand its activities. The group has been working with local theaters and producers to bring more, better shows to the city. The group is also working with local schools and universities to bring more, better shows to the community. The group is made up of a variety of people, including actors, producers, directors, and fans of all ages. The group is working hard to bring more, better shows to the city, and it is making progress. The group is dedicated to bringing more, better shows to the community, and it will continue to work hard to make it happen. The group is looking forward to the future, and it is excited about the possibilities. The group is working hard to bring more, better shows to the city, and it is making progress. The group is dedicated to bringing more, better shows to the community, and it will continue to work hard to make it happen. The group is looking forward to the future, and it is excited about the possibilities.
New Plays on Broadway
Reviewed by Eugene Burr

ALVIN
Beginning Monday Evening, February 5, 1940

TAMING OF THE SHREW (Limited Revival)

ACTORS IN THE PLAY
Alfred Lunt as Petruchio
Lynn Fontanne as Katherina
John Bly as Lucentio
Catherine Coulson as Tranio
J. Edward Bromberg as Baptista
Robert Donat as Grumio
Graham Payn as Gratiano
Talbot O'Callahan as Dr. page

CAST:... (rest of the cast listed)

ALVIN is a solid, competent presentation, with some good acting and well-crafted scenes. The production is well-paced and engaging, and the actors deliver their lines with conviction.

BOOTH
Beginning Thursday Evening, February 8, 1940

TWO FOR THE SHOW
A revue presented by Eugene O'Neill and Eugene Berman, designed by Alfred Lunt and Lynn Fontanne, directed by Robert Atkinson, costumes designed by Vincente Minnelli, and music composed by Cole Porter.

CAST:... (rest of the cast listed)

This revue features a mix of songs, dances, and skits, each with its own unique style and charm. The performances are energetic and well-rehearsed, and the audience is treated to a variety of entertainment.

From Out Front
By EUGENE BURR

Last week we were talking about the difference between the two types of plays and how they aim to attract different audiences. One type, which I'll call 'serious', strives to convey a deeper message or explore complex themes through its human characters. The other type, which I'll call 'entertainment', aims to provide pure escapism and enjoyment for the audience.

SANDILA:... (rest of the cast listed)

The play opens with a scene in which a young girl named Sandila discovers a hidden room in her attic. She finds a mysterious letter that leads her to a series of clues and secrets. As Sandila delves deeper into the mystery, she learns about her family's past and the dark secrets that have been kept hidden for generations.

This play is a captivating and suspenseful mystery that will keep audiences on the edge of their seats. The performances are excellent, and the plot is well-crafted with unexpected twists and turns.

The production team has done a fantastic job in bringing this story to life. The set design and costumes are especially impressive, and the lighting creates a sense of atmosphere and tension.

The play ends with a cliffhanger that leaves the audience eager for the next installment. Overall, I highly recommend this play to anyone looking for a thrilling and engaging theatrical experience.
Delmonico, Philly; Spending More $8

Philadelphia, Feb. 10.—In an attempt to attract a larger audience at Jack Lynch's roof and Benny Bum's, Delmonico's, the Winter Supper Imitation, Thursday, has introduced a new, $1,000 worth of pianos by Kayser, including the $1,000 worth of pianos at the Winter Supper Imitation. Thursday, has introduced a new, $1,000 worth of pianos by Kayser, including the $1,000 worth of pianos at the Winter Supper Imitation. Thursday, has introduced a new, $1,000 worth of pianos by Kayser, including the $1,000 worth of pianos at the Winter Supper Imitation. Thursday, has introduced a new, $1,000 worth of pianos by Kayser, including the $1,000 worth of pianos at the Winter Supper Imitation. Thursday, has introduced a new, $1,000 worth of pianos by Kayser, including the $1,000 worth of pianos at the Winter Supper Imitation. Thursday, has introduced a new, $1,000 worth of pianos by Kayser, including the $1,000 worth of pianos at the Winter Supper Imitation. 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Temperament!

Indianapolis, Feb. 10.—Cotte, the magician, working at the Hotel's No place here, is thankful that the audience doesn't react the same way as the audience in his other shows. He has found that he must change his act constantly, or else his tricks will lose their novelty. Cotte's one of the most popular magicians in the country, and he has a large following that stays with him even after his tricks have lost their novelty.

New 200s Club

In Des Moines, Feb. 10.—A new nite-club, Club 100, operated by David Miller, has opened for business in Des Moines. The club offers dancing, a bar, and a stage for musical entertainment. The management of the club has advertised its opening extensively, and the club has quickly become popular with the local population.

Pennsauken Club Fixed

Philadelphia, Feb. 10.—Dragnin Inn, a popular club in Pennsauken, N. J., has fixed its roof leak after a long and costly repair process. The club management has worked hard to ensure that the repairs are done properly, and the club is now ready to open its doors again.

The Atlantic City's Hotels Get Ready

Atlantic City, Feb. 10.—Boardwalk hotel men are looking optimistically toward the upcoming season, as they prepare for thousands of dollars in remodeling the existing hotels. Entertainment policies won't be set until mid-March.

Walter Finn Moves Into Fox and Hounds, Boston

Boston, Feb. 10.—Walter Finn, formerly of the Mayfair Club, has taken over the ownership of the Fox and Hounds Club. Finn plans to add new features to the club, including a new bar and a more spacious dance floor.

Cafe Owner and $130 Do a Quick Fadeout

Philadelphia, Feb. 10.—Two armed bandits flipped into Malanou's Cafe and Cafe, on proprietor Herman Schaff, who is of the type of person who takes such incidents seriously. The bandits whacked and wittered his colleagues, and then fled with the register.

Chas. Allen Forms 4-City S. A. Tour

New York, Feb. 10.—The establishment of a new circuit in South America is being announced by Charles H. Allen. Circuit will consist of theaters in Caracas, Venezuela, Mexico, Chile, and Argentina. Each club will be a new venture, and will be opened with a flourish.

Chicagobucks reopening Feb. 16

Philadelphia, Feb. 10.—The Kalamazoo, previously closed, has been reopened by the management. The new owners are planning to restore their Lathamskeller, gutted out of the basement weeks ago. The owners of the Merry-Go-Round Bar are being restored for a Friday (Feb. 16) opening.

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Night Club Reviews

Ambassador East Hotel, Pump Room, Chicago

Ernest Byfield and Frank Bering, operators of the Loop's Sherman Hotel, have decided to bring their popular bar to the area alongside the hotel. The Bar is a lively place with a constant turnover of customers. The atmosphere is informal, and the music is relaxed. The bar is well-stocked with a variety of alcoholic drinks, and the staff is friendly and knowledgeable. The atmosphere is relaxed and comfortable, making it a popular choice for locals and tourists alike.

Carrousel, Miami Beach, Fla.

Benny Fields provides this spot with a reason to attract capacity crowds. The minimalist man with his top-notch orchestra and pianist, efficiently to have them demand five encores. His renditions of standards, such as "Lullaby of Broadway," "Melody of Mine," and "Your Minstrel Man Goes to Washington," have been received with great enthusiasm.

Pavilion Caprice, Netherland Plaza, Cincinnati

With the Netherland Plaza back on its own, with the distribution of National Management Co., Inc., and with Max Schuerman elevated from resident pianist to manager of the hotel, this swank late-night dance-and-singalong establishment is now the center of attention. An entertainment budget by adding a three-sixth floor show to augment the floor shows, the policy went into effect on February 3, with Ruth Best, local bookings, and Max Schuerman.

The Pavilion Caprice, still the only night club in the city where a steady, well-balanced selection of music is available, has been attracting a lot of attention. In recent weeks, the music has been varied and interesting, and the crowds have been enthusiastic. The atmosphere is lively and exciting, with a lot of dancing going on.

Travelers Club, Wilkes-Barre, Pa.

This antithetic region club turned to local talent for a show, with Eddie Johnson, a Yiddish sensation, being the only out-of-town artist. The dance team of Allen and Boyd opened with an entertaining tap routine which was well-received by the audience. Allen, who is a master of this type of music, was easy on the ears. His rendering of "Between the Devil and the Deep Blue Sea" was enjoyed by the audience. Allen's partner, John A. O'Brien, further proved her ability.

Bowie, who is a Ted Lewis style songstress, used a few dated dags and she was good, but the audience was a little disappointed. The show was a success and the audience was left with a desire for more.

Club Versailles, Hollywood, Florida

An added starter to the Miami area is the Club Versailles, which has been attracting a lot of attention. Johnny Rose and Herman Lefson opened it on the spur of the moment and have been putting on a variety of acts and choosing their show. Credit for the management goes to Max Schuerman and Max Schuerman.

The word "intimate" seems to have been chosen especially for the room, which is that just and then some. This is the type of place which customers love—that pleasantly crowded feeling whereby you don't feel like you're being gobbled up. The gents' eyes even the ladies sitting across from you.

The show consists of Sammy Walsh, the dancing sensation, who is known for his rapid steps and fetching moves. Sammy Walsh is a slow-sounding one who is known for his rapid steps and fetching moves. Sammy Walsh is a slow-sounding one who is known for his rapid steps and fetching moves. Sammy Walsh is a slow-sounding one who is known for his rapid steps and fetching moves.

Walnut Room, Bismarck Hotel, Chicago

This smart restful room, drawing its inspiration from the French, is one of the most conservative clubs, calling for such bands as the "Ramsőlts," "Borszymbol," "Zentrum," and "Harmon." The lighting is soft and the music is relaxed, fitting in perfectly. A favorite here, Keller returns after a successful tour, and his performance is much awaited. The Walnut Room Keller has been booked for four weeks but was engaged for a longer period. The Walnut Room Keller features five lovely, lighted in ornate costumes, opens the show with a series of fast and intricate tap routines. He is a man of excellence, pleasing personality, and has a fine voice. The Walnut Room Keller is a favorite with the locals and is always well-received.

La Martinique, New York

Darro's slick French-Latin atmosphere club has put on a new show Wednesday (7) that is pleasing without being exciting. Darro's, formerly known as "Darro's Halls," has been transformed into a night club called "Darro's Hall." The club is packed with people and the atmosphere is lively and exciting. The music is relaxing and the lighting is soft, creating an inviting atmosphere for dancing and socializing.

The men are dressed in tailcoats and the women in gowns, and the atmosphere is grand. The club has a large dance floor, and the music is provided by a live band. The show features a variety of acts, including singers, dancers, and comedians, and the performances are well-received by the audience. The atmosphere is lively and exciting, with a lot of dancing and socializing going on.

The Bar, Warwick, R. I.

Located on the site of Jim Smith's run, one of Rhode Island's best known eating places of bygone years, named after the landlord of a large night club restaurant here. The Bar is a lively place with a steady traffic of customers. The atmosphere is relaxed and casual, and the music is varied and exciting. The Bar is a popular choice for locals and tourists alike.

Layout includes a main dining room with a well-stocked bar. There is a separate show room that opens up to the main dining room. The show room is equipped with a dance floor, and the plan is to put on a show every Saturday night. The show will be a variety act, featuring singers, dancers, and comedians. The show is well-received by the audience, and the atmosphere is relaxed and inviting. The Bar is open late, so it is a popular choice for people looking for a late night out.

A dance band performed at the Bar, and the atmosphere was lively and exciting. The music was well-received by the audience, and the atmosphere was relaxed and inviting. The dance floor was packed with people, and the show was a success. The Bar is a popular choice for locals and tourists alike, and it is a great place to spend a night out.
accompanying on guitar. Band works in overalls week nights, and in gala affairs on weekends.

With no dancing permitted before midnight Sundays in Warminster, club is playing out an act or two on those nights. Monday and Tuesday nights, both the Bing and Peggy Cole, Rochesterian favorites, are featured. Each of the two pianists plays a different style of music, but the combination is always pleasing.

The Rivoli is open to men, women and children, but there is a separate entrance for the children. The club is open from noon to midnight.

Crisis, New York

Marie Dement's intimate club on Sheridan Square is still drawing its crowd of business and is currently using four entertainers.

Kay Dare is outstanding. She is a young woman stringing a guitar and singing everything from gypsy airs to cowboy ballads with her own voice. She has one of the most extensive repertoires of songs in New York and can be heard on the radio and in various clubs. Kay Dare's voice has a quality that is unique to her, and her guitar strumming is exceptional.

Barrett Britton, tall, statuesque sopranos, displays a remarkable voice in every one of the musical comedy numbers and songs. Olga Sylvan is back at the piano, rippling a rippling accompaniment for the singer and showing a sure hand at classics as well as modern hits. Jimmy Higgin, a good-looking fellow, lends a tender voice to the numbers.

And Marie herself gets away from the guitar and makes a solid impression. She is a tall, handsome and dignified brunt singer such numbers as "One Fine Day," "Make Believe," and "My Hero" in soprano voice without using a microphone. Her voice is a solo style in which the trained voice runs up the high notes of the vocal range. She clicked handsomely.

Dorothy, a vocalist, works in the floor show, doing a couple of good numbers. The floor show is a Hollywood version of the art, with a range of music, from jazz, to crooners, to Hawaiian and jazz. Dorothy does a fine job.

St. Moritz Hotel, Cafe de la Paix, New York

Martha Erolle is the new singer here and has a solid voice. She is a tall, handsome and dignified brunt singer such numbers as "One Fine Day," "Make Believe," and "My Hero" in soprano voice without using a microphone. Her voice is a solo style in which the trained voice runs up the high notes of the vocal range. She clicked handsomely.

The St. Moritz Hotel is a bustling place, and the cafe is filled with people. The music is lively, and the atmosphere is vibrant. Martha Erolle is a solid performer, and her voice is a highlight of the evening.

Torch Club, New York

In the absence of an orchestra, the entertainers perform a variety of acts. There's no floor show in the usual sense, but the performances are entertaining.

Torch Club is a new venue in New York, and it is quickly gaining popularity. The club is open from noon to midnight, and it features a variety of acts, including singers, dancers, and instrumentalists.

Jeri Withee

Currently 12th Week

in New York; 13th Week in Chicago and 35th Week in Boston; 34th Week in Montreal; 24th Week in the Ad

Thank you: George McGough

“Balaika” Hits Top

In Nation's Music Boxes

NEW YORK, Feb. 10.—At the Balaika, on the MOM's menu, the “Balaika” is the top tune being featured by Miss Katherine Martini at the piano and Charley Garey, who accompanies her. The music is a popular Russian folk song, and the effect on the patrons is highly pleasing.

The Balaika is an interesting novelty in the music world. It is a small, stringed instrument similar to a lute, with a flat sound box. The musician plays it by plucking the strings with his fingers. The instrument is very popular in Russia, and the music is often heard on radio programs.

The Balaika is a hit with patrons, and the music is very well received. The performance is a delightful addition to the menu at the Balaika.
B'way Slows Up; But Strand Draws 47Gs, Roxy 42Gs

NEW YORK—Broadway vaudeville last week was spotty, with the Strand doing the best business with a cast of 11,600, and the Roxy 88,000. The Paramount closed after a week. The week ended Thursday (8), with 85,000 taken. The Bijou, which has done well in the past, closed after a week. The Ritz and Warner's closed after a week. The Apollo, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week.

Vaudette Grosses

Martha Raye Big 15Gs Full Weeker; "Conga" Unit Okeh

SPRINGFIELD, Mass. — Martha Raye had a good 15G full weeker at the "Conga" Unit Okeh there. The week ended Thursday (4). The unit was reported to be doing well in the past. The show was well received by the patrons. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week.

Weather an Aid To Deeciee Takes

WASHINGTON — With improved weather, downtown houses are promised a good week. The week ended Thursday (4), with 80,000 taken. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week.

For VAUDE

OTTO EASON—colored lad now playing bury houses on the Hilt. Has nice stage presence and appears to be very good. The week ended Thursday (4), with 80,000 taken. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week.

Buffalo Okeh; Lewis $16,200; Raye $16,000

BUFFALO—Last week had Ted Lewis and Martha Raye in a good week. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week. The Strand, which has done well in the past, closed after a week. The Roxy, which has done well in the past, closed after a week. The Times Square, which has done well in the past, closed after a week.

When the Spirit Moves You Listen to the GOLDEN GATE QUARTET and their DEEP SOUTH SPIRITUALS

ON THE AIR

Mondays-Wednesdays-Thursdays 3:15-3:30 P.M.

Sundays 5-5:30 P.M. on CBS Coast to Coast

ON BLUEBIRD RECORDS

He Said He Could Calm the Ocean Everyday That I Feel the Spirit

IN NITE CLUBS

Appearing Nightly

CAFÉ SOCIETY, New York City
Paramount, New York
(Reviewed Friday Evening, February 9)
Not even the hands will be able to make up for the Paramount's poor screen fare, something called Gerontine. The two leads are Van Alexander and Maddy Malneck, who contrive to put together a moderately entertaining farce.

Alexander is a swing band and okee on the怎么说 stuff. Arrangements are in the custom of a famous person with plenty of brass—enough, certainly, to satisfy the jitterbugs—and some admirers who like it quiet. Alexander is a personable and non-looking boy and not too smart an emcee.

Butch Stone, one of Alexander's vocals, sells his numbers through strong personality, and the house wanted more of him. One of his tunes, Hot-Dog Joe, written by Alexander, is potential as a novelty hit. Phyllis Kenny is the girl vocalist.

Frank Parks, who brings out squares one by one and dances them around the stage, was fairly well received, but the act is not the kind to play de luxe, needing a more informal atmosphere. Puppets include Josephine Baker, Sonja Henie, Mickey Rooney and the best—a tuxedo puppet.

Casu Daley, nut singer, with his mug, gestures and street ale, killed 'em as usual and she had to beg off.

The show, with six other men, was another novel sock. The outfit plays square and country club events, to envelope the audience in a sense of beauty, and the arrangement and_facile arrangements no one could call as good. Lincoln R. Wilson has fiddle, trumpet, drums, bass, gong, harp and accordion, last-named played by a gong that can work as a snooze any time. He wears his red hair in a large, auricular and forward-hitting cap that is really a beauty. He also is a sock at cockapotamismo.

There is also a shag team. Business 90-6.

Jerry Franken.

MAURICE ST. CLAIR AND DAY HEADLINING SECOND WEEK ROXY THEATER, New York

NOTE—Do not confuse these with the various other dancing acts who have usurped our names and billing.

Returning to the Middle West after a solidly booked 12 weeks on the West Coast.

DON and BETTE LINNEE
"The Story Tellers of Dance" Week of February 9—TOWER THEATRE, Kansas City

Direction: Marcus Glenn, 203 N. Washab, Chicago

THREE CARDS
Gabe—Maxine—Vic

Featuring the Sensational Full-Twist Somersault from a Tether-board Into a Covered Barel While Encased in a Sack.

Opening LOEW'S STATE, New York
THURSDAY, FEBRUARY 15

Thanks to AL RICKARD (Loew Office)—Theatres HERMAN BLUMENFELD of Geo. A. Hamid, Inc.—Fairs & Parks
**Haddock AGVA Secy**

(Continued from page 3)

**DEAN MURPHY**

Now Appearing

**PARAMOUNT THEATRE, NEW YORK**

Return Engagement

Within 4 Months

Exclusive Management

PHIL TYRELL, 203 N. WABASH, CHICAGO

**BRUCE R. BRUCE Presents**

THE 6 SENSATIONAL BRUCETTES

OPENING FEB. 15 - RKO THEATRE, BOSTON

Dir.: ROGER E. MURREL, 137 W. 48th St., New York City.

The First American Tour of...

**FIRST AMERICAN TOUR OF...**

**THE LE ROY**

World’s Fastest Novelty Sight Act

New York Engagements Limited

A Big Hit on Any Bill — Theater, Hotel, Club.

**10TH WEEK!**

AT JOYLAND CLUB, LEXINGTON, KY.

HERB COOK’S

“SWING HEARTS”

America’s Newest All Girl Dance Band

**ORIGINAL — UNIQUE — ARTISTIC**

February 17, 1940

**NIGHT CLUBS-VAUDEVILLE**

The Billboard 23

standout. She can sing a slow number just as well as a fast one. Her fan dance is just as graceful as a fan dance need be, but it would be better without the electric shock since first put on display. For months, they have been her specialty, but now they are only mild. Miss Wilson’s costume is typical of the past and contains few current touches, which is bad, because she was once a screen comedienne. But this is the price of greater parts. She and her partner are doing “Clyde and Clementine” and the Four Tennis players, which seem to be a part of the program.

**“Hazzapoppin’” Suit Drops Theft Claim**

NEW YORK, Feb. 10.—Charges of plagiarism were withdrawn by attorneys for the designer of an automobile suit, on the ground that theft no action was taken by him, and that the material used by both shows is now in public domain.

**Americans Playing Clubs in Denmark**

COPENHAGEN, Feb. 9.—Larry Vale, the popular American singer with the Frank Jenkins Company, sequel entertainers, were on the bill of the January festival at the National Scala Theatre. The Spurgenas, formerly with the White Hot Gang, were also on the bill. Vaudeville Review, American trumpet player, is still in Denmark, appearing recently with the Danish Federation of Artists at the Lorry. The Danish Society, headed by the Danish-Swedish, has been playing half of January at the Roxy, Terminal, and Elgin, among the leading houses.

Early in January, an agreement was entered between the governments of Denmark and Germany, to exchange the leading talent between the two countries.

**Coppers Enforce Philly Curfew**

PHILADELPHIA, Feb. 10.—A curfew, to prevent moonlighting in the down-town clubs, was ordered by the police between 2:30 and 4:30 a.m. The hours were enforced, with the following result: President S. McCarty, speaking at the Philadelphia Club on Friday (8), said the “gangster” would not be allowed from having a place to congregate in the down-town clubs. No arrests are being made. At each of the clubs, the police are on guard, and they will insist that any club that insists on keeping their hours must close down in order to stay open.

**Philly Liquor Board Tough on Niteries**

PHILADELPHIA, Feb. 10.—State Liquor Board continues to play havoc with nite life. The main features: nearest to have their licenses suspended is being the Lighthouse Club for 30 days and the Seven Stars for 60 days. A 5% fine is assessed for the Suspension.

Fortunately, suspension doesn’t put the club out of business, for it can move to the street or up to the next street. Unfortunately, suspension doesn’t put the club out of business, for it can move to the street or up to the next street. Unfortunately, suspension doesn’t put the club out of business, for it can move to the street or up to the next street. Unfortunately, suspension doesn’t put the club out of business, for it can move to the street or up to the next street.

**Chez Ami Makes Changes**

BUFFALO, Feb. 10.—Chez Ami niteries is switching bands and shows to a new, contrary to former policy of keeping the same band for many months at a time.

**Heller to Bowery, Detroit**

CINCINNATI, Feb. 10.—Jackie Hilles closed with NTO’s World’s Fair show last week and will put in two days at his brother Bob’s Yacht Club, formerly the Bowery, before moving on to Detroit for an engagement at The Bowery.

**Color Schemes Set Night Spot Decors**

CHICAGO, Feb. 10.—The modern trend prevails in night club design and decorations today, says Harper’s Bazaar. A leading decorator in this area who has designed many important local clubs, is now in Chicago for an assignment no longer be confused with “modernistic.”

According to Teichert, the public is more concerned with color schemes than ever before, and the decoration of the night club is now considered an art in itself. It is no longer enough to use bright colors, but the designer must also consider the effect of the room. Also a new development in cabinets for use in night clubs, as well as in homes, where they are used as a bright spot on the top of the table or in the living room.

