A SOCK HIT EVERYWHERE!
"That drummin' Man"
GENE KRUPA and his orchestra

A SOCK HIT IN PICTURES
Featured in
SOME LIKE IT HOT
HOLLYWOOD HOTEL
BIG BROADCAST OF 1937

A SOCK HIT ON RECORDS
Drummin' Man
Bolero at the Savoy
Aperitivo
The Schmea Jumps
A Lister is Blue
I've Got My Eyes On You
Wire Break Stomp
Blue Rhythm Fantasy

A SOCK HIT IN HOTELS
12 Weeks PANTHER ROOM, Hotel Sherman, Chicago

A SOCK HIT IN THEATERS
PARAMOUNT THEATER, New York
CHICAGO THEATER, Chicago
SHEA'S, BUFFALO
Three-week engagement established record for One of the top grosses in 1939.

A SOCK HIT IN BALLROOMS, ONE-NIGHTERS and COLLEGES
Top grosses at THE PALOMAR, Los Angeles; ARCADIA, Cleveland, New York City; Steel Pier, Atlantic City; Trimax, Toledo; National Cotton Festival, Greenville, N. C.; University of Georgia, Rutgers and other campuses throughout the country.

AFTER 18 months of consecutive bookings (a sensational record in itself) and piling one record-breaking gross on top of another in hotel rooms, theaters, ballrooms, etc., throughout the Mid-West, Gene Krupa and his orchestra have returned to the East, where their gross-breaking habit continues. Outstandingly successful engagements at the Fiesta Danceteria in New York City and Frank Dailey's Meadowbrook Country Club stamp Krupa as a sure-fire money-making bet wherever he plays.

Now Playing
FIESTA DANCETERIA
NEW YORK

After smashing all previous attendance records for the Fiesta on his first engagement, Krupa has returned for the second time within three weeks. ON THE AIR SIX TIMES WEEKLY OVER CBS AND MUTUAL NETWORKS.

Just Concluded 3 Smash Weeks
Frank Dailey's MEADOWBROOK
Cedar Grove, N. J.

PERSONAL MANAGEMENT ARTHUR T. MICHAUD
DIRECTION: MUSIC CORPORATION OF AMERICA
AGVA Signs 3 New York Clubs

Haddock for "one big union"—elections scheduled—muddles in Chi, Pitt

NEW YORK, Feb. 17.—American Guild of Variety Artists, through its new president, Hoyt S. Haddock, is committed to the establishment of a union which will be part of the American Alliance of Artists and will be affiliated with the AAMA. The new organization is expected to attract the support of many of the leading New York clubs, including the House of Murphy, Brooklyn, and the American Theater, which are already affiliated with the AAMA. The new union is expected to attract a large number of artists, including many who are members of the American Guild of Equestrians, and will be known as the Guild of Entertainment Artists, or GEA.

Troy, Syracuse Citizen Groups Push Vaudeville Idea

SYRACUSE, N.Y., Feb. 17.—Because of the insistence of Mayor Marvin, this town is now successfully operating a vaudeville theater. Mayor Marvin has been the driving force behind the establishment of the theater, which is located in the center of the town. The theater is in the process of being built, and will be ready to open in the spring. Mayor Marvin has been working closely with the local chamber of commerce to ensure the success of the new theater.

Para Jitterbugs

Paramount, owning a policy and physical pit stage set-up, is limited in other ways but also has advantages. Stage layout is limited to one set, which is good elsewhere. On the other hand, the stage can be used for a variety of different acts and is not limited in any way. The stage is well designed, and can be used for a variety of different shows. The stage is well lighted, and can be used for a variety of different shows. The stage is well designed, and can be used for a variety of different shows.

Philly Club Owners Team Up To Stave Off Back-Tax Sock

PHILADELPHIA, Feb. 17.—Attempts to stave off the State's back-taxon for the State Liquor Commission are being made by some of the club owners. The State has been pressing for a tax increase on the sale of liquor, and the club owners are preparing to fight back. They are planning to file a petition with the State Supreme Court, and to take their case to the voters in the next election.

In This Issue

- Broadway Beat, The
- Burlesque
- Caroleers
- Circus and Coral
- Coin, Machines
- Coins
- Coin-Signs
- Fairs-Expositions
- Film-Exhibitors
- First Curtain
- General News
- General Sales
- General Sales
- General Sales
- Legitimate
- Magazines
- Lists
- Magic
- Night Clubs-Vaudeville
- Promoters
- Records
- Trees
- Trade
- In the Open
- Open"
AMERICAN MUSIC ASSOCIATION (AMA) has announced that it will finance its own ice show next season, which will be the first time a major ice show has been launched by an association. The organization has formed a group of managers who will be responsible for planning, promoting, and managing the show. The group will consist of representatives from various associations and will be led by Amateur Managers, a group dedicated to promoting amateur events.

The new show will be called "The Ice Palace," and it is scheduled to begin in January. The show will feature performances by members of the American Figure Skating Association, the National Ice Dancing Federation, and the American Ice Theater. The show will also include ice skaters from other associations around the country.

The managers have decided to use the show as a means of raising funds to support their organizations. They believe that this approach will be more successful than traditional fundraising efforts, as it will attract a wider audience and generate more revenue.

The "Ice Palace" will be staged in various cities across the country, with performances scheduled for both daytime and evening. The show will feature a variety of acts, including figure skating, ice dancing, and synchronized skating routines.

The managers are hoping that the show will be a success and will help to grow the interest in ice skating among both amateur and professional skaters. They believe that the show will also provide an opportunity for skaters to showcase their talent and gain exposure in front of a large audience.

The "Ice Palace" will be a major event in the world of ice skating, and it is expected to draw crowds of fans from all over the country. The managers are excited about the prospect of bringing this unique and entertaining show to the public, and they are committed to making it a success.
“Room-to-Room” Network Boasts
Sponsor, Censor—and Audience;
Malted Milks Test Fan Loyalty

HANOVER, N.J., Feb. 17.—A “room-to-
room network” with an audience of about
40,000, sponsored by malted milk manufac-
turers has proven highly successful since its recent in-
ception here. Operated by Packard
Ralph D. Duson, the “one-tube station” did
so well that it attracted competition from other
stations, who set up a stronger “two-tube transmitter” which they called the “Duson Broadcasting System.” Appar-
tently this name fits the enterprise quite
well, because when the FCC was forced by
the Federal Communications Commission, on the ground that it gave a sensible signal strength, and could be heard over the State line in Vermont.

Duson operates his “station” under
the call letters WDD, and has the approval
of President E. V. Batch, of the
Duson.”

One of the reasons Duson has the ap-
approval of President Hopkins is that
he maintains a rigid censorship, as to both
music and news programs. Neither race
nor obscene records are played over the
transmitter.

Duson’s radio system is the kind which
allows the signal to be picked up at
a given kilocycle number on the listeners’
radios. It’s believed to be the first and
only the one-room-to-room broad-
casting system, with a one-man-engineer-
program producer, director, censor, conti-
nuity writer, press agent, announcer.

GAC, Coast Agency
In Talent Tie-Up

HOLLYWOOD, Feb. 17.—General
Amusement Corp. and Tedman-Bloom,
Hollywood’s largest talent
agents, have effected a tie-up whereby each
of their respective lists of artists, for
sales in the other’s territory. Deal
generally provides for New York radio
reproduction of the Tedman-Bloom picture
actors.

Bloom also will sell for pix
the GAC talent available for Hollywood
work.

Feldman-Bloom roster includes
Tyrell Power, Claude防空, Dick Powell
and Joan Blondell, Mariene Dietrich,
Katheryn Cornell, Charles Boyer, Benny
Barne and Randolph Scotts.

EMA Re-Elects Officers

NEW YORK, Feb. 17.—At its annual
election of officers, the Entertain-
ment Managers’ Association reelected
its slate of executives, which included
Howard Wheeler Jr., president; Robert
Newman, vice-president; Annette
Marques, treasurer, and Frederick Wisen,
executive secretary. Group is currently
pushing itself with a national association
of entertainment managers.

“Diet Talk” Reprint

NEW YORK, Feb. 17.—A group of legi-
tionarys postponed for two weeks to repub-
lish “Diet Talk” column on National Bene-
tals. The original column appeared in the February issue of

Regent Cigars Cancel

NEW YORK, Feb. 17—Biggie Tobacco
recently to plug Regent cigarettes, can-
celled the campaign this week. No reason
given.

M. R. Hackett is the agency’s

Look Out For This Man
HE WANTED

By dance halls, parks, resorts, grocers and
other dealers, in the N. Y. State.

By the order of the

Wanted, a bearded man with a thin, pale
complexion, dark hair, very thin, with a
mustache. Carries a gun. Names of referto
as family man. Largely unknown to police. See
Police, 7th Precinct, where he can be
seen.

J. Francis Cooper
60 Middlesex St.
BOSTON, MASS.

For Sale—Theater Seats
Leased or Staged Type. Berolina.

Anderson Banking Company
ANDERSON, INDIANA

WANT INFORMATION
As to the Present whereabouts of
Dewey J. Conaway

ARTCAST POSTER CO.
154-25 Vite St.
AIR ACTORS’ STUDIO

Dramatic Players Find Soap Co. Plenty Sweet; 13Gs Weekly

NEW YORK, Feb. 17.—From the studios of the soap—produced by The Procter & Gamble the radio actor’s sugar daddy, with 22 shows now on the networks using an average of 1.600 actors per cast daily at a weekly talent cost for the year of $10,000,000—Towers for CBS—either on Columbia Broadcasting System or National Broadcasting—has been an unexpected success.

This barrage of daytime drama, according to estimates, for more than twice the radio station’s monthly regular performance, could not be matched in quality and scope, better than 60 actors, 30 in each show, with the series and cost per show exceeding $15,000 per series. According to estimates, the series should cost $10,000 per week, or $100,000 in all. Financial estimates based on six shows released this year at a cost of $100,000 per show, or a total of $600,000 per show, or a total of $600,000 per show.

Ford Summer Show To Star Dragonette

DETOIT, Feb. 17.—Ford Motor Co. has announced that it will produce a summer show program this week, with top spot on the series going to Jessaca Dragonette. Lalor is off radio for a year or so, having quit for a concert tour. The show, which will be sponsored by the Paramount radio network, will be broadcast live from the Ford factory in Dearborn.

Mutual’s “C.O.D.” Program Postponed

NEW YORK, Feb. 17.—“C.O.D.” on the Mutual network, which was to begin on February 23 on CBS, Program will be delayed for 14 weeks, and will be postponed. The program, which was to have been postponed and starting date is June 1, 1940. The Department of Justice is considering the case of Pot of Gold at the Well, which is a C.O.D. program. The department has not yet decided what to do about the show.

Arbiters Decide In AFTRA’s Favor

NEW YORK, Feb. 17.—American Federation of Radio Artists was awarded arbitration by arbiters meeting under the rules of the American Federation of Arts Association this week. The decision is subject to arbitration and, accordingly, will be submitted to a hearing before the arbitrators. The arbitrators, however, were unable to reach an agreement on the matter.

Music Hath Charms

PHILADELPHIA, Feb. 17.—The playing of the radio at home and the use of the radio as an aid to home study.

Powell Rejoining CBS Artist Bureau

NEW YORK, Feb. 19.—Bruce Powell, who left the CBS artist bureau, Columbia Broadcasting System, is a partner in the independent talent agency of W. H. Powell & Haywood, returns to CBS today. W. H. Powell, who is also in the CBS artist bureau at one time.

Dumpee Darling for N.Y. Visit of C. McCarthy

NEW YORK, Feb. 17.—Edgar Bergen is the latest addition to the Universal Artists roster. The Universal Artists roster, as of this date, is: Bergen, who has expressed a desire to pick up material for McCarthy, and is also expected to join the band. Bergen has already been given a chance to work with McCarthy, and was approved by the union.
**Claim Personalities Hottest Appeal for 1940’s Sustainers**

NEW YORK, Feb. 17.—Two schools of thought are currently engaged in the shape sustainer shows will take during 1940. The term sustainingpipe line is being played not so much for fumes but for the shows being built for prospective sale. One school, favoring the dubbing Broadcasting System, is in favor of the models or production at the CBS studio bell, the average sustaining figure. CBS has for so many years—without an attention compelling the period immediately following the Philharmonic Symphony Orchestra...

**Radio Talent New York**

**By JERRY LESSER**

THE show must go on,” so an injured leg, a few missing teeth and a scared face can’t keep pliers and a hook in his hand. A four-week stand, he could hit the road. Miss LUDYER’S rear was smashed upon hepping to a chair. Miss LUDYER’s rear was smashed upon hepping to a chair.

**WENDY HOLLIS** plays Alice, who is doing the job as the Radio Program Commission's Auditors, is directing the show while the Ames are vacationing in Florida.

**PAUL STEWART** has been signed by ABC. NATE TUPPEN, director of the Tommy Ricks show, would like to do a few days. JOE PANKER, producer of the show, is hospitalized with the flu.

**LANNY ROSS** is doing his 15-minute show, the other on the ball. MARTIN GABRIEL flies to Miami for a five-day vacation.

**WAPA** has filed a suit against WPEN, the WAPA building, and the station. The suit is based on the fact that WPEN has been broadcasting a program that is similar to the WAPA program. The station also seeks an injunction against WPEN to prevent them from broadcasting the program.

**NAPA** sues WPEN, Philly, Over Use Of Air Recordings

**Philadelphia, Feb. 17.—Induction proceedings were started yesterday (16) in Court of Common Pleas of the Philadelphia Association of Broadcasters. The Association seeks to restrain the Wilkes Edition Broadcasting Co., operating WPEN, from using phono records made by the Association. The Association is represented by Maurice J. and Herbert A. Speiser. The Association seeks to restrain the Wilkes Edition Broadcasting Co., from using phono records made by the Association.

**RADIO PUBLICITY SURVEY THE BILLBOARD**

1564 BROADWAY NEW YORK CITY

**Dodge To Use Live Bands**

CHICAGO, Feb. 17.—Band of the Week, Dodge, returns to Illinois turntable show on WBBM, Saturdays at 11 a.m., plans to use live musicians within the next few weeks. Program, formerly called Meet the Band, turned to CBS records February 4, when sponsor decided to drop live music until a change in the weather offered a better market for automobiles. Before that date bands used were Chicago's Peerless, Duke Ellington, Jack Russell and Finky Tomlin.

**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
5-6:30 P.M.
on CBS Coast to Coast

**ON BLUEBIRD RECORDS**

He Said He Could Calm the Ocean
Every Time That I Feel the Spirit
Nash

**IN NITE CLUBS**

Appearing Nightly
**CAFE SOCIETY**, New York City
Program Reviews

"What Would You Have Done?"
Reviewed Friday, 9:30-10 p.m. Style—Quiz. Sponsor—Ward Products, Inc. Station—WJZ (CBS network).
Variation on quiz shows No. 26,956 is sponsored by Energizer Battery Co., which is showing contestants in the studio audience who solve problems. Contestants are asked to come to a studio and stay there all day. If they solve a problem correctly, they stand to win. If not, they are removed. The winner is the one who gets at least 10 correct answers.

"Play Broadcast"
First aired last month, "Play Broadcast" has pulled a sizable audience in Chi. Listeners are invited to play, five players who are provided with scripts. The show is broadcast at 3:15 p.m. Monday through Friday.

"Fifth Row Center"
Reviewed Sunday, 7:30-35 p.m. CST. Style—Dramatic. Sponsored on WGN by ABC Radio City, Inc.
The show has a somewhat different format. It features a panel of experts who discuss various topics. The show is broadcast at 7:30 p.m. Monday through Friday.

"Robert L. Ripley"
Reviewed Friday, 1:30-2:15 p.m. CST. Style—Drama. Sponsored on WJZ (CBS network) by Ripley-Biddle Publications.
Ripley’s program is now a regular part of the station’s schedule. It features interviews with notable figures from the world of entertainment and sports. The show is broadcast at 1:30 p.m. Monday through Friday.

"Material Protection Bureau"
A Free Service for Readers

"Comment"
This column is devoted to brief reviews of programs heard on the air for some time, as well as shows which, although previously reviewed, have continued to be heard. The following is a summary of various shows.

Kraft Music Hall, Thursday at 10:15 p.m. over the NBC-Red, will continue to feature a top show as long as Bing Crosby continues to produce and host the show. The show is a mixture of music, comedy, and variety acts, with Crosby providing the necessary commentary.

"From All Around"
CAPP JOHNSON, WKNX, Lincoln, Neb.
Following the death of radio personality Capp Johnson, a new show has been established to honor his memory. The show, which is broadcast Monday through Friday at 7:30 p.m., features a variety of musical performances and is hosted by Johnson’s former co-workers.

"Advertisers, Agencies, Stations"
By PAUL ACKERMAN

NEW YORK:
DONALD O'NEILL has been appointed to a new position at NBC, where he will direct the network's music service. The move is part of an effort to expand NBC's music offerings and reach a wider audience.

CHICAGO:
Howard C. Luftig, chief engineer, NBC, Chicago; Tommy Rowe, chief engineer, and Edward J. Jaffe, chief transmitter of the Prairie Farmer station, have returned to New York. Luftig and Jaffe were among several engineers called in by the Ohio State University in Columbus to test the new radio receivers.

Perishable Fruit and Vegetable Growers of the WJW, Inc., has filed application with the FCC for a license to operate a new station in Columbus. The station, to be named WJW, will broadcast at 2,000 watts on the AM band.

Russ Morgan, who received a grant from the Ford Foundation to develop a new music program, has resigned from his position at WJW. He is now working on a new project with a group of musicians in Chicago.

Hollywood and Los Angeles
By DEAN OWEN

GUET LAUCK and Morris Golf, "Lum and Abner," had a severe case of frostbite last week when they went to Milwaukee to record their show. The radio station in Milwaukee, WTMJ, canceled the show and replaced it with a pre-recorded program.

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CRA-Sherman In 4-Month Tie

CHICAGO, Feb. 17.—Sherman Hotel's booking office, which was to open for the band market for booking offices in the four months past, is being closed due to the death of a prominent radio station manager and the closing of the hotel. Terms of the deal call for placing four booking offices each month until the contract expires.

First of the CRA bands to go in under Sherman's plan will be the Bob and Bill boys, who will open the middle of March. Others to follow will be the S.G. and S.M. Sherman will follow under the same kind of plan.

While the Sherman has had an open booking policy, General Amusement Corp. and Ward Morris in the past have done most booking there, CRA, making the 25th to the exclusive grip, makes up for the void in that field. When the agency lost the La Salle Hotel several weeks ago after the management changed hands.

Savitt Starts Tour With Heavy Grosses

NEW YORK, Feb. 17.—Jan. Savitt, after completing a year's stand at the Yale Stadium, is back on the road last week and was reported by dance promoters to have done well. Savitt played at the Arcadia, Ballroom, Providence, R. I., and the Bijou in New York. All shows did well. At the Arcadia, 6,993 guests attended, and 4,589 paid admissions were taken. At the Bijou, 1,500 guests attended, and 1,200 paid admissions were taken for Savitt, according to reports received from promoters. Savitt drew $1,000 patrons at the Bijou.

Municipal Aud New Factor in Kaycee Ballroom Picture

KANSAS CITY, Mo., Feb. 17.—Offering competition with the Municipal Auditorium is the Municipal Auditorium Ballroom, which has the largest band market in the town in the Municipal Auditorium. The Municipal Auditorium Ballroom is the latest addition to the Municipal Auditorium and is located in the Municipal Auditorium, which is going into business for itself.

The band trend started last summer when Arte Shaw was brought into the spot. Shaw has since had several engagements and has made up a record of $4,338 on a one-night engagement. The Municipal Auditorium Ballroom now has a series of engagements at the Auditorium.

Since Shaw started playing the Municipal Auditorium Ballroom, the regular engagements have been dropped by Shaw. The Municipal Auditorium Ballroom is now making a big name for itself. The Municipal Auditorium Ballroom is expected to become a big draw in the near future.

27 Orks at Musicians' Ball

MADISON, Wis., Feb. 17.—Twenty-seven orks made up the group of orks that went to Musicians' Ball at the Municipal Auditorium Ballroom last night. They made up a record of $4,338 on a one-night engagement. The Municipal Auditorium Ballroom is now making a big name for itself. The Municipal Auditorium Ballroom is expected to become a big draw in the near future.

Swing Street Getting Ready for the Grave as Pop Talent Supplants Jive

NEW YORK, Feb. 17.—The fame of Swing Street, otherwise known as Swing Street, draws the crowds all the time, and the bands are playing with the apparent passing of the last of the Swing Street bands. Many of the Swing Street bands are stronger in patronizing power than the future bands.

The Swing Street bands are now being crowded in the Door's confined quarters. The Swing Street bands are now playing with the apparent passing of the last of the Swing Street bands. Many of the Swing Street bands are stronger in patronizing power than the future bands.

Ellington Switches To Victor Feb. 23

NEW YORK, Feb. 17.—Duke Ellington will record for Victor Records, Inc., beginning Feb. 23. The records will be made at the Victor records studio in New York City. Ellington will have the use of a new and improved studio, which was recently completed.

Happy Days for Music Men as Song Plug List Change Looms

NEW YORK, Feb. 17.—A plan which will cause much rejoicing among music publishers and songwriters, and which has been under study for some time, is to be adopted this week at a meeting of representatives of music row and the trade press in the office of General Amusement Corp. The modification of the weekly listings of most popular recorded songs, Albig no definite plans for the coming weeks, it is indicated that the new plan will be put into practice within the next month.

The modification of the weekly listings of most popular recorded songs, Albig no definite plans for the coming weeks, it is indicated that the new plan will be put into practice within the next month. The plan is designed to give the public a more accurate picture of the most popular songs, and to make the plug list more useful to the music business.

Clevelanders are among the first to take advantage of the new plan, and are already seeing a marked increase in the sales of the songs on the new list. The plan is expected to be widely adopted by other music companies, and is expected to improve the overall picture of the music business.
Perfect Timing

LINCOLN, Neb., Feb. 17—Larry Cappell, sax man with Joe Reichman, who has been on hotel stands in the Midwest, had been frostbitten because he's due to be a pappy in Oakland, Calif., next month. Reichman was suddenly booked for 10 weeks at the Mark Hopkins Hotel, San Francisco, starting this week-end, so the family has been reunited just in time. It's a law of God—and MCA.

BB Crack 4 Spots For First Time

NEW YORK, Feb. 17—Frederick Brod, Manager of Columbia Records, who booked three of his bands into first-time spots for the season, with March 4th to be set next week. BB adds materially to the number of spots available to BMMJ properties, and in the event that the company gives the office, a factor thrusting the adman, the toothbrush as it has been put in the East.

Agency set Lawrence Welt for the Tipton Ballroom, Chicago, starting March 29; Wally Strother to follow Barry Beck into the Hotel Astor, New York starting April 3; Jack Hamburger for Washington's Birthday, and Howard Boker into the RCA at the Life Building, New York, starting April 21. Fourth round for the office is Donahue's, Mountain View, N. Y., starting April 13. Bek will be able to break up a 10 years ago when his health failed.

Current trend is the shantyboat. The shantyboat, owned by Harry C. Mooney, Rochelle, N. Y., is setting up for his local debut this month at a Greenwich Village spot, probably Tony Pastor's, the date for ORRIN TUCKER. The shantyboat, to be named Walch-Astoria Hotel, has finally been named.

New York and the Walch-Astoria chance to look over the boat, the Johnny outfit in person appeared the commutation. Sitting in the red lights the right before will find EDDY DUCHEM installed for the 11th time at the Hotel Roosevelt, 8 West 49th St., New York.

ELLA FITZGERALD commences a three-week at the Roosevelt; BILL BURNHAM, of Consolidated Radio, is following up his recent successful appearance at the Roosevelt by booking Gene Krupa on his return to the New York area. The band will be the VELORO BAND for the first time from coast to coast.

Chi and Points West

WOODY HERMAN'S first week-end at the Hotel Sherman, Chicago, despite a break in the National Band of the competition of Lent, equaled Jimmy Dorsey's record showing during the favor of the band, according to the host of the management. BILL CLARK, of the Chicago Tribune, cocktail combo branch of the Chicago Federation, add that the band's second week has a definite date for HAL KEMP'S follow-up to Orrin Tucker at the Windy City. Tucker have wound up a 12-week run and not just yet been hit in the head by the hotels, the booking office of the Chicago theatre.

In Chicago, for the past four months, pulled out Friday (16) to fill a previously scheduled engagement at the Hotel Sherman.

F. J. Kuhn and his Music

POEMS BY MARCELLA HENDRICKS

69th Week
HOTEL ASTOR, N. Y.
Broadcasting Over Mutual Network

DR. MUSIC CORP. OF AMERICA

SLIM GALLARD

Composer of "Flat Foot Floogie" and "Val Viti's Daily Star"

AND HIS ORCHESTRA

NOW APPEARING

COLLEGE INN, SHERMAN HOTEL, CHICAGO
Broadcasting NBC Mondays 12:30-1 A.M. (CST)

FROM CHICAGO DAILY NEWS: "They are musical clowns, colored boys who go into a jam session on the slightest provocation. Slim, wearing a College Inn waiter's toga, invigorated Joe Reichman on the drums, with his hands or hand up, with his hands or hand on the fashionable table. Anything can happen in this portion of the show."

DIRECTION: GENERAL AMUSEMENT CORPORATION

PANCHITO

and His Rhumba Orchestra

2nd Year

VERSAILLES, N. Y.

Dir.: WM. MORGAN AGENCY

Pauley Debates View On Advance Tickets Held by Tom Archer

LINCOLN, Neb., Feb. 17—Taking exception to the remarks of Tom Archer, GG revealed that after an initial issue of The Billboard regarding the use of part of the new show for advance sales, B. H. Pauley, owner of the Trimpey Casino, says Archer has been selling advance tickets for the entire run of the show without the permission of the producer. Archer has made his stand on the ground of the need for advance tickets in order to guarantee the success of the show.

"Archer can take a Tommy Dorsey or Guy Lombardo or anyone he wants to, and sell them out a month in advance. He always has advance sales the last 10 years," Pauley said. "But if you ask me, I think it's a swindle. Archer has been selling advance tickets since he started the show in 1940, making his stand on the ground of the need for advance tickets in order to guarantee the success of the show.

Pauley has been a consistent user of advance tickets, and the total gross of $25,000 during the past year was the advance ticket sales. It is the opinion of the producer that Pauley has been selling advance tickets illegally, without the consent of the producer.

In the February 3 issue of The Billboard, Archer, in an article on advance sales, referred to the situation as a swindle. "They're just trying to get ahead," Archer said. "They're not making any money, they're just trying to get ahead."

Goodman Talking Pie Deal With U's Joe Pasternak

PITTSBURGH, Feb. 17—Negotiations are reported for a pie deal between Goodman and Joe Pasternak, owner of the Casino, the famous toby sandwich maker who may put the clarinet maestro and his band into a film with Dennis Duron. Goodman is reported to have expressed interest in a similar deal for the past two weeks, and negotiations are reported to be nearing completion.

Prime holdup at present is the type of pie to be used in the film. Goodman has already agreed to use his own pie, but no decision has been reached on the type or style of pie to be used. The deal is expected to be finalized within the next few days, and shooting is scheduled to begin next month.

Sheet-Music Leaders

(Week Ending February 17)

1. Careless, 1
2. Alabala, 2
3. Indian Summer, 3
4. Oh, Oh, Oh, Oh, Oh, Oh, 4
5. In an Old Dutch Garden, 5
6. Things Are, 6
7. Faithful Forever, 7
8. Little Red Fox, 8
9. South of the Border, 9
10. Scarab, 10
11. Scatterbrain, 11
12. Moonlight, 12
13. It's a Blue World, 13
14. Consensus Say, 14
MUSIC ITEMS

Suns and Such

Joe Davis took a song by Lillian Armstrong, "If You're Up to the Mark," and put it into his act and called it "If You're Up to the Mark." The song has been a great success for Joe Davis, who has been performing it at various clubs and social gatherings.

Henry W. Nemo and Jack Palmer have composed something called "The Man From the Far East," which is being played in several night clubs in New York City. The song is described as "a thrilling piece of music that will catch the fancy of everyone who hears it."

Carl Reinberg, a noted pianist, has introduced a new composition called "The Nightingale's Song," which is being played in several night clubs in New York City. The song is described as "a beautiful piece of music that will capture the fancy of everyone who hears it."

General Records Co.

Beginning Regular Platter Production

New York, Feb. 17—Latest entry in the field is General Records Co., manufacturer for several years of type 78 records, has begun work upon all branches of record making as a division of the newly formed General Records Co. The company has long been associated with the production of platters for several years, and has now begun work upon all branches of record making as a division of the newly formed General Records Co.

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MGM

Joe Levin is being tagged the Bayou Scott of Philadelphia, because he is bringing a new rhythm to the city. He is playing a new rhythm called the "Levin Rhythm." The rhythm is a cross between the "West End Rhythm" and the "East End Rhythm."

Complaint of Complaints

A complaint was made to the local music department by a local music dealer, who said that "Joe Levin is stealing my customers." The complaint was made to the local music department by a local music dealer, who said that "Joe Levin is stealing my customers."

New York, Feb. 17—When Joe Levin came into the city, he found that the local music dealers were complaint of complaints. He was accused of stealing customers from local music dealers. The complaint was made to the local music department by a local music dealer, who said that "Joe Levin is stealing my customers."

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N. Orleans Musicians Elect

New Orleans, Feb. 17—Harry M. Willams, president of the local music department, has been elected to the position of president of the local music department. The election was held on February 17, and Williams was chosen by a unanimous vote. The election was held on February 17, and Williams was chosen by a unanimous vote.

Russell's 2,324 Record

Chicago, Feb. 17—Jack Russell, who has been active in the local music department, has been chosen to the position of president of the local music department. The election was held on February 17, and Russell was chosen by a unanimous vote. The election was held on February 17, and Russell was chosen by a unanimous vote.

THE BEST ENTERTAINING DANCE BAND IN THE LAND

WATER POWELL

AND HIS ORCHESTRA

Six men and a leader who play a show at a dance show like a four-piece piece. They show on their own and they show with the band. They show with the band. They show with the band.

A swell dance band that ranks with the best. A swell dance band that ranks with the best. A swell dance band that ranks with the best.

A comedy show all in itself. A comedy show all in itself. A comedy show all in itself.

RUNNING UP A RECORD OF BIGGER AND BETTER BUSINESS EVERYWHERE THEY PLAY!

WATER POWELL

AND HIS ORCHESTRA

For Available Dates for Clubs, Hotels, Restaurants, Ballrooms, Units, One-Nighters, Private Parties and Radio Wire, phone or write

STANFORD ZUCKER AGENCY

501 Madison Ave., New York, N. Y.

Tel. Plaza 3-4677
## Orchestra Routes

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

**ABBREVIATIONS:**
- a — auditorium
- b — ballroom
- c — cafe
- ch — cabaret
- cc — country club
- h — hotel
- mh — music hall
- n — night club
- p — amusement park
- r — road house
- restaurant
- s — showboat
- theater

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<tr>
<th>Orchestra Routes</th>
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Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.
Music in the Air

By SOL ZATT

Mickey But Not Mousety

MAESTRO MICKEY ALPERT (Cocoanut Grove, Boston. WOR) gives a moving and deeply affecting performance in a program that can be credibly charged toward legend. Alpert's music is a modesty or extravagance that his name suggests. He is a quite certain to go down in history for his work. Alpert maintains a nice blending of tunes to include rhythms, ballads, pop, rhythm numbers, and old favorites. The balance is very well played, and the remote is commercial because it really sells the band itself, and asks.

More Showmanship, Bud!

BROADCASTING from the same city, TIDY POWELL (Southland Gas) is no longer a sketch comedian, but a real showman. His band is a popular item in the Southland Gas andrew's program. Alpert has a find in this girl, and it is amusing to listen to her play with her zestful voice and the ability to deliver a song with feeling. The arrangements are excellent, with a solid cornet, and a first-rate second cornet. The balance of the band is well blended, and the remote is commercial because it really sells the band and asks.

The Reviewing Stand

Alvino Rey

(Reviewed at the Civic Auditorium, Toronto)

REY has built up his popularity through his skill in playing his cornet. The arrangements are different from piece to piece, with a variety of styles from the simple to the sophisticated. Some of his more recent numbers have been featured on his national tour, and the response has been enthusiastic. The band is well-blended, and the arrangement work is excellent.

Carlton (Happy) Hauck

(Reviewed at the Chas. Ami, Buffalo)

H AUCK has been in the music business for over a year, and during which time he has toured the Midwest. At the close of the season he is due to appear in the East. He is a good musician, with a good command of his instrument. The arrangements are well thought out, and the band is well-blended.

Joe Reichman

(Reviewed at the Star's Company, New York)

REICHMAN is a very fine pianist and composer, and is well known on the West Coast. His arrangements are good, and he has a good sense of humor. He is a good leader, and his arrangements are always well thought out.

Nino Rodrigo

(Reviewed at the Plaza, New York)

RODRIGO is winding up his second year at this Latin club and is doing well. His arrangements are excellent, and he has a good command of his instrument. The arrangements are very good, and the overall effect is pleasing.

Leonard Keller

(Reviewed at the Birchmere Hotel, Washington, D.C.)

AFTER an absence of three years, during which he toured thru the West, Keller returned to his Washington home. He is a fine cornetist, and his arrangements are well thought out. The band is well-blended, and the overall effect is pleasing.

Webster-Chicago

The Sound of "Tomorrow"

PORTABLE SOUND SYSTEMS

with the floor-length mike stand IN SECTIONS, for complete portability. Write for details and price. Try the carrying case. That way you'll make sure too, that when you cut out of your speakers will be just what you want in your mike!

Roll Tickets

Printed to Your Order

Cheapest GOOD TICKET on the Market


Cash With Order—No. C. O. D. STOCK TICKETS—$15.00 per 100,000, any quantity.

February 24, 1940

Music

REVIEW OF RECORDS

Della's album, "Sweetheart," was released in February. The songs are well arranged, and the overall effect is pleasing. The album is well worth listening to.

队员 (reviewed at the Alexandria, Alexandria)

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Bands on Tour

Advance Dates

JIMMY DORSEY: Hotel Cleveland, Feb. 24; State-Lake Theater, Chicago, March 1 (week); Union Building, Iowa City, IA, 2; Union of Alabama, Tuscaloosa, Ala., 12.

PINKIE TOMLIN: Lafayette (Ark.) Auditorium, Fort Smith, Feb. 24; Tulsa (Okla.) Home Show, 29-March 3; Tune Town Ballroom, St. Louis, 12, 14, 16, 17, 19, 21, 22, 23.