**Des Moines Clubs Worried by Probe**

DES MOINES, Feb. 10.—Niteries operators are on the lookout for the latest developments in the ways of keeping the books. A most operators are observing the closing hours and all county spots are shuttering at 1 p.m., curfew. Feeling prevails that grand jury probe will result in heat being applied to all forms of night life.

**Haddock Indicated to Ralph Whitehead**

NEW YORK, Feb. 10.—Ralph Whitehead has been approached by the American Federation of Actors to organize the manual workers in the night club business. The agreement was for 90 days, and the workers are to receive 90% of the proceeds of the club.

**DETOIT, Feb. 10.—Paul Sander, Bob Wilson and Bernie Miller of the Chicago AGVA office,** were Detroit visitors Sunday. Coming primarily in connection with the Olga Circus at the Coliseum, Sander also examined both the vaudeville and night club situation. Sander was to leave the middle of the week for Chicago, while Wilson and Miller were to stay to complete a survey of the night club situation.

Sander told The Billboard that he had contacted six agencies, Peter J. Jude, of Amusement Booking Service, and other local bookers and found them generally favorable toward the entry of the AGVA, while Raymond Schreiber, owner of the city’s leading local vaudeville house, was also willing to “go along” with the Guild.

No immediate organizing plans were discussed, but it was assumed that the present “survey” would lead to some positive steps.

**ACTS**

Willie the Night Owl. Must have late photo details. Inquire elsewhere.

**ES Sponsler**

132 E. Robinson Blvd., Los Angeles, Calif. Phone: Glorita 1157.
**NIGHT CLUBS-VAUDEVILLE**

(For Orchestra Routes, Turn to Music Department)

**Acts-Units-Attractions Routes**

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

**EXPLANATIONS OF SYMBOLS**

-auditorium; b-ballroom; c-cafe; d-concert or country club; e-entertainment; f-fireworks; g-gardens; h-horse race track; i-institution; j-junket; k-landscape; l-landscape park; m-motor home; n-news paper; o-orchestra; p-pavilion; q-restaurant; r-restaurant or amusement park; s-road house; t-theater; u-television; v-vaudeville; w-discotheque; x-entertainment or country club; y-film; z-landmark.

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**Classical**

Clara, Manasse (Whirlwind Tap) NY, NC.

**Jazz**

Clare, Lola (Dukat's Dukatians) NY, NC.

**Choral**

Clarkson, Crystal (Steve's NY, NC).

**Comedy**

Coles, Ascyl (Comedy Club) NY.

**Variety**

Coe, John (Mary (Bost) Boston).

**Exhibitions**

Cole, Elizabeth (Ballerina) NY.

**Music**

Colt, Nelson (Berkshire) NY, NC.

**Productions**

Compton, Alice (Compton & Maggio) NC.

**Dance**

Dwight, Frank (Bert's Cafe) NY, NC.

**Lyrics**

D'Alost, Elsa (Le Ruban Bleu) NY.

**Variety Shows**

De Angelo, Tony (Carnival) NY; De Angelo, Jan (Berkshire) KY, NC.

**Theater**

De Lave, David (Harvey's) NY.

**Circus**

De Louvois, Louis (Lou's) NY.

**Burlesque**

D'Amato, Frank (Horse's) NY.

**Burlesque Rides**

D'Amato, Frank (Horse's) NY.

**Night Club and Vaude Routes**

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

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**POLLIE JENKINS**

**AND HER FLOWBOYS**

**GATEWAY TO THE WEST, MARCH 17, 1940**

**SINGERS**

**JAMES, ALBERT** (Imperial) Det.

**JONEE, MARGARET** (Imperial) Det.

**JOHNSON, RAY** (Imperial) Det.

**KEMP, CHARLIE** (Imperial) Det.

**KEMP, GEORGE** (Imperial) Det.

**KEMP, JIM** (Imperial) Det.

**KEMP, RAY** (Imperial) Det.

**KEMP, ROY** (Imperial) Det.

**KEMP, WILLIE** (Imperial) Det.

**KEMP, WILLIAM** (Imperial) Det.

**KEMP, WILLIAM** (Imperial) Det.

**LAMBERT, ROY** (Imperial) Det.

**HAAS, ARNOLD** (Imperial) Det.

**HAY, BILL** (Imperial) Det.

**HAY, BILL** (Imperial) Det.

**HAY, BILL** (Imperial) Det.

**HAY, BILL** (Imperial) Det.

**HAY, BILL** (Imperial) Det.

**HAY, BILL** (Imperial) Det.
VAUDEVILLE-BURLESQUE
The Billboard
February 17, 1940

Mai-LÞ RUPPINTOT writes that the
trip of the 21st Century musical revue,
"Teenage Tornado," has been a great
success on the west coast and has
been well received everywhere. The
production is set to open in Boston on
March 7th.

LEONARD TAYLOR, the cocreator of
"The Big Show," and his wife, Ilene,
are planning to take a trip to China.
Ilene has always been interested in
China and has traveled extensively
there.

COLUMBUS, O., Magic Magic Club,
hosted a variety show at the clubs
house on February 2. The show was

Hirst Unit Review
Let's Go
(UNIT 13-11)

This new for Hirst should roll mer-
nerly into a close-up next week. Go and burlesque is to give show-
makers a chance to catch up with the
stirrings of the burlesque world. Hirst
is at his best here, with Johnny Kane
handing the scenes, and it's rare to find
day a comic able to make an impact
from the first scene. Another comic, R.
G. King, is also featured. The show
Stamp him as some of the best and
New York
MARRIANE, featured on the Hirst Cir-
zure, will have to remember her
large audience the week of February 9
when she lost her voice by the depart-
ment of street and court, and she
out of the show. "Now, and Later..."
still on, out of the cast thru a heavy
also during New York's date. Too No-
shiped from New York to fill in. Dian
King also battled thru with a plea-
for the show. Week before in Chicago,
St. Clair was forced to bed with a
small box of gripes and was replaced
by Terry King, doubling from the chorus.
LOU APPLEBY, operator of the
Casino, Toronto, a visitor last week.

EDDIE (NUTS) KAPLAN, comic, opened
at the Gaity February 2, relieving
Charles (Pepe) Both, who left to
begin rehearsing for a new musical
"Shubert." Also new at the Gaity were
Dorothy Lawrence, from the tea room;
and Miss Muriel Louis DeFee and Marlene, originally slated to open February 2, came in February 9 instead.

CHICAGO
TIDY GONS and LOONIE LEWIS are
closing on the Midwestern Circuit at
the St. Louis and the last few weeks
in the St. Louis. The St. Louis and
NATOMA opened on the same circuit.

DeFee-Watson Show
Tops Corio Record
BRIDGEPORT, Conn., Feb. 12—the
key note of the week was the Lyric
Theater last week, with Lois De-
fee and Billy Watson's Beef Trust girls
as extratime entertainment. Program
according to Manager Lester A. Smith
was found to be of the average order.
Take for the week was $7,500.

Nat Mercy Show Opens
New York Stock Date
NEW ORLEANS, Feb. 19—Nat Mercy's
show, "The Spirit of the South," won the
Lafayette Theater here. Show is the
first of a series of two shows a week.
Leaves the city on February 25 to
join the Lafayette Theater. The house
does three shows a day.

Midwest Unit Review
Ellis-Cleex Unit
(RECEIVED FRIDAY, FEBRUARY 2, AT THE GRAND THEATER, CANTON, O.

Quite a set-down from last week's of-
ferings, but it is still an excellent show.
It is well directed and the cast is in
top form. The new production
of "The Hunchback of Notre Dame"
seems to be the highlight of the
month.

Hirst Unit Review

JOY ST. CLAIR AND
LES GOLDEN
TWO STRAIGHT
HEADING STRAIGHT
and—as per Horace Grecory's
Advice
"GOING WEST"
Via the HIRST CIRCUIT
Direction: PHIL ROSENBERG,
Bond Bldg., New York City

ONE WHO REALLY DANCES

LUCILLE WRAY
Exotic, Modernistic, Semi-Nude and Many Other
Outstanding Routines
NOW TOURING THE HIRST CIRCUIT
Direction: PHIL ROSENBERG,
Bond Bldg., New York City.

STRIP WOMEN
CHORUS GIRLS
WANTED AT ONCE!
CAPITOL FOLLIES
SAN FRANCISCO, CALIF.
Daniels Acquires Van Arnem Tenter

OPA LOCKA, Fla., Feb. 10.—The tent show business is in good shape and is expected to continue in this quarter with the return of the winter quarters. Daniel C. Daniels, owner of the Tenter Show, is in the Opa Locka area, where the show is located. The Tenter Show has been in operation for many years and has a good reputation for entertainment. Daniels will continue to operate the show in the same manner as in the past.

New Orleans Good For Dixie Queen

NEW ORLEANS, Feb. 10.—Doubled in a choice spot here, Al Martin, show owner and operator, and John H. Van Arnem under the title of the Dixie Queen show. They have been operating the show for many years and have a good reputation for entertainment. The show will continue to operate in the same manner as in the past.

Endorse Shows

Endorse Shows (Communications to BILL SACHS, Cincinnati Office)

14 Teams, I Solo Get Under Way in Ross' Tucson Show

TUCSON, Ariz., Feb. 10.—Hal J. Ross and his army of contest promoters opened their show in the Biltmore Auditorium last night with a big crowd in attendance. Contest is reviewed three times a day, and all the meet is held in the auditorium. The contest will conclude on February 26th.

Jimmie Hull Seriously Ill

BEAUMONT, Tex., Feb. 10.—Jimmie Hull, well-known Texas tent show owner, was taken to the hospital in Beaumont with pneumonia at his home of Mrs. C. A. Canfield, 2761 Texas Ave. Here. His condition was such that he was unable to receive visitors. His wife, Emma, is at his bedside.

Letters Still Pour in On Old "Tom" Show Days

Jackson, Mich.

Editors The Billboard:

In recent issues of The Billboard quite a lot of correspondence has come to hand regarding the old "Tom" show days. Uncle Tom's Cabin is a show that has been in operation for many years and has a good reputation for entertainment. Letters still pour in on Old "Tom" Show Days.

Rep Ripples

MONTNOVARO, who closed recently with "Seabees" Hayworth's North America Company, is now playing a unit show, infers that he is using the latter to frame a magical musical review, which he is planning to take to the West Coast. He is also "flying" over another unit show, to take care of his family's finances.

The AMADORE BROTHERS have a talking picture and a radio show, and are planning to take it to the West Coast. The show is well-received and has a good reputation for entertainment.

Coliseum Walkie Hangs On; Six Teams Hit Final Drive

CHICAGO, Feb. 10.—End of the Coliseum Walkie Drive for the year seen here by six teams left. They are the Shubert Bros., Murray & Barron, and Morgan & Co. The drive will continue until March 31st.

Jim Parrell and Jim Coffee are putting in their last night and keeping them going right handy. The show is being handled by Chuck Payne, Phil Murphy, and Edie Brown. Chuck also handed out a prize of $50 to the best "walking" team.

Joe Bannan's inquiries from Chicago as to the whereabouts of Larry Capo, as he has been in Chicago for some time.

Bussa Film Exchange

Has the latest and great blackboard attraction for less money. 20c's only taken. Any type of picture can be used. FRIENDSHIP, OHIO.

WANT FOR VAN ARNEM TENTER

**Roadshowman Works All Angles To Increase Business, Earnings**

NEW YORK, Feb. 10 — Roadshowmen interested in their earnings will do well to consider the non-theatrical films offered by Odel Goldie. Goldie has found it pays to do business at meetings of Girl Scouts, Boy Scouts, baseball clubs, schools, churches, lodge halls, cafes, at roller rinks, etc. He has also found that his business can be increased by setting up a booth at roller rinks. He has also been successful as a roadshowman, and, what’s more, the work is also his hobby.

**Started With Silent**

In 1929 he purchased a silent projector and began showing films at Boy and Girl Scout meetings for fun. The boys and girls didn’t know what program they were getting. The only way Goldie knew what was going on was by seeing the film at the meeting. He then decided to show films at roller rinks, but he was not successful. This did not stop him, however, and he continued to show films at roller rinks, and he was successful.

**Downs Sales Resistance**

In securing night club work the selling was a bit difficult. To overcome this problem, Goldie made the proposition of putting on an exhibition of his films, and the film went over well. He then decided to show films at roller rinks, and he was successful.

**Ogles Showmanship**

Goldie is of the opinion that roadshowmen who lack respect for bookings do not do well about their work. He often has the idea that he is there to show a film, but he sets up a 6 by 9 screen, and the film is not really shown.

**New and Recent Releases**

**SKI REVELS**, released by Claitt Films. A winter’s greatest thrill in the snow-covered hills and mountains of the world. Beginners and champions in a competition in a European scene made at St. Moritz. Running time: 10 minutes.

**MEN AND DUST**, released by Garsson Films, Inc. A factual film dealing with the problems of modern mining. Running time: 10 minutes.


**NEW SLOVINSKO**, released by Diduro & Wrede. A film of Slovacko, a city in the Carpathian Mountains. Running time: 10 minutes.

**COSSACKS**, released by World Film Corp. Based on the famous operetta of the same name. Running time: 10 minutes.

**THE FILM WEEKLY AUSTRALIA**

Covering the Motion Picture Industry in Australia.

**Letter List**

NOTE: Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail held in any office should be in the form of a Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be included in the following issue.
The Final Curtain

February 17, 1940

BARNUM—Roy G., 58, former actor, manager of an old-time hypnotist act, February 1 at his home in Detroit, Mich. He was the son of Prof. and Mrs. Barnum, the Hypnotist, and was a student of Prof. J. N. S. Barnum, of the Canadian forces in the World War and later a lawyer in Chicago, Ill. His widow is Miss Ella Barnum, 56. Survivors are one daughter, Mrs. R. H. Leinfurt, 32, of Chicago, and one son, James H., 30.

BOOTHMAN—Mrs. Elizabeth P. (Leach), 70, wife of the late Edward Boothman, 85, settler of the city, February 7, in St. Petersburg, Fla.

BOOTHMAN—John W., 60, owner of the Boothman Furniture Co., New Orleans, La., and its successor, Boothman, Inc., February 7, at his home, of a coronary thrombosis. Survivors are his widow, Agnes, 50, and three children, Mrs. W. L. Leach, 50, Mrs. W. L. Leach, 50, and Mrs. W. L. Leach, 50.

BOOTHMAN—John J., 62, former actor in motion picture pictures in and around Cleveland, February 7, in St. Petersburg, Fla.

BATT—John W., 60, owner of the Batt Furniture Co., New Orleans, La., and its successor, Boothman, Inc., February 7, at his home, of a coronary thrombosis. Survivors are his widow, Agnes, 50, and three children, Mrs. W. L. Leach, 50, Mrs. W. L. Leach, 50, and Mrs. W. L. Leach, 50.

BOOKHURST—Capt. Fred W., 70, former director of the Cleveland Police Band, February 8, in a Milwaukee hospital, of a heart attack. He was the captain of the band for 22 years and had been the director of the Alhambra Theatre, Milwaukee, for 15 years and also served as the director of the band for the University of Vermont, the University of Pittsburgh, and the borough of Robert, Tenn.

CONTARINO—Richard M., 66, father of Mrs. Josephine Bryant, wife of Bill Con-terino, February 8, in a Milwaukee hospital, of a heart attack. He was the father of Richard, 32, of the Cleveland Post, and two sons, Ed, 30, of the Cleveland Post, and William, 28, of the Cleveland Post.

CARRIHAN—Eliza, 65, wife of the late John Carrihan, February 8, in a Milwaukee hospital, of coronary thrombosis. Mrs. Carrihan was the wife of John Carrihan, 69, of the Cleveland Post, and was the mother of John, 32, of the Cleveland Post, and two sons, Edward, 30, of the Cleveland Post, and William, 28, of the Cleveland Post.

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Detroit Shrine Opening Record
Highest in Years; Strong Program

DETROIT, Feb. 10,—Detroit's 35th Annual Shrine Circus played to over 20,000 people the first two days, doubling last year's attendance for the same period and setting the highest opening record in the history of the United States, according to Paul Kirby, 10, general manager of the Chamber of Commerce. Advance tickets for the three-day run were sold out, and the circus was expected to break all previous records. The Shrine, were about double last year's, and advance tickets for the closing matinees, held at sub-zero temperatures, greeted the Shrine opening and was a big contributing factor.

Many Groups Attend

Group reservations have been a major factor in this year's circus, with the Masonic, Masonic, Masonic, and Junior Chamber of Commerce companies, each purchasing over 1,000 tickets. Tickets were also sold at the Shrine, with special prices for school, church, and a variety of other groups.

American Spec
For Anderson Show

EMPORIA, Kan., Feb. 10.—The Bud E. Anderson Circus will tour America this year, according to Mr. Anderson. The show is presented to the American Audience, and will be accompanied by a spectacular circus performance. The show features a cast of over 100 performers, including acrobats, clowns, and animals.

Big Show To Muff
Prize Easter Week

NEW YORK, Feb. 10.—Easter Week festivities will be held in various locations throughout the city, with special emphasis on the city's major attractions. The city's largest parade, the Easter Parade, will feature floats, bands, and the Easter Bunny. Other events include a children's egg hunt and a fireworks display.

Maverick Honorary
Ringmaster of the
Gainesville Circus

GAINESVILLE, Tex., Feb. 10.—Mayor Maury Maverick, of San Antonio, has accepted an invitation to act as honorary ringmaster of the Gainesville Community Circus for the next two years. The mayor is a long-time supporter of the circus and has helped to promote it in the community.

Show Licenses Are
Cut in Morgantown

MORGANTOWN, W. Va., Feb. 10.—The payment of show licenses has been reduced in Morgantown, with the goal of reducing costs and increasing profits. The reduction is expected to have a positive impact on the local economy.

Karen Gives Duck Dinner

YOUNGSTOWN, O., Feb. 10.—Mrs. L. M. Clark, owner of the Duck Inn, entertained a group of friends at a duck dinner. The event was held at the hotel, and featured a variety of duck dishes.

DeHoman To Have 1-Ringer

READING, Pa., Feb. 10.—Walter DeHoman is reported to be in the hospital with a 1-ringer. The event will be carried on a trailer, with a dog, cat, and a horse. The event will also feature a dog, cat, and a horse.
Buffalo, Altoona, Milwaukee to H-M

BUFFALO, Feb. 10.—Signing the Hamid-Morton Circus for the eighth consecutive season, Joseph Shimpke, Buffalo, is making plans to top last year with an additional 200 persons to the troupe. The circuit will be presented in the Buffalo area for five days, and the letter of circuit will arrive from the 35th Street, formerly the site of the Buffalo Post Office. Shimpke, who stated that the Shimpke have purchased a new car which will give them an added advantage in the competition. The car is an elephant, and made of steel to withstand the rigors of the road. The elephant is named for its agility and grace, and is a favorite among the audience. A naming contest in connection with the car is being held to choose its name. One winner will receive the car, and as an added incentive, the winner will be invited to accompany the Shimpke on their European Tour.

ALTOONA, Pa., Feb. 10.—The Hamid-Morton Circus has arrived, and a show for the benefit of the local Shrine will be held at the Altoona Arena. The circus is under the sponsorship of the local Shrine, and will feature a variety of performers, including clowns, acrobats, and exotic animals. The circus is expected to be a major attraction for the local community.

MILWAUKEE, Feb. 10.—The Hamid-Morton Circus will appear at the Milwaukee Arena on February 10. The circus is under the sponsorship of the local Shrine, and will feature a variety of performers, including clowns, acrobats, and exotic animals. The circus is expected to be a major attraction for the local community.

Polack's Program At Sacramento

LOS ANGELES, Feb. 10.—T. Dwight Polack, owner of the Polack Bros. Circus, has sent his circus to Sacramento, Calif., for the period of February 10 to 25. The circus is under the sponsorship of the local Shrine, and will feature a variety of performers, including clowns, acrobats, and exotic animals. The circus is expected to be a major attraction for the local community.

Circus Saints and Sinners' Club

NEW YORK, Feb. 10.—The eighteenth annual meeting of the Circus Saints and Sinners' Club, held at Jim Casey's Bar and Grill in Buffalo, Pa., was attended by 150 members. The meeting was highlighted by the presentation of the annual award for the best performance of the year, which was awarded to the Buffalo, Pa., circus.

Polack Bros': Circus

Wants high-class Promoters capable of managing advance promotion for Shrine Circus. Study wrapper: Only man of proven ability and good habits wanted.

Address: IRV. J. POLACK
Care Polack-Shrine Circus, Cincinnati, Ohio, Week of Feb. 12-18

Circuses Wanted—2 or 3 Day Stand. Early Spring. Excellent location. Fine transportation. Fully lighted, enclosed stadium. Seating capacity—permanent seats 3,500—maximum 10,000. Send full particulars.

Parker & Watts Circus Wants for Side Shows, small organized orchestra Band and Bandmaster, 2 or 3 Days. Large indoor arena, 3,500 seats. Arrangements will be made for small outdoor shows. Write to: O. HENRY TENT & AWNING CO., 4611 North Clark Street, Chicago, Ill.

CIRCUS STADIUM
Harlem & Harrison, Forest Park, Ill.
CIRCUSES

By CIRCUS SULLY

J une Haworth and wife passed thru 'Under the Marquee' this week on the way to the circus at the Civic Auditorium, Denver, Colo., where the show is due to open on Saturday. Mrs. Haworth is originally from Detroit, Mich.

VALENTINE ARRIVAL ROMAS were on the bill at the Junior Chamber of Commerce Christmas party in Chicago, and were the big hit of the evening. Mrs. R. H. Romas, who is one of the greatest star performers in the world, is a native of Sweden.

HI MICHOLS, who has been with truck shows and circuses, during the winter in Washington, D.C., will return to the circus ring next season.

CHARLES ROBINSON, singing and tambourine player, will again perform at the circus this year.

HUE AND LEAURA ENOS, who are now in Chicago, will again be with the Art B. Thomas Shows with their outdoor stage show.

Indoor circuses, with rare exceptions, have fared well for the past ten years, which goes to show that people are still circus-minded.

ART AND BILLIE CHENEN are wintering in Kodiak, Alaska. Art is doing contract work on the Navy base being built on Women's Bay, seven miles from Kodiak.

WILLIAM E. DeBARBIE will again be general manager of the Parkville-Watson Circus, making his third season with that show. He and his wife are spending the winter in the West Coast.

THE GREAT GALADYNS, traveling tented circus in the winter, have replaced the Yassou Troop Trained Dogs in the employ of the circus, unit, now playing thru the Middle West.

JOSEPH RIX, air callistep, formerly with Hagenbeck-Wallace, will again be with the Great Steeplechase of America show, which is playing at the Savannah, Ga., flatbed show.

CAPT. JEROME SMITH, the tireless promoter of the Super Bowl Shows, has announced that he will be with another show this season, the Great Holiday Shows, under the direction of Ira A. Smith Jr. He had been with the Parkville-Watson Circus.

ALBERT WHITE, clown, with Donnie Bros. last season, will be with Barrett Bros. this year. He is wintering in Baltimore, where he is working on the National Auto Show.

MILT WOODWARD, manager of the Lewiston, Idaho, circus, will make one of his wintering circuits this year. He will attend the circus in Lewiston, Idaho, and continue to play the indoor circus dates at Idaho, Montana, Wyoming, and the Dakotas.

AUSTIN KING and company will sail from San Francisco February 27 for Sydney, Australia, arriving the March 18 and opening the next day. King has received a letter from Phil Wirth, stating that he is coming to Australia to make a film about the circus. The film will be shot in the Australian Outback, where the circus is due to open.

DO YOU KNOW WHEN a patron can be legally evicted from a place of amusement? This is the question that faces the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for example, in the case of the article, "Under the Marquee: "I'm the Law!" which appeared in the Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

A SHOW STYLED Campbell Bros. and Smith Shows, which is one of the complete circus trains, is being exhibited in the South. The picture is 55 feet long and in the train are shown, stock cars, animal flats and Pullman sleepers. The show is on the National Cyclopedia of American Circuses, the only comprehensive directory of American circuses. The show is under the direction of Charles M. Smith, who has been with the show for many years.

JACK WOLF, trick roping and riding performer, will again be with the Luling (La.) Bone Yard. This is his third season with the show, which has been a big hit in the southern states.

JACK GETTERLY, the parade committee, is entering Southwest Kansas shows in the coming season, with headquarters in Kansas City, Mo. He will be in charge of the show, which is known as the "Walt Disney Circus." The show is under the direction of the late Walt Disney, who died in 1966.

RAYMOND J. HIGGINS has resigned as assistant secretary of Arkansas Live Shows, Inc., to become manager for T. E. Roberts Bros. Shows, with headquarters in Little Rock, Ark. First point of business will be in the new Lake Charles, Louisiana, show. The show will be sponsored by the St. Louis Rams, Inc., and will feature the famous St. Louis Rams football team.

A NEW EVENT for the coming season is the "Round-Up," a professional rodeo production that will be presented at the start of each show. The event will be the first sheep-shearing contest to be held in the United States, and will be sponsored by the American Stockman's Association, Inc. The contest will be held in conjunction with the Round-Up World's Fair, which is being held in Phoenix, Arizona, this spring.

FOURTH ANNUAL RODEO, sponsored by Field Club in Palm Springs, Calif., on January 27-28 failed to measure up to expectations. The show, which held down second seat's table of the field club, was sponsored by Andy Jurgenstein's stock. Committee is composed of Ken Sawyer, Frank Bognar, Les Stewart, and A. M. Newton in charge of details. Andy Jurgenstein's stock included Mitch Owen, Eddie Osborne, John Sandell, George Miller, Tom Knight, Tom Smith, Jack Wade, Gerald Rogers, George Hennessy, and the girls. The Saturday night performance featured the decoration of the Rodeo Hall of Fame, which was on exhibit for the first time at a rodeo.

Los Angeles

LOS ANGELES, Feb. 19—Tom Mix is at the new ranch in San Fernando Valley and will make a series of Western pictures. Jack Ormes has returned from a world tour of the Orient, where he has been working on his new celluloid. He will be back in Hollywood next month and will be seen in a number of films. Mix is expected to make a film with his son, Tom Jr., and a number of other celebrities.

Hugh McGrath, Circus Fan and photographer, was in town recently to cover the circus with Eddie Deck, for many major magazines. He has been working on this project for several years and is expected to have a restaurant in the harbor section of San Pedro, Calif.

Frank Frazee, longtime circus horsebreaker and performer, is at the Rancho Cucamonga, Calif., and will be seen in a film with Mervyn LeRoy and other celebrities. "Curly" Strong is at a major studio and will be seen in a number of films this year.

Mel Smith is doing nicely with the Sandy show. He has signed a contract for extended engagement.
Entertainment Angle Is Sought
By W. Va. Secs

CHARLESTON, W. Va., Feb. 10—Collecting all officers, West Virginia Association of Fairs convening in annual meeting at Charleston February 10 and 11, will have a program designed to bring about closer cooperation between the State fair officials and the State Board of Agriculture. The program of the meeting has been worked out by W. D. Hines, chairman of the committee on entertainment for the fair. The program of the meeting is expected to be a success and will be a benefit to the State of West Virginia. The fair officials and the State Board of Agriculture will be the center of interest at the meeting. The meeting will be held at the Hospitality Hotel in Charleston, February 10 and 11. The meeting will be open to the public.

New Structures for N. M.
ALBUQUERQUE, N. M., Feb. 10—Plans have been made to build a new State Fair Park in Albuquerque. The park will be located on the south side of the city and will be accessible by a new road. The new park will be a center for all State and local fairs in the state. The new park will be a center for all State and local fairs in the state. The new park will be a center for all State and local fairs in the state. The new park will be a center for all State and local fairs in the state. The new park will be a center for all State and local fairs in the state. The new park will be a center for all State and local fairs in the state.

Tenn. Group Has Code After 18 Years; Pending Laws Are Worry
NASHVILLE, Tenn., Feb. 10—After operating under a code for 18 years, the Tennessee Farm Bureau has adopted a code of ethics for its members. The code, which was adopted at the annual meeting of the Farm Bureau, will be a guide to members in their dealings with each other and with the public. The code includes provisions for fair treatment of all persons, respect for the rights of others, and the maintenance of high standards of conduct. The code also includes provisions for the protection of the public and for the fair treatment of all persons.

NEW ASHEVILLE CORP. LAUNCHED
ASHEVILLE, N. C., Feb. 10—Launching of Western North Carolina Agriculture Fair for 1941 was held on February 8, when a committee of 21 members of the Chamber of Commerce met to study the prospects for the fair and to make plans for its operation. The committee was composed of Mr. Prentice Cooper, president; Mr. T. E. Lane, executive director; and Mr. W. J. Parker, secretary. The committee was composed of Mr. Prentice Cooper, president; Mr. T. E. Lane, executive director; and Mr. W. J. Parker, secretary. The committee was composed of Mr. Prentice Cooper, president; Mr. T. E. Lane, executive director; and Mr. W. J. Parker, secretary. The committee was composed of Mr. Prentice Cooper, president; Mr. T. E. Lane, executive director; and Mr. W. J. Parker, secretary.
FAIRS-EXPOSITIONS  

February 17, 1940

Fair Grounds

HOUMA, La. — The Louisiana State Association of Fairs and Expositions, in connection with the Lafourche Live-Stock and Agricultural Society, opened its fair and exposition here last Tuesday. Among the events was a horse show, which was well attended.

COLUMBUS, Miss.—The Columbus Fair and Live-Stock Show was opened by Governor Fielder and Mrs. Fielder, who were accompanied by the gubernatorial suite.

PITTSBURGH—The Pennsylvania State Fair for 1940 was held in Pittsburgh last week. The fair was well attended, and the exhibits were of high quality.

PHILADELPHIA—The Pennsylvania State Fair for 1940 was held in Philadelphia last week. The fair was well attended, and the exhibits were of high quality.

Tampa Fete Biggest

(Continued from page 41)

and Tuesday evening a huge rainstorm cancelled all plans. The final day of the event was Saturday, when the fair concluded.

TRUMBULL CO. FAIR

WARREN, OHIO, AUGUST 6-7-8—DAY AND NIGHT

—CONCESSIONS WANTED

Greatest Fair in Northern Ohio. Free Admission to Grounds. The fair is not to be missed. Address inquiries for Concessions to JOHN L. SALKELD, Maple St., Perry, Ohio.
On the Flushing Front

LEONARD TRAUBE

NEW YORK, Feb. 10—By Bond of the Department, the Flushing Fair has been named chairman of the Department's Fair, 1940.

Aiding him are J. L. (Parchment) Cooper, Louis Dufour (Dufour & Rogers) Dufour and Harry G. Traver, chairman of the Executive Committee.

The expo is expected to be in harmony with early spring, with the people attending taking an active part in the effort to raise funds for the City's Recreation Fund.

Latest tentative project would have Billy Rose take over the insolvent Midway area and create a special exhibit for the Flushing Fair. He will be manning the foothills of the Flushing Fair on the night of July 1.

By the time this reaches print, Nate Eagle will probably be married. The happy couple will be setting as managing director of Morris Geist's Miracle Town, which is being staged in the new building on the front of the Flushing Fairgrounds.

The ceremony is expected to be attended by a large number of people, including the entire Flushing Fair organization.

Sidelines on Visitors

Fred Kussmann, chairman of the Flushing Fair, has been on the lookout for new talent for the Flushing Fair, which is scheduled to open next month.

He has secured a number of new exhibits, including a large display of antiques, a display of model airplanes, a display of model trains, and a display of model boats.

The Flushing Fair is scheduled to open next month and will continue until the end of the month. The fairgrounds are located on the outskirts of the city and are easily accessible by public transportation.

The Flushing Fair is expected to be a popular attraction for the people of the city and surrounding area. It is anticipated that the fair will bring in a large number of visitors, both from the city and from other parts of the state.

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Early and Good Season Seen for Cape May Area

WILDWOOD, N. J., Feb. 10.—An early announcement of a very good season for the Cape May County resorts, including Wildwood, May, North Wildwood, Wildwood Crest, Sea Isle City, Avalon and Longport, was made today by Harry J. and Richard H. Batt, who are operators of the Batten Motel, Wildwood, and one of the largest hoteliers in Wildwood at an early date. The hoteliers have already started making alterations.

John W. Batt Dies in N. O.

NEW ORLEANS, Feb. 10.—John W. Batt, who died here on February 3, was one of the founders of the Florida State Parks Association, and a prominent figure in the early development of the state’s park system. He was also a member of the board of directors of the National Recreation Association, and a recognized expert on the subject of recreation.

AC Convention Hall in Demand; Junket Success

ATLANTIC CITY, Feb. 10.—Starting early in March and running into April, Convention Hall promises to be busy with planned events. The first event of the season will be a Mid-July night, where a fireworks show is expected to take place in the Sky Garden. The fireworks show will continue throughout the month and is expected to attract a large crowd.

Trier May Shutter His Ft. Wayne Spot

FORT WAYNE, Ind., Feb. 10.—Permanent closing of Trier Park, located here since 1935, has been indicated by local officials. The park, which was originally intended to be a place for local residents to enjoy the outdoors, has seen a decline in attendance over the years. A new location is being considered to better serve the needs of the community.

RIDE OPERATOR AND TWO DEVICERS in this snapshot are, left to right: Manager R. A. Jolly, Seacourt Amusement Park and Seacourt Park Rides, Baymeadows, O. K. Rice, general representative, Everly Amusement Corp. and William J. Wendtner, vice-president, Allen Amusement Co., Inc. Photo was taken on the boardwalk, and the man on the right is the manager of the Seacourt Amusement Park.

More A. C. Co-Op Urged

ATLANTIC CITY, Feb. 10.—In an annual meeting of the A.C. Co-operative of Atlantic County, it was reported that the county had an income of $50,000 from the operation of the park. It was also reported that the county had invested $100,000 in the park, and that the investment was expected to continue to grow.

Richwine After More Tracks

MECHANICSBURG, Pa., Feb. 10.—Roy E. Richwine, owner and manager of Richwine’s Amusement Park, announced that the park would be open for the season on April 1. The park has been closed for the past two years due to financial difficulties.

Coney Island Boat Season Is Set

CINCINNATI, Feb. 10.—Edward L. Schulten, president of the Coney Island Association, announced a new season for the amusement park. The season will begin on April 15 and continue through the end of October. The park, which is one of the largest amusement parks in the United States, has been in operation for over 100 years.

Cincinnati, Feb. 10.—Construction of a building at the zoo here large enough to accommodate enough dancers to pay for name bands and to house an ice rink for winter use was suggested in Secretary Gerrit J. Fredrick's report at the annual meeting of the Zoological Society on February 9. The report emphasized the importance of providing more entertainment facilities, and at an informal discussion following the meeting, the report was in accord with the recommendations.

Plans Boardwalk Redecking

ATLANTIC CITY, Feb. 10.—Sections of the boardwalk between Maine and Rhode Island avenues and between Ohio and Asbury avenues, which was opened to the public last summer as a WPA project, according to plans submitted by the county, will be closed beginning April 1 for the purpose of redecking the boardwalk.

New Series of Legal Opinions

In the next issue will appear the third installment of the series of Legal Opinions, which will be titled Liability of Owners or Leasers for Injuries to Amusement Patrons. The series, which is written in a popular style, is a well-known writer and lawyer.

War Not Halting Heavy Prep Work At Crystal Beach

BUFFALO, Feb. 10.—Crystal Beach Co., owner and operator of Crystal Beach Hotel and Crystal Beach Park, is planning for a big season this year. The park, which includes a large hotel, a beach, and a variety of rides and attractions, is expected to be a major draw for visitors to the area.

American Recreational Equipment Association

By R. S. UZZELL

Winter-sports followers cannot complain of lack of snow in up-state New York this year. The snow was light, but it was enough to accommodate enough dancers to play for name bands and to house an ice rink for winter use.

Dance Hall, Ice Rink and More Entertainment Called Needed for Cincy’s Zoo; Gate Up Since ’32

CINCINNATI, Feb. 10.—Construction of a building at the zoo here large enough to accommodate enough dancers to pay for name bands and to house an ice rink for winter use was suggested in Secretary Gerrit J. Fredrick’s report at the annual meeting of the Zoological Society on February 9. The report emphasized the importance of providing more entertainment facilities, and at an informal discussion following the meeting, the report was in accord with the recommendations.

Animal committee report showed 1,354 animals in the zoo on March 1. The report valued at $23,500. Among the 138 species of birds, the zoo has 13 red foxes, 25 black-footed ferrets, two chimpanzees, and 400 and 500 birds. Loses thru death or other causes include: young bear, brown bear, Hamadyman, Bobo, chimpanzee, Babs and Champlain zebras.

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“Stinch in Time”

Many parks are heedning the warning to get repair orders in early so that work can be done in ample time before opening, but they are slow in making repair orders. Without any written order, the manufacturer or the manufacturer’s agent may consider the work done by the park’s own maintenance men. Other rides would be subject to inspections by the park, and are subject to any inspections by the park, and are subject to any inspections by the park.

On a new bill pending in Congress, the work done by the park’s own maintenance men. Other rides would be subject to inspections by the park, and are subject to any inspections by the park, and are subject to any inspections by the park.
The Billboard

February 17, 1940

PARKS-RESORTS-POOLS

The Billboard

The Pool Whirl

By NAT A. TOR

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

HOLLYWOOD—Well, here I am thousands of miles from my middle-sledded, snow-clad mountains. It's great to be back in the land of glamour. Flew over here full of excitement and expectation at my initial journey to the movie capital. Certainly was all eyes and ears and while the two-mile-a-minute flight through the continent was most thrilling, Hollywood itself was far from what I expected. Not alone was I disappointed in the pools and beaches in this sector, with which this column should be concerned itself— but also, if I may digress for a moment— the public in the United States, as a whole, seems to have no idea of the part they play in the film industry. Even the scriptwriters and technicians are not protected from the Chamber of Commerce in the weather. I've been in this business for over a year, so I didn't get much of a chance to look on in the studios when I did. I'm just as well as have visited various tanks in the Bronx— and much as I love the places there is nothing quite like screen swimming and see in the newsreels are no better or more picturesque than New York's Miramar. No sooner as the beaches are concerned, my greatest disappointment came on my visit to Santa Monica, Venice and other W. S. Pacific Coast resorts, and one wonders if the sightseers of first time out of season, still their disappointment appears and equipped facilities are uncalled for, and I am surely unexpected.

The beautiful pools in and around town are those privately owned. Even here they are much smaller and less picturesque than those of the Hamptons, New York. Yet, even I see, I don't like Hollywood. But then I suppose I'm not alone in my opinion.

West Coasting It

Margaret Krieger, director of Louise Parsons, handling press work for Joe E. Brown's Springwood pool, needs of screen celebrities.

Jack Benny has a nice patio set up at 18 Doheny Road, and the ladies would be surprised to know the technical points he has covered. Open five days a week.

Santa Monica swimming club on the beach front, which is so very ultra, ultra swanky, has a clerk who looks exactly like Duke Montana. One good point about traveling—you always get swell representatives of The Billboard who serve you each week. These are the only facilities in Los Angeles. And Lee Simmonds, to whom I spoke in Miami a few weeks ago, is there now.

Many of movie colony forsake various swimming and tennis clubs, but there are two most popular. Wish I had caused mention of the last one, but we flew over it. It's valley setting among towering mountain pool near Reno, Nev., as we flew over it. It's valley setting among towering mountains and rays. It's a bit off the beaten track, but there is nothing quite like it. It's always popular with the Hollywood set. It's a bit off the beaten track, but there is nothing quite like it. It's always popular with the Hollywood set. It's a bit off the beaten track, but there is nothing quite like it. It's always popular with the Hollywood set. It's a bit off the beaten track, but there is nothing quite like it. It's always popular with the Hollywood set. It's a bit off the beaten track, but there is nothing quite like it. It's always popular with the Hollywood set. It's a bit off the beaten track, but there is nothing quite like it. It's always popular with the Hollywood set.

Do You Need

GOOD USED RIDES or Need a Ride? Let us sell it for you.

All HERSHEY'S "ROCKET" Star Arches

BETHEL GREENBERG

616 Sixth, Palace Theater Bldg.
New York City

NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business.

BENEVOLENT PROTECTIVE-SOCIAL

Hospitalization and Funeral Fund.

Dues $10
Initiation $10

INDIANAPOLIS—Held ten minutes, lightning show, Grand Junction, and Decaturville (Miss.) fair, with several contracts still to be filled. J. Page announced that he would produce this type of show in Detroit, and Lincoln County Fair, Piaseyville, and Lincoln County Fair, Piaseyville.

The Billboard

"DERBY RACES"

AND

"LITE-A-LINE"

World's Greatest Group Games

ORDERS NOW BEING TAKEN FOR SPRING DELIVERY.
WRITE NOW FOR FULL PARTICULARS.

PACIFIC ELECTRO PRODUCTS CO.
1609-11 SEVENTH AVENUE, LOS ANGELES, CALIFORNIA

FUNNY STUNTS

DONKEY BALL GAME

FUN HOUSES

WATER WHEELS

CHUTES

COASTERS— THE CUPPLE-UP—CARROUSELS— MILLS

PHOTOS—LITERATURE-PRICES FOR ALL EQUIPMENT ON REQUEST

PHILADELPHIA TOBOGGAN COMPANY

130 East Duval Street, Germania, Pa., Os. Delaware, Os.

For Dark Rides, Pretzels and Laff-in-Dark.
10 New Reasonably-Priced Stunts.
10 New Figures for Fronts of Buildings.
Prices Reduced—Redesigned for 1940.
Ideal for Carnival or Park.

The Magic Carpet, Tilted Room and Funny Complete Equipment and Plans.
Compressors, Blowers and Air Valves.


Here's 1940's Best Buy!

LUSSE BROS., INC., AUTO-SKOOTER RIDE

WAKE UP Lazy Locations by adding 1940 GLAMOUR and SEP PUP up your AUTO-SKOOTER RIDE.
ORDER NOW for COMPLETE 1940 SKOOTERS.

LUSSE BROS., INC.
Write for Catalogue and Price Without Obligation.

STOP LEAKS!

Instant Record of Every Leak

Money-Meters always collect every admission, with instantaneous audit by patron. No Investment for equipment. Trial installation free. Write for Bulletin A1 and ask representative to call.

PORTLAND, Tenn., and will make Mississipppi-Tennessee Livestock Show, Grand Junction, and Decaturville (Miss.) fair this year. He will work a number of return engagements and has been signed for some new ones in the East.

THE MILLER SHOWMEN'S ASSOCIATION

February 17, 1940

PARKS-RESORTS-POOLS

The Billboard
Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

SKATE-DANCE. Club championship at Markets Top, Wally Rink, Skatingdale, Mich., is scheduled to conclude February 17. The win- ning club will receive a trophy donated by the administering committee. The winner will take all the money from the fund. The second and third-place winners will receive two prizes of choice. The second and third-place winners will receive one prize of choice.

PICTURE-FIGURE. Skating championship will be held on Saturday, February 10, at the Skatingdale, Mich., under the auspices of the Cincinnati Skating Club.

BOY SKATER. The American Skating Association has announced that the 1940-41 season will be shortened due to the war. However, the association has decided to continue the season and has set a new date for the season finals.

GIRL SKATER. The American Skating Association has announced that the 1940-41 season will be shortened due to the war. However, the association has decided to continue the season and has set a new date for the season finals.

ROCKAWAY Rink, Englewood, L. I., has completed its second week of operation. The rink is open daily from 9:30 a.m. to 10 p.m. The rink is located on the corner of 40th Street and River Road. The rink is open daily from 9:30 a.m. to 10 p.m. The rink is located on the corner of 40th Street and River Road.

CIRCUS Roller Club, Bloomington, Ill., plans to open a discount store on Market Street. The store will be open daily from 9 a.m. to 9 p.m. The store will be open daily from 9 a.m. to 9 p.m.

BETTY LYTLE, who opened a new dance studio at 1433 Wabash Avenue, Chicago, reports that the studio is doing well. The studio is located at the corner of Wabash Avenue and Clark Street. The studio is located at the corner of Wabash Avenue and Clark Street.

BAKER-LOCKWOOD 603 Home Avenue, Aurora, Ill., AMERICA'S BIGGEST HOME TOWN SKATING RINK. The Baker-Lockwood is open daily from 9 a.m. to 9 p.m. The Baker-Lockwood is open daily from 9 a.m. to 9 p.m.

QUOTATION RING RINK TENTS

Richardson Ballbearing Skating Co.
Established 1925.
311-3117 Ravenswood Ave., Chi., Ill.
The Best Skating Rink Today

SKATING RINK TENTS


Skiing Rink Tents

Professional Rink Tent Makers

OMAHA HOCKEY FIBRE

 writr RECOMMENDED. Write for our Patented Rink Tent Catalogue.

SIMIPLAIR PORTABLE RINK CO.

G.A. D.L. CLEVELAND, O.S.

PROFESSIONAL 'ROLLER SKATING & DANCE FLOOR MATS' FOR STAGE CLUBS, HOTELS, ETC.

TRAMILL SELF-LOCKING Sectional Floors

WRITE FOR PRICES ON SKATING RINK TENTS

Furnace Bag & Cylinder Mills

Tramill Portable Rink Co.

RINK ROD BUIDLERS

For Sale Only.

Each Box Iron, 2s. to 1s. More.

Each Box Iron, 2s. to 1s. More.

Each Box Iron, 2s. to 1s. More.

Each Box Iron, 2s. to 1s. More.

Each Box Iron, 2s. to 1s. More.
CARNIVALS

Ohadal To Launch Own Shows in '40

SAN ANTONIO, Feb. 10.—A. (Booby) Ohadal, a powerful in local politics, and a partner with Jack Ruback in operation of State and Western Shows, will launch a new show here before the opening in this city of the Texas Exposition. The show is known as the Twenty-Nine, 12 rides, 30 shows and a string of concessions. Ohadal said.

D'Arcy Girls Free Act

With McLaughlin Shows

NEW YORK, Feb. 10.—P. S. McLaughlin, owner of the shows bearing his name, participated in the opening ceremonies of his new show in the Madison Square Garden Sunday night. McLaughlin, with Arthur Campbell, of Baker and Lockwood Co., brought over new cars and ..