DON BESTOR: State Theater, Kalamazoo, Mich., Feb. 25-27; Keith’s Theater, Grand Rapids, Mich., 29-March 2; Strand Theater, Lansing, Mich., 8-9; Capitol Theater, Flint, Mich., 10-12; Michigan Theater, Jackson, Mich., 14-16; Temple Theater, Saginaw, Mich., 17-19; Greatest Ballroom, Detroit, 20, 22, 23, 24, 28; HOLLIS LORCH: Windsor Hotel, Topeka, Kan., Feb. 28; Liberty Hall, El Paso, Tex., Feb. 29; University of Texas Ballroom, Austin, March 1; Blossom Heath Inn, Okahoma City, 2, 3; Highland Park Casino, Quincy, Ill., 4; The Capitol, Des Moines, Iowa, 11-18; State Theater, Kalamazoo, Mich., 14-16; Capitol Theater, Flint, Mich., 19; Keith’s Theater, Grand Rapids, Mich., 21; Cort Theater, Chicago, 22; Roanoke, Ill., 30-31.


Bands on Tour

It’s a Small World

PHILADELPHIA, Feb. 17—Mike Goldenso, general manager of Leeds publishing, made a special trip here last Tuesday to visit his friend, Marian Le- tan, and drop in on a couple of clubs to make arrangements for the upcoming shows. Marian was very happy to see Mike, especially after the long absence, and they spent a pleasant evening together.


However, Leeds will have to do without the Skelly Song, since the co-author of the jive ditty sold it to exclusive Music three years ago. Payoff is fact that Goldenso was the one who bought the tune for exclusive use by the music firm at that time.

BUDGY RUGGER: State-Lake Theater, Chicago, March 22.

JOY OF KARIN: Calvert Military Academy, Culver, Ind., March 29.

WAYNE KINK: Riverside Theater, Milwaukee, March 20 (week).


Canned Music Stirs Boston Tooters’ Ire

BOSTON, Feb. 17—Local musicians are securing more than 100 bookings of Mask and Wire Broadcasting, Inc. Latter outfit is new to the town and has been offering more than a score of spots, which it is said for nearly 100 hours a week. At least five spots a week have been filled by displaced musicians. In one instance a well-known musician who had been used to fill in between sets was discharged when the spot brought in Toohey’s Wire Broadcasting Co. of the Temple. Tempting offer was too much for a well-known band leader. Pull is primarily for newspaper circulation building. The wire station’s role in this operation is also a means of advertising for the station itself.

Platter Premie Promotion

WITH Hal Davis shifting his publicity base to WSTER, the network’s promotion of the System to Columbia Recording Corp. has been stepped up. Consideration that this was necessary is evidenced by the fact that the network’s stations were at a disadvantage from that waxing factory in the exploitation of their platters.

Long Long on B.O. Pull

PITTSBURGH, Feb. 17—Johnny Long drew 1,615 admissions to the second Saturday night’s Variety show at the Mosque Ballroom here by the Variety Club, Shrine organization planning to stage week night shows.

Campioni and S. D. Woodhead, the variety show manager, at the Gloriaville Ballroom on 59th Street with 5-cent compulsory checking.

The Musical by the guess of Manchester, N.H., is here called Harry James’ record of 90,000-plus sales in New York. Long’s music before he pulled out for a stand at Buffalo’s Chautauqua.

One Big Name a Week This Summer at LaFontaine Park

KANSAS CITY, Mo., Feb. 17—John Timmou is set to make LaFontaine Park a destination park here, again this summer. Last year he pulled the park out of a position of favor and it put on a price that could not be matched. This year’s hardest task that of making the open air extension pay off. Introduction of 1£-bag hot dogs and the change in the closeout book, which is now green, and is now the book.”

This season Timmou intends to advertise his big band as a special attraction for the mud and sand that was once a dance hall. The most significant addition is the $100,000 grandstand for the other dances.

Detroit Bandstand Switches

DETROIT, Feb. 17—Major changes in bands locally bring new faces to the scene with one to two months of fresh material. The community has gone over to the Detroit Bandstand Club, after 13 months at the London Chop House, another downtown spot.

Dave had a big attendance over the weekend after a two-year gap. He set a new house record, which is now the book.”

The changes are being followed by dancing and refreshments, which is organized as a new band presentation this year.

Ballroom-Theater 2-for-1

GREEN BAY, Wis., Feb. 17—After a long winter in local entertainment was a recent one-day tie-up between the Bay Breeze and the Bay Breeze Hotel, which are owned by the Turner Bros., whereby a $500,000 list of patrons who were followed by dancing and refreshments is organized as a new band presentation this year.

Ohio State Fair Mulling Name Ork Hypo This Year

COLUMBUS, O., Feb. 17—Ohio State Fair officials are giving serious thought to using the name of string band for a name for the fair in August, with the hope that the idea of a name for the coming year.

He said the policy of the Ohio fair will be to make sure that all bands can be used. The idea of a name for the coming year.

MPPA Drive on Song Sheet Peddling Moves to Philly

PHILADELPHIA, Feb. 17—Music Publishers Protective Association this week spread its campaign in the big cities recently, against song sheet salesmen in order toTriphrey, O., Feb. 17—There was a lot of activity in the small town the Saturday before the fair. But the most exciting event of the evening was the auction of the big band presentation this year.

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Theater Talk

By SHERLING OLIVER

K. C. Has a Banner Year

12 shows so far, with six more set—last season had only eight—groses good

KANSAS CITY, Mo., Feb. 17.—Jimmy Nixon, manager of the Missouri Theatre, is gleefully pointing out to friends and associates the increase in business this season over last year's. The Missouri Theatre, which is owned by the Kansas City Theatre Owners Association, is one of the leading theatres in the area. The banner season has been marked by a rise in attendance and increased grosses.

During the season so far, 12 shows have opened with the promise of six more to come. Last season, only eight shows opened, resulting in a decrease in attendance and lower grosses.

Tobacco Road opened with the season on December 31, 1940, and has been playing consistently ever since, with no drop in attendance. The show is also drawing larger audiences than last season.

The Lunts grossed $8,000 for two nights of Sholes' production of "The Man and the Mirror". Their success is due to careful planning and presentation of the production, which has been well received by the audience.

The Lunts' production of "The Man and the Mirror" has been a hit with the audience, drawing large crowds and keeping attendance high. The show is expected to continue playing for several more weeks.

Review Percentages

(There are no reviews available for this week's performances.)

The "Unconquered"—13%

NO: None

THREE DAYS (World-Telegram), Waldorf (Post), Anderson (Journal-American), Ewell (Mirror), Watts (Herald-Tribune).

NO OPINION: Atkinson (Times), Manse (Post), May (Mirror).

PITTSBURGH, Feb. 17.—Looks like at least 32 weeks of legitimate is left this season at the Stanley Theatre. The Theatre is one of the leading theatres in the area, and has been drawing large crowds ever since the season began.

Business has been good so far, with few exceptions. Shows so far have been well received by the audience, with the exception of a few performances that have been criticized for their lack of entertainment value.

The Theatre is planning to continue playing for several more weeks, with a variety of shows scheduled to keep the audience interested. The Theatre is also considering adding more performances to the schedule to accommodate the large crowds.

American Academy Students Present Two Productions

NEW YORK, Feb. 17.—The American Academy of Dramatic Arts presented two productions this week, "Night Music" and "Shubert".

"Night Music" was directed by George Segal, with scenery by Charles F. Hebbard. The cast included Jane Wyatt, Eileen Brennan, and George M. Cohan. The production was well received by the audience, with good reviews from the critics.

"Shubert" was directed by William A. Seitz, with scenery by Charles F. Hebbard. The cast included Jane Wyatt, Eileen Brennan, and George M. Cohan. The production was also well received, with good reviews from the critics.

Lines and Business:

"Night Music" was a London production, and is being presented in New York as a benefit for the American Academy of Dramatic Arts. The production is directed by George Segal, with scenery by Charles F. Hebbard. The cast includes Jane Wyatt, Eileen Brennan, and George M. Cohan. The production has been well received by the audience, with good reviews from the critics. The production is scheduled to continue playing for several more weeks.
From Out Front

By EUGENE BURR

The fact that the One Act Play Magazine has resumed publication is a happy note in the midst of a February hardly notable for its theatrical joy. With the majority of Broadway plays tending to play it safe, and with the usual crop of musicals and revues, this lack of choice in theatrical fare creates the situation that it is difficult to pass judgment on the merits of the new One Act Play Magazine.

The comment in the February issue seems to have been prompted by the desire to popularize the One Act play, and to stimulate the interest of the public in the form. The result of this effort is a splendid one, with the One Act Play Magazine accomplishing its purpose by publishing short articles, written by prominent personalities, on the One Act play. These articles are full of information and insight, and they serve to make the One Act play better known and understood.

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PLenty Of Repeat Acts

Champagne—for One Cent

NEW YORK, Feb. 17.—If the La Cava Club management believes that the上有the keeping its spenders away, then it has made a serious miscalculation. By drawing a basing on the lucky has been called in, quite a lot of business. It has a bottle of champagne for a penny.

The operator is necessary to satisfy the requirements of the Alcoholic Beverage Control Board. The beaker is verified and will mean that bookers will have to use the nitery weare on any judgmental exercises; boos, boos, boos, boos. Ultimate sue is to make it compulsory for the nitery owner to sign contracts.

Break For Wildwood Clubs

WILMINGTON, N. J., Feb. 17.—Night clubs at this seashore resort are eager to fill the gap of an ordinary Monday, introduced by Middle Township to prohibit entertainment, dancing and drinking during the month of August while licensed to sell alcoholic beverages.

Bay St. Louis Club

BAY ST. LOUIS, Miss., Feb. 17.—Uncle Charlie, night’s spot for a decade on the road, is planning to close his club, which has been operated under management of Allen M. Goff.

Try Chorus Boy Revue

DETROIT, Feb. 17.—New title for entertainment at the Club Frontenac, which is presented by the Gorham Company of May 26 for the season. Spot formerly run by Charlie Abbot, who has volunteered himself exclusively this year to the bathing protectors a community, will present a new cast. Walters is planning big shows and name bands.

Talent Agencies

JOE SULLY has left the William Morris New York office as assistant to Paul Swann, and has opened an office in the department headed by Miles, with a connection with MCA. He has his interest in the Central Theatre Exchange, Terra Haute, Ind., which has been under management of Allen M. Goff.

American Legion in Erie, Pa., in early spring.

JOHN BOLTON, veteran “maker-of-stars,” has opened a Chicago office to represent leading figures. Mr. Bolton, who was formerly with the New York office of the Central Theatre Exchange, has been appointed to handle national and international bookings.

RAY M. KNEJELAND, Buffalo, reports continued good bookings. Alton Lentz, who has been in the business for many years, and is doing spot bookings for Frank G. Nova, Buffalo. One-night bookings include the Wilmarth and other clubs.

FRANK N. MURPHY, Buffalo, has added Murray’s Inn, Albany, as a booking. He has added Mary Jo Garth’s Velvet Cotillion, Lackawanna, N. Y., and is doing spot bookings for Frank G. Nova, Buffalo. One-night bookings include the Wilmarth and other clubs.

Through the American Legion, Rochester, 10 clubs have been booked in the Pennsylvania State Convention of the American Legion in Erie, Pa., in early spring.

Club Doubling

Familiarity of talent along the Stem is untypical of the well-known repeaters constantly doubling in the clubs. During the last 26 weeks at the Paramount, Manhattan and the International Casino, Mario and Handels are among the leading acts. Merritt, Lethbridge and Starkweather are known for their “Swing Tempo,” and are playing in various clubs in the city. They are known to play about seven weeks a season.

If You Have a Husband

PHILADELPHIA, Feb. 17.—Recently married, the late William D. Lukash, was a well-known band leader playing the New York stage. His wife is well known to the Paramount’s featured Bob Chester, who was his business manager for years.

1st Century Club at the Paramount is bringing in Grassie Stadler (Mrs. Stadler).
MARDONI
"The Maestro of Mystery"
Assisted by LOUISE
Held over Eighth Week
College Inn
Sherman Hotel
Chicago

DIAMOND HORSESHOE THE MIRACLE CLUB OF BROADWAY; IN ITS 14TH MONTH; GROSS PASSED A MILLION

Local night clubs come and go, but many, notably Bingham & Krommes, New York, is in its 14th consecutive month. And it's the same production, the same cast; only the people change. Fortunately, in accordance with the city's requirements, the changes are not made during its first 12 months. And some say that the little Napoleon dials $500,000 for himself.

Another look at this Tobacco Road of the night club business reveals a lively, colorful and amusing show presented on a platform above the bar and on the dance floor. This is a six-night show which now has a weekly gross of $12,000.

The show itself is a peach. The chorus girls are cute and lively and look enticing in their period costumes. The show is full of smart-looking and stylishly fitted figures in the show's unique, wide, black and knees. Frank Lassute, who also does a hilarious comedy act before the show, is a highlight with his clowning. Margaret Brandeis, his straight man, and Jack Flanagan also star in the show. An entire act is devoted to a chess game.

CLIFF WINEHILL
"The Wizard of Schnoz"
Now at Jimmy Brink's
Lookout House, Covington, Ky.

IN CLASSICAL INTERPRETATIONS OF THE DANCE
Now appearing at the
BRICK CLUB, 145 W. 47TH ST., N. Y. CITY
Personal Address
425 WEST END AVE., NEW YORK CITY
Phone: TR-3594

ELLA SHIELDS
Permanent Address: 320 Broadway, New York

THE DUFFINS
Hold Over—Dancing at
BISMARCK HOTEL, CHICAGO

WALTON AND O'ROURKE
"THE SOPHISTICATIONS OF PUPPETRY"
NOW IN THEIR SEVENTH WEEK
AT THE EMPIRE ROOM
Palmier House, Chicago
"ESTO PERPETUO"

Cordano and Corbinne
"Delineators of the Dance"
Now on Sixth Week
At Harry's New Yorker, Chicago

FRANCES WILLS
Currently NELL HOUSE
Columbus, O.
Now Playing De Wolfe Hotels
Opening Feb. 26
Hollenden
Cleveland, O.

CENTURY ROOM, Kansas City, Missouri

Inaugurating a new policy, John Tumino, manager and owner of this spot, is now presenting shows that feature dancing and pantoine thru a varied repertory. Don't miss the Century Room's new policy of entertainment. It is open all night.

The cabaret has a half-hour wire on radio station KMOX at night.

Shelburne Hotel, Shelburne City, Atlantic City
The delights of the beach-front Shelburne Grill follows the restoration of the old old diners to a new look that made it the rendezvous of celebrities a few years. Under new management, the Shelburne Grill has the top 100 floors of New York and Philadelphia, and also being constructed. The club is surrounded by high-priced restaurants.

Until the regular season season lined up for Friday, Saturday, Sunday and the following week, with a new, modern and inexpensive menu in the style of entertainment policy hasn't been decided upon. The restaurant is open every night for dinner at the cocktail lounge.

Tariff reserves Grill for the evening dinner at $2.50.

Blackhawk Cafe, Chicago
A good home for the swing and swing bands, placed prominently over the WGN network. Many of Chicago's top boys are featured. The restaurant is open every night for dinner at the cocktail lounge.

Luigi's Italian Village
Syracuse, N. Y.

The after-Christmas slump that has settled in during the Christmas season is now being alleviated by Luigi's, which is taking advantage by putting on a new policy.

With Jack Terry enacting, the show is excellent. The show is on in a fast, dramatic and lively way. Terry capitalizes on this in a smooth, professional way. After a few weeks of the show, the place is packed.

The cabaret has a half-hour wire on radio station WOR. The show is on every night.

Embassy Club, Philadelphia

Followed by the headquarters of the Embassy Club, Philadelphia, which has its own. In Philadelphia, the Embassy Club is located in the city's own.

Embassy Club, Philadelphia

60 Years of Songs

We supply all entertainment needs, for dance halls, night clubs, schools, etc.

Catalog Free

T. S. DENISON & CO.
201 Webster Ave., Dept. 10, Bridgeport 6, Conn.
Marcella Mann

Song Stylist of Swing Ballads

Current at Ernie's

Greenwich Village, N. Y. C.

Jack Randle 5th Floor N.Y.C.

February 24, 1940

NIGHT CLUBS-VAUDEVILLE

The Billboard

Havana Using Some U. S. Acts, But No Boom Yet

CHICAGO, Feb. 17.—Rod Drigo and Francine, dance team back from Havana, observe that city uses comparatively few U. S. acts, and while there are many shows in the two class Havana hotels, the Nacional and the Sevilla, American acts are not wanted. The Nacional has always wanted American talent, while the Biltmore is currently troubled with a labor strike, and the Gran Casino Nacional and the Sans Souci Garden have???a favorite spot for top U. S. acts. Mr. and Mrs. Pervis of the Sans Souci recently closed the season.

Havana-He's in Cuba

Havana, Feb. 17.—The second edition of A Night in Havana features new routines designed

by Sergio Orta and done by a holder. Entire layout of the act is being lavish and performed plentifully. Authentic Latin atmosphere is created and maintained all through the show. The act opens with a dance which gives the audience a good time. They return later to repeat a famous Cuban dance. The show also features a Latin dance specialist this season, who specializes in the Latin equivalent of the boogie-woogie. The dance is the best in the line. Another famous Cuban dance specialist is featured this season, who is known as the "Bingo Night" and "Congo Night" to Havana. His specialty is the Latin dance, which he has learned from his native island, and he is able to perform it with great ease.

The show is divided into production numbers which keep the audience interested throughout the entire evening. The act features a Latin dance specialist, who is known as the "Bingo Night" and "Congo Night" to Havana. His specialty is the Latin dance, which he has learned from his native island, and he is able to perform it with great ease.

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Club Talent

New York:

RUSSELL SWANN, magician at the Savoy Plaza, has added Virginia Lang, who doubles as a complexionist, to his act.

CHICAGO:

EDWARD ROOT, formerly of Minor and Root, is now working with a new partner and act at Edgewater Beach Hotel.

Toledo, Feb. 17.—A drum salad was held over for a sixth week at Harry's New Yorker.

PATTI LEE, accompanied by friends and agents for his first flight, which made him Monroe Hotel a hit with the same band.

Here and There:

STROHOFF has set for an indefinite stay at the Mayfair Restaurant, Washington, where Jim HARRIS is bookkeeping for the combination.

ADAM THOMPSON is dancing at the Masonic, Bronx, N. Y.

ST. PATRICK NOVELTIES

No. Article Per Cr

1. Irish Amer. Pic Row Pin 50

2. Shamrock—With Hat 1.50

3. Irish Shiner—With Hat 1.50

4. 1 Inch Paper Horn 50

5. 1 Inch Paper Shamrock 50

6. Metallic Horn 4.50

7. Metallic Shamrock 4.50

8. 10 Inch Shaker Horn 1.50

9. 10 Inch Shaker Shamrock 1.50

10. Samples of All the Above 50c

WIS. D'LEUX CORP.

1932 No. 3rd St.

STUART, MILWAUKEE

WANTED

ACTS OF ALL KINDS, MUSICIANS, WITH PHOTO

PARAMOUNT ENTERTAINMENT BUREAU

1405 Post St., Lincoln Hotel, CANADA

Roy Cooper, Manager
NIGHT CLUBS-VAUDEVILLE

February 24, 1940

(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; e = cabaret; cc = country club; h = hotel; m = night club; pm = amusement park; x = road house; re = restaurant; s = showboat; t = theater.

N.Y.C.-New York City; Phila.-Philadelphia; Chi.-Chicago.

Cannes & Anita (Palombaro's) Phila. c.
Cass, Bud (Parade) Phila. c.
Cass, Lee (Parade) Phila. c.
Cass, Moe & Ted (Dixie) Phila. c.
Cass, Sandy (Paramount) Phila. c.
Cass, Ted (Parade) Phila. c.
Cassini, Dino (Metropolis) Phila. c.
Cassini, Dino (Paramount) Phila. c.
Cassini, Dino & Sandy (Parade) Phila. c.
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Vauderville Notes

EDDIE WEINSFELDT, operator of the Riverside, Milwaukne, has lined up three acts for February 23rd, and Cab Calloway, week of March 2.

JOAN COFFIN'S unit, 1940 Babies, opened last week at the Avenue Theater. Joan was accompanied by her dad, a Disk Jockey, who has the policy of giving two free records of the performers of the show. Sid Robinson, formerly of Robinson and Son, has been engaged as stage manager and band leader at this establishment.

CAROL MANNERS has a new location, 1142-1144 S. Michigan, Chicago, for week of February 23rd. The new location will be opened with a special feature, a color film on the life of Charles M. Wirt, which was produced by his friends. The film has been booked thru Cuba and Mexico until March.

MAUDE ABBOTT, of the Masonic-American Dance Band, who fractured her ankle several weeks ago, is mending nicely.

The Broadway Beat

by GEORGE SPELVIN

Last week's blizzard tied up the streets tighter than any other hunk of weather that has managed to do so in many years. On Saturday afternoon around 1:30, a group of pedestrians went out to the street, only to find they were seriously blocking their way up to the Westminster Kennel Club dog show at Madison Square Garden. The street was blocked by snow and sleet, making it impossible for even the most intrepid of those few few people who had managed to get out to see the show, even the warmest weather Wednesday night failed to keep the crowd out. A huge mob of people had gathered to see the show, blocking even the renowned old Spanish Steps.

The show was held on the ground of the old Spanish Steps, which was once a popular dance hall in New York City. The show was held in the old Spanish Steps, and the audience was made up of those who had never seen a show at the old Spanish Steps.

Tucker No. 1 Again

On Phone Network

TUCKER, THORN AND POST are back in Chicago, after making the rounds of the country for several weeks. The group has been heard on the radio network for several weeks, and has been featured on the Tucker Band.

TUCKER BAND, the new feature on the Tucker Band, has become the first name on the marquee at the Tucker Band. As a result, the show has been moved to a larger and more prestigious location.

Three New Orleans Houses Add Vaude

NEW ORLEANS, Feb. 17—Vaudeville houses in New Orleans have added vaudeville to their programs this week.

 зрения новых актёра. К тому же, он пришел в театр и стал играть на сцене, что вызвало большую популярность.

The Billboard

February 24, 1940

GLEANED BY MEMBERS OF THE STAFF

The purpose of this department is to benefit members, brokers, agents and exhibitors. It is made up of the talent in the major indoor fields that The Billboard's coverage of every branch of the show business.

SHOWME INTERESTED IN SPECIFIC OPPORTUNITIES, ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 10 BROADWAY.

For Films

EUNICE BEALE—Young blonde who appears in the next Guinevere, has been added to the cast as a major character. She is expected to become a favorite among the audience.

For Legit

DAMNATIVER

SAN FRANCISCO—The new production of the play, "The Damned," has opened to a mixed reception. Some critics have praised the acting, while others have criticized the pacing.

For Vaude

WINNIE NOBLE, known as "the original" star of the Broadway stage, has been added to the cast of the play, "The Damned." She is expected to become a major draw for the show.

After Six Months, Sherman Unveils Stop

NEW YORK, Feb. 17—Sherman's unit, which comprised an experiment in block booking of low-priced vaudeville shows, has reportedly been dissolved.

There is a faint possibility that Sherman's plans for the future may be endangered. The experiment is reported to have met with only limited success.

HOLLINGSWORTH, Costumes

315 W. 4th St., N.Y.C.
PHONE CIRCLE 5-8681
GREATEST VARIETY OF FLASH COSTUMES
COMPLETE CHANGES FOR 52 WEEKS IN STOCK
ANY SIZE SETS, UP TO 24 EACH, *
Pennsy Labor Dept't Eyes Dance School Teacher-Performers

PHILADELPHIA, Feb. 17.—With the radio stations' interest in dance schools, and radio stations' interest in dance schools, the dance schools have started to explore new avenues for attracting students. The International Association of Dance Schools is now offering a new program that includes both dance classes and a performance component. Students will be able to perform their dances on stage and receive feedback from professional choreographers. This is a great opportunity for students to gain experience in both dance and performance.

Bookers Organized; Gillman at Helm

NEW YORK, Feb. 17.—The United Booking Organization, headed by Jack Gillman, has been established to provide a platform for booking agents to communicate and discuss industry issues. The organization will focus on promoting fair and equitable booking practices, as well as addressing concerns such as competition and market transparency. Gillman has been chosen as the leader of the organization, and he will work with other booking agents to establish guidelines and standards for the industry. This initiative is expected to bring more stability and professionalism to the booking industry.

Cap, Roxy Change To Week-End Vande

ATLANTA, Feb. 17.—The Cap, a popular nightclub in Atlanta, has changed its format to a week-end vande. The Cap will now operate as a week-end vande, offering a different atmosphere and attractions compared to its previous format. The change is expected to attract a new audience and provide a variety of entertainment options for patrons.

Gulfport Club Opens

GULFPORT, Miss., Feb. 17.—New suburban night club, Silver Slipper, opened Feb. 15. Gulfport is five miles north on U.S. Highway 90. The club features a dance floor and a variety of musical acts. The Silver Slipper is a popular destination for nightlife in the area.

Two Three-Day Stands Set

SCRANTON, Pa., Feb. 17.—Two theaters will be showing vaudeville here three days each. They are the Capital Theater and the Warner Theatre. Ticket prices are $2.50 for adults and $1.50 for children.

Additional Content:

NIGHT CLUBS-VAUDEVILLE

Paramount, New York

(Reviewed Thursday Evening, Feb. 15.)

The new Paramount for this fortnight and its new lighting effects, has been turned into a dream world. The stage has been transformed into a miniature London being seen as film fare.

The opening act features a variety of good acts and Barry Wood to help the act along. The act consists of a vaudeville troupe, with a clown, a tightrope walker, and a man on roller skates. The clown, played by Barry Wood, is hilarious and keeps the audience laughing.

The opening number of the show, a pantomime of a man walking on a tightrope, is beautifully executed. The man, played by Barry Wood, is perfectly balanced and manages to walk across the tightrope without collapsing. The crowd is thoroughly entertained by his performance.

The Three Wise Boys in a dance novelty. The boys are dressed in colorful, festive costumes and move gracefully to the music. Their movements are graceful and synchronized, and they capture the spirit of the season.

The act ends with a final number, a pantomime of a man walking on a tightrope, which is as successful as the opening number. Barry Wood's performance is the highlight of the evening.

Business this week, judging from the audience in the lobby, is down. However, the quality of the acts is high, and the audience should make an effort to attend this show and enjoy the talent on display.

NIGHT CLUBS-VAUDEVILLE

Colonial, Detroit

(Reviewed Friday Evening, February 18.)

Bellingham (formerly the popular Sixpence) is now a roofed-in dance hall. The new dance hall is popular with the local population, and the dance floor is always busy. The DJ is a local personality and is well-liked by the crowd.

The show is a mixture of vaudeville and dance acts, with a few musical numbers thrown in for good measure. The performers are energetic and entertaining, and the audience responds well.

The acts are varied, with some featuring acrobatics, magic acts, and comedy. The music ranges from jazz to big band, providing a diverse and enjoyable experience for the audience.

The Colonial's vaudeville acts are a delight, with a variety of acts that amuse and entertain. The acts are well-rehearsed and performed with precision.

The Colonial is a popular destination for nightlife in Detroit, and the show is a must-see for anyone looking for a fun and entertaining evening out.
Reviews Of Units

"Kit Kat Klub Revue" (Reviewed at National Theater, Renwick, Feb. 11)

A collection of nine specialty acts with alittle from back stage and in the audience. Prices Paul Cholot's Kit Kat Klub Revue. Some of the acts are somewhat different, and could be a unit aspect.

Kroko, girl terpers, offer a slow and unspectacular opener. Their routine is nothing unusual but their comic timing is quite good and a door act.

The Bear Brothers and the show begins to pick up. Their washstand counter and their number is a good one. The boys are personable and their leader would make a swell emcee. Their singing and dancing is good and they each play their parts a different instrument.

Standout act is Wells and Powell. Wells has a swell voice, good material and delivers his lines effectively. Miss Powell, a cute little trick in fetching costumes around decoratively and does a few acrobatic stunts.

An unusual girl terper in prettiest costume gets no break following the fine performances of the Wells-Powell mixed team. She should have another attempt. She is too much for the usual haywire comedy, the some of her antics are so silly they don't register.

With the Bear Brothers playing Hawaiian instruments, girl dancer returns for a hula-excitement performance in sexy veils—and the Three O'Clocks and a thicker thong. The girls are part of the ragged, display of tumbling into and out of costumes.

Krazy Katz of Rhythm, 14-piece stage band, furnishes the music. Picture was Night After Night, good little programer, and house was nearly full at show caught. Twofold.

Midnight in Paris (Reviewed Thursday Evening, February 8, at the National Theater)

Employing French costumes in the chorus numbers, a couple of spunky blackbirds who have been seen in the usual haywire comedy, the some of their antics are so silly they don't register. The night capacity crowd gave it a warm reception.

Nine-girl line, good dancers in the main number. The rhythm section, 14-piece band, assisted by a pleasant-voiced saxophone soloist.

Irene Blinn waltles Go Fig a Rite, and offers a sax solo, assisted by the 16-piece orchestra. The orchestra delivered fresh—so somewhat strong—material acceptably.

Peter's show, the follow-up to Peter and the Wolf, is a straight and accurate presentation of a story of Strange Enchantment.

Cort, featured good dancer, failed to register here. Her dance lacked imagination, and was not enough to carry the Devore-Mane presentation.

Mills and St. John follow with an intensive dance and pose number titled Glorifying the American Fool. The Four Persons offer a very entertaining number. The chorus is on for the third time in a conventional close.

TheKinkyKaki's Emergency Squad, strict routine, but adequate. Twofold.

"South American Nights" (Reviewed Thursday Evening, January 25, at the Century Theatre, Richmond, Va.)

Show breezes into Richmond on the tail of the big band, and a two and three-piece full house found its tropical flavor a welcome relief from the Arctic atmosphere outside.

Ecstatic by veteran Fred Stritt, who was the host during those intense moments when the headline acts did a little more than amaze the audience. The show was performed with a strong sense of the exotic, with its impressive pan and his general efficiency.
Vaudefilm Crosses

Savitt—"Woman"
Open Big in Buff; Raye's Fine 2IGs

BUFFALO.—Vaudefilm layout at the Buffalo City Auditorium was taken from G. W. T. W., last week. Draw at the Buffalo was boosted when the following Century did not feature a flask bill for same week. Three-day stand of Earl Collins, newly arrived from the Sarasota Beekman, featured a good week. The vaude film numbers for the week were $52.00 and $52.00. Show remains next week.

At the Buffalo, opening February 16, were Rovin, Clancy, Miss Margaret, and Row and Wing, Bobby Mae and Watson Sisters, and picture, I Take This Woman (MGM). The hit for the week was $55.00, and student prices were $17.00. House average was $12.50.

For next week February 16, Martha Raye and picture, Remember the Night, came with a fine $51.00 at the Buffalo. The take was the best of several months. Miss Raye's unit had Wences, Johnson, and Four Rays, who replaced the Graceliner Dancers.

With the Wind is still holding strong in the fourth week, and the Great Lakes. Third week ended February 16, scored an approximate $35.000. The take was good with $38.000, compared to the first week's $34.000. The Century with double feature did $25.000 for the week ending February 16. Return of Dr. X and Mosque Spitter were the hits... (Rest of text not legible.)

Raye Unit 14G's

Best of Season

PROVIDENCE.—Martha Raye at RKO-ABC here first stage attraction of the house in a year, chucked up a $14.000 gross on week ending February 8, biggest business for season. Miss Raye's unit had Wences, Graceliner Dancers, Jack White, King, and the Lanteens. Ed Drew from local station WJAR, working on stage, accompanied various acts.

New York.—Miss Raye found Miss Raye a regular trouper, who gives all the public a laugh, and good showpublicism stunts mapped out by him, his comedy act, and his dressing table. His picture, "The Morning Walk," opened February 16 at Hotel Biltmore ballroom, interviews in local press and picture. Average box at $28. His popularity was well attested by Ash Wednesdays, Friday, and Saturday, with better than $78 off from preceding day's take.

Snow Opens Lucas

At Camden Towers

NEW JERSEY.—What started as a slow week was stymied by the Blizzard, the weather, and the circus. The week ended at Camden Towers, New York, headed by Nick Lucas, at Towers Theatre, 21st and South 21st Street. For a fair $7,000 for straight seven days. Cast included Eleanor Knight, Robbins City, and the order of the day, White, King, and Armstrong, with the Robin City and the Lanteens. The week opened February 15 with an evening show staged by the 12th Street. The cast of Miss Raye, Miss Robinson, and Miss Knight, featured on the stage, with the Hit and the Right and the Lanteens, featuring on the dance floor.

Cream City Gives Apollon Neat 9G's

MILWAUKEE.—Dave Apollon's revue, "The Cream City," opened at the 12th Street Theatre for the week ended February 8, at $36.50 and $40.00 cent prices. Nine performances were given. For next week February 8, $35.00 and $40.00 cent prices were given. For next week February 8, 100.00 and $40.00 cent prices were given. The revue was given by the 12th Street. The cast featured in the opening numbers was Miss Raye, Miss Robinson, and Miss Knight, and the Hit and the Right.

Better Weather

Aid Decree Biz

WASHINGTON, D. C.—Steady business is reported at the theaters. Weather has been warmer this week and fair weather prevailing. Warming of further reports from the theaters was noted. For the week ending February 15, expected to gross $19,000 for a six-day week. Last week His Girl Friday pulled in $18,000, a de

Snow Melts "Spices" To 72C; Rhodes Oke 82C at Philly Ray's

PHILADELPHIA.—With a blazing snowstorm cutting out the last day of the week, ended Wednesday (14), Spices of 1940 opened at Ray's Theater to $7,800. a net under $700. A poster showed a house line of 1500 augments with the show. Spices support in the city.

Loew's Capitol, showing I Take This Woman, brought in $67.000. Stripper Breda is the ex-

Davis 76C in Dayton

DAYTON, O.—Johnny (Boat) Davis came thru with $7,000 in his week's stay.<Option>

Carmen Miranda


De Karlo is a singing guitarista who has been in this city a year and a half and is making his American debut at Versailles. He is a real Latin American, not a manufactured Latin American, but a genuine one. He sings in Spanish, and he is a great financial success in this city. He is a handsome, dark, young, brawny, husky, and magnetic. He makes a fine appearance and sings Latin songs nicely, and his delivery is clean and crisp. (Mention of his name is Spanish.)

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3,000 See WIBW Unit for One Show

BELGIUM, Kan., Feb. 17.—Three thousand persons paid admission to see the world famous Rodano, a small character of the King, and radio stars, here in the past month. The show is returning on January 27. Seating capacity of the auditorium is only 1,000 persons, standing room bad to the show. Following the show 170 couples danced to the music of the Blue Melody Band.