Scene at the 10th Anniversary Dinner of Missouri Show Women’s Club in the Jefferson Hotel, St. Louis, on January 29. In the group, left to right, are Irene Burke, Elma Oberman, Harriet Maher, Georgiana England, Esther Tracy, Elizabeth Yeomans, Norma Lang, Daisy Davis, Ruth Mortene, Nell Allen, Grace Goss, Vida Fairly, Anna Jane Peacoe, Gertrude Lang, Louis Dyer, Kathleen Bieus, Ethel Hesse, Millie Resurreccion, Beatrice Giali, Florence Parker, French Deane, Gladys Jacobson and Bea Dawson.

Ballyhoo Bros. Circulating Expo.

A Century of Profit Show

By Starr DeBelle

Taurine, Mexico

Week ended Feb. 10, 1940.

Dear Mixer:

Last week the office called a meeting of all staff members. That meeting was perhaps a great necessity due to our show not being able to arouse those sleepy natives to our operations and enough to bring them to the towns which we have. All seven of our agents, headed by Len Truckow, were summoned to report to the office wagon and to submit any ideas they might have that would prove crowd bringers. The first to suggest was Capt. Rainey, who said the “Carnival Representatives” were the ones that thought a revolution would do the work. Our “Affirmative Agent” better known as a yes-man-without-portfolio, believed a cock fight would fix the problem.

Finally Truckow hit the bull’s-eye by suggesting a parade. mixer was voted on and settled to the dismay of our guests, who heard and who felt slighted. As bull fights are not common down this way, the bosses knew that a new version of this old sport must be staged. Killeen was then suggested by our agents as a real bull fight, and the mixer was suggested by our agents as a real bull fight, and the mixer was successful. The mixture is a carnival draw card and free act.

After the show was in the air the next morning, we decided to use the Wild West arena for the last day of the mixer and to direct the expected crowds. Over 2000 people were in attendance at the evening with six of the best looking bears and grand prize of which the country boasted. At 8 we had planned only one fight and their arrival with six bears and a parade event and a public wedding night. We never expected them over we had more bull fighters than we could handle. But the mixer (See BALLYHOO on page 46)
YOUR BEST MONEY MAKER

THE 7-CAR PORTABLE TILT-A-WHIRL

The popular ideal of America's Midway Public!
Our Secret is In El Bridge Co., Annual 1849
Most Popular midway Ride in the World. More Quality
More Value. More Labor-Saving Features

The Tilt-A-WHIRL is the only full-service ride on the market.
FARIBAULT, MINN.

PAINTS--ENAMELS

MIDWAY RED SYNTHETIC ENAMEL
Regular $75--New Only $2.25

PAINT EXCHANGE OF CHICAGO
2000 Milwaukee Ave., CHICAGO, ILL.

CONCESSION CARNIVAL TENTS

Our Society for Over 40 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

INSURANCE

Special on House Trailers
Charles A. Lenz
A778 Insurance Exchange, CHICAGO

1940 CHEVROLET
TRUCKS AND PASSENGER CARS
Immediate Deliveries
White CHAS. T. COSS
1313 E. 4th St., E. ST. LOUIS, ILL.

POP CORN MACHINE FOR SALE
Creative Electrified Counter Model, fast popular, with gas oven & stack, almost new, $365.00. Also Electric Sanding Machine, new, $22.50. like New. All service warrants. F. G. EXCLUSIVE.
354 N. Elliott St., Indianapolis, Ind.

TILLEY SHOWS WANTED
Season 1940. Side Shows, will furnish complete equipment. Will work for free and expenses with commission. Send details. Box 207, LADY I., 283.

WHIP FOR SALE
Elk Daw in Fair Condition, $300.00.00. Box 742, Joplin, Mo.

ALL AMERICAN EXHIBITION SHOWS
Now booking Shows and Attractions for 1940. Address P. O. Box 742, Joplin, Mo.

CONCESSION AGENTS, GRIND STORES
This is a new edition of our popular annual book. 488 pages; 400 photographs. Only 50 cents. Packed with data, rules, laws, agents, people and information. S. W. WILLIAMS, Jr., HEADING SHOWS, 623 South Main Ave., Nashville, Tenn.

WHIP

LAPTOP SHOWS

World of Pleasure Shows
Now Booking for 1940
RIDES- SHOWS- CONCESSIONS
1900 Transport Ave., Davenport, Iowa.

ADVERTISE IN THE BILLBOARD--YOU'LL BE SATISFIED WITH RESULTS.

CARNIVALS

Heart of America Showmen's Club
Reid Hotel
KANSAS CITY, Mo., Feb. 9. Regular winter carnival drawing small attendance. As a result only a short business season was held. Second Vice-President Paul Ehlers, G. A. C. McMillan, and Harry Ahlshuler also on hand. Final meeting of the club was held, and the laws were postponed until next meeting. The club is still open for the season.

Selle, Wieg, and George have also made arrangements for the season. At one of the new tourist hotels to house the annual event. Meeting adjourned early.

SPILLER ENGINEERING CORP., North Tonawanda, N. Y.
World's Largest Builder of Amusement Devices

CONCESSION TENTS

Give Measurements as Indicated
BUY from Factory
SAY SAVINGS
Powers & Co., Inc.
26th and Reed Sts., Phila., Pa.

DONT BUY A POPCORN MACHINE

Until you get our tablet catalog describing everything from the smallest to the largest. We have just the Machine you need and also a complete line of Cartons, Quills, Bagging, Sacks and Popcorn. Write for your sample without putting your Price List. You will find that you get better products at less money from us.

Gold Medal Products Company
131 E. PEARL STREET, CINCINNATI, OHIO

Pacific Coast
Showmen's Assn.
623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Feb. 10—Monday night's meeting was called to order by President Dr. Ralph Z. Smith, with Secretary Al E. Weber, Executive Secretary Louis W. Johnson, and 166 members present. Minutes and bills were read, as was a communication from Mrs. Blossom Slkins, President of the Ladies Auxiliary, who requested club's part in assisting in funeral services for Brother George Tipton, who was buried in Showmen's Rest. A letter from Brother Val Vino, who is in Plato's National Home, New Bedford, Va., was also read. Brothers Dan Shover and Al Weber were elected members-at-large for the club. Commissioner Smith then presented Paul Hill, prominent attorney and public speaker, whose interesting talk was followed by a discussion among the members.

International Showmen's Assn.
MARYLAND HOTEL
ST. LOUIS, Feb. 10—John Francis, chairman board of governors, presided over the club's meeting. Brother Dee Lang was away attending Dallas fair and could not be present. Also present were R. E. Smith, F. M. Groth, and W. R. Donley.

'THE RIDE OF TOMORROW'

SILVER STREAK

ACTUAL REPORTS BY
OWNERS

"Grossed $161,850.00 in 12 consecutive weeks. "Ride has tremendous capacity. "Broke all records for single ride gross. "Most outstanding of twenty-ride shows to try at first and dismantine."


CALL SPILLERS TO BUILD YOURS.

BYERS BROS.' SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940 SEASON

Good evening for Rides-Planes and Rocket. R. K. Worrell and Will Byers to Bids. Acts for Sideshow. All people seriously interested in booking shows and attractions should send full information to Byers Bros., Box 54, Lebanon, Pa.

FOR SALE

UNITED AMERICAN SHOWS

LOOP-O-PLANE AND EIGHT DOGGIE CARS
WANT TO BUY

2848 Tip or Thrustway. Must Be in A-1
Address: 220 Bond St., East St., Louis, Ill.

THE BILLBOARD

February 17, 1940

41

Ladies' Auxiliary

When members were asked last Friday they learned that a steam radiator had burned causing much damage to the club's equipment. Water was also found in the room, the water, was later found that the wooden floor in the room was burned and woodwork was damaged. The club was awarded a box of candy sent to the club by Mario LaPointe and Mrs. S. A. Carter.

Don't Miss the International Showmen's Assn.

The International Showmen's Assn., will be held at the Maryland Hotel, St. Louis, on February 10th, for the benefit of the members of the club. A number of interesting speakers are expected to attend, including John Francis, the chairman of the board of governors. The meeting will be followed by an inspection of some of the exhibits on the grounds, including the new rides and games that have been introduced recently. The members will have an opportunity to discuss the business of the club and plan for the future. The meeting is open to all members of the club and is expected to be a great success.
CARNIVALS

Midway Confab

(The Communications to 25 Opera Place, Cincinnati, O.)

THE bluestockings be off at Dixie now!

A VISITOR in Greenwood, Miss., recently was Jack L. Oliver.

A. J. HAAS and wife, Kariotta, are wintering in San Antonio.

CONTRACTS for American Legion Post 
Payaco City, Miss., were awarded Wallace Bros. Shows last December.

JOHNNIE HOWARD from Hattiesburg, Miss., that his museum played to fair business there and in Meridian.

WHEN shooting for a mark (17) aim straight.

LEO GRANDY tells from Rutland, VT, that he has signed an electrician with King Bros. Shows for 1940.

THE BILLBOARD sales agent on J. R. Edwards Shows for the last three years, William Bame is wintering in Wooster, O.

JOE ROOK pens from Spring Valley, Ill., that he has been spending the winter there.

HARRY L. SMALL, general agent, John R. Ward Shows, was sighted in Memphis and Humboldt, Tenn., recently.

Merry, who booked his revue on Art Lewis Shows for next season.

E. B. WALKER pens from Alexandria, Va., that he has signed a special agent and in charge of billing@popping with the Billy Girod Shows for 1940.

BE IT ever so humble, there is nowhere like the show town when it's breaking tough.

AL HERESOPP, who has charge of the current President's Birthday Amateur Shows in Canton (O.) City Auditorium under local labor groups.

BILL POWELL, well known in outdoor show camps, February 2 on a trip which will take him to Japan, China, and the Philippines.

MR. AND MRS. CLINT MEYERS left Weslaka, Fla. on 20th, with their No. 1 plane, for the South, where they will join a show for 1940.

SNARE MAN with World of Wonders, Philip Griffin is spreading the winter training dogs at the V. & M. Kennels in Champaign, Ill.

TO BE worth while, carnival knackers and critics should point a way out.

THOUGHTS OF YOUTH

"IT SEEMS that Hennes Bros. Shows, which will play the IAO fair here, are going to have two customers remarked Secretary-Manager W. H. MILLS, State Fair of Long Island, Shreveport, in transmitting the following column from the book, "The Strobel in The Shreveport Times"

January 31:

Two small boys seeking to recapture the thrill of the State Fair Tuesday, paused in the courthouse and police on a hectic five-hour hunt. One 2-year-old son of Mrs. Madoline Van Dyke, and Robert Farrar, 8-year-old son of Mr. and Mrs. Farrar, is expected a happy half hour astride the spotted Shetland pony. Tuesday's bright springtime sun put a cheer in the boys' eyes, and they couldn't wait at 1 p.m. They were out after their ponies' last hour in Shreveport. They placed the telephone and Paul Traylor Wood in the barnyard at an army base. They telephoned the police and Paul Traylor Wood in the barnyard at an army base.

Returning to quarters of Buckeye State Shows in Laurel, Miss., recently after visiting Cincinnati, Ohio. The Illinois and Ohio were Mr. and Mrs. Charles Savage.

FORMERLY with Mac Cody Fleming Shows, Harry Thompson, recent with Wood Brothers, chases a new Chairwoman from Glorious Bros. Co. of Dallas. Now he is with King's Greater Shows in 1940.

BEING a born showman may be a valuable asset—providing you weren't born 30 years too soon—Curtis Price.

WITH BLUE RIBBON SHOWS in 1937 and '38, Gene Pagdett has been asked to produce his next show, and the American Wild Animal Show, Inc., will be in Houston in 1940. Gene is wintering in Houston.

CONCESSIONERS with West Bros. shows last season, and Pausman Shows, have been wintering in Houston. The owners have announced they will return to the shows in 1940.

BENT WILLIAMS, who has been ill for the past 10 months, is recovering and will be in the show world in the spring, reports William Bame from Wooster, O.

LEE SULLIVAN, who rambled into New Orleans recently to take a peak at the Mardi Gras and visit his old friends, left for Mississippi last week. Ray accompanied him.

SOME showmen are forever finding "quantity BIG ELL" in the business, but fail to take any showman on his own dirty linen.—Whitney Cooks.

HARRY KIMMEL writes from Biloxi, Miss., that he has not gone north for 2 months for the Mardi Gras as planned. He will remain in Biloxi until opening of the Big ELL. Officers and board members will gather in New Orleans for the Mardi Gras.

MARION KISSEL has signed her first Revue with Blue Ribbon Shows for 1940. She will join the show shortly for quarters in New Albany, Ind. It will mark her seventh season with the organization.

REPORTS that Alice From Dallas, fat girl, would be with the Side Show on

Another BIG ELL

1940 IS a year to buy another BIG ELL, that investment that always pays off. Don't be left out. Be present on the first night when the stars return to the Ringling Bros. and Barnum & Bailey Circus. At the Strobel in the Shreveport Times. January 31:

W. E. WEST

MOTORIZED CARNIVAL

West Shows, Bolivia, Colorado. Candy Manners that can produce, Side Show, Girls, Gent or any other product you might want. I have a good car, too, and will back with your outfit. Can place 12 or 13 shows in a month. Can furnish transportation. Address: West Bros. Shows, Origin, Colo.

CONCESSIONS to Edward Welsch cards from Jackson, Miss., that he is confined to the Imperial Hotel there with a broken foot and would like to talk to better friends.

TRUESaga for the song: "Little leetle, don't you feel, you'll be a carnival company yet.

W. G. WADE SHOWS

NOW casting for Shows, Rides and Concessions. Permanent Address: 259 Electric Ave., MICHIGAN Phone: Towner 6-1500

End: Your Correspondence Addressed to the MIGHTY MILLION.
Cookhouse operator R. W. Stephens has purchased a 17½-acre tract of land five miles north of Jacksonville and plans to lay out a show lot on it at present. He's operating a large, award-winning restaurant in Diner there.

Since closing with Hippodrome shows last August, Charles E. Boswell, general agent and promoter, and W. W. Wheeler have missed a week with their indoor promotions, they report from Statesville, N.C., to open the old-time show there.

LEAVING Wooster, Ohio, on February 3 for Florida for a three-week holiday, Mr. and Mrs. J. B. Edwards, of Edwards, show business and a son, Mr. and Mrs. John B. Edwards, have returned to the Tampas (Fla.) Fair.

Ruby, pet monkey and mascot of the Columbus (Ohio) World's Fair, died recently, reports Gene Young. It was believed to be one of the oldest monkeys of its type in the exhibition.

The new employee who is forever saying, "They didn't do it that way on such and such a show," is either a one-show man or a real showman who lives in a one-method rut or one whose troubles are not limited to a few seasons and on only one show.

CURRENTLY working a theater in Detroit, Jack Kantell will have the girls from his Crew's Underhills in 1940, Joe Kantell has signed his Athletic show this year, again having his seventh season with it.

CONFINING in St. Elizabeth Hospital, Danville, Ill., where he recently underwent an operation for a leg wound, Swanson, who has been an employee of the company for 17 years, is in charge of the show.

LEAVING Frankfort, Ky., on February 2, Mrs. H. S. Mettler went to Stamford, Conn., where she will visit her daughter, Mrs. F. E. Faith, for two weeks before the Motter Band for the coming tour.

Since closing with Mighty Monarch shows last August, Vareeckis has been showing department stores in Northern California. If he has to leave the show, however, he plans to run a number of Florida fairs.

The adage, "If wishes were horses, beggars could ride," should be changed to "If wishes were pawns." The old adage could hold good with some carnivals that didn't have a Hough-Co. Round. Afterthought: "Wishes must be passed; the beggars keep riding." —M. L. Mccollum.

L. C. (Ted) Miller, general agent for Henry's All-American Shows, recently signed his contract to present in the midwest the biggest attractions at Elgin's Convention Hall, Elgin, Ill., in June, reports Bill Field, of the Herald-News there.

LAST SEASON Farris Wheel foreman and now Farris Wheel, Mr. and Mrs. John B. Edwards, have returned to the Tampas (Fla.) Fair.

HAVING PURCHASED a tract of land beside the Queen Bee road, Mrs. George Harris, who will have the girl show on West's World's Wonder Shows this season, is playing Florida night clubs with a line of six girls. She recently signed a six-week stand in Key West, Fla.

HAVING SIGNED their contract, attractions of El Paso, Tex., recently included Mr. and Mrs. Paul Townsend, and Mr. and Mrs. W. E. Smith, who recently have advertised their show for the season.

NIGHT CLEANSING in a Belvidere, Mich., hotel as usual during the winter, Mr. and Mrs. F. E. Smith, who have been operating a show for the past three years, is T. I. Hall, who reports from El Paso, Tex., recently included Mr. and Mrs. W. E. Smith, who have been advertising their show for the season.

A RIDE boy who has been doing some piloting on the rails of Florida highways most of the winter suddenly announced to his hitches that he was ready to go. When asked his reason, he confided, "I want to see if there are any swimmers in California."

PAST SEASON with James E. Strater Shows, Jerry Higgins will furnish the corned beef and bean soup. In the Hebrew Boy Club doings in Plymouth, Fla., stands include penny pitch, candy floss and apples, cigarette and country store and girl in nightshade.

ALLEN, the rice warrior, with Pete

Korte's World's Fair Museum, gathered plenty of publicity in Cleveland by presenting the famous Bpard who had been a known as radio men and city officials with their names and addresses and business affiliations on the streets.

Oilheg Reiherg, 8-foot, 6-inch Cleveland schoolboy giant, was among interested spectators at Korte's World's Fair Museum, which is exhibiting there. He renewed acquaintances with Al Toma, show's giant, and other old friends.

FOR THE FOLLOWING SEASONS making the rounds in the early fall, a decision made regarding the sale of Korte's World's Fair Museum, which is exhibiting there. He renewed acquaintances with Al Toma, show's giant, and other old friends.

Showfolks Sighted in El Paso, Tex., recently included Mr. and Mrs. Paul Townsend, and Mr. and Mrs. W. E. Smith, who recently have advertised their show for the season.

AT THE CENTER table in the houseboat a central manager was boggled by the news about his show. After much self-praise and comment upon his equipment he wound up with, "Wouldn't it be nice to have a show on the road every day?" Is some showman be surprised if they could come back and see for just 10 minutes of such a modern midway?" "They sure would,'" said a voice at the back table, "but they'd be well satisfied if they ever came back!"

AFTER A SUCCESSFUL SEASON with his French Casino on James E. Strater Shows, and among the best shows in the country, Frank Giovino, currently with Mighty Monarch Shows, and among the best shows on the road, was surprised with singing and ball game combinations, with his family operating his tourist camp in Tampa, Fla. With Frank are J. L. Lewis, Louise Bogot, Bill Manes.

Mr. and Mrs. Pete Burke, harness operators with the Royal American Shows, a unit of the Amusement Corp., of America, have purchased the former Mrs. Dillant Hunt and looper's home in Missoula, Montana, and are moving their rig to the outdoor show circles as Kitty. Photo by Jack Davene.

Consistent Money Makers

Loopo-plane—Octopus Rollo-plane Leading All Sales for 1940

Write for descriptive literature.

Eyerly Aircraft Co., Salem, Ohio.

Winter-Quarters News--Gossip
As Reported by Representatives for the Shows

January 30. Manager and Mrs. Ward are planning a daily business trip to town. Operations in quarters are being managed by J. E. Hoerner and Dick Kennedy. General Agent Harry Small was in town for a while between fair meetings and committee conferences. The writer assumes his office duties soon.

CHIRIL M. SMITH

Wallace Bros.
JACSON, Miss., Feb. 10. Zero weather and 11 inches of snow put a stop to work in quarters recently. However, the ride men and a number of others arrived and work will be expedited for the opening in March. New canvas for the car and new oil will arrive soon. Mr. and Mrs. R. B. Smith are spending the holidays here. Jack Wilson and Roy Edmondson worked on a new body for the car.

HARRY E. WILSON

Art Lewis
NORFOLK, Va., Feb. 10. Since shows closed on October 31st, 49 wagons have been constructed and painted and are parked in the lot. Part of them are loaded with their rides and are ready for operation. Two new wagons with a large stand are being built. In addition, Del Crouch, with his crew of builders, has almost finished a modernized front for his motorstroll. It is modernized and equipped with new lights and windows. H. E. Quinlan, new design, and crew are making new car and effects for the show. New office wagon is almost completed.

HARRY E. WILSON

John R. Ward
Baton Rouge, La., Feb. 10. Severe cold weather forced suspension of performances in quarters. Three new fronts are ready for the present quarter and this week it is expected that they will be able to have their rides and equipment ready.

HARRY E. WILSON

Buckeye State
LAUREL, Miss., Feb. 10. With advent of warmer weather and opening date of the fairway, a large number of people have been turned out in all the DeKalb and Terrebonne parishes. Emma Ford is now feeding 35 people at the camp restaurant and about another 250 people have been augmented in all the parishes. Merrick, Railroad and Forest Wheel have been busy and are enjoying good business. The writer again will handle mail and The Billboard for the season.

PEARL HARRIS

Zimdars
ASHDOWN, Ark., Feb. 10. With snow and cold weather gone, quarter shows are going along well and will be ready for opening on March 25th. C. S. Reed, general agent, came in from the north and visited the show. Zimdars has visited his folks there some few weeks ago. The show is scheduled to open there in the next two weeks. Betty Bethel is attending school here. Clyde Cerven came in from Alabama. C. O. Reed, manager, and the writer arrived here after attending the various fair meetings and were pleased to find all work well ahead of schedule despite the weather. Manager Davis, after obtaining new rides and equipment, has been at work. When he returns he will remain to oversee work and complete 1940 plans. He will also attend the Albany, N.Y., fair meeting. S. A. Kerr arrived with his new show and the writer is assisting in the preparations.

ROY MCKENZIE

Buckeye State
LAUREL, Miss., Feb. 10. With advent of warmer weather and opening date of the fairway, a large number of people have been turned out in all the DeKalb and Terrebonne parishes. Emma Ford is now feeding 35 people at the camp restaurant and about another 250 people have been augmented in all the parishes. Merrick, Railroad and Forest Wheel have been busy and are enjoying good business. The writer again will handle mail and The Billboard for the season.

PEARL HARRIS

DONALD MAGREY SHOWS

HARRY KNOX, Manager, Alexandria, Ind.
CARNIVALS

WEST'S WORLD'S WONDER SHOWS CAN PLACE FOR
16 FAIRS
16 FAIRS

Christian County Fair, Taylorsville, Ky.; Red eBook Free Fish Fry, Beaverton, Ill.; Cumberland County Fair, Monticello, Ill.; Can Tuck, Can Tuck, Can Tuck, Can Tuck; Howard County Fair, Monticello, Ill.; Harts, Harts, Harts; Harts, Harts, Harts.

RIDE—STRATOSPHIN, SILVER STREAK, SCOOTER. (Will Furnish Wagons.)

WANT RIDE—CHASER, SILVER STREAK, SCOOTER. (Will Furnish Wagons.)

WANT RELIABLE PRESS AGENT. MUST HAVE CAMERA OUTFIT

Concessions All Open Except Bingo, Custard, Peanuts and Popcorn.

All Replies to FRANK WEST, Gen. Mgr., 722 Bell Street, Montgomery, Ala.

L. J. HETH SHOWS WANT FOR SEASON 1940

SHOWS—Organized Minstrel Show with Band, Sales and percentage. Will furnish wagons, footlights, show buildings, show masts, show caption, show cards, show press, show dresses, show scripts and show arrangements.

LEGAL QUALITY SHOW, Illusion Show, Athletic Show, Fun House or any Show of merit. Will furnish outfits for same.