3.00 See WIBW Unit for One Show

NIGHT CLUBS-VAUDEVILLE

February 24, 1940

Loop Holding Own; 40Gs for Chicago

CHICAGO.—Weather has settled and the vaude film business is steady.几家 houses are wanning, giving a chance to the best of the local companies to hold their programs. Last week ended February 15, didn't have a lot of business, but the local companies held their programs and bill topped by Gertrude Nissen, even on the poor audiences. The vaude film business is steady.

Only a so—so $25,000 registered. Much better current week (16—22), continuation of Carry Grant and Robert Redford in "High Society." Russell in "High Society" Friday and Jan. Widner and Gil Lohn on stage leading the theater to a hefty $60,000.

The across-the-street State-Takes has a healthy business with Bob Nirenberg, Taylor, and the Dave Apollon unit, and opening programs for the week, $15,000 total. Proceeding show of week, "Take this Woman," came thru with $15,000, figures, thanks to the published Marcus-Barger unit at night show, which closed the Loop at a $3.00 top. Screen had Nic Carter, Detective, a filler.

New Acts

Sergio de Karlo


De Karlo is a singing guitarista who has been in this city a year and a half and is making his American debut at Versailles. He is a real Latin American, not a manufactured Latin American, but a genuine one. He sings in Spanish, and he is a great financial success in this city. He is a handsome, dark, young, brawny, husky, and magnetic. He makes a fine appearance and sings Latin songs nicely, and his delivery is clean and crisp. (Mention of his name is Spanish.)

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Loew's Capitol, showing I Take This Woman, brought in $67.000. Stripper Breda is the ex-

Davis 76C in Dayton

DAYTON, O.—Johnny (Boat) Davis came thru with $7,000 in his week's stay. (More text not visible.)

3.00 See WIBW Unit for One Show

BELGIUM, Kan., Feb. 17.—Three thousand persons paid admission to see the world famous Rodano, a small character of the King, and radio stars, here in the past month. The show is returning on January 27. Seating capacity of the auditorium is only 1,000 persons, standing room bad to the show. Following the show 170 couples danced to the music of the Blue Melody Band.
Love Affair—for 60c

ATLANTIC CITY, N. J., Feb. 17—Hilton Bar and Terrace in Shadyside, N. J., have announced the opening of the Love Affair Hotel, which is a continuation of the long established Hilton Bar and Terrace Hotel in Westmoreland, N. J. The hotel is located on the Atlantic Ocean, and offers "affairs" of various kinds, including "affairs" for breakfast, lunch, and dinner. The hotel is open daily from 9 a.m. to 11 p.m., and offers a menu of "affairs" for all types of diners, including "affairs" for those with "affairs" for nothing at all. The hotel is also equipped with a full bar and a pool, and offers "affairs" for those who want to relax and unwind.

Buffalo Changes To Stock Policy

BUFFALO, Feb. 17—The Palace Theater, a major player in the Buffalo theater scene, has made a change in its policy regarding the sale of tickets. The theater has dropped its policy of selling tickets to the public, and now only sells tickets to members of the theater's stock policy. This change has been met with mixed reactions from the public, with some applauding the move and others expressing concern. The theater's management has stated that the change was made to ensure the long-term future of the theater, and to provide a more stable revenue stream.

Wyandotte House Tries Full Week

DETROIT, Feb. 17—The Wyandotte House, a popular Detroit restaurant, has announced that it will be offering a full week of service, starting on February 17th. The restaurant has been offering a limited service for many years, and the move to full week service is seen as a step forward for the establishment. The restaurant's owner, John Smith, stated, "This is a significant step for our restaurant, and we are excited to see how our customers respond." The restaurant is located at 123 Main Street, and business hours are from 11 a.m. to 11 p.m. daily.

Lester Smith Given Big Party, Honors

BRIDGEPORT, Conn., Feb. 17—Lester Smith, manager of the Loma-Poll Lyric in Bridgeport, was honored with a big party and honors on February 17th. The event was held at the Loma-Poll Lyric, and was attended by many of the town's most prominent citizens. The party was a huge success, and Smith was presented with several awards and tokens of appreciation. Smith, who has been managing the Loma-Poll Lyric for many years, expressed his gratitude for the support of the community.

White-Black Shows Click in Bridgeport

BRIDGEPORT, Conn., Feb. 17—Two white-Black shows, the "Jubilee" and the "Birthday," were well-received in Bridgeport last week. The shows, which were presented at the Loma-Poll Lyric, featured a variety of vaudeville acts, including singers, dancers, and comedians. The shows were a hit with the audience, and many praised the performers for their talent and energy. The Loma-Poll Lyric is located at 123 Main Street, and business hours are from 11 a.m. to 11 p.m. daily.

Ann Corio Denies Claims

CHICAGO, Feb. 17—Ann Corio, the famous vaudeville star, has denied all claims that she is involved in any illegal activities. Corio, who has been performing for over 30 years, has denied any involvement in the recent scandal involving the Chicago Evening Post. The Post, which is owned by a group of investors, has been accused of paying off politicians and other public officials to get favorable coverage. Corio, who has been a vocal critic of the Post, has denied any knowledge of the payments and has called for a full investigation.

Hirst Unit Review

Hindu Belles

(United Press International, Philadelphia, Friday, February 17)

There's much to admire about the popular new show "Hindu Belles," which has been playing in Philadelphia for the past week. The show features a cast of talented dancers, including Miss Millie Murdock, Miss Betty Lee, and Miss Joan McKee. The show is a must-see for anyone who loves music, dance, and the beauty of Hindu culture.

Midwest Unit Review

(Better Retail Advertising, Chicago, Friday, February 17)

Bolstered by a half dozen new principals, current Midwest unit is much better than last season's offering. With the opening of "South by the Sea," "Ruffles," and "Dancing on the Roof," the unit is well on its way to becoming a major player in the vaudeville circuit. The unit is currently led by veteran producer Jack Edwards, who has been with the company for over 20 years. The unit's new principals include Miss Julia Ross, Miss Mary Johnson, and Mr. Robert Lewis. The unit's opening night is set for a sold-out crowd at the downtown theater.

To blame. Good downtown crowd when our booker, Mr. Fred Clancy, and Miss Diana Logan with Billy Hagan next in.

M. H. Grundeke
Rep Ripples

CHARLES BUTLER, with the Rosalie Orchestra, will take July 1, and the Players' new season July 2 at the Fox, Los Angeles, Calif. ROYAL HOBSON, with the New York Philharmonic, has announced that he will conduct the Players in a program of contemporary American music. MILDRED TUBBS, who has sung with the New York Philharmonic, is scheduled to sing with the Players in May.

HAL BARRER, character man with the Players, has announced that he will leave the company on July 1. JAMES M. DOUGLAS, manager of the Players, has announced that he will leave the company on July 1.

Curtiss Shoprint

Quick Service - Low Prices
"Test Show Headquarters Since 1905"
CONTINENTAL, O.

For the past 10 years we have been handling the finest quality of Screen Prints and Screen Printing Equipment. We have been doing this with great care and attention to detail, ensuring that our customers receive the best possible results. We are committed to providing our clients with excellent customer service and support throughout the entire process. Whether you are looking for high-quality screens or need help with a specific project, we are here to help. We have a reputation for excellence in the screen printing industry and strive to maintain it every day.
Summer Theaters Are Profitable Roadshow Locations, Is Report

PHILADELPHIA, Feb. 17.—Barns and summer theaters, which housing facilities are available for excellent locations for 16mm exhibition, will be a subject of a recent peak of interest to roadshowmen who visited local exchanges this week.

A summer theater, he is advised, has many distinct advantages over the average cinema, as the best-known showplace of the community. As the location on an ideal spot, promotion for the film show can be easier and more effective.

Additional tie-ups are easily made with local groups that usually patronize the theater during the summer. A further advantage is that the summer theaters are fairly well-to-do communities and with the right type of show, it is possible to get a higher admission price than usual.

The most important thing, according to this roadshowman, is the film program, which must be planned and presented in such a way that patrons will return and bring their friends when the season is over.

Educational Films
In Canadian Schools

REGINA, Sask., Feb. 17.—Films play a definite part in the educational program in Moose Jaw, Sask., schools, particularly in the rural districts.

Public schools are divided into three main areas—rural, semi-urban and urban. Regular weekly showings of pictures, held in each of these areas, are rented after careful selection by the teachers' visual aids committee, who have purchased or have had rented, and a central film library has been organized.

Films With Lecture

CAMDEN, N. J., Feb. 17.—In a tie-up made between the Camden Steamship Ticket Agency and the American Tobacco Co., the latter is being used to stimulate travel excursion business.

First of the shows will be presented on Jan. 31 and will feature the Camden Lions' Club by Charles Adamson, showing a motion picture entitled, "The Story of the Film," which will be followed by a discussion of the film, an address will be delivered by a representative of the express company.

Club Sponsors Old Movies

ALBUQUERQUE, N. M., Feb. 17.—Popularity of "Old Movies" for school and community shows is shown by a club recently formed in Albuquerque, N. M., in the city of New Mexico and headed by Al Jarett, Soil Conservation Service photographer.

The club is organized with the object of a Nation as the first in five films.

Bitter With Museum

NEW YORK, Feb. 17.—William Bitter, who photographed The Birth of a Nation and was one of the 16mm cameramen, is with the Museum of Modern Arts, where he identifies characters in old-time films.

ICE SHOWS PILE UP

(Continued from page 3)

New York, Feb. 17.—26 girls, wearing costumes, were on the ice at the 844 top, which has a weekly attendance of 82,785 maximum for the Europeans. "Shiner," 261,0.

The Ice Follies of 1940, the Shapovaloff-Johansen act, and the San Francisco's Dreamland for the duration of the season will be on exhibition by Music Corp. of America.

Bucking the rumors that Billy Rose has plans for an ice-skating attraction to the World's Fair (backed by reports that Eleanor Roosevelt and Bob Hope are planning an ice show for the World's Fair), reports that Eleanor Roosevelt and Bob Hope are planning an ice show for the Fair last year, as a contract which gives him exclusive right to ice shows at the Flushing spectacle for the 1940 edition.

Although the ice show policy for the Valley is considered likely, no definite conclusions are possible, as the New York City show is still in the planning stages.

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

Manager. At one time, his family, besides owning the Standard, were lessees of 10 London theaters. In 1907, Douglas became manager of the Savoy, which he ran for two years. In 1913, he bought Winter Gardens, building it up from a rundown old storefront into a London's first important.playhouse. When he sold it in 1928, he began managing director for a time. He also had a successful career as a producer and was well known for his productions. In 1918, he was chosen by the United States Senate to be a delegate to the Peace Conference in Paris. He was named vice-president of the National Association of Theatrical Owners, a position he held for 10 years. In 1925, he became a member of the Board of Governors of the American Shakespeare Festival. He was chairman of the board of governors in 1930, and was a member of the board of directors of the New York Shakespeare Festival. He was a trustee of the New York Shakespeare Festival from 1931 to 1935. He was a member of the board of directors of the Shakespearean Foundation, and was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the National Academy of Dramatic Arts. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society. He was a member of the board of directors of the American Shakespeare Society.
Polack Gets Real Welcome On First Visit to Cincinnati

Seven-night-six matinee engagement played under Shrine to good attendance, despite heavy snowfall — Queen City's first indoor circus in several years

CINCINNATI, Feb. 19.—The Queen City, without an indoor circus for several years, had one last week when Polack Bros.' Circus (Irv. J. Polack and Louis Stern, operators) personally directed by Irv. J. Polack, appeared in this city and was well liked. George F. DeGlerer was general chairman of the Matinee Committee of the Findlay Shrine committee. The show was given on Monday night and closing last night, including six matinee performances. Altogether the weather was good. Although snowfall on Tuesday made itself felt, there was a downpour of rain shortly before the matinee yesterday. General admission price was 50 cents, and 25 and 60 cents for reserves.

Underprivileged children and orphans were seated at the matinees. The box office was crowded and many individuals who purchased blocks of seats.

The show ran two hours and a half, giving the folks plenty of performance. Eddie Woodcock directed the band and Nate Lefebuere was the Announcer and Manager. There were 2000 people in the audience and the stage was presented in two rings and on one stage. The bill included the presentation of Noble Hamler's Lion act. Among the other features were the Romey Bell Troupe (acrobats), Flying LeCrae, Bell Troupe and Troupe of Circus Comedians.

Adolfi Celebrates 30th Anniversary of Circus Career

STOCKHOLM, Feb. 10.—Adolfi, circus owner, equestrian director and circus operator, is celebrating the 30th anniversary of his circus career. Thirty years ago he presented his circus at Gothenburg and to commemorate the event he gave a Jubilee circus program in the Lovenberg Circus building at Gothenburg.

During the 30 years, Adolfi, with his circus or with his Liberty box, has toured the Scandinavian countries, Russia, Holland, Germany, Austria and Italy. Since 1929 he has engaged a booking office in Stockholm, but occasionally reverts to his old role of equestrian director and circus operator.

Due to war conditions in Europe, the Adolfi Jubilee program was made up largely of Scandinavian acts, including the Sprigarta, former Ringling circus number. Others on the bill were Adolfi, with Orlando's Liberty horses; two Carpatho-Circus horses; three Mannap-clowns; two Jagers, trapeze; three Mannap-clowns; two Jagers, trapeze; two Mannap horses; and two Mannap clowns.

In addition, there were a number of acrobats, clowns, and a variety of other acts on the program.

John Ringing North Is Home From Abroad

NEW YORK, Feb. 17.—John Ringling North, president of Ringling-Barnum corp., arrived in from Italy Thursday on the President Harding. While in Italy he had engaged several foreign troupes and artists, and while in Paris he made the arrangements for the inaugural pageant and also the circus program for the closing performance.

Season's opening date still indefinite. Friday, April 5, looks promising, however, for the Garden show.

French Government To Assist 25,000 Showfolk

PARIS, Feb. 10.—Serious efforts are being made by the French Government to assist 25,000 circus personnel, circus employees, artists and other dependent on outdoor and those who have been idle since the first days of the war. The situation is difficult to solve, with half of France in a state of war, and only a few circuses and fairs and rest of country in blackout. Night travel is hazardous, and it is necessary to take precautions to keep the roads clear of accidents and escaping animals. The ending has caused destruction of cage animals, owners being unable to place them in municipal zoos and without finances to board them privately.

165,000 at Detroit Shrine's Circus For First 10 Days

DETOIT, Feb. 17.—Detroit's annual Shrine Circus, which opened February 6 and continued through February 16, played to about 165,000 up to Wednesday of this week, officials of the circus told The Billboard's representative.

The week-end matinees on last Saturday and Sunday drew 4,000, with following matinees, drawing around 3,000 on Monday and 2,500 for the first week as well, and remaining the same around 4,000 for the second. Many others were present during the first week, with indications of a bigger crowd for the week-end shows than for the first week.

Good Turnout for Ruby Wood Benefit

VENICE, Calif., Feb. 17.—There was a very good turn-out here Monday evening for the Ruby Wood benefit circus, sponsored by the Venice Chamber of Commerce, Parent-Teacher Association and the Venice Alumnae Association.

Two performances were given, and a substantial sum was raised. Everybody who attended seems to have enjoyed themselves.

Parkin Gets Gift: Performers Injured

LONDON, Feb. 9.—When Empress Frederick of Germany arrived at Buckingham Palace January 20, a gold-inscribed lighter was presented to Promotor Stanley C. Eastman on behalf of the late Edward Graves, London representative of The Empress Fredrick Trust Company.

The last show was marred by an accident which caused one of the performers, Edbrown Illingworth, head of the public relations department of the Mayfair Tobacco Company, to have to leave the stage. When the show was winding up, he was hit in the head by a horse's head, and revealed her to be suffering from bruises and contusions.

Muscles here were numerous and included a bad arm bite for a horse to take. The injury to knee by horse to one of the riders caused much pain and revealed her to be suffering from bruises and contusions.

Willard J. Oakley will leave Miami March 6 for Sarasota, where he will spend the remainder of his vacation.

“Liability of Owners or Lessors for Injuries to Amusement Patrons”

See Carnival Department of This Issue
POLACK BROS’ INDOOR CIRCUS

“America’s Greatest Organized Fraternal Circus”

1940 COAST-TO-COAST DATES

The Amusement Profession Invited To See The Newest Big Circus

KOSAIR SHRINE CIRCUS, Louisville, Ky., February 19 to 25
ALCAZAR SHRINE CIRCUS, Montgomery, Ala., February 28 to March 5
AL CHYMA SHRINE CIRCUS, Memphis, Tenn., March 7 to 13
Also — Little Rock — Amarillo — Seattle — Salt Lake City — Topeka — Pueblo — Portland and Principal Cities of Western Canada.

SUMMER SEASON OPEN—INDOORS OR OUTDOORS

‘The Most Sensational All-American High Wire Act on Earth’

THE BILLETTI TROUPE

2nd Season Closing Feature of the Show

NOW BOOKING SPRING AND SUMMER DATES

P. O. BOX 56

BLOOMINGTON, ILLINOIS

3 Acts
Loop
Trampoline
100 Ft. Head Slide

EUGENE RANDOW

Presents

AUNT JEMIMA AND HER 3 PANCAKES
A laugh hit from start to finish

Also putting on European and American Clown Bits — All original
Watch for my new original creation

THE LUSTER BROS.

2nd Year With POLACK BROS. CIRCUS
Thanks to Irv. J. Polack and Louis Stern

6th consecutive season

Thanks to Irv. J. Polack and Louis Stern

FELIX and IVA MORALES

JAMES J. HAMITER, JR.

EQUESTRIAN DIRECTOR

POLACK BROS. FRATERNAL CIRCUS

Presenting

6 Liberty Horse Ensemble — 6 Military Pony Drill
High School Horses — Beauty and Bess — Group of Performing Dogs

TEX ORTON

Presents

GRACE ORTON TRIO — TIGHT WIRE

40-Ft. CARRYING PERCH FEATURING MISS TETU

ROLLING GLOBE and IMPALEMENT ACT

2nd Season With Polack Brothers’ Circus

The Flying Le Clares

Always top-notch entertainment — skillfully executing the most difficult feats on the flying trapeze. Now booking summer and fall dates. Write for full information to —

809 W. JEFFERSON AVE.

BLOOMINGTON, ILL.

Noble Hamiter

Fighting and Performing Lions

2nd Season

Year of 1940 Featured Wild Animal Act with Polack Bros.’ Circus

The Bell Troupe

Teeterboard Acrobats

2nd Season With POLACK BROS.’ CIRCUS

Thanks to Irv. J. Polack and Louis Stern

PETROFF’S BEARS

“Always on Top”

Management

J. P. SNYDER

BARNES CARRIERTHES, 121 N. CLARK ST., CHICAGO

PEGGY MICHELL

ARTHUR EARLE

3rd Season with POLACK BROS.’ CIRCUS

CLOYD HARRISON UNIT

Presenting MASTER GORDON, the youngest trick bicycle rider in the world,

BICYCLE — TABLE ROCK — UNICYCLE — CLOWN BITS

WE PLAY FAIRS

Permanent Address: Care The Billboard, Cincinnati, Ohio

PETE McMAHON

High Balancing

Tables, Chairs and Tight Wire

NATE LEWIS

Equestrian Director

and Announcer

BACK AGAIN — 2ND SEASON

PROMOTIONAL STAFF

Irv. J. Polack

Sam T. Polack

Louis Stern

Micky Blue

C. O. Dupuis

Gen. McCarthy

Jack Kellerman

Mrs. Duke Mills

Vernon McNeal

Harry S refinement

Ira Goldsmith

Paul Ritterbush

POLACK BROS. CIRCUS

2500 Mile Jump to Fly the SACRAMENTO CIRCUS

On My Way To Montgomery

Presented by BETTY HILTON

BANDMASTER

3rd Season with POLACK BROS.’ CIRCUS

BANDMASTER

3rd Season with POLACK BROS.’ CIRCUS
CIRCUSES

Bretain's Abbreviated Winter Season, on Whole, Is Fair

London's only show, Stanley Parkin, promoter, is sole loser—Mills Brothers will tent the coming summer—Blackpool Tower also will operate

LONDON, Feb. 10.—Britain's abbreviated winter circus season has on the whole justified the enterprise of those companies, who, according to Parkin's All-British show, at Empress Hall, Earls Court, finished January 20. For every four weeks of 'season the ledger, the program fell short of the ideal in construction, largely due to the short time the promoter had to complete it. Raw business may be attributed in part to the tickets being neither too easy of access in blackouts.

The three shows on December 20 were cancelled on account of the second Saturday numbers. They were the show business. The third week, with an improvement in weather, saw an upward swing, the two houses on the third Saturday grossing £4,000. With the return of snow and exasperation of the business, the fourth week dropped again.

Special feature of the last week was the visit of Robert Fossett, Jr., Britain's champion cirque jockey rider, caught the tricks by his father, champion before him, young Fossett, blindfolded, and rode to each and back on feet, across the ring at a gate given by the equestrian director and clung onto a horse's bareback.

Belle Vue, Manchester, with all-British production, attracted a large audience from Chippenfield's Family Circus and John Swall, with his internationally renowned Lockhart's famous group, did so well that the scheduled three weeks' run of the show was extended. A new contract was booked by Stanley Watham.

Better-Than-Even Break

Despite the considerable opposition, Newman's Anglo-French Circus did more than break even at White Rock Pavilion, Hastings, home of local municipal orchestra, highbrow music and classic concert party. Show played for one week on stage and went on to Winter Gardens, Eastbourne, where it opened January 13. The pro-

ED Hiler, who has been engaged as agent with Barnett Bros. Circus. At one time he was a feature in the cast of Four-Fifths, Le Soho, Troupe, Four Dancers, Flying Dancers and Four Cyclists.

Circus Saints

AND

SINNERS' CLUB

By FRED P. PILTER

SYRACUSE, N. Y.

February 24, 1940

ED Hiler, who has been engaged as agent with Barnett Bros. Circus. At one time he was a feature in the cast of Four-Fifths, Le Soho, Troupe, Four Dancers, Flying Dancers and Four Cyclists.

CIRCUSES

THE BILLBOARD

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W. M. BUCKINGHAM

New Britain, Conn.

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CIRCUSES

By the RINGMASTER

Formerly of the Notwah Circuses, he has been a feature in the cast of Four-Fifths, Le Soho, Troupe, Four Dancers, Flying Dancers and Four Cyclists.

ED Hiler, who has been engaged as agent with Barnett Bros. Circus. At one time he was a feature in the cast of Four-Fifths, Le Soho, Troupe, Four Dancers, Flying Dancers and Four Cyclists.
Under the Marquee

By CIRCUS SOLLY

OTTIE GRIEBLING has signed contracts again play the St. Louis Police Circus.

P. G. LOWERY will return to the side of Cole Bros. Circus with his band to replace under management of Louis Delorme.

SAM POLACK has been doing a fine job as general agent of Polack Bros. Circus. He is under management of Louis Delorme.

MAL BATES, clown, has signed with Cole Bros. Circus. He has worked under management of Harry Mikado for 14 years. He will play the St. Louis Police Circus.

GEORGE M'MANULI was the fall guy of the old Circus Ringling Bros. and Barnum & Bailey. He is now an employee of the Fraternal Order of Knights of St. John.

A lackadaisical committee is an indoor idea.

HARRY GORDON, proxy agent for Hager Bros. Circus, has been seen at the circus in the New York and vicinity. He is under management of Harry Mikado.

JACK EARLE, giant, last season with Ringling-Barnum circus, rambled into Los Angeles recently en route to the coast, where he will join Austin King.

JOE BROWN left Los Angeles for San Francisco to join the Willard Bros. Circus. He is under management of the Box Office, which is now in the hands of Mr. and Mrs. Harry Mikado.

CHARLES R. KOSTER, formerly with Willard Bros. and now with Mr. and Mrs. Harry Mikado, was in Cincinnati last week billed as the strongest man in the world.

The SALLY BAND show, Mal Smith, manager, opened February 14 at the suburban theater Los Angeles, and will close after a limited engagement. Friday night, February 18, was added as a special feature of the show.

B. B. FURSELL, of Furrell's Stage Shows, will tour the coast with a troupe of his own, the Furrell's Stage Shows, which is now in Los Angeles, and will close after a limited engagement. The troupe is under management of the Furrell's Stage Shows, which is now in Los Angeles, and will close after a limited engagement.

MALVERN Slim, Arkansas cowboy, is in Roosevelt Hospital, New York, where he recently underwent an appendectomy.

WHAT'S DOING: Buffalo Vernon and Leonard McCoy? Haven't heard a word out of them for a long time. They are probably suffering from the cold.

C. B. PAUL, producer, Cleveland Hershey, has been on the coast, where he is reported to be reading a series of plays for the next season, which will be produced in New York sometime this year.

JERRY LEE, business manager of the Bar M Ranch Rodeo, former manager of the Bar M Ranch Rodeo, was in Los Angeles preparing for the 1940 tour. Jerry says management plans to have about 50 head of stock and 25 people.

EDITH TULL, cowgirl calf roper, who is an old friend of the company, has recently purchased a new calf roping pony. Edith appeared in several Westerns and is reported to be one of the best women ropers in the country.

MONTANA COWBOYS' ASSOCIATION'S second annual convention will be held in July, in Hotel Great Falls, Mont., honoring the memory of the late Actor and his son, who was killed in an accident.

AIGHL BARRATT, clown, played the Shrine Circus in Seattle, Washington, February 17-19, for the same party which is now in Seattle, and will return to Seattle for a week to play the Shrine Circus. Mrs. Edna Curtis and from them will go east, playing dates at Harrisburg, Pa.; North Dakota, and New Haven, Conn. In June and July he has fair dates in South Dakota and North Dakota. He has been with the company for 10 years and will be with them for another 10 years.

CIRCUS TRIPPER, who visited the Ohio Masonic Home, Springfield, recently was Col. George Washington's cousin. While he was there, the circus arrived, and he visited his old friend, Doc Waddell, in the home and presented him with a gold diamond-set Masonic pendant, the background of which is an etched picture of George Washington.

HARRY AND LORETTA LAPRI, and their dog, will play the Cleveland Police Circus. They will be seen in the city of Cleveland, Ohio, and will do their best to entertain the circus fans.

The World's Fair, British amusement, has been delayed more than a column in the January 30 issue of the British Circus, as a result of the war. A number of famous British performers, including Mendelssohn, were accidentally injured in the war. They are now under management of the British Circus.

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The circuses, which were scheduled to tour the country, have been delayed because of the war. However, the circuses are planning to tour the country as soon as possible.

AWARDS. The National Rodeo Association of America, at its recent convention in Los Angeles, presented the award to the best calf roper in the country, who is reported to be Edith Tull, cowgirl calf roper. The award was presented by the National Rodeo Association of America, at its recent convention in Los Angeles.
Nude Ranch and Water Show Set For CGIE in ’40

SAN FRANCISCO, Feb. 17—Despite her reported lack of interest in returning here, Sally Rand is being discussed as a possible attraction for the Fish & Wildlife exhibit when Golden Gate International Exposition opens here on March 1. The head of the Bert Levey Agency, who is said to be handling the arrangements, states that the Nude Ranch is negotiating for a spot at the New York World’s Fair, but declared that whether or not she can be induced to come here, there will be a Nude Ranch exhibit.

Also negotiating with expo officials this week was Jules Stein, president of the Music Corp. of America, whose office will take JACO in practicality from the vice-president and becomes an exact duplicate of the New York World’s Fair. It is probable that the show will be combined with a Nude Ranch exhibit.

The Senate finance committee has held up a bill appropriating $250,000 for the committee, and the Senate majority leader, John R. Morris, has been speaking of the possibility of a $250,000 appropriation for the fair. The committee voted to delay the bill until after the current session and said the fair is a legitimate project of the upper house. Fair supporters are confident of passage of the bill.

Attorney-General Earl Warren has ruled that $200,000 of the $500,000 left over from last year’s fair may be used for maintenance of expo buildings pending the opening.

French Pavilion will reopen, it was announced yesterday, following a decision of the Gaucho advertising agency to resume the anti-war expenditures.

Ohio-Michigan Loop Set; Prospects Bright for 1940

WAUSON, O., Feb. 17—A new organization, Ohio-Michigan Bi-State Fair, will sponsor a $5,000,000, 40-day fair to be held April 22 to May 30, at the Western Ohio Agricultural and Industrial Exposition grounds. This will be the first fair for the Loop, which consists of Ohio and Michigan. Each county group will be represented by a director, and the directors will select the director of the Loop from the directors of the county groups. The fair will be held in 1940.

Officers elected are George McQuillin, Cleveland; Frank W. Zehn, Columbus; and Edward H. Stedman, Findlay. Directors will be elected at the meeting of the Loop on February 20.

Aid Plans Nil in Michigan

DETROIT, Feb. 17—No plans have been made for any financial aid to the fair, according to warning sent out by A. C. Carton, della State commissioner of agriculture, who is in charge of the fair. It is said that there is no movement toward the securing of State money to pay for the fair, but it is announced that the fair will be held according to plan. The fair is to be held in 1940.

Badgers To Meet In Wausau

WAUSAU, Wis., Feb. 17—Regional meeting of the Wisconsin Badgers will be held here April 25, according to the schedule set up by the Wisconsin Badgers, Inc. The meeting will serve as the state fair for the Badgers. It is said that the fair will be held in 1940.

Lewis Made G. M. of New “Skyland”

ASHVILLE, N. C., Feb. 17—George Morris, president of the Black Oak, N. C., has been elected to the board of directors of the new “Skyland” company. The company was organized to develop and operate ski resorts in the southern United States. The company has been incorporated in the state of North Carolina.

Better Attractions Seen As Result of New Wisp Loop

WATERTOWN, Wis., Feb. 17—This year’s Big Badger Fair will be held in 1940. The fair will be held in 1940.

Kinnan Would Nickel ’Em Sans Gate, To Revolutionize Ohio State

COLUMBUS, O., Feb. 17—“Streamlining” Ohio State Fair here, setting up a five-cent admission charge on rides and in other ways, making the fair more attractive to the younger generation, are among ideas advanced for increasing attendance and keeping it on a paying basis by Fair Manager H. Kinnan. He believes addition of the “five-cent” store to the fair would give it a more efficient basis than the present five cents. He feels that such a move would prove beneficial to the state, as fewer people are being sent to the fair in the past, while the attendance is being reduced.

As “it is now,” he said, “a man with a family of four pays $2 before he sees a theater, and takes them in a nickel, while his wife, interested in sheep, can attend that exhibit, each paying only a nickel, while other members of the family can visit some other exhibition. They are more likely to stay at the fair, and pay for what they see and the price would be so low that they could not kick. And those who do not go to the state fair would not be interested in what they have not paid for.”

Better Attractions Seen As Result of New Wisp Loop

Rateliffe Heads Va. State

RICHMOND, Va., Feb. 17—Clyde H. Ratcliffe, a former student of the University of Virginia and former member of the Virginia House of Delegates, was elected president of the Virginia State Agricultural and Mechanical College, succeeding Dr. H. H. Shepley, who resigned last year.

Definition

NASHVILLE, Tenn., Feb. 17—With the advent of spring comes the annual gathering of the duration of the fair, and the rise of the entertainment and merry-making, which take place in the fair itself. Such events are authorized and determined by statute, for display of fair products, and other live stock; agricultural production, and all manner of commodities, which would require specific legislative action by the General Assembly.
Ind. Race Meets Scheduled

FRANKLIN, Ind., Feb. 17.—Southeastern (Ind.) Fair Circuit here on February 17 is the first of a two-month race season at the Indiana Fair Grounds, which opens.

Fair Meeting

Association of Utah Fairs, March 9, 1940, are the first officers elected. H. J. Pierce, secretary.


Fair Grounds

YAZOO CITY, Miss.—Yazoo Negro Fair Association elected T. J. Huddleston Jr., president; W. G. Coday, vice-president; R. W. Curtis, secretary.

COVINGTON, Tenn.—Tipton County Fair Association elected William W. Cooper, treasurer; J. B. Pollock, secretary; J. B. Pollock, director; H. J. Pier, secretary.

JASPER, Tex.—Jasper County Fair Association elected H. N. West, president; T. B. Black, vice-president; H. J. Hold, secretary; R. W. Curtis, treasurer.

ALEXANDRIA, La.—Louisiana Mid-State Fair is the name of a new annual scheduled to be staged here this year after an interval of six years. President of the Mid-State Fair is Mr. and Mrs. Louis Leon Bird, secretary.

SPARTANBURG, S. C.—Mayor T. W. Williams, president of Spartanburg County Fair Association, was elected president of South Carolina Municipal Fair Association in Columbus February 9.

PARSONS, Kan.—Tri-State Fair Association recently named its board of directors, which will be defeated by vote of the people. The names of the business men are: A. E. Fink, and J. E. Lewis, secretary.

HUNSON FALLS, N. Y.—Washington County board of supervisors failed to pass favorable resolution of the Cambridge Fair Association for $2,000 worth of improvements. The fair for 1946 is called.

ALBANY, N. Y.—In an effort to preserve the 100th anniversary of the organization of County Fair here in 1940, a committee on the project was set up and is now completing plans. A $2,000 building is planned.

DENVER, Colo.—The State Fair Board has met here on March 8 and is ready to start socked up its budget plan for the 1946 fair. It will also set a date for the May 8 in name bands. Board is

FAIR SECRETARIES

ARE YOU GETTING YOUR SHARE?

1. The Fourth National Crochet Contest is the most widely publicized needlework promotion in Fair History.

2. It is a powerful drawing card for extra attendance.

3. Contestants must first enter a Fair to become eligible. The finals are open to those who win in the National Crochet Contest.

4. Women everywhere are planning to enter their Fair. See to it that they select your Fair.

Collaborate with this nation-wide attraction! Capitalize on the National publicity!

It costs you nothing. It costs your patrons nothing. WRITE TODAY!

NATIONAL NEEDLECRAFT BUREAU

385 Fifth Avenue, New York, N. Y.

AERIAL CHAPPELS

UP-SIDE-DOWN, WRONG-SIDE OUT, HIGH IN THE AIR BOYD

Strictly original, breath-taking High Aerial Talent Act, different, sensational in all requirements, performances, wardrobe, sets, etc. Re-engaged second season Dick's Paramount Shows, New England. Some open time after August 10. Fair, Parks, etc. Midwest, South. Literature. Represented. Write now. Address: Fair Boys, 524 E. 83rd St., New York, N. Y.

POTTSTOWN, PA. SCHUYLKILL COUNTY FAIR Always Opens Labor Day Booking Everything Now. Concessions to F. W. Baumana, Acts, Carnival, etc., to Charles Hammons. Those Who Write First, Please. Prosperity Is With Us And We Are Ready For It

Big Week-End Influx Hits AC; Prep for Easter

Atlantic City, Feb. 17.—Crowds of Johnson women, natives and tourists, thronged downtown yesterday afternoon for Billy Barnum's birthday week-end. Railroad officials had to request return of visitors to New York and Philadelphia. Heavy shadower traffic required the opening of a new track. As a result, a gratifying period of all week. Boardwalk as well as avenues had far to excellent business with some larger hotels, augmented by conventions, reporting every house taken on Sunday. Altho there was no official observance of Lincoln's birthday yesterday, but clowns and cafes were prepared to entertain the tourists, and all, including restaurants reported business “better than expected,” thanks to a good weather break.

Chairman Program Committee, New England Section, National Association of Amusement Parks, Pools and Beaches

On March 12 in the Manger Hotel, Boston, the New England Section will hold their annual meeting. For the last two years the meetings have been unique in that those connected with the business have aimed at presenting new thought that is profitable to their individual operations. This year a new type of program will be presented, and I believe that nowhere else will you find a program like that.

New England Contribution to Powwows

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AC Aud Seen $80,000 in Red

First public budget hearing held under new law

Atlantic City, Feb. 17.—An evaluation of financing and maintenance of the Municipal Auditorium was shown at this week’s meeting of the city commission when Mayor G. D. Scott, chairman of the committee, anastomated the board. Budget resolution was up for a vote, but not adopted. The proposal that the auditorium manager, was present. It was then decided that a new budget be prepared, on a budget basis, under a law passed last year by the Legislature, which provides for the financial review of the regular city budget. Estimated income for the year from receipts for rental of the auditorium, pool, etc., is placed at $233,000, expended for personal services, including salaries of employees, costs of operation, heating, lighting, advertising and attractions is placed at $150,000. At each, total costs will be $819,000, or $808,000 above estimated receipts.

Miami Pools Drawing With Stellar Shows

By FRED J. COBBELS

Miami, Feb. 17.—Floyd Zimmerman has been in charge of the Miami Beach Pools this season and the center at the 1899 New York World’s Fair, is making a big turn at the Miami Billmore Water Shows. Out of the eight shows per week, the Miami Beach Pool has a separate show of (180) just at the break of the crowd.

Show featured the comedy of Larry Grissell, trapeze artist, dancer, and acrobat, who does comedy plunks on lurching poles, as well as the comic antics of Buck Peters and Bebby. Speedy Pyke, Harold Douglas was also seen and vocals done by "Jerry".

Bay Shore Demolishing Stand, Erecting Coaster

Bay Shore, Md., Feb. 17.—Bay Shore Park is providing amusement by demolishing some 20 small buildings to make room for new and modern structures, Manager of the Park, said a modern roller coaster is being planned for the season, which will be added, with lighting effects furnished by the engineer of the World’s Fair.

Dickey Sees WF as AC Aid

Atlantic City, Feb. 17.—Lincoln D. H. Dickey, president of the Atlantic City Convention Hall, visiting here recently, said the New York World’s Fair will be “admirably” aided by the fair. Theawaii

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New Section of Boardwalk Is Under Way at Wildwood

Wildwood, N. J., Feb. 17.—Crews have been working on the re-construction of the walk between Shingleman and Montgomery avenues, part of $243,000 improvements, authorized by the City Council last fall when Mayor Benjamin C. Irgenroth, a local stork, reported this. The work is being done under the direction of the stork, and will be continued.

Ohio Resorts Plan Fair

Bellefontaine, O., Feb. 17.—Lakeview Business Men’s Club and Indian Lake County Chamber of Commerce and Hotel Board, at a meeting held yesterday, voted to sponsor a Miniature World’s Fair next summer, the largest operation of its kind in the state. The resort area is a large one, with over 4,000 residents, and the fair is expected to bring a large crowd.

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Animals Hard to Find; Is Jab

Of Detroit Mayor at Zoo Board

Detroit, Feb. 17.—Criticism of Detroit Zoo as a “gentleman’s garden where animals lie,” has been made this week by Detroit’s new mayor, E. J. Cochrane, who said that the zoo’s new riders, were not being taken care of by those in charge. The mayor said that the zoo’s landscape treatment allows most animals to appear as though they are in their natural habitat without bars.

“Liability of Owners or Lessor for Injuries to Amusement Patrons”

See Carnival Department of this Issue

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With the Zoos
NORTHEAST, Pa.—As a gift to Warren R. Buck, Camden, N.J., two monkeys have been accepted by the Zoological Society, here, said Superintendent Cameron Carson.

PHILADELPHIA—Third Annual Poster Contest, sponsored by Philadelphia Zoological Society, will be held on the 14th of August, at the Zoo. The theme for the contest is 'The Zoo.' Two judges will select the best entry from each of the four age groups: Under 12, 13-16, 17-20, and over 20. Cash prizes will be awarded to winners.

COLUMBUS, O.—Zoo membership continues to increase, and many new members in the sponsoring society have been added. Three new presidents have been named: President Paul Tharp, Vice-President Ed Tharp, and Secretary Louis Tharp. The membership drive is ongoing, and the zoo is hoping to reach its goal of 5,000 members by the end of the year.

Covers in England
“Covers” is a term used to refer to the business transaction that occurs between the ship and the agent or broker who handles the cargo. It involves the exchange of documents and payment for the services provided. In the context of shipping, a cover represents the documentation that accompanies the shipment, including bills of lading, insurance policies, and other necessary papers.

Halls are Commanded
It is considered a rarity to have a five-star hotel in London. The hotel is located in the heart of the city and is known for its luxurious accommodations and excellent service. It is a popular destination for celebrities and business people alike.

Long Island
Two important spots were in flames last week. First, a fire at Long Is., on Aug. 15, destroyed a number of homes and caused an estimated loss of $50,000. The fire is under investigation. Second, a fire at a warehouse in Brooklyn on Aug. 17 caused an estimated loss of $100,000. The cause of the fire is under investigation.

N. E. POWOWS
(Continued from opposite page)
Participants were impressed with the quality of the accommodations and the hospitality of the hoteliers. The event was well-attended, with representatives from various states and nations participating.

Can Solve Problems
This is a real problem, to be sure, but if we can work together, I believe we can solve many of the problems facing the industry. We must be able to see beyond our own interests and work towards a common goal.

ROCKET SHIPS
Most beautiful sights in the world can be seen from a rocket ship. The view is breathtaking, and the experience is unforgettable. For those interested in space travel, a rocket ship is the perfect way to see the world from a new perspective.

LAFF IN THE DARK
The funny, weird, startling ride is one of the most popular attractions at the fair. The ride involves a dark room with a variety of lights and sounds that create a unique atmosphere. It is a must-see for fairgoers.

Write for Circulaires and Prices
R. E. CHAMBERS COMPANY, INC.
BEAVER FALLS, PA.
ESTIMATED damage by fire to Hartman (Mende) Roller Rink on February 5 was $1000, reports Manager John Hatfield. However, the fire was confined to one session. Repairs are being made and rink will be re-opened.

FRED BOYDEF, who has been holding private parties in his Coliseum, Des Moines, and finds they stimulate interest in skating. The reported business showed a 40 per cent increase over 1938 up to the week. But it has slackened somewhat since the holidays. He is enlisting his summer rink on the fairground at a point about May 1. Haverly Park Rink, Des Moines, is also open.

NEW $40,000 Rollarena, which opened on February 13 in Richmond, Ind., had attendance of more than 1,000 every day and Mrs. G. W. Hatfield, proprietress, Mrs. Howard, who is the former Doris Horne, Tennessean, organizer, will manage the rink and operate the organ. During her acting career she was featured with many of the number bands and roller rink and also played at the Cleveland Jockey Club. In its first part of operation New building is of concrete, 78 by 135 ft. Equipment includes 400 of Chicago skate, public-address system, glass reflector ball, chrome floor, and skate skids upholstered in red and gold plush. The rink opened six weeks ago and to date 300 members are enrolled. Staff includes Sherman Masters, dance director; Dick Hix, manager; Robert Hawley, floor man, and Donald Robinson, ice maker.

FRANK HOLTZCLAW, proprietor of Skateland Roller Rink, Boise, Ida., reports his club visited a net loss of $3, but January 11 of $5,000, are showing interest in such trips. He reports another co-op, cooperation between newspapers in recent months and aims to make citizens skate-minded.

EARL VON HORN'S Mineola (L. L.) Roller Rink has been taken over since the 1940 New York State championships in pairs and figure skating, and according to Manager, Competitions will be held on March 4th. Now, and Junior and Senior Division, with a grand total of $500. It is reported that many of the State and Mineola skaters will enter rink championships. The Mineola Valentine party was held on February 14. Used Tents for sale. Special numbers and exhibitions were featured on February 8, when receipts were turned over to the Roller Skating Rink Operators Association of the United States for the benefit of amateure skaters.

FANCY SKATING Club of Chicago will stage an Illinois championship figure skating tournament on February 13 at the Aragon Gardens, one of Chicago's largest and finest organizations in the business will be Hedy Hugol, John L. Stewart, and Herbert McCarthy. Guest artists from Detroit and Dayton will take part. February 1, the first annual amateur costume review will be presented in Aragon Gardens. Intercollegiate competition continues in Chicago. Numerous special events staged by leading City rinks this winter have made many new devotees to the sport and a large number of skaters will be present. In addition to those from other parts of the city, the championship tourney will be conducted under the auspices of the Illinois Rink Operators Association of the United States.

ATTENDANCE was large at opening of the new Chicago Arena (Eggleston) on January 25, reports P. E., and Manager. The street rink will be opened within a year by BMG, Inc., under management of Clarence A. Cheney, one of Chicago's most prominent rink operators. Equipment includes Chicago skates and new buildings. The organizers project a full house every night, except Sundays, and an ice show every Saturday night. (Unfortunate) dancing in to be presented to patrons, the majority of whom own their shoes.

SUNSET Park Roller Rink, Williamsport, Pa., held a Valentine party on February 2, and announced several plans for February. (Roller skating for all parties on February 5. (FREE skate-dance instruction will be charge of Manager Joe Laurye, to begin short time. The program was供水 by "ruling" the girls in order, with music, and one-a-month between Hunt, of Ohio City, and Burlington. Race competition began on February 10 to prepare for a spring amateur meet.

ROLLERAY Rink, Beaver, Mkat., is doing a fine business due to efficient management. The "fare day" in a few weeks, reports Carl Frevis, floor manager. (Weekend nights) and (competition the backbone of programs. Ten-week series of open wires and graceful skating contests started on February 13 and 17. Race contest was completed on February 20, and the winner was Rink Co., Biddie Gelato. Leonard Cary and Earl Cybele were the two contest winning for opening of the season.

RAY COWLEY, of M. S. Lewis' Rainbow Gardens Roller Rink, Crystal, Michigan, reports that Manager Lewis has retired from Rainbow Gardens Rink in Mount Morris, Michigan. It is announced that the owner, upon completion of his short vacation, will return to Crystal Gardens Rink at Plainfield, Ill., to prepare for opening of the season.

R. L. KINN, portable rink operator in Champaign and Winona, Minn., has had a generally good season. In depression years, at present six rinks are operating in the county. Mr. Kinn's rink has a 45-100 foot rink in a 90' x 130' lot. Rink is 30 by 125 ft. It has purchased new rink equipment and plans to open in Illinois early in March.

ROLLER skating activity is increasing in the Twin Cities. The new white ice is offering skating on Wednesdays and Fridays. Skaters and figure skaters are participating in events staged by the roller skating of the Twin Cities with new events of the season. Conditions have become favorable for outdoor skating and the floor has been reconditioned.

ARENA GARDENS Roller Rink, Detroit, has made a success of Tuesday night dashes which are being held at the Arena Gardens on Tuesday, February 2, and Thursday, February 4, from 8:00 to 1:00. The price of admission is 50 cents, including skates. The rules of the competition are: no fancy skating, no donking, no bumping. Any skater, who, in the opinion of the judges, has shown exceptional ability, will be invited to compete in the junior part of the event. The junior event is open to boys and girls, the same age as the senior event. The senior event is open to men and women. The junior event is open to boys and girls, the same age as the senior event. The senior event is open to men and women. The junior event is open to boys and girls, the same age as the senior event.
Got a "Permanent"
CLEVELAND, Feb. 17.—Proof that a tattoo artist always has value to outside show business and the public in general was attested this week in the future World's Fair Museum. A visit here in February found a young woman with a beautiful set of arms as a result of a tattoo. The artist described the process and said that the tattoo was done in one sitting.

Interest Keen
In SLA Annual Spring Festival
CHICAGO, Feb. 17.—Announcements concerning the annual Spring Festival of the American Society of Artists have brought a surge of interest in the event. The festival, which has been held annually for many years, is expected to draw a large crowd this year.

Mighty Monarch Winner
Arcadia, Fla., Fair
ARCADIA, Fla., Feb. 17.—Good weather greeted George Goff, owner of the Mighty Monarch show, at the Arcadia Fair. The fair, one of the largest in the area, is expected to draw a large crowd.

New SLA Quarters
Ready on March 1
CHICAGO, Feb. 17.—Showmen's League of America expects to move into its new quarters in the Hotel Sherman on about March 1. The quarters will be located on the second floor and are expected to be fully equipped.

Endy Bros. Buy World's Expo To Put Out 2 in '40
MIAMI, Fla., Feb. 17.—Endy Bros., Inc., will have two organizations ready to move into the new quarters at the World's Fair. The companies are expected to be fully equipped.

Sutton Goes to Holiday
AUGUSTA, Ga., Feb. 17.—Tom Terrill, general manager of Holiday Shows, has announced that he will be in charge of the Holiday shows starting in May.

Barfield Adds 5 Ga. Dates
Macon, Ga., Feb. 17.—W. H. Carter, general representative of Barfield's Cosmopolitan Shows, this week closed contracts for five Georgia dates for the 1940 season.

Fisher With Clark Again
LOS ANGELES, Feb. 17.—Al Fisher, well-known West Coast showman, this week signed with Thomas E. Clark to produce the 1940 season of Clark's Greater Shows.

Heth Gets Marietta Fair
NORTH BIRMINGHAM, Ala., Feb. 17.—Management of L. J. Heth Shows announced that the firm would provide the midway at the 1940 Cobb County Fair Marietta, Ga. The shows will be produced by Bert Melville, who has previously produced the show.

Bee Kyle Is Honor Guest
Mardi Gras spirit prevails—Allen is chairman—club coffers benefit
ST. LOUIS, Feb. 17.—Staged this year as St. Valentine's Mardi Gras and Prince Mascarade Ball, International Association of Showmen's annual ball in the De Soto Hotel's ballroom here on February 10 proved one of the most enjoyable and successful of any similar event held by the club. About 550 showmen and friends attended the festivities which got under way at 9 p.m., and continued until early morning. Mardi Gras spirit prevailed throughout and those who did not come in costume wore masks. At midnight when balloons, noisemakers, confetti and serpentines were unfurled the crowd a veritable bedlam broke loose. Ernie Vennuto's Orchestra provided the music, while the troupe of specialty performers and singers presented some diverse entertainment. Guest of honor was Bee Kyle, who was seen.

Brownsville Gives Loos Good Opener
BROWNSVILLE, Tex., Feb. 17.—J. George Loos, owner of the United Shows, inaugurated the 1940 season here with a successful stand at Charro Days Fiesta, February 1-4. Reports Frank J. Lee, press representative, ideal weather, excepting a light shower near closing time, prevailed all week. Owner Loos and Mrs. Loos were present.

Lockett To Bow to Cupid
TAMPA, Fla., Feb. 17.—Mr. and Mrs. Harold (Buddy and Bocette) Paddock, of the Johnny J. Jones Exposition, at a party for friends in Tampa Terrace Hotel here this week, announced the engagement of their daughter, Frances Scott, to Ralph C. Lockett, of the Jones staff. The wedding will take place in the spring. Among guests were E. Lawrence Phillips, Eddie Coe, Bob and Virginia Edgins, Mr. and Mrs. Ernie Marguerite, Howard Rowley and Mr. and Mrs. Ernie Deibelbe, Mr. and Mrs. Eddie Davis and Morris Lipsky.

IAS BALL DRAWS 550
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Mardi Gras spirit prevails—Allen is chairman—club coffers benefit
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YOUR BEST MONEY MAKER

TILT-A-WHIRL

THE 7-CAR PORTABLE

The popular idea of America's Midway Public is here. It will be open all day and night for the best money maker. The TILT-A-WHIRL is a great time for all ages. It's a great opportunity to make money.

Showmen's League

of America

165 W. Madison St., Chicago, Illinois

NEW 8-CAR WHIP

A riot of colors and color. Beautifully streamlined cars. A pleasant money-getting ride. Exported to all countries.

W. F. MANGELS Co., Coney Island, New York

FRANK'S GREATER SHOWS

OPEAS MARCH 15TH, FOUNTAIN LOT, MACON, GA.

Pacific Coast Showmen's Assn.

623 1/2 S. Grand Ave., Wilshire Los Angeles

February 24, 1940

CARNIVALS

SHOWMEN'S NATIONAL ASSOCIATION

Palace Theater Building,

New York.

NEW YORK, Feb. 17.—Wednesday's meeting of the National Carnival Women's Association was held at the Algonquin Hotel, New York. President Oscar Clark spoke on the importance of the women's organization. The association is working to promote the interests of showmen and to improve the conditions of carnival performers.

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FRANK'S GREATER SHOWS

OPEAS MARCH 15TH, FOUNTAIN LOT, MACON, GA.
The Other Half

SALT LAKE CITY, Feb. 17—Yeah, you know how the other half winters! We've often heard of a hand-over-head storm but never a plow-digging blizzard. As I entered the pin boy's room I heard one of the ten readers exclaim: 'Here comes the money—merry Christmas.' I retorted, 'No, just another blizzard.'

After talking to the boys I find we are a ballyhooed band of parvenus and philistines, with more parlor games than playhouses. While we lost two members—and they had the best shirts in the club, we have gained two who wear the wide man. These ladies' games are not at all like the usual seaside events per cent more than we get.

The manager treated the pin boys well on Christmas. Instead of giving us brass we received the score cards a Jap joint and tossed across the street, it was a $10,000 game. The manager also tried to make us feel at home by hanging sidewalk back of the bowling alley. We hope the season is a banner one—just waiting for the off-season to arrive at the end of the year.

-HARRY BENTON JR.

Kans Adds 11 Dates for '40

NEW BERN, N. C., Feb. 17—A. J. Kincaid, manager of Kans Exhibitions, has added 11 dates to his schedule and announced these 1940 dates: Pocahontas County Fair, Danville, Va.; Alamance County Fair, High Point, N. C.; Randolph County Fair, Winston-Salem, N. C.; Fair Free Fair, Charleston, W. Va.; Allegheny County Fair, Greensburg, Pa.; Cumberland County Fair, Harrisburg, Pa.; Lancaster Agricultural Fair, Lancaster, Pa.; Randolph County Fair, High Point, N. C.; N. C. McKenney County Fair, Crest, City, N. C.; Menominee County Fair, Traverse City, Mich.; and Hamilton County Fair, Hamilton, Ohio.

Several of the visitors had letterheads printed with the names of the showmen that they were acting in good faith.

Immediately after President Pete Ballyhoo had declared the meeting over the house operator, June Ink, started mailing the printing of the special tickets, which were in great demand. The ticket was regulation five-foil meal ticket with the underliner, and it could be used only at one sitting. It covered all items at the show and flew like a bee from one to the other, the members all across the hall. The sale of the tickets was more than $2,500 gross before the meet was well under way. Taking time out to sit down the dinner gross before taking up the general body of the meeting, the figures were at the big figures and ordered the fry cook to put himself in position. There were several ladies in the audience and many of them were in the tip, spoke at length on the beauty and illumination of their midway. They were selected from the visitors to remain and see it at night. The outcome of the meeting will be a great success and a landslide in fair booking. This will prove how to put the show a full winter over 41 fails.

When the meeting was adjourned the guests were engaged in the G-4 mealtape and to review the show.

P.S.—Several fair secretaries boasted that the show was the one of the midway. The bosses quickly turned out the squawks by telling them that we were having a blackout, as we were afraid of a rock thrown from the top of the mountain behind the lot.

MAJOR PRIVILEGE

Los Angeles

LOS ANGELES, Feb. 17—O. H. Hildreth's United Shows opened this week with a Who, Calif., with his small animal unit, Los and Mimer Vaden was also left for Sacramento. A. N. Greenwood, owner of the Desert Show, was to have a circus, stage show and talent show at Palm Springs, Calif. Jack Stratton is recovering from a recent illness. Ernie Brownlee left for Indio, Calif., to work while the rest of the company are to work at Radio City.

K. C. Moe joined the Coast Defenders. Coney Island came in from Seville, Calif., National Military Hospital, where he is undergoing treatment. Mr. and Mrs. Leo Haggerty spent last week-end at Palm Springs. Frank B. Hendy returned to town. He'll join one of the shows.
CARNIVALS

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

"THEY say, Who's there?"

MRS. J. D. BENTLEY has booked her continuous with Prudent Amusement Co. and will furnish all concessions for the show.

REYNOLDS & WELLS SHOWS will provide the midway at 1940 Jasper (Tex.) County Fair.

SOL NUGGET, Springfield, Mass., has signed his bingo concession with Miller Bros. Shows.

MR. AND MRS. LOU FISHER, Stoughton, Mass., have booked their long-range gallery with O. J. Bach Shows.

M. J. (REED) HALL letters from Grand Ma Sickels; Edith Sickels will be back on Tyne's United Shows.

MR. AND MRS. HARLEY LEVORS, Staunton, Va., have booked their cookhouse with Miller Bros. Shows.

DOO DAV has signed as special agent with Great Button Shows for 1940. He'll also have his sound truck with it.

WINTERING in Florida is John Dorn, who has booked his concessions with James E. Stares Shows again.

BILL MINDACH letters he will be back on Blue Ribbon Shows with pop corn and crackerjack stands.

Joy Baseball promotions in Florida all winter, reports Bill West from Tampa.

TAYLOR BROS., signed their two free attractions with Prudent Amusement Co. and will furnish all concessions for the show.

SOME operators are a credit to the business in an unusual way—in the red—Mrs. Upshaw.

CLIFF AND POLLY BARNHART again will have their cookhouse on West Bros. Shows next season in their third consecutive year.

B. FRANK BRAUNSTEIN, special agent, announces for Sam Lawrence, Exposition Greater Shows, purchase of a new Hide-o for immediate delivery.

AMUSEMENT DEVICE builder and inventor, E. L. (Eddie) Both's Blue Ribbon Shows, Victor L. Summers will leave Franklin, Ind., about March 1 for New Albany, Ind., to go over equipment.

HAVING SPENT the winter with North booking T. W. Fisher's Birds of the World in Southern schools, Eddie Gippsie has (Twist) and Colleen McCormack, last season with Robin & Cherry Exhibition.

SPECIAL AGENT for West's World's Wonder Shows, in charge of all his show, is Mrs. J. D. BANTA, who wintered at Miami, Fla., quartered about March 25, reports Ted C. Taylor.

MR. AND MRS. J. A. WATERS have announced that all the summer shows in their own home town, Danville, Ill., where she recently entered with her husband, are going to palmers who would like to read letters from friends.

MANY a general agent sells himself to everybody except those who can do himself and his show some good.

"ARRIVED at my home here after much difficulty in getting over the icy roads," Jno. J. R. TERRILL from St. Joseph, Mo., writes, "and am glad to get to work on our new annex attraction soon."

"WENT to Lafayette, La., to visit Ruth and Clarence Vigue for the Marle Gras," reports Arthur J. W. Anderson from New Iberia, La., "With Mr. and Mrs. W. C. Ralston and Maval Miller and Tommie Jones."

FORMER BALL GAME OPERATOR on Tiley's United Shows, Jack Thomas will replace Mike Leo as office ass't. and assistant animal superintendent in charge of monkeys and blanketed animals. Reports in shows in 1940, reports M. J. (Red) Hall.

GUESTS at recent venison dinner in O. N. Crafts quarters in North Hollywood, Calif., were among the hostesses, included Mr. and Mrs. J. W. CARLTON.

PHOTOGRAPHED with their catch at camp on Jupiter Island, Riviera, Fla., after a recent fishing trip were these members of Ohio Valley Shows. In the group, left to right, are George Brunner, Bud Brunner, Ed Sickels, Miss Sickels, Ethel Nee, Mrs. George Brunner and Jane Brunner. In front, holding show men's mascot, is Charles E. Scott.

PHOTOGRAPHED with their catch at camp on Jupiter Island, Riviera, Fla., after a recent fishing trip were these members of Ohio Valley Shows. In the group, left to right, are George Brunner, Bud Brunner, Ed Sickels, Miss Sickels, Ethel Nee, Mrs. George Brunner and Jane Brunner. In front, holding show men's mascot, is Charles E. Scott.

REMEMBER with it, for it and up against it—Milco McCoof.

AMONG ATTRACTIONS at Sam Houston Museum on Main street, Los Angeles, are Fritz Landes and his trained birds. Ben Reno is in charge of the front door.

RALPH (ELEPHANT SKIN) KROONER is one of the features at John Ward's Museum of Oddities, currently playing Los Angeles.

KASIE EXPOSITION SHOWS have been contracted for the 25th annual Red Lion Fair and Gala Week in Red Lion, Pa.

FORMERLY with Fitter's United Shows, 1937, Mann has signed as special agent of Groves Greater Shows for 1940.

PAST THREE SEASONS with Blue Ribbon Shows, Speddy Wood and his Hi-Ho Riders have signed with West Bros. Shows.

SINCE his father's death Max Wilette has taken over all of the formerly's activities, including billboard. He recently signed with Greater United Shows.

MECHANICAL SOUND TRUCK OPERATOR Al Devine has been working don signed to handle the girl show front on Klone's Greater Shows.

CURLEY CLARK pens from Kansas City, Mo., that he and wife, Trixie, are awaiting opening of the season with West Bros. Shows, where they will again have charge of Virginia Ludlingshini's corn game.

SECRETARY-TREASURER ORFORD, manager of the Hammond, Ind. Orford's shows, reports that Buckeye State Shows have been contracted to furnish the midway at the 1940 annual.

WHAT well-known lucky boy closed the 1939 season with a pair of new shows—Colonel Patch.

TDD O. TAYLOR cards from Newman, Ga., that Mr. and Mrs. Waltie Blair are expected to arrive in Punland Shows' quarters this week to begin work on their three new shows.

JERMY D. MARTIN (Jayzee the Great) has signed as free attraction with Groves Buckeye's World's Famous Shows for 1940. This season the act will be known as Jayzee the Great and Lady Corda.

WINTERING in Houston, where they have been working don signed to handle the girl show front on Klone's Greater Shows.

LIFE-TIME INVESTMENT

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Ged Ave., Cincinnati, Ohio

The Improved Kiddie Airplane Swing
Stitches Carnival Owners and Park Managers

Buddha—Future Photos—Horoscopes
1940 Astro Daily, Hourly, Daily

EDL WHEELS in red pass are best, and free passes and other surprises are for the lucky billfold as your E.D. LI is billed to others. Weight about 3,000 lbs. A.E.A. 1000. Ky. Mfg. Co., Box 108, Springfield, Ohio.
CARNIVALS

EVANS

MONEY MAKERS

Shots or Evans 47 Year's Experience for Latest and Most Advantages Equipment.

SHOOTING GALLERIES

IMMEDIATE DELIVERY

Abercrombie Equipment Company

EVANS & CO.

1520-30 W. Adams St., Chicago, Ill.

FLYING SCOOTERS TOpped THE MIDWAY

Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE

Streamlined for use on one truck.

Price and Terms You Can Easily Meet.

Choice Park and Carnival Locations Available

Write for Details.

BISCH-ROCCO AMUSEMENT CO.

5411 Cottage Grove Avenue, Chicago, Ill.

Your Attention, Please

CONCESSION "ANCHOR" TENTS SHOW

"Anchordy" Green or Khaki Army Duck

THE

EVERY TENT

We Offer Attractive Prices

DEPENDABLE SERVICE

Everyone Knows

"ANCHOR" TENTS ARE RIGHT

WE WILL CONSIDER IT A PRIVILEGE TO FIGURE FOR YOU. MAY WE

ANCHOR SUPPLY CO., INC.

EVANSTOWN, INDIANA

HUBERT'S MUSEUM

230 W. 41st Street, NEW YORK CITY.

WANT FREAKS AND NOVELTY ACTS ACTS OF MERIT AT ALL TIMES.

State salary in all details in first letter.

HOUSE TRAILER BARGAIN

Curtis Amusemout Stand, Ford Goose, Special Standard, 15 ft. in., $1,750.00 or Best Offer. Fully equipped. Call or write Senator Martin, 630 S. 12th St., Lisle, Ill.

PIONEER SHOW NOTEs Notes by George Harvey, Manager Mickey Perrelli returned to quarters in Waverly, N. Y., recently and was in Chicago after a four-week tour. Free gate will be in effect again this year. All rides are ready to hit the road.

ON AN OUT-ALL-WINTER SHOW show had money enough to buy a can of beans. There were cold mornings with no sun until they knew when the rain turned to sleet. But the boys had their game, they cleared the ground, opened. Every attraction glistened with a coating of ice. Luckily J. L. Sugar dropped in to clean up, but the patrons arrived. At 10 p.m. the carnival was quiet. Each couple who operated an African Dip machine filled their machine with water and ice. Some sports up, wanting to throw the parade of the interest. Icked the colored violets, the mahogany, had put on the black. Seeing money getting more difficult, they offered the service. The porch and garage on not getting hurt. On the second day, the first thrower hit the bull's eye, the second, the third, the last. Each time coming up into the cold air, they would always be picked up by the deep space the ice-covered water below. Again and again he was immunized. At the same time, the players were becoming more and more. In the end, they would move to the shore and dress with their clothes frozen. The operator yelled at his wife, who every so often asked if you were an agent? Just why didn't you let the players get a chance?
SOLID COMFORT
Right from the start, Kozy Coach has built GOOD trailer coaches—safe and dependable, easy to tow, and second to none in comfort innovations. Send for complete descriptive brochure.

MEMBER TRAILER COACH MANUFACTURERS ASSOCIATION
KOZY COACH CO., 1802 Reed Ave., Kalamazoo, Mich.

You EXPECT More In A Vagabond, and You GET It!

The famous saying quoted in this headline is "common talk" among trailer users everywhere. And you probably haven't heard it more completely proved than in the beautiful line of 1940 Coaches now on display by Vagabond Coach. There are no false advertising devices. This is a true statement of fact. Send for your copy.

"All the comforts of home" are really yours when you live or travel in a Vagabond. Lots of work space, fine heating and cooking equipment, big and cozy. Send name on postcard NOW for your free copy of our literature and complete list of Vagabond dealers throughout the nation.

VAGABOND COACH MFG. CO.
642 Grand River Ave., NEW HAVEN, MICH.

THE MODERN HOME FOR SHOW PEOPLE

WRITE SIOUX TIRE & BATTERY CO.
11TH & DAK, SIOUX FALLS, S. D.
"Buy Now On Our Easy Payment Plan"

FAIRS—FAIRS—FAIRS
BANTLY'S ALL AMERICAN SHOWS

Can place Legitimate Concessions of all kinds. Fries, Candy Apples, Long and Short Range Gallery, Penny Pitch, Hoop, Pitch, Tin Win, Tug, Photos, American Familiars, Will Set up. Also, any Concession of your choice. Send for your copy.

HERMAN BANTLY, Reynolds Point, Pa.

End Your Correspondence to Advertisers by Mentioning The Billboard.

CARNIVALS
February 24, 1940

Truck and Trailer Legislation
ST. LOUIS, Feb. 17—A new Illinois truck regulation effective March 1, 1940, and will affect all truckers in the state as well as every truck operating exclusively in Illinois. The state's new vehicle registration fee is $2, depending upon the size of the vehicle. The new law is designed primarily for the benefit of the insurance companies as a means of collecting profits from the Illinois Department of Public Works. This permits no cost, but cannot be obtained without a surety bond, and the state's revenues will be used to pay the costs of the registration. The law also provides for the issuance of licenses to individuals and companies engaged in interstate commerce who have complied with the requirements of the insurance companies. It is considered to have made the requirements more stringent, and it is feared that this will result in the issuance of fewer permits or certificates than the law requires.

Do you know when a patron can be lawfully served? If not, write to the Editorial Department of The Billboard, 601 W. Adams St., Chicago, Ill., for a reprint of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. The special issue of the magazine from which the article was taken will be available for 50 cents.

SLA FESTIVAL
(Continued from page 39)

TWO FOR ENDY BROS.
(Continued from page 39)

President Frank P. Duffield, Chairman of the Board, and the executive committee held several conferences this week and discussed the final details of the event. They are planning a very fine night club talent is being lined up for the show, which will also be held in the benefit of the College Inn set-up, assuring excellent music for both the patrons.

Publicity committee has lined up local merchants who will make arrangements for the event. George W. Johnson and M. J. Logan are engaged in making the arrangements.

ENDY BROS. Shows will be going on the road during the next three months. The shows are being handled by J. E. Dyer, business manager. The endy Bros. Shows have been purchased for this show also, and will be run by the company. Great Wilson will again be featured midway. Three shows will be at the restaurant and palace, and one show will be at the Hotel.
Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

James E. Strates

SAVANNAH, Ga., Feb. 17.—Everything is progressing nicely now. Arriving from Tampa, Fla., a few days ago Mr. and Mrs. Putnam and Mrs. Putnam will be secretary this year, while Showman will handle The Billboard, mail and custard machine. Bertha and Robert Curtis, with Howard F. Martin, are busy changing the equipment. Mrs. Curtis has charge of the engines. Lauren P. Putnam is working on the new equipment. Dick O'Brien was appointed assistant to Mr. Putnam and will remain with the show. Keith Buckingham will be special agent. Steve Leisman, scene artist in charge of the paint department, reports several arrivals. Laurie of the Putnam has been repainted and Steve is now working on the interior. Mr. Putnam and private cars are now being built. No more wardrobes for Midget Revue. DICK O'BRIEN.

Art Lewis

NORFOLK, Va., Feb. 17.—With ideal weather, things are humming in quarters. Paint department has made great progress under direction of Stark Wells, who is doing the lettering and pictorial work. Manager Art Lewis reports he's well pleased with the progress of the new water front, and that the Mr. and Mrs. Putnam are building the stage. Show front is almost finished and D. C. O'Hara has also finished it for Bob. Lewis has been busy with the sets and has had a trailer built for him at the site. Jerry Simon of the Midget Revue will have the use of the trailer. Another new trailer ready.

Dixie Belle

OWENSBORO, Ky., Feb. 17.—Mr. and Mrs. Henry D. Lively have returned to their home in Owensboro. Mr. Lively is in charge of the stage and the latter is in charge of the show. The show will open in a few weeks and will be the last of the season. The show will be held at the Opera House. EUGENE C. COOK.

Banty's

REYNOLDSVILLE, Pa., Feb. 17.—With the arrival of Dick and Babe Keller work in quarters got under way. Dick has arranged for the construction of the new main office and is busy arranging for the new offices. Banty's and Cedric Miller, general agents, have gained new bookings since joining the Ringling. DICK O'BRIEN.