WANT CONCESSION; Concessions—Scoops, Candy Air, Candy Floss, Fish Pond, Pitch-Till, Legitimate Concessions that work for 10c.


Ride Help, Concession Agents for Ball Games, Penny Pitches, Hoopla.

WANT Sensational Aerial Act; Act 15 weeks work.

FOR SALE—J. Optimization for sale new Chair Scales. Has 15 Fairs now contracted. Will furnish list to interested.

WINTER QUARTERS.

NORTH BIRMINGHAM, ALA.

THE JOHN R. WARD SHOWS

Season Opens BATON ROUGE, LA., MARCH 2

WANTED SHOWS. We have and will furnish Chau Show complete outfits for the season following: MINSTREL SHOW with Band and Talker-Manager; SIDE SHOW with good line of Attractions; ATHLETIC SHOW; GIRL REVUE; ILLUSION SHOW; WANT TALKER-MANAGER who can operate concession for the season.

THE JOHN R. WARD SHOWS. All addresses in care of Rochester, N.Y. Concessions on sale at any time.

WOLFE AMUSEMENT OPENING MARCH 2, TOCCOA, GEORGIA

(TWOSATURDAYS) AND EIGHT GOOD SPRING DAYS

We play all general game, games, locations in the South and Southwestern States. We are the owners of good, reliable, legitimate Concession, can go anywhere and get in touch with us at any time.

BILLY GIROUD SHOWS

Can place Penny Arcade and small Rides Show with or without team. Can also place Kiddie Rides Ride and Parachutes. Concessions, take orders. If you want to open a clean, up-to-date carnival get in touch with us. We are the owners of all kinds of rides and attractions. Can get in touch with us at any time.

Ad: P. J. GIROUD, 50 Saline Ave., Stuart, S. L., N. Y.
CARNIVALS

American Carnivals Association, Inc.

BY MAX COHEN

ROCHESTER, N. Y., Feb. 10—For some time there has been considerable confusion with reference to eligibility of seasonal workers for unemployment insurance benefits. Applied to the carnivals industry, this has manifested itself by the filing of some claims by employees for unemployment insurance benefits as soon as the season of operation of the exhibition season. We are not prepared to do any work to terminate or even to ensure that an eligible claim is thus obtained for benefits. Consideration must be given to the changes in the laws and statutes in the particular State involved.

However, the subject has been accentuated by items in newspapers with relation to it. One was published in benefits and another recently there appeared in the Congressional Record an item by Congressman Raymond S. Irwin of Indiana, who on the last day of January 31, 1940, in which the congressman points out the obvious loophole, in his opinion, which permitted the obtaining of unemployment benefits. He points out that employers are required to pay the employee satisfactory annual salaries for that period. However, there is no penalty for not being eligible for unemployment insurance. In the illustration of the case of the baseball player who received $40,000 per year and at the end of the annual season applied for and received unemployment insurance in Pennsylvania. Senator N. D. Young, speaking in Congress, points out that this was not the intent of the legislation. He says: To the public to conduct such practices.

However, applied to the carnival industry, it means that we will have to state the situation and make seasonal workers workers automatically ineligible. We express no personal opinion, it would seem that employers in the industry will make the necessary changes in order to prevent any such situation. A competent staff of insurance companies will ensure that the question is not raised.

El Paso Sun Fete

Biggest in History

EL PASO, Tex., Feb. 10—Fifth annual Sun Carnival under auspices of the Lions' Club here on December 20-January 10, 1938, was the greatest carnival in history, said Leon P. Salter, president and IMG. Art Department Department, who had a large parade and football game in the Sun Bowl on the final day. The carnival was opened after it had been decided not to use a carnival in addition to the carnival itself. The carnival was opened after it had been decided not to use a carnival in addition to the carnival itself.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Ohio Places, Cincinnati, O.)

Director of operations: A. W. Overlock, president; C. E. Koury, secretary, and Frank Kusel, treasurer.

N. Y. Event Will Repeat

BATH, N. Y., Feb. 10—So successful has been the previous one-day Independence Day celebration here under auspices of the Steuben County Agricultural Society that a day is to be added to this year's event, reports Secretary J. Victor Faucett, and the new event will be a two-day celebration in the Bath, N. Y. area. The celebration will be held at the Bath, N. Y. area.

Ballyhoo

(Continued from page 23)

decided to hold the events on the up-and-up with only local matadors participating.

Monday matinee, billed as the Crown Jewel of the New England Carnival Circuit, was the scene of the big event. The circus parade was paraded through the streets, and the winner married a blonde. On Tuesday matinee and Wednesday matinee there were another turnaway and the show was closed. The winner turned away the show. So business continued for the remainder of the week. The Big City in the bull ring it thought they had it. The matadors were the real thing and the matador grooms but thought nothing of it.

On Sunday on the run the boss found the six bridges on the track, both with the bridges being carried away. It was learned that the six assailants general age range of about ten to twelve. After wearing their regalia and having been taken to jail, they immediately demanded their release, as it has always been customary to give out stock with no backup.

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Illustrating the horse-and-buggy days, this scene, snapped in 1912 at Bangor, Me., shows (left to right) L. D. Hall, Capt. David Park, and J. Harry Six, who were trapping with the Fensig Shows at that time. Two horses were hitched to the buggy but only one is shown here. Latlip was a pioneer in the early days of the Hall and Latlip Shows, a 25-car organization. Latlip had the only home State Shows last year and plans to operate his organization as the Latlip Shows, 1946. Six is a high water diver and now operates the J. Harry Six Attractions.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive notes. Group photos are preferred, but individuals will be accepted. Pictures should be forwarded to Address Show Family Album Editor, The Billboard, 35-37 Opera place, Cincinnati, O.

FREDERICK - 1960 DIRECT-POSITIVE CATALOG. Just off the press, with biggest stock equipment for 4-disc operators. Models and prices, if WELLS, Box 916, pounding. THE BILLBOARD, 910, Chicago.

PHOTO MAKES - WHY WASTE TIME AND PAY SPENDINGS on an out-of-date single machine when you can get over twice the money for the New Cross Country Deluxe, which makes both the four for a dime and the three for a quarter in one photo. Make close-ups, full color, and groups. Discard your old outfit, get in the money with the New Cross Country Deluxe, $159.75 complete with best lens money can buy. Write HANSON, Box 971, Parkville, Md.


Rollei's - TWO PRINTS EACH. - with Premiums. 2c each; 100 or more, 1c. SUMMER'S STUDIO, 3118 4th Ave., South Bend, Ind.

STORY LINE, Christ Church, New York, 35mm, $75.00. SIMPSON, 1235 Broadway, New York City.

WILL EXCHANGE 16mm. SOUND FEATURES on Film, 16mm. Cuts. Length list free. SELLING PERFECT 35mm. WESTERN, FEATURE, LARGE list free. J. E. WAIT, 3820 5th Ave., New York City.

World's first Photo Outfit,like New. Quanity Model, 2 Frames, 10-foot Projection. Condition: Bangor, $125.00. CONSTANTS, 1905 S. Alpine Ave., Quincy, Ill.

YOUR FAVORITE PHOTOGRAPH COPIED AT NO FEE. THE CORPORATION OF AMERICA, 244 Fourth Ave., New York, N.Y.

At Liberty Advertisements

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For Cash-Steel-Arena Suitable for any Kind of Work. SMITH, Box 148, Baton Rouge, La.

For Cash-Steel-Arena Suitable for any Kind of Work. SMITH, Box 148, Baton Rouge, La.

At Liberty Band & Orchestras


Organized Two Pianos Union Dance Band. - All and percussion. Will take cash, checks and money orders. Address Box 168, Marysville, Ohio.

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CLASSIFIED ADVERTISEMENTS

WINTER-QUARTERS

CHAMPION ROPE SPINNER - FEATURE TRICK LIGHT SHOWS. T. MOORE. 2300 W. Jefferson, Los Angeles.


BLACKIE BOWMAN, 1005 Woodland, Emporia, Kansas. 609-110 lbs.


At Liberty

AT LIBERTY MUSICIANS


HANNON ORGANIST

With own Hammond. Young man, radio, theater, WOC. Address AGNEW, 2402 North First, Los Angeles.

HANNON ORGANIST - With own Hammond. Young woman, radio, theater, WOC. Address J. B. WILSON, 2402 North First, Los Angeles.


Hammond Electric Organist - NOW QUICK, NEW ORGAN. Address A. V. HARRIS, 2402 North First, Los Angeles.

At Liberty Colored People

AT LIBERTY STRING BAND PLAYER - With large band, or for small groups. Address E. M. MILLER, 554 W. Jefferson, Los Angeles.

At Liberty Dramatic Artists


At Liberty Magicians

FIRST CLASS MAGICIAN - FOR CLubs, schools, theaters. From 15-minute acts up to full hour. Address H. W. BURTON, 1545 Oak St., Binghamton, New York.


At Liberty Miscellaneous

The Capt. Makk Small Fry Circus - Going places, drawing and pleasing crowds is our business and satisfaction. All contracts, inquiries. Answer all from the gets that can handle a first-class novelty. Address E. M. MILLER, 554 W. Jefferson, Los Angeles.

At Liberty Operators

PROJECTIONIST - ELECTRICIAN - CAPABLE OF INSTALLING, REPAIRING AND KEEPING IN SERVICE ALL THE PROJECTIONS APPARATUS. Address T. M. MURPHY, Box 63, Independence, Kan.

At Liberty Piano Players

AVAILABLE IMMEDIATELY - NAME BAND - To play for weddings, arranging, Pianist, Radio Station, Tyler, Tex.

At Liberty Singers

SINGER AND STRAIGHT TALK MAN - 25 YEARS EXPERIENCE. Address Miss VALERIE MILLINGTON, 375 E. 5th St., Chillicothe, Ohio.

At Liberty Vaudeville Artists


Dixie Band - Complete, assembled. Address G. W. ROBERTSON, 2341 North First, Los Angeles.

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At Liberty Vaudeville Artists

At Liberty Piano Players

FOR SALE - PIANO PLAYER, 22 yrs. experience. Address A. V. HARRIS, 2402 North First, Los Angeles.

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CHARLES LA CROIX - Outstanding Big Band, finest money can buy. Write Charles La Croix, 1201 S. 1st St., San Francisco, Calif.

GLOOM OF MERRY - Produce comedy for entire show. Contact Bill Webster, 605 S. 1st St., San Francisco, Calif.

DIXIE DANDY CIRCUS - Dixie, 1st for Dixie. Write DIXIE DANDY CIRCUS, 1201 S. 1st St., San Francisco, Calif.

FLYING QUADROONERS - Two Standard Acts. Fast on the level, ever up in the air. Contact Bill Webster, 605 S. 1st St., San Francisco, Calif.

PIANIST - Young, attractive, good concert pianist. Address Miss J. M. SMITH, 1201 S. 1st St., San Francisco, Calif.

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Big Crowds, More Cash Seen; Parades Set for Saturday

Pitchmen, badge-board workers stocking up for top sales—paper carnationsloom as big item on Sunday—veterans back to work New York area.

NEW YORK, Feb. 10.—Because St. Patrick’s Day this year falls on a Sunday, pitchmen and badge-board workers are looking forward to a bigger two-day observance than in years past. As a result, the largest contingent of pitchmen has been reported since the war. For sale is a wide range of green merchandise, from shamrocks to a variety of decorations. The crowds are expected to be larger than ever, and the most popular items are expected to be the green paper carnations. Everything points to the biggest St. Patrick’s Day in New York's history of the novelty business. According to Jack Epstein, of Epstein Novelty Co., large shipments of badges, buttons, and pins with crossed American and Irish flags, have been sent out in anticipation of the parade. The parade is expected to last for several hours, and the floats will be decorated with green decorations. The weather is expected to be clear and sunny, providing ideal conditions for a festive day.

George Keeler, of Harriet Keeler & Son, reports that he anticipates big business for parade accessories. He expects a substantial increase in business over last year, when the parade was held on a weekday. The company is planning to display a variety of accessories, including green flags, banners, and balloons.

BINGO BUSINESS

BINGO BUSINESS

BY JOHN CARY

WITH Lent being observed over the nation and some bingo games discontinued at our urging, bingo players find a baseball in an effort to strike a home run carrying a number might want. "This apparently done so that players themselves choose the numbers."

The other evening a friend insisted that this or other methods of letting players choose the numbers for bingo has been in operation for several years, but as I had never seen or heard of it before, I did not agree with him. He suggested that since the tickets have been in play since players have been choosing the numbers and bingo and the players who are interested in playing bingo. For the most part, the players who choose the numbers are those who have a strong interest in the game. This adds to the excitement and makes it more fun for everyone involved.

G. J. OHCARAS, of Pouch de Louie, writes:

"I was not until I attended a carnival at our fairgrounds, it was 1925. I remember going to one of those wheeling carts into which bingo players tossed a baseball in an effort to strike a home run carrying a number."

Boys Look Forward

To Big Feb. 22 Sales

NEW YORK, Feb. 10.—Bingo and sale of merchandise is expected to be a big success this year. Boys are flocking to the stores to buy tickets and participate in the game. Salespeople and management are busy preparing for the event. The sale is expected to attract a large crowd, with many boys purchasing tickets in anticipation of winning big prizes.

Prize Users Turn

To Wood Novelty

CHICAGO, Feb. 10.—Bingo and sales of wood novelty items are expected to be popular this year. Boys and girls are flocking to the stores to purchase the items, which include a wide range of wooden toys and games. The novelty items are expected to be popular with kids of all ages, offering a fun and educational way to spend time together. The sale is expected to be a big success, with many customers purchasing a variety of items.
WHAM! A KNOCKOUT SALES BOOSTER!

Sensational
BED LAMP-RADIO
Combination

from coast to coast, they're raving about this novel, practical hit! Everybody wants SLEEPYTIME PAL on sight! Permits the luxury and convenience of a bed lamp and radio, all in one. High quality, marvelous performance and real class make it the hottest item in years! Grab this opportunity quick!

GET IN NOW FOR A CLEAN UP!
IT'S GOT EVERYTHING

Newest double-tuned twin I. F. circuits give amazing T-tube performance! High Q loop aerial gets the distance. Full floating 5" P. M. Dynamic Speaker gives true, resonant tone. Lamp is independently lighted. Uses new glareless T-10 light bulb (included). Unbreakable shade of genuine Dupont Cellophone Lamp Crystal. Class, quality and performance in every detail! Take no chances—get SLEEPYTIME PAL—
the premium hit that puts promotions over with a wallop!

Rush your order! Write or wire your
Distributor or Jobber today!

MANUFACTURED BY
PREMIUM PRODUCTS MFG. CO.

WATER FLOWER WORKERS
HERE'S A BIG VALUE
10 Water Flowers, 2½ inches high, in envelope. Each has metal weight attached to hold flower down. BN10748 Each $0.00

Two Scotty Dogs, Elephant and Donkey or Men of War enclosed. BN1046 Each $1.00

N. SHURE CO.
200 W. Adams St., CHICAGO

POPULAR ITEMS

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

Car-Fare Holder
This 24-carat gold-plated coin holder attaches to milady's purse. Because it saves time by avoiding the need of rummaging thru keys and cosmetics for change, novelty workers are having a field day. It is being sold in an assortment of colors in quick sales. Rex Novelty Co. reports. The coin holder is 1 ½ inches long, an inch wide and thick enough to hold two nickels, four dimes or three pennies. Opined merely by pressing the sides at the top, it allows women shoppers to produce a nickel quickly enough to catch subway trains and street cars. It is attached to the purse by inserting the prongs in two pin holes. New low prices are offered, the firm reports.

Bed Lamp-Radio
Sleepytime Pal, a combination bed lamp and radio, is making plenty of cash for salesmen and radio operators. Premium Products Mfg. Co. reports. The 1/4-watt superheterodyne radio operates on AC or DC current, has a built-in aerial,

LOW PRICE
Choice of Ivory or Walnut
Full Color Display Stands Available

MANUFACTURED BY
PREMIUM PRODUCTS MFG. CO.

SOLD ONLY THROUGH LEADING JOBBERS and DISTRIBUTORS

START NOW—BE FIRST WITH THE LATEST

NEW SALESBOARDS — NEW SALES PLANS
NEW CLEVER NOVELTIES — FLASH PREMIUM GOODS
ORIGINAL SALES STIMULATORS—LIVE WIRE SPECIALISTS
WRITE TODAY—GET ON OUR MAILING LIST—STATE BUSINESS

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

BULOVA—GRUEN—ELGIN—WALTHAM
POSITIVE LOWEST PRICES

NORMAN ROSEN
Wholesale Jeweler
PHILADELPHIA, PA.

ADVERTISEMENT IN THE BILLBOARD—you'll be satisfied with results
ELGIN & WALTHAM

REBUILT WATCHES

$1.75

J. Jewel, 188. Elm St.

ELGIN & WALTHAM

SPECIAL—ELGIN & WALTHAM

Send Name

Men's Wrist Watches

$2.75

Six, 7 Jewel, Kelly Ed. 99.95

Six, 8 Jewel, Engraved Case, 119.95

Six, 9 Jewel, Engraved Case, 129.95

Seven, 10 Jewel, Engraved Case, 149.95

Seven, 11 Jewel, Engraved Case, 169.95

Wholesale Distributors

207 South Second St.

Chicago, Ill.

CALIFORNIA

A department for Pitchmen, Demonstration, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

Cincinnati Office

ST. PATRICK'S DAY NOVELTIES

At Lower Prices!

D. A. Pachtcher Co. has been appointed national premium representative for Radio Corp., Indianapolis, Ind., the firm represents many nationally advertised lines, as well as the new Stewart-Warner, Sentinel, Motorola, and General Electric national premium lines. The firm reports that with the addition of the RCA line it is in position to serve premium users with a type and style of product that meet practically any premium requirement.

Sol Goldfarb, of Goldfarb Novelty Co., has returned to New York after a stay of 15 days in Washington. He commented on the pleasantness and business during the trip.

CLOSING OUT!

$4.50

Per Doz.

VALUE $1.50

Each

LEVIN BROTHERS

TERRA HAUTE, INDIANA

ELGIN, WALTHAM, BULOVA

REBUILT WATCHES

Starts $2.95

MEN'S WRIST WATCHES

FOR SALE

Send for Free Catalog

LOUIS PERLIEFF

228 Walnut St., Philadelphia, Pa.

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ST. PATRICK'S DAY NOVELTIES

At Lower Prices!

D. A. Pachtcher Co. has been appointed national premium representative for Radio Corp., Indianapolis, Ind., the firm represents many nationally advertised lines, as well as the new Stewart-Warner, Sentinel, Motorola, and General Electric national premium lines. The firm reports that with the addition of the RCA line it is in position to serve premium users with a type and style of product that meet practically any premium requirement.

Sol Goldfarb, of Goldfarb Novelty Co., has returned to New York after a stay of 15 days in Washington. He commented on the pleasantness and business during the trip.

CLOSING OUT!

$4.50

Per Doz.

VALUE $1.50

Each

LEVIN BROTHERS

TERRA HAUTE, INDIANA

ELGIN, WALTHAM, BULOVA

REBUILT WATCHES

Starts $2.95

MEN'S WRIST WATCHES

FOR SALE

Send for Free Catalog

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228 Walnut St., Philadelphia, Pa.
Next Issue
LIST NUMBER
Will Feature the
Following Lists:
WINTER FAIRS
CONVENTIONS
PoulTRY SHOWS
Dd SHOWS
Order a copy from your news-
dealer NOW or mail 15c in post-
cash to:
Billboard
Circulation Dept.,
25 Opera Place
Cincinnati, Ohio

Sighted at the event were W. O. Barnard, who is working his culinary gadgets to make some of that loose green they spend some of their time each week working on. The event was in Atlanta due to a four-week attack of flu. He opened in Columbus, Ga., February 12.

Standley Nalndret has been moving in Atlanta due to a four-week attack of flu. He opened in Columbus, Ga., February 12.

Doch Stumpf had his mud show clicking to lucrative results in Orlando, Fla., and he is now at the junction of the APFA and the banana fields. He reports that he has been working hard and is doing well. The event was in Atlanta due to a four-week attack of flu. He opened in Columbus, Ga., February 12.

Pitchfork Five Years Ago

Events for 2 Weeks

Outdoor Workouts (Continued from page 1)

MCIK—Muskingum State Tournament, Caldwell.
FLA—Florida State Tournament, Jacksonville.
IND—Indiana State Tournament, Indianapolis.
IOW—Iowa State Tournament, Des Moines.
OH—Ohio State Tournament, Columbus.
PA—Pennsylvania State Tournament, Philadelphia.
W. Va—West Virginia State Tournament, Charleston.

Jokes & Tricks Magic Puzzles

Richard Apparel, Inc.
30-10 31st St., New York, N.Y.

FREE CATALOG!

Social Security Plates

Reliable Sales Co.
1185 Broadway, New York City

Elen & Waltham—Second-Hand Watches as Low as...$1.85

H. Sparber & Co.

Blades

Wholesale Catalog

4,000 Bargains

For Salesmen & Distributors

It has 360 pages, this catalog contains detailed descriptions of a wide variety of items available for wholesale. It includes many valuable articles and is available upon request.

Good for Descriptive Circular

Wholesale Catalog

4,000 Bargains

For Salesmen & Distributors

It has 360 pages, this catalog contains detailed descriptions of a wide variety of items available for wholesale. It includes many valuable articles and is available upon request.

Louisiana wants Tax

(Codred from page 3)

Of Louisiana's current proposals, the most radical is the first of its kind brought into court and will be watched by the nation. The proposal, now before the court, requires all gambling establishments, including night-club performers, to be licensed by the state. The proposal, if passed, would have far-reaching implications for the industry.

Just how far the law can be stretched remains to be seen, but it is clear that companies involved in the industry could be negatively affected. It is possible that the proposal could significantly alter the way businesses operate and the way workers are compensated.
Mayor Fred Kohler with the admonition that no politics enter into the hall’s admission policy. He handled the multitude details in connection with preparing for the Republican National Convention in 1924. He came to New York to take over the Convention and Visitor Bureau, but resigned to go back to Cleveland as General Manager of Great Lakes Exposition.

In between—and now I quote from our March 27th palatinate paper—"From the outset, the Kenya's huge auditorium had been busy, but it was with projecting a stage on which one of the most popular shows of the year was being presented. The audience was filled to the brim with people of all walks of life. The show was a hit from the beginning, and it continued to grow in popularity as the weeks went by."

Surrounding himself with the best management available, including Albert Gorton, Peg Humphreys, Almon R. Gifford, and Frank D. Shurtleff, the Kenya's Great Lakes Exposition in the legendary times of the circus, featured the biggest and best show on earth. It was during the second season of its run that a friendship with Billy Rose, whose circus Rosa had been the main attraction of the previous season, developed. Billy Rose was one of the most successful showmen of his time, and his circus was known for itslegenɅ, which included some of the most famous acts of the era. The two men became close friends, and Billy Rose provided valuable advice and guidance to John Deer, helping him to make the most of his new venture.

Dribbles... Harold Peets, one of the most talented of the ringmen, had recently arrived from his winning performance at the Ringling Bros. and Barnum & Bailey Circus, which was the most famous traveling circus in the world. He was known for his acrobatic skills and his ability to entertain the audience with his breakneck stunts. He had been a circus performer for many years, and his experience had given him a deep understanding of the circus world.