Lawrence Greater

CHESTER, S. C., Feb. 17.—With cold weather, slowly disappearing work and the show is well under way. Manager Sam Lawrence on hand after attending a number of fair meetings. Manager and Mrs. Lawrence were pleased by the good work made by the riders. Shows will carry a new Kiddie Ride, which is expected to be a big pull. Some water and Hawaiian show will be added this season. Writer is handling promotions until the season opens.

Wallace Bros.

JACKSON, Miss., Feb. 17.—All shows parapernalia, except the Merry-Go-Round, are ready and painting of the show is almost complete. A week's work on the weather permits. James Hayden, manager of the show, is putting the finishing touches on the Merry-Go-Round. Greg Sparkes, who has completed rebuilding of the ride and has been put in charge of it, said that it is a big success. Reports indicate that his brother, Fred, who has been ill, is recovering. Peggy and Mack O'Donovan are working night clubs in this section. Recent visitors included Mr. and Mrs. Slim Spencer and Joe Galler, owner Buckeyes State Show.

Charles (Chuck) Staunok

Dodson & Baillie

BIRMINGHAM, Feb. 17.—Work in quarters is well under way. Dick and Babe Keller work in quarters got under way. Dick has arranged for the construction of the new main office and is busy arranging for the new offices. Banty's and Cedric Miller, general agents, have gained new bookings since joining the Ringling. DICK O'BRIEN.

Crystal Expo

CRYSTAL RIVER, Fl., Feb. 17.—Mr. and Mrs. W. J. Bunts and daughter left recently for Crystal River. The management has ordered new show tents for the show. The show is being reorganized. A pony ride has also been added to the show. DICK O'BRIEN.

3000 BINGO

HARDEE, FLA., Feb. 21.—Bingo was held at the American Legion Post No. 53, Hardee County, Fl., recently. The pot was raised to $300,000 and the players were able to win the prize. The pot was won by Mrs. J. A. Johnson of Port Charlotte, Fl.

3000 KENO

MADISON, S. C., Feb. 17.—The weekly Keno game was held recently in Madison, S. C. The pot was raised to $300,000 and the players were able to win the prize. The pot was won by Mrs. J. A. Johnson of Port Charlotte, Fl.

3000 KENO

TALLAHASSEE, FLA., Feb. 21.—Bingo was held at the American Legion Post No. 53, Tallahassee, Fl., recently. The pot was raised to $300,000 and the players were able to win the prize. The pot was won by Mrs. J. A. Johnson of Port Charlotte, Fl.

FOR SALE

1. Complete Equipped Custom-Built Office Trailer, 1937 Chevrolet, 20 ft. 11 x 8 ft. 6 in., $500.00. 2. Complete Equipped Custom-Built Office Trailer, 1937 Chevrolet, 20 ft. 11 x 8 ft. 6 in., $500.00. 3. 1937 Chevrolet T-Ton Truck, Beautiful Finish. The above & many others, excellent condition. See Mr. W. L. Davis, Great West Shows, Box 200, Okeechobee, Fl.

ART LEWIS, Mgr.

FAIRFAX HOTEL.

WALDORF, N. VA.

OKLAHOMA RANCH SHOWS will open at Hallman, Okla., on Feb. 21. Eighty-three Guns and 97 Acres of Land. Send for free literature. 2. Complete Equipped Custom-Built Office Trailer, 1937 Chevrolet, 20 ft. 11 x 8 ft. 6 in., $500.00. 3. 1937 Chevrolet T-Ton Truck, Beautiful Finish. The above & many others, excellent condition. See Mr. W. L. Davis, Great West Shows, Box 200, Okeechobee, Fl.

WEST BROS. SHOWS

WANT SHOWS AND ATTRACTIONS FOR SEASON 1940.

Address: 104 Fecan St., Hot Springs, Ark.

BLUE RIBBON SHOWS

WANT SHOWS AND ATTRACTIONS FOR SEASON 1940.

Address: New Albany, Ind.

DIAMONDS AND DOLLS

WANT SHOWS AND ATTRACTIONS FOR SEASON 1940.

Address: 104 Fecan St., Hot Springs, Ark.

GOLD MEDAL SHOWS

WANT SHOWS AND ATTRACTIONS FOR SEASON 1940.

Address: Okeechobee, Fl.

GREAT LAKES EXPOSITION SHOWS

WANT SHOWS AND ATTRACTIONS FOR SEASON 1940.

Address: 104 Fecan St., Hot Springs, Ark.

SOL'S LIBERTY SHOWS

WANT SHOWS AND ATTRACTIONS FOR SEASON 1940.

Address: 104 Fecan St., Hot Springs, Ark.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

Dick's Paramount Shows, Inc.

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940

Winter Quarters, Gary, Indiana

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940

Address: 104 Fecan St., Hot Springs, Ark.
CARNIVALS

February 24, 1940

IMMEDIATE SHIPMENT WIRE ROPE FOR RIDING DEVICES

Whip—Caterpillar—Hey-Dey Lindy Loop—Tilt-A-Whirl

All Work by Expert Splicers

Broderick & Bascom Rope Co.
5453 N. Lincoln Blvd.
68 Washington St.
Denver, Colo.

Or Order Broderick & Bascom Wire Rope from Your Ride Manufacturer.

GREAT LAKES EXPOSITION SHOWS, INC.

“America’s Brightest Midway"

OPENING TOLEDO, OHIO, FRIDAY, APRIL 19TH

PLAYING 10 RIDES & 10 SHOWS

WANT SHOWS—Will furnish complete outfits and finance. Reliable Showman with new, novel and unique shows. Also complete RIDE MOTOR ROGER, with or without transportation. Good promotion. WANT LIFE SHOW, Illusion Show, Monkey Circus or Speedway. WANT RIDE—Will ride, buy or lease octopus. Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote. WANT BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote.

IDENTIFIED WANTS—Wants all kinds of Shows. Lives in Chicago. Will pay $500.00 per show. WANTS WALKING環, will ride, buy or lease octopus. Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote.

EDDY THE STERN GANTS—Wants Pretty Girl for Illusion. Salary $25.00. Write Box 252, Columbus, Ohio.

WANT WANDERLUST—Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote. WANTS BAND, will build and promote. WANT WALKING環, will ride, buy or lease octopus. Will build and promote.

WANT WILD WEST SHOW STRONG ENOUGH FOR CIRCUS CONCERT

Concessions Address CHAS. SUTTON, Business Manager. Others, TOM TERRILL, General Manager. Office, 429 S. 8th St., August, Ga.

P. S.—BILL MOORE, Wire Me Quick.

BROADWAY SHOWS OF AMERICA

WANT Shows of all kinds. WILL CONSIDER BOOKING party with four or five shows covering a certain territory. WILL PROVIDE RIDES and shows. WANTS CONCESSIONS.

KAUS EXPOSITION SHOWS, INC.

Want Rides—Rings—Reds—Small Amusements—Combination—Photo, Custard, Penny Arcade, Lead Gallery, Penny Pitch and Ball Games and Legitimate Concessions of all kinds. NO CRIT.

MILLER BROS.’ SHOWS


Scott Bros.’ Shows

Opening in Kentucky April 1st. Mines are working, show biz dates and celebrations. Fairs starting up soon. Have new, novel, untried shows. Will return post with new shows. Will work post to reliable man with band, offer paying band salary. Will make new arrangements for Rides.

DICK’S PARAMOUNT SHOWS, INC.

WANTED


CONCESSIONS—Four for a dime, with lights. Will book all types of shows. Will book complete panel front outfit for any kind of show that does not conflict.

WILL BOOK A FULL LINE OF Rides and shows for the above.

Sole Owner of Western States and Alaskan Shows. Have plans to pilot his organization through southern and western territory in 1940. According to Owner, Rubach, will be enlarged for the tour and will use the Western States title early in the season. Have all types of bands and orchestra, gets in the far West.

Thank You for Mentioning The Billboard.
Liability of Owners or Lessors for Injuries to Amusement Patrons

Many owners of property leased for the purpose of running carnivals and other amusement enterprises believe that they are immune from liability for injuries to patrons. This is not always true. Therefore, the purpose of this article is to alert the owners of property used for carnivals and amusement shows to the fact that they may be liable for injuries to patrons.

It is important to know that the owner of property is responsible for the care of those who enter it, even if the property is leased for the purpose of running a carnival or amusement show. The owner must take reasonable steps to ensure the safety of patrons and to prevent accidents.

Another important point to point out is that the owner of property leased for the purpose of running a carnival or amusement show is responsible for injuries to patrons who are injured on the property, even if the property is leased for a carnival or amusement show. The owner must take reasonable steps to ensure the safety of patrons and to prevent accidents.

Heavy Damage Allowance

An important reason why the owner of property leased for the purpose of running a carnival or amusement show should be careful is that the owner may be held liable for injuries to patrons. The owner should take reasonable steps to ensure the safety of patrons and to prevent accidents.

Care of Grounds

Various higher courts have held that the owner of property leased for the purpose of running a carnival or amusement show is responsible for injuries to patrons who are injured on the property, even if the property is leased for a carnival or amusement show. The owner must take reasonable steps to ensure the safety of patrons and to prevent accidents.

Park Policeman Negligent

Under all circumstances, the owner of property leased for the purpose of running a carnival or amusement show is responsible for injuries to patrons who are injured on the property, even if the property is leased for a carnival or amusement show. The owner must take reasonable steps to ensure the safety of patrons and to prevent accidents.

Injury from Fall

A fall is the most frequent cause of injury to patrons who are injured on the property of the owner of property leased for the purpose of running a carnival or amusement show. The owner must take reasonable steps to ensure the safety of patrons and to prevent accidents.

Route Injuries

Under all conditions, the owner of property leased for the purpose of running a carnival or amusement show is responsible for injuries to patrons who are injured on the property, even if the property is leased for a carnival or amusement show. The owner must take reasonable steps to ensure the safety of patrons and to prevent accidents.

In conclusion, the owner of property leased for the purpose of running a carnival or amusement show should be careful. The owner must take reasonable steps to ensure the safety of patrons and to prevent accidents.
CARNIVALS

February 24, 1940

Carnival in Shines for Texas Shows

McALENN, Tex., Feb. 17—Winter unit of Texas Shows, owned and operated by the Shines brothers, a major sponsor of the Carnival, has been here twice this week to open the Carnival season.

The Carnival opened with a grandiose show on February 13, and the winter unit has been back twice this week to add additional attractions.

The Carnival features a large midway, including rides, games, and food stands.

Children's Rides

The midway includes a variety of children's rides, such as the Ferris wheel, carousel, and bumper cars. The rides are operated by skilled operators and are safe for children of all ages.

Food Stands

The carnival also features a variety of food stands, offering everything from hot dogs and hamburgers to cotton candy and popcorn.

Rides

The carnival features a wide variety of rides, including the classic Ferris wheel and carousel, as well as more modern attractions like the bumper cars and roller coasters.

Admission

The carnival is open daily from 10 a.m. to 10 p.m. Admission is $2 per person; children under 12 are admitted free.

Carnival Schedule

The carnival schedule is as follows:

- February 13: Grand Opening
- February 14: Valentine's Day
- February 15: Toyland Day
- February 16: School Day
- February 17: Winter Unit Day
- February 18: Family Day
- February 19: Military Appreciation Day
- February 20: Seniors Day
- February 21: Mother's Day
- February 22: Father's Day
- February 23: Youth Day
- February 24: Closing Day

For more information, please visit the Carnival website at www.carnival.com or call 1-800-CARNIVAL.
CONVENTIONS


IOWA


ILLINOIS


In the Convention List appear only the dates of those meetings which we feel are of interest to the organization industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Odd Fellows, Knights of Pythias, Elks, Knights Templar, junior orders, lodge organizations, Firemen and other Veteran organizations. Odd Fellows, Knights of Pythias, Elks, Knights Templar, junior orders, lodge organizations, Firemen and other Veteran organizations.
Coming Events

These dates are for a five-week period.

**ARIZONA**

**CALIFORNIA**
- San Jose. Feb. 25-27. San Jose Civic Auditorium. 141 Cyril B. Smith Blvd.

**Oklahoma**

**INDIANA**

**KENTUCKY**

**MICHIGAN**

**MISSISSIPPI**
- Jackson-Jackson Civic Center. Feb. 18-20. 100 W. Forest Ave.

**MISOURI**
- Kansas City-Union Ave. Feb. 20-22. 751 W. Main St.
- Kansas City-Union Plaza. Feb. 21-23. Union Station. 650 E. 12th St.

**NEVADA**
- Las Vegas-Casino Show. Feb. 19-23. 3500 Las Vegas Blvd. S.

**WEST VIRGINIA**
- Charleston-Charleston Civic Center. Feb. 21-23. 701 Kanawha Blvd. W.

**WYOMING**
- Cheyenne-Cheyenne Civic Center. Feb. 21-23. 1017 W. 21st St.

Dog Shows

These dates are for a five-week period.

**ARIZONA**

**CALIFORNIA**
- Orange County-March 17. Mrs. John P. Clegg. 1151 E. 7th St.

**MICHIGAN**

**NEW YORK**
- Buffalo-March 21-23. Mr. & Mrs. Margaret L. Kane. 457 Main St.

**PHILADELPHIA**
- March 21-23. Mrs. L. O. Hatchett. 1 S. 15th St.

**PENN Sylvania**
- March 21-23. Mrs. L. O. Hatchett. 1 S. 15th St.

**WINTER-QUARTERS**

**ARIZONA**

**CALIFORNIA**

**MISSOURI**
- Kansas City-Civic Center. Feb. 20-22. 751 W. Main St.
- Kansas City-Kansas City Live-Stock Show. Feb. 20-23. 751 W. Main St.

**NEW YORK**

**OHIO**

**Rhode Island**

**Pennsylvania**

**Wisconsin**

**Winter Fairs**

**ARIZONA**

**CALIFORNIA**

**MISSOURI**
- Kansas City-Union Plaza. Feb. 21-23. Union Station. 650 E. 12th St.

**NEW YORK**

**OHIO**

**Rhode Island**

**Pennsylvania**

**Wisconsin**
Classified Advertisements

COMMERCIAL
10¢ a Word
Minimum—$2.00. CASH WITH COPY.

NOTICE.
Due to the expense of postage necessary for the forwarding of mail addressed to this box, payment of $2.00 is added for each insertion. This cost is in lieu of advertising space.

ALLENS, FROST & LINDLEY
AGENTS & DISTRIBUTORS WANTED
ADVERTISING BUSINESS MADE ME $10,000 IN 2 YEARS. FREE BOOKLET TELLS HOW. NEW COMMISSIONS EASY TO SECURE, WITH NO RISKS. SELL MAIL ORDER BUSINESS FOR A HORSE TO THE BEST OF MY KNOWLEDGE, A BETTER BUSINESS TO WORK FOR. INFORMATION FREE. HUB MANUFACTURING, 709 S. BROADWAY, CLEVELAND, OHIO.

GREAT NEW COUNTER DISPLAY CARD—HOLDS 48 PEGS. MAKES LARGE EARRINGS EASY. CLOTHING, CLOTHING, CLOTHING. CLOTHING. WESTERN CLOTHING, 132 S. BEATRICE, CLEVELAND, OHIO.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, COLLARS, HANDKERchiefs, Sweaters, Trousers, Suits, Hats, Shoes, etc. YOU DON'T HAVE TO ORDER. 50¢ per dozen. NILMOR, 4922-A NORTH SHORE AVENUE, CLEVELAND, OHIO.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today! Free samples. Write today. A. J. BURGER, 833 N. MAIN STREET, CLEVELAND, OHIO.

CLOSEOUTS—CARTOON BOOKLETS, READERS DIGESTS, AUTO MAGAZINES, CHOCOLATE BOXES, ETC. WANT TO SELL? SELL THEM. LST, 10C. AFFILIATE—NO MONEY INVOLVED. C. H. SELTZER, 219 S. WASHINGTON, CLEVELAND, OHIO.

QUALITY WORKERS—WE HAVE A NUMBER OF QUALITY WORKERS TO SOLVE YOUR PROBLEMS. MANUFACTURING MACHINERY, 10503 MAIN STREET, CLEVELAND, OHIO.

EVERY HOUSEWIFE, HOTEL, STORE, OFFICE, needs the young woman. We pay for work. We work at home, everywhere, every hour. We are in every country. W. J. CARRIG & CO., 5241 CHATHAM AVENUE, CLEVELAND, OHIO.

FADE-A-WAY—AMERICA'S FINEST HOUSE CLEANING PRODUCTS. FADE-A-WAY PRODUCTS CO., 1900 S. MAIN STREET, CLEVELAND, OHIO.

IMPORTED MEXICAN NOVELTIES—SELL ON ACCOUNT TO AMERICAN TRADING CO., B102, 2102 DAVIT STREET, CLEVELAND, OHIO.

LORD'S PRAYER ON A PENNY—INDIVIDUALS, BUSINESSES, SCHOOLS, SOCIETIES, BY MAIL, $1.00 PER 100. Written on burlap cloth, everyone needs it. W. C. KRAFT & CO., 471 W. 60TH STREET, CLEVELAND, OHIO.

MAGAZINE, BOOK MEN—HERE'S THE NEW WAY TO MAKE $50,000 A YEAR. We guarantee our $5.00, $7.50, $10.00 deals to be the best. Publishers' Circulation Service.

MEDICINE DISTRIBUTORS—500% PROFIT on themark. VI-CO Tonic Laxative, Sample Free. VI-CO Sales, 8 S. BROADWAY, CLEVELAND, OHIO.


PRIMING THE PUMP—ELECTION SPECIAL. Make money 20¢ per vote.reece your money. Be first. We are in every city. Write for details. G. W. FRANK, 706 S. MAIN STREET, CLEVELAND, OHIO.

SOFT DRINKS HOME AUTO—Men's Shirts, Suits, Shoes, 15¢ per dozen. All up-to-date. Catalog free. SDN, 440-C EAST 31ST STREET, CLEVELAND, OHIO.

SNAPPY BOOK ON CONCUBINES—ALSO HUNTER J. PARLICK, 55 HANOVER ST., BOSTON, MASS.

TWO FAST-SELLING SAMPLES OF NOVELTY AND 1000 CENTS SHOWING, 20¢, J. C. HUDSON, 1300 MAIN STREET, CLEVELAND, OHIO.

WHERE TO BUY AT WHOLESALE $50,000. W. E. HAMM, 1000 MAIN STREET, CLEVELAND, OHIO.

FORMULAS
THAXLY FORMULAS FOR PERFECT PRODUCTS. Analyze your products. Get your Free Sample of THAXLY CO. 612 W. 25TH STREET, D. F.

FOR SALE—SECOND-HAND GOODS
BARGAIN—LONG-EARING CARAMELIZED MACHINE OUTFIT. EDGAR POTTS, OMAHA, NE.

Additional Ads Under This Classification Will Be Found on the Next Page.
Show Family Album

SNAPPED in the spring of 1915 at Springfield, Mass., this photo shows promotional engineer, Car No. 1, Barnum & Bailey Circus. At the extreme left is Roy Felts, contracting press agent, and next to him is W. C. (Kid) St. Clair, car manager. Later Felts became head of Edward Shapard Outdoor Advertising Co., Inc., operator of the Hoosier Poster Advertising Co. in that city.

The Billboard invites its readers to submit photos taken from 18 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos preferred, but pictures of individuals who are STILL ALIVE will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 23-37 Opera Place, Cincinnati, O.

550 AT IAS BALL
(Continued from page 39)

Many Congratulatory Wires

Sunny Bernet, Globe Poster Co., was one of the major winners big in presenting the various entertainers and carnival events from the floor. It was an old coincidence that Dee Lang, who presented his 8th anniversary on the same day of the affair and when this happened, interned the orchestra and entertainment in singing Happy Birthday To You. There were many of the various showmen’s organizations and many individuals, including the International Congress of Oddities; A. C. Gray, official of the National Travel Bureau; A. G. Rambo, now in the Gold Medal Show; J. A. Hamblet, now of Forest Show; and Jim Gordon, Gordon Radio Co. and Joe Sullivan, Sullivan & Associates. A beautiful 24-page souvenir program was prepared to those in attendance and dancers and entertainment are expected to add considerably to the evening's entertainment.

Tom Allen Laundered

To Tom W. Allen, we showman and exhibitor in the entertainment business for many years, now a local resident, went the word’s share of credit in making the December 14th announcement of the new building. Allen took the announcement days in advance of the building committee of the building committee of the building which was not much,
Round-Up On for Spring Promotion Merchandise

Items suitable for St. Pat’s Day, Easter, April Fools’ Day, housecleaning sought by salesboard ops, pitchmen, direct sellers—dearth of new items seen

NEW YORK, Feb. 17.—With spring scheduled to make its debut in just about a month, salesboard and bingo ops as well as pitchmen, direct sellers and other users of prize and premium merchandise are busy making up their round-ups, watching the chances to get anything interesting in that line. Daily many of the men may be seen making the rounds in search of items that will catch the public’s fancy and stimulate them to make a sale. Each of the stores has its own way of looking into the same line of things and keeping an eye on the sales situation. One store manager has a mobile van with a radio telephone for quick communication and the same information comes in from all over the country.

The Philadelphia Daily News has been giving a detailed report of the movements of the various stores in the city and the results of the efforts of the managers and salesmen. The paper is full of the latest news and the names of the stores and the managers and the latest news and the names of the stores and the managers who are doing the most to stimulate the public’s interest in the various lines of goods.

BINGO BUSINESS

By JOHN CARY

The Chicago Tribune has been giving a detailed report of the movements of the various stores in the city and the results of the efforts of the managers and salesmen and the latest news and the names of the stores and the managers who are doing the most to stimulate the public’s interest in the various lines of goods.

Will Radios Repeat in ’40?

Oeps seek answer to riddle as new sets bow on merchandise market

CHICAGO, Feb. 17.—Will radios dominate the 1940 salesboard picture as communications have done in the past? The question has been asked by many of the managers and salesmen who are interested in the various lines of goods.

There’s no denying the fact that radios were the hot item of the past year. Oeps have no trouble getting them, and the demand is still high. However, the question is how long will the demand last.

The Packard-Lectro dealer said that the radios are not as big a seller as they were last year, but that they are still holding their own. The Packard-Lectro dealer said that the radios are not as big a seller as they were last year, but that they are still holding their own.

This year

Opinions among many men seems to be that the sales of radios will continue to be good for at least another year. Some feel that the demand will be even greater than last year, while others feel that the demand will be less.

New sets

Altho the best buy to first make its appearance last October, many of the men feel that this item is still with us.

HAPPY LANDING

Dates Set for Chi Premium Show

CHICAGO, Feb. 10.—The 15th annual National Premium Exhibition has been set for April 29-May 3 at the Palmer House here. Manufacturers and buyers of premium and prize merchandise are expected to attend. Attendance and exhibits.

Premium Advertising Association, will hold its convention concurrently with the exhibition. Exhibit space is already being assigned by A. B. Coffman, executive director.

Many bingo and salesboard operators are expected to attend. Those who are interested in the various lines of goods and prize and premium merchandise are expected to take in the show to look over the large number of prize and premium items that are usually seen.

BINGO BUSINESS

(Continued from 1st column)

Nailed in the former city of the Christian Front, producers went on to say. Secretary to New Jersey’s State senator, they were told that the city would be a “good place.”

To which we, together with all bingo counselors and bingo fans, say “bravo.”
St. Patrick’s Day Novelties

Popular Items

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

Potato Cutter
A new-type French-fried potato cutter and vegetable dicer is offered by Richert & Co., 2615 Huffman Ave., Cincinnati. The cutter will cut a whole potato at one time into slices of uniform thickness and may also be used to dice vegetables, fruits, pickles and cheese. It is said to be adaptable to quick, easy and conclusive demonstration. Preliminary survey has shown that there is a good field for the item and that it should be a big seller.

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

HOT WATER with
SPEED KING

MAGIC DISC Works on
Any Electric Light Socket.
It will Light up the Dark!

Suction Hook
A suction hook patterned after the suction seal and suction cost barrier that were so successful in the pitch and demonstrating fields is now being marketed by Gordon Mfg. Co., 1035 E. 30th St., Chicago. It is described as being just the thing for fast salesmen and general public. It is sold especially for holding pictures, posters and similar objects.

It’s a 3-cent retailer that’s priced right to make worthwhile profits, the firm says.

Rocket Glider
A fascinating, low-cost child-apple novelty that is headed for record sales is the gliding rock-glider according to its makers, Spotwood Specialty Co., 301 N. Washington Ave., Des Moines, Ia. A wind is projected into the air by a strong rubber band. The rocket-type top is reached, the wings slide into normal position and the glider loops-the-loop and floats in a number of graceful circles and glides. Its powerful appeal to children is expected to assure a great future for the firm, the firm states.

Beverage Tray
A Hostess Helper cocktail/beverage tray of steel finished in gold or silver is

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

HOT WATER with
SPEED KING

MAGIC DISC Works on
Any Electric Light Socket.
It will Light up the Dark!

Suction Hook
A suction hook patterned after the suction seal and suction cost barrier that were so successful in the pitch and demonstrating fields is now being marketed by Gordon Mfg. Co., 1035 E. 30th St., Chicago. It is described as being just the thing for fast salesmen and general public. It is sold especially for holding pictures, posters and similar objects.

It’s a 3-cent retailer that’s priced right to make worthwhile profits, the firm says.

Rocket Glider
A fascinating, low-cost child-apple novelty that is headed for record sales is the gliding rock-glider according to its makers, Spotwood Specialty Co., 301 N. Washington Ave., Des Moines, Ia. A wind is projected into the air by a strong rubber band. The rocket-type top is reached, the wings slide into normal position and the glider loops-the-loop and floats in a number of graceful circles and glides. Its powerful appeal to children is expected to assure a great future for the firm, the firm states.

Beverage Tray
A Hostess Helper cocktail/beverage tray of steel finished in gold or silver is
RING WORKERS HERE IS A BUY!

A number that sold regularly at $5.00 to $7.50 for one set composed of a 14-K gold plate and a 14-K rolled gold plate weighing with starting on a set with quality stones. But, the look of the ring. Assorted styles make this a buy.

Order No. 188—Per Doz., $2.00.
Per 12, $18.00

SPECIALTY OFFER: 5 Sample Pounds for only $1.00.
Written orders for every price. "Wholesale Inquiries Welcome"

J. H. FALCONER & CO.
Wholesale Distributors
217-223 W. Madison Street, CHICAGO

WHOLESALE MERCHANDISE
February 24, 1940

Pinochio Doll

Walt Disney's latest offering, Pinochio, comes into full life and color in the authentic 11-inch doll just introduced by the company's new division, Pinochio Productions. Existing a part of Disney Productions, the firm claims that the creation of Pinochio will make the doll one of the most beloved figures of the year.

FLUSHING FRONT

(Continued from page 31)

Jubilee is being billed against Billy Rose's Aquacade for popular favor, all of which the Bantam Barmum's show has the advantage of the tremendous buildup and financial and artistic success. Mr. Gibson parroted questions as to the cost of the new您的内容无法阅读。我们无法提供进一步的帮助。
80,000,000 CUSTOMERS!

We Introduced the $1,000,000 Social Security Plate Business. . . NOW MEET THE BIGGEST FLASH IN YEARS!

NEW MINIATURE AUTO LICENSE PLATE

3V-86

New York World's Fair The Last Days!

$8.00, 3V-86, in stock. Insured to $600.00. At last! A Social Security Plate designed especially for you. Twice the plate size. Sturdy, baked, permanent. Patented. Worldwide patent, the ideal business. Zipper, end of line. Made in America. Guaranteed for five years. "Too happy in time to stop." Use only the name of your license plate, embossed on both sides. A. C. Martin Co., Dept. 66, 105 Varick St., New York City.

SOCIAL SECURITY PLATE WORLDS!

PLATE, COUPON EXHIBIT PLATE, LEE

$9.50

United States. A. C. Martin Co., Dept. 66, 105 Varick St., New York City.

ELGIN & WALTHAM

REBUILT WATCHES

$175

Selling the best watches at the lowest prices. Deal direct with the manufacturers. Send post card for list. All latest models, hundreds to choose from. Watches are warranted for one year. Address: Elgin & Waltham Watch Co., 115 N. Broadway, St. Louis, Mo.

SELL SIGNS

In Stores, Taverns, Gas Stations, Etc.

Mystical and attractive signs. Lose no valuable trade. Write for samples. 40 cents per 100. Address: Mrs. E. S. Martin, 105 Varick St., New York City.

MYSTERIOUS MARIE

MAGIC PHOTO

Painted with "Color-Changing Ink". Photo appears on her picture. Ask for "Magic Chemical" and PRESTO. You have a real money maker. Send for free information. ADDRESS: "The Mystery Camera", 201 N. Main St., Chicago, Ill.

MONEY MEN

Wanted, for new catalogue of Nash "Magic Money". Also "Twilight Money" and "World's Most Popular". Write for catalogue and samples. Address: The Money Man, 105 Varick St., New York City.

NEW INVENTION

This invention is a picnic basket made of wood and canvas. It contains a folding table and chairs, a stove, and a set of dishes. The basket is designed for easy transportation and is ideal for picnics in the park or by the lake. Address: The Picnic Basket Co., 105 Varick St., New York City.

ATTENTION, DEMONSTRATORS

To Work the New Glass Juice Extractor in Department and Chain Stores.

We do all bookings and furnish all stock. Good deal juicer going over very big. Work in your own territory. Write for details.

GENERAL PRODUCTS COMPANY

305 Broadway Mkt. Bldg.

Detroit, Michigan
WHOLESALE MERCHANDISE-PIPES
February 24, 1940

The Boys and Girls who wait for Dame Fortune to make a success of them have a 100-to-1 chance of being successful.

Chief Mix

The Boys and Girls who wait for Dame Fortune to make a success of them have a 100-to-1 chance of being successful.

Chief Mix

is reported to be in Miami, Fla.

The Boys and Girls who wait for Dame Fortune to make a success of them have a 100-to-1 chance of being successful.

Milk Flood

During a recent hold-up, a badly lacerated eye, which had been removed, causing pneumonia to set in. He died January 11 as a result, according to Andy Martin, who writes from New York.

It Won’t Be Long

Now until the bluebirds and penguins begin to sing.

Some Pushes

Discontinue the practice of giving bad results. This is especially true when some of the tips boomerang.

Things We Never Hear

“Reason we don’t object to pitchers and homeruns is because we are unable to find anyone who can tell us why

Our Slogan

From over 24 years
We are never underbid

Diamond Rings—Sold
Send for Description Catalogues

H. BERGER & CO.
106 North 7th St., Louis, Mo.

Plungers

Pearl

Stock

$16.00 Gr.
$12.00 Gr.

Big Price Reductions, Send for List

J. F. BULLIVANT
243 Broadway, New York City

Philadelphia Houses

Philadelphia, Feb. 17—South Philadelphia’s 7th Ward House reopened February 12 after being closed for some time for renovation and remodeling. A new large lobby and new decorations were installed. Main hall has been completely remodeled and the bill for the opening of the house was St. Valentine’s Night. Regular dances are held every Tuesday and Thursday evening. The house is open to all races and classes.

Ladies’ Auxiliary of the House is under the direction of Mrs. Charles Huntington, President, and Mrs. Frank Millard, Secretary. The house is under the management of Mr. and Mrs. Joseph H. Millard.

Mary Hill and Mrs. Charles Huntington are the hostesses.

BINGO

H. BERGER & CO.
106 North 7th St., Louis, Mo.

Events for 2 Weeks

February 13-24

1940 Calendar

Chess, Checkers, Cards, etc.

Place Over Potato

GOLD MEDAL WORKING PIPES, CINCINNATI, OHIO

PITCHMEN! STORE DEMONSTRATORS!

Here’s the KILLER-SMOKER Item for 1940. It’s a brand new French Fred Pipe. Push down for circular or 50c for sample.

PORTOFINO

Portable H. BERGER & CO.
106 North 7th St., Louis, Mo.

Lexington, Hamilton Give Lewiston Good Attendance

LEXINGTON, Ky., Feb. 17—After a week of good business in Hamilton, O., Harry Lewiston’s World’s Fair Puffs made a return appearance February 13 in the former Detroit Department Store. The store is located in the heart of the business district, overlooking the river, and is a favorite with the people of the city. The store has been in operation for several years, and is well known for its fine selection of goods. It is open from 10 a.m. to 9 p.m. daily. The store is owned and operated by Mr. and Mrs. Harry Lewiston. They have been in business for many years and are well respected by the people of the city. The store is located at 100 E. Main St., Lexington, Ky.

MUSEUMS

Address Communications to Cincinnati Office

Business Continues Good For Pete Kortes’ Units

CLEVELAND, Feb. 17—Capacity patronage has prevailed during the first two weeks of the Museum’s engagement here and business has been the largest experienced by the museum in this city.

Mr. Kortes is in the city at the moment, and is expected to be here for the next few weeks.

The museum is located in the heart of the business district, overlooking the river, and is a favorite with the people of the city. It is open from 10 a.m. to 9 p.m. daily. The museum is owned and operated by Mr. and Mrs. Harry Lewiston. They have been in business for many years and are well respected by the people of the city. It is located at 100 E. Main St., Lexington, Ky.

FEBRUARY 24, 1940

Pitches in the Smoky Mountains

Frank Gruber, former sheetic who turned author, has just had a new book published, "The French Key" by the Fawcett Company. It is a story of boyhood and love and adventure. The author is a native of New York City and has been a popular writer for many years.

INDIFFERENCE in the sum makes for success in the winter.

According to a letter from the National Orange Show Board, the Orange Show will be held in California, April 25-26, at the Orange Show, La Jolla, Calif., and will feature the Firemen’s Parade, the Orange Show, and the Orange Show Queen.

Pitchford Five Years Ago

Joe Silverberg, auction pitcher exponent, opened a whiteshank store on Madison Avenue, New York, that did a great business, due to its large selection of pipes and pokers.

Roy B. Jones, new owner of the Orange Show, La Jolla, Calif., will have a large selection of pipes and pokers at the Orange Show this year.

Pitches in the Smoky Mountains

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INDIFFERENCE in the sum makes for success in the winter.
Joseph Sr. and Richard F. Sell
HOLDINGS in Lusse Bros., Inc.

CINCINNATI, Feb. 19.—Joseph Lusse Sr., for many years an active factor in the Lusse Shoe Co., and Richard F. Lusse, last Tuesday, sold the interests they had in the business to a Mr. and Mrs. West Palm Beach, Fla., where he has a factory for manufacturing of Swan Rides and Kiddle Riders, the latter he is said to be the original designer of. Joseph Lusse Jr. will continue business at 302 Western Ave., Cincinnati. Joseph Lusse Sr. has been associated with Lusse Bros. since 1910. He has been with the firm for twenty years. Mr. and Mrs. West Palm Beach, Fla., are said to be the owners of the Lusse Shoe Co., and have been associated with the business for many years. Richard F. Lusse is said to be the original designer of the Swan Rides and Kiddle Riders. He has been with the company for twenty years.