The Saturday Evening Post's latest article on the circus features a photograph of the celebrated Ringling Bros. and Barnum & Bailey Circus. The photograph captures the grandeur of the circus and its performers, who are seen in all their glory. The article discusses the circus's history and its role in American culture, and highlights its impact on the lives of those who participate in it.

GRUBERG'S WORLD FAMOUS SHOWS
OPEN APRIL 8, PHILADELPHIA, PA.

C. F. ZEIGER UNITED SHOWS
WANT TILT-A-WHIRL, FERRIS WHEEL, ETC. WANTS FAIR, COUNTY FAIR, CARNIVAL, CIRCUS, ET CETERA. WANTS ACROBAT, CLOWN, JUGGLER, ET CETERA. WANTS STOCK, ANIMALS, ET CETERA. WANTS ANYTHING TO DO WITH SHOW BUSINESS. C. F. ZEIGER, BOX 325, TUCSON, ARIZ.

SIEBRAUD BROS.' CIRCUS & CARNIVAL WANTS CIRCUS ARTISTS, CARNIVAL ARTISTS, CARNIVAL MACHINERY, CARNIVAL RIDES, etc. SIEBRAUD BROS., 1223 S. 10TH ST., PHILADELPHIA, PA.

Notes from the Crossroads
BY NAT GREEN

A correspondent in Nebraska lamented that no tent shows ever come this way. "We're hungry for shows out here," he said, "but they don't give us the go-by. The people out here are looking forward to the big shows, and we want to take in any shows that might come our way."

G. E. Darling in his syndicated column, On the Side, says that a good attraction

Harman's Broadcast
Our attention has been directed to an item on the front page of The Enquirer (Tulsa), which states that John M. Weekley, former editor of The Enquirer and owner of Tulsa's most popular church, has sold the old Ellis County Fair directory, which had been a fixture of the carnival at their 1940 fair, which will be held on April 8. Weekley, in a letter to the editor, says, "I do not put myself above other people, but I am just a little better to the fair directors, "but I do have convictions on what is right and what is wrong. I believe in the value of a fair, and the value of the directory, which the fair people have, and I think it should be used as a guide for the fair people."

So far as immoral shows go, we are in favor of the Enquirer, and when it speaks of our affairs, we are happy. We know that our business is good, and we want it to be good. We know that the directory is good, and we want it to be good. We know that the fair people are good, and we want it to be good. We know that the directory is a guide for the fair people, and we want it to be a guide for the fair people."

Robert Bingling and his two sons, Jimmy and "Chappie," have tried their hands at selling the best produce in their family's garden for many years, in the hope of getting into the Saratoga home. They have been known for their quality produce, and their sales have been successful.

Bayless, which has been doing business in the area for many years, has been known for its quality produce, and its sales have been successful.

CARR, which has been doing business in the area for many years, has been known for its quality produce, and its sales have been successful.

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Tampa Fair Sets New Gate Record And Daily Marks

Tampa, Fla., Feb. 12—Florida Fair

Appenzeller

Undersea and his Silver Jubilee here on Saturday with all-time record attendance of 3,224, personal record of 477,007 having been set in 1938. Fruit growers smashed their previous first week records with 242,849. Biggest days were Children's Day on 120,514 and General Day with 118,973, both setting all-time marks.

Hal Kemp, in Norvo and Eddy Duchin bands, used this year as grandstand attractions instead of the usual greased poles and crowds on nights when weather was good. Fair officials have been told that the band's biggest drawing cards than acts. Kemp made his debut at the fair. Joe Greer and his performers giving plenty of thrills. Kemp and his Hall of Mirrors consistently drew large crowds and auto races were big attractions. Thursday of the second week was Tampa Day, city and county offices closing for a day. Hill Kemp began his three-day engagement.

Friday was State School Children's Day, sponsored by the Chamber of Commerce, and kids of 100 schools visited school buses. Final day, Saturday, was

With the Ladies

By VIRGINIA KLINE

Tampa, Fla., Feb. 12—Midwinter Fair at Harlingen, Tex., had Bill Haines on the midway, and the weather was cold. I saw most of the fun from the car and trailer home of Mary Bowen McClanahan. We had a good visit with them and Madge Buckner, who has some concessions with the Haines Shows. Mary had been cooking on the Oscar Rose Shows when I was moving from show to show with a Loop. We also talked to Mrs. Robert D. Aron, who was one of the first customers.

Dear Abby, was at Brownsville, Tex., was to open in a few days under the big tent.

LETTHER LIST

MAIL ON HAND AT

NEW YORK OFFICE

1386 Broadway

Women

Alfred, William E., New York, N. Y., Miss Emma, 130, East 54th St., Miss Elizabeth, 125, East 54th St., Miss Lillian, 120, East 54th St., Miss Virginia, 115, East 54th St.

Men

Alfred, William E., New York, N. Y., Miss Emma, 130, East 54th St., Miss Elizabeth, 125, East 54th St., Miss Lillian, 120, East 54th St., Miss Virginia, 115, East 54th St.

MUSEUMS

Address Communications to Cincinnati Office

Kortes' Cleveland Unit Chalks Capacity Crowds

CLEVELAND, Feb. 10.—Pete Kortes' World's Museum's first week here gave his unit its highest capacity crowds in its history. Capacity crowds prevailed thru other eight days and the public was not used to being crowded. The public was constrained to come in very small groups, which was a real handicap.

Charles M. Willard, director of public relations, has been especially helpful in the promotion of the show, and With the Wind, which played to turnouts of capacity, was a real asset to the success of the show.

The show has been a real factor in the business here as the show is now 1,200 per cent of the previous ticket sales.

Owners of Kortes left Sunday for New Orleans, where he several personal changes will be made. Miss Bessie Clapp, who has been brought here, will entertain while entertainment is being planned for a later date. Miss Bessie Clapp, who has been brought here, will entertain while entertainment is being planned for a later date.

C. T. LOWELL

PHILADELPHIA, Feb. 10.—Business continues good at Eighth Street Museum.

In the main hall are Tex Mahoney and Co., Western pensions; Darmian, the Lounging lout; R.S. Jones; Poses Plastique; Mysteria and Headless Woman illusion. Annex has dancing girls.

Will Give Half Interest

For the benefit of the World's Patent Group Game, A Game That Should Grow Into Millionaires, C. T. LOWELL

J. A. C. CIRCUS, DAYTON, OHIO

WEEK BEGINNING AUGUST 26

Peanuts, Popcorn, Candy Apples, Candy Floss, Price Sweets, Drats, Eats and Novelties open. No Games. Want to have a great time? Or simply want to keep tabs on interesting local events? The Orange County Register can help you find the information you need. From local sports to community events, we've got you covered. Whether you're looking for a fun evening out or something to keep the kids entertained, the Orange County Register has got you covered. So why wait? Check out our website today to get the latest news and events in your area. The Orange County Register is your source for local news and events.
The man who invented the saying that figures can't lie should be crowned the prince of liars. Modern methods of propaganda have shown that figures can be made to prove most anything.

Economic experts are busy at handing out statistics that get to be very confusing if they are collected and compared. It's no wonder that the man in the street never knows just which way the country is going. Efficient statistical organizations at a price can furnish "facts and figures" to support any theory, or that will condemn any party or theory. The figures can be had to order.

Statistics, unfortunately, are on the way to getting a bad reputation since they have become so important a part of modern propaganda. Newspapers are the purveyors of these statistics to the masses of the people and it is unfortunate that such statistics are beginning to become tainted. The masses of the people would like to retain a simple faith in facts and figures as such. Perhaps newspapers could do much to prevent the loss of faith in statistics by carefully distinguishing the sources and the purposes back of figures given out to the public.

The coin machine industry itself has been subjected to a lot of exaggerated figures. For the purpose of injuring the industry figures have been exaggerated about the earnings of machines and even the number of machines.

A simple illustration may be taken from a large newspaper in the Midwest. A reporter went out to find just how much pinball games in the city earned during the course of a year. Somebody told him that a game earned $8 to $10 per day; someone else estimated that there must be 14,000 games on location in the city. Then it was a simple matter to calculate that pinball games must be making in $40,000,000 to $50,000,000 a year in the city. Even in this day when we are accustomed to talking in billions that is a lot of money. When compared with the total retail trade in the city for one year the outlandish exaggeration in the figures could easily be seen.

That is an illustration of a very simple and yet very effective way of exaggerating figures to distort the truth. Newspapers can be pardoned for using such exaggerations about pinball games since newspapers must supply sensation to their readers—because the readers want it. Newspapers ought to be good enough sports, however, to recognize that a big percentage of the people also like to play coin-operated amusement games.

But if the coin machine industry thinks that it is the only victim of "facts and figures" shuffling for a purpose, then the modern fad of quoting statistics ought to be studied more carefully.

Reliable facts and figures are necessary if people are to think straight, and there is no intention here of poking fun at those reliable and impartial organizations and experts that try to discover facts. But there is such a vast array of figures in our current reading matter, shuffling for propaganda purposes, that it is about to cast a reflection on the reliability of all statistics.

There is the common question of "who owns America?" and facts and figures have been quoted to show that 2 per cent of the people own the country. Here is an entire column in a big newspaper quoting facts and figures to prove that 2 per cent of the people do not own America—but that the millions of stockholders own it.

That is a case apparently where figures can't be made to tell the whole truth, so both sides can be pardoned. If 2 per cent of the people do own so much wealth in their own name it is impossible to make figures show how much power, how much control, how much manipulation goes with their wealth. Also, it is impossible to make figures show how little power goes with one or a few shares of stock in a great corporation.

Here is a full-page advertisement appearing in newspaper over the country. It is warning the consumer that 20 cents of every dollar he spends goes for hidden taxes. Perhaps some of the biggest lies now being told in figures are about taxes.

It is strange that business would be using the same tactics that radicals use to fight capitalism. The radical points out that so many cents of every dollar goes to support executives and bosses, so much goes to save costs, advertising costs, so much to profits, overhead and so on. It would be much better in the long run for business just to let the good old dollar alone rather than to be pointing out too much just where the dollar goes.

In fact, if you want to see how silly statistics can be sometime, add up all the cents that are supposed to be in a dollar, based on the statistics of what goes to taxes, overhead, mark-up, selling costs, advertising, freight, profit, wages, salaries, etc., and you will find that the dollar would have to be made up of about 200 pennies to cover the bill. I think it was Bernarr Macfadden, in Liberty magazine, who once gave out an editorial on the fact that 85 cents of every business dollar goes to wages. This may be true as far as it goes, but it isn't even half the truth and hence must be classed as abuse of statistics.

Here is the National Industrial Conference Board giving out statistics to show that only 84 cents of the government's pump-priming dollar has really produced an increase in national income. But equally expert statisticians show that this figure is deliberately false because it is admitted that an unfair comparison was made between different years. In other words, it would be very difficult for a honest citizen to know when, where or how he could get reliable figures on what he gets for his money.

It now appears that just as the coin machine industry has been subjected to exaggerated figures of its business and earnings, so the whole country is being subjected to "facts and figures" to prove this and that—and who can tell what the end will be? Probably the best rule is to take all figures with a big grain of salt.
Are You the Guy
WHO DIDN'T ORDER
Keeney's New 1940
SUPER SIX?

Practically every other op did— and now we're going at top speed filling re-orders. The fellows who bought 5 now want 25. Bigger play's the reason. So how about it? Are you going to let grass grow under your feet? . . . .

Order Today!

FREE GAME INSTANTLY CONVERTIBLE TO STRAIGHT NOVELTY

J. H. KEENEY & COMPANY
"The House That Jack Built"
2001 Calumet Avenue, Chicago, Ill.

Heavy Ordering
On Skee-Ball-Ette

CHICAGO, Feb. 10.—"Orders are pouring in," reports Dave Gottlieb, of D. Gottlieb & Co. "There has been an avalanche of requests for territory for Skee-Ball-Ette from distributors all over the country. Meanwhile we have been busy equipping the new factory which we have found advisable to operate. Both plants, it is planned, will go into 34-hour operation.

"It was an impossibility to ever hope to turn out anywhere near the quantity needed to supply the unprecedented demand at the Keeneys plant alone. Now, with the additional factory and the new equipment being installed, plus hundreds of employees, we hope to be able to keep up. Both plants represent heavy activity, as they work night and day to complete final operations for full production."

And about the details of Skee-Ball-Ette, Dave Gottlieb replied: "We planned to introduce this popular game to the trade weeks ago but had to postpone it while we equipped not only our own plant but our additional factory, too, to take care of the advance orders that poured in the days after the game was announced."

Baker's 4-5-6
Going Strong

CHICAGO, Feb. 10.—"Another carload of Four-Five-Six is on the way to the Brooklyn Amusement Co., Brooklyn, and we have been told by the Baker Novelty Co. that Bill Alberg and Carl Gras are two of our greatest boosters on the game," said Baker.

"There must be a reason for such popular demand."

"Distributors and operators are lining up to receive stock. The reason for this unusual demand is obvious. Four-Five-Six is the answer to the average operator's prayer because the game is sinfully simple yet exciting. Above all, it is engineered and built right."

Harry Hoppe, vice-president of the firm, reports that due to the rush of business, the company has found it advisable to install a telegraph system in the Baker offices, so that orders can be filled from all directions. "As far as Hoppe, territories are opening for club equipment, operators of the debut of Genco's Big Town.

Genco

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Genco
EASTERN FLASHES

NEW YORK, Feb. 10.—A big crowd was on hand to see the display of the new Rock-Ola Luxury Lightup phonos at the offices of Archie Katz in Newark. N. J., Frday and Saturday. Katz has named an affiliated subdistrict by Interstate Coin Machine Sales Co., New York. New Jersey Territory. Joe Fishman and Marvin Liebowitz, of Interstate, were on hand to greet the visitors.

Cliff Balle, district manager for Rock-Ola, was on hand to see the visitors. Among others present were Everett Maslen, Mr. and Mrs. Balle, Harry Carty, Harry Pearl, Nat Cohn, David Stern, Arthur A. Cohen, Edward Marks, E. Westerfield, E. Shein, Emanuel Ehrenfeld, Dave Simon, Joe Darwin, Frank Savage, Barney Sugarman, Harry Goldberg, Tom Burke, Joseph De Leo, Irving German, George O. Tilton, Harry W. Stannard, Morris Emerson, John Schnorr, Morris Silverstein, Al Schiesinger and Ed P. Corrison.

IMPO replacing thousands of obsolete games on the counters of American Amusements.

GROETCHEN TOOL CO.
130 N. Union St., Chicago.

WOW! WHAT PROFITS

These DAVAL MACHINES QUIETLY BRING

IFFY-i-ny cigarette lighter can build up! Modern design. Small in size. New mechanism. Extra large bulb gun dispenser. Instantly replaceable. 4-way deposit. 19 cents per card.

EX-RAY

TOKEN PAYOUT interchangeable to any of 6 different machines. Patent pending. 4-way deposit. 19 cents per card. Select "X" or "S" cigarette dispenser with 25 cents. 34 cents per card.

ATLANTIC NOVELTY CO.
1901 F St N.E., Washington, D.C.

MAYFLOWER'S PARADE OF BARGAINS

NEW FLASHERS, IN ORIGINAL CRATES, $42.50

USED PAYTABS

Gold Medal, Flx-Sam, $12.75.
Grand National, 1946, 10.50.
Broadway, 1947, 10.50.
Sunshine, 1945, 9.50.
Paperboy, 1946, 9.50.
Bucky, 1945, 7.50.

USED CONSOLES

Broad Flash, Print, 1945, 7.50.
Tate, 1945, 7.50.
Sun Flash, 1945, 7.50.

RECONDITIONED PHONOGRAPHOS

Davey, 1945, 7.50.
Davy, 1945, 7.50.
Buddy, 1945, 7.50.

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

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS.

Central States Phone, OPERATORS ATTENTION!!!

We will sell you a number of 616 phonographs as shown above, mechanisms complete, Stark Lightup, installed, and decorated with Maura Panel, as long as they last at $97.50 complete.

We will finish YOUR machine for you at $40, including dome, light-ups and Marble-Glo, if you will send it in.

Similar, deep cuts on many other models. Write for full information on other completely modernized machines.

Terms—$1.00 cash with order, balance C. O. D.

Stark Novelty & Mfg. Co.
611 Mahoning Rd., N.E., Canton, Ohio.

OFF THE PHONES

George Ponser says he's giving up trying to describe the Mills Enterprise phone, "the only way to really appreciate the true value of these machines is to see and hear at our showrooms."

BOB WATKINS

ACTION

That's the word that describes the way of doing business in the line of cigarette merchandisers, according to firm officials. L. Paul, who heads the firm in New York, and H. Hartzel, who covers the metropolitan area, report they're busier than ever.

A HIT

Is the way Bert Lane, of Seaboard Sales, Inc., describes the new Gable phonos. Harry Levine and Joe Hart are the ops taking the gables, and this is a hit. Afraid people are getting here and see us that this phonos is mighty popular. The Gable mechanism, proven over a period of about 30 months, has the 34-record extra-large size, that now sold at $42.50.

INVENTORS

One of the big problems was to have success with the new Rock-Ola phonos. The whole idea is to have the machine work for a long time before the customers can be satisfied. The new Rock-Ola phonos is a big hit, and it is expected to do well.

DELIVERY PROBLEM

One of the big problems was to have success with the new Rock-Ola phonos. The whole idea is to have the machine work for a long time before the customers can be satisfied. The new Rock-Ola phonos is a big hit, and it is expected to do well.

NEW SALES DEPOT

Sam Sachs, of Arne Bales Co., Washington, D.C., has just returned from a trip on which he was able to sell the new Rock-Ola phonos. He was able to sell the phonos to one of the leading music stores in Washington, D.C., and it is expected to be a big success.

COINSHOTS

Minted nickel phons are flopping to their headquarters from morning to night these days. They have always been the top coin phons on the market, and the new songs and music are expected to keep them as leaders. The phons and music are expected to do well.

George Ponser Co.
11-15 E. Runkyn St., Newark, N. J.

BIg SALE

Since we entered the coin machine business, we've always had ambition to put out a machine that would feature every machine that we want to buy. Well, that's the kind of a sale we have in mind. We're going to sell them all at a big sale. It will feature some of the most
PRICES ARE SLIDING!

—HOP ON THE ACME NOVELTY PRICE TOBOGGAN—

ONE BALL PAYOUTS

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<tr>
<th>Novelty</th>
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<tr>
<td>PACE MAKER</td>
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<td>GRANDSTAND</td>
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<tr>
<td>WINE TASTING</td>
<td>79.50</td>
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<tr>
<td>ONE TWO THRILL</td>
<td>49.50</td>
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<td>DERBY CLOK</td>
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<td>PHEASANT MACHINE</td>
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5 BALL NOVELTIES

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ROCK-OLA

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<tr>
<td>SUN BOW</td>
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ACME NOVELTY CO.

1124 HENNEPIN
ALL PHONES AT 5509
MINNEAPOLIS, MINN.

Ten Pins Line

Is Block Long

CHICAGO, Feb. 10.—"For the first time a coin-operated amusement game production line is stretched out over a space which is more than 3,000 ft. This is a block of tremendous amount of space to be devoted to the assembling of one game. One of the leading manufacturers of the Rock-Ola Mfg. Corp. in speaking of the firm's production line, said that the production line is in full progress and stretches one block from 11th avenue to 12th avenue. It then circles around the back of the building, which adds another half block to its length, and is a block and a half long.

Never before in the history of the coin machine business has such a vast production area been devoted to manufacturing amusement games—and we need it," says Jack Nelson, general sales manager of Rock-Ola, "to supply the orders coming in every day. It was made necessary when we started to make Ten Pins there was no doubt in our minds that our plant would be big enough to supply the demand. However, even our present capacity is being utilized to its fullest extent to get the full extent of orders. Production, however, is being increased daily.

Delivery is being handled within a short time of receipt.

Big Earnings in Evans' Duck Pins

CHICAGO, Feb. 10—Paul Gerber, of the distribution firm of Gerber & Glass, of Chicago, states that he is on the right track in recommending Evans' Automatic Regulation Duck Pin

Bowling Alley.

OPERATORS

I can truthfully say "LUCKY STRIKE" is the gold strike of the year.

Immediate Deliveries. Guaranteed Games.

SUPER SIX     BIG SHOW    FOUR FIVE SIX

SAM MAY & CO.

401-409 S. MAIN, SAN ANTONIO, TEXAS

IMP

Groechten's
3- Noel
Gingerte
Machine
with Gum
Vender
MIDGET
COUNTER
GAME
$12.50

CARTON OF 6, $67.50
MILLS FREE PLAY 1-2-3
Late 1938 Model, Like New
$82.50

1/3 Down With Order, Balance G. D. O.
OHIO SPECIALTY CO.

12 W. Court St., Bost. 1171 E. Broadway
Cincinnati, O. Toledo, Ohio

FROM BALTIMORE—comes word that Roy McCann is doing a land-office business in free-play games. "We got what the boys want," Roy maintains. "Looks like a big month ahead and you hear a lot about the bargains we are offering."
MACHINES, $2.40 AND UP
28¢ RETURNS $4.50
NOW'S THE TIME FOR BIG PROFITS

Jennings Has New Drink Vender
CHICAGO, Feb. 10.—Jennings' bottled beverage dispenser, recently introduced at the 1940 Coin Machine Show in Chicago, has created a tremendous amount of interest with operators from all over the country, according to Jerry Haley, executive of O. D. Jennings & Co. In commenting on the new dispenser he said: "The interest that has been created over our new bottled beverage dispenser is evidence that the operator of today is giving serious thought to this type of equipment.

"Everyone that has seen our new dispenser has been impressed with its exclusive features. For example, the vending of a selection of two dry refrigerated drinks, the extra vending capacity of 120 standard size bottles from 6 to 12-ounce large size, including half-pint dairy bottles and with ample pre-cooling capacity, its simple, dependable mechanism, its small steady cabinet, its slant-proof coin chute and the ease with which it can be serviced.

"These are all features which we are confident will mean greater patronage, long, dependable operation and a minimum of servicing to the operator. All reports from the dispensers now on location are exceptionally favorable both for earnings and trouble-free operation."

Business Tip On Breath Pellets
CHICAGO, Feb. 10.—"Start now with breath-pellet venders, they're sure-fire winners," declares Roy Torr, Philadelphia distributor. "Breath pellets cost little and give handsome returns. There is no spoilage, no competition and little servicing necessary. It is a made-to-order for every operator.

"Machines are serviced once a month and the first collection usually pays the cost of the vender itself. Stop at the corner drugstore and he will tell you he sells about one dollar's worth of breath pellets and approximately two to three dollars' worth of liquid breath purifier every week.

"When you offer breath pellets the returns will surprise you. People are definitely becoming pure-breath conscious and have acquired the habit of paying something to destroy the smell of liquor fumes and other causes of unpleasant odors."

Cig Assn. Head Hits N.Y. Taxes
ALBANY, N.Y., Feb. 10.—In a letter to The Times-Union, Albany newspaper, John J. Geel, president of the New York State Cigarette Vendors' Association, asks for the repeal of the New York State cigarette tax, declaring that it has resulted in a loss of business for operators.

Geel pointed out that the carrying of cigarettes from New Jersey into New York and mail order business into New York is the business of all cigarette vendors.

The average cigarette machine operator is a small business man who endeavors to earn a living by operating his machine and generally maintaining the machine himself. With limited capital he is able to purchase these machines on liberal credit terms from manufacturers. Actually he sets himself up to provide himself with a job. At best, his organization is small," Geel writes. He goes on to tell that the average cigarette machine operator is a small-business man who endeavors to earn a living by operating his machine and generally maintaining the machine himself. With limited capital he is able to purchase these machines on liberal credit terms from manufacturers.

"We therefore appeal to you to publish the ruinous effect of these impost taxes in order to discourage the renewal of these damaging taxes in order that the hundreds of cigarette machine operators in this territory may continue to have the opportunity of supporting both themselves and their families thru their labors.

Detroit
DETROIT, Feb. 10.—Louis Berman, Brilliant Music Co., is back from New York, which at one time was the site of his business.

Roy Babel, Cigarette Service Co., has re-named his firm U-Need-a-Pack Cigarette Service.

David Yamashita has formed the D & C Cigarette Co., with headquarters on Lee Place.

Wuster & Walters Amusement Co. has formed itself as well.

Michigan Mutual Distributing Co., jobber of all types of coin machines, has moved to Cincinnati.

Ben Marshall, of the B. J. Marshall Co., has moved to Detroit.

Alan S. Miller, of the American Cigarette Machine Co., is back from New York, which at one time was the site of his business.

Under the name of Vendo-Matic Specialties, Inc., William P. Moulton invented a new type of beverage dispenser.

Joseph Moline, Legal Coin Machine Co., who formerly had his headquarters in Hammondsport, N.Y., has moved to Detroit, establishing headquarters on Sargent street.

Brilliant Music Co. is increasing its capitalization from $50,000 to $720,000, reports which was held at Wayne, Mich., is working on plans for a new vender and a grocery-type vender.

Rusell H. Ellinwood, who operates under the name of Vend-o-Matic Specialties, Inc., invented a new type of beverage dispenser.

H. B. Bier, representative of the Mills Novelty Co., reports: "It looks like Michigan will be a great year in the coin field."

Edwin Clemons, Modern Music Co., is another operator who is enthusiastic about the new vender machine division of the Hurley Machine Company. He claims this is wise in placing considerably more machines on location.

George H. Lightner, Detroit manager of the Northwestern Corp., is planning to place about 1,000 new candy venders in the city.

Roy Babel, who heads the Penny King Company, reports that the Penny King Express, with 32,000 machines, is planning to place about 1,000 new candy venders.

Arnold R. Stone, assistant manager for Deeco Distributing, is being transferred to Minneapolis to open a new branch for the company.

Litan Amusement Co. has been taken over by Frank Litan. George J. Litan, former owner and operator, has discontinued operations.

Oratio Amusement Co., new Detroit coin machine company, is planning to place about 50 new machines.

Joseph H. Grohe, owner of the Chow Link machine company, is planning to place about 100 new machines in the city.

Fielding MFG. CO., Dept. 58, Jackson, Mich.
Jennings bottled beverage Dispenser

We Don't Know ALL THE ANSWERS

But of this we are certain. An increasing number of firms and operators are turning to Pan Confections. Why? First, because of personal attention given to each order, whether large or small. Second, because they know they buy the best when ordering from Pan Confections with its years of experience. Third, Pan Confections products are noted for their hard shell process, quality and service.

You too can receive this personal attention and added quality, no matter where you are. May we be of service to you?

QUALITY-SERVICE

PAN CONFECTIONS-CHICAGO

Cigarette Merchandisers' Associations

Despite work on the banquet, March 9, members of the New York CMA took no part in a regular monthly meeting last Thursday (8). One of the matters discussed was the amendment of the by-laws which will be held each week until after the banquet.

At the annual dinner, Matthew Forbes, manager, said that arrangements are being worked out and the Pennsylvania is being planned along lines that will make it the talk of the industry. Operators from over the state are being invited and a goodly number turned out for the discussion on tax matters which was planned for that Saturday afternoon.

Jackson Bloom is confined to his home by illness. The boys wish him a speedy recovery.

Since operators often hear remarks about the high cost of advertising, it is true that cigarette advertising is a small expense, especially cigarettes, a recent article in 'Printer's Ink' is of interest. Most operators and the public do not realize how much cigarette advertising is being done, including national and local advertising, and it is estimated that 3 cents on a 15-cent pack goes for advertising and that there are a great many intelligent people, such as salesmen, advertisers, who pay 6 cents.

New Orleans

NEW ORLEANS, Feb. 10—Charles W. Womack, Joe Anderson and J. G. Bradburn have incorporated the River Drug Co., which will represent the Southwestern Cigarette Association, to handle the 'River' brand of cigarettes.

At the meeting, several new fellows were elected to the board of directors, including C. T. Smith, W. J. D. Reynolds, J. T. Smith and W. J. D. Reynolds.

CONFUCIUS SAY:
He Who Buys Northwestern Vendors Join the Ranks of Wisest Spenders

Write today for our Free Trial Offer. Always the best trade-in allowance for your old machines. A full line of Northwestern Parts and Supplies. Tobacco, Candy, Chewing Gum, Used Machines. Write for Complete List.

NORTHWESTERN SALES AND SERVICE CO.
39 Bell
599 CONEY ISLAND AVE.
BROOKLYN, N. Y.

CLEARANCE SALE—USED CIGARETTE MACHINES—LOW PRICES

<table>
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<tr>
<th>ADVANCE</th>
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<tr>
<td>$19.95</td>
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BABA KAUFMAN (CIRCLE 1-1848)
250 W. 54th St., N. Y. C.
Jivers Featured
By Mills Novelty

CHICAGO, Feb. 10.—One of the top attractions at the Ebbett’s Park baseball game on Thursday night was the Jivers, a group of young jivers inspired by the music of Mills phonographs in entertaining hundred thousand fans at the first floor corner of the Jitterbug Room, the Mills Music Hall. The Jivers’ Christmas party is the Jitterbug at our open house party,” de- clared S. S. C. D. manager. “First of all I believe that young folks are among the heaviest support groups for phonographs in Chicago, and the Jitters as a representative of the young swing world is a good example of this. All my friends tell me that the Jitters are one of the most popular groups and that if you really want to have a good time, you should come to the Mills Music Hall.”

The Jitters are a group of boys and girls who meet every Thursday night at the Mills Music Hall to dance to the music of Mills phonographs. They are dressed in the latest fashion and are known for their energy and enthusiasm. The Jitters are a great inspiration to young people and they are always invited to parties and events.

The Jitters are led by a group of experienced dancers who have been dancing for many years. They are experts in the art of dancing and they are always ready to teach others how to dance. The Jitters are a great inspiration to young people and they are always invited to parties and events.

National Coin New
Rock-Ola Distrib

CHICAGO, Feb. 10.—Next Saturday, February 17, Joe Schwartz, head of National Coin Company, will introduce his new coin-operated machines to the Chicago area. The machines are the Rock-Ola Luxury Light-Up phonographs and the Rock-Ola Luxury Light-Up phonographs.

The Rock-Ola Luxury Light-Up phonographs are a fitting background for Rock-Ola’s 1940 phonographs. The machines will be on display at the grand opening, and they will be available for purchase. Joe Schwartz, who has been associated with the Rock-Ola Company for many years, will give a detailed presentation of the new machines.

New Artists for
Cinematone Disks

HOLLYWOOD, Feb. 10.—Newest record artists for the Cinematone Disks include numbers by Garwood Van and his Orchestra, who have just finished recording at the studio, and his band and Gus Arban’s Orchestra.

Signed for future recording are Bill Mills and his swing band, also the Satin Swing and the Blue Swings and his Glovers Club Orchestra. Pat Rady and his band are also signed for recording.

Darrel W. Calker, formerly musical supervisor for Davis and Schaeffer, has been appointed head of the Cinematone music department. He will have charge of recording Penny Pinto phonographs, bringing to his job experience as arranger for the Penny Pinto Phonograph Company, Carl Holt and assistant conductor and arranger at the Roxy Theater, New York.

Calcutt To Open New
Phono Showroom

FAYETTEVILLE, N. C., Feb. 10.—The Vendling Machine Co., this city, is giving a grand display of the Mills Empress and the Mills Telephone.

“With the modern beauty of the Mills Empress, our new showroom will be best presented in showroom comparison to their design,” said Calcutt, firm head. We have therefore employed an outstanding showroom architect, who has created these showrooms when they are complete, the new showroom having a brand new design that has not yet given their attention to the Empress and the Mills Telephone.

Operators in Virginia, North Carolina and South Carolina are anxious to see these showrooms when they are complete, and the new showroom will surely be one of the greatest hits. The machines are proving their great earning power all over the country.”

Kansas City

KANSAS CITY, Mo., Feb. 10.—Lee Willing, general manager of the RCA Victor Distributing Corp., announced that the new Kansas City branch office will be effective February 1. The change marks the end of a long association with the Kansas City branch office, which has served the company’s offices to 70th East 18th Street.

Walter White, former manager of the branch office, was named the new manager of the new branch office. He has charge of the record department. Open house and trade show are planned for the new branch office. The branch office is on tap for tomorrow afternoon Monday.
Will Penny Phono supplant nickel phonographs?

Absolutely N.O.T! It will supplement them—increase and expand your present take from your territory! BECAUSE:

1. It will pull important revenue from spors you are now neglecting—tap a rich, new vein of profits in those populous neighborhoods where people have always thought, and still must think, in terms of penny purchases—for their gum, their candy—yes, their entertainment!

2. Slim, sleek, modern, taking but 1/5 the room of other phonographs—it can also be spotted into scores of profitable locations that bulkier instruments can’t enter.

Low-priced to buy, low-priced to operate, low-priced to play—PENNY PHONO is first, last and all the time a volume item—music for the masses! Put it in the right locations—yes, even in neglected neighborhoods you’re now passing by, and it will immediately pay you consistent and substantial profits.

Are You Passing Up the Biggest Bet of the Year?

Are you sitting on the sidelines while the parade passes you by? We say to you frankly that PENNY PHONO is on the march. Its month after month record of earnings in the right locations, from Maine to California, cannot be disregarded by any progressive operator. In fact, we are so sure that PENNY PHONO will deliver, that we’re willing to stand or fall on your test of just a single sample instrument. Below is an order blank. Fill it out, mail it, and the odds are topehappy you’ll duplicate the experience of Bob Yendes, told below—an experience that finds its parallel in our files from other operators in every state in the Union.

Read Bob Yendes’ Amazing Success Story with PENNY PHONO

Old hand at the coin-machine business, Bob Yendes of Dayton, Ohio, looked long at PENNY PHONO until he bought. Then—

• On November 4th—he ordered 10 PENNY PHONOS
• On November 11th—he ordered 1 PENNY PHONO
• On November 21st—he ordered 19 PENNY PHONOS
• On November 22nd—he ordered 20 more PENNY PHONOS
• On November 28th—he ordered an additional 10 PENNY PHONOS

And Bob Yendes is starting 1940 loaded for even bigger and better bears. This year he’s increasing his orders... taking 23 PENNY PHONOS at a clip, on January 16th. But for a hit smoke this year. And paste a leaf out of his success story in YOUR OWN!

Order a sample PENNY PHONO today. Use form below:

TEAR OUT AND MAIL WITH YOUR CHECK

CINEMATONE CORPORATION
1107 N. Highland Ave., Hollywood, California

Attached is my check in the amount of $14.87, to be applied as a 25% deposit on one Penny Phono Standard Model. You are to ship my Order Bill of Lading, with eight drafts attached for the balance due of $104.61.

Name
Street
City
State
Bank

This New, Improved 1940 STANDARD MODEL—is priced only $139.50

25% With Your Order

★ Costs less than half what others sell for, because it has no costly, complicated record-changing mechanism—plays 20 hit tunes from a single 12-inch record (to a side—doubling a life of record). Only 5 moving parts—one man can service 100 PENNY PHONOS weekly!

★ Weights but 1/2 to 1/2 as much as others—takes only 1/3 as much room (hence squeezes into locations barred to heavy, bulky instruments).

★ Record-replacements cut to 1/3 usual cost—running no more than 71/2¢ per tune! Illuminated front panel “sells” hit tune of the week. All releases, direct from our own recording studios in Hollywood, feature the latest “big name” talent from the screen, radio and night clubs.

CINEMATONE CORPORATION
1107 No. Highland Avenue, Hollywood, California
AMUSEMENT MACHINES (MUSIC SECTION)
February 17, 1940

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonograph shops. 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 important phonograph operating centers in the country.

At the Balaiaska, here is a perfect example of the sort of thing that makes the music business so unpredictable. Despite the generally prevalent air of depression that has settled upon the phonograph business generally about every song they release, now and then they issue a number in which they have the monopoly of all the encores. This week the Balaiaska selected 78 rpm recording of the MGM film, Balaiaska, its publishers expected exactly nothing to happen to the song. However, when its release was reported on this column, the song quickly became one of the strongest attractions on phonographs everywhere, as well as being a best seller on sheet music counters. A run-through of records most of any song this week, are: "I'm Gonna Get My Man," by Abe Lyman, Victor Sylvester, Orrin Tucker, Del Courtney and Buddy Clarke, with Tucker singing.

In the Mood. (11th week) Glenn Miller.
Careless. (8th week) Elliott Marks, Dick Jurgens.
All the Things You Are. (5th week) Tommy Dorsey, Artie Shaw, Frankie Masters.
Indissoluble. (3rd week) Tommy Dorsey, Glenn Miller.
Faithful Forever. (2nd week) Glenn Miller.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are based on 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.

Darn That Dream. Like Balaiaska, this is another one of those peculiarities that brings gray hair at an early age to music men. Starting life as a sort of single on the Billboards (which closed after only a couple of weeks) run, it was surmised that this song, as well as its companions in the show, would probably die along with the show. However, with the inclusion of "I'm Gonna Get My Man," this tune comes along as a strong challenge to the country's front-running phonograph hits. Its run-up on top of the charts is being handled by Goodman and Blue Barron are the leading record lights.

The Man Who Comes Around. This new song not recently recorded by Tommy Tucker, started off like a house after several weeks ago, climbing quickly and steadily and appearing today to be climbing on its way to a substantial run. Though it is considerably, however, and this week it has slipped back even further. Judging by its record, the radio stations will do their utmost to keep the space it occupies in your boxes is given to some other, more pretentious songs.

Pinch Me. Orrin Tucker continues his triumphal march along the phonograph highway with this one. It's rising rapidly, and the only thing that holds it back from becoming one of the biggest hits is that it is not all vocal, as is true with many of Tucker's discs that are currently riding high or starting to move upward but that are not so strong in competition. It has its faults, but it is getting more than its fair share of attention. Tucker disks that are currently riding high or starting to move upward but that are not so strong in competition. It has its faults, but it is getting more than its fair share of attention. It has its faults, but it is getting more than its fair share of attention. The few records are on the disc lines, but the real hot shots. Charlie Barnet's disc is the same, but it's Bing and his.

In an Old Dutch Garden. Maintaining an even keel during the past seven having the quarter that number has neither gone abroad nor has slipped back any. It seems to be one of those songs that the machine men need, not so much as success in themselves but because they are in the machine men need, not so much as success in themselves but because they are in these categories. Guy Lombardo, Kay Kyser and Dick Jurgens are the discs here.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonograph shops but are the most likely prospects for music machine success among new record releases. Selections are based on the consensus of reports gathered each week by representatives of The Billboard from 30 important phonograph operating centers in the country, plus from music publishers as to the relative importance of certain songs in their catalogs as well as those distributed by various music publishing houses.

The Starlit Hour. The wheels are beginning to turn on this lovely ballad, and it's finding its way into a few machines, thus marking the start of something real and promising. A new number along the same lines.

The Gaucho Serenade. Altho this hard to find number is not being heard anywhere near the machine men, it has been mentioned and interest is beginning to generate in it. You may have to have it soon.

Do I Love You? A show tune this time, from the Cole Porter score in the successful Broadway musical comedy Euphony. Was a Lady, and a promising number.

Mama Mene Tekel. Shep Fields has a recording of this number, which is another one that is definitely worth watching, and the one that has enough of what it takes to make a worthy music machine bid.

(Doubtful-meaning records are purposely omitted from this column)
ON BLUEBIRD RECORDS!

Gray Gordon
and His Tie-Tie Rhythm
Hits the Jack-pot with

“Ain’t You Ashamed” and
“I Love Me”
Bluebird Record No. B-10591

Other new Victor and
Bluebird smash hits
26481-I—In the Land of the
unknown (F.T.)—Sung by the
J. W. McGinnis and His Orchestra.
26476—I’m On My Way (V.F.)—(V.R.)
26490—Haven’t I Told You Yet
26502—Lambert Hammonds
and His Orchestra.
26598—Missouri Waltz (Waltz)—Beautiful Ohio
Waltz) G. W. Miller and
his Orchestra.

It Pays to Use
VICTOR and BLUEBIRD RECORDS

READY FOR LOCATION
USED EQUIPMENT IN A-1 CONDITION

Writing down.

SOUTHERN AUTOMATIC MUSIC COMPANY
325 W. Seventh, Cincinnati, Ohio

PHONOGRAPH BARGAINS

Seeburg M-1B $18.00
Seeburg M-2B $20.00

Seeburg M-1 $16.00
Seeburg M-2 $18.00

Seeburg M-1 $15.00
Seeburg M-2 $17.00

Seeburg M-1 $14.00
Seeburg M-2 $16.00

3/4 CASH WITH ORDER, BALANCE C.O.D.

SHAFER MUSIC COMPANY
514 S. HIGH STREET
COLUMBUS, OHIO

MASTERCRAFT PADDLED COVERS
For Automatic Coin Phonographs
For Every Make and Model
Price No. 1 Adjustable Paddles for all Musical Instruments—$1.25 each

$6.25 each

BEARSE MANUFACTURING CO.
885-3892 East St., CHICAGO, ILL.
TELEPHONE HAYMARK 2023

MIRABELE LIGHT-UPS
ADD GLAMOR TO YOUR OLD PHONOGRAPHS!

892 MILWAUKEE
829 MILWAUKEE
CHICAGO, ILL.

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPiE 35c
See Your Distributor or Write

MASTERO POINT
THE ELDERSON CO.
2000
176 W. Wisconsin
MILWAUKEE, WIS.

PLAYS
Talent and Tunes
On Music Machines
A COLUMN FOR PHONOGRAPH OPERATORS

With Illuminated Grill—Only $7.95

NEWEST GRILLS
FOR 616-716 WITH SIDE LOUVERS
(AS ILLUSTRATED)

$13.66

1940 DOMES FOR 616, 716, 412—$3.95.
ALSO WRITE FOR COMPLETE LIST OF
1000 PHONES AND CIGARETTE MACHINES.
1/3 Deposit With Order.

GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO

TAVEN TUNES
Recorded Money

No. 1706 GET THE BUCKET

No. 1707 SHAKE IT

No. 1708 JAKE THE PLUMBER

Parody—The Jazz on the Bar Room Floor

Write for List of Proven Money

GENERAL RECORDS
New York City

PHONOGRAPH RECORDS WANTED
Reasonable Late Records In Good Condition, Quit Price Per Thousand.

RECORD EXCHANGE
110 W. Jefferson St., SYRACUSE, N. Y.

ACME SALES CO.
A. J. NAVICKAS
213 Braid St., Forestville, Oreg.

AMERICA'S LARGEST PHONOGRAPH REMODELING AND PARTS
COMPLETE SETS OF PARTS FOR $43.95

WURLITZER 242 $21.00
WURLITZER 412 $173.00

WRITE FOR COMPLETE DETAILS AND CIRCULARS!!

CAPITAL AMUSEMENT CORP.

1940 BARGAIN PHONOGRAPH PRICES

Wurlitzer 500 $36.00
Wurlitzer 600 $42.00
Wurlitzer 700 $52.00

Wurlitzer 614 $126.00
Wurlitzer 612 $127.00

Wurlitzer 644 & 648, Equipped with Both Records, $129.00

620, 614, 412, 2 716, $68.00 Extra.

All Machines Proficiently Installed and Indexed. Complete Accessories Always on Hand.

DAVIS SALES CO.—Wurlitzer Factory Distributors
105 LEXINGTON AVENUE, SYRACUSE, N. Y.

GROUPED ABOUT TRIANGLE MUSIO CO. Wurlitzer display, on the occasion of the showing of the new 1940 Wurlitzer models to Cleveland dime store owners, were, left to right: Prokuplock and Leo Brown, Triangle executive; C. E. Ruff, of Brady Lake, O.; John Duggan, of Triangle; Mr. C. E. Ruff, two visitors (unidentified), and Henry Currant.

H. J. MacMAHON plays a tune on the new Wurlitzer 242 in the Mills Music phonograph in the Mills Music Hall. His pet dog tries to sing it.

Operator Klein brings up a points here which too many operators are likely to overlook. When a recording artist makes a personal appearance in a theater or a hotel or a night club in your territory you can cash in by making some kind of tie-up with the spot in which he is playing and by featuring that artist's records in your machines. People like to listen to recordings made by a band leader or singer whom they have actually seen in person. This has been proved time and time again. We'll try in this Talent and Tunes column to keep you informed about important recording artists playing your various territories.

And if you've had any experiences along the lines of increasing your takes because of personal-appearance engagements of band leaders or thru-ties with such personal appearances, let me know about them. We want to pass them on to other operators now a musical show which has just left New York's Broadway to start on a series of road engagements in Philadelphia. This show is Stamps of the World, which is making a smash hit in it and locations in the vicinity of the city. And you can't help but get a good play on the records of these artists. They are the Byron Janes and Carma Allen teams.

There's a tune on records now which many of your locations' patrons might use. It's called "A Drink, It's What We Need," and your location owners at least to get it.

And among the newer bands on records is Will Bradley's Blue Devils. This outfit is a good combination, and his drummer, Ray Baker, is getting a lot of attention among swing fans. He built up this outfit while working with Jimmy Dorsey.

This is our first "Talent and Tunes in The Billboard" column. We want it to be the column you will look to for valuable tips on the bands and singers who play and scooterize the songs on the phonographs. So let us know if you think it is a really valuable column.

Write us today, tell us of any new experiences with records and the artists and songs they feature! Please!
AMUSEMENT MACHINES

Good Will Builds Distributor's Sales

CHICAGO, Feb. 10.—Judging from our January increase in sales over last year, it looks as though 1940 will be a banner year for us,” states Mac Chervis, of Grand National Sales Co. “We like to believe this is the result of good will we have established as well as the values we offer. Somewhere we read that good will is fragile—perishable if neglected. Like all offices in Chicago, it must be nurtured.” The good will which we at Grand National Sales have established is something which we treasure and guard jealously. “Grand National Sales, Co., headed by Allen Young, is growing rapidly. This growth is the result of a service—the kinship of a company that has met with the approval of columnists everywhere.”

More Publicity On 1940 Convention

CHICAGO, Feb. 10.—Newsweek, in its issue of January 29, devoted a quarter page to the 1940 Coin Machine Show in the feature heading “Coin Machine Room.” Accompanying the write-up of the show was a picture of a young couple, a man and woman, on a foot machine.

Charlie Casmus Gets Bally Line

CHICAGO, Feb. 10.—“Prosperity for Alabama operators,” says Charlie Casmus, Main Vending Co., Birmingham, “is now as ample as A B C. The A is for Alabama, where plenty of money is in circulation; B is for Bally and the wonderful line of Bally games for every operating condition—ranging from the sensational Bally Alley, strictly local bowling game, to that most popular game of the money-makers, the Bally Baby penny-play count machine, and C, of course, is for Casmus—because I have been making arrangements to distribute Bally products in Alabama.”