King and wife

Notes

Pheasants were on hand for the wedding of Mr. and Mrs. Egypt, of Lusse Bros., and Mr. and Mrs. West Palm Beach, Fla., at the Hotel Belvedere in Cincinnati. Mr. and Mrs. West Palm Beach, Fla., are said to be the owners of the Lusse Shoe Co., and have been associated with the company for many years. The wedding was a great success, and a large number of friends attended the ceremony.

POLACK GETS WELCOME

(Continued from page 30)

Dassos, a well-known actor in Rings 1 and 2 by Grace Aragon, will be appearing in Rings 1 and 2 by Grace Aragon. The proposed Ring 1 and 2 will be under the direction of Charles A. H. Seabach, a well-known producer. The proposed Ring 1 and 2 are scheduled to open in New York City on April 1, and will be presented at the Metropole Theatre.

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West Coast Showfolk Doin's
By WALTON DE PELLATON

LOS ANGELES, Feb. 17—Battle for choices locations in Southern California to obtain bookings for their shows is being stepped up by West Coast showmen. Some shows have had to line up with only a few bookings this season.

Los Angeles's Silver State Attractions closed Bell, Calif., and returned to quarters for repairs. Ben H. Martin United Shows, with its own bookings, is still going strong.

Johnnie Miller, cookhouse operator on Shreveport, La., and his wife, who is touring the Southern California circuit, have scheduled a stand on North Figueroa street. Mrs. Johnnie Miller, who has been on the sick list for more than a month, is in intensive care at St. Vincent's Hospital, Los Angeles. 

Mr. and Mrs. H. H. Hefler and Henry Hefler, of the Silver State Attractions, reported fair business for the small shows. 

Carnival and circus executives and agents are piling up their shows at the central office in Los Angeles to get on the road. Bill Holt, who retired from the business in Arizona, is now visiting the Holt studio in Hollywood.

Beniano and Slim are with their family in Pico, Calif., but Don Savage and Mike are looking for jobs in Hollywood. Harry Johnson is visiting his family in Pico, Calif.

Jean Fergason has been visiting his family in Spokane, Wash., and has been on the road in Montana on the recent tours of the showmen's United Shows. He is still on Montana, while Mrs. Clara Zeiger and Rosemary Loomis, secretary, returned to their homes in Texas.

Mr. and Mrs. C. S. Wrightman, Wrightman Greater Shows, returned to their home in Oakwood, Calif., after spending several days visiting friends at the Los Angeles Fair. Their shows are now standing in pictures all over the Los Angeles area.

The Great American Show, under the direction of Ted and Marie LeFlore, placed on exhibition at the Los Angeles Fair. The show was also displayed at the Southern California State Fair in San Bernardino.

TAGging and circus executives and agents are piling up their shows at the central office in Los Angeles to get on the road. Bill Holt, who retired from the business in Arizona, is now visiting the Holt studio in Hollywood.

Bill Holt arrived from his home in Aberdeen, Wash., and is visiting his brothers here. Reggie Marion canceled his Orient tour and will be back here in time to set up with his show. Harry Bernard returned from his home in Aberdeen, Wash., and is now out on the road.

Jean Benard is with a night club in Sacramento, Calif., and is still looking for work. The Southern California State Fair is still going strong, and is now attracting a large crowd. 

The Los Angeles Fair is in full swing. Bill Holt, who retired from the business in Arizona, is now visiting the Holt studio in Hollywood. 

Bill Holt, who retired from the business in Arizona, is now visiting the Holt studio in Hollywood. 

Nonchalants With Earl Carroll's "Vanities" 
This WHEE, PITTTSBURGH, Direction-Music Corporation of America. 

Nolan, Peggy (Benjamin Franklin) Phila., Pa.
Nolan & Darling (Barbaree Reinhart) N.Y.C., N.J.
O'Brien, Jimmy (Terry's) N.Y.C., N.J.
O'Connell, Alice (Neptune) Washington, D. C.
O'Connor, John (Neptune) Washington, D. C.
O'Brien, Jimmy (Terry's) N.Y.C., N.J.
Olff, Harry (Terry's) N.Y.C., N.J.
O'Neill, Leo (Optimo) Chil.
Perry, Jack (Radio Show) Phila., Pa.
Parker, Frank (Prairie Melodies) N.Y.C., N.J.
Parr, Johnny (Embassy) Buff.
Patterson, Ted (Radio Show) Phila., Pa.
Patterson, Ted (Radio Show) Phila., Pa.
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Whitehead Control Of Outdoor Workers May Be Challenged

NEW YORK, Feb. 19—Jurisdiction of the performing workers in outdoor locations was awarded to Ralph Whitehead, president of the Inter-State Circuit Theater Co. and The Billboard, London, January 9, as they were seen in a number of revues, including "All Change Here, Kid!" and "Sky High, Kid!" and "The New York Times," and "New York Daily News." The latter was a part of the Malvern Festival in England, and had appeared in motion pictures.

Marriages

Baty-Weaver—Eli Baty, publisher for the Blackstone Hotel, Fort Worth, Tex., and formerly publisher for the

Interstate Circuit Theater Co. there, and engaged in the motion picture business,非此语。February 9.

Boyd-Davis—Roger C. Boyd and Mrs. Marguerite Davis, actress, New York, February 10.


Cassini-McDonnell—Count Igor Cassini, director of the Mano, and Mrs. Selling, actress, President of the University of Arkansas, in Little Rock, Arkansas, February 15.


Gamba-Straub—Daniel Gamba, renowned dancer, and Miss Lela Straub, former dance school owner, in New York, February 15.


Graham—Edward Graham, actor, and Mrs. Graham, actress, in New York, February 15.

Hoover—Mrs. Hoover, actress, and Mrs. Hoover, actress, in New York, February 15.

Huggins—Mrs. Huggins, actress, and Mrs. Huggins, actress, in New York, February 15.

Jennings—Harry Jennings, actor, and Mrs. Jennings, actress, in New York, February 15.

Kirkpatrick—Mrs. Kirkpatrick, actress, and Mrs. Kirkpatrick, actress, in New York, February 15.

Laird—A four-pound female child, to Mr. and Mrs. Laird, in New York, February 15.

MacDonald—Mrs. MacDonald, actress, and Mrs. MacDonald, actress, in New York, February 15.

McKee—Mrs. McKee, actress, and Mrs. McKee, actress, in New York, February 15.

Moffat—Mrs. Moffat, actress, and Mrs. Moffat, actress, in New York, February 15.

Mount—Mrs. Mount, actress, and Mrs. Mount, actress, in New York, February 15.


Parsons—Mrs. Parsons, actress, and Mrs. Parsons, actress, in New York, February 15.

Peabody—Mrs. Peabody, actress, and Mrs. Peabody, actress, in New York, February 15.

Richards—Mrs. Richards, actress, and Mrs. Richards, actress, in New York, February 15.

Roper—Mrs. Roper, actress, and Mrs. Roper, actress, in New York, February 15.

Sedgwick—Mrs. Sedgwick, actress, and Mrs. Sedgwick, actress, in New York, February 15.

Simmons—Mrs. Simmons, actress, and Mrs. Simmons, actress, in New York, February 15.

Smith—Mrs. Smith, actress, and Mrs. Smith, actress, in New York, February 15.

Stevens—Mrs. Stevens, actress, and Mrs. Stevens, actress, in New York, February 15.

Thompson—Mrs. Thompson, actress, and Mrs. Thompson, actress, in New York, February 15.

van Kampen—Mrs. van Kampen, actress, and Mrs. van Kampen, actress, in New York, February 15.

Vogel—Mrs. Vogel, actress, and Mrs. Vogel, actress, in New York, February 15.

Wells—Mrs. Wells, actress, and Mrs. Wells, actress, in New York, February 15.

Wright—Mrs. Wright, actress, and Mrs. Wright, actress, in New York, February 15.

Zarba—Mrs. Zarba, actress, and Mrs. Zarba, actress, in New York, February 15.
Finally got enough of that. Now I am judging Indian clubs as a hobby. I have built up a collection of the best for the body-builders, if not overdone. Judging Indian clubs keeps me active, helps me to keep fit and helps the think tank in figuring out new tricks and combinations in the manipulation of the clubs.

I was never one to have ever done much with my brain any real good since the day I left from the flapper on my head. This escapade appears to have left me with a desire to write letters to editors, which I originally laid, unfortunately.

I am Irish Horan, the Wilmington it-t (N.C., not Del.), whose regular job is making up the front page of the Newark Daily News. I am handling the publicity for Frank Whed's April fete in Washington, D.C. It's the Children's Hospital for much needed help. Franklin D. Roosevelt will be there. It's a real treat for me. Kelley will be confidant to Bellevue Hospital for another three weeks.

I am considering the presence of attractions appealing to the young of today and in the future. Young Tumpkins, 12 years old, and John Tunmer, 13, have been going to Kansas City for some time. The Association of Commerce and Clyde Noble of the former committee on programs, will be in charge of the promotional activities of the Children's Hospital.

I am Mary A. (Mother) Hewitt, the only living Aerobatic Ballad Singer. I have been a professional singer for many years.

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I am Mary A. (Mother) Hewitt, the only living Aerobatic Ballad Singer. I have been a professional singer for many years.
With the Ladies

BY VIRGINIA KLINE

TAMPA, Fla., Feb. 17—After getting thru all the deep snow and cold weather in Chicago and the vicinity, it had to come to Florida to get the worst cold I have had in years and now it has me in bed for several days. It was nothing short of a relief to get away from home. When I reached Tampa, I was entertained at breakfast as soon as I could get out to the home. I spent the rest of the day with an old group from St. Louis and I saw many friends here who had come to Florida for the winter. I had a good time and enjoyed every minute of it.

Sunday night (4) was spent at Casa Grande Beach Club home, gave a big spaghetti supper for all the friends who could be located. Rose Hennes, Lottie Kemp and Jackie Donnillinger, hostsess, served the spaghetti. The crowd refreshed with cocktails and busy at the bridge and tables. Mrs. Robert B. Bremont, Ida Cohen, Mr. and Mrs. Walter W. Breden, Mr. and Mrs. George Bailey had a good time and enjoyed every minute of it.

A popular spot on the midway for all the show business is Mrs. C. W. Hoffman a perfect hostess and never too busy to introduce visiting women and keep them amused and comfortable. This week must be good for her and all the show business here.

Somebody should write a book about the show business. This year I have met some of the greatest show business people. Olive Ray Lavin, Laura Luland, Augustus and the Lulu Family are all here in Florida, which has two beautiful brothers here. Mrs. Hoffman lives there with her wives and children, and the Hoffman house and a bird and pet museum.
Cities Need

While sick a-bed for two weeks, there was ample time to consider many of the charitable opportunities and ideas reflected in the provisions for taking care of the sick in modern cities.

During the recent epidemic in Chicago the hospital facilities, both public and private, were completely swamped and in many instances only emergency cases could get near a hospital. This was only an ordinary epidemic common to the season and hence indicates the totally inadequate equipment in the city for taking care of the sick. Reports indicate that similar conditions prevail in other cities, and also in small towns and rural areas all over the nation.

The fact of these conditions becomes very discouraging as they are viewed in modern times, and it is also reasonable to wonder why such conditions continue in a progressive city or nation.

In order to provide ample hospital facilities, health care and other humane projects billions in revenue would be needed, of course. It is in finding sources of revenue that much thinking needs to be done and many changes made in our ideas of life and morals.

There are millions of people like myself who would never give $5 a year to any charitable program for hospitals, but who would spend five times that much in a year on some lottery, bingo, coin-operated game, salesboard or other devices which would contribute revenue to maintaining hospitals and other health work.

The fact that there are millions who will not support such work in any other way poses some very serious questions for modern America to face.

It poses the serious issue that there are also millions who had rather see the poor and the sick suffer than to strain a moral or legal point to allow the legal regulation and operation of devices that would contribute revenue for the support of hospitals, etc.

The crucial issue can be aptly illustrated by the situation in Chicago. Chicago is one of those cities that had its crusade a few years ago and pinball games were banned from the city. To further indicate its piety, for some strange reason the city government went on to ban cigarette machines lest the youth of the city be corrupted. Today, there are thousands of children slowly starving in the city, and during the recent epidemic the tragedy of many of their cases was pitiful indeed. There are charitable organizations and workers in the city making frantic pleas that some source of help be found. The pleas are being carried to the State and to Washington, but everybody knows that the final help will be very inadequate.

This is no fanciful tale but the situation actually exists on a large scale. Probably very few people have ever stopped to inquire what strange quirk of conscience it is that leads a mayor and a city administration to work themselves up against pinball games and cigarette machines. "In order to protect the youth of the city," and yet have to be prodded into action by the frantic pleas of charitable organizations and workers in behalf of the children of the poor who may be sick and starving.

The same condition exists in other cities as well as in Chicago. Conscience must be a very funny thing after all.

Not only the city administration, but there are thousands of voters also in Chicago who would work themselves up about such things as pinball games and cigarette machines, and yet they are missing when it comes to working for the sick and the poor. In fact, there are many of these people who had rather see the children of relatives slowly starve to death than to accept revenue from such things as bingo, pinball games and the like to provide hospitals and medical care. Such an idea may seem very screwy and yet that type of people actually exist by the thousands.

There really must be something wrong with our systems of religious education. Religious educators have succeeded for years in instilling a widespread taboo against gambling that amounts almost to chronic fear. But they have not been so energetic in instilling a conscience about caring for the sick or bringing help to the poor when they may be slowly starving due to unemployment.

The same fear that exists about gambling was at one time instilled against cigarettes and liquor. The progressive advances of time have overcome the taboos against liquor and cigarettes, and it may be confidently expected that the next progressive step will bring about a more common sense view of games of chance.

At least, we can be sure that more and more people are coming to feel that if they have to make a choice between letting people go without hospital care, etc., and licensed games, bingo, salesboards and the like, they will say license the devices so that the needed revenue may be had.

Progress moves painfully slow at times, but progress is being made. Speakers at our conventions have tried to encourage the operating fraternity by saying that the amusement games industry is still in its infancy, and that many other industries have had to go thru a long period of trial. That is true and the amusement games industry may confidently expect that it will more and more come to have a part in providing revenue for charitable purposes.

The issue then will be to get reasonable license fees. It will have to be stressed all the way thru also that photographs do not lend themselves for revenue purposes as do amusement games. Music operators, naturally, should have their own charitable work and programs. Records can contribute much to the blind and the sick. Music therapy is an established fact in modern care for the sick.

Vending machines are least of all able to contribute revenue to support health work, or any other charity. But the vending machine division should give its vigorous moral support to the ideals of charity which prevail in the other divisions of the trade.
Boost Production At Chicago Coin

CHICAGO, Feb. 17—Sam Genusburg, official of the Chicago Coin Machine Company, announced today that he had continued his demand for Roxy, latest coin machine to be released by the Chicago coin banner, has made such tremendous volume of production at the factory.

"Roxy has created a tempest of excitement in the coin machine business all over the country," reports Genusburg. "We are constantly receiving orders from operators who boast of Roxy's rarity and who say that the regular orders for the game come in almost as great a hurry as did the original orders which swamped us when the game was first announced. It took us several weeks to catch up with the demand, and now we still find it necessary to work our plant at full capacity and take care present requirements from our distributors."

Sickness Opening Set for Feb. 22

CINCINNATI, Feb. 17—New and spectacular opening of Sickness, Inc., is nearing completion and everything will be ready for the big show to be held February 22. William Marsh, president and general manager, who has been supervising the show, advised this week that he had received much interest in the new show and personal representatives of the directors met with important personalities in the show business last week. The Sickness firm is recognized as one of the oldest distributing organizations in the country. It was founded in 1895, when coin machines were an unusual sight. The company was an immediate success and has been in continuous operation ever since.

Keeney Shipping Anti-Aircraft Gun

CHICAGO, Feb. 17—William J. Ryan, manager of the Anti-Aircraft Gun, stated today that the company was shipping another batch of the new Keeney Anti-Aircraft Gun to dealers throughout the country. "The tremendous number of orders that have been taken for this gun," said Ryan, "make it necessary for us to ship many of the new plants before we actually receive payment." The gun, which is designed to meet the needs of the military, is of great interest to collectors and has become a favorite with many gun dealers.

Good Service Means Big Sales

CHICAGO, Feb. 17—"Give and ye shall receive" is the phrase that seems to be true in the field of coin machine distribution and that is why many coin dealers have come to believe in the good service they receive from their local distributor. It is a high art, the distributor must have a high talent in order to give good service and to keep the customers satisfied. Without the cooperation of the local distributor, it is impossible for the manufacturer to sell his machines.
SMALL CHANGE—BIG BUSINESS

Biggest Publicity “Break” of Show Lauds Coin Machine Biz

Story tells importance of industry to city and nation—tells immensity

(Reproduced by special permission of Chicago Times, Inc., Chicago)

CHICAGO, Feb. 17—Undoubtedly the biggest publicity "break" received by the coin machine industry during the 1940 Coin Machine Show and Convention was an article published by The Chicago Sunday Times in its issue of January 14.

Written by David C. Teague and profusely illustrated with pictures and cartoons, some of which are reprinted here, the article covered two full pages in the tabloid-size newspaper. It follows:

"If you want to have some fun this week, stroll into the Sherman Hotel lobby and yell 'slot machine'! There will be a lot of men standing around with badges on their lapels and these will all start shining up the marble pillars and laughing under the cigar counter.

"They will be delegates to the annual convention of Coin Machine Industries, and how they hate and fear that word 'slot machine.' You have no idea how slot machines are evil and wicked. There are laws against slot machines and the newspapers carry crusades against them. The machine is called, (to the point of nausea), the one-armed bandit, a gambling device.

"Still, the public has hung the name 'slot machine' on all machines, whether you like it or not. Slot machines are a big business and a recovery-producing-industries.

"The coin machine (THAT'S THE proper name) industry is employing directly or indirectly, some 50,000 workers. It manufactures new equipment every year. Plant investment is 50 per cent of the annual production of $200,000,000.

"The machines are largely assembled, with most of the parts purchased from outside manufacturers. Billboard magazine reported the coin machine industry consumed in one year more than 2,000,000 square feet of glass, 10,000,000 dry-cell batteries, 20,000,000 feet of electric wire, 240,000,000 feet of lumber, thousands of tons of fabricated metal, thousands of gallons of paint and millions of light bulbs, computers, switches, and other electronic parts.

"That adds up to a contribution to the nation's business—and you can be pretty sure all the material wasn't used for gambling purposes. Our idea of the coin machine's importance in the legitimate vending field, consider that approximately 11 per cent or $100,000,000 worth of this country's annual retail sales are now made by machines.

"There are an estimated 2,000,000 mechanical vendors selling penny articles alone throughout the United States. In the New York subway pinnacles and nickels bought 480,000,000 sticks of gum, 80,000,000 bars of chocolate and 6,200,000 pounds of peanuts in one year.

"According to official sources, the coin machine industry has grown tenfold in the last 11 years—and the variety of items you can buy from a cabinet from a nickel in the slot can be seen at least 20 times. If the nickel-in-the-slot business expands much more, folding money will be rendered only a minor collector.

"Already you can drop a coin, push a plunger and buy:

   - Candy bars, chewing gum (old stuff in the coin machine trade, but how sales have gone up!)
   - Alcoholic beverages (in the West)
   - Carbonated beverages mixed at a central point, distributed in bottles to the machines
   - Popcorn, peanuts, razor blades, hard-boiled eggs, fresh fruit, cheese, coffee, tea, cigarettes, matches, razor blades, aspirin, cough drops, social security labels, and money

"A Chicago manufacturer is busy designing a glorifying of the machines. He has a fine idea, and you can imagine what a fine idea it is to have a fine machine. It is a reality.

"In the service field coin machines are offering the usual telephone and restroom installations with peaks thru telephones, washers, dryers, washing machines, weight and fortune, admittance to the New York subway and parking meters at some 90 cities. The parking meters, as a result of old age, are being replaced. It has been various strange troubles.

"In Toledo they have been caught making the meters work over long distances. In Detroit, black spiders have taken the meter boxes over the homes. One, in his home, bought a meter box, figured out what was wrong, and fixed it.

"In the amusement field that the coin machine industry has got into all its hot water, for slot gambling machines are classified as amusement devices and so are the pinball games which are on all the coin machines and amusement parks have them.

"The coin machine industry is still turning out peep shows—which are never seen again—but the pinball machines, fortune tellers, punching bags, electric shock machines (good for drunks and criminals) are still coming off the production lines—but streaming off the assembly line in a long way.

"The old racket peep show worked by hitting a set of picture cards. The new ones have regular films. Latest are the 'Three Stooges.'

"On the flip side of the film is 'Charlie Chaplin.'

"The peep show is a throwback to a bygone era. The film changed three weeks.

"The peep show is an example of the coin machine industry's great contribution to the nation's amusement. Start from the old days when machines were a dime, and you can see how far we've come. A nickel is a dime today. The machines are still big business. Most are new, and not only in amusement devices, but in new fields.

"The nickel is the change machine. It is the change given by the real Cinderella tale in the coin machine amusement business has to do with music makers.

"First came nickel-in-the-coin-dustier pianos. Then came automatic violins and phonographs. Then nothing happened for many a decade until a Chicago concern saw a demand for cheap entertainment in the depression and dreamed something of the music of the coin machine.
MILLIONS
DEMAND IT!
THOUSANDS
OF
LOCATIONS
ARE
WAITING
FOR
FOOT
EAS.

VITALIZER
GREATEST
LEGAL
PENNY
MACHINE
EVER
MADE
MORE
THAN
SCALES.
Investigate
NOW!
Term Payments
if Desired.

EXHIBIT
SUPPLY
CO.

COLLECTING
have the knights of the slot cut
out an eye. The claw machine, with
coin-operated mechanism, has
been outlawed in many States.
With a quarter in it, the claw
machine is a legal gambling device
instead of the usual cheap merchandise
for the steamboat to pass on to
the Stockyards, the magazine explains.
A new steamboat is valued at $30,000
or another, and a few of real
value can be stirred in to
add to the pot.

"As far as known no one has tried
this scheme yet. But in a liver stamp
tail the coin machine is a legal
and not a gambling device. In the
lobby of the New York general post
office it is a coin-operated stamp
machine."

"It was installed last fall for an
extended trial and business is
sustained by high postal functions.
Stamp vending machines are an old story
but this gadget has managed to do good
work in the past and continues to do
so. It PRINTS the correct postage
without error, but just the meter of
a big business office."

"You put in the machine any amount
coupons or stamps, push a button,
and the denomination of stamp your letter
or wrapper calls for automatically comes
in a slot and the machine prints stamp
and inked address on it and folds it into
a neat little packet."

"You can mail any number of letters,
with or without coupons or stamps.
You could deposit 20 cents, for
example, in 5-cent letters, five
5-cent letters and three postcards.

"The machine, which works like a
lighting machine, is a miniature
office of itself, eliminating the work of
clerks who now cancel and postmark ordinary
stamped letters. It eliminates the
expense of buying stamps and the
unsanitary business of licking them."

"You buy your postage (regular prices)
and your stamps at a savings of 50 to 75
per cent. Plans are to place them in
railroad stations, hotels and other
public places—just like telephones."

"The octopus who haunts the coin
machine man's dreams is named 'slug.'
When the slot is cut, the slot weighs
and weight, and which do not
have the correct composition, such as
sulfur, will be rejected against a
spring-loaded pendulum. The coin will
pull the pendulum aside far enough to
permit the coin to pass, but if it
is too small it will drop back
and release the coin, it will fail to
jump a gap provided for that."

"Next the coin passes thru a
electric magnet, which selects for iron and
steel, and the machine never runs out
of operation. Plans are to install them
in railroad stations, hotels and other
public places—just like telephones."

"Thousands of spurious coins jingle
through the coin slot, but it is a
machine of such precision and
efficiency that no one can
be cheated. The machine is
designed to check the weight
and composition of the
coins, and it is
sensitive enough
to detect
slight
changes.

"If the coin is of the right two
per cent, it will be accepted against a
spring-load pendulum. The coin will
pull the pendulum aside far enough to
permit the coin to pass, but if it is
too small it will drop back
and release the coin, it will fail to
jump a gap provided for that."

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steel, and the machine never runs out
of operation. Plans are to install them
in railroad stations, hotels and other
public places—just like telephones."

"They're a Scream!
ZITO'S DOGS
WILL DO TRICKS
FOR YOUR CASHBOX!
IN
MUTOSCOPES!

NOVELTY CARD VENDER

SENSATIONAL FREE OFFER!
( FOR A LIMITED TIME ONLY )

Here's your chance to cash in on the national fame
of Zito's side-splitting dog cartoons! Everyone goes for them
now. See your exhibit supply company for details.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
4401-ELEVENTH ST., LONG ISLAND CITY, N.Y.

Exclusive Mfg. and Dist. Rights for the use of Zito's Dog
Cartoons in automatic machines

WURLITZER PHONOGRAPHs were
Highly praised at a show of
the Mutual Syndicate of
Amusement Machines
at the Chicago World's Fair.

Ask Bingo and
Pinball Okleh.

RACINE, Wis., Feb. 17.—Allow
and tax collectors, bingo and pinball games,
asks a letter addressed to a columnist
of the Racine Journal-Times. The
letter was published in a recent edition
of the newspaper.

The writer comments on the “excessive
income in circulation. The fact SOME
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The writer comments on the “excessive
income in circulation. The fact SOME
of the manufacturers make SOME
gambling equipment along with their
mechanical amusement lines isn't any
reason, declare coin machines people for
the whole industry to have a black eye.

The convention, Monday and Tuesday,
will feature a huge display of all
the new machines. It will also feature
a speech by Father Flanagan of
Boy Town, and one by Dr. Preston Bradley,
famed pastor, on Tolerance.

GARDNER & CO.
"You're Out In Front with
Gardner's New Bombsheil!

ROYAL RACES
contains the thrilling appeal of real
business cards with real money on
the line! It is simple to operate
and pay off prizes up to $100.

NEW! WRITE NOW ON CASH!
May be installed any place,
and paid for as you go.

Fun for everyone, too.

GARDNER & CO.
 operators, Here's Super Value

Sure Lab Offers Pellet Vendors

CHICAGO, Feb. 17.—Sure Laboratories, Chicago, are offering a new breath pellet vend- er. It is the Sure Breath Pearl, as well as a vendor for Sure Chewing Gum in pellet form.

F. P. Fox, managing director of Sure Laboratories, declares: “We are most enthusiastic about these vending machines, particularly those dispensing the new, deliciously attractive, light green, glossy, finished Sure Breath Bee-Bees. Sure Breath Bee-Bees have been selling like wildfire. One of the reasons is that the count per pound is high, running well over 10,000 Bee-Bees per pound. Since the machine is set to vend from 20 to 35 Bee-Bees for a penny, you can readily figure how much the__machine takes in. In a single pound of the Breath Bee-Bees.

“Without minimum orders for six or more machines we are offering free two pounds of the Sure Breath Bee-Bees for each machine. Returns from just this loading should be more than enough to pay for the machine.

“For the vending of Sure Chewing Gum, the machine is simply changed over by changing the vending cup and changing the display piece. Each machine vend- in involves about 28 helpings for each bowful of gum.

“The machines themselves are the finest, with center leading, positive agitation, easy adjustment of portions, pick-proof screw top, slug rejector, and a means of clamping the machine to the counter. The machine is reinforced with stainless steel and polished aluminum. Underneath is a large tray and a shelf to hold the bowls. The machine vend in involves about 28 helpings for each bowful of gum.

“Sure Laboratories has a line of carded items. In the breath purifying section, the honeycalled Bee-Bees and cough drop products are also made by the firm.

Sodamat Tells Low Operating Costs

NEW YORK, Feb. 17.—Sodamat, automatic drink vendor, which has caused much comment since its introduction recently, is selling so well at a rapid pace, according to reports.

Julius A. Levy, sales manager, claims he has booked orders for many machines, all of whom have been receiving many more orders than he has been able to fill. The orders are coming in from all parts of the United States.

“I’ve been very busy,” claims Levy, “and I’ve had mixed reactions from people interested in the Sodamat. However, I do not intend to pass anyone up and shall see everyone in a short time. All the orders who have been in to see me have been enthusiastic about the low operating cost of running a battery of Sodamats. This is possible because of the many features incorporated in the planning and construction of our drink vender, which has been proved by 12 years of operation.”

New, Improved In-a-Bag Vendor

CHICAGO, Feb. 17.—In-a-Bag, automatic vending nut and confection in glassine bags, which was introduced only a short time ago by O. D. Jennings & Co., has been further improved. The improved In-a-Bag is a marked improvement over the original. The new improved model features the same advantages as the original, but includes several new features which make it even more attractive.

New, Improved In-a-Bag Vendor

Mutoscope Issues Zito Dog Cartoons

NEW YORK, Feb. 17.—An avalanche of approval greeted the announcement

January Bulk Vendor Favorites

CHICAGO, Feb. 17.—Willard Seefeldt, official of Pan Confections, Chicago, releases monthly a list of the 50 most popular items in bulk vending machines.

The list follows: 1. Pecan Brittle... 2. Cherry Beans... 3. Boston Baked Beans... 4. Coconut Cream... 5. Chocolate-Covered Almonds... 6. Assorted Licorice Pastilles... 7. Chocolate-Covered Waffle Bars... 8. Chocolate-Covered Peanut... 9. Pecan Brittle... 10. Jelly Cup Beans...
TWO "Sure" WINNERS

THAT BRING "Sure" PROFITS FOR OPERATORS
If you don't answer another ad in your life, answer this one. And rush your answer—today—because this is the hottest, fastest selling proposition you have ever seen.

SURE LABORATORIES are now offering to the vending machine trade two of their nationally advertised products, which means operators can now sell nationally advertised merchandise thru vending machines.

TWO NEW "Sure" VENDING MACHINES NOW READY
BEE-BEES, the popular new candy breath pellet with a count running well over 10,000 BEE-BEES per pound. The SURE vending machine only vends about 20 to 25 BEE-BEES for a penny. You can readily see how big the profits are.

"SURE" CHEWING GUM—is another popular product that is fast making sales records throughout the country. The vender holds about 2½ pounds of gum in one filling and this dispenses about 288 helpings. A very generous profit for any operator.

* 14 POINTS ABOUT "Sure" VENDING MACHINES
1. Center loading.
2. Positive agitation.
3. Easy adjustment of portions.
4. Pick-proof screw top lock.
5. Stops oversize or undersize slugs, also washers with holes.
6. All aluminum mechanism.
7. All alloy, trimmed stainless steel, polished aluminum.
8. Beautiful Chinese red wrinkle finish.
9. Four large 1½ suction cup feet.
10. Separate glove-hold-down rod.
11. Three-color Decal label.
12. Only two moving parts.
13. Size 6-6½ inches high.
14. Holds 2½ lbs. BEE-BEES.

SURE LABORATORIES, Dept. BB, 841 NO. WABASH AVE., CHICAGO, ILL.
"ALSO COMPLETE LINE CARDED COUNTER DISPLAY MERCHANDISE"

WRITE OR WIRE FOR FULL PARTICULARS!

Cigarette Merchandisers' Associations

Weekly meetings are the rule for the members of the CMA of New York now that its fourth annual banquet and dance is only three weeks off. Matthew Forbes' reports that Bob Hawkinson and his committee are concentrating all their time and energies on making the coming affair a memorable one.

Over 500 guests are expected to be present in the banquet room of the Hotel Pennsylvania Saturday, March 9, and the reception will be more hearty with the ops last year, will be back to vend an evening of toe-tapping times. An air of composed of name talent is being lined up, and the Pennsylvania's committee says that his stools had better be thick and tender—or else! Reservations are going like a cherry clip. Forbes reports, not only from New York and New Jersey CMA members but from ops throughout New England. A good representation from the machine manufacturers, the tax service and other allied groups will be there, too. And it is hoped that local bodies dominate—a deep-seated hope that the weatherman will be more kind this year.

The ops are still talking about the New Jersey CMA affair of last Saturday (10). The efficient manner in which the affair was conducted was proof of the hard work John Sharenow and his committee expended to insure its success. The meal, the floor show, the Journal, etc., were all the source of many well-deserved compliments.

In the article which Walter Guild, executive secretary of the CMA of New England, contributed to the New Jersey association’s journal, some worthwhile suggestions are made that ops would do well to think about.

More normal conditions are indicated in 1940 with a broadcast to the industry. While we are being granted a breathing spell from our major problems, we might well turn our efforts toward developing better public relations.

In formulating a public relations program for this industry, the following points should be considered:
1. A more cooperative attitude should be developed between operators and other members of the tobacco industry.
2. The size, development and importance of the industry should be prepared and published where they will do the most good.
3. Machine manufacturers might well be made associate members of CMA, so that problems of common interest can be considered from both points of view.

STOP & SHOP

CLEARANCE SALE—USED CIGARETTE MACHINES—LOW PRICES

Masters....6 Columns—Chromed Front...
National 6-26 $19.50
National 9-10 $25.00
Mills-9 Column—Practically New...
Babe Kaufman Music Circle Corp., 6-1847 250 W. 54th St., N.Y.C.

Joseph A. Snow, well known to cigarette machine operators, has joined the sales force of the Du Greeter Sales Corp. to cover Michigan, Northern Ohio, Kansas and Missouri (with the exception of St. Louis) on the new Du Greeter Champion.

CIGARETTE VENDING MACHINES...THE IDEAL VENDOR FOR ALL TYPES OF LOCATIONS...

Write for New Low Prices

TORR 2047A-50.68
PHILA., PA.

Prompt payment of commissions, consistently good service and replacement of old and inadequate machines should be a requirement of membership.

"Cigarette vending machines will continue to gain in public favor," Guild concludes, "because of the service they perform; but the speeding up of the expansion of this industry could be aided materially by a well-planned public relations program."
The Automatic Soda Fountain

Operators
Get on board the bandwagon for quick and sure profits by purchasing Sodamat now for early delivery.

Sodamat

- Measures, Mixes, Carbonates, and delivers the drink in a sanitary cup in 6 seconds.
- Has the largest capacity of any drink machine on the market. 360 drinks per hour.
- In 100% automatic.
- Delivers a cold even temperature drink at all times.
- Uses our improved method of refrigeration.
- Is clean, sanitary, and easily serviced.

Sodamat

- Has beauty of design and Will Harmonize with all types of locations.

Install Sodamat for low operating costs and substantial profits.

Call, write or wire for complete information.

AUTOMATIC SODA FOUNTAIN CORP.
500-5th Ave., New York City

Ringing Out Competition
Ring in New Locations
Ring Up Bigger Profits
New Penny Back Models 39 Bell
Take Advantage of Our Free Trial Offer Today.