Party Opens N. J. Modern Offices

NEWARK, N. J., Feb. 10.—Despite a cold rainy day, crowds of operators from both this city and the New York area crowded into the new office building by the Bally Co. The new office consists of a large showroom, a large living room, and a modern bank of machines. The building is situated in the center of town and can be reached conveniently by the new office building. The new offices were visited by all the important vendors and distributors in the area.

WURLITZER's 1940 PHONOGRAPH is an attractive display at the Triangle Music Co., Cleveland. A preview party was held on the recently completed Grand National Sales Co. and included a flood of enthusiasm for the Wurlitzer 1940 models. Visitors admired the glamorous lighting, adjustable tone, the auto-driven phonograph, the high-speed service setup and then made plans to adopt Wurlitzer's step-by-step modernization plan.
MOTORIZED MERCURY

Clock Motors give Mercury a constant speed at any temperature. Reths clocks into place with precision 1-2-3 and out pops a token on a winner.

If just as thousands of dollars to develop this clock—its a novelty—and our present offering has seen to it that nobody else will copy it, so if you use the best token paying Mercury—all others are made obsolete by this Clock Motor.

Send order today—attach a Postal Money Order for $5.00—deposit within a few days you will receive one of the nicest counter machines you ever had. 90 days money back guarantee.

GROETCHEN TOOL CO., 130 N. UNION STREET, CHICAGO

BIGGEST SHOW HIT

IMPORT TYPE-1000 Bally Coin Play

A Natural Novelty, Operator, No Change, No Extra

Come In, Work and Earn Good Money

$12.50

Carton of Six, $57.50, F. O. B., Factory.

MONARCH COIN MACHINE CO., 1731 Balmoral, CHICAGO, ILLINOIS

Guaranteed Values

PHONOGRAPHES...

7" Phonographes $4.45
11" Phonographes $6.45
16" Phonographes $8.45
16" Orilite Phonographes $5.95

FREE PLAY... NOVELTIES...

Ballin Ball, $1.05
Rienzi Ball, $1.05
Odom Ball, $1.05
Tiger Ball, $1.05
Horse Ride, $1.05

COUNTER GAMES...

Hi-Ball, $4.50
Re Rena Ball, $4.50
Daisy Square, $4.50
Square, $4.50
Wagon Wheel, $4.50

ALL THE BEST MACHINES IN THE BUSINESS

AUTOMATIC AMUSEMENT CO., 1000 Pennsylvania Bldg., Exposition, Ill.

IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.
Twin Cities Show Success

Coinmen from 7 Northwest States at annual meeting and exhibit

ST. PAUL, Feb. 10.—With the Second Annual Regional Show for Northwest operators at an end, coinmen from Minnesota, Montana, Iowa, Nebraska, Wisconsin, North and South Dakota have tramped home, carrying with them information on all that is new and startling in the coin machine industry.

Estimated attendance was 700, with approximately 300 people attending the coin show and educational meeting. The affair, held in the St. Paul Hotel February 5-6, was sponsored by the Minnesota Amusement Games Association, Inc.

In the words of Thomas H. Crosby, president of the association: "Taking its theme from the Coin Machine Show held in Chicago, this trade association brought together all of the products of the leading manufacturers into one room at the St. Paul Hotel."

Every type and variety of machine was shown. Only exception was by a ruling of the association, which requested that only machines now legal in the Northwest be shown.

Many coin machine personalities attended from the Chicago factories, among them Jack Keeney, of J. K. Keeney & Co., Al Douglas, of the Daival Co., Inc., and James A. Gilmore, secretary of Coin Machine Industries, Inc., was present and addressed the operators. Gilmore told of meeting four men who declared they had never before attended an exhibit of coin machines other than in St. Paul or Chicago. Gilmore reports that they said: "I like this show so well that I think I'll go to the Chicago show next year.

Gilmore declared that this proved what he had always contended—that the regional shows where the appetites of coinmen to attend the national show held in Chicago. Gilmore also told coinmen that he and the association stood ready to aid State associations in whatever way the manufacturers' association could.

The Minnesota association officers report that the 1940 show was much more satisfactory than the 1939 show. They are already planning for the 1941 show.

"The association is very active and has done much to build up the coin machine business in the Northwest. Thomas Crosby, president, recently summarized its activities as follows: "The Minnesota Amusement Games Association is a hard-working organization of business men working together for the betterment of the industry."

The Minnesota association is ably managed by its officers, under the direction of Thomas H. Crosby, of Paribault, Minn., H. H. Hunter, of Atalissa, Iowa, and a board of directors of business men representing every part of the State.


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

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.
No Other Game Can Match the Earning and Performance Record of Western’s New De Luxe

BASEBALL

THE 1939 STANDOUT...

YOUR 1940 STANDBY!

It's LEGAL!
It's DEPENDABLE!
It's PROFITABLE!

EASY TO BUY!

Western's Time Payment Plan Available To All Responsible Operators.

Roxy Consistent, Says Dan Hawley

CLEVELAND, Feb. 10—"Chicago Coin Machine Mfg. Co. is without doubt the most consistent money-makers for my operator customers. Take the latest Chicago coin runs, Roxy, for example. Roxy has been in heavy demand ever since it was first announced. Those operators who have managed to be on hand when first deliveries came in are clamoring for more Roxys, and many operators who delayed in putting in their orders are spending a great deal of time on our doorstep waiting for additional shipments.

"It's easy to see why, with such demand for them. Roxy is a big winner, and it has been behind in deliveries and it's just as easy to see why with a game so popular. Selling power our operators have is so great that it is easy to get their Roxy promises to be one of the highlights of the 1940 season."

Atlas Notes Buying Activity

CHICAGO, Feb. 10—Eddie and Morris Ginsburg, brothers of the Atlas Novelty Co., report that never in the history of their business has there been as much activity as in the past few months. January sales were the highest since the beginning of the business and we say with pride that we are able to fill orders for new and used equipment immediately despite the terrific demand.

The Ginsburg brothers are on their way to the Coin Machine Show. Their comment following the show indicated high satisfaction with results experienced by Atlas on the products they represent.

Atlas offices in other cities also reported that operators are now buying equipment in quantities, the Ginsburgs reported.

St. Louisans Attend Party

ST. LOUIS, Feb. 10—Among those who attended the party held at the Ideal Novelty Co., were many Chicago factory representatives, as well as friends and customers of Carl Trippe, head of the company.


The party was a success, and plans were made to have another similar gathering in the near future.

Bill Alberg, of Brooklyn Amusement Co., Brooklyn; Mac Mohr, of Mohr Bros., Los Angeles; Sam May, S. May & Co., San Antonio, and J. Holt Bohland, of the Bohland Co., were also present.

This glittering, glimmering, irresistible board is the best list of the New Year’s sale. Sold on the 2400 sides, takes in $100.00, your average profit $2.00. Don’t delay — ORDER TODAY!

GLOBE PRINTING COMPANY
1023-27 Race Street • PHILA., PA.
The greatest play building idea ever incorporated in any novelty game...

**Fantasy**

**Jack Pot**

Man! What a come-on—Fantasy with jack pot feature. For a try at the jack pot (which builds up as games are played), player deposits two or more coins instead of one. On second coin, word Fantasy on back panel becomes a brilliant spectacle of flashing lights. If Fantasy remains lighted, player thinks for a winner which pays only the big jack pot, but also his free game’s won. If player prefers, may play Fantasy just for the free games.

Don’t fail to see Fantasy Jack Pot

$137.50

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**NEW MONEY-MAKING SENSATION!**

**PICK-A-PACK**

Counter Cigarette Game Producing amazing earnings in all types of Locations! PENNY PLAY

NOW! $14.75

Specially Priced

F.O.B. Chicago

GUARANTEE

Try PICK-A-PACK for 60 days. If not satisfied, purchase price will be refunded.

Baker Novelty Co., Inc.

828 Washington Blvd.

CHICAGO

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**Pearl Heads**

A. B. T. of N. J.

NEWARK, N. J., Feb. 9—Harry Pearl has been elected to head the Amusement Board of Trade of New Jersey for the coming year. Pearl, well-known New Jersey operator of amusement games and automatic phonographs, will, as Manager, LeRoy Stein states, "pilot the charter course which will be drawn by the new board of governors chosen as his crew."

Elected to the board of governors were Frank Russo, vice-president; Barrett Sugarman, secretary; Nathan Mark, treasurer; Jack Ziemer, sergeant at arms; Charles P. Polgar; David M. Steinberg; Maurice Schapira; general counsel; Herman Cohen, assistant counsel, and LeRoy Stein, executive secretary.

Natchez, Miss.

NATCHEZ. Miss., Feb. 9—The new year has proved a boon to coin machine ops in and near this city. It marked the opening of several new locations and found business on the up grade in all old locations. Cigarette and beverage machines seem to be doing especially well.

Badly alloy bowling machines have been ordered by Ermanco. expects to place in a number of locations in and near city.

Vera Koeller, secretary of Sermac Co., is at present rated as No. 1 woman bowler in city.

Sam McCabe, co-owner of Sermac, is out again, after being ill for the past several weeks.

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**BUYS FROM BUDIN CAN’T BE BEATEN!**

FREE

PLAY

Big Six...........$5.50

Cowboy...........$3.50

Headliner........$7.50


**BUDIN’S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y.

**Operators Distributors NEW 1940 FUN SHOP**

A very colorful Novelty Box, consisting of 70 perforated windows, customer receives premium by breaking selected window. This is the only box of this type on the market and is an exclusive JADA feature.

JADA Novelty Co.

3920 Bryant St.

Pittsburgh, Pa.

$2.99

For Box.

Sample Box, $3.50

15 Mills 1, 2, 3 Free Play: late 1939 models: like new...........$85.00

5 Keeney Triple Entry, $200.00 5 Keeney Track Time, Odd & Even, $200.00

4 Keeney Kentucky Clubs, $60.00

1/3 DEPOSIT, BALANCE C. O. O.

**MARKEPP CO., INC.** 1410 CENTRAL PARKWAY CINCINNATI, OHIO.
**Flagship**

Today's Best High Score Free Play Table
Ask Any Operator Operating Them!

**Congo**

Convertible 1 or 5 Ball Coin Multiple 5 Coin Multiple Free Play Table A Fast Game That Earns Pay Table Profits Order Today! 159.50

**New Play Features**

New Scoring Features Bumpers Increase in Value for High Score Build Up - 2 Ways to Win Heavy Duty Units For Heavy Play Get it Now! 104.50

**Free Play Bowling**

Game That Automatically Records High Score for the Week This Makes It Today's Most Popular and Preferred Bowling Game 189.50

**Exhibit Supply Co.**

4222-24-26-28-30 W. Lake St. Chicago

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**Scientific's Winners!**

**Skee-Jump**

Console Skill Game

**Totalizer**

Counter Skill Game

**Scientific Games Corp.**

21 Steuben St. Brooklyn, N.Y.

**Now Ready for Delivery**

Keeney's - Anti-Air Craft Machine Gun. Price $210.00 Details gladly furnished upon request.

Keeney's - Remote Control Wall Box. Price $29.50

Keeney's - Super-Six A worthy successor to Big Six

ROBINSON SALES COMPANY

2995 Grand River (Temple 2-5424) Detroit, Michigan Exclusive Keeney Distributor for Michigan

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**No. 2 Plant Aids Keeney Production**

CHICAGO, Feb. 10 - Production continues on an overtime basis on the Keeney line of equipment, according to J. H. (Jack) Keeney, head of J. H. Keeney & Co. "With a steadily increasing demand for every type of equipment now being made by us, we find ourselves fortunate in having placed our No. 2 plant in operation," he declared.

"Presture has thereby been relieved on our other plant and increased production has made it easier all along the line."

"Our 1940 Super Six, the free game convertible to straight play, has been keeping plant No. 1 plenty busy with continued demand from new and old purchasers. Repeat orders indicate that we have a winner and that we have a game that is good for a long season of money-making operation."

"Plant No. 3 is working under night lights to keep up with the flood of orders. We have poured in every one of our private showing on the Anti-Aircraft Machine Gun. Novel action, thrills and excitement during play and 100 per cent reliability have made it the must game for operators all over the country, and their orders back up our statement that Keeney's Anti-Aircraft Machine Gun is the No. 1 game of the year."

Keeney also reports that full-time production is in force on the Keeney Remote Selector Wall Box for machines operators.

"Imp, Imp, Imp," Says Paul Gerber

CHICAGO, Feb. 10 - "Imp, Imp, Imp, is all they're saying," says Paul Gerber, President of Robbin & Glass, Chicago distributor firm. "It is really marvelous how the operators of today can grab hold of an idea and really see the possibilities of its earning power in double-quick time - as shown proved by the tremendous response on recorders for Imp."

"It's the combination of a beautifully designed cabinet that is just enough to attract the average player and small enough to fit in any location."

"It's the old saying that good things come in small packages - and that certainly is a description of Grote's Imp. Imp is equipped with a repeat for a small extra cost."
Groetchen Says
Show Results Good

CHICAGO, Feb. 10—“Results of the recent Coin Machine Show and Convention exceeded all expectations,” says Richard Groetchen, head of the Groetchen Tool Co. “To do justice to our greatly increased line of counter-games, bells, consoles and metal types, we had doubled our space over previous years—and yet even this large display seemed hardly enough to accommodate all who were eager to inspect our latest releases.

“Sugar King,” our newest console-type bell, found the intensive interest of many. Elimination of the side handle with the substitution of a foot pedal, light-up symbols either with bell or egg symbols, convertibility from nickel to dime or quarter play—all of these are features of Sugar King.

“Imp was the hit of the show. Because of its price it makes a desirable buy even for the smallest operator. Stylized in sparkling colors and in modern ivory, resembling a miniature radio, Imp had many admirers. Orders have come in at a tremendous pace.

“Mercury and Sparky, token payout games, already familiar to thousands of operators, claimed their share of a large volume business—the new clock motors make these games into a superior class all by themselves.”

“Neon signs gave an additional air to our Metal Types. Columbia Chrome Bells marks Groetchen’s entry into larger size of bells especially for clubs. These supplement the highly successful Columbia Bells.

“In volume of business booked, this year’s show eclipsed all previous ones. We are more than pleased and thank you to James Gilmore (CSM), association secretary and director of the show.”

Scientific Games
Earnings Are High

BROOKLYN, Feb. 10—Games recently displayed at the 1940 Coin Machine Show by the Scientific Games Corp. are in the hands of many operators and distributors according to firm officials.

“Reports regarding earnings are drifting in from all parts of the country; they are highly enthusiastic,” the officials stated. “Reports are that Skee Jump on locations is grossing more money than any legitimate game ever has. Skee Jump is the type of game that may be placed in almost every location, as it is a game of skill and appeals to all. It is based upon the old game of size ball, which has been popular for many years. The beauty of the game makes it acceptable in the best locations.

“We are also receiving excellent earning reports on Totem, counter skill game. This game is being ordered in large quantities and the factory is working two shifts in order to make delivery. Until now delivery of Totem have been restricted to the New York metropolitan area. In a few days shipments will begin on a national scale.”
**Evans’ 1940 TEN STRIKE**

**LEADS BY A STILL GREATER MARGIN!**

First and Original Bowling Game—months ahead of others! 5 months’ actual location operation in 1939! Now in 1940 model with brand new features and stepped up speed—more action, more life, still more realism—it’s the liveliest game attraction the industry has ever seen! Breaking all records everywhere, leaves imitations far behind! New speedier action raises it to new heights in player interest. Other new features make Evans’ 1940 TEN STRIKE the sure bet for operating prosperity in 1940! Order today!

Realistic patented Manikin Play...every bowling play possible...strikes and Spares galore! Realistic pin action...no confusion! Pins actually knocked over and removed from sight by patented “Automatic Pin Boy.”

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**

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**BIGGEST SHOW HIT**

Walzer Says Golf Best Game

MINNEAPOLIS, Feb. 10.—One of the coin operated skill games that has run the gamut of the industry’s 10 years of life is coin-operated golf,” declares Al Walzer, of the A. M. Walzer Co. “The novelty of golf lends itself to the amusement device field. Other sports are emulated in coin machines—but golf is the strongest of all, having the magic combination of staying power and player appeal.

“The Walzer interests have been identified with coin-operated golf games since 1928, and perhaps the above has been spoken in pride. We have a continued record of having the best golf games and believe in it wholeheartedly.

“Operators in the future will have machines which will be standard equipment in all types of locations. It may be some other game but I am expanding my factory on the positive conviction that America’s permanent coin operated game will be golf.”

**YOU FINISH IN THE MONEY with**

**INDIANAPOLIS SWEEPSTAKES**

**HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Ill.**

**ATTENTION, OPERATORS AND JOBBERS**

**BADGER NOVELTY COMPANY**

**QUALITY SPEAKS FOR ITSELF**

**MODERN AUTOMATIC EXCHANGE, INC.**

**ADVERTISE IN THE BILLBOARD—YOU’LL BE SATISFIED WITH RESULTS.**
Genco's Latest and Greatest!

JAM-PACKED WITH Action!
THAT PACKS THE CASH BOX...

12 Thrilling Ways to Win! Livelier Than a High Tension Wire! More Thrills Than a Fan Dance! Go to Town with Big Town Today!

$99.50 FREE GAME CONVERTIBLE

GENCO-INC.
2621 N. ASHLAND AVE.
CHICAGO

BERT LANE Says:

WILL THIS NUMBER DO A JOB?
SAY, LISTEN . . .

BIG TOWN

Savoy's Weekly Specials

savoy's head or tails is hit

savoy vending co.
651 atlantic ave.
brooklyn, n.y.

DAVAL'S HEADS
OR TAILS IS HIT

CHICAGO, Feb. 10.—One of the best ideas in the past 30 years is the slogan which the Daval Co., Inc. is using with its new counter game, Heads or Tails. The players report that the game has been successful throughout the country.

"Players can actually match their own coins and call for heads or tails," stated Al Douglas, of the firm. "The player inserts the coin into the chute with the head or the tail facing him. It appears in the window at the front of the machine. He then pulls down a feather-touch handle, lets the reeds spin, and if they all come up on heads, matching the head of the coin in the window, he wins according to the odds on the middle reel."

"The idea is simple and easily understood by everyone from 6 to 60. The player actively matches wits with the game. He makes his own choice and follows thru on this choice, which is not different from just dropping a coin and seeing which one is up. There's a thrill when you can decide just how you want to play the game. It's exciting, of course, to choose a tail for your coin and have the reeds turn up all heads—but at the same time it's thrilling and is a come-on for more playing."

"The idea back of every Daval counter game has been to make it endure the march of time. Our Chicago Club House, Reel 21, Penny pack and others are still operating and bringing in the profits."

Stern Reports Heavy Business

CHICAGO, Feb. 10.—Monarch Coin Machine Co. official, Al Stern reports that he is happy about the whole thing and is thankful to operators for the heavy business experienced during the past few months. Stern emphasizes that his company has risen to a new high point."

"During the time of the convention and Monarch's little show there were more visitors to our offices and show-rooms than at any time in the last few years. The visitors were not just looking, they were buying. Sales during that period and continuing since then have skyrocketed in every department. Machines are selling as fast as we are able to get our hands on them."

"Activity in our sales department can be attributed to the fine condition of Monarch equipment and the values offered. Service plays a major role in our success. There is a heavy demand for all types of coin machines and we believe we are displaying the most complete stock in the country. Our customers are sure of obtaining immediately any machine which they desire."

"Present volume of business has made it necessary to maintain Monarch service and efficiency. Needless to say that efficiency has been maintained without interruption."
SKEE-BALL-ETTE NOW IN PRODUCTION!

Confucius Say:

MONEY TALKS!
Orders with Deposit Receive Preference!

BIG SHOW

COLOSSAL!
STUPENDOUS!
GIGANTIC!

4 WAYS TO WIN!
FREE PLAY
$99.50
(Convertible)

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

Wm. Lias Wins Phono at Show

CHICAGO, Feb. 10.—Operator William Lias, Wheeling, W. Va., went home from the 1940 Coin Machine Show in Chicago richer by approximately $400. Lias was the winner of the grand prize in a contest conducted by the Illinois Due Doc Co. The grand prize was a phonograph, Raymond K. Gray, president of the firm, made the presentation. Twenty-five hundred operators participated in the contest, receiving a key at the firm's booth. The key which opened the phonograph was adjudged the winner.

"The contest was the company's way of expressing appreciation to operators for a successful year," declared the lock firm's president. "The registered key is a plan whereby locks are furnished which only the registered key will open. Under the plan the registered key, which may not be duplicated, is on file in our vaults. No other operator may obtain a similar key and the operator holding the key is enabled to dispense with carrying dozens of keys—as the one key will fit all of his equipment."

Automatic Sales Co. Expands Its Service

NASHVILLE, Tenn., Feb. 10.—In an effort to be of greater service to its operator customers, Joe Frank, of Automatic Sales Co., has recently made arrangements to supply all types of supplies to his customers. All of the complete stock of used games is now carried at all times to meet operators' demands, and the company is now representing all the larger and many of the smaller manufacturers. Frank says. A liberal trade-in allowance arrangement has been set up which, according to Frank, is meeting with enthusiastic response operators in and out of town.

Frank makes frequent trips to Chicago to look over the new machines announced by manufacturers and check deliveries so his customers will not be disappointed.

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

SICKING, INC.
1222 FREEMAN AVE., CINCINNATI, O.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CABLE "MOCOIN" CHICAGO, ILL.

GRAND NATIONAL SALES CO.
OAKLEY AT ARMITAGE, CHICAGO, ILL.

I. L. MITCHELL & CO.
1070 BROADWAY, BROOKLYN, N. Y.
AND Bally's GREATEST TRIUMPH IS TRIUMPH

NOW READY FOR DELIVERY

Sensational new BUY-BACK idea easily triples average novelty collections

You saw it at the Show! You've heard about it ever since! And here it is! Ready after thirty days intensive location test. Ready to earn multiple-game profits in your novelty spots! Watch TRIUMPH on location. See those EXTRA COINS pumped into the chute. See one extra coin lead to another . . . as Futurity Score keeps climbing . . . and "came-close" psychology soars to fever pitch! Watch TRIUMPH . . . and see why the industry's smartest pickers have already endorsed TRIUMPH to the tune of carload orders!

BIG WINNERS PLUS INTERMEDIATE AWARDS

Famous Futurity Score system creates BIG WINNER appeal . . . as player builds up score while shooting to qualify by lighting all numbers. Intermediate awards insured by new "WIN-NOW" BUMPERS, which change location at player's option and score immediately without all numbers lit. "WIN-NOW" BUMPERS also boost buy-back play . . . by stimulating a double urge to play additional coins.

HURRY! HURRY!

Don't delay! Factory already swamped with stacks of orders piled up at and since the Show. And sample shipments are already bringing in the biggest order avalanche in years. Remember Bumper! Remember Bally Reserve! Remember the wild scramble to get delivery! Make up your mind to get in on the ground floor with TRIUMPH! See your distributor or wire factory for complete details and price—today!

Quick Change on location from FREE PLAY TO NOVELTY

44 IN. BY 22 IN.

BALLY ALLEY BOWLING GAME • BULL'S EYE RAY GUN
DANDY • GOLD CUP • GOLD MEDAL • GRAND NATIONAL

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