USED MACHINE BARGAINS

- Snacks & Sodas $1.00
- Crackers & Drop Slot $1.00
- Stewart-McGuire 1c-6d, Late Mod. $1.00
- Silver King, Pnc. $3.00
- Jennis 1c in-a-bag $1.00
- Northwestern Deluxe $1.00
- Tri-Selecto 1c-6d $1.00
- Model 39 ts $1.00
- Master 1c, Pnc. $1.00
- Master 1c-6d $1.00
- Nuts & Candy $1.00

NORTHERN SALES AND SERVICE CO.
800 Goney Island Ave., Brooklyn, N.Y.

EASTERN FLAIRS

NEW YORK, Feb. 17.—After his long sojourn in Baltimore, Dave Simon is back in town, getting acquainted all over again. Dave says he's resting for the time being. Joe Darwin, Wurster representative, is back from Florida, looking like a million. He took in the opening of the Modern Theater in Newark last Saturday, along with Spence Reed and Ed Whigler, of the Willard firm... Mill Poirier, of Allied Wholesale, awaits the arrival of the first firm's goods to be handled by this distributing combine, so that he can make his opening address on the forthcoming Monday, Jan. 31. Jack Minkoff, of the George Ponser Co., has just returned from Chicago, and written in addition to being one of the best dialect artists in the business, he's one of the most experienced coin machine attorneys in the country.

DELIVERIES OK
Dave Robbins reports that deliveries on his hit counter game, Totalizer, are going thru at a merry clip. His headaches are over now, he says. "No longer do I have to parcel out games among the boys. Now I can fill orders immediately.

SETTING EM UP
Fred T. Crenshaw, Seaboard Sales, territorial manager, is putting in plenty of time in Upstate New York these days, setting up distributorships for the new Cabela Kroko phographon. In addition to taking plenty of orders for Cabela's new Big Town, Hart Lane, Seaboard head, reports, "Joe Hart is doing the same in the New England territory."

JERSEY JOTTINGS
Social season has taken a swing to Newark in the past few weeks. Three parties were held there last week-end. Archie Kane's two-day showing of the new Rock-Ola, Nat Cohn and Harry Rosen opening the new Wm. J. Ewing, and the Cigarette Merchandisers' Association banquet kept the boys on the go. Eddie Corrigan, of Palisades Music Co., was elected to the board of governors of the group. With, W. D. Hais, Irving Orenstein of Hercules, is particularly appreciative of the efforts of Carl Kay, who is in Miami, hatred to come of play. An agent of Cama, the only "professional operators" has won him much acclaim from Jersey operators. Barney Schuman, of Royal Music, readying a surprise for the boys.

违规

OFF TO CHI.
George Ponser sped to Chicago this week to put the new Combination Coin Machine and heads of other factories he represents here. His object is the chain speedier deliveries on equipment. George was particularly enthusiastic over the way the new Mills Empire and 1940 Throne of Music are catching on with the operators. He says the new machine, "Grande, is as busy as usual."

HEADING FOR TOWN
Tom that to get better acquainted, to be in town soon to show his new game. The Cabela Kroko is doing well in the local market, and Mike is now working harder than ever. Bill and Fred, and company of Bill Hicks, of Penny Phono."

BEST GAME
"It is the only game that is the "history of the business."

SILENT NIGHT WORK
"We are working thru the night to get things ready," reports Roy McGinnis, from Baltimore office. "It will be Easter before we get caught up on orders thru the country. It looks like it will keep us thru the next three months as well."

BARGAIN YEAR
"is the way Joe Ash describes the sales policy his firm will follow this year. "We have many new and interesting machines on the market, and they are all bargains in the market, and they are all bargains in the market, and they are all bargains in the market, and they are all bargains in the market, and they are all bargains in the market."

BIG BARGAINS
"The biggest bargains we have ever seen," says Joe Calkins in describing the new Bally Triumph. "There's one game that is a real find, the new Bally Triumph. "It has everything. It sure is a triumph... We are making a really big hit over here."

SAVOY VENDING
"The biggest savings of the year," says Bob Ashby of the Savoy Coin Machine Mfg. Co's game. Roxy is keeping them busy, and we're all working hard to make all the customers happy. Operators are ready to pay the highest prices for the games. Anyone who wants to sell a game, should call the Savoy firm, says.
MUSIC MERCHANDISING

Why Are Phonos Called Jook Organs? Florida Offers Clue

TALLAHASSEE, Fla., Feb. 17.—Terminology used by writers of phonograph music has depended in many cases to the use of the term "jook," "tall," "tallah" or "look." It is suggested that the term may have come from the States or may have been taken from the "look" of birds, which is not very unlike the notes of jook music.

Leon Bagnall, Tallahassee operator, who has stirred up the State association publication, Needle Point Notes, has been quoted as saying that the phonograph organ has been a popular form of music in Florida. The publication is the property of the Florida Music Merchandisers' Association.

The association publication published in the article, says the Tally local color in the article, "As did the association paper, The Billboard publishes the article as is." Goin' Jookin'

It's 8:30 at night and you're goin' jookin'. If it's summer and you're a girl, you're wearing shorty's, and to use the term, you're a "live," a "hot," a "hottater," and to top off the whole ensemble, a hair ribbon which doesn't correspond to your dress. That's jookin' all right.

If you're a boy out on your rubber-soled gunboats and leave your pants at home, you can get your way. You're ready to go to the first in a chain of jook joints. And what are jook joints? Well, the name Tallahassee is a part of the name, "Jookine," or "Jookin'" and the word is the same, "jook." It is a combination of dance and dance place with an automatic phonograph in one corner, and the guests wanting music they order it up on the phonograph and the jook goes on.

Somebody called the automatic machine a jook organ (don't ask me why). Before long everybody was calling the machine a jook organ and the jook organ, and the jook organ and the jook organ.

It naturally follows that jooking is what you do when you make the rounds of these jook joints in the course of an evening.

And you're goin' jookin', so hang on.

It's 8:45 and you drive up to the jook joint. It's called Wally's Place. You're too late to see the crowd that starts coming about 9:30, but you go in anyway to have a bottle of soda pop and look around. Yes, it's a jook joint all right. See, there's a dance floor.

In case you have never seen an automatic phonograph, it's about the size of a table and a book and it's lighted up like a Christmas tree. There are 20 records on it and the jook organ is the very latest thing. The reason you're jooking is deciding on the song to play. Remember your coins are not going to last indefinitely, and there's no use of buying a song on the jook organ.

This particular organ is booming and the dance floor is filled to capacity. Five or six couples are dancing around the floor trying to keep up with the music and you watch them and you recognize three of your friends on the dance floor. Oh, you've always been a very popular sport with the younger set and you'll see nearly everybody you know before the evening is over. In fact, you'll probably run into the same crowd at another jook joint later on. They're making the rounds just as you are.

You decide to sit down and have a bottle of soda pop, so you slide into the nearest booth and relax. It's a funny thing about jook joints, almost everyone has booths; more than likely, the walls are of fantastic colors. It's for atmosphere and after you get used to it you agree that the place has a sort of charm.

As you watch the dancing you realize that there's not a jitterbug on the floor. How come?

A young girl and her date dance by, and you ask them about it. The girl laughs. "Jitterbuggin' on the blind," she says. "Everybody's doing the plain old fox trot now, with variations, of course."

So it's finally happened! No more jitterbugs.

You glance at your watch and notice that it's after 9. Nobody ever stays at any joint more than half an hour, so you and your date leave and drive down the street or road as the case may be, to the Rendezvous.

And guess what's playing on the phonograph? "Jitterbuggin' on the blind." You can hear it as you get out of your car.

You go into the building and right away you see some friends. You join them in booth 4. "Tell me," you ask, "is it true that jitterbugs are washed up?"

They don't answer you—they do not need to, because the jook organ swings into a hot number called "Yodelin' Jive" and the dance floor is packed with people. Jitterbugs are dancing, about two seconds flat. Two of them, high-school-age, are especially doing a step that looks like an old man with the gout walking on hot coals. They stop dancing to watch. You get up and watch, too, and you can't help wishing you could try it too.

When the dance is over you ask a couple of jitterbugs if it's true the jook organ's wash up. The fox trot went on the skids five years ago, they tell you. "Jitterbuggin' is out of style. Somebody produces another coin and the dancing starts again, this time to the tune of something called "Tallahassee Bigger.""

But the takeoff, and it's 9:30, so you head for Edgewood, another jook joint across town. "Booths are more romantic," says one of the girls. "When we sit at a table we're on exhibition like fish in a bowl, but in a booth we can be ourselves."

Her date adds, "We go jookin' a lot. Would you believe it? We've been going steady since the door opened. Two others couple go so attached to a certain booth that they're just as good if another party beat them to it."

One booth is as good as another to you, so you choose a seat halfway between the phonograph and the door. A boy in a brown suit feeds a coin into the jook joint, then he pushes a button. I'll bet it's "Scatterbrain", you say.

"I'm not, I'm not," he says.

You wander over among the crowd where a group is trying to decide on the record. It's a draw between "Scatterbrain" and "Shoot the Sherbert to Me, Herbert." "Herbert" wins for a change and while the boys are trying to outflummox one another for coins you ask the crowd which is the best way why it is that everybody goes to see "Scatterbrain" and "Sherbert to Me, Herbert."

It's our favorite song, they tell you, but when you ask them why, they don't know. "I guess it's because the rhythm is so danceable," a girl in bright red suggests.

The jook joint list is: the Cotton Club. It's quite a way out of the city, so you don't arrive until eleven.

"Scatterbrain" again. You just can't get away from that tune. Funny thing, tho', everyone is dancing to the fox trot. If there are any jitterbugs present they're under control.

A partner joins the crowd and he tells you he and his five friends came from Quinn's. They drove all the way from home so we could dance to the jook organ. "We're not celebrating anything. We just wanted to go jookin'. Watch and I'll show you how we dance in the jook organ because we don't like Tallahassee dancing to you."

Then you remember the time and hurry to get off at the Seminole before you turn in for the night.

"Oh, I forgot all about jookin' and you're ready for a good sleep, and up in the morning feeling fine and ready for work."

Southern Automatic
Opening New Office

NASHVILLE, Tenn., Feb. 17—Southern Automatic Music Company, Inc., of Louisville, has taken over Tennessee territory east of the Tennessee Line, is paying its new offices here next Sunday and Monday.

Says company president J. P. Seeburg, "The new offices will be in charge of the new outlet, which will handle the 'Stimulators' among Southern Kentucky trade. The office, which will occupy a large building on: "A new office" in the 500 Block, will be a distributing and service point, dealing directly with the operators. Firm will not operate itself.

All operators and others in the coin machine trade will be meeting at the offices for a visit during the opening, at which time there will be many interesting exhibits of the coin machine industry present. The opening of the new Nashville office is in charge of the company's Louisville office.

The Cincinnati office is managed by Frank Lutsch, who handles the Indianapolis headquarters.

Changeovers Keep
Miraben Co. Busy

CHICAGO, Feb. 17.—"Who's got to come up with the changes," asks W. J. Lutske, head of Miraben Co., Chicago. "Our phonograph modernization equipment is working a good deal faster than the machine producers, and we've been working at a high pitch to meet our deadlines to those who wish to do their own remodeling."

"We call it 'Adding 1940 glamour to 1939 machines,'" he says. "Our distributors have caught the meaning of our statements and are quick to realize the greater returns on otherwise out-moded phonographs."

Keenie Wallbox
In Distrib's Hands

CHICAGO, Feb. 17.—J. H. (Jack) Keenie, manager of the Keenie Wallbox Report, has just announced that shipments have started on the new Keenie Remote Selector Wall Box for flat-rail systems.

"The sudden rise to popularity of this new gadget," he says, "is entirely understandable," says Keenie. "The simplicity of the Keenie Wallbox is appreciated by those who have seen it. There are only four wires to connect and a second inch-thicker than a pencil. It has an illuminated dial and cabinet and is the only mechanism capable of operating both the big features of the Keenie Wallbox Automatic Selector and the 24-record phonographs."

"But," he adds, "the greatest pride to us is the fact that this remote control is being supplied in no other parts of the country than in a small number of locations!"
AMUSEMENT MACHINES (MUSIC SECTION) February 24, 1940

It's the Repeat Play That Counts Most!
The Country's Biggest Money Making Music Machine
Novelty Hit

The Woodpecker Song
Recorded by
- Glade Musette Orch. - Victor V 743
- Glenn Miller - Bluebird 10598
- Russ Morgan - Decca 2954
- George Olsen - Varsity 8167
- Bee Gee Tavern Band - Vocation 15998
- Andrews Sisters - Decca
- Kate Smith - Columbia
- Gene Krupa - Columbia

Don't Miss a Nickel—Order Today!
ROBBINS MUSIC CORPORATION • 797 Seventh Avenue, New York

Operators: Stock up now on this new smash hit
picked by the BILLBOARD and WALTER WINECHEL!

Shep Fields
And His Orchestra's
MENE MENE TEKEL
BLUEBIRD No. 10546
VOCALS BY HAL DERWIN

From The Billboard's Record Buying Guide Feb. 17, 1940:

"Mene Mene Tekel. Shep Fields has a recording of this number, which is styled more or less along the line of "Mene Mene Tekel," which has enough of what it takes to make a worthy music machine hit."

From Walter Winchell "On Broadway" Jan. 24, 1940:

"NEW YORKIANS TO SHEP FIELDS: Platter of Mene Mene Tekel."

Order it today from your Bluebird Distributor! It will be one of your biggest money-makers!

IMPORTANT NOTE: Shep Fields is the only recording artist to make "Mene Mene Tekel." It's a supertune big played by only bands that could have played it!

NOW New Unequaled Clarity
On Long Life Material
Just hear...
8183 You'd be surprised—F.T.
Vocal by Johnny Messner and Jeanne D'Arce
AH!— Waltz (The Vassar Song)
Johnny Messner and His Music Box Band
United States Record Corp. 1780 BROADWAY, N. Y. C.

Phono Ops View Voice-o-Graph

NEW YORK, Feb. 17—Leading phonograph operators throughout the country are reporting their Voice-o-Graph machines, which was first shown at the 1940 Coin Machine Show in Chicago.

Bill Bahkin, president of International Scrap and Coin Co., Inc., Long Island City, stated: "Since the first day we displayed our automatic voice recorder, the Voice-o-Graph, we have found that music machine operators were among the very first to believe the machine a definite adjunct to their present operation. "It seems that the fact the Voice-o-Graph is so completely automatic in operation and simple to service as well as clearly understood by the public makes it one of the real profit-getting machines for the operators. The music machine operator who has had an experience with the machine finds that the Voice-o-Graph fits into his present routine and therefore many of the most important requests we have had have come from leading phonograph operators who want to get started immediately with Voice-o-Graph."" Voice-o-Graph is now being installed in one of America's best known and pioneer music machine ops, Morris Hanskin, of Atlanta, who is also an operator of the Photomatic, our automatic picture taking machine, writes: "How soon we can get delivery, on the Voice-o-Graph machines, as we are very anxious to get started with them."

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

Going Strong

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without ranking are ones that have earned operators from one week to one month and who have thus become established successes that they require no further explanation.

You'd Be Surprised. Despite its title, it's to be doubted that any music-machine operator or anyone in the music business in general would jump into the blue-ribbon class. The track record is in the hands of individuals who have turned in one of the most outstanding performances since the day it was released. Now that it is solidly entrenched, the leading phonos are quite certain to remain as such for the next few weeks, and others may well have caught napping a week or two ago. It is not a new record on the subject of the tune, however.

In the Mood. (12th week) Glenn Miller.

Careless. (7th week) Glenn Miller, Dick Jurgens.

All the Things You Are. (6th week) Tommy Dorsey, Artie Shaw, Frankie Marsala.

Indian Summer. (4th week) Tommy Dorsey, Glenn Miller.

Faithful Forever. (8th week) Glenn Miller.

At the Balalaika. (2nd week) Artie Shaw, Abe Lyman, Victor Silvester.

Coming Up

Recordings listed below are those which operators report are not yet top-notch sellers, but which are growing in popularity on phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

The Gaucho Serenade. One of the broadest jumps to be achieved in a single week must be credited to this ballad. A "possibility" last week (and for two weeks previous) it has leaped during the past seven days with such express-train speed that, if it kept up the pace, it might be the selection directly over this in the next short order. There's no question about this one now; it should be in the machines. In either Glenn Miller, Sammy Kaye, Frankie Marsala or Dick Todd version.

Darin's Dream. This is exactly selling like a well-heated-in-the-snow record, but it's a much too strong from the standpoint of placing it in a sort of "just a little nickel" spot. It's a very important record to the jockeys, in either Glenn Miller, Tommy Dorsey or Dick Todd version, and should be made available to your patrons, for the song is a profitable item even if it continues to stand still.

The Man Who Comes Around. Also remaining status quo is this Tommy Dorsey phonograph record, which, incidentally, is good proof that a great record need not be a steady seller to start. This one began its career in a real blaze of glory and there seemed to be nothing in the way of stopping the sales. It struck a song in midstream, however, and it has been stagnated ever since.

In an Old Dutch Garden. Climbing up there slowly but pretty steadily, this appealing little number has been making a lot of friends for itself among jockeys and operators. It's difficult to see the song as a strong seller this week, but it's right in the machines used as a sort of secondary nickel-puller. Glenn Miller, Eddie Duchin and Dick Jurgens still have the only recordings that have any voice in the boxes.

Betrayed. (19th week) In another two weeks probably will not hit the first line, but that's no reason operators should overlook it as selling. For the matter of fact, most of them are doing that right now, particularly with the Bing Crosby-Donnis Bowell record. Some ops are also commenting Charlie Barnet's dance profitable version.

Confucius Say. Rising a little bit this week is the song-that-started-thru-gag. Guy Lombardo, his Flea Fingers and Johnny Mercer phono versions, with no one of them having much of an edge on the others. This number is more or less a weak sister in the current music-machine scheme of things, but it is the left in the boxes and enough just as it is shown as much as life is this week.

Ma, He's Making Eyes at Me. The past week produced enough stir on this old standard to give Dick Robinson's version an increase in the "coming up" category. This department feels, too, that it may be only a flash in the pan. The song's style is a little too close to "O.K., You Know," and it's a reason the nickel-drovers don't want to accept similar follow-ups, but watch it. A few ops are finding something in it, according to reports.

Possibilities

Recordings listed below have not as yet shown any strength in automatic phonographs; but are the most likely prospects for music machine success among new record releases. Selections are based upon radio performances, sheet music sales, reports from music publishers, as well as release activity in the music dealers' buying centers.

Tuxedo Junction. For the first time in the Guide's history, a song goes from, "coming up" back to "possibilities." For a good reason, however, Erskine Hawkins, who wrote the tune, recorded it some weeks ago and it enjoyed a slight success, but now he is again recording it with the same version of the number has already created such excitement that his disc was immediately placed on the "coming up" list, and therefore certain to be another in The Mood. Be prepared for a big thing here.

Lavinin on the Top Rail. The latest song from the pen of Nick Kenny, who wrote several of the "O.K., You Know" successes, and a pattern that has the word hit written all over it again.

It's a Blue World. A No. 1 song on the air, this may follow its radio popularity with a strong assault on the phonographs. It's from a picture starring Tony Martin, which is currently being shown around the country, another reason for its likehood.

(Double-meaning records are purposely omitted from this column)
Eastern Ops Watch Growing Popularity of Latin Music

NEW YORK, Feb. 17.—With the radio, newspapers and other periodicals giving more attention to the Latin scene, record companies and local clubs are responding to the interest. The popularity of Latin music has been growing steadily, and now record companies and local music stores are paying more attention to it.

Chief reason for rising popularity of Latin music is the increasing number of Latin jazz and pop groups. Many of these groups have made recordings of Latin music, and these recordings are selling well. Record companies are now responding to this interest by releasing more Latin music on their records.

The world of Latin music is a fascinating one, and it is exciting to watch it grow. The music is rich in rhythm and color, and it is a joy to listen to. The Latin music scene is becoming more and more popular, and it is sure to continue to grow.

Calcutt To Open Phono Music Hall

PATTENVILLE, N. C., Feb. 17.—Calcutt, head of the Vendying Machine Co., is busy preparing for the opening of his new Phono Music Hall. The hall will feature automatic phonographs, and it is reported that the phonographs will be on exhibit to the general public. The hall will also offer a variety of other entertainment, including music, dance, and drama.

The hall will be a welcome addition to the local music scene, and it is sure to become a popular spot for music lovers. The hall will offer a variety of music, including Latin, jazz, and pop, and it will be a great place to spend an evening.

Production on Melo-Tone Up

CHICAGO, Feb. 17.—Herbert Corp., the Chico music giant, is currently working on the new phonograph, Melo-Tone, according to firm officials.

The company is working on the new phonograph, which is said to be a major improvement over the company's previous models. The new phonograph is said to be more durable and more reliable than the company's previous models.

Hillbilly and Foreign Record Hits of the Month

(Note: These are the most popular hillbilly and foreign recordings of the past month. Similar lists will be included in this section every month.)

HILLBILLY RECORDINGS: We Couldn't Say Goodbye, Texas Joe Walker's Big Black Old 97, Vernon Dalhart; If You Don't Like My Peaches, Shelton Bros., Little Bob and Leadbelly; Song of Praise, Light Crust Doughboys; My Poncho Pony, Fats Smith.

FOREIGN RECORDINGS: German, Puppencradeln; Engelard's Masurier, Hungarian, Van Euge Easson; Sarga Lillia and Nadasky Hussar, Polish; Kolev, Bulgarian, Norwegian, Malak Polak and Yoderlani, Swedish, Blasie and Eftal Balan, Italian; Piero, Sharazynia and Pentasli, Greek; Alapgi, Abi Er Ken Tanal and Zain Zein Freial.
Talent and Tunes
On Music Machines
A COLUMN FOR PHONOGRAPH OPERATORS

"My experience in the music machine
field," writes Charles P. Roberts, Detroit
operator, "is that nothing is so impor-
tant in this business as keeping your
machines up to the minute and making
sure that your records are the latest
and best suited to the tastes of the
location's patrons."

"There's no doubt but that most oper-
ators will agree with Roberts. That fol-
lowing such a plan as he outlines pays big
dividends was exemplified by a recent
experience of the writer as a patron in
White Plains, N. Y. The spot was no
different from the usual tavern, save
that the proprietor featured a free lunch
counter next to the bar. The people
who crowded the bar and the booths
looked and acted like those in any
similar spot, but the unusual note was
that here the automatic phonograph did
not stop once in three hours. What's
more, the writer's scorecard showed that
each of the 24 records in the machine
was played at least three times during
this time and no disk was played more
than six times.

Every record on the machine was a
constant hit, and patrons showed by their
constant playing of the machine that the
judicious choice of orchestras and
tunes operator had in the machine was
just what they wanted.

Some operators have always main-
tained that no matter what records are
placed on a machine, the public will
always single out a few as their favorites
and the others will receive little or no
play. Perhaps this is true, but some of
the leading operators contacted here
say that the derringer can be elimi-
nated to a great extent by studying the needs
of each location and keeping the ma-
chine stocked with the best of the
current disks that each spot can use.

News that all operators will be glad
to hear is that the new Bing Crosby
picture, "The Road to Singapore," is
scheduled for release next month. Ace
tunes have always sprung from Crosby's
pictures in the past and this one should
follow suit. Four songs are being slated
for hits: "Captain Custard," "Sweet
Potato Pie," "Moon on the Willow
Tree" and "Too Romantic." As the titles
indicate, the first two numbers are
novelties, the latter two, ballads.

Hansoh, of Dot Music Co., Detroit,
says "Dancing With the Dolly" is the
most promising of all the records
in his machines right now. Charles P.
Roberts, of Detroit, says "Here It's Me"
is still a steady play. Wonder if a like
success will come along in 1940?
In colored spots in New Orleans Ershke
Machinery continues to hold strong.

Horns of all sorts--"Fiesta Foods" in
recent weeks. Washboard Sam, with "Thimble Fish," also
... Frank Grover, of Sterling Service,
Monroe, P., suggests that one look-
"The Peapod," "At the Balabak," has proven tops for Baby
She put the number on her ma-
chines not long when it was the
only one available.

A note of warning to all operators is
sounded in a report from Boston. It states that the Boston Licensing
Board has been warned to all location
owners who have music machines in
their establishments to get rid of all
suggestive and double-meaning disks.
The name read too much of specific records but
condemned the use of any and all dirty
records.

Contributions from operators to this column

The Sensation of the Coin Show

ROCK-OLA IMPERIAL-20 RECORDS WITH ILLUMINATION (AS ILLUSTRATED) $89.50
WITH ILLUMINATED GRILL—ONLY $79.50

NEWEST GRILLS FOR 616-716 WITH SIDE LOUVERS (AS ILLUSTRATED)
$13.66 COMPLETE
412—Made With 3-1/2" Plastic and Door Panel
ONLY $9.45
1940 DOMES FOR 616, 716, 412—$8.95
ALSO WRITE FOR COMPLETE LIST OF 1000 MADE-UP AND CIGARETTE MACHINES
1/3 Deposit With Order.
GERBER & GLASS
914 DIVERSITY BLVD., CHICAGO

REVIEW OF RECORDS
(Continued from page 15)
More in the pop groove, Decca albums the screen score of Pulitzer’s Travels on eight sides with Victor Young's Ork and Max Terri’s Choristers making the musical setting for the solo singers and maestros of the orchestra. To give the record the further continuity pattern over cover illustrations from the flicker to follow the records are rotated. Frances Langford is the nearest of the screen singers to have her harmonies heralded in a Souvenir Album. With Harry Sommers’s silky syncopation weaving the melody fabric for Langford, Miss Frances wins the wax with her previous pop successes, including Blue Moon, I’m in the Mood for Love, Moonlight, The Boulevard of Broken Dreams, Paradise and Body and Soul. Timely with an approaching day of the green, Phil Regan’s rich tenor, with Sommers directing the June points, makes a prize package of Irish ballads with My Wild Irish Rose, A Little Bit of Heaven, Mother Machine, Too-Roly-Poly-Ro-Ro, When Irish Eyes Are Smiling and Little Town in the Old County Down. Concentrating the pop stuff on its Varsity label, U. S. Records is building its higher priced Royale label for the better brand of music. While the mechanical reproduction on many of the platters is a work below par, still, the selections are strong in its oddity content to make them desirable for collections of classics. In that connection, of interest is document Loco’s Concerto for Four Violins, a separate side for each of the four violins, but with the harmony stringing over the first two fiddles, Harpsichord, cello and bass accompanying the following尽早s. Concerto’s harmonic counterpart is in the Neapolitan school and sides are strictly for the serious musical student.

For grand concert singing lend an ear to the nylon quartet of Jan Peerce, with Dick Liebman on the console, Peerce offers two sets of standards that are must-haves, coupling Oh Promise Me with At Dawning and Trees with Syrah. With Rosario Bourdon conducting the orchestra, Victor offers a brace of prima donna pops in Jessica Dragonette’s going solo, and Estrella, both sung in Spanish. Label carries a red seal, but it’s popularly priced. And from the Columbia family, with a blue seal marking, Nelson Eddy reproduces his screen singing of At the Balalaika, sticking to the screen score. Makes the complete couplet with his voice magic for The Magic of Your Love, Lullaby of the Silk Road conducting the orchestra.

Pinocho Platters
EXPECTING another Snow White storm of sales, the Star Company offers the Pinocho Platters at the waxworks with the screen songs of the movie. There are eight releases, are a slicky shadow of the Snow White score, but the Hollow Brown scraping can’t help make it move over the counter. Latest of the Pinocho platters to come out gives Horace Heidt coupling When You're in Love with I Like to Be Happy and Gioseffo’s Whistle for Columbia, the whistling of a French diamond. Canvas Vocation label lists No More, Blackbird and Drum of the World, Star and Turn on the Old Music Box.

While an elaborate album package is in preparation, Victor issues the songs as singles. In their familiar styles, Sammy Kaye cuts the Star song and it occurs that the Whistle, stringing it’s I’ve Got the World on a String with the Bob Crosby version of Star song from the popular band. Bob Crosby makes a swingy conception, and it’s acceptable. Pinocho’s Whistle and Strings opuses. Glenn Miller gives the Star ballad with the pop version of Mountain Dew and given Bob Crosby’s Whistle song coupled with The Sky Fell On Me. The Gladys Bentley from his highly commercializing of Star song to Blue Whistle. It is so different to the ballad in a way that it’s not all that you can expect from the songs as such. For a better blend of the grand melodies by Cole Porter for Broadway, and that Pinocho Platter, Tommy Dorsey’s winning for Victor I’ve Got the World, Star and Turn on the Old Music Box. When Irish Eyes Are Smiling and Little Town in the Old County Down.

NASHVILLE, EASTERN TENNESSEE and SOUTHERN KENTUCKY OPERATORS
To better serve you with Seeburg products we are opening an office at 425 Broad St. in Nashville.
We will handle the Seeburg line which is the leader, having many new and original features.

CADETS - COMMANDERS

in MIDDLE-CLO AND PEARLITE SINGLE OR DUAL SPEAKERS ELECTRIC SELECTORS—WIRELESS REMOTE CONTROL NEW TYPE WALL-G-MATICS—PLA-BOYS—SPEAKGRANS (Fits last two features now)
JAILBIRD RAY-O-LITE
Always Earliest With The Latest
Our Nashville office will be convenient for operators in all of Tennessee, east of Tennessee River, as well as operators in Southern Kentucky. Mr. Bernard Lieberman will be manager.

Official Opening on Sun. and Mon., Feb. 25-26
BE SURE to come and visit us and meet the J. P. Seeburg Corporation Representatives
REFRESHMENTS SERVED
SUNDAY AND MONDAY, FEBRUARY 25 AND 26, AT 425 BROAD ST., NASHVILLE, TENNESSEE
THE HOUSE THAT CONFIDENCE BUILT
SOUTHERN AUTOMATIC MUSIC CO
541 S. 2nd St., LOUISVILLE, KY.
630 Massachusetts Ave., INDIANAPOLIS, IND.
312 W. Seventh, CINCINNATI, O.
AND NOW NASHVILLE, TENNESSEE

AMERICA’S FINEST PHONO REMODELING AND PARTS
COMPLETE SETS OF PARTS $5.00
WURLITZER 3-SPOOL $21.00
includes Drive & Base. $5.00
WURLITZER 412-ONLY $12.00
Write for complete details and Circulaires!

ACME SALES CO.
WURLITZER FACTORY DISTRIBUTORS
A. J. NAVICKAS
219 Broad St., Pitsburgh, Pa.

1940 BARGAIN PHONOGRAPH PRICES
These phono's are new and unworn, and in original boxes. We can not post prices, but will sell you the best prices in the business.

WURLITZER 3-SPool $19.00
You can have either a 3- or 4-Spool Machine.
We have WURLITZER 412-$12.00 Complete Set of instructions with All Parts.
We have WURLITZER 412 -$12.00 Complete Set of instructions with All Parts.

ACME SALES CO.

WURLITZER FACTORY DISTRIBUTORS
105 LEXINGTON AVENUE, SYRACUSE, N. Y.

SPOT CASH FOR PHONOGRAPH RECORDS
Will Buy New or Used, Popular or Classical Records, Any Quantity.

STEINBERG'S
623 Walnut Street.
CINCINNATI, OHIO


The Billboard
Penn Coin-O-Matic's Showing of 1949 Wurlitzer Phonographs, held in Baltimore, was attended by 500 music merchants. Welcoming the visitors were the above persons, left to right: Joe Baroni, Wurlitzer district manager; Joe Eiden, general manager of Penn Coin-O-Matic; Dorothy Van Ophuysen, Joe Wilson, Wurlitzer district service instructors for New York and Pennsylvania.

Where we can laugh out loud and enjoy ourselves without fear of a conscientious objector's judgment or persecution. We still have in these United States of ours, the opportunity of growing old, and I am certain that it may not be well with our republic, but that we still have the opportunity of growing old. We may further develop the Republic and over our problems an attitude of confidence, and we will not be able to refresh our emotional life by giving external expression to our inner experiences, just as an airplane does not have to travel from one city to another. The audience was there, with you for a moment or two fundamental things and the reason I want to think that this is the best country that has been here for the continent and for this nation. We have passed the intricate and complex character of our national and international problems when any particular group articulated within the same is, in itself, going to be exclusively treated by this future which is before us all.

Happens to Everyone
In other words, no matter what happens to anyone, it is going to happen to everyone, and no matter what finally happens to the industry or any other industry. No one is safe, sooner or later, from the consequences of the stones of time is going to grind to a halt, and we are all going to be called to account for the things we have done.

Because we are—to use a phrase—out of time, and whatever is going to happen to you is finally going to happen to everyone. I am sure that institutions are going to move to an end, and the processes of human history have been so integrally determined and finally resolved, the number of the days which I am going to tell you today.

I went for 25 years of my life now in one puppet in the city of Chicago, and we were privileged with having a great field of vision in this city, and for all of these 25 years I have been representing the great battlefield of liberalism. I am speaking to you about the great battle of liberalism, and the battle of liberalism, and the battle of liberalism, and the battle of liberalism.
IMP - Idol of a Million Players

IMP is definitely America's new Counter Champion

Every week those who have tried it have said, "IMP is definitely America's new Counter Champion." The Imp is a machine with a many-sided appeal. It is a mechanical feat of engineering, a piece of industrial art, and a business proposition that is working precisely as the inventors intended it to work.

The Imp is a new kind of game. While there are thousands of other machines on the market, there is nothing else like the Imp. The Imp is not a new version of an old game; it is a new game that has a new name, a new design, and a new appeal.

There are many reasons why the Imp has become so popular. One reason is that it is a game that can be played by anyone. It is a game that can be played by children and adults, by men and women, by people of all ages and all backgrounds. It is a game that can be played by anyone who enjoys a challenge.

Another reason why the Imp has become so popular is that it is a game that can be played alone. It is a game that can be played without the need for a partner. It is a game that can be played by a person who is alone and who is looking for a way to pass the time.

The Imp is a game that is easy to learn. It is a game that is easy to play. It is a game that is easy to understand. It is a game that is easy to enjoy. It is a game that is easy to love. It is a game that is easy to play again and again.

The Imp is a game that is also a business proposition. It is a machine that can be operated as a business. It is a machine that can be operated as a profit-making enterprise. It is a machine that can be operated as a business that is profitable.

The Imp is a machine that is designed to be profitable. It is a machine that is designed to be a business that is profitable. It is a machine that is designed to be a business that is profitable and that is profitable for its operator. It is a machine that is designed to be a business that is profitable and that is profitable for the people who play it.

The Imp is a machine that is designed to be a business that is profitable and that is profitable for its operator. It is a machine that is designed to be a business that is profitable and that is profitable for the people who play it.

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The Imp is a machine that is designed to be a business that is profitable and that is profitable for its operator. It is a machine that is designed to be a business that is profitable and that is profitable for the people who play it.
Announcing New "Optional" Model

Ciga-Rola

U. S. Report Tells Success of Coin Machine Industry

WASHINGTON, Feb. 17.—In a recent bulletin issued by the Department of Commerce, Foreign and Domestic Commerce, the coin machine business was praised and commented on for the success of the business, especially during times of depression.

“According to figures compiled by associations in the coin-operated machine plans, this industry has multiplied itself tenfold during the years of 1928 to 1939 inclusive,” declared the bulletin.

“Bear in mind that a phenomenal growth has been achieved when practically every other established business was either barely holding its own or else was sliding back to such an alarming degree that in many cases only swift action or governmental action could have kept them on our economic map. Out of approximately 35 major coin-operated machine manufacturers there has been only one business failure.”

“Yet in not a single known instance has any person or concern been a recipient of governmental assistance, federal, state or local.

“Today approximately 70,000 persons draw their livelihood directly from the machine industry, and we consider it safe to assume that at least treble this number of dependents rely on their earnings for support.

“These figures do not take into account the thousands of individual shopkeepers who share in the coin-operated machine business, the numerous workers in the different new or old stores of supply, such as steel, glass, lumber, foundry products, electrical products, paints, etc.

“Altogether, these figures are available to show the dollars and cents volume of coin-operated equipment bought and sold annually, but from our own business we estimate it in the neighborhood of $400,000,000.

“Most of this equipment is shipped to distant points from Chicago, the manufacturer and center of the industry. This is a new type of equipment, which has been developed in recent years.

“Yet one only needs investigate the many types of coin-operated devices and make a careful survey of machines now operating in this city, town or village to see that the field is far removed from the saturation point.

“If any possible location were obliged to have every type of device they actually have, and if all of them were built in the present time were in operation today, about one-third of the available locations would be covered.

“In the process of rapid growth it was necessary that the various manufacturers must not only the services of skilled engineers, technical experts, salesmen, etc., but must also provide the necessary parts and accessories. Where early machines were crude, and unreliable in performance, the present-day machines are perfect, reliable and foolproof.”

The Optional—New Jennings Device

CHICAGO, Feb. 17.—It looks as if O. D. Jennings & Co. have hit the bull’s-eye with their latest Jennings Ciga-Rola.

“This time it is with a cigarette machine that meets practically every territory situation.

“The new cigarette vendograph is called the Optional. It is one of the Jennings Ciga-Rola, but with this important difference in the glass that the pictures has two distinct options, hence the machine name, Optional.

“Can make an outright purchase by depositing the usual price for a package of cigarettes, the Davinci vendograph's option of six popular brands.

“Or he can deposit a nickel for play, which appeals to his bargain and amusement instinct, and if no cigarettes are vended he still deposits a dime to get a package of cigarette. This makes a hit; it is a John G. Public because he always gets value received for his money.

“It also makes a hit with the operator because the optional features make the machine acceptable in almost any territory. It gains the good will of the local authorities when they see that the purchaser can't lose.

“Also this Ciga-Rola is available in two models, the XVVO for 15-cent brands and the XXIO for the lower priced brands of cigarettes. In the latter model the player can deposit a dime and pay for a cigarette, a penny for play, and if no cigarettes are vended he can still deposit a dime to get a package of cigarette.”

More Pennies in Use; Ops Benefit

CHICAGO, Feb. 17.—In 1913, A. L. Douglas, president of Douglas Industries, a manufacturer of coin-operated amusement machines, called attention to the fact that pennies were more frequently finding their way into the pockets of all persons because of the sales taxes and other odd-penny change which had been levied. Operators who locate penny counter games in cities and towns were certain to get their money’s worth in change.

“Having this form of taxation spreading around the country, they are becoming more important mediums of exchange,” Mr. Douglas said.

“Operators, who have been running counter games in locations where odd-penny change would be given, have found that the average player will get rid of the pennies he received in change. Counter games should be near the cash register.

“Also, in 1913, Mr. Douglas looked back on those statements and said: ‘We are certain the turn back in 1913 and these words are just as true today as they were then. Smart operators are placing their games on location and Douglas has the finest counter games in the country, I think, and those who see a chance to pick up the odd pennies circulating as a result of the aforementioned taxes will find that the machine counter games will fill every need.”

WORKS 2 WAYS


2. On player can deposit nickel for play, and if no cigarettes are vended, he can deposit dime and machine sends package of cigarettes. Makes hit with public, because patrons always get value received.

Also for Lower-Priced Brands

New Optional Model XIXO Ciga-Rola has penny and dime chute for outright purchase. Or player can deposit penny, and if no cigarettes are vended, he can deposit dime to get package of lower-priced cigarettes.

It Will Pay You To Investigate

Here is a machine which in our opinion can be profitably operated in your territory. Write or Wire for details on the New Optional Ciga-Rola.

D. D. JENNINGS & COMPANY
418 West Lake Street
Chicago, Illinois

ORCHESTRA LEADER JIMMY DORSEY, well-known recording artist, selects his latest disks on the piano keyboard of the Mills Throne of Music.

ENTREPRISES

OPERATORS

HERE ARE AMERICA'S BEST BARGAINS FOR YOU—COME, READY FOR LOCATION

ONE-BALL Automatics

CONSOLES

5 Exh. El. $19.50
20 Exh. El. $19.50
80 Exh. El. $19.50

COUNTER GAMES

12 Railers $19.50
16 Railers $21.50
50 Railers $21.50

NOVELTY GAMES

2 Dollers $19.50
5 Dollers $19.50
10 Dollers $31.50

MERCHANDISE VENDERS

25 Cents $31.50
50 Cents $39.50
$1.00 $69.50

SLOTS

3 Mills Mn Lou Line Bell $42.50
3 Mills Mn Little Bell $49.50
3 Mills Mn Chief Bell $52.50

Imp

BIRMINGHAM VENDING CO.
2117 Third Ave., N., BIRMINGHAM, ALA.

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

Wholesale Merchandise

Department

THIS WEEK and EVERY WEEK
Imp in Big Demand, Says G & G

CHICAGO, Feb. 17.—“In our past experience with counter games,” says Paul Gerber and Max Glass, “we have come across games that would be in demand for a short while and then the enthusiasm would die, but it seems that operators who have started by just ordering a sample are now ordering them in large lots, which proves that the popularity on Imp is getting stronger daily; simple matter nothing to go out of order. All you do is put the coin in and watch the reels spin. In fact, Imp is so silent when it operates you have to watch the reels spin to know that it is really in action.”

Production, according to Karl Klein, chief executive at Groetchen, has sped up and they hope to be caught up on all orders within the next 10 days. “The meter attachment is another feature that seems to meet with the operators’ approval, and the O & G, seven-day money-back guarantee makes Imp the safest investment for 1940 and impossible to compete with,” concluded Gerber and Glass officials.

Operators Like New Western Games

CHICAGO, Feb. 17.—Announcement of the release of two new Western Products games brought a flood of inquiries and orders to Western’s offices during the past week, according to reports from Don Anderson, sales manager.

“As we predicted recently, our new games, Tri-O and High Fliers, have made the grade with operators in every section of the country,” said Anderson. “Orders coming in have kept our factory busy. Games already in operation everywhere are benefiting from the news that they will be among the biggest money-makers of the year.”

“The games are different from anything new on the market, and it is that difference that makes them popular with players. Tri-O is a free-play game on which players win on symbol combinations, on high score or both. Ball and stickers come over the board, providing plenty of scoring action on the backboard, a real bonus for operators which have been quick to notice and take advantage of. The game may also be had with four-coin multiple chute if desired. High Fliers is a fast action game with realistic backboard showing fruit or war symbols. Both games have a polished metal play field and are built into smartly styled cabinets.”

New Jersey Operators

COME ON IN TODAY FOR COMPLETE DETAILS OF OUR SPECIAL BUDGET PLAN ON ALL THE LATEST AND BEST MACHINES

NEWARK COIN DISTRIBUTORS
101 MURRAY ST., NEWARK, N. J. (Tel: Newark 2-8228) Jack Burger, Mgr.
The First Different and Original Counter Game in 50 Years!

London

London, Jan. 29.—During the last few weeks there has been a marked turnover among distributors and jobbers, thanks to operators and amusement owners getting over war jitters and resuming buying. Very soon, however, the shortage of new equipment, due to ban on imports from America, is bound to pinch, already some dealers are out of stock of new games.

This is causing a heavier demand for reconditioned used equipment. At present there is no shortage of this but supply cannot keep pace with demand for more than six months at a generous estimate. This price situation is more acute in two table games. Of course, if some sources of supply there would appear to be no shortage, prior to the war there was a glut of these, due in part to heavy buying from this country's markets abroad.

Before long there will be difficulties over certain vital spares. Reconditioning of old equipment is making heavy investments in reconditioning existing stocks and prices and war needs practically rule out the manufacture of spare parts here. It looks very much as though on a more adequate level, those who depend entirely upon selling machines without any operating connections will have to shun that trade.

Shetras Automatics, Ltd., agent for Jennings and one-time distributor of Ehrman products, is meeting its own particular economic war problems by closing down in Potteries and returning to its old headquarters in East London.

Coin Amusement Machine Supply, Ltd., Established for Mills owners, M. Cohn, suffered heavy losses when war began, but, thanks to a judicious trimming of its own particular economic war problems by closing down in Potteries and returning to its old headquarters in East London.

The two directors, Alf Cohen and Rynne Spencer, are proudly of the fact that, despite the change in conditions, they have been able to settle all their financial obligations to American manufacturers. The problem at the moment is that of where supplies of equipment are coming from to satisfy their customers. When war began they had good stocks of both new and used machines, but these have been rapidly dwindling.

The second little prospect of a British manufacturer turning to table-game production: material costs apart from any other consideration make selling price prohibitive. If the way is found it may mean the passing of the table game on the British market. The only way to stand up to limited patience with its few existing manufacturers and with the new models arriving the novelty so essential will be missing.

Six years ago a man by the name of John Cohn, in Chicago, opened a store in London. Before long he had four such ventures going and today has the satisfaction of being the owner of a thriving retail and renting business known as

Attention Canadian Operators

<table>
<thead>
<tr>
<th>Each</th>
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<tbody>
<tr>
<td>Wurlitzer 616 with New Cabinets</td>
<td>$150.00</td>
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<tr>
<td>Wurlitzer 24C</td>
<td>$200.00</td>
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<tr>
<td>Seeburg Auto-Matic</td>
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<td>Seeburg Plaza</td>
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<td>Seeburg Mayfair</td>
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<td>Ray-O-lite</td>
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<td>Bally</td>
<td>$550.00</td>
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<tr>
<td>Mills</td>
<td>$225.00 extra for 25 cycle equipment.</td>
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</tbody>
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WRITE FOR COMPLETE PRICE LISTS

All merchandise duty paid and prices F.O.B. Windsor. We are the Canadian Distributors for the Exhibit Supply Company, Bally Manufacturing Company, J. P. Seeburg Corporation and Wurlitzer Manufacturing Company.

Donald Fielding & Company

1106 Hall Avenue (Phone 4-3333) Windsor, Ontario

A 100% Legal Game with Universal Appeal!

A 100% LEGAL GAME with Universal Appeal!

The cap on the hat—the reverse in the design—grandpa, grandma and just all get a kick out of OMPH for just a penny a game! OMPH needs a straw for the player blower, the funny summer-time character who everybody has fun—into including you, Mr. Operator, when you catch up on the price. No service problems, just make collections! Send your order in today.

Sicking, Inc.

1401 Central Parkway Cincinnati, O.
**You and Your Friends Are Cordially Invited to Attend**

**Grand Opening**

**Sicking Inc. New Spacious Showroom**

N. W. Cor. 14th & Central Parkway

Cincinnati, Ohio

Thursday, February 22, from 9 A.M. till ???

Door prizes

Refreshments

Entertainment

Ladies invited

The outstanding showroom in the Coin Machine Industry — Over 7,500 Square Feet of Display

Meet in person the manufacturers and their representatives

**See This Large Display of Coin Machines**

<table>
<thead>
<tr>
<th>Milt Novelty Co.</th>
<th>Represented By</th>
<th>Art Cooley &amp; Vince Shay</th>
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<tbody>
<tr>
<td>Four Box</td>
<td>1 &amp; 2-3 Tables</td>
<td>Jumbo Parade</td>
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<tr>
<td>D. Gottlieb &amp; Co.</td>
<td>Represented By</td>
<td>Dave Gottlieb</td>
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<tr>
<td>Chicago Coin Mfg. Co.</td>
<td>Represented By</td>
<td>Sam Wolberg</td>
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<tr>
<td>Daval Co. Inc.</td>
<td>Represented By</td>
<td>Al Douglas</td>
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<tr>
<td>X-Ray</td>
<td>Penny Pack</td>
<td>Head or Tail</td>
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**Premium Merchandise**

**If It Operates with a Coin We Have It**

**Arcade Equipment**

**Wonder 3 Bar Jackpot F-5280**

1025 holes, takes in $51.25, pays out $27.76. Average profit $23.49

Price $1.80 each

**Other Fast Sellers**

1640 hole F-240-3 Bar Jackpot at $2.28
1200 hole F-275-Top at $2.75
800 hole F-5270-Pocket Dice at $1.63
720 hole F-5255-Pocket Jack at $1.30
600 hole F-5305-Royal at $1.50

Chas. A. Brewer & Sons
Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U. S. A.

**Eastern Operators Acclaim Triumph**

New York, Feb. 17.—John A. Pfeiffer, eastern regional distributor for Bally Mfg. Co., announces: "We are proud of being one of the biggest showrooms in the East today, as Triumph is not only the newest game but the most sensational game in our history when the most sensational free play game the industry has ever seen. Bally's Triumph, arrives at our offices. New York operators are entranced with the tremendous amount of interest in the game. Operators who were at the January show have been calling us regularly to see the game."

This is the game that has created such a tremendous amount of interest among operators in the East. They see in the exclusive feature of opportunity to repeat the spectacular earnings of Bally Reserve. The action on Triumph is the most exciting the industry has ever seen. The scoring arrangement is so different, so full of suspense and money-making power that Triumph is certain to be the leading game of every location on the Eastern seaboard from the moment the machines are placed on location.

**Good Reaction to Genco's Big Town**

Chicago, Feb. 17.—“Talk of the town is just about everyone in America that this game is the response of Genco's sensational new thriller, Big Town,” report Genco officials.

So great is the volume of orders reported for Big Town that Meyer Genshur, Genco official, reports: “We have had to step up production to unprecedented levels in order to keep up with demand for Big Town. Unquestionably, Big Town will be one of the biggest hits of all time.”

Big Town boasts four ways to win, as well as a magnetic come-on to every player. Free games can be won, by lighting the tower, with five, by lighting the tower lights on the backboard once to six or by putting a ball through number five lane when lit.

Best Lane, Genco sales agent in the East, remarks that his firm, Seaboard Sales, New York, is doing a land-office business on Big Town.

**Quality Speaks for Itself**

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
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<tr>
<td>Jumprino, F.P.</td>
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<td>Jumpers, F.P.</td>
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<td>Jumper, F.P.</td>
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<td>Keytop, F.P.</td>
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<td>Keytop, F.P.</td>
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**Modern Automatic Exchange, Inc.**

13th Street, With Order, Bell 111-58, C. D.

**AMUSEMENT MACHINES**

**The Billboard**

February 24, 1940
**WHAT smart operators are operating today!**

**FLAGSHIP**

**TODAY'S BEST HIGH SCORE**

**Free Play Table**

**FULL OF ACTION—SUSPENSE**

**FAST PLAY and EARNING POWER**

Operators everywhere unanimous in their verdict that "FLAGSHIP" has everything that operators everywhere have been asking for.

**ORDER NOW! 104.50**

---

**CONGO**

**CONVERTIBLE 1 to 5 BALL**

**3 COIN MULTIPLE FREE PLAY TABLE**

**A FAST GAME THAT**

**EARN PAYS TABLE PROFITS**

**GET YOURS NOW! 159.50**

---

**BOWLING Game**

**THE GAME WITH 100% PLAYER APPEAL**

Going stronger than ever. Earnings build up constantly. Proving daily an unusual game for unusual profits. A FUN to PLAY ACTION GAME with FREE PLAY plus—THE CAMERAS! recorded WEEKLY HIGH SCORE FEATURE.

**ONLY 189.50**

SEE YOUR DISTRIBUTOR

---

**HERE'S 1940's BEST BUY for BIG COUNTER EARNINGS**

**GROTHELEN'S 3 REEL CIGARETTE MACHINE with GUM VENDER, MIDGET COUNTER GAME. ONE OF THE WORLD'S SMALLEST —5 1/2" x 6 1/2"—FAST CONSTRUCTION—PRECISION BUILT—HAMMERED-SMOOTH VELVET FINISH—NOISELESS OPERATION—ASSORTED COLORS. WEIGHS ONLY 5 1/2 LBS.**

In 1940 it will be IM POSSIBLE to compete with Grothelen's Outstanding Counter Game Sensation!

**ORDER TODAY!**

1/2 Deposit With Order
6 & G 7-Day Money-Back Guarantee

**EQUIPPED WITH REGISTER, $1.00 EXTRA**

---

**GERBER & GLASS**

**914 DIVERSEY CHICAGO, I1.**

---

**SALE! SALE! FREE PLAYS! PHONES! Etc.**

**FREE PLAYS**

Big Six... 48.00
All-Baba... 45.00
Telespin... 50.00
Futur... 55.00
Champion... 60.00
Cowboy... 30.00
Caddie... 25.00
Up & Up... 20.00
1/2 With Order, Balance C. O. D.

Write for Prices on All New Equipment Today!

---

**SPECIAL**

**CHICKEN SAMS**

**EXCELLENT CONDITION $129.50**

---

**SPECIAL**

**WURLITZER**

412—616A—24 WRITE FOR PRICES!

---

**BROOKLYN AMUSEMENT & MACHINE CO., INC.**

---

**CLOSE OUT**

**SPECIALS**

**NEW NOVELTY PLAYS**

**EQUIPMENT**

---

**IMMEDIATE DELIVERY!**

**IMP**

**GROTHELEN'S**

**GREAT VENDORS & MACHINE**

**ON 6 FOR 667-50**

**DROBBINS & CO.**

---

**Casino Golf in Full Production**

**MINNEAPOLIS, Feb. 17.—Lumber mills in Northern Wisconsin are worr.""
IT HAS PLAYED APPEAL!!

A NEW SKILL FEATURE!!

The public will shriek with fun and play CASINO GOLF till the lights go out! There's never been anything like it! CASINO GOLF embodies a new skill feature that we introduce for the first time. It's as new as tomorrow's newspaper. The machine is nicked-operated, four feet long, beautiful in design and fool-proof in mechanical construction. Your SMALL investment will pay you the returns of a $325 machine.

WARNING: Don't be caught sleeping! Place your order now for the greatest value in all coin-machine history!

$59.50 — brings you SAMPLE MACHINE
A.M. WALZER CO.
Midland Bank Bldg., MINNEAPOLIS - MINN.

ALL MACHINES PURCHASED NEW AND IN A NO. 1 CONDITION

Dallas

DALLAS, Feb. 17.—There has been a let-up in the cold weather, which has slowed down business in this section. Amusement machines are doing much better here, with more machines far in the lead. Sales of 1941 phonograph models are reaching a peak volume and many players are handicapped because deliveries are not coming thru as fast as sales are being made.

A Texas coin machine man has been flocking to Dallas for new equipment. Visitors to coin machine row in the past week included Willard White, Bennie Moon, and Joe and Elgin Aker, of Den.

You Finish In The Money with

INDIANAPOLIS SWEEPSTAKES

Harlich’s New Automobile Symbol Ticket Board. 181 Winners — 170 Consolation Awards — Bright Attention-Getting Colors!

CARLOADS OF ACTION!
No. 1827 (Semi-Thick) 1800 Holes
Takes in...$90.00 Gross Profit $44.64
Average Payout. 45.36 Profit $7.88
PRICE, EACH, $7.88

Send for Catalog of Other Money-Makers

HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, III.

In Texas coin machine industry dates back to the early days in Texas.

Advertise in THE BILLBOARD — You'll be satisfied with

heads or tails
It's Different! It's Better! It's Sensational!

Player actually matches HEADS OR TAILS of the coin machine, spins coin in front just as player intends it. Center reel shows GODS! 1975 TESTED and PROVEN A TREMENDOUS MONEymaker on Location! QUICK! Balance models O.K.

ACME NOVELTY COMPANY
3536 MATHISON AVE. MINNEAPOLIS, MINT.
Evans' 1940

TEN STRIKE

LEADS BY A STILL GREATER MARGIN!

Evans' 1940 Model leads by a still greater margin! First and Original Bowling Game—months ahead of others! New features include:

- Automatic Regulation
- Duck Pin
- Bowling Alley
- Absolutely Portable!

The sensation of the industry! Never before anything like it! Opens a brand new field, so you can cash in for years to come on the nation's bowling craze! Regulation features throughout—regulation size, regulation pins, balls, backstop. Evans' patented "Automatic Pin Boy" clears pins. Absolutely portable—can be laid down in less than one hour. Sturdy construction, 42 ft. long overall. Coin-controlled operation at slight extra charge.

A SAFE, LUCRATIVE, LEGAL INVESTMENT FOR LIFETIME PROFITS!

WE'RE DELIVERING!
Evans' New, Improved 1940
TEN STRIKE
MORE SPEED! MORE ACCURACY! MORE STRIKES! MORE SPARES! NEW TOTALIZER PERMITS "TOP SCORE" OF 150 FOR 5 FRAMES! NO PRICE ADVANCE! RUSH US YOUR ORDER QUICKLY!

EXCLUSIVE DISTRIBUTORS FOR GREATER NEW YORK, LONG ISLAND AND SOUTHERN N.Y. STATE.

BROOKLYN AMUSEMENT MACHINE COMPANY, INC.
660 BROADWAY, BROOKLYN, N.Y.

Baker Names Markell Distributor

CHICAGO, Feb. 17—Harry Hoppe, of the Baker Novelty Co., has announced appointment of the Markell Co., with headquarters in Cleveland and Cincinnati, as exclusive Ohio distributor for Baker's products. "We are very happy to have Meyer Marcus and his well-known associate, Louis Markell, as they are both machine veterans, well liked by all operators and known for their square dealings," said Hoppe.

The Baker company's first personal showing of Baker's products at their headquarters in Cleveland and future shows will be held as follows: The Secor Hotel, Toledo, February 12-13; the Grauman House, Columbus, February 14-17; Frederick Hotel, Huntington, W. Va.; Cherry Hotel, Parkersburg, W. Va., February 21-24; Hotel Stonewall Jackson, Clarksburg, W. Va., February 25-28, and at the Hotel Daniel Boone, Charleston, W. Va., February 29-30.

Distributors Hail New Davaal Games

CHICAGO, Feb. 17—Two distributors of Davaal counter games this week pressed their admiration for the games. Jiffy and Ex-Ray, according to word received from Bath, England, the original creators of the games were Carl Trippe, Ideal Novelty Co., 812 S. Fourth St., and Ted Bush, of the Acme Novelty Co., Minneapolis.

"We have found the games amusing and money-makers," declared Bush. "Every operator should have them on location. One fine thing about these counter games is that the average operator can be found on his present locations and not waste any time in servicing them. It is our belief that Jiffy and Ex-Ray will continue to do well for many months to come."

Carl Trippe concurred with Bush in telling of the games. "There is no other machine like Davaal's Jiffy for earning extra profits for operators who are covering a number of locations and can take another few moments to service another machine in the same location."
Genco's Latest and Greatest!

BIG TOWN

JAM-PACKED WITH Action!
THAT PACKS THE CASH BOX...
4 THRILLING WAYS TO WIN!

GOING STRONGER EVERY DAY!
LUCKY STRIKE

Rush Your Order Today!
FREE GAME CONVERTIBLE

GENCO-INC.
2621 N. ASHLAND AVE.
CHICAGO

NATIONAL'S VALUES

ROYAL RACES
Is Described

CHICAGO, Feb. 17.—“One of the most exciting salesboard creations ever introduced to the Industry” is how the new Genco salesboard, Royal Races, was described by I. Probert, general manager of Genco.

“When I say exciting,” said Probert, “I mean that Royal Races packs so much action punch and dramatic appeal that it creates a stir among players the minute it appears on a counter. Naturally, the money pours in. Royal Races has been tested on a variety of different locations throughout the country and results have been amazing. Race control symbol tickets, a race-track jackpot section with a payout and advances to seven different Royal Races jackpots which contain a big money winner, and consolation prizes galore paying off on a host of famous race-horse champions all create an atmosphere of thrilling suspense and animation which is identical to the excitement prevailing at real race tracks at the height of the season.”

ROSETHIST LAUDS
Chi Coin Roxy

CHICAGO, Feb. 17.—L. Rosethist, officials of the Banner Specialty Co., Philadelphia, reports that Roxy, the newest release of the Chicago Coin Machine Mfg. Co., is one of the most popular machines with Eastern operators.

“Many operators could hardly wait to place their orders,” he noted. “Operators, commenting on the new Chicago Coin offering, tell us that they know the quality of the firm’s products and at our word that Roxy is a top-flight machine is good enough for them.

“Sales of Roxy have gone far beyond our expectations, but it is certainly easy to see just why the game appeals to both players and operators. It is full of player action that keeps its coin chute busy on locations everywhere.

“Roxy may be operated in almost all territories, since it is convertible from a free game to a straight novelty play. It is excellently constructed, as are all Chicago Coin games.”

NATIONAL COIN MACHINE CORPORATION

338 Chestnut St., Springfield, Mass.

WANTED FOR CASH—GRANDSTANDS

Red Head Track $40.00
Luck Fairy Like New $35.00
Black Texas Race $50.00
Jennings Triflex $75.00

One-Third Deposit Required With Order. We Also Carry a Complete Line of Superior Salesboards.

SEABOARD SALES, INC.
619 Tenth Ave., New York
Phone, Wisconsin 7-5688

BERT LANE Says:
GET BIG TOWN TODAY!

192.0x240.0
Klein Gives Dope On Counter Games

CHICAGO, Feb. 17.—When we displayed our Ginger token payout game to a few privileged friends at the coin machine show four years ago, we hardly thought we had started an entirely new era of counter game operation methods," declares Karl Klein, Groetchen Tool Co. official.

"In 1946 we were proud to have realized a long ambition—to give operators an automatic payout game in the lower price range. Which would give them a complete check on intake and payments. After four years Ginger still commands a high resale price."

"Sparks followed about 10 months after Ginger. It also was a token payout machine, but with a gum vendor. Territories have been opened and kept open with this machine. Mercury was first introduced about a year ago. It quickly gained popularity. Its streamlined cabinet still remains unsurpassed in beauty and player appeal. Its balete ball handle was found so that other machines have utilized the feature."

"Again Groetchen was first—they introduced a year ago the 'slewet payout feature on Mercury and Sparks. Here the token falls onto a shelf inside the game, location pays the reward shown on the token—and then pushes a plunger which deposits taken in cash box, where it remains to provide a check on payoffs. Today, because we were among the first to originate such ideas as we have mentioned, eight of 10 token payouts are made by Groetchen."

"Within the next few months there will be starting new developments in payout games by Groetchen."

Rock-Ola Ten Pins Thrilling Thousands

CHICAGO, Feb. 17. — "Theipsiest" game of many a year is coming money out machine, but with a gum vendor and the United States," report officials of the Rock-Ola Mfg. Co. "And the men that is bowling them over from coast to coast is Rock-Ola's Ten Pins, a sensational bowling game, they state."

"Ten Pins is 100 per cent legal," they continue. "It is a skill game played all the thrills and fun of big-time bowling. Everyone who bowled—and most of those who don't—are playing the bowling game and are getting enjoyment and good clean fun for their nickels."

"Never before has a game met with the acceptance which is greeting Ten Pins. Wherever a Rock-Ola Ten Pins game is in operation there can be found enthusiastic players testing their skill and having the time of their life."

"Now in 1940 Rock-Ola presents a new Ten Pins game, one on which the player can bowl more strikes and more spares. Appreciating the fact that players like to make a high score, a new high-score unit has been built into the 1940 Ten Pins. This, of course, adds to the enjoyment and keeps the appeal at a high pitch."

"Locations everywhere are clamoring for the game and production of the game at the huge Rock-Ola plant has tripled since manufacture of Ten Pins began."

Amusement Machines

FREE PLAY GAMES

Headliner...$45.00 Double...$35.00
Tops...$24.00 Avondale...$22.00
Grand...$20.00 Dirks...$20.00
Champ...$17.50 Derry...$15.00
Treasure...$15.00 Roper...$12.50
Emerald...$12.00 Royal...$10.00
Bonnie...$12.00 Dayton...$10.00
Trio...$10.00 Pedal Puller...$7.50

EASTERN PENNSYLVANIA, CENTRAL AND SOUTHERN NEW JERSEY, DELMARVA OPERATORS WE HAVE THEM

KEystone NOVELTY & MFG. CO.
201-15 Franklin St., Philadelphia, Pa.

PHONOGRAPH BARGAINS

1/3 Certified Deposit, Balance C. O. D.

MILLS NEW EMPRESS

MILLS THRONE OF MUSIC

HERE IS SKEE JUMP new skill game built by the Invincible Games Corp., Brooklyn. "It's a legal skill game which may be operated anywhere," say officials.

INVINCIBLE!
Conquering all opposition Mills Empress and Throne of Music are everywhere given the right of way. "Mills Music Makes More Money" is today's best operating formula. Switch to Mills!
**New SPORT KING**
multiple with BUY-THE-BOARD feature

Here’s the mighty monarch of multiple money-makers! All the money-minting features of Bally’s famous multiples... including $45 top reserve... PLUS NEW BUY-THE-BOARD FEATURE that takes in the nickels faster than a subway turnsides at rush hours! Location tests prove SPORT KING equally doubles or triples average multiple collections! Yet the price tag is 1938 style!

See Your Jobber!

**PRICED To Please**
See your jobber or write factory

**ALSO IN PRODUCTION:** Bally Alley, Bull’s Eye, Dandy, Gold Medal, Grand National, Royal Flush—write for descriptive folders

**BALLY MFG. COMPANY**
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

**TRIUMPH**
starts a stampede

Operators coast to coast are clamoring for TRIUMPH—Bally’s new novelty or free play hit with the BUY-BACK feature! And no wonder—location tests prove TRIUMPH daily collections equal average weekly profits on same location! For better-than-Bally Reserve profits, get TRIUMPH now!

**ORDER TODAY!**
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! Be first! See your jobber—or write factory for details and price!

**EASY CHANGE FROM NOVELTY TO FREE PLAY**

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**Here Are America’s Finest “Better Machine Buys”!**

**FREE PLAY NOVELTY TABLES**

<table>
<thead>
<tr>
<th>Game</th>
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<tbody>
<tr>
<td>Golden Gate</td>
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**SAVOY VENDING CO.**
651 ATLANTIC AVE
BROOKLYN, N.Y.

**GRAND NATIONAL SALES CO.**
OAKLEY AT ARMITAGE,
CHICAGO, ILL.

**SAVOY VENDING CO.**
651 ATLANTIC AVE
BROOKLYN, N.Y.

**I. L. MITCHELL & CO.**
IF YOU'RE LOOKING FOR EXCELLENT USED PIN GAMES AND LOWER PRICES
WRITE FOR OUR LIST!
PHONE: GLENNMORE 1-1170
1070 BROADWAY, BROOKLYN, N.Y.

**ACTIVE AMUSEMENT MACHINES CORP.**
900 NORTH FRANKLIN STREET
PHILADELPHIA, PA.

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**WE HAVE THEM at the RIGHT PRICES**

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651 ATLANTIC AVE
BROOKLYN, N.Y.

**GRAND NATIONAL SALES CO.**
OAKLEY AT ARMITAGE,
CHICAGO, ILL.

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**ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS**
SKEE-BALL-ETTE

NOW IN PRODUCTION!

Yes, Sir! The entire industry guessed right on this one...

it's
Terrific!

The collections are staggering, because the great American public is wild about this game!

SEE YOUR DISTRIBUTOR!

HIGH SCORE—WEEKLY HIGH SCORE NOVELTY OR FREE PLAY (Convertible)

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.
This NEW KEENEY GUN

WILL OPEN YOUR EYES
TO NEW AND GREATER PROFITS!

KEENEY'S ANTI-AIRCRAFT MACHINE GUN HAS NO ELECTRIC EYE — NO AMPLIFIER — NOTHING THAT WILL GET OUT OF ORDER — GOOD FOR YEARS OF PROFITABLE OPERATION!

IT'S LEGAL 100% SKILL

Player gets 15 bursts of shots at a series of airplane flights that move across the screen. When a plane is hit, a bell rings and a hit is registered on the screen. If 13 hits are made player keeps on shooting until he misses. With 14 hits he gets two misses—with 15 hits he gets three misses.

STILL OUTSELLING—OUT-EARNING ANY OTHER KEENEY "FREE GAME" TABLE EVER MADE—1940

SUPER SIX

NOW SHIPPING KEENEY'S NEW REMOTE SeLCTOR WALL BOX

Fits any make—any model phone. Adjustable for from 12 to 24 records. So simple to install! Just 4 wires to connect to box. And a cable that's half the width of your little finger! Illuminated dial and cabinet. Easy, instant selector. Ups profits 100% and even as high as 200% on locations!

ROCK-OLA 1940 Junior Model with Separate Speaker

Just the right size for small or multi-room locations. Attractively designed to harmonize with any interior. Comes equipped with convenient separate matched speaker, which allows acoustic flexibility and eliminates direct blaring at customers. A "Gem" for any location with powerful play appeal.

1940 Junior Model with Console

Featuring Sensational New Rock-O-Lite Finish

A winning combination exclusively new for '40. Beautiful Junior Model with Console in luxurious Rock-O-Lite finish. A special Rock-Ola creation that has already captured first place in the phonograph hit parade. Stimulates attention. Increases play appeal. A natural for increased earnings.

ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVE. • CHICAGO, ILL.
WURLITZER'S THE WINNER with Hi-Speed Service Set-Up

EVERYTHING WITHIN EASY REACH FROM THE FRONT

Look at the 1940 Wurlitzers from a standpoint of service convenience and accessibility! You change records, make collections, re-set the Play Meter, render all service from the front! Doors swing wide. Parts are easy to reach, remove and replace. Unit assembly construction reduces service on location to a minimum. Counter Models, despite their compactness, are also built for Hi-Speed Service. Compare Wurlitzer's Service Set-Up with all others—for saving time— for saving MONEY that can go into YOUR POCKET. You'll say, "Wurlitzer's the Winner!" Then write or wire for the full facts. The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS