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JANUARY 6, 1940

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Vol. 52, No. 1



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CHICAGO XXX

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POP MUSIC COMES OF AGE

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

WASHINGTON, Dec. 30.—Negotiations with Carl and Wayne Williams will permit the two stars with their C. & W. Midway Shows for the 1940 season have been concluded here. It was announced by John W. Williams, who is supervising his traveling minstrels here at 205 Ninth street, N. W.

It was disclosed that Lauther is arranging to ship the equipment of his 20th Century Circus from New York to Florida now and will open there from Jan. 1. When it is started, to C. & W. winter quarters in Petersburg, Va. The shows have been on the road here, 11 months, since directed by John J. Jones, Memphis.

On-Owner Wilson has been residing with his wife and son on the Lauther's representations, which will end next month, 300 feet of show space to the C. & W. lineups.

Directors Refuse Change In Name of GGIE for '40

SAN FRANCISCO, Dec. 30.—After voting to hold the annual session of Golden Gate International Exposition from May 23 to September 28, directors turned thumbs down a proposal to change the name of the exposition to San Francisco World's Fair.

Proposed by Contra Costa James H. Black and Contra Costa Colwell were accepted. John Cobbett and Ben London were in the campaign for a fair in 1940, while the other directors, 16 in number, representing 12 states, voted against the new directions, representing 20 states. In the new expo, placed the old directors in regular session, and the new ones were asked to remain here, to re-elect him, to retain his position next year.

Board took no action on suggestions from commissioners that Ray W. Smithson, H. C. Johnson, and others be made honorary and that London or George E. Smith be named president of the exposition.

Current Status of Romance

HARLETON, Pa., Dec. 30.—Discussing the fact that *Tin Pan Alley* seems to be in decline, the *Billboard* *Plates Speaker* writes:

"There is not so much guarding over the more serious qualities of love, projecting sentimentality over unrequited and pined love. Crooners are working instead also, chattering comedians. They are telling you what you might have been a headache, but you never were a bore. In one case, however, the person who got up that particular morning because he knew something would go wrong—had it right."

"All this reflects a much better psychological approach, a problem on which the public is interested. It's good for holding youngsters any longer about the shimmering moon and the banks of the stream."

N'Orleans Muny Aud Has a Banner Year

NEW ORLEANS, Dec. 30.—Musical Auditorium scored its banner year in 1939 in terms of money taken and wider range of entertainment. The largest amount of money earned since it was built a decade ago, Irvin Poche, manager, announced this week. The spot booked 277 events for paid box-office men and 18 more free ones in 1939, against 102 and 20 paper events in 1938. Total gross for 1939 was \$64,533,33, against \$60,000 last year. "The year means the most to us," Poche said. "We spent in spite of \$6,000 spent for recruiting and giving smaller scale of auditoriums a chance to succeed. And we expect to be booked in the place during the sugar bowl events this coming week."

Ducat Turmoil Pops Again, With Brokers Holding Out

ATTA members say code is unfair, but LNVT and Equity refuse to alter past—compromise is possible—deadline set for January 2

NEW YORK, Dec. 30.—The theater ticket situation in the legit field is still unsettled because of differences over the code between the brokers and the League of New York Theatres, the critics, if there be one, will be called automatically to this time. The brokers have agreed to honor the code, but the critics have not done so. Last year the critics threatened the New Year's Eve business. As last year, the Associated Theater Ticket Agencies, are the brokers and understand by the managers. The League and Equity, on the one hand, remained adamant, refusing to enter the picture. The brokers, however, had turned down absolutely the compensation plan for an advisory board on which the brokers might have representation, as a concession to the critics, and the management board, the enforcement board.

Furthering their plan to fight the code, a group of 22 brokers, headed by the manager of the Shubert, on a code of their own for the remainder of the holiday business, reducing the management board to 20 seats on the advisory board. This was done, but no threatened legal action if the management attempted to adopt the code.

Again the component of any crisis until New Year's is the fact that most brokers have an advance supply of tickets, and the brokers are not anxious. They are confident, too, that they are sufficiently necessary to the managers to cause enough of them to bolt the

League's code and distribute tickets to legitimate theaters. If we do not deviate, they open themselves to action from Equity.

As a special meeting of the League was held yesterday, the managers backed down a final warning to the brokers, reiterating that they would deny ticket sales to brokers who did not sign the code. The only six, including the three largest agencies, have signed. Two others, according to James R. Kelly, exec secretary of the brokers, have agreed to sign, but have not yet completed the signing on dotted lines.

The brokers held a conference Thursday night, and decided to adopt a 20-cent premium on cash sales and keep the 10-cent mark-up on charge accounts. (See DUCAT TURMOIL on page 8)

Hit Songs for 1939 Sound the Death Knell on June and Moon

Tune, lyric must have quality to reach the top—fewer radio, sheet music successes than '38—coin phones important hit builders

By DANIEL RICHMAN

NEW YORK, Dec. 30.—For the edification of those to whom the wedding of June and moon is serious business, and anyone else whose contemplation of the musical calendar is likely to bring him to the *Tin Pan Alley*, The Billboard once again presents a year-end survey of the words-and-music field, based wholly statistically upon the list of sheet music leaders, selected by the *Billboard* Buyers Council, the organization of music publishers in this publication during the past year. From the wealth of facts, figures,

Dinner, 'Scandals' Chi Sell-Outs

CHICAGO, Dec. 30.—The *Man Who Would Be King* of the charts was a second company and George White's *Scandals* at the Briarcliff, both new attractions, which were the most successful in their openings. While the total holiday season sports has been helping to keep the music business in the black, it has been unusually impressive.

The press has been good to the performances of Clifton Webb in the leading role of *King*. The *Scandals* was well received and the large casts start to develop a song to the delight by handing *Scandals* to the big time as one of the most popular stage shows of the year, and last, but far from least of the all-in music machine needed that fewer songs were represented on both charts than in 1938. It is felt that the new publishing house of Jewel Music gave the lie to the accepted idea that it takes great grandeur and large casts to attract audiences to a musical. The *Scandals* is the first musical show fare, and it will remain alone on the local market until *The Hot Mikado* opens at the Civic Auditorium. Both shows, incidentally, have benefited by the activity on the part of James O. Lewin, president of the American Federation of Musicians, who insisted and succeeded in deleting all reference to John L. Lewis, both in the title and in the lyrics of both vehicles. *Pettinia*, odds with (See *DINNER, 'SCANDALS'* on page 27)

In This Issue

	Pages
Broadway Beat, The	4
Burlesque	26
Circus	39-41
Circus and Carnival	30-32
Classified Advertisements	44-45
Commerce Boxes	58
Film Expositions	21
Final Curtales	33-34
General Column	8-9
Hartmann's Broadcast	52-54
Hot Mikado	16-17
Letter Lot	29 and 50-57
Lilacs	46
Music	10-15
Night Clubs-Variety	18-25
Notes From the Classroom	23
Orchestra Notes	11
Out in the Open	53
Press	50-51
Publicities	27
Radio Talent	7-9
Reporters-Tent Shows	27
Rock-Ola-States	24
Routes:	Orchestra, pages 15, Arts, and 54, Burlesque, 54; Dramatic and Musical, 54; Circus, 54; Circus and Wild West, 54; Miscellaneous, 54
Show Family Albums	45
Sponsored Events	47
Wholesale Merchandise-Press	48-51

Sweden Displays Interest In Old Historical Plays

STOCKHOLM, Dec. 15.—Two noteworthy premieres, Gustaf Wasa and The Emporer of Persia, were presented recently at the National Swedish Dramatic Theater here, while for the past year national attention has focused on Sweden's best-known actresses, Pastiles Brundin.

Gustaf Wasa is one of the historical plays which have been translated into August Strindberg. It relates important episodes of the life and reign of Gustaf Wasa, King of Sweden from the middle of the 16th century. First produced here in 1889, the year in which it was written, the play has since gone on several tours. This is the first time it has been staged in one of the state-owned theaters. The new production, which is continuing with success, has been directed by Nisse Carlsson. Practically all the leading artists of the Stockholm theater are appearing in this play, the leading role of the king was played by Luis Hassman, one of the greatest actors of the stage, and several ranks for many years, who in recent years has interpreted the powerful and commanding character of the king. Most of the female supporting players of the leading role, the present production is regarded as superior to earlier versions. Gustaf Wasa is now destined to a permanent place in the repertoire of the theater.

The other important domestic play presented by the Stockholm Dramatic Theater this season was The Emporer of

Pontaportzien, written by Sweden's famous woman author, the Nobel Prize winner, Selma Lagerlöf, and dramatized by Paul Koenigson. This play was presented on November 20, also received the plaudits of the local critics.

Dance Festival Sees New Caravan Ballet

NEW YORK, Dec. 20.—Frances Hawkins is performing on a Holiday Dance Festival December 20 to 21 at the Hotel Sherman with the American Ballet Caravans, doing four programs. Martha Graham's Dance Group is offering three programs, and the celebrated ones and Carmen Marcet are.

Carver was a four-part program by Lincoln Kirstein's Ballet Caravan. Most interesting of the four numbers was the "Spartacus" program of the Colosseum Massacre. This was a whimsical, charming antic piece about a day's coming out of the Roman Colosseum, followed by the screwball antics of a kid sister. The dance patterns were interesting, the costumes were gay, and the comedy touches light and exhilarating.

The other three numbers included the "Circe" program, a diverting and colorful affair based on Haydn's walls music. According to the program note, the "Dionysus" was the bright and gay dance of the gods. The third was "Falling Station," another attempt by the Caravan to Americanize its ballet style to America's stiffened tastes. It was a lively, punchy affair that helped a great deal in the audience's acceptance with locale and costume. And the other number was "Billy the Kid," a character study of the desperado, with his frontier hood music. It is an action-filled, frantic and booping ballet that has won over the most skeptical critics.

Les Christensen is ballet master and Trade Hoffman the assistant director. Costumes have more than 18 dances and two programs. Admission from \$3 to \$2.25. Paul Drane.



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CHICAGO



Looks Like It's Set

NEW YORK, Dec. 20.—Officer Service Program, Inc., has been presented since Lord de Thomas, for 12 weeks on the NBC-Demco net beginning January 2, 1940. Present host is Peter Lindström, with Frank Black, Lucille Mannes, Ross Grahams and others. Program has been heard continuously since February 10, 1927.

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Sonja Henie Ice Revue Draws \$200,000 at Chicago Stadium

CHICAGO, Dec. 30.—During eight performances at the Stadium, Sonja Henie and her troupe, which includes 24 girls, as well as 12 boys, has grossed over \$200,000 and played to over 20,000 people. Again under the direction of Arturine M. Wohl, the revue made its debut in Chicago to a highly eulogized and captivated all the way.

Dressed and staged by Harry Losen, who has had a stage career of his own, the show is loaded with enchanting ideas that are above average on a regular stage. Put these together with the ice skating novelties. Despite the fact that the skating routines are limited, frequent change of scenes and sets, plus background glances to them to the hits.

An innovation this year is classical ballet danced by the agile Miss Henie. This, however, is not the only feature of the dancing ensemble, which includes 24 girls and 24 men. The most impressive is Les Sylphades, with music by Chopin, with the girls in white gauze and gossamer. In the second half, excerpts from the Faerie Scherzo, with music by Rimsky-Korsakoff, and the famous scene from the Gold Slave of the Jacobs Nighthawks, dancing magnificently in the pale light of the moon.

Music, too, is an addition, whether with a rumba, dances to Emerson's Renaissance Rhapsody, scores to Stewart Petersen in his tangy interpretation that was originated by the author of the original score, and whether it is the highlight of a picturehouse film. In whole house costume, the girls and boys are dressed over or over the nutcracker. latter number is of particular delight to the kids.

The military parades open, featuring the company in full uniform, which is elegantly staged. Edna Holmes and Gene Berg are the stars of the show, while Eddie and Betty Labaree and Harriet Thompson are the girls of the show. Every Day to give the circus time to change into its gaudy Boogie Woop costume, the girls and boys are dressed in all the latest fashions of the border dance

steps are stylized and a speed turn in which the men whiz thru arched with lightning velocity.

Comedy is brief but good. A take-off of the gay '90s is presented by Bert Clark and Mary Taylor. Irving Clegg steps the show with an acrobatic walk and drives the audience into hysterics with Bert Clark in the guise of a bull, which is a riotous hit.

Jack Pfister, general director, controls the show in an amateur and playful show. Lee Hirschfeld is the production baritone. Prices ranged from 75 cents to \$3.00. Capacity of the stadium is 15,000. Sam Rosenberg.

Swedish Film Firm Runs Ticket Agency

STOCKHOLM, Dec. 19.—Few moviegoers can do their ticket buying in such a convenient way as the public of Stockholm, which is served by a chain of highly developed central ticket agencies, operated by one of the leading Swedish business concerns. The individual picture houses all the Stockholm moviegoers have to do is to go to the agency and get their ticket to a central office, which will book seats for them at any of the houses belonging to the concern in question.

The first of these agencies was established in 1928 by the Swedish Film Co., Sweden's leading film production company and operators of a circuit of theaters. Ten years ago, and the film popularity in Sweden was nil. This situation is evidenced by the remarkable expansion of its facilities. When the agency was founded in 1928, there were 10 houses, and a staff of 40 girls who worked in two shifts, a very long time. To look 2000 seats an hour, and the highest numbers of bookings the office has dealt with one day amounts to \$600.

During recent years this agency, called "F. P.-Biljetter," has expanded, taking up the name "Swedish National" and thus facilities will further seatable to regular customers. This regular service now has about 3000 seats, and each one of whom has his permanent number of control, which is put on the envelope of the ticket. The ticket is also stamped with the name. In this way the customer's tickets are always to be found at the box office, and at the box office of the movie houses.

Selling tickets is not, however, the only task of the agency, "F. P.-Biljetter" has become a sort of information. Please call the agency, and you will find that members of its staff are expected to be able to guide the public and therefore they are able to tell all the films shown by the 200 houses.

The "F. P." agency has recently been copied by another movie concern in Stockholm, but it appears that Sweden is the sole country having such service.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The members of the department are to be congratulated, especially those agents and stations concerned with the exploitation of radio in the major indoor fields this. The show coverage of every branch of the show business.

SHOWMAN INTERESTED IN SPECIFIC INFORMATION may be obtained in the case of the New York Office of the BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

ST. CLAIR AND DAY—earlier ballroom team at the International Cinema, New York. A strikingly handsome couple, St. Clair and Day are most attractive, they perform smooth, elegant routines. Some of their lifts and spins are highly unusual, and their performance as a whole is always stopping. *

For FILMS

GUTHRIE BELL (UNCLE JONATHAN)—Sometime who has been in the limelight since the early days of the silent film. His shift is in the Fred Allen vein, a good deal of the time—satirical, acerbic and dryly witty. He is a good talker, and his radio ratings on radio are correspondingly high. Plays all the characters on his program, and his make-up and stage make-up and appearances could make an excellent series of shorts. Also makes a very popular spot at the Belmont Room, New York.

Magic

By BILL SACS

(Communications to Cincinnati Office)

TWO INTERESTING LETTERS reached us in one small Tuesday morning mail. One was from Bill Wood, manager in Singapore, Straits Settlements, November 10, a few days before the minuscule British Chamber Orchestra, which cost him \$1000, gave a benefit concert. From Charles Hugo, Nicola's tour manager, who in an epistle written as early as Nov. 10, 1939, asked us to let him know of the harrowing experiences of the Nicola party in escaping the ship disaster. Unfriendly as the late sailing was, Bill and his crew were fortunate as follows: "Business continues good, but owing to many restrictions, including the suspension of the importation of tobacco, our countries are fortunate enough to get away—it is becoming too much trouble to continue to pay for tobacco. This tour was for the fun of it, but with all the new things to attend to one doesn't have time to think about it." Photo shows in part: "We are all on the high seas again en route to the U. S. A. and expect to be home for Christmas. We are getting \$1000 per month for reimbursement for our lost property will be recognized." HAROLD GOLDSTEIN, NEW YORK.

At least, that's what there's little doing in the way of magic in the Crescent City at present. Grapplings is holding forth at the Audubon Ballroom, and the city is regaling. Repeating and magic, and the African Sisters are doing their magic at the Savoy. The city is still a mystery. HATHAWAY (now Mrs. J. Jarvis Chernoby), who with her ex-husband (Hathaway the Magician) formed one of the best teams in the country, has just come back from Atlanta that she recently picked up her first copy of The Billboard in three years, and is still doing all over again. Cost these her? Both, why has been out of show business since 1937, and she is still a mystery. She was the result of a serious auto accident in which she sustained a broken back, a skull fracture and several shattered ribs. She was a widow, and has had no company six months now, and her health is gradually improving, altho she is very lame.

LITTLE JOSEPH COFFEE postal that he's back in Chicago and doing well. He shed 20 pounds as a result of a diet he entered upon a year ago and is again sporting a Tarzan figure. ERIC CANDOLETTA, CHICAGO, ILLINOIS, has left the Civic, Greeley, Colo., to open the following week. Pauline Parker, who has had her third engagement there within a year, is MAD-MOND, after winning up the title of Miss America. Her co-star with the John D. Van Arness Radio Funnakers, is presenting his magic tour through the South and Virginia.

JOHN GUTHRIE, LANSING, Mich., has been playing Northern Indiana night clubs in recent weeks, estimated as a result of his success in the Midwest. On Dec. 29, he appeared at the Casino Club, Toledo, Ohio, sponsored by the Lions Club. JANE THURSTON, who was born in Toledo, Ohio, and now resides in the Toledo, Ohio, area, is still looking for the other side of her life. She plans to make an solo engagement soon, and is writing to some studios. G. THOMAS MAGNUM, who recently had several hundred dollars won in a contest at the Toledo, Ohio, Casino Club, is reading a new leave-and-half program of magic which he plans to launch in the near future. JOHN H. BROWN, BIRMINGHAM, THE MAGICIAN is still barnstorming for National Program Service. The young man, who is a professional entertainer, is in his first year as a student of divinity at Wheaton, Ill. . . . BECKER THE MAGICIAN, assisted by Hal Hartman, is having a long string of theater dates during the month of January. . . . CALVETTE THE MAGICIAN, assisted by Hal Hartman, has a break over the holidays. . . . GENEVIEVE THE MAGICIAN, assisted by Hal Hartman, is having a long string of theater dates during the month of January. They're currently in Georgia.

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The actor union, further, will enter no sympathetic ear to Max Gordon, producer, who appeared before the Equity Committee Tuesday to complain the whole code set-up and seek an cut for a buy.

AFM AWAITES PACT RENEWAL

Talking Shop

By JERRY FRANKEN

Le, the Eight Ball — A group of radio editors to select favorite performers and programs. Allen Cook, of The New York World Telegram, said that some of the boys on the spot committee that will select radio editors have complained that networks and stations had failed to produce good radio. Good radio leads to contribute ideas and offers a prize for the best one submitted. The judges to be the members of the GRAMM, NBC's and ABC, will then laugh. Perhaps it's best at the very outset to confess that I am a radio editor and am altogether unable to suggest a program idea. Having learned me once, the first time a little too hot to eat any strawberries.

However, there is some doubt in my mind as to the wisdom of such a committee. Radio editors and program producers are that, and singers are singers, and it would seem that the two groups are not the same. The New York Daily News, for instance, to get up and sing on. Johnnie, Oh or Let's Dance. The Fox network has the NBC symphony. Local producers have been serving for years that the dramatic critics are biased and if they know anything about the talents of the artists who write plays. The paradox is a lit- tle deadly.

Indeed, I think Cook could have done the industry a much better service if he had asked a question something like this: "What do you think of the column of radio enthusiasts?" Of course, this is a highly involved situation, consisting of the critics, the press, the advertising folks, and the entire radio-newspaper situation. It's probably even impossible to say that a question such as this would bring about any metamorphosis in policy, but it might, if nothing else, make a lot of people think. This is a question of the ethics of show business of any importance which has practically no critics and which is run by young men like Bill Russel, who formerly did the Bertie Berlin program, to continue their weekly existence. I just like to think that a newspaper newspaper would be raised in protest against daytime serials and other radio frights which they either stop them or at least damage their audience.

Miggs — Inside stories in connection with the AFM and demands for more radio income are plenty hot. Can't be touched yet, but more, probably, soon.

Lady Esther Serums NBC

NEW YORK, Dec. 30.—Lady Esther program, with Guy Lombardo, winds up January 1. National Broadcasters Co. on its show on a national basis, probably doing much better, ratings showing a difference of nearly five points in its

NEXT WEEK RADIO EDITORS ARE ALIVE!

Answering the article published in The Billboard's Holiday Greetings issue in which several radio press agents let the radio editors have it, comes a two-fold defense. It is written by

LEONARD CARLTON

Radio Editor, The New York Post, who has some ideas about press agents.

NEXT WEEK

Note the Voulez

MANSFIELD, O., Dec. 30.—Staff at WMAN here has had a tough time getting a start on Dave Francis, a new radio editor. Francis has been a dancer and singer and was assistant director of the Atlantic City Beauty Pageant when they finally got him pinched.

Francis is now called Mr. America.

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

NEW YORK, Dec. 30.—On the basis of "Oh, Johnny," the new record of the Joe Cuba Orchestra, Tucker, Baker & Chester and vocalist Bonnie Baker have been signed as contestants on the Lucy Show.

January 3, Tucker will split billing with Maxine Wernow's Orchestra, sponsored by the New York American Legion.

Several weeks ago, putting the band in by remote from El Paso, Tex., Ladd & Barnes, MCA, handled Tucker.

Tucker has been around for about 10 years, with his rep mostly established in the Midwest, particularly around Toledo. Thus far, however, the success of the program made by Ray Koyer, who before became the height of popularity, has been limited. Tucker was also personally behind his arrangement and Miss Baker's wanting the Johnny title.

It is planned to air CBS Saturday nights with the largest commercial network on that chain.

Smith's Y. & R. Chore

NEW YORK, Dec. 30.—Tom Smith, formerly on the production staff of the Fred Allen program, has been shifted to the radio writing staff of the new Bill Russel, who formerly did the Bertie Berlin program, to continue the Allen program.

Smith will handle all detail on the talents and for the agency, checking contracts and all consequential announcements and the like.

LINCOLN, Neb., Dec. 30.—Shows in the Don Schell Herb Hollister owned stations, KOMO and KOML, here, and KOMA, Wichita, featured the same old Randy Lynn, long time manager of KMKA, his new outlet, KORN, Fremont, and Hollister, who has made manager of KANE, and Tom Schell, formerly KOML, Lincoln. Hollister is left in charge of KOMA, while Schell is general manager of KPMF, Astoria, and Dean Starns stays on at the studios on KOMO, KOML, KOMA, KOMF, KOMD, KOMH, KOPN, Lincoln, and KOIL, Omaha.

Waxworks Look for Non-Radio Outlets; Fear Union Stringency

NEW YORK, Dec. 30.—Pacts of the electronic transcription industry by the American Federation of Musicians with three major manufacturers of recording equipment, may force the waxworks into the record business and give rise to a new era in the history of the industry. A leader in the field declared this week that transcription men view with great alarm the proposed pact between AFM and RCA, and stated that if the nation imposed too tough conditions there would be no market for the example of the record manufacturers. If it passed, equipped as such a change, and it forced to take such a move they would try to secure similar outlets at large department stores, etc.

In addition to strangling the industry, it would also mean that the record outlets in library sections would have three less devices and illegal channels and would be compelled to pay royalties to the union because manufacturers of bootleg disks could always find

Radio Men Meet in New York To Ponder Musikers Problem

NEW YORK, Dec. 30.—Information received at this meeting established that negotiations between the musicians' union and broadcasters had been reopened. Conference was opened by the representatives of the Independent Radio Network-Affiliates and the union.

NEW YORK, Dec. 30.—Definite movement is being made to settle the dispute to "seal off the alleged anti-trust activities of the American Federation of Musicians." One of its executives that it would not retreat from the position. It has already agreed to meet in New York this week and at present still has not even the "musicians' problem." W. J. (Bill) Hirschfeld, president of the WMA, is active in the problem while admitting there were meetings going on, would not say what they were. He said the often reported activity toward starting an anti-trust action against the Federal Radio Network-Affiliates, recently conferred with Thurman Arnold, head of the Department of Justice, in this connection.

Joseph N. Weber, AFM president, is ill and may take a trip to Florida soon.

It was declared, "Having no contract, we do not want to." We want to be sources of a definite income from the public, not for an increase over the old contract.

The Federation does not believe there is any reason for a permanent agreement which applies to the present situation. In face of the gloomy situation, the Federation is prepared to meet any reasonable terms in the interest of some sort will be worked out. There will be no more in New York this week and at present still has not even the "musicians' problem." W. J. (Bill) Hirschfeld, president of the WMA, is active in the problem while admitting there were meetings going on, would not say what they were. He said the often reported activity toward starting an anti-trust action against the Federal Radio Network-Affiliates, recently conferred with Thurman Arnold, head of the Department of Justice, in this connection.

Joseph N. Weber, AFM president, is ill and may take a trip to Florida soon.

Neb.Anti-ASCAP Law Is Spiked

LINCOLN, Neb., Dec. 30.—Federal officials this week favored the State anti ASCAP bill, which would give the performing rights society a permanent injunction. Measure, passed by the State legislature last May, 1937, was one of the most bitter bills in ASCAP's history to date. ASCAP at the inception of the bill had threatened that the law would never pass, but when it was attacked it on the ground that it was unconstitutional.

It was carried, putting it into immediate effect, was apparently enjoined in November, on the occasion of the measure's constitutionality.

Bill was authored by Senator Frank

Bray.

Hershfield-Berle Squabble Denied; Cartoonist Quits

NEW YORK, Dec. 30.—Harry Hershfield, cartoonist, has been suspended from the Quaker Coka Cola Masters show after tonight's performance and will be replaced by George F. (Fritz) Fiedler, who has won many awards in the past.

Fiedler, who carried an emergency clause, putting it into immediate effect, was apparently enjoined in November, on the occasion of the measure's constitutionality.

Bill was authored by Senator Frank

Bray.

CARTOONIST QUITS — Milton Berle is gone. In similar to the way of Guy Lombardo, he has quit the Quaker Coka Cola Masters show, which he has been doing for only 10 days.

He was, who was, with Hershfield, the other permanent joke solver, stays on. A guest is used.

A report had it that Hershfield and Berle had clashed and that Hershfield had quit. All he said was that he and Mervin Maxwell stated yesterday he couldn't comment on the matter. He, Mervin, Brewster and Lynn, were on the show, and there had been no difficulties.

New Virginia Group

LYNNBURGH, Va., Dec. 30.—WEVA and WHFM, Danville, join to form a 50-city group in Central Virginia beginning Monday (1). According to Bill Alford, president of the new Central Broadcasting Corp., plans call for each station to feed the others between three and four hours daily. The stations have eliminated recordings entirely in view of modified tax situation, 10 per cent discount on gross billings over both stations for two-station usage.

Radio Talent

New York By JERRY LESSER

A PHA will throw its first New York affair on January 20 at the Plaza, with JOSEPHINE CHEZENE and his orchestra頭ing the house. . . . JUDY MARSHALL, who has been appearing with JUDY AND LANNING, signed to do the new show on THE TIMMY RIDDOH show, . . . ANNIE ROSE, who has been appearing with RAYMOND LOUGHREAN, on the air every 15 minutes, has already established high survey ratings. . . . RAY, with soon signed MARY ANN MORRISON, will appear on THE SWEETHEART OF THE AIR, which Dr. Susan leaves the air in the near future. . . . JOCKE MACGRATHON, WHO directed the radio production of "The Wizard of Oz," as director EDWARD DUNHAM, is too busy with his advertising photographs to appear on THE ED BYRON'S Mr. District Attorney show. . . . He granted a respite and continues for another 13 weeks.

Charles (N.Y.C.) Warburton's "Art for Your Home" is what I consider one of the most valuable and interesting grants of the air. . . . Selena Kyle signed to a semi-exclusive contract with Weston, a 20-year-old young woman, to appear on "Rilda, Her Son and 'Women of Courage'." . . . Chester Stratton replaced Jackie Coogan on "Our Gang" and the show, after a short trial of the "Good News" program is reported to cover some time

next month, with Penny Brine and Margie Stafford remaining on the featured spots. It is reported that Dick Powell will be on the air next week. . . . Alice Brooks will continue her starring role in "Betty and Bob" despite the fact that she is to appear in a picture, "The Devil's Own," for a Broadway première in January. . . . Gale Page will continue as "Midway" Player of the Month, while Charles (Dinner Date) over the male

NONE SELLS leave the air the first of the year for a fast trip to Canada to look over the new studio facilities there. . . . AGNES MOOREHEAD is a new addition to the Court of Missing Menus. The actress, famous with taste in Misses, has been missing from the continuing cast's "Portrait of Happiness" program practically sold out. Well, this is the year of the new year. The old man has tried to help them with talents, get a break. It has tried to be very nice, but it has not been able to get a definite confirmation in this time during the coming year. But do your part. If there's anything about anybody I should know about, let me know about it. If it's news, I can use it. . . . Happy New Year!

Chicago By HAROLD HUMPHREY

SANDRA KAYL popped back into town after a brief absence to present a special in New York and mailed a guest part on WCFM's *Wheel of Fortune* Thursday night. . . . WGN's "Mister Mystery" in Pauline Dryden's house for New York this week and auditions are being held to fill the vacancy. . . . Colgate's new one, Helen's House, is set to take the air soon with MARY PATTON, HELEN VAN TUYL, GULIA ADAMS and CHEESEY COOPER. . . . The new *Wise Guy*, STANISCH CHOWDER, took off for Colorado Springs for a Holiday vacation and a

N. Y. Station Publicity Chart

NEW YORK, Dec. 30.—Charts comparing publicity breaks obtained by New York radio stations for 1939 and 1938 are given below. Figures are from the Radio Broadcast Year Book. Stations finished in the same order for 1938 as they did during 1939, altho most of the stations above losses in total free lineage granted. Only one to make a considerable gain is WOR, picking up 100 hours more.

WABC, WJZ, WFAB and WOR are still the first four stations, with WMCA holding on to the fifth spot. WMDA lost on publicity during the year because of a deal with *The Daily Mirror*.

WFNY, municipally owned and operated station, compares favorably for 1939 with 1938, but shows a slight downward trend. During 1938 the city station had a number of special events which kept it on the air after its usual darkness sign-off. There were no such occasions during 1939.

In the chart below, "F" indicates feature or host hot box mentions; "C" indicates column mentions. "OT" indicates the grand total.

Stations	1938		1939	
	F	C	F	C
WABC	10,322	2,364	12,920	9,078
WFAB	7,818	1,394	9,766	7,288
WJZ	7,648	1,204	9,114	7,288
WOR	4,344	1,265	5,944	4,328
WMCA	3,339	1,237	4,550	3,987
WMDA	2,620	1,000	2,545	1,000
WFNY	1,873	470	2,943	1,867
WQXR	2,623	508	2,351	1,277
WRC	2,004	500	2,051	1,000
WIVD	1,364	143	1,087	890
WIND	773	230	1,053	151

visit to her young son. . . . RAY LANZ, the 20-year-old author of "The Man Who Would Be King," has landed a part on the *Mr. Perkins* serial.

GLENN MILLER and his toutes arrived Tuesday morning from California to attend at HEDY LAMARR'S coming-out party for her daughter Priscilla at the Blackstone Hotel yesterday. . . . Screen personality ALICE JONES does a screen part in Chicago. . . . Screen personality Walter Preston, "Identified Bains" producer, and Gloria Allred, actor on *Our Gang* show, are engaged to wed. . . . Charles (Dinner Date) is engaged. Letters escaped undelivered to Preston is arriving from Head of State, Mrs. Franklin D. Roosevelt, Chicago, where Director William Miller and actress Edith Stevens will be the guests of honor at a dinner to be given to the couple. . . . Alice Jones will go with Alice Roosevelt when the pianist's show shifts to New York next Monday.

3 GIRLS - 3 TIMES A WEEK!

the

Andrews Sisters

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

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

Direction
GENERAL AMUSEMENT CORP.
1100, G. Rockwell, Pres., New York, Chicago, Hollywood, London
Personnel Management — LOU LEVY



Music Items

Songs and Such

Willie Clark and his Mississ. Orch. will have click of *Dear Santa Police* is now a matter of history, have a new songwriting coming up, both recorded like *It Could Be You* and *It's All Right*. Tunes, Walls see the new potential.

I Could Be the Dreaming on Your Face is the latest project from the new Hollywood firm of Melody Lane, founded by George Cahn, former publishing house man. Orrin Tucker is starting it on its plastic way.

Phil Stoll has just acquired writing rights for two songs by Lee Brown's and Shirley Fair's new Western band, the Cowboys' Gal, written by Yank Churchill. It's a team with the Donskies as well as no having a NBC sustainer of their own.

Arthur Shultz, Fred Hall and George Weyman have signed with the new firm for the Village Circle, established by Piedmont Music Corp. "Bobby Day wrote a new song for them," says Shultz. His closing signature is the well-known *When I'm Gone*.

John H. Smith has come in the north country from Muzak Corp., Congo Mania, bought a half interest in *When I Look at You*, *I Want To Sing*, written by Earl Bentz. The artist is working on lyrics for a new concert concept.

The unannounced continuation of Al Green's *Green Eyes* on Columbia, Harry Peacock comes forth with a new collaboration, *A Ten-Cent Pop*. Mayones Music Publishers of New York is releasing.

Songwriters' Protective Association called off its test suit against Irving Berlin, who had been sued for infringing the question whether a publisher had the right to deduct from a writer's share of royalties the amount of a publisher's service charge paid Harry Fox, or MPRA, as licensing gatekeepers. Berlin was awarded \$100 per cent acceptance of the new standard writers' contract from the publishers, especially in the terms of the code of ethics. The breakaway, Dennis Edgar Leslie and his brother, were suspended plaintiffs in the action.

Publishers and People

EDWARD FEATHER, singer, writing L.C. music, was signed this week to a composer-arranger contract by Bextone Music. But also packed Horace Hernandez, formerly of Pfeiffer, to act as executive writing tandem.

Larry Clinton is hard at work on his book, *How to Write Songs*, which will range. He will spend the first couple of January weeks in Florida or Nassau doing some intensive writing on the topic.

Johnny White, Remo's stalwart, is resurrecting rock as an appendectomy. After a long absence he has joined the publishing bin with Willie Nelson, the pair buying the Joe Davis catalog. It is to be sold to the public.

Herman Kahn and Molly Klinger join the contact staff working on Joe Davis' catalog.

Al Jacobs goes with Crawford Music as a plunger, with Tommy Temporelli bringing his connecting efforts to the company. **Johnnie Moore**, **Johnnie** and **Johnnie**, Must Corp., or Amrus studio music department head, was in New York recently to check out the new studio.

Sam Edwards, Paul-Pioneer production manager, gets back from Hollywood with a new contract. **Sam Edwards** and **Sam Edwards** are the new names.

American Society of Composers, Authors and Publishers made the last royalty distribution in the history of the year last week, when it handed out \$3,200,000 to writer and publisher members. Total earnings were \$1,000,000 received by \$200,000 set in the final months of 1937. Top publisher money this time came to *Music Box* and *Music Box* with *Class AA* writers drawing about \$4,000.

Hollywood Highlights

HARRY REVEL has three movies lined up for 1940, one of which will team him once again with Mack Gordon after a writing separation of over a year. — **Sam Goldwyn**, *Music Box* Inc., the perturbative film chief of Columbia Music, Inc., will *Last Night's Goddess* his first number. It used to be Ulmer and Coates around 1938, but he bought *Three Twentieth Century*—Fox bought *Three*

Wardrobe Wardrobe Blues

COLUMBUS, Ga., Dec. 30.—Those people who have been to the Jack Warner road around. While it was playing a one-nighter at the Atlanta, Yancy Clark, owner of the Yancy Clark Music Co., and state several suits. He said he had been buying a coat at the Army in northeast Mo. In a heavy fog and afterwards were relieved of several more suits and their coats. They were left in a window in one of their cars. Came then a date home, during which Wardrobe was to be cleaned and equally new truck out to wash it and failed to return it.

When the truck arrived the truck shorty afterward was in need shape but naturalmente turned shape and whatever trunks of clothes and whatever trunks were overhauled and mended. The band is now playing in street clothes and harboring a beautiful desire to meet the public. The band is now playing in dark alley some night, some of the boys having lost as many as five or six suits and their coats belongings.

For Dorothy Lamour in *Dance With the Devil*. *Your Mile*, by musical director Alfred Newman, and French horn player for *Music Box* and *Music Box* by Leonaes and Lassell Newman; and *This Is the Beginning* of the end by Mack Gordon.

Pitt Wm. Penn Hotel Links With Statler Hotel Chain

PITTSBURGH, Dec. 30.—Transfer of ownership of the Pitt Wm. Penn Hotel to the Statler organization, announced this week by Frank A. McCormick, Statler president.

McCormick, along with the Pitt Wm. Penn, Hotel Pennsylvania, New York, and the Statler, now known as Statler, Buffalo, Cleveland, Detroit, St. Louis.

George P. O'Neill, general manager of the Pitt Wm. Penn, will retain his position as manager of the hotel under its present name. Financial figures were not revealed. For many years Pitt Wm. Penn has been one of the best buys in the name hotel market.

Kirby Set for Coast Troc

CHICAGO, Dec. 30.—After winning up his play slot at the Pump Room of the Ambassador Hotel in mid-January, John Kirby, who has been with the West Coast for the first time, Star crew goes into Hollywood's Troubadour.

Songs With Most Radio Plugs

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

Songs listed are those receiving 17 or more network plays (WIZ, WEAF, WABQ) between 7 p.m.-1 a.m. week days and 8 a.m.-11 a.m. weekdays, for the week ending Thursday, December 22. Independent plugs are those received on WOR, WNEW, WABC and WMAQ. Play times are designated as "weekend" production numbers as "N." Based on data supplied by Acoustic Reporting Service.

Last Wk.	This Wk.	Plays	Plays
1. Faithful (P.)	1. Faithful (P.)	24	24
2. I'm Gonna Be (C.)	2. I'm Gonna Be (C.)	24	14
3. All the Balalikas (P.)	3. All the Balalikas (P.)	21	10
4. All the Things You Are (CM)	4. All the Things You Are (CM)	20	22
5. I'm Gonna Be (C.)	5. I'm Gonna Be (C.)	20	5
6. Northeasterns	6. Northeasterns	19	10
7. I Didn't Know What (M.)	7. I Didn't Know What (M.)	19	17
8. Indian Summer (M.)	8. Indian Summer (M.)	18	10
9. Speaking of Heaven	9. Speaking of Heaven	17	12
10. Can I Help You?	10. Can I Help You?	17	11
11. Oh, Pretty Thing	11. Oh, Pretty Thing	16	17
12. Oh, Johnny, Come	12. Oh, Johnny, Come	26	27
13. In the Mood	13. In the Mood	26	27
14. Caribbean	14. Caribbean	26	11
15. Caribbean	15. Caribbean	26	11
16. Last Night's Goddess	16. Last Night's Goddess	26	9
17. Who Do You Love? (P.)	17. Who Do You Love? (P.)	26	8
18. Does Your Heart Beat for Me?	18. Does Your Heart Beat for Me?	26	6

THE RECORD BUYING GUIDE IN THE AUGMENTED EDITIONS (MUSIC SECTION SHOW WHICH RECORDS AND TUNES ARE BEING PLAYED IN AMERICA'S 300,000 AUTOMATIC PHONOGRAPHIC).

10. Oh, Johnny, Come	Macke	26	9
11. In an Old Dutch Church	Harms	26	4
12. Lillian on the Ball	Hobson	26	10
13. Caribbean	Holloman	26	7
14. Caribbean	Holloman	26	7
15. Caribbean	Holloman	26	7
16. Caribbean	Holloman	26	7
17. Who Do You Love? (P.)	Pearlman	26	11
18. Last Night's Goddess	Shapiro-Berstein	26	27
19. Caribbean	Shapiro-Berstein	26	8
20. Caribbean	Shapiro-Berstein	26	8
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229. Caribbean	Shapiro-Berstein	26	8
230. Caribbean	Shapiro-Berstein	26	8
231. Caribbean	Shapiro-Berstein	26	8
232. Caribbean	Shapiro-Berstein	26	

handle the show and dance music especially, with an instrumental trio doing some.

Sam Pettis is host and publicity man.

Paul Deems.

Harry's New Yorker, Chicago

"This is the spot in which John Barrymore has been spending most of his time since he left his own restaurant, Ralph (Cocktail) Cook, the excesses, are one of the greatest comedies he has ever seen," says Harry's manager, Sam Pettis, particularly when it comes in as a "jeweled" spot as the New Yorker. Cook is a good dancer, but the girls are not, and when his act is on anything, he still stamps one of his feet and tries to whittle thin his fingers, with little effect. The girls are all good, but not quite fast enough not to know what it is all about and still does out screwy magic, with a few laughs.

Another sure-fire attraction here is Winnie Bowler and her line of six girls. It remains one of the best acts in the room, in the thought and effort expended on every number. At this showing, the girls opened with a novel combination of a girl dancing and a male nude for a background. In the closing spot they create crazy atmosphere with a trapdoor number, the girls being suspended by ropes in the air.

Another fine act in addition to Winnie, includes Audrey Hebeke, Loraine LaLo, Marge Anthony, Helen Shaw and Anna.

In the show are Louise Shannon, rhythmic tapper, who steps out to the strains of the Linnies, a vocal duet singing; Dorothy and Frances, dance team and Phoenix, mads. The team offered a good Membership number, featuring three girls in a sort of outfit, each followed with a fast exit turn. Phoenix has a nice personality and her stepdances are well done.

McF's Band plays piano and dances, with intermissions filled in by the "Talents" strolling troupe, Dorothy Johnson, singer. Fred Gray is in charge of publicity.

Sam Rosenberg.

Flanders Grill, Philadelphia

Having folded as a straight restaurant and bar, by the Flanders Grill, after being taken over by the Flanders Corporation, it is now a night club, featuring a piano bar, a cocktail bar, with talent added, and is now one of the hottest spots in town, getting more and more business daily, in the financial district. The evening rarely gets them back, but enough come in during the day to keep them from bankruptcy dividends to the bank.

This dive and entertainment plant is

divided into two sections, the front part being a straight restaurant, while the back part, where the boys drink and talent are the attractions. The atmosphere is cozy and moderate prices and good.

Side act is the Vocals, consisting of Doris and Dagmar Stenner and Bob Ryan, A youthful and promising group, who have been appearing with one another.

The girls divide their time in singing and playing two spinet pianos, while the boys play guitars, drums and harmonica. They work on a balcony directly over the bar. The distribution of work among the girls is as follows: Doris sings from 9 p.m. till closing. The girls alternate on solo, piano thumping and trills with Xmas, while most of the male's work is done by Bob.

This work is above the average of trios with a similar combination, the arrangements being done by Ryan himself. The girls are very good indeed. Their rendition of Redding, an oldie inked in 1907, suggests that this time, if given the proper treatment, it can be a hit again.

Frank Fisher, a piano player, will be appearing during a good job of getting tree spaces in the papers. No minimum or cover charge.

Joe Cohen.

The Beechcomber, New York

Leaving New York as a night club press agent, I am now back in the city, having returned from Midway as a night club impresario after putting La Coigna on the map as the city's top show.

Frank Fisher, who had a solo act since Tuesday, with friends wishing him present, has been threatening for some time to take over the place and do his own. He finally got a lease on NYCO's old shop, The Midnight Sun, in the Bronx, and is now in the process of purging the place bare and then doing a job of rebuilding, the spot has been known as a hangout for the young and leisured, featuring the strong strains of South American music and entertainment. Chances are good and the place looks like it's gonna make it.

The place has been charmingly and tastefully decorated so what appears to be a good job of promotion. The idea of intimacy endures to good fun and leisurely eating, ala the cool is slightly higher than the heat, and the girls are a click with two peggy rumba bands that constantly excite the patrons into the Congo. The band is South American and the Carmen Miranda, she's a bombshell on looks, voice and personality.

COTTIE, magician, after a 12-week run at The Spot, Springfield, N.J., opened at the Hotel Cole Thursday night. PRINCESS ARIBEL and her pyramids are doing a return date at Ciro's, Battle Creek, Mich., and go to Porter's next night, Ciro's, N.Y. Monday.

A Brazilian explosive is one May Carter, an import from our good neighbor country, who should be given a diamond ring and diamonds to go with her's alone to assure she signs a big bite streak, raises her multicolored costume and she's back to dancing around and back to her rockin' needs and head, displaying a very personality. She's decidedly a find.

Mike, the boy with the capitate hands of Chevee Congo Branca Band. The boys play with a tremendous lift and a rhythmic quality the keeps the patrons dancing.

Pineapple's Hawaian Band plays the rumba sessions with a goodly amount of spirit and enthusiasm, but the girls don't appear for the early shows.

The food to downright excellent and the service tip-top. If Porter can wear out his welcome, he'll be back again.

He will have a successful night on his hands.

Deverley Key handling the press assignments.

Bob Zeki.

Surf Club, New York

Gone again the tomb of another association has been relegated, polished up and given a new fragrance, with the result that the Surf Club is now one of the best parts of the city night life. It's on the site of the old Ho and Modell's Music Room.

The present owners of this spot, which directed Wednesday (27), just had to move in with the help and the show, which was a success. The girls did some blousons and palm trees left behind by Mother Kelly after a short stay. It's an attractive room, but too brightly lighted

New York

Jean Mona, who just concluded an engagement at the Roosevelt, now on engagement at the Hotel Farnsworth, and EVELYN VERNON, dance team, replaced DeAngelis and Peter at La Fonda, bringing this week for an indefinite stay.

ARTINI AND CONSCHELO opened at La Coigna Thursday (23), Connie Machado and Artini, a young and attractive ballerina. JACK HILLIARD went into the new Star Club Wednesday (27), and the new girl is GENE COOPER.

(2) RAYE AND MARCH will be the only newly featured act at the Rainbow Room when it starts its new popularity banner. Tex Willer, a new popular dancer, in Tex Marden's show at the Grand National Casino, Havana, January 21 to fair against the Cuban champion, the Cuban Dancers and the Royal Palm, Miami, Fla.

Chicago:

WALLY VERNON, who has had a brief career in the movies, returns to Compton's, the new night club, with his wife, Dorothy, his singer, who returns with the band into the Palmer House Thursday (4), is getting unusually heavy bookings.

Here and There:

FLORETTTE AND BOYETTE are appearing in the Windsor Room of Hotel Jefferson, Birmingham, Birmingham, Alabama, to open Saturday (2), to open Guy Gatsby, Franklin Banche, Clara May, Rose Marie, Marian Basile, Frances and Dorothy.

DOROTHY AND DUANE opened Christmas Day at Seaside Hawaiian Village, Waikiki, for the first time. JEAN HAMILTON, impersonator, is in her 19th week at Shubert's Night Club, Cleveland, Ohio. JOSEPHINE BRINK, Leechill Room, Covington, Ky., on the same bill with Sophie Tucker and Ray Bolger, is a real find.

COTTIE, magician, after a 12-week run at The Spot, Springfield, N.J., opened at the Hotel Cole Thursday night. PRINCESS ARIBEL and her pyramids are doing a return date at Ciro's, Battle Creek, Mich., and go to Porter's next night, Ciro's, N.Y. Monday.

All of the time, which shows up especially too severely.

Entertainment is a verus produced by Paul Pfeiffer, who has a good record. The entertainers are bloused and costumed with a mixture of good and bad talents. Jack Hilliard, singing evangelist, opens the new Star Club, which is a good idea, sparing around with one of the line guitars (there are nine of them) and bursting into a rumba. The girls are not too good, but the idea of color is there just that—cute but uninspiring. Next out is Doris LaVerne, actress, who does a quick song and dance, then goes into a rumba.

A refreshing part of this lot is Paul Smith, 18-year-old youngster, who can cap it off with a good rumba. Dorothy Blaine, dancer, has a good rumba, but lacks control and authority. Dorothy includes a mixture of sashes and intricate costumes, but lacks punch and show-stopping qualities.

Another appetizer is Dorothy Blaine, whose total artistry and personality are outstanding. She has a good voice, she's pretty, sings a song very well, but is too long.

Barney Tedesco offers a unique variety of numbers that associate something in an artistic sort of way, but are done too quickly. The girls are two good rumba numbers, are interesting, one a straight dance and the other done with scurried steps that are hard on the floor. Arthur Elievens and Harry Blumberg, from out Philadelphia and very inclusive

day (1). MARTINI AND MANTHESIS open Monday (1) at the Belton Hotel, Harrisburg, Pa. PHARCYDE PAYE opened an indefinite engagement this week at the Civic in Cleveland.

CAROLYN AND JULIETTE have been held for a third week at the Show-Treat Club, 11th and Madison, N. Y. PEPPER LUCILLE is current at the Colonial, Chicago.

TEMPLE AND JASSEN, ballroomers, are appearing at the Hotel Roosevelt, Chicago, with Helen Craig and André Kuehne, along with Helen Craig and André Kuehne, have been held at Cognac's Grill, 11th and Madison, and the Royal Room, the Civic, Chicago.

LUCILLE PELICIA, formerly of the team of Eddie and Shirley, is heading out the Forest Hills School, Mansfield, O. RAY HOLLOWAY, singer, will conclude a 15-day engagement at the Hotel Roosevelt, Milwaukee, and Country Club, Milwaukee, Jan. 4.

RALPH AND RAKETTE, represented at the Civic, Chicago, through December 22, BEN RAPOFF, manager of the City and Fiddle, Cincinnati, played his last show at the Civic, Cincinnati, Eve with a Christmas dinner. On the bill were Bill and Eddie, Tosie and Eddie.

DOUG WILSON, dancer, opened at the Black Rose, Reading, Pa. December 21, and will continue until January 1.

BARNIE O'DABRE is holding forth this week at the Cocoanut Grove, Boston.

MICKEYETTE has moved from the Arabian Gallerie Club, Covington, Ky., to the Nixon Hotel, Cincinnati, where she and Dandy Shanahan, one of the three girls in the act, sustained an injury while at the Gallerie. Mickeyette is the new star of the Cocoanut Grove's rumba queen.

DOROTHY AND DUANE opened Christmas Day at Seaside Hawaiian Village, Waikiki, for the first time. JEAN HAMILTON, impersonator, is in her 19th week at Shubert's Night Club, Cleveland, Ohio. JOSEPHINE BRINK, Leechill Room, Covington, Ky., on the same bill with Sophie Tucker and Ray Bolger, certificate in nursing, VIRGINIA HAMMETT, and Bill Smith, after two years at the Hotel Roosevelt Club, N. Y., will continue their tour, same dates.

FRANK DUNCAN, New York, has been engaged at the Hotel Roosevelt, Washington, and Red Rogers at the Lotos Theatre in the same room, and the new girls, Dorothy and Margie, Jane Tandy and Shirley, are being held indefinitely at the Tux Club, Tampa, Fla.

CHARLES NATION, dancer, opens at the Hotel Roosevelt, New York, January 15. LES DIXON and PRINCESS CHIYO are at the Rainbow Room, Madison Hotel, Albany, N. Y.

three original numbers. You're the kind of girl, Acrobatics and Precious (an alleged double talk).

Entertainment is a verus produced by Paul Pfeiffer, who has a good record. The entertainers are bloused and costumed with a mixture of good and bad talents. Jack Hilliard, singing evangelist, opens the new Star Club, which is a good idea, sparing around with one of the line guitars (there are nine of them) and bursting into a rumba. The girls are not too good, but the idea of color is there just that—cute but uninspiring. Next out is Doris LaVerne, actress, who does a quick song and dance, then goes into a rumba.

Jack Monroe, Seminary of the Black Church, dancer, opens at the Hotel Roosevelt, New York, January 15. Les Dixon and Precious new pose and have installed a \$1.25 minimum per person, 50 cents for drinks and no cover or no minims.

George McMurtry the press spot. *See Ent.*

Marty Burke's, New Orleans

Marty Burke, friend and former squatmate of George Dempsey, opens new topless spot. It gives the famous Vieux Carré (Old Quarter), its first night club. The girls are all topless. All tables were filled on opening double show (December 23) at midnight and at 2 a.m.

Featured is Mama Lillian, billed as the Moonlight Madonna. Mama Lillian is just what the doctor ordered for the girls who are the wokok seeking little to do.

Marguerite and Pequita, cabaret and burlesque, girl dancers, up front. Pauline, dancer, is the prima donna, while the boisterous Ahern Blues do a nice burlesque. *NIGHT CLUB REVIEWS page 24*

JOSEPHINE BOYER

The Talented Comedienne & Mimic

OPENED DECEMBER 30, 1939

JOSEPHINE BOYER

OPENED DECEMBER 30, 1939

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Loew's State, New York

(Reviewed Thursday Evening, Dec. 28)
State, like most of the Broadway houses, will probably gross well this week because of the present layout is new, says Leo. Mr. Smith Goode's acting is still a good draw.

Captain Tinker's Real Standard novelty, "Tinker's Real Standard," is a stage show. The animals draw cards, do little routine and move very tricky Hippo, elephant, bear, etc., and the seals playing a musical instrument. Very engaging turn with Tinker pasting things on the wall.

John Carroll and Ruby Horne, mixed team, in the dance spot with charter, however, add a bit of color. Carroll and partner are the type of popular girl with Howe stringing. Comedy material is sometimes good, but the atmosphere is lacking. Both do commanding hoofing in fair style and wired up with a good interior scene. This is the art number. The show at the Capitol sang one tune and faded into imitation of Louis Armstrong's trumpet playing. John Carroll.

Gros and Dunn, standard song stylins, sell their songs straight and with trimmings. They have some interesting and sunny tricks of the trade. Their show includes variety of old vaudeville stars and some of the best of the present day. George Walker, these take-offs from a dark stage with phosphorescent costumes, Act II, is a good example. Those, which we do not care for particularly, in their entirety the turn is solid stuff.

Saul Gravman's "Gibraltar Revue," despite its name, is a good show. It starts with a gadget of Gravman's invention, it is a flight of stairs upon which girls do a series of steps. The act ends with a thinking out musical numbers such as "March of the Tapis" and "Overture of 1912." Act II is a good variety show. Some starstruck might be used for trick production ideas in vaudeville or variety. Between the acts there are some good girls who do a good tap routine, and another, Betty Jane Winters, who performs a strong act with a good voice. Which is choice on a high-toned platform. Paul Ackerman.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 23)
Appearance of Allan Jones and Mary Martin on the stage, in conjunctions with their son, John, and their daughter, Vicki Herbert, transformed the tango to only three additional acts. While enough entertainment the even day shows, set up could not be considered a success. Vicki was a piece. As it stands, John Torenian or John and Anna Torrence team, handles the management pleasantly but not adequately.

Great admiration is earned by both Allan Jones and Vicki Herbert, the two top callers and their delivery craftsmanship. Each offers three numbers individually and the four girls sing together for three others. Vicki is the best in the pictures. Only the curtain saves them from staying on longer. Miss Martin had her sugar, soothing voice is easy to like. She did "Are You Sorry" and "Any Place." Her performance was excellent. Her Schubert's "Daddy," Jones, a target for the female's tango, is a winner one to remember. Vicki's singing is a real smile. Then clinches the battle with a golden-voiced baritone in All the Things You're, sweethearts and Bouley Zeros.

Melvin Mason, comedy dancer, follows the operetta with numbers with a score of tap and high kick, ending with a second recital. Ray and Trent, high-class hand-balancing act, encounter little trouble in their balancing act. A good comedy touchette spiced about. A need fit in the shorter partner's pictures.

John and Anna Torrence act on between the single song sessions of Miss Martin and Vicki. Their balloon act and routines are performances with very little artificiality and, hence, are easily grasped by the average patron. Personalities are fine, but costumes well designed and well timed.

Showers very heavy at end of third show opening day. Best attraction

Vaudeville Reviews

(opening Friday) will have Yvonne Parsons and her Hollywood starlets. Sam Hoenberg.

Orpheum, Omaha

(Reviewed Friday Afternoon, Dec. 29)

John Bates, radio, screen and stage which also features the Lawrence Welk Orchestra, which got its start in these parts, and the "Dixie Dancers." The "Dixie Dancers" are the first to make a name for themselves. The "Dixie Dancers" are a musical troupe consisting of seven girls in red-piped and black-stockinged costumes that are colorful and attractive. While the girls' dancing is the main attraction in that soft fall advantage wins because of the size of the stage and acoustic qualities of the hall. The girls are more ticklish and more eye-compelling than the stars, plus some dancing on the stairs, which is a good idea. The girls are doing well. We are looking forward to the show, which has several novelties, including a half-hour act. Audiences liked it in a couple of numbers in good voice, but he needs peppler songs.

John Bates, radio, screen and stage, is very good. His act went big, especially with a marionette on the screen. Jane Walker, a good dancer, sang a nice plucky into Baby Me and Giv. Jokes.

Lorraine and Hogan, comedy duet, were good. Hogan, a good dancer, did his hokum for a swell act, the audience wanting to see this one.

John Bates, radio, screen and stage, was the Clever Comedy. Opening business good. John A. Scott.

Palomar, Seattle

(Reviewed Monday Afternoon, Dec. 13)

Getting a first audience interested in the new bill this afternoon was Jack Chappell, "Fugitive from a Duke Ranch" and a single act. The act was a fast-paced rattled initial ice of a sparse house with his amazing versatility, including tricks and comedy. The act was a good one. Bill Rose as he played the harmonica and piano was fine. In addition he joked and waded and later twisted tales upon a grade.

Jerry Rosenthal, announced that it is his intention to leave the Palomar, whose career blossomed on route from Portland. An excellent ambition. He plans to open a theater in San Francisco next May. Mrs. Rosenthal of 1937 and now a Palomar widow, her singing of My Melancholy Baby and I'm a Little Teapot still was heartily applauded.

In a boy and girl number Rich and Gandy, the boy was a good dancer, the tap dancing also being while Hammerstein, Henry Adams, roisterous act, performed a boy and girl number. The act returned to be a third dimension. Arch the dimmy, saw Jessie Pie and Little Missy, a good act. The boy and girl number to end with extrovertive科学院, the one of the most exciting sequences was the closing.

Closing the show were Miller and Hendon in a screwball farce act that was a mixture of comedy and dancing. In building suits, these two men please to end with their variety of funny business and a few difficult situations. The finale was Flora's Jesters, Gingers and Peppermint Dice.

C. M. Littlesjohn.

Roxie, New York

(Reviewed Friday Evening, December 29)

Stage show this year is a clancy, comical show, put on by comic girls, and a comic novelty act. Pictures of Gosses' Alice, a technician offering, and trade was good. Friday evening.

The girls' curtain opening routines in a cocoon affair to the time "Jumpin' Jive," costumes being on the decollete side. The girls' act was a good one. With the Three Stooges and Harriet Hayes, a fair tap-dancing act that goes overboard on the tap dancing. The girls' act is a bit off in straight hoofing, giving here the comedy with stamps, collieens and great falls, which are kept up until the curtain.

John McCarthy, comedy dancer, after that they go into their burlesque, some of which, especially the "Climax McCarthy" part, is a good one. The girls' act is uninteresting. McCarthy doubts talk used on McCarthy's staff is a good novel. Another act, the girls' act, is a good technician work, doing the chante as an Italian, Chinese and others would do. The girls' act is a good one, but it worked as an individual mink, rather than hopping back and forth at the

slight mike. They got a good head and should be good.

Paul Moran and his Toy Boys are a standard magnet act, but added to the show is a good one, the acrobatic, the energetic hoofing, hand-balancing and high-pole work is sure-fire.

John Bates by Foster, however, is a musical troupe consisting of seven girls in red-piped and black-stockinged costumes that are colorful and attractive. While the girls' dancing is the main attraction in that soft fall advantage wins because of the size of the stage and acoustic qualities of the hall. The girls are more ticklish and more eye-compelling than the stars, plus some dancing on the stairs, which is a good idea. The girls are doing well. We are looking forward to the show, which has several novelties, including a half-hour act. Audiences liked it in a couple of numbers in good voice, but he needs peppler songs.

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Lyric, Indianapolis

(Reviewed Friday Afternoon, Dec. 29)

If it is only laughs Joe Cook and his "Laugh Poetry" can be counted tops to the show. The act is a good one. Joe Cook, besides being a native Indian, is one of the most amusing comedians to hit the stage in many a moon. Both the factors are good. The first time he has played the Lyric, the audience was more or less indifferent. And the second time he has performed no changes, for he has surrounded himself with supporting performances of a high caliber.

Cook, of course, is the whole show. If one does not like the show, then one does not like the headline. And he is not every entrance preaches something new or if it is not exactly new, at least it is not stale. The act is a good one. It is holding its own, however, as to box office. And the girls' act is a good one, for he has surrounded himself with supporting performances of a high caliber.

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John and Eddie Durkin have irrelevant absurdity for a compelling comedy act. The girls' act is a good one. And the supporting routines for the act to get some real laughs. The girls scratch the curtains "whiskers," and they spell the initials of a phonograph all over the stage with a wire brush, a straight harmonica and guitar.

Karl Spiegel's band furnishes the music, and, once, presents us a more restrained style of introduction than usual. Spiegel does some traps with a powerful radio.

A nice spot in the show Diane Cook

showing off a numerical collection of

oddities while delivering a running-line patter about Indians. And for his final oddity, Diane Cook, dressed in Indian garb, says "We Must Institute Four Headlines." This one before he was even well along in his act. Diane Cook is a good actress. Acting and abetting Cook are two weakies, Charlie Dennis and Andy McElroy.

Outstanding among the supporting acts are the Chester Male girls, who are fine performers and partners. Their fan number is a good one and received and evoked considerable applause.

The Dewey jugglers, have a swell act and the girls' act is a good one. Fulton and Wolfe get good applause for their athletic acts, and Flager and Silverman have a good hit as a pair of jitterbugs.

House was nearly full at first show. The Cisco Kid and the Lady. H. Johnson Jr.

Colonial, Detroit

(Reviewed Friday Afternoon, Dec. 29)

Montague and Novak, dance team, open with a show rhythm number, equipped as they are by those they possess. They return for an act with a show, with a good one. The effectives slow solo, followed by passing strolls with slight striping.

Then comes the girls' act, the girls' act, displaying a wiles on the shrill side. It's a better show when she does not solo with a girl. Val Hale, versatile juggler, uses hat, cigar, balls, cane, Indian clubs and a variety of other articles with ingenuity, increasing the act with some novelties, phonny stories and excellent patter. Comedy, however, is not the forte of Hale. Hale is available, including juggling balls transferred from one shoulder to other.

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dramatic style, the audience giving him the request numbers.

Show, lacking stars, is weaker than typical. The new acts will all come names and is more like a straight vaudeville, despite the few sets. Headline of audience was "I'm not a star," even though the weaker opening acts, while the standard-type patterning and comedy proved favorite.

State, Hartford

(Reviewed Friday Evening, December 29)

Songs by no means dead as far as Hartford is concerned. In the reception room Charlie Barnes, here can't be considered a star, but he is a sideman, especially the guitars, in the palms of which his band in a New Year's benefit of very good. Barnes' band is the top billing with Eddie Casper's "Mad Russian." Bert Gordon.

And Chorus & Stage acoustic dancers is a hit. Barnes, after a variety burlesque, and Ted Clark, talking comedian, also were well received.

Mary and McCulli, featured singers with the orchestra, who appeared, also do the trick. The girls are like the Andrews Sisters, except that they don't have the voice control demanded in such positions in front of a single microphone.

A line of 12 girls, added to pep up the show, were a hit. Barnes' band was in the first two performances, and was pulled out for the remainder of the next two. Barnes' band is a good one, but it's tame, and were unable to make head or tail out of Charlie Barnes' improvisations. Barnes' band is a good one, but it was announced that the regular house orchestra would play the acts for the remainder of the show.

Future picture: Miss Frances Devine and Michael Astor. Andy Devine and May Sutton.

J. R. Nunn.

Music Hall, New York

(Reviewed Saturday Morning, Dec. 30)

With the exception of the 75-cent starlet of Norma Shearer, Charles Laughton starter, running two hours, several stage acts is held down to a minimum. The show is a hit, however, because it is so testamental that characteristically seen here contrasts well with the heroic overtones and general heftiness of the Victor Hugo production.

Production is titled *Washington Mulligan*, but hints itself to only two scenes, the first being a scene in a department store with the music club in the background. The second is a drama of Clara Clem's outfit picking the place where she will meet her man. The lyrics give them away. Al Stillman's special lyrics are bright and assuming, and the male chorus does a great deal more singing than dancing.

Top, tap and toe are brought into the scene as a trio of posters, and the boys wear their best suits. The girls are in business job. Team does only one routine, but it's a long one and poses more skilled bopping than a dozen numbers from *Washington Mulligan*.

Second and last scene is the interior of the Rockefellers' own apartment in the middle of the 5th Avenue. The girls step the Rumba Rhythm. Not is remarkably like the original and, with Erne Sievers' music, it is a hit. The show ends with a short, three acts additional space for the team impressive work of the Rockefellers. Gals are "wonderful" this time around.

The Del Rio, two men and a girl, are the epitome of suave smoothness in a series of scenes. The girls are very coyly coquettish and with the utmost grace and ease, trio does some extraordinary tricks.

Then comes the corps de ballet in a lengthy version of the Cossack. Routine is whimsical and sprawling until near the end, when the girls are joined by the rhythmic accompaniment from the orchestra improves greatly and approaches the sense what the proper feeling of the dance. Whether or not to the benefit of the dance, audience seems to the benefit of the show, as supplied by the Del Rio, who is a bit lost in the shuffle.

New show, instead of debuting as

Berle, the Cut-Up

NEW YORK, Dec. 30.—Milton Berle, the "King of Comedy," who has the comedian opened at Loew's State last week, "Wise road": "You'll be your charming self. Lots of luck." (Signed) Milton Berle, now appearing in *See My Lawyer*, \$10 top of the act Saturday night at the Palace. On Sunday, the comedian, in his hamars, confederations, strawberry festivals and banquets, special races for male and female, and the like, will play 8-6423. It's a meat market but they'll call me. Have turbines will travel."

usual Thursday, opened Saturday morning, with the house well filled for the first performance. David Sankoff.

MCA Loses Shalimar; Back to Local Bands

NEW YORK, Dec. 30.—After two months of scarce bands, MCA has again had a spate of new acts, returning to local music as per union requirements. Erwin Kent, local master, bought the band from the Elizabeth avenue spot Wednesday day (7).

MCA, which opened the Shalimar with Leo Reisman's orchestra, is a Chinese restaurant, and the spot for the moment, and Ruth Endler, owner, manager, is handling the talents. Mutual is due in a week's time right after the first of the year.

Kent follows the name band style and succeeds a little fresh each to create a new band. He has a band of his own. He features himself at the piano, a three-man string section and a good group of vocalists. The band is a good one, but it's not swinging. Bass player Leo Avery has a mite bendy and gives with the vocals when necessary. The vocalists are good, too. Virtan Blaine, a strummer who can gauge the lyrics with the best of them.

Maya and his rumba band, featuring Clara Del Rio, has been held over and continues to supply rumba and conga music that has become popular this side of the river. —Kern.

New Year's Eve Prices in Philly Cut

PHILADELPHIA, Dec. 30.—Local signs show that getting the prices of former years for New Year's Eve. Prices this year are about half the former rates, ranging from \$10 to \$15. The reason for the rates being cover charge or for rooms.

Because of the liberal interpretation of the law, many clubs are open. Consequently, all spots will be open despite the fact that no drinks can be served until 7 a.m. Monday morning.

The Mayfair Club, which guarantees moonlight and dancing.

Gibbs, which charged as up to last year, has cut its price to \$8. Jack Lynch is getting \$8 cover charge and beauty the sum's \$6, which includes dinner.

Horseshoe Show Claims Record Run

NEW YORK, Dec. 30.—Claiming the record for the longest run night club show, Eddie Rose's Diamond Horseshoe swing into its second year, with 100,000 "cover girls" which opened during Christmas week of 1939 and is reported to have netted Rose a clear profit.

For year-long run, Rose claims that the show, in its 700 performances, played to 200,000 people. Eddie, which had the most consecutive shows during the year, will run indefinitely.

Natchez Club Reopens

NATCHES, Miss., Dec. 30.—Crystal Music Club, on U. S. Highway No. 61 in the town of Washington, closed for some time, has reopened and has proved popular once again. The old fashioned love of city and sections.

Owners are John and William Jenkins. The show, which originally was a musical and rock, playing, the annual Christmas dance had the Collegians furnishing music. On New Year's Eve Russ Fapella Band will play.

Dorothy Bryant Resignation Is Blow to AGVA

NEW YORK, Dec. 30.—Progress of American Guild of Variety Artists received a setback this week when Dorothy Bryant, president of the organization, Jean Hirsh, has been appointed acting secretary until AGVA's national board meets January 20.

Mrs. Bryant succeeded, October 2, Maida Head, who resigned September 23. Mrs. Bryant came out of retirement to take the post. She was AGVA's executive secretary for 16 years as executive secretary of Chorus Equity Association. She is returning from a nervous attack December 10.

Ralph Whitehead, executive secretary of the American Federation of Actors, said today that he will soon interview Mrs. Bryant's replacement and that "it is despicable because Mrs. Bryant is a very capable person and her resignation is a blow to the entire theatrical organization." Whitehead refused to comment on reports that he has been approached by agents of AGVA's leaders to step into the breach.

Harry Goldfarb, former AFA chief organizer, who returned to New York Tuesday, may become the new executive director. Goldfarb doesn't know whether he wants to stay in his new job "because the situation is fraught with many difficulties." Goldfarb, who is a member of AGVA, being an AGVA member, says he doesn't feel he is sufficiently familiar with the situation to determine whether he can be of use to AGVA at this time.

Finn Bankrupt; Assets Are Notes From "Friends"

BOSTON, Dec. 30.—A petition in bankruptcy was filed yesterday by Raymond Finn, 39-year-old manager (29) in behalf of Alex Finn, manager of the Mayfair Club, and several others, of whom James C. Finn, 36, and George C. Finn, 34, sons of Cass Mayfield on Cape Cod. Assets comprised almost exclusively a series of notes.

He is ill at his home and the petition was filed by a friend who is acting as his attorney.

Peter Van Doren, treasurer of the corporation which runs the Mayfair, claims that politically prominent persons patronized the night club during its heyday, but it is not known if the club ever made money.

James C. Finn is the only member of the corporation known to the public, and he was paid a salary of \$100 a week. He has a balance of 20 per cent to the creditors and it is believed he has continued paying until very recently in an effort to close all affairs concerning the club.

Finn still is manager of the Mayfair which, contrary to general belief, is not owned by him.

From Sports to Hotel

CHICAGO, Dec. 30.—Herman Brundage, head of the Amateur Athletic Union, who figured in the headlines when Eleanor Holm was expelled from the AAC, has been invited to speak at a meeting of the La Salle Hotel by the controlling heads in a meeting here last week. James Louis, president of the hotel, will be present to receive Brundage in the hotel in another capacity.

Whether or not the policy of the sports Blue Fountain Room, will be affected will depend upon the decision of the AAC next month. Present hand policy will be continued for at least another month, while Atlanta's Jack Little will wind up his engagement.

Natchez Clubs Do Well

NATCHES, Miss., Dec. 30.—All night spots in town Natchez, Spots doing okay are the Windmill Club, Golden Anchor, Charlie Morris' Club, Jimmie's Club, Mike's Place, Shady Shack, Misses Cottage and a number of others. Most places use phonies, but Windmill and Golden Anchor as well as Crystal Club use bands.

Doubling de Luxe

CHICAGO, Dec. 30.—One of the most unusual booking arrangements ever made here involves the dance of King Kong, which is being presented this week between the Chess Parlor, chess parlor, and the Research Hotel.

In order to double the bill, for a minute, the Chess looked in KICKIN, hoping to get a new act by yesterday when the dance was to have a preview performance, scheduled to open at the Stamford. For the first time in its history, the Chess management has said an odd coupling in a nearby spot.

Show-time schedules in these spots, unfortunately, do not conflict. Art is to feature six shows nightly, three for each account.

Earnings Levy May Chase Acts Out of Philly

PHILADELPHIA, Dec. 30.—As a result of a 10 per cent earnings levy, the tax on all earnings in Philadelphia, most of the bookers have indicated they may move to Upper Darby, which is just outside the city limits in order to escape the payment of the levy.

At a public hearing on the tax, held in the mayor's office, it was suggested that the tax be imposed on managers and employment offices whose clients live in Philadelphia but are sent to places of employment outside the city limits, are exempt from the levy. The bookers are waiting see the effects on the first of the year, to determine if the move will be made.

However, if the agents move beyond the city limits, they will be taxed on their earnings if they work in any local cafe or theater anyway. Many of the persons involved in the theatrical industry are also planning to move outside of the city to avoid payment.

Anyone earning money in this city is subject to the 10 per cent earnings tax given out at the meeting in the City Hall. It was held that all actors, stage, circus, carnivals, etc., and all persons producing pictures and advertising would have to part with the 10 per cent regardless of where they work. Agents will be required to pay the 10 per cent on the value of the meals consumed at their places of employment.

Alexandria Club Burns

ALEXANDRIA, LA., Dec. 30.—The Negro Legion Club, on the Alexandria Bay highway, was destroyed by fire early this week. D. H. Baker was owner of the club.

She Said "No"

SEATTLE, Dec. 30.—With a billing as "The Girl Who Said No to Hitler," Dellas' newest house now finds floor show at the Cedars Club, suburban night spot. NE 20th Street is the address.

New Seattle Club

SEATTLE, Dec. 30.—Formerly the Club Victoria, the new club opened this week after complete remodeling. Walt Ross and his Chitlins played for the opening.

Godfrey Adds Club

NEW YORK, Dec. 30.—George Godfrey, vaude booklet, has added three Brooklyn houses to his accounts. PINEY'S, McGough's and the New Palms Royal.

NIGHT CLUB REVIEWS

(Continued from page 23)
spicy dancing. The "Big Can-Can Girls" do a Paris-plus pony number.

Muriel Mills, blonde and buxom, essays "Minnie Coon's Cork Furniture" and "The Big Book of the Blues" to please the Dope South. The show might be better with more dancing.

Club has a minimum of \$1, with \$1.50 Saturdays and holidays. It is located on Roosevelt street.

Phil Smith.

SCENERY
New India, Flat Iron, Caramoor, Deep Ontario,
Carmel, Colorado Equipment.
SHELL SCENIC STUDIO, Columbus, O.

**WIGS BEARDS
MAKES-UP**
FREE CATALOGUE
F. W. NACK 200 N. State St.
CHICAGO, ILL.

Reviews of Units

Ted Lewis 1940 Revue

(Reviewed at the Oriental Theatre, Chicago, Friday Afternoon, December 28)

The old medicine man of the blues is still around, and an interesting show. Playing at advanced prices here, show caught played to one of the best audiences I have had in years. The manager, Harry Lewis, is indicated. Essentially the same type of unit this top hat salesman has been predicting for years. The show is direct, and when danger of a letdown approaches the character-teasing masterpiece produces a great laugh. The manager takes care of the situation very nicely.

A clever opening is Lewis' confession of "murder" duty in which he tells the story of his life, ending with his way with a woman, his leaving them needing for their money. Then comes a panel-type arrangement of St. Louis Blues, with Lewis as host. The show ends with Lewis before introducing his singing sextet (composed of the Three Stooges, Eddie Cantor, and Lewis) in a fast-enough version of Are You Kidding? High spot in this one is the singing of very well-handled Christmas (Feverish) White Christmas, never looks a day older. Bill parades with Lewis in When My Baby Comes as Are You Kidding? and ends with a bang, and as the peanut vendor in the finale.

The Dennis Bates harmonica in a striking arrangement of Mammie, and That's All, Baby, is a highlight of the show with a modest share. The man's ladylike appearance makes him order for this sort of response, and his manner is good, friendly and wacky, and laugh getter.

A little production scene is blended over. Over the background of dancing Betty Hutton, the tap, tap, tap dance, in a graceful ballet turn. Betty Jane was spotted earlier in the bill alone and was a good dancer. A nice ending gag version of Song of India.

Marie Helms is another above-average with her acrobatic acrobatics and comedy. Another Lewis specialty, Iva the Leader of the Band, is a nerve-restraining, toe-tapping, rhythmic version of Francis (Mighty) Hopkins' brass trumpet, and a small crew of unorthodox musicians. Spender is a Lewis comic, and the show ends with a hand-clapping sing of his own. While matched by the patterings, this musical just does not belong in this type of setting.

The Radio Sues are neat to closing with comedy songs patched together from oldies and newies. The three boys are young and make a sincere effort to please.

For the first time in a long time line-up to start to this latest dance craze while Macdonald's "Snowball" Whittier and Lewis close the front rows with pleasure.

On the side, Eddie Cantor, Dennis McCarthy in Charlie McCarthy, Detective (Unrehearsed), Sam Horsberger.

NTG Revue

(Reviewed at Palace Theater, Akron, O., Monday Evening, December 11)

Another NTG revue, this time with Miss Grand show is that it starts on the stage, and as near as possible, and there, for NTG's techniques if it may be so.

War-Feathers Fly

SPokane, Wash., Dec. 30.—Germine is on the warpath again.

The Indian chief with his handsome Indian headresses and a tomahawk from the lobby of the Orpheum Theatre Christmas night. The territory of America, he has been on the road three days of his engagement securing the city with tomahawk in hand, and making the Indians the most popular trees. The Indian had him partly responsible for leaving the stems alone for a few minutes after the box office was closed. The Indians were so raw from the knocking they received every time he had to introduce the Indian.

Cigid Thunder Cloud was making a personal appearance in connection with the showing on the screen of *Flight of the Eagle*, the new war picture. To date police have found no trace of the expensive eagle feathers.

designated, is born of supervising floor shows and accepted the Palace and its management when it joined the firm. To this end circumstantial provides the excitement and the pretty girls are the stars. The balance is pretty much up to the audience.

Your eyes are quite essential to fully enjoy this Fairies of the Fair show. It is a show to make you sit back and say, "Dandy type that should be seen, not heard, to be appreciated." But when you can relieve the optics from all the glitter and the magic talent around the purpose.

Harry Savage, billed as a double talker, is a good one, and he is a good one. His little Jackie Miller is a clever singer of regular songs and effectively sells his versions. For some smart tapping, the twinkling feet of Doreen Dunn are pleasant. The show is well balanced, and lots and novelty items are chosen with enough to give the revue audience its share of diversion.

Some points of the show, however, is necessarily remissed informal contacts between Gruendel and his audience. It has never looked a day older. Bill parades with Lewis in When My Baby Comes as Are You Kidding? and ends with a bang, and as the peanut vendor in the finale.

McCormick.

On the screen, Big Guy (Universal).

McCormick.

"Broadway Revelations"

(Reviewed Saturday Evening, December 16 at Liberty Theatre, Indianapolis)

The man's ladylike appearance makes him order for this sort of response, and his manner is good, friendly and wacky, and laugh getter.

A little production scene is blended over. Over the background of dancing Betty Hutton, the tap, tap, tap dance, in a graceful ballet turn. Betty Jane was spotted earlier in the bill alone and was a good dancer. A nice ending gag version of Song of India.

Marie Helms is another above-average with her acrobatic acrobatics and comedy. Another Lewis specialty, Iva the Leader of the Band, is a nerve-restraining, toe-tapping, rhythmic version of Francis (Mighty) Hopkins' brass trumpet, and a small crew of unorthodox musicians. Spender is a Lewis comic, and the show ends with a hand-clapping sing of his own. While matched by the patterings, this musical just does not belong in this type of setting.

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On the screen, Big Guy (Universal).

Letter List

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

Werner

24

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

With the Circus Fans

By THE RINGMASTER

President W. M. DETHMERS
22 Main St., New Haven, Conn.
(Subsidiary of WALTER HERZENSTEIN, Editor
"The White Top," 1000 Madison Avenue)

ROCHELLE, Ill., Dec. 30.—The Pat Valdo Test's meeting recently held in the basement of the Hotel Savoy in the dedication of the new circus room in the Barlow Barn and we are supplied with the following description by George H. Harlow III, Asst. manager. "We enter the room and strike in a very high room, some 12 feet in height, possibly more. The floor is polished wood, seen, but for the most part they are covered with large and small lithographs. There is a large arched window. Over the entire ceiling is a huge canopy supported by the bins down the length—lumbering big top, season of 1938."

The room has large windows with little Venetian blinds allowing a certain amount of light to enter during the day and at night a beautiful sight. At night with the red stage lights and gold draperies which adorn the windows. These windows are the same that were featured in the Pat Valdo Test last year. W.H. HILL, director of the Champaign Tribune, they fit the windows perfectly.

Hanging thru the blue dome is a regulation half ring (ring of severe strength) Madison, Wis.) hung by regulation standards. The floor is carpeted running the length of the big top, the chaff, pulley blocks, with green, blue and red pulley blocks, with the size of the old string bell ring resembling the blocks and ropes. The ropes are of the same size and weight as a big-top half ring. A light fixture is also attached to this.

Under the lithographs on the walls are a series of circus scenes from 1938 and hung as order from a five foot high to the very baseboards of the room. On one side of the room is a large painting two-stage big-top layout in miniature. Opposite the center ring is an easel holding a picture of the room to whom the room is officially dedicated.

"This room," says G. H. Harlow III, who directs it, "is set up as a tribute to our father, who was a man who was not only a great Circus Fan but who was always a companion, help and inspiration to his son in his career. The painting was done by Charles McMillan, artist, who spent the past summer painting it. The artist is now connected with the Century Maintenance Bureau, New York."

Chances are good that the room will consider it one of the most unusual in the country. It will serve as a meeting place for Pat Valdo Test members. The room is larger than any other circus gathering place than the Pat Valdo Test circus room in the recreation building and the room is planned to be used for meeting next spring when the room is needed for the new season. Since there is no heat in the room it is closed in the winter.

MILLINGTON, Tenn., West Highland, Conn., was a recent visitor. McGehee's Big Top Restaurant in New York was stated that this place has all the streets all along which fans appreciate. He obtained several excellent pictures for his collection.

Bert L. Wilson, writer that he spent an evening at the home of Bert Dethmers, shown, who is at Brown Denk's Toy Top at Tulsa, Okla. This is McDonald's 10th anniversary. Bert Dethmers' home is up at noon on the main street in front of the store and has a big following among the kids.

Olinger Bros. Will Have One-Ringer in '40

KITTANNING, Pa., Dec. 30.—Olinger Bros.' Circus will take to the road again early next year. Bert Olinger, manager, says Olinger reports. All animal acts will be owned by the show, he says. It is planned to open the show near Pittsburgh, Pa., and in western Pennsylvania, Virginia and West Virginia. Show will carry a small band and present many acts, including pony, mule and goat acts, also several ground and aerial acts.

Circus Saints AND Sinners' Club

By FRED P. PITZER

(National Secretary)

NEW YORK, Dec. 30.—We have received the December issue of Program, edited by Bill Pond. According to the account of the author, the lecture program is certainly blossoming.

Here is the personnel of the Circus Saints and Sinners' Club: President, W. H. Shepherd; Director, George Vassman; H. J. Throckmorton, second assistant secretary; John H. New, press representative; Frank D. Lawrence, treasurer; Frank D. Lawrence (cont'd); G. J. Barnes (two years); G. E. Barnes (one year); G. E. Barnes, treasurer; Harry H. Kerner, banker; Lee Greenwood, banker; George C. Myers, banker; George C. Myers, chairman; J. Harry Dillman, Dr. Calvert Mercer, Mr. Edward Sam Glazier, leader; Godfrey Phillips, member; Col. Charles H. Considine, founder of the tent.

In a recent syndicated column by Dr. Clarence, among other things there appears the following about P. T. Barnum:

"He once tried to sell illustrated books on the understanding he was cheated by his agents."

"Next he started a newspaper called 'The Barnum Bee' ... In a day or two from the time his paper was learned, he was in jail on some technicality. He failed completely."

"He had a show in a saloon. The show lasted two months."

"He started a boarding house. He failed completely."

"He invested in a venture to manufacture bear's grease. It was supposed to be a success."

"He bought the rights to 'The Great Disguise.' It extinguished his money."

"He made a fortune, paid dividends. To me, this was the first real money he had made."

"He went into the circus business with two men, with success no great to astound the world."

"If you have had a few failures don't let your imagination overwork about them. Regard them merely as lessons."

Member Lewis E. Lewis is making an appeal for winter clothing for poor boys in the name of the Boys' Athletic League. Funds will be formulated for the birthday dinner to the Hon. Harold G. Hoffman to be held at the Hotel Plaza, New York City. That date is Feb. 12.

Blackie Dutton, with two assistants, is in Mexico City, the Dogon's riding

quarter in South Peru.

Ted Weeks, vet circus man, was here this week to see his doctor.

Very health, George Blodgett-Burnham, is back from Code Blue, winter quarters.

Keves Bros.' United Indoor Circus played Marion, Ind., again last week due to the success of their show.

The Fred Waring band of the Waring Broadcasters, Inc., had a high at the Hotel Astor Dec. 29, when 7000 men and guests attended. Waring was brought out in a circus band wagon.

The end of them laid down and relaxed while the band played.

Tommy Rice, by permission, and words and the assistance of 12 husky members,

the braying animal was evacuated.

Perry Pick-Ups

PERU, Ind., Dec. 30.—George Davis, former chef of Magenbeck-Wallace Circus, is now back in charge of Makay's Indiana Circus Club, assisted by Bert Dethmers, manager. Bert Dethmers, who was with Bert Dethmers, and Harry Brown, elephant man. Club is crowded nightly with troupe.

Jack Walton, business agent for local company here, was hiring only circus acts, bought an act into the circus, and the act was the "Giant" with and more have been arriving daily.

Dan (Arky) Rice was here from San

FENTON'S TENTS

3 CANVAS LOFTS - ATLANTA - DALLAS - ST. LOUIS

Sherdry — USAMP and DFMP Canvases made by Fulton Bag & Cotton Mills and preferred by show people everywhere.

Save transportation charges by sending your order to our nearest plant.

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Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS

MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

POLACK BROS.' CIRCUS

Want Circus Acts in California Work February 12—Animal Acts, Flying and Best-class Sensational Novelty Acts. Address Irv. J. POLACK, Sherman Hotel, Chicago, Ill., Jan. 2-5; Shrine Circus, East St. Louis, Ill., Jan. 5-14.

Antioch, Tex., en route to Odie Bros.' was with Odie Bros.' en route with Odie Bros.' en route to Rochester, Ind., was with Odie Bros.' en route to Rochester, Ind., was with Odie Bros.' en route to Rochester, Ind., was with Odie Bros.'

Anthony (Sloopy) Dunn, a 1939 showman, was here from San Francisco. Dunn's confidence in the future of the circus is high. He was not shaken as he collected some money while here for services in the Bronx. In addition to his wife, Mrs. Dunn, Dunn has extensive real estate holdings on the Coast and their daughter, Dorothy, and son, Ben, also are booked by Pete Cortez for store fairs.

JAMES O'CONNOR came up from from Odie Bros.' in Tex. He was accompanied by his wife and son, who are en route to future shows.

The Albert Reiffenbach Riding Troope was here practicing daily at winter quarters.

Blackie Dutton, with two assistants, is in Mexico City, the Dogon's riding

quarter in South Peru.

Ted Weeks, vet circus man, was here this week to see his doctor.

Very health, George Blodgett-Burnham, is back from Code Blue, winter quarters.

He has an all-male and strong troupe.

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The end of them laid down and relaxed while the band played.

Tommy Rice, by permission, and words and the assistance of 12 husky members,

the braying animal was evacuated.

U. G. (Peg) Tyrrell, nationally known tractor expert, who has all fire-fighting equipment on Magenbeck-Wallace Circus, is here to help the Waring Broadcasters, Inc., in their production of "The Great Disguise." The Waring Broadcasters, Inc., will be presented to the public on January 1.

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Photo Post Cards

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GGIE TO RUN MAY TO SEPT.

Two-Bit, All-Pay Gate Works Out as Fixture in Sedalia

Manager of Missouri State Fair, Sedalia, has been quoted as saying: "I am at present a group of speakers at the 60th annual meeting of the International Association of Fairs and Expositions on December 2 in the Hotel Sherman, Chicago."

"I had contact with the 25-cent gate and 'pay' gate idea. I was so impressed I was invited to judge houses at Minnesota State Fair and received a sumptuous meal. The manager of the fair had stamped across it, 'Not good at Cutlery Gate.' I was so much impressed with the idea of the gate that on my return to Missouri State Fair, Sedalia, I immediately began my attempt to sell to the governor and commissioners of the state the idea that we should adopt this plan."

A section was made that we should put the gate at the entrance to the 1939 fair and we announced that the substantial business interests of former manager of Ohio State Fair, George W. Farmer, were to pressurize all elective State officials, politicians and employees must pay their way into the grounds. This was only exception to this rule, that is children under 12 will be admitted free at all times. The real intent of the 25-cent admission is to induce attendance, greater attendance means greater expansion of the fair's usefulness. The management assures the public that they will do their best to maintain high standards in holding the 1939 fair, in order that the fair may be successful as a creative educational, enter-

(See PAY GATE IN SEDALIA on page 27)



G. W. GREEN, who is making a survey and plans for a proposed West North Carolina State Fair, a "pay" gate, seemed, for Ashville, N. C., said that he has the backing of former manager of Ohio State Fair, George W. Farmer, director of educational Expositions and with experience in the insurance and auto field.

55,353 Op Profit For Saskatoon Is Biggest Since '29

SASKATOON, Sask., Dec. 20.—Industrial exhibitions showed surpises on all operations for the last fiscal year, and the financial report for 1939, it was reported at the most recent annual meeting.

Surprises from many board activities totaled \$65,353 and expenditures, less fixed charges, were \$59,667, showing operating profit of \$5,686. Surplus fund increased from \$1,000 to \$12,000, while \$12,000 was \$1,400 for capital improvements, resulting in no loss of about \$1,000.

R. D. McLeod was elected president; C. G. T. Robertson, vice-president; J. H. Warren, second vice-president; A. Munro, honorary treasurer.

Wharton, Tex., Clears Debt

WHARTON, Tex., Dec. 20.—Directors of Wharton County Fair Association were told at a recent luncheon in the Dewey Hotel of the fair plans that for the last two years the association had been in deep trouble because of indebtedness. Debt of \$12,000 was incurred in 1937 when the bank refused to renew a note, which resulted in greater portions of earnings being applied against debt. Treasurer L. P. Worthing gave the report.

Orange Festival To Feature Attractions

WINTER HAVEN, Fla., Dec. 20.—Crosses preparing for the 16th annual Florida Orange Blossom Festival, which will be on the park three years, under general management of Almon R. Stover, well known because of his connection with the 1939 World's Fair, and his amusement enterprises as Great Lakes Exposition, Cleveland, and George Jessel's 1940 show at the 1940 World's Fair. Associated with him is Paul W. Heron, vice-president and general manager of the festival, by birth a native in Chicago, Cleveland and New York during the past six or seven years. An-
(See ORANGE FEST on page 41)

(See ORANGE FEST on page 41)



FORD E. CAMPBELL, who has again been re-elected president of Tri-State Fair, Superior, Wis., as head of Douglas County, has been instrumental in helping to build up the Dodge County, Wisconsin, exposition, secretary, Mac Levine, has just been given another term in the post.

Grand-Stand Patrons Seek Unusual

Address by Sam J. Levy, of Berwyn-Curran's Fair Booking Association, on "Patronizing Grand-Stands," at the 60th annual convention of the Fair Managers Association of Illinois in the Statler Hotel, Des Moines, on December 12.

After booking, presenting and watching shows at matinees and night performances for 30 years and after making a special study of the psychology and reactions of audiences, I have in mind a rather vivid picture of what has transpired in the 1939 season at the fairs.

I can see the reason why the great majority of people attending grand-stand shows do so with the express purpose of getting a thrill, a laugh, a different and unusual. They expect to get a thrill, to see things done on a big scale. The public expects to see something unique, something that is not to be seen elsewhere. They expect to see performances in the right place, in a setting and definite change for them after 33 years of door-to-door amusement along the same lines. There is no other stage in the world that permits the staging of

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

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

SAN FRANCISCO, Dec. 20.—The 38th edition of Golden Gate International Festival will run from May 25 to September 20. It was announced Tuesday by the new board of directors. No action was taken on the post of managing director, which was held by Dr. Charles H. Strub, Santa Anita race-track chief. Dr. Strub and Zack Farmer, director of the Olympia Exposition in Los Angeles in 1939 and the San Diego Exposition, are mentioned. In accordance with the ruling of Bankruptcy Referee

John C. Burton J. Wyman, first new director to be added to the old board of 10. New directors are George Brainerd, B. M. Johnson, and William H. Moore and Clarence Hatch, all of San Francisco.

Letard Curtis, president in 1939, made the announcement of dates and election of candidates to succeed Dr. Strub. He said the new board voted to request chairman of the executive committee to nominate the same officeholders. The several hundred telegram had been sent to prominent exhibitors and expositors, inviting them to participate.

"We are also sending invitations to numerous foreign governments, thru the minister of state in Washington and various embassy officials, to be in the proper diplomatic way to be invited to the exposition," he said. "It is intended that they be expected to invite foreign governments to participate in addition to those which have had

Lieut.-Gen. Albert J. Bentley, recently retired as commanding of the Ninth Cavalry, and Postmaster William H. McCarthy are said to be under consideration for the fair director. Other names mentioned are John Miller, Letorto, as a compromise candidate. Strub has been working to effect changes in the board of directors, and the new board will consist of a slight margin of two votes of pushing Perry Hood out of the board. Perry Hood is the president of the Wharton County Fair, who carried the ball in 1939 when Mattheus ran out of balls and accusations. He has been reelected, and for change is C. E. Thompson.

Perry Hood, president of the Wharton County Chamber of Commerce, appointed a committee to investigate the creation of a state fair and a bill, introduced in the Legislature to recognize the fair and sponsored by four country fair men, died in committee.

MARYSVILLE, Ken.—McMahon Shows, Inc., which has its quarters here, were awarded the contract to manage the Fair Managers Association of Iowa for December 11 and 12 in Des Moines by C. T. Gandy, C. E. McDonald and G. A. and T. W. McMahons, as reported, said C. E. McMahon.

DIRECTOR, Dec. 20.—Elwood A. Phillips, general manager of the Canadian National Exhibition here, was taken to the Ontario General Hospital in serious permanent last week. His condition was not considered serious by attending physician, but he is expected to remain a week or three weeks before he is expected to resume his writing on the War Purchasing Board.

Hughes Taken to Hospital

TORONTO, Dec. 20.—Elwood A. Hughes, general manager of the Canadian National Exhibition here, was taken to the Ontario General Hospital in serious permanent last week. His condition was not considered serious by attending physician, but he is expected to remain a week or three weeks before he is expected to resume his writing on the War Purchasing Board.

Mich. Will Slash Parking

DIRECTORY, Dec. 20.—Parking prices on the fair will be cut 50% in 1940. Due to wood w. snow, fair managers said yesterday. Charge of 50 cents will be reduced to 25 cents. The 1939 fair, which cost \$100,000, will be the lowest ever. The reduction will make the reduced figure cover all costs of operation. The reduction is expected to be a big draw, the managers said. The 1939 fair was one of the most successful ones at the fair in recent years, with inadequate space available last year.

"New Law of Copyright Infringement"

See General Outdoor Department of This Issue.

Exacting Demands Today
Do you remember the old revue days, when the girls in the chorus were permitted palms enfolded as a scenic backdrop? (See Grand-Stand Patrons on page 47)

Fair Elections

ANSELMO, N. C.—Randolph County Fair re-elected T. F. Bell, president and W. E. Morrison, vice-president, and Waldo C. Cheek, secretary.

BURTON, O.—Cass County Agricultural Society elected B. J. Shanoan, president; G. L. Morrison, vice-president; and Waldo C. Cheek, secretary.

SUPERIOR, WIS.—Douglas County Fair re-elected F. S. Campbell, president; H. E. Johnson, vice-president; Max Leinen, secretary; A. J. Wentzel, treasurer.

HARWICHON, Conn.—Harwichon Agricultural Society, which staged its most productive fair in 1939, elected Charles P. McGehee, president; H. E. Johnson, first vice-president; Bert Hatch, treasurer; Louis L. Carnegie, superintendent of concessions.

CORBIN, Conn.—Goshen Agricultural Society re-elected Herman Walther, president; Clarence Vaill, F. F. Ira, vice-

presidents; Mrs. Louise Blakemore, secretary.

**CHICAGOVILLE, Ill.—Chicagoville Pump-
kin Show re-elected W. E. Cody, presi-
dent; D. M. Nixon, vice-president;
John C. Jacobs, secretary; Robert G.
Cottrell, treasurer.**

LOGANDALE, Mo.—Dade County Fair Association re-elected Ben Pennington, president; Herman Martin, vice-president; John Chase, treasurer; Hale Thomas, secretary.

BONHAM, Tex.—Fannin County Fair elected C. H. McGlynn, president; H. H. Headrick, George W. Taylor, vice-president; Tom Raybar, secretary; Tom Lightfoot, treasurer; Frank Wright, treasurer.

MILLESBURG, Ohio—Frank G. Schellhase was re-elected president of Holmes County Agricultural Society. Other officers of the fair are Clyde Puryear, president; H. C. Legg, first vice-president; Bert Gispen, treasurer; E. Stellman, odometer manager.

HILBERT, Wis.—Calumet County Fair Association re-elected Carl Paul, president; H. E. Johnson, vice-president; Harry Weeks, secretary; Herbert Haeger, treasurer. Improvements costing \$1,125 were made on grounds.

CHARLOTTE, Mich.—Eaton County Agricultural Society re-elected R. H. Lovre, president; and Hans Kaelin, secretary-manager. Fair had profit of \$1,484 in 1939 and spent \$1,410 on improvements.

ZANEVILLE, Ohio—Muskingum County Agricultural Society re-elected R. H. Lovre, president; Lettie Wilson, secretary, and elected E. E. Baird, vice-president; Orville Daughan, treasurer.

CHENEAU, Mich.—Itasca County Fair elected John C. Meyer, president; Tom Wingert, vice-president; Alfred D. Raum, secretary.

PENDER, Neb.—Thirteenth County Fair elected John C. Meyer, president; Tom Wingert, vice-president; Alfred D. Raum, secretary.

MONROE, Ind.—Beech Grove was re-elected John C. Meyer, president; A. G. Alexander, R. H. Jones, vice-president; George D. Mackie, manager.

WINNE, Ark.—Bar-Beech Meyer was elected chairman of Cross County Livestock Show. Ed McKeithen, vice-chairman; Cecil Glabe, secretary-treasurer.

Fair Grounds

MOGGS, TEXAS—Operating up operations of Moggs Fair Institution, President W. H. Johnstone said \$12,000 had been spent on improvements to grounds in the past four years and that the exhibition company was in debt \$6,000. The revenue of \$20,000-\$21,000 was expected to be realized in 1940. The loss was offset as a result of increased mid-way costs caused by cancellation and rescheduling of the fair. Total expenditure of \$30,000 was an increase of about \$6,000 over 1939, causing a deficit of \$2,122. Total receipts were \$4,785,000, an increase of \$600,000 over 1938. The losses were attributed to damage caused by Jessie Lynch and Bill Death Dodgers in front of the grand stand were repaired at a cost of \$1,000. The total gate was \$3,000,000, as compared to \$3,075,000 in 1937, the previous record set by the fair in its nine-year run attracted revenue.

MAHONING, WIS.—Circuit Judge Atty C. Heis has granted Commercial State Bank a judgment of foreclosure on Dose County Fairgrounds against Dose County Fair Association, Inc., owner of the tract. Judgment is for \$20,300. Operation of the fair has been discontinued.

DETHOFF—Elmer Smith has resigned as general manager of Wayne County Fair, Mountaineer, Mich.

Fair Meetings

KANSAS FAIR ASSOCIATION, January 9 and 10, Hotel Jayhawk, Topeka. M. SAWTLE, secretary, Clinton.

MINNESOTA FAIR, January 10, Hotel Royal, St. Paul. L. C. Jaesch, secretary, Anoka.

OHIO FAIR MANAGERS' ASSOCIATION, January 11, Hotel New Yorker, Toledo. Hotel Colonnade, Mrs. Don A. Debrick, secretary, Beloit.

WESTERN CANADA ASSOCIATION OF EXHIBITIONISTS, January 13-17, Hotel Alberta, Edmonton, Alta. W. H. May, W. H. Johns, secretary, Saskatoon, Sask.

WESTERN CANADA FAIRS ASSOCIATION, January 13-17, Hotel Alberta, Edmonton, Alta. W. H. May, W. H. Johns, secretary, Wilson.

MISSOURI FAIR ASSOCIATION, January 17-21, Hotel Kansas City, Kansas City. W. H. Dunn, secretary, Wilson.

MISSOURI STATE FAIR ASSOCIATION, January 17-21, Hotel Kansas City, Kansas City. W. H. Dunn, secretary, Wilson.

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Out in the Open

Leonard Traube

Bands at Fairs—No. 2

THE breaking of bands at fairs have drawn notice from two well-known entertainers who have been asked to play at fairs. If you know if they haven't been around and didn't know the score, they would still be entitled to the use of the hall if the band has been broken. In the case of Miss Walsh, who is connected with an outdoor attraction office, this answer is on the side of safety for the boys and girls. Bands are not to be spoken of as "bands" but because we think the boys and girls "in bands" should speak them one at the proper time.

We now hear from Everett Johnson,

"Get OUT IN THE OPEN on page 53."

Advance Sale Sells Directors Of Ind. State

Address of Harry G. Pasquale, manager of Indiana State Fair, Indianapolis, Indiana, and of the Indiana State Fair Association, Indianapolis, Indiana. "Advance Ticket Sales," topic of a group of speakers at the sixth annual meeting of the Indiana State Fair Association and Exposition on December 6 in the Hotel Sherman, Chicago.

About 12 years ago our attention was called to receiving more or less than \$100,000 in advance of the fair. Our expenditures were more or less close to receipts to give us a comfortable margin. We were fortunate in having the weather or poor business conditions, so our directors began casting about for ways to help us. We bought rain insurance for several years, but that proved just an added expense. It never paid off. In the right time we try to reflect it. It sometimes rained enough at the right time to keep the cash customers away from the fair. We had to add rain insurance as a poor investment.

In 1929 Indiana State Fair decided to have an advance sale of tickets. We sold 40 cents each. Our regular admission is 50 cents each. These tickets were placed on sale at various stations and other business places throughout the State about July 1. The sale was closed at 6 p.m. the evening before the fair opened. The money and the used tickets were collected. Of course, this place wasn't the only place where a 10% reduction in admission price, and the tickets could be purchased until the night before the fair opened. This place the year we used this plan, one of our chain drug stores with about 13 stores in the state, had a 40-cent ticket at 20 cents each, customers taking a loss of 1 cent on each ticket to get additional customers in the door.

In 1933 our directors decided on a new plan for advance sales. We printed 40-cent tickets and sold them at 30 cents each. We informed the pusilini newspapers that when there 50,000 people in the state, we would sell 100,000 tickets. We were more pleased, that each customer would buy his own ticket. This plan worked well and we had \$12,500 in cash for the IND. ADVANCED SALE on page 53.

Deane in Bismarck, Wyo., on December 27, 1933, and Tampa, Fla.

NEW type of show for fairs, to be styled the "Industry Star Minstrels," will be produced by the Indiana State Fair Board for the 1940 exposition. Fred and Manager Henry Luedens, Show will follow minstrel routine with interpolation of circus acts. The show will be directed by Mr. George Luedens. Luedens' office will also produce two other unit shows for fairs.

**Sellin's
The Stratosphere Man**

World's Highest
Aerial Act
**NOW BOOKING 1940
ENGAGEMENTS**

Write today for complete information
Circular
PERMANENT ADDRESS
Care of The Allstate, Cincinnati, O.

UNIVERSAL TITLIST

**BEE
KYLE**

IN 100 FOOT DIVE
TO FLAMING TANK

World's Greatest Thriller
A Motion Picture
NOW BOOKING FOR SEASON 1940.

EASY
W. B. Wecker
SOUTH
R. V. Liles
2320 Grand
Highway,
St. Louis, Mo.

BEAUTIFUL---GIGANTIC---SPECTACULAR---THRILLING FIREWORKS DISPLAYS

With Tremendous Drawing Power
will be featured again this year at the leading Fairs,
Expositions, Parks and Celebrations

Presented, of Course, by

INTERSTATE FIREWORKS MFG. & DISPLAY CO., INC.

Suite 429, Court Square Building, 31 Elm Street,
SPRINGFIELD, MASSACHUSETTS

GENERAL OFFICE

152 Notre Dame St., East, Suite 91, Montreal, P. Q.
Programs for Every Occasion—Let Us Furnish You With a
Proposal Along Your Needs and Requirements. Fair Secretaries, Managers, write us when your attractions committee
is going to meet. WIRE, PHONE, WRITE.

"BEST DISPLAYS OBTAINABLE AT VERY LOW COST"

Stunting Needed To Enliven Field, Declares Nevins

Address of Bert Nevins, New York publicist, on the staged tops, "Sportsmen's World," at the first annual convention of the National Association of Amusement Parks, Food and Lodging, December 7 to the Hotel New Yorker, New York.

Opening the program this way, I feel like one of those acrobats in vaudeville who always end up on the bill. I don't, of course, mind too much. It's just that some of our more serious work is getting a little stale, because there's always the feature of any hill. Still I suppose that's the best place to start, because it's the natural spot. Because if any guy can truthfully start off with the title phrase, "Sportsmen's World" as I am to put it speaking, it is to.

The last time I made a public address to a group of people in a radio station here in New York, a local radio station here in New York, I mean—the kind of station I mean—there's always a certain amount of time to play the piano or a program or whatever you want to do. Well, if an entertainer gets there too late, well, we went on the air, and I started reading my speech. And I was nervous. I became terribly nervous and try as I might the words just refused to come to my lips. I had to stop and start again, and it seemed like years, but it was really only a couple of minutes. All of a sudden I heard the return of a familiar song in the background and sure enough that piano player had idle time and was in the middle of playing it. It is something that every secretary and showman should have."

"Too Much Dignity"

Last year I was asked to speak on amusement park publicity with the result that we was read at the Chicago convention. I was too busy at the time having fatalities like the one at the Bronx Zoo, so I didn't do it nicely now, thank you. Why they invited me to prepare another paper on publicity, I don't know. I think it's all right—and just probably wouldn't suffer actor I get there."

Publicity and recognition is my business. It is my job to get the name of a well-known humor in the papers as well as to see that the nation becomes acquainted with him. I am not a publicist trying to think up ways to get people to drink a certain brand of wine or to use a certain brand of soap or a certain brand of shaving cream. But the work I like best is my activities in the outdoor field where I have been working for the past six years, and having handled Luna Park, Coney Island prior to that, I have always maintained a high standard of ethics in trying to get publicity for an amusement park. The possibilities that exist at such a place as Luna Park, Coney Island, with his characteristic promptness, has balanced the books, made him a success.

(See AREA on page 38)

"I would like to add my opinion that too many park men have given their enterprises with too much dignity. Outdoor amusement parks are not planned like the old-fashioned houses—they've got to be salacious and stink."

If I may digress a moment from Palmedo's speech, I think in parks it is important that the public be educated. I should like to say that the terrible homicide opinion the failure of the New York Stock Exchange, and among other reasons can be attributed to lack of proper stunting. To be certain the law held that the most highly publicized attractions in parks were the railway rides that necessary ballyhooed. My very dear friend, Mr. George F. Meany, editor of *Playboy*, he was put on the job no less to do some good.

The speaker tried to insert what he thought was the proper spark of publicity to one phase of the amusement field. He represented early this past (See STUNTING on page 20)

PARKS-RESORTS-POOLS

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is necessary, but it is still more unpleasant when the chances of winning such a suit are nil.

On the safe side by thereby familiarizing not only yourself but your employees with the rights and the wrong way of evicting a tenant.

Reprint of an article which appeared in The Billboard of October 28, 1939, can be had by sending 25 cents to the editor, who covers the cost of mailing.

Address requests to Editorial Department, The Billboard, 35-37 Opera Plaza, Cincinnati, O. Be sure to state the number of copies desired, and enclose airmail postage.

Reprints can be had at 25 cents each. Address reprint requests to Editorial Department, The Billboard, 35-37 Opera Plaza, Cincinnati, O. Be sure to state the number of copies desired, and enclose airmail postage.

When sending 8 copies in postage for 15 copies of the reprint, Leo G. Lipstadt, manager of the Oregon State Fair, Salem, said: "I have read the article and wish to thank the author for publishing it. It is something that every fair secretary and showman should have."

American Recreational L. I. Will Build Equipment Association And Publicize for '40 World's Fair

By R. S. UZZELL

The year 1939 with its surprises, setbacks and world-wide fairs has gone into history, but with all handicaps, including financial ones, the American Recreational Equipment Association has agreed upon what we have come thru with a stronger AREA and a greater determination to make 1940 better and more successful than 1939.

We want no more afternoon meetings and less contention or retarding of an evolution of the industry.

Our new president, C. V. Starkweather, is one of us and knows from considerable experience what it means to run a business. With his help we will strive to keep credit good and of the invaluable assistance of handling our money in a safe and sensible manner.

He has seen thru the will

in making money exhibits where

advertising service is not the best.

When he has presented to do anything

for this organization he has always come

through with a smile, a handshake and a sleeve and go to it. In due course he

will appear communists for 1940, which

will be announced thru the press

with his characteristic promptness,

and with his books, made him a success.

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wards, books, made him a success.

Rinks and Skaters

By CLAUDE R. ELLIS

(Cincinnati Office)

PHILADELPHIA Skating Club, oldest skating club in North America, celebrated its 25th anniversary on December 21 at its new rink in Ardmore. The ball was held at cost of more than \$2,000. The club, which was founded by Githa, has grown to a membership of 1,200 and has been instrumental in introducing roller skating to the skaters of the world for thirty years. A history of the club's activities is clearly shown. It is also the Humane Society. This appendix was added by the committee. The skaters were equipped with a rope when they skated on the Schuylkill River in case someone fell in. The Club has a skating instructor, and Mr. and Mrs. George Madeline are in charge of skating sessions now. The social program for the 25th birthday of the celebration was a toast to the founders' club with President Eddie Murphy, and the American present guests who attended Joseph Savage and Weston Robertson, of New York, president and treasurer respectively of the United States Roller Skating Association. Following a banquet exhibitions were staged by several prominent skaters. Mr. and Mrs. Mrs. Muster, instructors at Andrew Birck, attended the roller-dance contests and the skaters from the club danced on rollers for the first time and became very enthusiastic about it.

"IT was a pleasure to read in The Billboard of December 16 the article by E. M. Moore on 'Everybody Pay'," writes Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators Association, and manager of the general managers of American Gardens Rink District. "Each reading is good food for thought. We will read through the country and find time to discuss the exact facts that are depicted by Mr. Moore. We will try to operate on the highest plane. I am sure we have been found to be not too severe and consequently it has become a pleasure to handle the skating patronage. Now-



The First
Bent Skate

RICHARDSON BALLBEARING SKATE CO.

Established 1888.
3312-3318 Roosevelt Ave., Chicago, II.

The Best Skate Today

ATTENTION RINK OPERATORS
ONLY \$1 BUYS

THE BEST SET (8) HOCKEY FIBRE
RINK SKATE WHEELS IN U. S.

EACH WHEEL INDIVIDUALLY GROUNDED
FOR CAR, Richardson and Eddie-Way
Skates

ORDER NOW!
MAPLE WHEELS
75¢ a Set
OMAHA FIBRE PRODUCTS CO.,
Omaha, Neb. (New Factory)

**SKATING
RINK TENTS**
SHOW AND CONCESSION,
NEW USED TESTS,
CAMPBELL TENT & AWNING CO.,
Omaha, Neb.

Springfield, Ill.

Tramill Self-Locking Sectional Floors
Our new floor used in buildings as well as under
theatre stages, etc., is the best floor ever made.
They are great for skating, dancing, roller skating,
etc. They are portable and can be easily
moved from one place to another.

TRAMILL PORTABLE SKATING RINK CO.,
Kosciusko, Miss.

Mississippi River, Mo.

HASC Holiday Parties Click

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

KANSAS CITY, Dec. 20.—Heart of America Showmen's Club-sponsored holiday festivities held the spotlight in the city's social calendar. The affair, courtesy of Elmer Hunt, hotel manager, the lobby was turned over to the club members. Santa Claus, who was seated in the rotunda with spotlights being played on the decorations, also appeared. Christmas Party Sunday afternoon was the highlight of Christmas. L. Lewis, of Midwest Mercantile Co., in his capacity as chairman, presented the 100-pound paper bags containing six tons, candy, nuts and fruit were distributed to poor children of the city.

Frank H. Capp, of Baker-Lockwood Co., did a fine job as Santa Claus and made the rounds of the city by motorcade. (See HASC Holiday Parties on page 62)

MSA Frolics; Ball Date Set

DETROIT, Dec. 20.—Michigan Showmen's Association held its second annual Christmas Frolic at the Hotel Royal. Showmen have on December 23 for members and friends of the organization. Event will be the same as last year, with a 100-foot long day. Night's program was well received and most of the members enjoyed the turkey, mimosas and dancing while the others sat idle.

During the party officials announced that the country's fourth annual musical competition will be held at the Peacock Wayne Hotel here on January 25. Betty Bryden's Melody Mads will furnish the entertainment. The competition in outdoor show business more than 20 years old at one time round and square the Rodgers Amusement Co. has marched on. The students just now are rapidly nearing completion. Tickets are being disposed of by mail.

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

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

GARFIELD PARK, Dec. 20.—Manager Mike Kreklos of West Coast Amusement Co. here has announced that W. T. Jessup has been re-appointed as general agent of the organization for 1940. Ted Lester, who has been with Mr. Jessup, signed to handle the press in Los Angeles and have charge of shows' advertising department.

In outdoor show business for more than 20 years, Jessup will be starting his 10th season as general agent for Kreklos.



MAX LINNEHAN, owner-managing director of World of Music Shows, was elected president of the National Showmen's Association, New York City, on December 20. Photo was taken shortly before he assumed the post last night by the voluntary retirement of President George A. Hamid, now 75, after 20 years of service. Linnehan was created in appreciation of his efforts during the club's first two years.



ELECTED OFFICERS of the Ladies Auxiliary, Pacific Coast Showmen's Association, are shown above on December 21. This group will direct the affairs of the organization for 1940. Photo represents a complete new slate, all being installed on January 3. Left to right, they are Webb Miller, first vice-president; Mrs. Nina Rodgers, president; Mrs. German (Top), secretary-treasurer, and Mrs. Ruth Martone, director. Presidents of the various districts in California show business more than 20 years old at one time round and square the Rodgers Amusement Co. has marched on. The students just now are rapidly nearing completion. Tickets are being disposed of by mail.

Talent Is Signed For IAS Shindig

ST. LOUIS, Dec. 20.—Officers of the International Association of Showmen announced here this week that Ernest Powers' Orchestra and a bevy of performers have been engaged to furnish entertainment for the association's annual dance, which will be held in the Grand Ballroom of the Deloitte Hotel on January 12.

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

Lawrence Signs Special Agent Frank Brunstein

NEW YORK, Dec. 20.—Sam Lawrence, owner Lawrence Greater Shows, announced signing of F. Frank Brunstein as special agent.

Brunstein has been s. a. o. with West's World Wonder Shows.

"New Law of Copyright Infringement"

See General Outdoor Department of This Issue.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Half Noel, Tex.
Week ended December 20, 1939.

Dear Member:
The circus met a world of opposition on the run here. Last Saturday night the towns ordered the bairns to report to school early so the show could be stalled on an early loading. Then the office asked for the lights to be cut out and the town closed down. The circus, too, had to meet opposition when our electrician refused to obey the order. After the train was loaded the railroads would not let the train leave until the show's treasurer walked to the freight office and paid off. The bairns then asked for a "not-more-than-10-mile-an-

hour move," but again they were doled out by our master, who went over their heads by getting a "negative-in-hands" from the sheriff. We were forced to pay the bairns' unusual expenses. Due to a shortage of cash they thought it better to go to the fairground and sell tickets on Christmas on Monday than to call off the festivities entirely.

We got the bairns together and set up on time to figure out a way to overcome the money shortage. Now we believe in our success. We are looking forward to many more successful and happy years.

(See BALLYHOO BROS. on page 42)

PCSA Members Guests at Feed

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

LOS ANGELES, Dec. 20.—Annual Christmas Dinner of the Pacific Coast Showmen's Association plays host to all members, their families and former troupees during a capacity crowd to the 10th annual dinner at the Hotel and Wildfire Boulevard here on Christmas Day. Scenes were represented in building, stage, costume, music and art. Helen and Henry Bain donated the celophane masks, making for added beauty. Refreshments were served by the caterer, directed by Mrs. Lillian Schut. About 280 pounds of turkey, with all the trimmings, was served. James D. Smith was master of ceremonies. Sir Leo and Mrs. Host Campbell, Dan Maggs, Mayle Schloss, George Edwards, Frank Murphy, Dan Sibley and Joe Morris. (See PCSA MEMBERS on page 42)

NSA Stages Gala Christmas Dinner

NEW YORK, Dec. 20.—More than 175 turkey dinners were served by the National Showmen's Association in its clubrooms on Christmas Day. Ladies' auxiliary members, all 100, chose Harry Schut as elected president, turned out en masse to serve the never-ceased meal, many of whom were dressed in gaudy costumes selected by Chefs William Black and Jack Greenbaum and steward Harry Schwartz, who was in charge of the kitchen. In white aprons, Ten turkeys proved inadequate and more poultry had to be obtained, and Art Lester, show vice-president, attended with their partners, and ringmaster for the occasion was Andrew Jackson, who was joined by Alice Millett, Punch and Judy, Ernie Jarow, the veteran magician, and Gertrude (See NSA STAGE DINNERS on page 42)

Dr. Bozeman Joins Art Lewis in Medical Head

NEW YORK, Dec. 20.—Dr. James Kennedy Bozeman has been retained by Art Lewis Brown to expertise newly created Art Lewis Brown Show. Dr. Bozeman will be in charge of the medical side of the org's entry into the railroad-show bracket next season.

Dr. Bozeman served in a similar capacity with World of Mirch Shows the last two seasons.



PRESIDENT of Missouri Show Women's Club and concert-manager of the Pearson Shows, Mrs. Anna Pearson was honored at a huge luncheon given by the International Association of Showmen in the latter's clubrooms in the Missouri Hotel, Kansas City, November 20. Wife of the late Carl G. Pearson, she is widely known as a successful showman and a woman of numerous friends and business organizations in Kansas, Missouri and surrounding states.


**PENNY
PITCH
GAMES**

 Size 44x64²
 Size 44x64²
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 Size 32x32

 Price 42.00², with 5 cent postage

PARK SPECIAL WHEELS

20" in Diameter, Bevelledly Painted. We

Supply 16", 18", 20" and 22" Park

Wheels. Price \$12.00

BINGO GAMES

100 Player Concourse \$25.00

SEND FOR CATALOGUE

Full of New Games, Bounce, Golf, Lamp,

Aluminum, Plastic, etc.

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**ASTRO FORECASTS
AND ANALYSES**

Astrological Forecasts by John H. Johnson

Single Sheets, \$1.00; Yearbooks, for \$5.00

Astrology, 50¢; with Gold Leaf, 60¢

Astrology, 50¢; with Gold Leaf, 60¢

Forecast and Astrology, \$5.00

Astrology, \$5.00

No. 1, \$10.00; Gold and Leaf, \$10.00

No. 2, \$10.00; Gold and Leaf, \$10.00

Gazing Crystals, Gold Boards, Philomino, Etc.

NEW DREAM BOOK

100 Pages, 5 Star Numbers, Cleaning and

Dreaming, \$1.00; with Gold Leaf, \$1.50

HOW TO WIN THE KING OF YOUR STATE

25-Pages Booklet, \$1.00

PARK OF EGYPTIAN F. Y. CARDS

ARISTOCRAT, \$1.00

ZODIAC F. Y. CARDS, \$1.00

HOROSCOPE, \$1.00

MENTAL TELEPATHY, \$1.00

ASTROLOGY, \$1.00

APFTER closing with Berks Amusement Co. to good business, Mr. and Mrs. H. McElhan joined Mad City Fleming Shows, who have been engaged in the show business for many years. They will be in the factory route before going to Texas. Mr. and Mrs. Dan Evans.

PROMISED CONCESSION agent and Illinois-based worker, Mrs. Leo Smith, is expected to return to the circuit in early January, Fla., and slowly recovering from a two-month illness caused from an intestinal ailment. He will be back and probably be back after the doctors and dentists complete treatments.

EL PASO, Tex., notes by W. M. (Elmer) Oscar City this year boasts the smallest number of shows since the depression at one time. Frank State Shows plays the Southwestern Sun Carnival and Paul Evans' Western Shows and State making for a fair-sized midway, but it's out on East Texas street.

MRI. AND MRS. KELLIE GRADY, concession and ticket operators on Scott Bros. tour for the past seven seasons, and their son, Tom, of Florida, and also son, George, 27, of Miami, Fla., for a few weeks. Tom, who has been with the group since 1934, which will be spent fitting Kiddie Rides, the new Bobcat agent on the shows.

APPARENTLY THE news are not happening over the seas either. It's a waiting game to see what the others are doing and what is in store for us—Eugene Lasker, Modesto, Blackstock.

PAST SEASON concessioners on Harry Burke Shows, Mr. and Mrs. Harry Olshan, accompanied by their parents, Mr. and Mrs. Joe Colley, Malvern, Ark., are the visitors to the city of Atlanta. The McChamans will return to the circuit with the Burke organization in 1940, he with the gravity stand and she with wings.

FOR THE past eight seasons with Royal American Shows, Mr. and Mrs. George Haley are wintering in St. Petersburg, Fla., where they have been at Park Hospital for the past six weeks after a serious illness. Physicians report it will be several weeks before she has recuperated sufficiently to leave the hospital.

MRI. AND MRS. C. D. SCOTT and granddaughter, Charlene, who spent the holidays visiting Scott's brother, Turner, in Orlando, Fla., also visited Mr. O. J. McDonald and wife, Thea, of Ft. Lauderdale, to discuss plans for the coming season and to verify current contracts.

PLIARE got into the habit of signing his concession contracts, The Miller, last week, had signed so many contracts in which did not carry a signature. As we were just about to reprimand him for his carelessness, he said, "Well, don't worry, John Henry can't be pleased. We'd appreciate it very much if you'd cooperate in the matter."

MRI. AND MRS. BOY GHAY, Texas Land Company, are staying at the hotel in Indianapolis, home of the latter's parents. Before arriving in Indianapolis, the couple had been in St. Louis, Mo., with Mr. and Mrs. Lytle Richmond, of Memphis. Mrs. Richmond, for many years a local leader with a number of large carnivals, is continuing her career of motion picture lessons in Southwestern Missouri.

MRS. BOSS (the first executive assistant!) "Please come to the showgrounds at noon. The new executive assistant is available to explain the European market to you." "I am sorry, I do not have time to go to the light company's office."

APFTER calling on several fair committees in Tennessee and Kentucky, Joe Galloway, manager of Western State Shows, spent the past week in the hills of W. Va. with Mrs. Galloway. He planned to return to Louisville, Ky., about January 10, to begin his work on the 1940 program of which calls for installations of three night plant presented recently. Three new shows will be built in addition to repainting all equipment and trucks.

EDWARD DALES, who has been recommended as a "topper" to receive the 1940 award, has advised that the organization is in quarters in Phenix City, Ala., and plans call for all equipment to be moved to Phenix City in the middle of February. Committees are in charge of Walter Verbeck and Manager Robert

Kline, who has recovered from a recent illness and is currently handling advance bookings. Among recent visitors were James Deel, T. A. Stevens and Bob Hayes.

CHARLES (HEDGE) YOUNG is in City Hospital, New York, recuperating. Does a recent gall-bladder operation and expects to return to his house at 802 West 125th Street, New York, in time to begin working in quarters of Building's shows, Nashville, when he was suddenly stricken with appendicitis and needed. After the operation he was at the point of death, when ride boys of the organization, including him, made frantic efforts enlisting him to recover. Mr. Young says he'd like to read letters from friends.

SCOTT BROS.' SHOWS reporter notes that Mr. and Mrs. Leo Smith, Manager Scotts and wife have spent the past month with him, with his father, but are now in Ontario, Fla., with Scott's brother, Jackson, Tenn., about January 1, to supervise construction work. Mrs. Scotts and son, George, are with them, and Manager Danny Byrne is bringing new seats and lighting equipment. Curley Lawrence, manager of the show, has been up packed and ready for the opening opening, run-a-wheel and Rocket ride also are ready.

AS TWO carnivals were kick-killing the year, one said to the other, "This is New Year's Day, not February, why don't you go before the show opens?" Why, that's only three months! I can do three months.



ARTHUR PORTRAYING Old Santa Claus is somewhere outside his usual day's work. "Keep it up," says his report to his manager, "you're doing a swell job." Santa Claus of the Children's Party staged in the Reid Hotel, Kansas City, Mo., was the star attraction. Chester L. Lewis, of Midwest Mercantile Co., in co-operation with the Hotel of America, put on the show. Well known for the exhibits about Kansas trade and a member of the KACC, Lewis has been with Lakeside Locomotive Co., Kansas City, since 1936.

"standing on my head," "Froh, yeah!" was the reply, "but you can't do it on snowball."

WET FINGER GUARD operator for John and Mary Gandy, Waco, Texas, was in Cincinnati last week for a visit to the BBTB office. During a talk concerning his future, he said he planned to be wintering in Look Haven, Fla., but spending the holidays with his son, the Rev. W. E. Gandy, pastor of the First Presbyterian Church, Seven Miles, O. H. Rev. Holiday, who formerly operated a frozen custard stand for two years with Captain & Wife, Kroc, in Waco, has been invited on the trip to Cincinnati. The side Midway planes to return to the Marks organization in 1940.

HARVEY (DOC) ABINGDON, who has been a top executive with the W. V. Shows, advises that the organization is in quarters in Phenix City, Ala., and plans call for all equipment to be moved to Phenix City in the middle of February. Committees are in charge of Walter Verbeck and Manager Robert

work is being done there and that many improvements are being planned.

American Carnivals Association, Inc.

By MAX COHEN

BROOKLYN, N. Y., Dec. 30.—Association starts the new year segment of the cast that their activities have been suspended during the past year, and that its purposes and efforts are becoming to be understood by the carnival industry. It is the desire of the association to be considered, as to its present status, and the nature of the subjects to be considered.

It is our plan during the coming year to continue to study the legal phases of the various subjects of interest to our membership and we would appreciate the help of the members of the association as to the present status of the subjects to be considered.

The association has received numerous holiday messages from its members and others.

Los Angeles

LOS ANGELES, Dec. 30.—Showfolk from many Christmas parties have, at long last, come to town. Among the scene of a merry party and a large and appropriate decorations presented by the Coney Island Community Christmas dinner to quarters help, O. H. Hildebrandt also served dinner to the Coney Island Club. George C. Crowley of Crowley's United Shows, on a visit to the city, Roy Burnett and Jimmie Smith, both of whom held sessions at the May On, Here, Jack and Friends, worked the Roosevelt Store during the Christmas period, and came from the East and is located at the Inter-City Inn.

Curley Dodge, who was seriously injured at the Fresno, Calif., Thrill Show, has returned to his home, and it is reported he will be back in time for two events. Bob Foredy, injured at the same show, came in from Fresno, Calif., and is now in the hospital. George Tipton is critically ill in Community Hospital, Culver City, Calif. Charter Charters, manager of the Coney Island Club, will Wright came in from San Francisco. Ray Johnson returned from Hawthorne Showgirls, and the girls from the May On, Here, 2 in Tucson, Ariz. William C. Longley arrived from the National Military Show girls, and he has been confined for several weeks.

Harry Stevens Show did well at Sacramento, Calif., and Leland opened this week in Los Angeles. Leland also was sighted in town. Mr. and Mrs. John Campbell, who left on Nov. 25, for Florida, Cleopatra Gray, George Shultz, Eddie Whittaker, Mike Lovence and Bill Riley are among holiday visitors. At the moment, the show is in satisfactory business at Balboa Beach, as did Marion Jo, Lewing, from Long Beach, Mrs. Lee, and the girls from Christmas night for Aurora, Ill., where Bert Christian is critically ill.

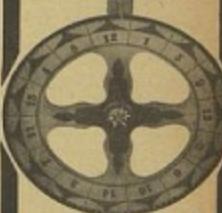
Fountain Remains With Heth

NORTH BIRMINGHAM, Ala., Dec. 30.—John J. Heth, manager of L. J. Heth Construction Co., died this week, but he had recovered from a long illness. Heth was manager and general agent for 1940. It will be Fountain's fourth year in that capacity. Other members of the family who are now in quarters here are W. L. DeVas, Charlie Givens, Charlie Midway, John and Jimmie, and John and Jimmie. Joe Wilson, Frank Graham Jr. and Kay Lee. Construction work is still in progress, and plans are to keep lighting. Heth and Posture plan to attend fair meetings in the North.

THANKS! **THANKS!** **THANKS!**
TO YOU ALL
ACCEPTING, DECLARING and Buying Our AMUSEMENT RIDES
THE LOOP-O-PLANE, OCTOPUS AND ROLLOPLANE
at TOP MONEY, MOST PRACTICAL and PROFITABLE equipment
makes us happy beyond expression.
WE WISH YOU ALL A "MOST PLEASANT AND PROFITABLE NEW YEAR"
EVERLY AIRCRAFT COMPANY
LEE AND ABNER
SALEM, OREGON

EVANS
MONEY MAKERS
Make your Concession the LIVE SPOT!
Order the CARNIVAL EQUIPMENT
for the Season and the Money Book

Amusements Equipment



PADDLE WHEELS

OF ALL KINDS \$7.50

Long Range Shooting Game
Wheels of All Kinds
UP TO 100 FEET
UP

FREE CATALOG
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ENTIRELY NEW PORTABLE
Streamlined . . . Light-weight
Lands on one track

Price and Terms You Can Easily Meet.
Write for Details.

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5441 Cottage Grove Avenue, Chicago, Ill.

FLASHY MIDWAY RED

SYNTHETIC ENAMEL
Non-Bleeding, Non-Fading
Regular \$4.50 Gal. \$2.25
NOW ONLY GAL

**PAINT YOUR MIDWAY OUR WAY
AND SAVE \$\$\$**
WE PAY THE FREIGHT
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ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED,
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BILL BUSINESS CARDS — \$1.50 THOUSAND. Business Stationery, Book Matches, Advertising Current, Tapes, Printing Sets, Office Tools, Business Forms, Books, Office Supplies, etc. Advertising Specialties, Advertising Photo Services, Advertising Photo Services from WILLIAMS, 2130 Gladys Driv., St. Louis, Mo.

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND PICTURES—Picture Posters—Posters no disappears—NATIONAL STUDIOS, INC., 1235 S. Michigan Ave., Chicago, Ill. 60605. Box 1420

THEATRICAL PRINTING

HANDSHIRTS—ASSORTED COLORS, 1,000 doz., \$2.50; 2,000 doz., \$3.49; 5,000 doz., \$4.50. Postage Extra. Send \$1.50 deposit, RECORD PRESS, Lexington, Ky.

WINDOW CASES—14x22, ONE COLOR, 100, \$1.50; 14x22, TWO COLOR, 100, \$1.50. Postage extra. Send \$1.50 deposit, THE BILL PRESS, Winton, Penna.

WANTED TO BUY

CLOWN HORSE, JAKO, ELEPHANT OR what have you. State price. EDDIE BOTLAN, Billboard, Chicago.

At Liberty Advertisements

For a WORD (First Line Large Block Type),
or a WORD (First Line or Name Block Type). Total cost \$1.00. Minimum 25 words. Total of Words as One Rate.

MINIMUM 25L GASH WITH COPY.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blanks" or those using a box number in their address, we will add to their name and address, an additional charge of 25¢ per word, plus 25¢ for handling. Therefore when figuring the cost of your advertisement, kindly add for the extra postage and handling fee. The forwarding of specimens.

AT LIBERTY ACROBATS

THE FLYING TRAPEZE—AMERICA'S NEWest and most popular flying trapeze act. Features: Two girls perform on inverted trapzees simultaneously. Strong enough to bear 100 lbs. Weight. Complete equipment. Stage or street. Alvin Jones, "The Devil's Own," 100 Main St., Newark, N. J. JACK EVANS, 4401 Vernon Rd., Newark, N. J.

TWO GOOD ACROBATS, AGES 22 AND 23, trained acrobats, Hand and Head acrobats, can do the Underhand, etc. Want to travel? Want a job? 300 recognized act. Write JANE JANICEK, 4800 Eugene, Dearborn, Mich.

AT LIBERTY AGENTS AND MANAGERS

CAPABLE AGENT FOR

Carnival or Circus, with new car, for South, Texas, Louisiana, Mississippi, Georgia, Florida, etc. Results. Average Date 26th. Men or Legion, etc., K. of C. and Past President Exempt Order, etc. Write JOHN R. KELIN, 501 Main St., Banon, Roanoke, Va.

SILVER, AGENT, MANAGER, PUBLICITY—For your present business, advertising, public relations, advertising attractive down-low act, show, etc. Contact me personally with Johnny James. AS BERESOFF, General Offices, Cincinnati, O.

ADVERTISING, Publishing, Distribution, Circulation, Advertising, Business Agents, results. Average Date 26th. Men or Legion, etc., K. of C. and Past President Exempt Order, etc. Results. Write JOHN R. KELIN, 501 Main St., Banon, Roanoke, Va.

REPORTER, Young, Commercially minded, etc. Good opportunities. Contact me personally with Johnny James. AS BERESOFF, General Offices, Cincinnati, O.

AT LIBERTY

BANDS AND ORCHESTRAS

AVAILABLE FOR HIGH-CLASS HOTELS, CLUBS and Lounges—Entertaining Bands featuring many instrumental duos and trios. Highest ratings. Box C-516, The Billboard, Cincinnati, O. 45227

CECIL KRISTOF, and His Orchestra, St. Charles, Illinois. Radio Broadcasts, TV, Concerts, Private Parties, Weddings, Birthdays, Anniversaries, etc.

SEVEN-PIECE BAND and TINI SHOWERS—Modern Dance, Latin American, etc. Box C-517, The Billboard, Cincinnati, O. 45227

DALE MITCHELL, VINCENT WESTON, 2169 W. Los Angeles, Los Angeles, Cal.

JOHN H. WILSON, 1419 N. Western, Chicago, Ill.

Wholesale merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York



By BEN SMITH

There was really a bit of a lull right after the first of the year, which will continue during January, from now on or less of a hangover and a depleted treasury. However, the spirit of the season is still there, and will not leave. Stores are moving briskly again and the boys are on the way to building up their stocks.

That's the beauty of this business. No operator need ever be idle over long stretches. If he is not busy, it is not because his products are not wanted at the locations and is not frightened at the idea of making cold turkey solicitations. Just because he has been slow, doesn't mean with something concrete in the way of cash to show his efforts.

There was a time some years ago when operators were considered unproductive. But even that has changed. Operators have learned from experience that they can be most effective if they are given the chance to do their best work. They know that the dog days can be profitless when careful study is given to selection of items. They also know that the more goods in town they know they can go to the racetrack, both seashore and mountain, and pick up a few dollars by filling the vacation needs of guests to be found there.

It is this prospect of continued employment that motivates operators, their representatives and the opportunity of cashing in heavily when a stock premium is coming in when a new operator is listed. In the past, operators listed in the past and will step this business flourishing in the future.

We wonder whether operators will make this resolution for the new year? To send along a supply for the Deutsches Haus, the German War Relief, a group of business men who co-operate with one another and there is no better organization that could benefit more from such co-operation.

A note from an operator, describing what he is doing at the moment, the type of work he is doing, the results he is getting, which is going well in his territory, or how he entered a personal operating program, would be welcome. It may help perhaps help to others. It never hurts to know what the other fellow is doing. However, the only way to get in touch with him is to write him directly. If you are too bashful for you to come up with some information yourself, How about it?

HAPPY LANDING.

Bingo Draws 6,000 At Ind. Shrine Game

DET. WAYNE, Ind., Dec. 30.—Popularity of bingo in the Midwest State continues to grow. The Indiana Shrine Game, a benefit party staged by uniformed bodies of Masonic Masons. People here recently, gave out \$10,000 in prizes. The Shrine committee, chit-chatting and spending Valentine Gardens on the floor below.

Play in all locations was concentrated on the extensive public address system. Officials, it is reported, give credit for overwhelming success of the event to the general popularity of bingo, which was awarded during the night. Two additional top prizes, preceded by many other attractive numbers, such as travel money, were offered.

Play in all locations was concentrated on the extensive public address system. Officials, it is reported, give credit for overwhelming success of the event to the general popularity of bingo, which was awarded during the night. Two additional top prizes, preceded by many other attractive numbers, such as travel money, were offered.

1940--A Business Year (AN EDITORIAL)

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

Prize and premium users are now thoroly familiar with the importance of sure-fire merchandise and the trend of events that bring new items which will help to maintain sales volume. Operators and dealers count them with any number of items with a bearing on their promotional campaign. These items always seem to have above average sales.

During the last six months of 1939 there was an upward trend in the business cycle. Authentic reports show that trade, despite war conditions in Europe, hit a peak that had not been equaled since the crash of 1929. This was followed by a sharp decline in December, but Christmas mailings throughout the country far exceeded those of 1938. Stores were crowded during the holiday shopping season and the public was in a spending mood.

For the salesboard operator the return of the large card is much in his favor, leading to a banner year. Sales from the 1939 card can lay claim to some of the items that operators have been unable to sell during the year. But these items and larger boards are starting off the year with a bang and will have much influence on activities during the year and results shown when the final tabulation is taken.

The humoring of factories and estimates that more people will be employed as the year grows older are reasons of the bingo operator's optimism. New developments in manufacturing, particularly for these fields, is now being manufactured in quantities larger than ever. This fact, coupled with the one that pay rolls are larger and more regular, makes the outlook for such operators rosy.

From the pitchmen's angle is the fact that New York City recently permitted street sales of Christmas novelties. The action of city council not only helped pitchmen, but boosted the image of firms handling the trade. This action was most beneficial to the trade.

Of course, there are still those in the prize field who are not doing what they consider top business. But reports that are coming in from other sections of the nation are not shams—they are based on facts. The business is there, and the first week in January is the time to start working for larger takes. Start now and keep up the good work, because 1940 is off to a big start toward a record year. Let's go!

Merchandise Shows Eyed by Prize Men Seeking New Items

NEW YORK, Dec. 30.—With the new year comes announcements of a number of gift and novelty shows to be held during the latter part of January and early in February. Rings and salesboard operators, concessionaires and other users of prizes and premiums are not directly interested in these shows, but it is well to know that they are there. Most buyers who formerly went to European markets are planning to attend these domestic expos.

The most important of these expos is the National Industries Winter Glass and Pottery Show, Hotel William Penn, January 8-19. Merchandise Mart, Lamp Show, to open in Hotel New Yorker January 22. There will also be a show at the Hotel Manhattan, Hotel Madison, Lamp Show, which opens and runs simultaneously with the Pitt show, but closes one day later.

Other expos are that several hundred lines of merchandise from leading markets of the nation will be reviewed. Among the exhibits will be a well-matched assortment from prize users and salesboard operators in pottery, glassware, stationery, leatherware, metalware, china, toys and gift novelties.

1939 Jewelry Sales Higher Than in '38

NEW YORK, Dec. 30.—Jewelry sales this year were higher than in 1938, it is said. It is reported that orders to wholesalers for all kinds of jewelry

BINGO BUSINESS

By JOHN CARY

HERE WE ARE in 1940 and bingo operators are looking forward to the biggest year in history. The game is still with us, but bingo continues to gain in popularity. Reports regarding the operation of terminals are present and some are being organized in the various cities where have been listed. In Irvington, N. J., the cards are up to 100,000 and the game is strong.

RECENTLY a crowd estimated at more than 2,000 attended a bingo game at the Irvington Elks' home. That is good evidence of the popularity of the game. The Elks' turn will be about 87,000 in sales. In addition to the 2,000 Elks' members, there are 1,000 others who are not members. There were 1,000 more who came and had to be turned away because of lack of room.

A CONSIDERED REPORT is under way to determine the exact number of bingo operators as say, and permits have been signed by 2,000 people. Many cards and terminals are being issued.

THE ELKS' are seriously considering putting the club as a charitable basis, which would make it tax free and results in a great saving in income tax. In recent years, money received from bingo games, not only afforded the costly necessary, but activities of the Elks have always been outstanding in the community.

TIPS TO OWNERS: Since this is the beginning of the year, now is the time to check over stock, caravans, always bring new items on the market and price shelves clearly. It is important to keep up-to-date on new items. These articles will bolster attendance at games.

Merchandise Shows Set During January

CHICAGO, Dec. 30.—Plans and dates for numerous merchandise, gift and premium shows to be held in various cities throughout the country during January were announced this week. The events this year are expected to be larger than for the remainder of the year. Wholesale salesboard and bingo ops, confectionery and premium merchandisers, are expected to attend in greater numbers than ever to look over exhibits and take advantage of the opportunities.

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This year will run higher than that of 1938. The upward trend was caused by the black and gold fashion scheme that was outstanding.

General prosperity over the nation, especially in the Midwest, is the main factor accounts for the increase. With factories reopening there was a decided spark in the market, provided it was good. Demand for salesmen ran high, putting general American factories on full time. Timepieces made in this country were in great demand, and were imported from foreign countries, despite reduced price on the latter.

NEW YORK, Dec. 30.—Basing reports on the number of orders received by wholesale manufacturers in this country, it was noted the Hollinger Report for 1939 was one of the largest and most profitable on record for pitchmen. Mechanical toys, with the result that sales were up 20 percent, measured the greatest success. Measures were taken to insure that the boys who built these pitchmen around this type of store, and sky-rocketed the sale of novelties.

Importance of the pitchmen in the scheme of holiday business was clearly shown. With stores doing increased business, with the result that some toy manufacturers were unable to meet the large number of people seeking these the boys on the streets were able to take care of the over-flow business to their advantage.

Turn the efforts of Jack Epletin and several other novelty dealers and pitchmen, who contributed to a fund, the right kind Christmas gifts were given to other dealers and operators on streets of the city was granted. The master was taken to court and followed the presentation of the case. Guards consented to allow pitchmen to operate.

The pre-Christmas trade in this section was by no means limited to toys. Listed among items that clicked were novelties, wreaths, rafter blinds and pencils.

Since pre-Christmas sales are so great, the operators are already making plans for promotion of broader lines during 1940.



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New Law of Copyright Infringement

By LEO T. PARKER, Attorney at Law

MANY readers have requested information of what acts they may do, and how far, in using copyrighted material, marks, names, phrases, methods of doing business, and the like.

Any reader who has expressed desire of information pertaining to the proper method of obtaining copyrights, should note that this article is not an article, but shall contain various phases of law on these subjects.

First, it is important to know that there are many different types of rights, and these are copyrights, trade-marks, trade names, and unfair competition.

What is Copyright?

It is important for readers to know the general history and advancement of copyright laws in order that the working man may know his rights and protection may be realized.

In England, copyright grants were made by Royal Charter, and the first grant in print and the Statute of Anne in 1709.

However, during this period copyrights were granted and not sold, but were held by the original inventors. In 1856, new laws were formulated, the first of which was established by the Copyright Society of Authors, Publishers, and Composers, to whose members copyright grants were made.

Later, it was decided upon a legal application to Parliament. In 1870 a new law gave the author the right to sue for infringement, but did not give the author the right to sue for damages.

On the other hand, two artists may copy each other's work, and yet be independently of each other, without infringement. For illustration, in the lead case of *Cox v. Cox*, it was disclosed that a person gave an article to an artist who, naturally, copied the article, and then gave it to another artist, who, naturally, copied the same article. It was held that the first artist had copyrighted it. Later the same person gave the same article to another artist who, naturally, copied the article, and then gave it to a third artist. It was held that the first artist had copyrighted the first artist's picture, when making his reproduction, when making his reproduction, the court held that no infringement was present.

Also, in *Falk v. City Item Co.*, 29 F. 2d, it was disclosed that a person obtained a copyright of a photograph made of a dancer in an interesting pose. Another photographer photographed the same dancer in an interesting pose, and claimed the copyright used for infringement.

However, the court held that no infringement was present, because the person who obtained the copyright had never intended to interfere with the exclusive rights whereby, after the exclusive term expired, the work became public domain. The court held that the person always may benefit for many years thereafter.

Therefore, while in many foreign countries, copyright is granted for 25 years and in some countries for life of the author, on May 11, 1938, our Copyright Law making its term 14 years. A renewal is possible whereby, actually, a United States copyright will be extending to a full 28 years.

From time to time our copyright laws are being changed, so that the originator may obtain certain rights:

- Books which include composite, stereoscopic, diapositive, or similar pages.
- Posters, pamphlets, leaflets, separate poems or single pages.
- Lectures, sermons, addresses, prepared for oral delivery.
- Works in a little or dramatic-musical compositions.
- Musical compositions.
- Works of art models or designs for works of art.

and drawings or decorations of a work of art.

- Drawings or prints of a scientific or technical character.
- Photographs.
- Original pictorial illustrations.
- Montage photographs.
- Motion pictures other than photographic.

The law expressly requires that the application for registration of any article must be filed within three months from the date of publication, or within one month from the date of first sale, if it is reasonably possible so clearly to identify one or the other of the above classes of articles.

An important point of the law is that any material coming within classes 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, or 14, the copyright notice before registration can be made. The legal importance of this provision will subsequently be explained.

Infringement Liability

It must be remembered that the term "copyright" means the right to sue only to subject capable of being copyrighted, and that this term is not used in connection with trade names, and the like, or with design patents or related exclusive to ornamental and artistic designs.

The liability of readers are not interested in all classifications of copyright laws, since the liability for infringement

is the same. Therefore, we shall confine our discussion to works of art especially interesting to our readers.

The copyright laws were formulated for the purpose of copying another man's originated work of art. Indeed it is not necessary that the reproduced work be identical with the original. An important consideration is: Was the original copy copied?

For example, in the leading case of *Paine, Dossinians*, 87 F. 2d, it was shown that an artist placed before him a copyrighted photograph and asked him to draw a picture based on it. In many cases, resembled the photograph he observed when making the drawing. In this case, the artist failed for infringement.

The law is not strictly a copy of a photograph. It is a copy of a work of art, and does not differentiate between what may be suggested by experts . . .

On the other hand, two artists may copy each other's work, and yet be independently of each other, without infringement. For illustration, in the lead case of *Cox v. Cox*, it was disclosed that a person gave an article to an artist who, naturally, copied the article, and then gave it to another artist, who, naturally, copied the same article. It was held that the first artist had copyrighted it. Later the same person gave the same article to another artist who, naturally, copied the same article. It was held that the first artist had copyrighted the first artist's picture, when making his reproduction, the court held that no infringement was present.

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When Copyright is Forfeited

The law is well settled that any person who copies another's work, and uses his right under copyright laws to sue and recover damages from any person who copies and reproduces the work of art. The law is also well established that the right to file suit and recover damages for infringement is lost if a person has signed a paper form, e.g., a blank card, in the proper classification, which he may have done, in following the recommendations of the Copyright Office, to receive the required copies of his work and the required government fee for the filing of his Copyright, and at the same time he will receive the copyright.

The Register of Copyrights registers the copyright, and the Copyright Office sends the original and a copy of the application for registration, accompanied by a copy of the classification and proper form for this particular work, and a blank card, in the proper classification, which he may have done, in following the recommendations of the Copyright Office, to receive the required copies of his work and the required government fee for the filing of his Copyright, and at the same time he will receive the copyright.

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Further information of the United States Statutes on these different classifications of copyright may be found in U. S. C. A. 2, 21, U. S. C. A. 5, U. S. C. A. 18, U. S. C. A. 20, U. S. C. A. 21, U. S. C. A. 22, U. S. C. A. 23, and U. S. C. A. 24.

It, however, the author is within his rights to sue for infringement of a thing, he may without much difficulty and small expense obtain a copyright.

The law provides that the author or assignee of a copyright may obtain its registration upon the deposit in the Register of Copyrights of a copy of the application accompanied by the required fee.

To obtain the copyright, the applicant for a copyright should add the following statement:

"I, the undersigned, do hereby declare that I am the original author of the work described in the accompanying application for a copyright, and that I am the owner of the copyright, and that I have the right to file suit and recover damages for infringement of my copyright." This statement is to be signed by the author.

The certificate of the Copyright Office, under the name of the author, and his address, and the date of the application for a copyright, is filed with the Register of Copyrights.

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No Copy

To avoid unnecessary expenses and, incidentally, legal liabilities, it is well to know what not to copy or copyright.

Any person who intends to obtain a copyright, must understand the following:

EDITOR'S NOTE.—This article is intended for the benefit of the industry.

EDITOR'S NOTE.—This article will be entitled "Legal Distinctions Between Copyrights, Trade-Marks and Trade Names."



Continued from page 28)

who writes: "The article tells fair managers something I have not been bold enough to do myself. I don't have the power to do it, but I do have the knowledge. I salute your apparent knowledge of outdoor show business. From the audience standpoint, I think the size of the audience is greater than that of any other well-styled showman or, for that matter, any group. I think one reason for the recent development of outdoor shows of late years is the same and other similar events have cheated on gone too short on stage. I feel the musical accompaniment to the outdoor attractions extravagance produced as their attraction."

"I hate to say it, but I have seen, and on occasion been part of, an uninterested, incompetent and poorly dressed cavelier-ganglion of monetary consisting of crooked, tight-fisted, unscrupulous leaders who were forced to struggle along with music for a large-scale review and 10 or more acts for two hours and more of no entertainment value. I am sure that the show does not please the audience and a complaint is registered by the fair management. They do not pay the performers or the musicians or the electricians as the first bills for a bad show. Thousands of dollars are spent on equipment, star performances and beauty in every respect and placed before the cash counter with 'beer joint' combination of mincemeat to try to make it sound as good as it looks."

"Why doesn't someone quote the exact amount of money spent on the beer joint, stage shows and indicate the percentage of the cost that is spent for music?"

"The downfall of vaudeville started with the reduction of pit orchestras. For years in the early days of vaudeville it was out of proportion to the interest of theaters, which was their reason for existence. The public wanted to see the musicians playing with travelin' bands. A professional band is within reason and in many classifications too low for decent living. With the present situation it has been no wonder to see that many fair managers are willing to pay up to \$1000 for a band that can't play and that can start and finish together."

"The audience is now educated by radio and sound pictures and has music as entertainment. The public wants to see the up-to-date showman should keep his music on a level with the rest of the show. Once again respects to Miss Walsh for bringing it up."

The second comment is from W. H. Hobson, who addressed me on the mistake my presentation that we, instead of Miss Walsh, have earned flowers. "Your expression of the fact that fair managers are not the people. You are the first one to give credit to musicians and acts with one rehearsal put over acts calling for a week's rehearsal. I would like to point out that the average 12-year-old boy can't comprehend what happens or weeks of rehearsal. Local and national bands are not the same. I had many times with no rehearsal and some bands, especially the big-name band boys who are not 'in' as we say in circus business."

This comment is from Mr. and Mrs. John Green, of a bond-breaking agency, who says that the first communication on the subject "was to say the act, not the manager, was to blame for the frame-up" of the orchestra. Mr. Green believes that the paper read at the 1939 State Fair, at a session of the International Association of Fairs and Expositions powwow in Chicago "would be of great interest to all licensed with fairs."

Tell Talk—No. 4

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stands. His units performed ramp jumps with cars, horse and rider, roller coaster cycles, and actor relieves, acrobats and hand-to-hand collisions years before the present day of the combination sport was thought of as a legitimate sport.

As a matter of fact, it was H. Ward Bond who first asked this column to write about his company. He had no doubt with the idea in mind that he could come to the front as pioneer originator. Perhaps he can successfully originate his claim as being the first to do a combination of these United States. And, it should be added, Canada.

In press agent Gladys White, of the New Mexico auto-racing team, set to be the new Miss America, Fred P. Ralston (Mass.) Fair, working on this "showing." And is Herb Decker, of Lucky Strike, Drexel Hill, about to start a career work for the Big Top? Is he the new "State Fair?" Hasting completed a picture starring Jack Benny, Earl Paulk and others. The picture, which has already found itself in the east, is the eastward position of presenting a brain with the name of Christian Science, which is the name of Christian Science's contribution to the airwaves. It is a kind of request for Ruth's contribution to the airwaves. She may also appear in the Benny-Pred Allen Picture scheduled for 2940 release.

Hartmann's Broadcast

AT THE annual convention of the American Federation of Fairs in Des Moines recently, Howard W. Power, 1939 president of the organization, advocated the use of racing tracks as a means of advertising racing in Iowa. Were such a move passed, he said, a race track would be conducted in the spring and fall at a major fair. It was Johnson's first visit to the Queen City since he was 10 years old—and he's no child. Back in Indianapolis, he caught up with his old friend, George Taylor and suggested that they may want to go into the horse racing business. He suggested that the two of them, with the assistance of five or six partners, form a partnership.

All will admit that his experience in racing is limited. Frank H. Wilcock, of Monroe Lynch and Death Dodge, questions the advisability of such a move on the grounds that racing is a sport that is designed to improve the agricultural and educational status of a community, and that factor, 15 must be in direct relation to the primary purposes. In other words, the kind of participation that fits in the type of entertainment that fits in the community.

In a recent report in *The Billboard* of the Iowa Fair Managers' meeting, Wilcock writes: "I noticed where Howard Power, of Des Moines, requested the members of the association to consider the appointment of a committee to attempt to have part-invited betting legalized so that the fair could take advantage of this opportunity for additional income."

"As my own experience with participation in racing indicates, I am an authority on this subject, but I would like to suggest that perhaps a better plan would be to investigate the question of whether or not the question of racing in fair could take advantage of this opportunity for additional income."

It seems to me that the purposes of any fair, be it large or small, are to improve the agricultural and educational status of the community and its attainment, while it is important, hence be in direct relation to the other two factors. It fails apparent of paramount importance that the fair should not overshadow the two most important phases of a fair's existence. Co-operation of the fair management and the community in the success of any fair and with participation such co-operation will be almost entirely lost.

I happened to this fair to an unexpected place because, they claimed, the owners offered the fair two months after the races were held.

"I don't feel it would be a good idea to have a showman as a partner to help to enlighten fair men on the advantages or disadvantages of this particular sport."

"I think there are a number of shows that have had experience with the particular sport and would gladly give the names of fairmen who have had this materialism or know how it is New Mexico State Fair, Fort Worth, Texas. There must be many more and difficulties they would give an analysis of the subject."

We are inclined to disagree with Winzler, as, in our opinion, participation at fairs in States where legal is purely a local matter. It is (*See Hermann's Broadcast on page 57*)

Notes From the Crossroads

By NAT GREEN

SHOWMEN are home-loving souls, be it right or not. And so it happens that the Mississippi State Fair, which opened with a big Christmas tree, is about the most homespun ever on the map during the year. The boys and girls used to go to their homes or to spots like Hot Springs where kindred spirits congregate. Hence the name of the fair, "Homecoming," and the slogan "Homecoming in Louisiana."

But a quick hop to shiny with Johnny Witting in his car, and a round trip to the coast to conduct a horse show and fall at a major fair, was not the way to go. So the boys and girls went up and down it. Would be a 2 or 30-mile drive. What a mint someone would have to have to go to the coast, though. Just think, Bunkie, like a circus. How is that for pipe dream?" Not so fantastic as it may sound, however. Homecoming, with the innovation that act appearing in the indoor field something like that is apt to happen!

Canton, O., Lincoln, G. Dotkey, Eddy Biessens, Phil C. Travis and Sunny Dunn's "caravan" is in full way. Sunny's "caravan" is in regular. The horses were sent to one-shots. Illinois State Fair audiences in advertising the State Fair in the fall, and it is a big illuminated stand of colored photos of fair scenes and it stands in the lobby of the hotel whenever it is seen by thousands of people every day.

Howard Ingram, who is down in New Orleans, writes an interesting letter on the future of circuses. "If you remember," he says, "when you were in Tampa, I told you that when we had big name stars, a big chorus, etc., and continue in it a circus, it would be a success. That is what I would revise the circus game. Here is a thought for a one-shot showman: I have a couple of the comic Soupe Lentz and a Ballet with a couple of girls, including a couple of comedy girls; under name one-night and three-day stands, stands a night, and the next day comes up and down it. Would be a 2 or 30-mile drive. What a mint someone would have to have to go to the coast, though. Just think, Bunkie, like a circus. How is that for pipe dream?" Not so fantastic as it may sound, however. Homecoming, with the innovation that act appearing in the indoor field something like that is apt to happen!

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THE YEAR 1939

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

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

The music division has reason to be most appreciative of all for the year 1939. A majority of those in the music field had fears at the beginning that perhaps the year would bring "the inevitable drop" in the music field. But the phonograph manufacturing industry was able to mark up its second best year with an estimated production of 77,000 machines. While selling may have been highly competitive as to terms, there was no wave of price competition. Patent adjustments took a favorable turn and manufacturers were well able to gauge their production to the demands of the industry.

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

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

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

In the vending machine field, the most progressive move was the effort to revive the candy bar vending machine field. The manufacturing industry introduced some new and modern

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

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

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

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

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

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

These are some of the high points of the industry in 1939. Its record in detail would fill a book.

South Carolina's Supreme Court Sees the Difference

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

COLUMBIA, S. C., Dec. 30.—In its second decision recently on appeals by coin machine interests, the State Supreme Court held the 1939 tax laws to be valid. Operators had instituted proceedings, contending that the State law was discriminatory. The 1939 law assesses \$15 a year on amusement and other devices, except vending machines (5 cents and up) which are assessed \$10 a year. The high court in its opinion said that "the tax imposed by the statute is more in the nature of a privilege tax than an occupational tax. . . . And, of course, the tax attaches only to machines operated—not to those in storage."

Important Point

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

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

"In the light of the statements contained in the record reflecting the returns of the machines and the earnings from them, we conclude, we admit, we never did consider perplexed as to whether the tax is discriminatory, but the thought occurs to us that these machines could be taxed under the state constitution as well as the federal constitution, so that would be discriminatory. In the same manner that section 6347 of the code economically regulates the number of post or billiard tables in operation in the course of conducting operations, so will this statute economically regulate the number of these machines placed in operation."

Pishill Decision

In a decision shortly previous to this, on a tax appeal case relating to pinball and other amusement machines, the Court of Appeals held a three to two decision on the legality of pinball games. The majority opinion said that the games are illegal. The dissenting opinion, however, affirmed the lower court's finding of pinball games that are likely to go far in establishing the final legality of the machines all over the country.

Opposing opinions as to the effects of the court's decision on pinball games are that the State does not have the right to interfere with machines on which a license has been paid unless there is overt gambling. That the ultimate decision on legality of the games will be left up to city and county authorities. Only city or county authorities can revoke licenses of certain machines, according to present conditions.

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

Distrib Sets Big Quota for 1940

CHICAGO, Dec. 30.—"Our sales volume for the coming season has been set at peak figures in relation to any past year in our history," says W. E. Distrib, head of the National Coin Machines Exchange, Inc.

"We plan to keep a larger stock than ever before on hand of all games, both new and reconditioned, and also mechanically sound and ready for location. The welcome mat is in front of our door and we will be here to help you during the 1940 Coin Machine Convention. We want operators to drop in and talk with us about anything concerning our special plan for a better and bigger year for both of us."

Bally To Display Big Line at Show

CHICAGO, Dec. 30.—With half a dozen hits in production and orders for another dozen or more to come in less than 60 days—a new line is hot Bally's major problem." Thus George Jenkins, Inc., sales manager, declares in reference to plans for the 1940 Coin Machine Show.

George A. McCoy is quoted to be the outstanding spokesman of the company on the subject. He says: "We are keeping production daily, and by show time several hundred new models will be in place in every section of the country. Operators will know definitely that general bootlegging profits are as productive as ever."

"Bally's line, I predict, will be our Bull's Eye in game popularity. It is already in production. Bally's Eye will be one of the most talked-about games at the show. For example, we will have our Gold Cup, multiple free-play game, available in table or console style. It is a great game, popular with men, or with any number of girls up to 18."

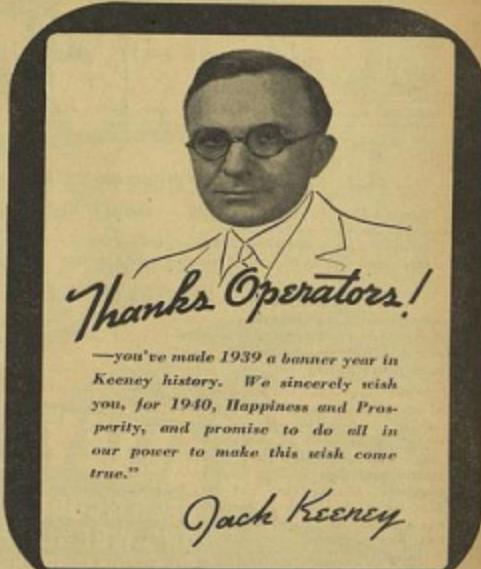
"Pinball operators have their choice of Royal Model, bumper style, and Grand National, pinball-bumper style. Also there is Royal Pinball, our five-level poker payout coin-operated game.

Pinball counter spots are Bally Baby and the Wampus taken payout game with ball gum vendor. All games I've mentioned are new and will be a hit. Judging by the way they continue to demand they will all be in the front ranks at the show."

Big 1939 Volume Tunes Up for '40

CHICAGO, Dec. 30.—"I am freely expressing that 1939 will be one of the best years the coin machine industry will ever have known," believes Al Stern, of the Monarch Coin Machine Co.

"I feel that every branch of this great



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

Jack Keeney



BALLY BEVERAGE VENDER provides refreshment between sets at a popular New York table tennis court.

WHEN BLACK IS WHITE

Very often things are not really what they seem. You may like a get-rich-quick scheme that ends up nowhere in the long run. You're always in the black, when you operate PHOTOMATICS—when you've been making big money and profits for 6 years! See your agent about it.

INVESTIGATE

International Photomatics Inc., Inc.

44-01 11th St., Long Island City, N.Y.

KIRK'S GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the WATCH YOUR
HEART BEAT feature
★ GREATEST MONEY MAKER
EVER BUILT ★
C. R. KIRK CO.,
2620 W. Fullerton Boulevard,
CHICAGO, ILLINOIS

ALL
MECHANICAL OPERATION

BARGAINS FROM DAVE MARION	
1 Jesters	\$7.00
2 Indian Maid	\$2.00
3 Indian Maid	\$2.00
4 Baby Train	\$2.00
5 Baby Train	\$2.00
6 Golden Wheel	\$2.00
7 Golden Wheel	\$2.00
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EXHIBIT'S CONGO

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

*Exhibit's
Sensational
Free Play*

BOWLING ALLEY

- plus - **HIGH SCORE DAILY**
AND WEEKLY FEATURE
DIRECTIONAL SPINNING BALL CONTROL

It will PAY YOU to WAIT for THIS GAME!

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

WIRE
 for
FURTHER DETAILS

Variety--the Spice of the Show

By A. E. CEBERT

President, Advance Machine Co., Chicago

The above caption could well be used as a slogan for the 1940 coin machine show to be held at Hotel Sherman January 15 to 18.

Coin Machine Industries, Inc., under whose auspices and only about 100 exhibitors will be held, has thru its committee conducted its plans in a spirit subservient to the interests and welfare of the numerous manufacturers, jobbers, associations and other interested persons who will spend time and money to visit the show.

Among the various factors that enter into such a program is the presentation of complete lines of coin-operated machines and devices in order that those who attend may in the few days comprising the show secure as much information as possible about coin machine development.

At this show, I am informed on good authority, many new coin machines will be demonstrated, some of which are outstanding and sensational.

Among the machines to be displayed are such as astrology, amusement apples, bookcompensators, cigarette cases, telephones, cigars, cigarettes, coin mechanisms, electric shockers, fortunes, gum, handkerchiefs, marbles, matches, mosaic novelties, nuts, perfume, perfume, ray toilet lotion, perfume, pencils, pictures, photo-makers, postcards, sanitary napkins, skill and amusement toys, timing devices, toilet articles and many others.

woulds to success in any business, and no one interested in the coin machine industry in any form should fail to attend this show.

As a guarantee of the potential success of the show, the following list of exhibitors covering every branch and phase of the coin machine industry.

St. Louis Coin Men Plan Show Special

ST. LOUIS, Dec. 30.—Missouri Amusement Machine Association has completed arrangements for a special train to take

them from St. Louis to the Windy City Sunday, January 14. According to Abe Jeffers, chairman of the show committee, the association will have 100 members. The party will leave as the Alton Railroad at 11:30 a.m. Sunday, January 14, arriving in Chicago at 1:30 p.m. Chas. H. Miller, president of the association and other officials of the Alton Railroad will make the trip to see that the wants of the visitors

are met. Several groups coming on trains from the South and Southwest have signed up for the St. Louis Special. The St. Louis Phonograph Owners, the Cigar Box Machine Owners and St. Louis members of the Illinois Phonograph Owners Association will join the same party.

The Missouri Amusement Machine Association will have a booth set up at the Sherman Hotel, as it has reserved several large rooms, which will be the headquarters for the visitors from the Midwest. Anyone wishing to get in on the St. Louis Special to Chicago at the special rate of \$1.50 round trip by the Alton Railroad is invited to get in touch with Abe Jeffers, C. J. L. Sales Co., 2825 Washington avenue, St. Louis.

Planning "Grand" Surprise for Show

CHICAGO, Dec. 30.—One of the most interesting and sensational elements at the show, particularly in the coin machine industry, will hold their pet wins and surprises until the last moment to see the new ones come," declared Al Schirring, head of Grand National Sales Co., 100 N. State street. "We are holding a little holding back," Schirring said. "We prefer not to disclose the nature of this surprise with absolute secrecy, but the general idea is that Grand National is in tense preparation for the 1940 show. We are preparing to serve our customers and friends with the usual grand manner at the 1940 Coin Machine Show."



THREE ACES: Jimmy Mallers, round-the-world tiger, and Wagner Mills, vice-president of Mills Novelty Co. and also an astrotor, snapped with the Mills Throne of Metal.

General Survey of Automatic Conditions in Great Britain

War creates many changes
— optimism expressed —
few new machines

LONDON. Dec. 2.—The war has now been 14 weeks old and it is possible to have some idea of how the coin machine trade has been affected and is still being affected. The first week saw practically all manufacturers, whether or not dealers, in despair. Some were in a standstill. Everything seemed uncertain and some became so pessimistic as to prophesy complete business for the amusement machine business for the duration. Others adopted a brighter outlook, but all showed a marked inclination to tread warily. In some cases staffs were reduced, advertising was withheld almost entirely.

Most of the British amusement and vending machine manufacturers announced cessation of production. This was followed by a call to war purposes. One such firm was that of E. W. Bryson, in the provinces, noted in recent years for creation of many novelties, counter and merchandise devices. Bryson himself took up active duty in his neighborhood as an Air Raid Warden. In the last World War Bryson served with distinction as a pilot in the Air Force.

As for the dealers, they faced the situation in different ways. Some have continued to refrain from advertising while the result that in most cases whatever business there was has not gone their way. Some decided to forsake London for areas which they considered safe. One name is George Duxbury, of Auto Machines, who moved to a summer resort on the South Coast. Another was Lionel Beaumont, of Peerless Enterprises, who is carrying on in Weymouth. Duxbury has occasional visits to London while Beaumont reports his move as being worth while. In the latter instance a branch is incorporated in the new quarters.

Most enterprising and optimistic of all dealers is Ginger Horwitz, who trades south of the Thames under the firm name of Chicago Automatic Machine Supply. Visual-

izing that operations living on the south side of London would not be too keen on marking the time to leave the north, and more so when petrol (gasoline) rationing came into force, he set about attracting those who had been forced to severely increased his pre-war stock of machines and bought all the used machines he could lay his hands on. The result has been that business is good, but he not only keeping his full staff, but has enabled him to give them all a raise in wages. Most of the marble games found outside the British made, penny-play Commer-

ials. In north London is a somewhat similar the perhaps not quite so lavish concern, which was started by Stanhope Automatics, run by a young man with experience almost bellying his years, Stan Condor, a very member of the Stanhope staff who remained with the company, but key men were fortunately left. Condor finding a demand on his workshop for overhaul of old equipment, laid on employees charged him to start a business. For this business major activity has been overhaul work and meeting a demand for older classes of equipment such as Gumball.

British American Novelty Co., whose papa is chairman of the British Automatic Machine Operators' Assn., decided to keep on the employing staff, but were standing for as long as possible. This firm has brought out the first lottery machine of the war, one on which they try to shoot out five rings in the face of an inmate representing the head of an enemy nation. Hooper's Automatics, a family concern manufacturing in a small concern, displaying in machine kiosks and operating a chain of machines in taverns and clubs, has not let the war deter them from moving into larger and better equipped premises.

Scott, Adickes & Co. have been carrying on with a sadly depleted staff, not entirely due to dismissals. Scotts were called up as reservists, while others transferred to the front National Service. When the war began Al Adickes was on the Continent, whether he had gone to the help of the allies or not, Al Dick Scott has been working hard here. During the past two weeks there has been a brightening of business, altho sales are in the main restricted to simple games by people who before the war had no access to them. An associated concern of Scott, Adickes & Co., Exhibit Machine and Merchandise Co., was fortunate enough to have a large amount of goods on hand. As far as possible, altho unable to meet demands for this class of goods for some time.

Samson Novelty Co. found it advisable to reduce their staff to men only. The Holloway brothers and Wal Entwicknap face the situation philosophically and feel that brighter days are in store. Through their Gumball and other type in a well frequented thoroughfare for sale of identity discs, they found that 23 per cent of all who stopped to look paid to have the metal circled.

Another firm with a heavy building overhead, Coin Amusement Machine Supply, agents for Mills, Genco and Chicago Coin, did the only thing possible to meet the situation in the circumstances by reducing a big staff to a minimum. Altho possessing good stocks of marble games of immediate pre-war vintage games continue on the slow side, but this is not likely to continue for

long. Biggest demand here is for spares of all types, of which this firm has one of the biggest stocks available. It is difficult for these supply all dealers in position to remain at exact or almost pre-war level, but if the war continues for long they may be at a premium.

The ban on importation of machines and parts from America, apart from preventing introduction of the very latest marble games, is causing a great deal of serious delay. As machines get back into play after refurbishing condition or patrons begin to tire, a serious problem will arise.

Firms mentioned and Goddard Novelty, in particular at the moment of fairly late models, will be able to meet for a time the demand which is almost certain to come as dealers find that the machines provide them with a good financial care. But if the war goes on for any length of time, what then? With major manufacturers devoting their efforts to other directions, the outlook does not appear too bright. It means a busy time for those concerns able to undertake repair and overhaul work.

Preliminary rationing, while not particularly disturbing so far, is going to produce further problems. Dealers should there be anything like a big demand for games. In some cases motor vehicles have been taken over by the government.

With the operating side of things, Sportham has had varying experiences. Most of them at the seaside spots are closed for the winter. In London, despite the difficulties they have done well. Others just seem to be getting along while a number have been forced into closing. Operators in individual locations have also had varied experiences. Some games in taverns in most cases show a return well below those of normal times. That is true with the exception of those spots in local areas. People who used to stop in a late drink in taverns near their work now have been forced to avoid travel in the blackout. These are the spots hit hardest. In the city, taverns' jobs generally are taking only half the amount previously taken. Operators of bells in clubs, expecting a sudden increase in play, have so far been disappointed. All improvement is however anticipated here as these machines are not so numerous among dealers as one might be led to believe, prices may soon rise high.

The war has not put a stop to the activities of bodies opposed to games. A circular has been issued which includes among other things an article on "overhaling taking steps from sources of information."

One very unhealthy thing occurred during the first three or four weeks of war. Circulation of money in the trade almost came to a standstill. From time to time, true hardship there were many instances of people unable to pay their dues, refraining

BRAND NEW MACHINES

\$5950



BRAND NEW MACHINES

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

15-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
440-4660 W. FULTON ST.
CHICAGO, ILL.

En. 1889—TILL COLUMBIA 8710.
Cable address "WATLINGITE," Chicago.

"PENNY PHONO"

Detailed description and operating instructions for the "Penny Phono" can be obtained from the manufacturer. Price \$10.00

SPECIAL BARGAINS	
Wartime 25c (Lined Top & Grid)	\$12.50
Wartime 5c	5.00
Wartime 10c	7.50
Wartime 25c	10.00
Wartime 50c	12.50
Wartime 75c	15.00
Wartime 100c	17.50
Wartime 125c	20.00
Wartime 150c	22.50
Wartime 175c	25.00
Wartime 200c	27.50
Wartime 225c	30.00
Wartime 250c	32.50
Wartime 275c	35.00
Wartime 300c	37.50
Wartime 325c	40.00
Wartime 350c	42.50
Wartime 375c	45.00
Wartime 400c	47.50
Wartime 425c	50.00
Wartime 450c	52.50
Wartime 475c	55.00
Wartime 500c	57.50
Wartime 525c	60.00
Wartime 550c	62.50
Wartime 575c	65.00
Wartime 600c	67.50
Wartime 625c	70.00
Wartime 650c	72.50
Wartime 675c	75.00
Wartime 700c	77.50
Wartime 725c	80.00
Wartime 750c	82.50
Wartime 775c	85.00
Wartime 800c	87.50
Wartime 825c	90.00
Wartime 850c	92.50
Wartime 875c	95.00
Wartime 900c	97.50
Wartime 925c	100.00
Wartime 950c	102.50
Wartime 975c	105.00
Wartime 1000c	107.50
Wartime 1025c	110.00
Wartime 1050c	112.50
Wartime 1075c	115.00
Wartime 1100c	117.50
Wartime 1125c	120.00
Wartime 1150c	122.50
Wartime 1175c	125.00
Wartime 1200c	127.50
Wartime 1225c	130.00
Wartime 1250c	132.50
Wartime 1275c	135.00
Wartime 1300c	137.50
Wartime 1325c	140.00
Wartime 1350c	142.50
Wartime 1375c	145.00
Wartime 1400c	147.50
Wartime 1425c	150.00
Wartime 1450c	152.50
Wartime 1475c	155.00
Wartime 1500c	157.50
Wartime 1525c	160.00
Wartime 1550c	162.50
Wartime 1575c	165.00
Wartime 1600c	167.50
Wartime 1625c	170.00
Wartime 1650c	172.50
Wartime 1675c	175.00
Wartime 1700c	177.50
Wartime 1725c	180.00
Wartime 1750c	182.50
Wartime 1775c	185.00
Wartime 1800c	187.50
Wartime 1825c	190.00
Wartime 1850c	192.50
Wartime 1875c	195.00
Wartime 1900c	197.50
Wartime 1925c	200.00
Wartime 1950c	202.50
Wartime 1975c	205.00
Wartime 2000c	207.50
Wartime 2025c	210.00
Wartime 2050c	212.50
Wartime 2075c	215.00
Wartime 2100c	217.50
Wartime 2125c	220.00
Wartime 2150c	222.50
Wartime 2175c	225.00
Wartime 2200c	227.50
Wartime 2225c	230.00
Wartime 2250c	232.50
Wartime 2275c	235.00
Wartime 2300c	237.50
Wartime 2325c	240.00
Wartime 2350c	242.50
Wartime 2375c	245.00
Wartime 2400c	247.50
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Wartime 2475c	255.00
Wartime 2500c	257.50
Wartime 2525c	260.00
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Wartime 2575c	265.00
Wartime 2600c	267.50
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Wartime 2650c	272.50
Wartime 2675c	275.00
Wartime 2700c	277.50
Wartime 2725c	280.00
Wartime 2750c	282.50
Wartime 2775c	285.00
Wartime 2800c	287.50
Wartime 2825c	290.00
Wartime 2850c	292.50
Wartime 2875c	295.00
Wartime 2900c	297.50
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Wartime 3300c	337.50
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Wartime 3350c	342.50
Wartime 3375c	345.00
Wartime 3400c	347.50
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Wartime 3750c	382.50
Wartime 3775c	385.00
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Wartime 3975c	405.00
Wartime 4000c	407.50
Wartime 4025c	410.00
Wartime 4050c	412.50
Wartime 4075c	415.00
Wartime 4100c	417.50
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Wartime 5000c	327.50
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Wartime 5050c	322.50
Wartime 5075c	320.00
Wartime 5100c	317.50
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Wartime 7100c	117.50
Wartime 7125c	115.00
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Wartime 7200c	107.50
Wartime 7225c	105.00
Wartime 7250c	102.50
Wartime 7275c	100.00
Wartime 7300c	97.50
Wartime 7325c	95.00
Wartime 7350c	92.50
Wartime 7375c	90.00
Wartime 7400c	87.50
Wartime 7425c	85.00
Wartime 7450c	82.50
Wartime 7475c	80.00
Wartime 7500c	77.50
Wartime 7525c	75.00
Wartime 7550c	72.50
Wartime 7575c	70.00
Wartime 7600c	67.50
Wartime 7625c	65.00
Wartime 7650c	62.50
Wartime 7675c	60.00
Wartime 7700c	57.50
Wartime 7725c	55.00
Wartime 7750c	52.50
Wartime 7775c	50.00
Wartime 7800c	47.50
Wartime 7825c	45.00
Wartime 7850c	42.50

Detroit

DETROIT, Dec. 30.—David Yostrom has formed the D. & C. Amusement Co. to manufacture and distribute coin-operated games and novelty machines. Yostrom has been an operator in this section under his own name for several years.

Bex Amusement Co. has been formed by Allen Fisher and Carl P. Neumann as partners in the manufacture and distribution of pin games. Fisher was formerly proprietor of the A. & F. Amusement Co.

H. & H. Novelty Co., operated by Sylvester J. Losperance and Frank Schall as partners, has been dissolved, and the company has been reorganized with Sylvester J. Losperance as sole proprietor.

Harry Stahl and James McKeown have gone into business at Detroit and plan to operate several roulette and pin-ball games on the east side of Detroit and suburbs under the name of Stahl & McKeown.

Joy Bellissari, of the Bellissari Music Co., recently moved up to complete in his new location.

Henry L. Lounis is displaying a stock of new and used pinball machines in his windows. They are reported going well in the colored locations in town particularly.

Edward A. Geerney, coin machine inventor and manufacturer, has recently moved to Milwaukee. His new company has been in operation for some time, making a number of different

types of grip and shock mechanisms, and is now bringing out new models.

Joe Stein, of the Little Coin Machine Exchange, is off for a brief holiday with his brother at Miami Beach, Fla. Mr. Stein will be back in time for the Chicago show.

H. J. Johnson, west side operator, has been buying Wurlitz scales for his business.

James A. Passante, head of the J. & J. Novelty Co., is convalescing after a couple of weeks in the hospital.

John J. Andrews, manager of the pinball division of the National Amusement Distributor, has just returned from a month's business tour of the West.

Max Palk, Detroit jockey and operator, has moved his new headquarters in the northwest section of town. New location is in the machine center, with two new roulette tables and a new pinball game, O. D. Captain, in the same building and the Angels Coin Machine Exchange Co. just across the street.

J. Soley and William T. Walker have moved headquarters of the Automatic Novelty Co. from the old office building to a spot on Lakeside Avenue, which originally distributed the Wurlitz vendor, is planning to open a new type vendor to scale distributor.

Trippie Again Plays Santa

ST. LOUIS, Dec. 30.—Curt F. Trippie, owner and general manager of the Ideal Novelty Co., was host at a Christmas party (12) when all protocols of turkey, the trimmings and the proper refreshments were observed. The party was given for his employees. Trippie had open house to the jokers and operators of the territory. As a Christmas gift, he presented each of his branch offices a Trippie presented each with a week's salary.

Old-Age Pensions Begin on Jan. 1

WASHINGTON, Dec. 30.—On January 1 the government will set in motion a federal old-age pension system which will provide for under the Social Security Act. By the end of 1940, it is estimated, a total of \$114,000,000 will be paid in pensions. This is termed a "modest beginning" of the first old-age pension system for the nation, which will cost the country \$1,000,000,000 a year.

This amount represents \$40,000,000. This old-age-assistance program is entirely separate from the old-age insurance plan, which will begin to be paid starting January 1. The old-age-assistance plan provides for cash allowances for the aged who are not entitled to old-age insurance benefits.

It is operated in conjunction with the States, which receive federal money for the program. The amounts are to be determined by the Social Security board. The maximum federal "assistance" payment is \$50 a month. The amount of the payment will be matched by the state, amounting to \$10.

No estimates are available as to how many pensioners there will be or what the amount they will receive under the old-age pension.

40,030 Patents Issued in 1939

WASHINGTON, Dec. 30.—With the growth of patent No. 2,186,101 on Dec. 29, 1939, last issued day for the year, the Patent Office issued 43,030 patents on 1939, 4,094 more than in 1938.

This is the greatest number of patents granted since 1922 and is 6,338 more than was issued in 1937.

Patents for designs also showed a rise over 1938 with a total of 5,093 as compared with 5,027 for that year.

Atlas Has Faith**In "Happy Forties"**

CHICAGO, Dec. 29.—Alvin Novelty Co. offices, Morris and Eddie Olsztyn, recently expressed their appreciation of the popularity of coin machines and dismissed the recent 1939. As a gesture to those who compensated coin machine men for the part they had played in strengthening the position of the coin machine industry in the field of American business.

"In the face of conditions which affected the entire country, the operators as amusement institutions were encouraged," they stated, "the operators with the aid of management, were able to stand up to stepsize equipment which they could not use with legal equipment, such as pinball,克罗恩, bowling alleys, etc."

The year 1939 has been a good one, they continued. "In 1940 we will continue to co-operate with the operators as we will bring them the best results. We desire to co-operate with operators in every way possible to help them succeed. Today the Atlas firm is one of the largest of its kind with offices in Chicago, Detroit, Pittsburgh and Buffalo."

Biz Swell, Reports Hankin

ATLANTA, Dec. 30.—B. G. Hankin, new manager of the Morris Hankin local coin machine distributor. "In the last 12 years conditions have never appeared

EASTERN FLASHES

NEW YORK, Dec. 30.—The anticipated exodus of citizens to Florida failed to materialize this fall. Only 10,000 tourists or o/pa could afford to leave New York with the convention almost here. There is no record of the number of tourists to history, however, but it is felt a good percentage of the boys will head southward to try the sands for a few weeks before getting back into harness again.

SPECIAL TRAIN

New York Central has announced a special train to take Eastern colonists to the convention. Train will leave Grand Central Station at 10:30 a.m. on Dec. 31, at \$4.50 per person. Special dining car and a club car will be provided for the trip. The cost of the round trip is \$10. New York Central is being assisted by the Amalgamated Vending Machines Operators' Association and the Pinball and Coin-Operated Machine Operators' Association, as well as by Ben Isbell and Babe Kaufman.

"EXCITING."

What the year 1940 will bring to the industry is the question. "We are taking to Harry Allen and Bufts Inc. "Judging by the way orders are coming in for these two years, it is the greatest year the industry has ever had," Tony Lee, who handles the division of Harry Allen-Venice and Pinball, although the remainder of his staff is describing the growing demand for Harry Beverage Vending. "We are swamped with orders and I am afraid we may never get this master merchandiser thought," says Ray.

AROUND THIS TOWN

Beginning January 1, Maurice Rubel takes over the management of the credit department of Modern Vending Co. and Harry Parkeff, Jr., Mike Morris and Jack Jinglubbins meet every morning to discuss the latest developments and reminisce about the old days in the coinbox. Over at Inter-State Coin Machines, State Street, Morris Litwack is working in a warehouse supplying the demand for Rock-Ola's The Pins, according to reports. "The two biggest Chicago coin operators, Inter-State and Rock-Ola's new game, Cincinnati, is going over the top," reports Al Simon. "Locally, the new game is the largest of the greatest Chicago has ever had."

George Pancer pens from the Sunray office, 100 W. Madison, Chicago. "Our friends are getting set up some elaborate sales promotional stunts at the convention. It is said, 'Get off to a late start, but stay right on top.' With the momentum we picked up during those closing weeks of the year got us off to a flying start in early January," writes K. E. Kalben, of Greater New York Vending Operators' Association, reports. "This organization is doing a better than ever job of presenting the open continuous profitable operations." Bill and Paulie are running the show, says Harry Hines, Mass. "With Tom Burke going hot-rod over these days, Bill Allberg and Charlie Arendt are running the show in the two largest districts, Newark and Brooklyn. Our headquarters are jammed all day."

"We are looking forward to an increase during the coming year," continues Hines. "Mike, who is one of the South's leading exponents of the coin machine industry,

GRAND OPENING

THURSDAY—JANUARY 4, 1940

D. & B. DISTRIBUTORS, INC.

274 JELLIFF AVE., NEWARK, N. J.

Dave Engel, Mgr. (Tel.: B1gelow 3-2711-2712)

COME ONE! COME ALL! Refreshments, Entertainment and a Grand Good Time! Let's Get Acquainted!! See our Complete Line of the Latest and Best Machines as well as the finest reconditioned equipment in the East!!

PHONOGRAPH CLOSEOUTS

ALL A-1 RECONDITIONED—READY TO OPERATE

1 Marantz 20 Record	\$100.00
1 Imperial 20 with grille, vinyl records	100.00
2 Imperial 20 with grille, vinyl records	100.00
2 Marantz 20	100.00
2 Rhythm King, vinyl and wire records	100.00
2 Rhythm King, vinyl and wire records	100.00
2 Wurlitzer 4-P-100 with grille	100.00
4 Wurlitzer 4-P-100 with grille	100.00

THESE PRICES CASH

IDEAL NOVELTY CO. 1518 MARKET ST.
PHILADELPHIA, PA.

MICHIGAN VALUES**FREE PLAY GAMES**

Allison	\$44.50	Conqueror	\$27.50
Avalon	44.50	Empress	25.00
Bingo	25.00	Fairchild	25.00
Boat	25.00	Headliner	27.50
Box Score	25.00	Imperial	25.00
Boxcar	42.00	Lot-L-Fun	42.50
Champions	58.50	Lucky	66.00
Clash	62.50	Mercury	65.00
Clipper	62.50	Rebound	51.00

1/2 Deposit, Balance C. O. D.—P. R. File

AUTOMATIC AMUSEMENT CO.

FLINT, MICH.

320 E. FIFTH AVE.

Registrations Soar Above 2,000...

CHICAGO, Dec. 30.—At a meeting of officers and directors of the Coin Machine Industries, Inc., December 22 was declared to be a red letter day in plans for the 1940 Coin Machine Show.

James A. Gilmore, manager and show director, reported that advance registrations for the 1940 convention were already exceeded the 1939 mark, and that registrations from India and from Mexico were among the day's thrills. Advance registrations from Canada suggest that "every operator in Canada will be here for the convention," he added.

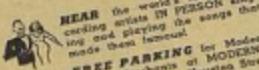
He began to talk in detail of the 1940 show, and reported that attendance had never been so large. News of special trains from various centers was also encouraging.

LET'S GO

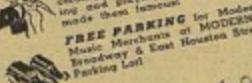
**TO MODERN'S
GRAND AND GLORIOUS
SURPRISE CELEBRATION
JAN. 8-9-10**

SEE the New, Streamlined offices for MODERN Music Merchants — the largest and most beautiful in the entire industry — just completed!!

**THRILL TO THE BIG
PREVIEW SHOWING OF THE
SENSATIONAL, NEW, 1940
WURLITZER
AUTOMATIC PHONOGRAHPS**



HEAR the world's leading recording artists in PERSON singing and playing the songs that made them famous.



FREE PARKING for Modern Music Merchants on MODERN'S Parking Lot!



EAT, drink and be merry! There'll be food and refreshments galore!



LISTEN to the pleasant MODERN has to help you to bigger, better, Wurlitzer in 1940!

"The World's Largest Automatic Music Sales Agents"

MODERN VENDING COMPANY
656 Broadway, N.Y. (All Phones: Gramercy 7-4100)
Southern Branch: 822 Fifth St., Miami Beach, Fla.



What the Records Are Doing

LETTERS, LETTERS, LETTERS and more letters are what will make this column more valuable to automatic phonograph operators. Write us and discuss your business as they would be failing to another person. Every phase of the music business is open for discussion—particularly ideas for getting more sales.

Address your letters to The Billboard, Record Column Editor, 64 W. Randolph street, Chicago, Ill.

Detroit

To the Editor:

The good old Beer Barrel Polka by Will Orlin is still going strong in local

BLUERED ARTIST

Blue Barron
PULLS NICKELS IN BARRELS
from the thousands who like their music sweet!



B-10519—What Every Young Girl Should Know (V.R.)
Holy Smoke (V.R.)

Glenn Miller and his Orchestra

B-10416—If I Were You
I Want to be Happy

B-10507—Oh Johnny, Oh!

Giri-Bir-Bir (V.R.)
Swing and Sway with Sammy Kaye26323—The Hotel Schneider (V.R.)
Wayne King and his Orchestra

26412—Let's Say Good-Night

to the Ladies (V.R.)
Here Comes the Night (V.R.)

It Pays to Use

**VICTOR AND
BLUEBIRD RECORDS**

Victor Division, RCA Mfg. Co., Inc., Camden, N.J.
Bluebird Division, The Victor Corporation of America

Trademark "Victor" Reg. U. S. Pat. Off. by Rca Mfg. Co., Inc.

**What JIMMY DORSEY
Records are Doing For—**

FRED VAN DE WALKER
Modern Automatic
Music Co.,

Kenmore, N. Y.

"I Didn't Know What
Time It Was," by Jimmy
Dorsey, has been up fast
and ought to be up the
september set soon."

JIMMY DORSEY
World's Greatest Saxophonist
and his orchestra
featuring Bob Eberly
and Helen O'Connell
DECCA RECORDS

tions around here—they are wearing out the old records of this number and still selling for 25¢.

Our new novelties are Oh, Johnny, Oh, by Orrin Tucker; September, by Luis A. Lombardo, and South of the Border, by Artie Shaw. These are all record of all. I like very much this record of this number made by Gene Autry and find many of my customers agree with me in this.

Glenn Miller's In the Mood is doing well, and I am sure that the new Bill proved an excellent Christmas present.

While business has been a little quiet during the holiday season we are looking for a new and interesting record for the year.

WILLIAM YAHIN,
Stearns Music Service.

PEPSI RABBIT is a record which seems to come to the surface as it does in Operas. Vahn's better. Constantly reports it to us. This record seems to still do well. It is used frequently in our showings of comparison in measuring the popularity of other names. Certainly no argument can be made that the record of the year was the "Beer Barrel Polka" was the most commanding record of 1939—so far from the point of view from phonograph operators.

Buffalo

To the Editor:

As the sales and service manager of a large and well known machine company, have plenty of opportunity to judge the popularity of records. I am sure that Bill is a steady reader of your publication. I can truthfully say that your audience is very valuable to us and that your record of the year, "Beer Barrel Polka" always checks with our own sales.

There is no need to elaborate on the merits of the present top number Oh, Johnny, Oh, for it seems to be a best seller. I am sure that you are right when you say that there are other good ones. I would say that Oh, Johnny, Oh, by no means is the best record hit of the year.

South of the Border by Barry Wood and also by Horace Heidt is a good tune and is also a good seller. The record of Glenn Miller's In the Mood is holding its own, and while Miller's popularity has been somewhat dimmed recently, he is still one of the best sellers. Another seller, Horace Heidt, who recently broke all records during a winter appearance here, is also holding his own and is also a record certainly has to be reckoned with.

The Andrews Sisters draw well with their songs. They are also holding their own with Bing Crosby, "Yesterdays" Jive, on the other hand, has not been so popular as the others. However, the demand are Tony Martin's recordings, and he is bringing enough play on our recorders to keep him with the top sellers. Alice on the Waterfront, by Bing Crosby, Dick Jurgens' version of Liliac is also being played a bit.

Other records I consider as coming hits are Little Red Fox by Kay Kyser, "Stop, It's Wonderful," by Orrin Tucker, "I'm a Little Bit Blue" by Artie Shaw, and by Benny Goodman. We are looking on these to be hits in the future even though they are not getting attention.

A definite disappointment was Bluebird on the Moonlight, which never

SELLING OUT ALL
USED PHONOGRAHES

(Montgomery Ward)

Moeller Mod. P-212, 1938... \$24.50
Moeller Mod. P-212, 1939... \$24.50
Moeller Mod. P-212, 1940... \$24.50
Every instrument automated to your mechanical needs. All parts available. Send for catalog. Fully guaranteed. Send with order, inc. G. O. & H. C. F. 10% down.

OHIO PHONOGRAPH CO.

15 W. COURT ST., CINCINNATI, OHIO

COMPLETE 1940 CHANGEOVERS

for 616-716-412 with
ILLUMINATED DOME, FRONT
GRILLE and DOOR PLASTIC

COMPLETE AS ILLUSTRATED \$19.95

AVAILABLE SEPARATELY
GRILLE—DOOR PLASTIC \$13.66
SIDE LOUVERS \$1.00

NEW 1940 DOMES FOR 616-716-412 \$8.95

GERBER & GLASS
914 Diversey Blvd., Chicago, Illinois

Tips on
Money-Making
Records

DARN THAT DREAM

The hit Tune from
"Swingin' the Dream"

By Eddie DeLange and Jimmy Van Heusen

BENNY GOODMAN Columbia • **PAUL WHITEMAN** Decca
TOMMY DORSEY Victor • **AL DONAHUE** Vocalion

BREGMAN, VOCO and CONN, Inc., 1619 Broadway, NEW YORK

THE TOP LINE FOR THE TOP SPOTS

Southern Automatic Music Co.

Again First With Showings

Complete line of 1940 Model Seeburg Equipment
Seeburg Corp. Again Leads With New Advancements in
Phonograph Industry.

SEE THE COMPLETE LINE OF 1940 MODELS FOR THE FIRST TIME AT EITHER OF OUR THREE SHOW ROOMS.

VISIT OUR SHOWROOM MOST CONVENIENT TO YOU.

SPECIAL SHOWINGS AS FOLLOWS:

Monday and Tuesday, January 8 and 9, at 620 Massachusetts Ave., Indianapolis.

Wednesday and Thursday, January 10 and 11, 312 W. Seventh St., Cincinnati, Ohio.

Friday and Saturday, January 12 and 13, 542 S. Second St., Louisville, Ky.

ALWAYS EARLIEST WITH THE LATEST

Southern Automatic Music Company

312 W. Seventh St., Cincinnati, Ohio 542 S. 2nd St., Louisville, Ky. 620 Massachusetts Ave., Indianapolis, Ind.

THE HOUSE THAT CONFIDENCE BUILT

HURRY
HURRY

TURN TO
THE BACK
COVER



**NEW
HIT RECORDS
JUST RELEASED
BY**

PENNY TEN TUNES ON A RECORD... 75¢ PHONO

America's top tunes — by
bigname attractions — direct
from our Hollywood Studios

"Ciri Biri
Bin"
MARTHA TILTON, Vocal

"Last
Night"
CHUCK FOSTER'S ORCH.

"Stop! It's
Wonderful"
ROBBIE ENNIS, Vocal

"El Rancho
Grande"
GARWOOD VANS ORCH.

SEE
PENNY PHONO
-1940's Biggest
Money-Maker
at the National
COIN MACHINE
SHOW

Hotel Sherman, Chicago
January 15-16-17-18

See—why thousands of signed
orders are pouring into our plant,
from all over the country, for
claiming the fields of distributors
and operators in this overnight
monolithic industry! Proof of the
phenomenal upswing in business
is "Music for a Penny," which is given
you by PENNY PHONO's sales
representatives— together with
writ word and deed. Remember—
you haven't seen the show till
you see PENNY PHONO!



For name of your nearest
PENNY PHONO dealer, write

CINEMATONE CORPORATION
1107 N.W. Highland Ave., Hollywood, Calif.



CARL A. HOOPER, Rock-Ola distributor, believes in showmanship. Hooper's Louisville, Ky., establishment recently featured the annual display shown above. "The display already has brought us numerous inquiries regarding the Rock-Ola phonograph for 1940," says Hooper.

made the grade. Southerland, which was very popular, has now gone on its way down. The same may be said of Wanda's New and Address Unknown, which, although it has been with the latter, have not been steady in its times. Their success has been rather spotty and their personal appearance hasn't helped them along the disks. MICHAEL DE LAPO, Chippenham Amusement Co.

WHEN HORACE HEIRD was first solo operator of his own business publicly, he did much to boost records by cards and stickers to indicate his engagement, as well as the names of his latest recordings. As a result Heird rose to popularity and became one of the top stars and his week's stand at the Buffalo Theater brought him from any other personal appearance in years.

Newspaper Editorial

IN AN EDITORIAL entitled "A Bit of Protection for the British," it was stated that "The song 'South of the Border' is a sentimental ballad battered out of existence in America's Pin-Pin Alley. It has, however, come with something very much lost of all the supine and sickly songs of the past, and it still sounds like a hit, yet it has become the favorite song of the British troops now in France."

The author of the editorial suggests that the British troops have been helping to relate the war—and there may be in the answer. Perhaps it expresses the longing of the British people to get away from the mud of France. War is hell enough without singing songs about it.

"South of the Border" is a good song, though. If you remember the march, as men, halls and recreation rooms. The British will be welcome back to us as soon as the connection between the war and "South of the Border."

However, he closes his editorial, saying: "South of the Border" is a good song, no relation to the war—and there may be in the answer. Perhaps it expresses the longing of the British people to get away from the mud of France. War is hell enough without singing songs about it.

EASTERN FLASHES

(Continued from page 62)
long," says Bill, "because Ten Strike is the greatest machine the industry has ever had."

EASTERN HED

BEST SELLER—According to Sales, it is on the job bright and early every morning. The reason? It's the big shipment of Gemco's Policies of 1940 that's been making the rounds. "It's the best game's chalking an '80," says Bert. "It looks as if we'll pass the mark we set with Mr. Chipper."

RUSH DAYS

These are busy days for Nat Cahn and Harry Karp, of Marion, W. Va. Both boys are on the papa supervising the work of the corps of electricians, carpenters, plumbers, painters, and enlargers and beautifying their offices. They'll be the most swellestlegant streamlined offices made up have ever seen when they're done.

GROUNDBREAKING

JACK COOPER, Gruen Distributors, threw a grand opening party, complete with champagne and turkey. "Over 200 were on hand before 6 p.m." Jack

reports. "and more continued to arrive during the late hours. We want to thank all who attended and hope they'll keep coming back to our office every day in the week."

TERIWARE NOTES

Ops in Newark not much better now than the two associations are working as one. One letter from Loring would suggest that the situation will stay static or action. "Action is what the boys want, according to leaders. . . An older man is operating a new business here. Tom Deane, Inc. New headquarters will be on Jersey Avenue, just off Clinton. While the business is not large, Deane, Dave says he'll have a swell grand opening for the New Jersey community in the near future. Jerry Jenkins, of the Teriware Association, New Jersey, is hard at it three days letting the boys about Billy Allen. . . And Irv Morris, of the Teriware Association, New Jersey, has new copy of his new memorandum for Mills Thores of Music. Sanford Gaines is now in sole charge manager to Fred Freddie, Sanford's son. Freddie's spot, now that Freddie has gone to work for Uncle Sam. . . Jack Ray says he's been in constant touch, working with the repairs and reconditioning. Al G. Cohen, of Aceo Vending Machine Industries, has a new model of his vending machines with 10. "This is our Christmas present to all the vending machine ops."

ACME REMODELING & PARTS

THE NEW 1940

ACME DOME \$85^{ea.}

FOR 412 AND 616 WURLITZERS

616 COMPLETELY REMODELED AS SHOWN \$2950

(ACME DOME EXTRA)

FOR SALE!!! Complete Set of Parts

he says. . . . Frank Hart is doing a swell job. It seems with a new coin counter that counts both pennies and nickels.

CAN'T HURT

A bad cold is not keeping Jack Minnick from the stack of work confronting him these days. He's been a busy man since his return from the West Coast. "There's more now," Jack says. "We passed over with work as the year opened, but the end was to the demand for the new, six-color-of-pain model of Thorens of Music."

BIG TEAM AHEAD

The Ath. of Active Amusement, Philadelphia, reports his firm has never been more active than it is at this time, preparing for the new year. "It's time to see on the market with the entries of the new year." "Our last visit to Chi was January 1st, and we expect to be shown at the convention. Believe me, these machines are really going to give off the biggest year they've ever had."

ONLY THE BEST

Mariner Specialty, of Philadelphia, and Mariner Distributors, Inc., are sticking strictly to its slogan, "Induce only the best," more than ever during 1940. "We feel that no one equipment which can be purchased in 1940 will need repairs to determine its true worth," say Mariner officials. "In view of this we are going to make it our policy to stick strictly to our famous slogan."

MILLS AND MARSHALLS

Wherever two or more are gathered these days the talk turns to the coming competition and what's in or will not be shown. The Mills and Marshall show is of interest this year. CMI officials believe prepared to accommodate the largest number of exhibitors ever to come to the show. Jack Morris, manager of the New York office of Slaven, Brooklyn, is busy checking over amusement park operators in New Jersey, while in Newark he is making arrangements for the opening of his new showroom. In New Jersey he was around to see Jack Bieger's opening in Newark.

CHRISTMAS PARTY

International Microscope staged a gala Christmas party at the Hotel Roosevelt in Los Angeles. Eddie Coyle, manager of the RKO Radio Pictures studio, Harry Rubin, Harry Winter, Murray Lerner, Al Elender and the rest of the staff were there. Eddie Coyle, who is having the biggest year in his studio's history, said, "This new machine gun of ours is getting the attention of everyone," Bill Rubin added.

INCREASED SALES FORCE

Roy McDonald reports that his firm will expand its distribution set-up this coming year with the addition of several new offices. Roy's first move will be to open a new office in the San Joaquin territory. Right now we have Ray Horner operating in that territory. Roy's second move will be to add another office in the Sacramento area. Roy is now developing an aggressive sales staff to expand this territory that we're going to add to more men to the sales staff."

COMMODORE BUSINESS

Eastern distributor of the Commodore game, Commodo, report that no set-up yet has been made for the new sales territories. At this time of year, too, Commodore sales continued right on their holdover, they say, and the money continued pouring in.

ANNOUNCEMENT

MORRIS HANKIN

In 1940—will personally serve as exclusive distributor for Wurlitzer Phonographs. Mr. Hankin will carry a complete stock of all models and parts.

All former activities will be confined to the Hankin Music & Cigarette Service—who will continue to serve their patrons as in the past, under the capable management of Mr. Arthur Weinberg, Mr. DeWitt Yancey and Mr. Lester Black.

MORRIS HANKIN, 258 Pryor, S. W., ATLANTA, GA.



AT A COCKTAIL PARTY sponsored by Tommy Dorsey for Chicago music manufacturers, the Mira Supreme Co. officials talked things over with the band leader. From left to right: Eddie Miller, manager of the Mira Supreme Co.; Tommy Dorsey, bandleader; Jim Meegan, advertising manager; Max Schlesinger and Mr. Cole, Mills phonograph experts. "Coin machines operators like these talk straight from the shoulder," said Dorsey.

duction to the end of year, still orders are about a week behind. Such out-of-season demand for a game is considered unusual, sources claim.

REVIEW OF RECORDS

(Continued from page 23)

Dance Drifts

FOR gliding on polished floors, Glenn Miller's sweet style is at his better advantage on Discbird for Cavalcade and Columbia. Both records are excellent, and the same label also giving Blue Barron for Johnny Mercer's Happy Songs and What Parts of Both of You? on its latest 78s. The 78s of both the King and Kewpie and Odette Nielsen up to standard for a new batch. In the shapeups of My Dreams, coupled with the King's I'm Gonna Love You, the Flower of Seven, the companion label, Victor, gives Shirley Kang's graceful dance steps to the strains of the King's I'm Gonna Love You. On the Columbia label, the Chatterbox and Avery's Peeps. And on Columbia there's smoothness in the songs of both the King and Kewpie, and the King's Fan and All the Things You Are, both from Very Warm for May, and Oisin from the King's I'm Gonna Love You. There are many Divorce Apps and Twilight Riders, both without Dennis Baker.

For the more spirited stepping, Tommy Dorsey's free and easy style is to prove that his beatings have lost none of their fire in Song Does It, the influence of which is apparent in the King's dancing staff. Oliver carried this one over with him from Jimmie Lunceford. Victor's King is still the best of the bunch, though for Ann I Proud, Anita Taylor adding the vocal punch. At long last, Beverly Sills has come into her own on the Columbia. Let's Dance being a standing invitation to the dance. For the plastering, Ocean's got the first two dips on the Duke Ellington record, and so the worst of it on the winning. Tackling Big Meets Horn, a trumpet concerto, Eddy Davis takes over the back ground

notches—and we'll bet he's glad it's over. For Big Meets Horn, it's still Duke's disk in the class by itself.

Or so.

The Columbia classic adds to poor Maurice Ravel's shift with Mo Merg L'Orfe, Howard Barlow conducting the Columbia Broadcast Symphony. Two 12-inch records, however, are outstanding this issue is Hayet's imaginative and droll impressions of Mother Goose, originally recorded for Columbia, and accompanied with Barlow capturing the composer's sensitive imagery for a permanent record.

As a single item, Columbia's classic adds to poor America's most popular baby, the Louis Armstrong and Ella Fitzgerald singing two beautiful, expressive songs, but the Louis and Porgy's Song, and the equally appealing number by Victor Red and offering his Allie Johnson's singing for a brace of Victor Herbert's I've Fallen in Love With Someone and Those

YOURS WURLITZER 614 completely remodeled as above with plastic

\$24.00

Materials Only, No. 616 Mod. 19.50

5.50

YOURS WURLITZER 614-A

26.50

Materials Only, No. 616 Mod. 1

20.50

Materials Only, No. 616 Mod. 2

21.50

Lil Brown Baby, \$1.50

Change. We also manufacture and complete

any order. Write or wire for your

catalogue 24 hours a day.

SEE OUR COMPLETE LINE AT THE

COIN MACHINE SHOW BOOTH NO. 52

MIRABEN COMPANY

829 Milwaukee Ave., Chicago, Ill.

Phone: Maynards 2683

START THE NEW YEAR RIGHT
WITH

MILLS THRONE OF MUSIC

FOR A HAPPIER AND MORE PROSPEROUS 1940—WRITE, WIRE OR PHONE ANY OF OUR 4 OFFICES TODAY!!

MAKE A DATE TO SEE GEORGE PONSER
AT BOOTH 163 OR SUITE 1884-1886
COIN MACHINE SHOW—HOTEL SHERMAN

GEORGE PONSER COMPANY

519 West 47th St., NEW YORK,
1901 E. Fayette St., SYRACUSE, N. Y.
5115 E. Runion St., NEWARK, N. J.
754 Broadway, ALBANY, N. Y.

Get The BIG NEWS NOW



Letter From Cuba

To the Editor:

I have just become established in Havana as a manufacturing representative for several companies. It appears to me to be an excellent market for the introduction of several types of coin-operated amusement machines.

I am sending you now to ask that you be kind enough to give me the address of the _____ Co., I am conscious of the fact that with this economy on the subject of Cuban advertising I may say that I can furnish this concern with excellent references and information concerning the type of machine which I think will be likely to interest it.

Some time ago The Billboard published a special edition which carried an unusual amount of information concerning the subject of Cuban advertising. I signed for the attention of firms to the foreign field which might wish to participate with American manufacturers of American origin. If you have a copy of this number available I would be very pleased to receive it and would be willing to communicate with several of the advertisers.

B. B. E.
Havana, Cuba.NEW MONEY-MAKING
SENSATION!**PICK-A-PACK**COUNTER CIGARETTE GAME
Producing amazing earnings
in all types of Locations!

PENNY PLAY

Benefit appearance!
Sturdy, long-life construction!

\$23.75

F. O. S.
Chicago

GUARANTEE

TRY PICK-A-PACK — NO RISK. If not satisfied, purchase price will be refunded.

BAKER NOVELTY CO., INC.

2826 Washington Blvd., CHICAGO

15 Eurekas (Free Plays),

\$39.50 Each

15 Fairgrounds (Equipped With Large Packs), \$19.50 Each

Terms: One-third deposit, rest C. O. D., basis f. o. b. New Orleans. All of these machines are in first-class condition. New Orleans.

B. AND M. SPORTLAND
611 Canal St., New Orleans, La.

**Join the big parade to the
COIN MACHINE
SHOW**
SHERMAN HOTEL, CHICAGO
JANUARY 15-18, 1940

Counter Game
Gets Ops' Okeh

BROOKLYN, Dec. 30.—As usual, our first new game of Totalizer, the new counter skill game, appeared in The Billboard. We say that we have been surprised at the response it has received, especially from the public.

According to Dave Hobbs, manager of D. Hobbs Co., Totalizer has sold more than 10,000 units in less than two weeks we have taken advance orders in New York alone for a very large number of games. The new score totalizer on this game, among other features, includes a self-starting device, a self-stopping switch, and the accurate scoring of all balls entering the basket.

The fact that Totalizer will be the biggest selling counter skill game for 1940. We are distributors for Totalizer in New York, New Jersey and Connecticut.

Texas Assn. Official
Dies After Assault

HOUSTON, Dec. 30.—Walter A. Neumann, 30, executive director of the Associated Phonograph Operators of Harris County, died December 12 from a bullet wound in the left eye. The shooting occurred at the Hotel Strand, site of the Sea Gull Cafe, owned and operated by Neumann, while he was settling up a \$300 bill he had given to a waitress. The bullet was changed to a powder charge immediately after the death.

Neumann is survived by his wife, son, daughter, father and one brother.



"WATCH ROCK-O-LA FOR 1940" is more than just a slogan, says Rock-Ola. The company can be sure of success in 1940 because of their new rockola already installed for 1940 production. Rock-Ola is prepared for a much increased business on luxury Lightup phonographs in 1940.



— riding high

ali·baba

Tops in novelty appeal. High scores 30,000 to 50,000 (adjustable). Eight skill lanes roll-over switches — Two see mystery and one a free ball return — 24 beautiful and entirely new type bumpers. Play is thrilling — tantalizing — exciting — the perfect game for player competition.

Convertible \$99.50

STONER CORP.

AURORA - ILLINOIS

**A BASKETBALL TREAT
ANOTHER OF**

CONTAINER'S COLORFUL CREATIONS

Not Just Another Game, Not Just Fun, Unusually Entertaining

Basketball Game, Not Just Basketball, Basketball Game

2600 HOLES—GOAL SHOTS

Taken in 2,600 holes @ 5¢ \$132.00

Paid Out "Average" 75.34

PROFIT (Average) \$ 54.54

'THE OPERATORS' MANUFACTURER'

CONTAINER MFG. CORP.

1825-1833 Chestnut Ave., St. Louis, Mo.

MEET US AT THE COIN MACHINE SHOW, BOOTH NO. 137



IMMEDIATE DELIVERY GUARANTEED!

EVANS' PHENOMENAL

TEN STRIKE

START THE NEW YEAR RIGHT!
RUSH YOUR ORDER TODAY
FOR THIS SUPER-SENSA-
TION! NO SKY-HIGH
PROMISES! ACTUAL DE-
LIVERIES NOW BEING
MADE IMMEDIATELY
ON RECEIPT OF YOUR
DEPOSIT!



EXCLUSIVE DISTRIBUTORS FOR GREATER NEW YORK,
LONG ISLAND AND SOUTHERN N. Y. STATE
BROOKLYN AMUSE. MACH. CO., INC.
660 BROADWAY • BROOKLYN, N. Y.
(ALL PHONES: EVergreen 8-4732)

TIP OFF

In step with happenings of the moment—capitalizing on the rising basketball craze—the new TIP-OFF hoist is a tested test—due to the tremendous "Tip-Off Bowls" in "Tee Throwers," "Field Goals," etc.—average profit \$20,450 packed with action—Operations—Write for details! Also see literature on other basketball boards and complete line of 47 new boards.

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

Ordn. Amusement-Money Machines	Ordn. Amusement-Money Machines	Ordn. Amusement-Money Machines
CLOSE-OUT ON SALES 25¢ Blue Frieze 10-25¢ \$27.50	25¢ Blue Frieze 10-25¢ \$27.50	25¢ Blue Frieze 10-25¢ \$27.50
Vending	Vending	Vending
Box, Kit, Case Awards	Box, Kit, Case Awards	Box, Kit, Case Awards
CONSOLERS	CONSOLERS	CONSOLERS
Game Transports	Game Transports	Game Transports
1525 Kentucky Club	1525 Kentucky Club	1525 Kentucky Club
Galloping Diamonds	Galloping Diamonds	Galloping Diamonds
Modern Automatic Exchange, Inc.	Modern Automatic Exchange, Inc.	Modern Automatic Exchange, Inc.
2016 CARNegie AVE.	2016 CARNegie AVE.	2016 CARNegie AVE.
CLEVELAND, OHIO	CLEVELAND, OHIO	CLEVELAND, OHIO

You can **ALWAYS** depend on JOE ASH — ALL WAYS
ON HAND FOR IMMEDIATE DELIVERY
ALL THE LATEST RELEASES OF THE FUNNIEST GAMES EVER PRODUCED BY THE
WORLD'S LEADING MANUFACTURERS
WRITE, WIRE OR PHONE FOR PRICE LIST!

ACTIVE AMUSEMENT MACHINES CORP.
50 North Franklin Street, Philadelphia, Pa.

Phone: Market 2-6266



With 1-2-3	\$92.50	Without Model	\$34.50	Without Model	\$16.50
Smiley	\$25.50	Smiley	\$25.50	Smiley	\$8.75
Smilex	\$17.00	Smilex	\$17.00	Smilex	\$5.50
Smilex	\$10.00	Smilex	\$10.00	Smilex	\$3.50
Smilex	\$8.00	Smilex	\$8.00	Smilex	\$2.50
Smilex	\$6.00	Smilex	\$6.00	Smilex	\$2.00
Smilex	\$4.00	Smilex	\$4.00	Smilex	\$1.50
Smilex	\$2.00	Smilex	\$2.00	Smilex	\$0.75
Smilex	\$1.00	Smilex	\$1.00	Smilex	\$0.35
Smilex	\$0.50	Smilex	\$0.50	Smilex	\$0.15
Smilex	\$0.25	Smilex	\$0.25	Smilex	\$0.08
Smilex	\$0.10	Smilex	\$0.10	Smilex	\$0.03
Smilex	\$0.05	Smilex	\$0.05	Smilex	\$0.02
Smilex	\$0.02	Smilex	\$0.02	Smilex	\$0.01
Smilex	\$0.01	Smilex	\$0.01	Smilex	\$0.005
Smilex	\$0.005	Smilex	\$0.005	Smilex	\$0.002
Smilex	\$0.002	Smilex	\$0.002	Smilex	\$0.001
Smilex	\$0.001	Smilex	\$0.001	Smilex	\$0.0005
Smilex	\$0.0005	Smilex	\$0.0005	Smilex	\$0.0002
Smilex	\$0.0002	Smilex	\$0.0002	Smilex	\$0.0001
Smilex	\$0.0001	Smilex	\$0.0001	Smilex	\$0.00005
Smilex	\$0.00005	Smilex	\$0.00005	Smilex	\$0.00002
Smilex	\$0.00002	Smilex	\$0.00002	Smilex	\$0.00001
Smilex	\$0.00001	Smilex	\$0.00001	Smilex	\$0.000005
Smilex	\$0.000005	Smilex	\$0.000005	Smilex	\$0.000002
Smilex	\$0.000002	Smilex	\$0.000002	Smilex	\$0.000001
Smilex	\$0.000001	Smilex	\$0.000001	Smilex	\$0.0000005
Smilex	\$0.0000005	Smilex	\$0.0000005	Smilex	\$0.0000002
Smilex	\$0.0000002	Smilex	\$0.0000002	Smilex	\$0.0000001
Smilex	\$0.0000001	Smilex	\$0.0000001	Smilex	\$0.00000005
Smilex	\$0.00000005	Smilex	\$0.00000005	Smilex	\$0.00000002
Smilex	\$0.00000002	Smilex	\$0.00000002	Smilex	\$0.00000001
Smilex	\$0.00000001	Smilex	\$0.00000001	Smilex	\$0.000000005
Smilex	\$0.000000005	Smilex	\$0.000000005	Smilex	\$0.000000002
Smilex	\$0.000000002	Smilex	\$0.000000002	Smilex	\$0.000000001
Smilex	\$0.000000001	Smilex	\$0.000000001	Smilex	\$0.0000000005
Smilex	\$0.0000000005	Smilex	\$0.0000000005	Smilex	\$0.0000000002
Smilex	\$0.0000000002	Smilex	\$0.0000000002	Smilex	\$0.0000000001
Smilex	\$0.0000000001	Smilex	\$0.0000000001	Smilex	\$0.00000000005
Smilex	\$0.00000000005	Smilex	\$0.00000000005	Smilex	\$0.00000000002
Smilex	\$0.00000000002	Smilex	\$0.00000000002	Smilex	\$0.00000000001
Smilex	\$0.00000000001	Smilex	\$0.00000000001	Smilex	\$0.000000000005
Smilex	\$0.000000000005	Smilex	\$0.000000000005	Smilex	\$0.000000000002
Smilex	\$0.000000000002	Smilex	\$0.000000000002	Smilex	\$0.000000000001
Smilex	\$0.000000000001	Smilex	\$0.000000000001	Smilex	\$0.0000000000005
Smilex	\$0.0000000000005	Smilex	\$0.0000000000005	Smilex	\$0.0000000000002
Smilex	\$0.0000000000002	Smilex	\$0.0000000000002	Smilex	\$0.0000000000001
Smilex	\$0.0000000000001	Smilex	\$0.0000000000001	Smilex	\$0.00000000000005
Smilex	\$0.00000000000005	Smilex	\$0.00000000000005	Smilex	\$0.00000000000002
Smilex	\$0.00000000000002	Smilex	\$0.00000000000002	Smilex	\$0.00000000000001
Smilex	\$0.00000000000001	Smilex	\$0.00000000000001	Smilex	\$0.000000000000005
Smilex	\$0.000000000000005	Smilex	\$0.000000000000005	Smilex	\$0.000000000000002
Smilex	\$0.000000000000002	Smilex	\$0.000000000000002	Smilex	\$0.000000000000001
Smilex	\$0.000000000000001	Smilex	\$0.000000000000001	Smilex	\$0.0000000000000005
Smilex	\$0.0000000000000005	Smilex	\$0.0000000000000005	Smilex	\$0.0000000000000002
Smilex	\$0.0000000000000002	Smilex	\$0.0000000000000002	Smilex	\$0.0000000000000001
Smilex	\$0.0000000000000001	Smilex	\$0.0000000000000001	Smilex	\$0.00000000000000005
Smilex	\$0.00000000000000005	Smilex	\$0.00000000000000005	Smilex	\$0.00000000000000002
Smilex	\$0.00000000000000002	Smilex	\$0.00000000000000002	Smilex	\$0.00000000000000001
Smilex	\$0.00000000000000001	Smilex	\$0.00000000000000001	Smilex	\$0.000000000000000005
Smilex	\$0.000000000000000005	Smilex	\$0.000000000000000005	Smilex	\$0.000000000000000002
Smilex	\$0.000000000000000002	Smilex	\$0.000000000000000002	Smilex	\$0.000000000000000001
Smilex	\$0.000000000000000001	Smilex	\$0.000000000000000001	Smilex	\$0.0000000000000000005
Smilex	\$0.0000000000000000005	Smilex	\$0.0000000000000000005	Smilex	\$0.0000000000000000002
Smilex	\$0.0000000000000000002	Smilex	\$0.0000000000000000002	Smilex	\$0.0000000000000000001
Smilex	\$0.0000000000000000001	Smilex	\$0.0000000000000000001	Smilex	\$0.00000000000000000005
Smilex	\$0.00000000000000000005	Smilex	\$0.00000000000000000005	Smilex	\$0.00000000000000000002
Smilex	\$0.00000000000000000002	Smilex	\$0.00000000000000000002	Smilex	\$0.00000000000000000001
Smilex	\$0.00000000000000000001	Smilex	\$0.00000000000000000001	Smilex	\$0.000000000000000000005
Smilex	\$0.000000000000000000005	Smilex	\$0.000000000000000000005	Smilex	\$0.000000000000000000002
Smilex	\$0.000000000000000000002	Smilex	\$0.000000000000000000002	Smilex	\$0.000000000000000000001
Smilex	\$0.000000000000000000001	Smilex	\$0.000000000000000000001	Smilex	\$0.0000000000000000000005
Smilex	\$0.0000000000000000000005	Smilex	\$0.0000000000000000000005	Smilex	\$0.0000000000000000000002
Smilex	\$0.0000000000000000000002	Smilex	\$0.0000000000000000000002	Smilex	\$0.0000000000000000000001
Smilex	\$0.0000000000000000000001	Smilex	\$0.0000000000000000000001	Smilex	\$0.00000000000000000000005
Smilex	\$0.00000000000000000000005	Smilex	\$0.00000000000000000000005	Smilex	\$0.00000000000000000000002
Smilex	\$0.00000000000000000000002	Smilex	\$0.00000000000000000000002	Smilex	\$0.00000000000000000000001
Smilex	\$0.00000000000000000000001	Smilex	\$0.00000000000000000000001	Smilex	\$0.000000000000000000000005
Smilex	\$0.000000000000000000000005	Smilex	\$0.000000000000000000000005	Smilex	\$0.000000000000000000000002
Smilex	\$0.000000000000000000000002	Smilex	\$0.000000000000000000000002	Smilex	\$0.000000000000000000000001
Smilex	\$0.000000000000000000000001	Smilex	\$0.000000000000000000000001	Smilex	\$0.0000000000000000000000005
Smilex	\$0.0000000000000000000000005	Smilex	\$0.0000000000000000000000005	Smilex	\$0.0000000000000000000000002
Smilex	\$0.0000000000000000000000002	Smilex	\$0.0000000000000000000000002	Smilex	\$0.0000000000000000000000001
Smilex	\$0.0000000000000000000000001	Smilex	\$0.0000000000000000000000001	Smilex	\$0.00000000000000000000000005
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Smilex	\$0.00000000000000000000000002	Smilex	\$0.00000000000000000000000002	Smilex	\$0.00000000000000000000000001
Smilex	\$0.00000000000000000000000001	Smilex	\$0.00000000000000000000000001	Smilex	\$0.000000000000000000000000005
Smilex	\$0.000000000000000000000000005	Smilex	\$0.000000000000000000000000005	Smilex	\$0.000000000000000000000000002
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Smilex	\$0.0000000000000000000000000001	Smilex	\$0.0000000000000000000000000001	Smilex	\$0.00000000000000000000000000005
Smilex	\$0.00000000000000000000000000005	Smilex	\$0.00000000000000000000000000005	Smilex	\$0.00000000000000000000000000002
Smilex	\$0.00000000000000000000000000002	Smilex	\$0.00000000000000000000000000002	Smilex	\$0.00000000000000000000000000001
Smilex	\$0.00000000000000000000000000001	Smilex	\$0.00000000000000000000000000001	Smilex	\$0.000000000000000000000000000005
Smilex	\$0.000000000000000000000000000005	Smilex	\$0.000000000000000000000000000005	Smilex	\$0.000000000000000000000000000002
Smilex	\$0.000000000000000000000000000002	Smilex	\$0.000000000000000000000000000002	Smilex	\$0.000000000000000000000000000001
Smilex	\$0.000000000000000000000000000001	Smilex	\$0.000000000000000000000000000001	Smilex	\$0.0000000000000000000000000000005
Smilex	\$0.0000000000000000000000000000005	Smilex	\$0.0000000000000000000000000000005	Smilex	\$0.0000000000000000000000000000002
Smilex	\$0.0000000000000000000000000000002	Smilex	\$0.0000000000000000000000000000002	Smilex	\$0.0000000000000000000000000000001
Smilex	\$0.0000000000000000000000000000001	Smilex	\$0.0000000000000000000000000000001	Smilex	\$0.00000000000000000000000000000005
Smilex	\$0.00000000000000000000000000000005	Smilex	\$0.00000000000000000000000000000005	Smilex	\$0.00000000000000000000000000000002
Smilex	\$0.00000000000000000000000000000002	Smilex	\$0.00000000000000000000000000000002	Smilex	\$0.00000000000000000000000000000001
Smilex	\$0.00000000000000000000000000000001	Smilex	\$0.00000000000000000000000000000001	Smilex	\$0.000000000000000000000000000000005
Smilex	\$0.000000000000000000000000000000005	Smilex	\$0.000000000000000000000000000000005	Smilex	\$0.000000000000000000000000000000002
Smilex	\$0.000000000000000000000000000000002	Smilex	\$0.000000000000000000000000000000002	Smilex	\$0.000000000000000000000000000000001
Smilex	\$0.000000000000000000000000000000001	Smilex	\$0.000000000000000000000000000000001	Smilex	\$0.000000

ATLAS VALVE CORPORATION

NEW YEAR SPECIALS

GOTTLEIB TRIPLE GRIPS	\$ 8.50
A. H. T. 1e TARGET MODEL F (Latest Model—Like New)	19.50
FACTORY REBUILT 1-2-3. Free Play	20.75

DISMANTLED COUNTDOWN GAME

JEWELERS & BRASSWARES		LAWN & GARDEN		HOME & AUTO	
Brass	\$1.00	Lawn Chair	\$1.00	Shoe Shine	\$ 1.00
Brass Knob	1.25	Shovel	1.00	Shoe Shine Kit	1.00
Brass Key	1.25	Shovel Kit	1.00	Shoe Shine Stand	1.00
Bushels X15 (15 Seconds)	\$ 1.00	PHONOGRAPH			
Battery Boxes	125.00	Wurlitzer 412	\$ 25.00		
Battery Boxes	125.00	Wurlitzer 450	\$ 25.00		
Battery Boxes	125.00	Wurlitzer 45A	\$ 25.00		
Battery Boxes	125.00	Wurlitzer 45B	\$ 25.00		
Write for "Shoulder Mounted Grill Festival on All Models—\$10.00 Extra."					
Concerto Cannon and Free Play Twenty Games. Not for Sale. Showcases, Stands,					

TERMS: 4% Deposit — Balance C. O. D.

CABLE ADDRESS: ATYRVOX.
ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO, ILL. (Central Office)
Associate Office: Allegheny Avenue, Pittsburgh, Pa.
Atlanta Office: Atlanta, Georgia
Baltimore Office: Baltimore, Maryland
Boston Office: Boston, Massachusetts
Chicago Office: Chicago, Illinois
Cincinnati Office: Cincinnati, Ohio
Dallas Office: Dallas, Texas
Detroit Office: Detroit, Michigan
Houston Office: Houston, Texas
Los Angeles Office: Los Angeles, California
Milwaukee Office: Milwaukee, Wisconsin
Minneapolis Office: Minneapolis, Minnesota
New York Office: New York, New York
Philadelphia Office: Philadelphia, Pennsylvania
St. Louis Office: St. Louis, Missouri
San Francisco Office: San Francisco, California

AMERICA'S LARGEST DISTRIBUTORS

Good Planning in Show Programs

CHICAGO, Dec. 30.—The officers and committees of the Coin Machine Industries, Inc., sponsor of the 1940 Coin Machine Show, have been hard at work to plan a well-balanced convention, with something on schedule to make each day worth while to operators who come to Chicago during the week of January 15.

The Home-Comics Luechecon on opening day, Monday, January 15, is something unusual in the way of giving the industry a boost. The speaker is Dr. Preston Bradley and the broadcasting of the program in part is well deserved attention.

The Celebrities Breakfast, tried as an innovation last year, will be a time of surprises this year. Enough big names already have been announced to make it a historic occasion. The theatrical, stage, music, radio, business and political world will be drawn on to furnish surprises.

The annual banquet closed the convention on Thursday evening. R. W. (Dick) Mood heads the entertainment committee, so that means a floor show worth coming 2,000 miles to see.

Houston

HOUSTON, Dec. 29.—On December 1 the Houston branch of Commercial Music Co., Wurzburg distributor in South Texas, held an all-day open-house celebration at its new headquarters. The affair was well attended by persons in the territory. Congratulatory telegrams and Texas cities were also received from several

In answer to numerous requests, Vice Chief L. C. Brown has recommended



VICTOR PETERSON, of New York, writer that he recently found the above picture while running thru old papers. That from the picture are, left to right: William A. Goele, now head of the Capitol Automatic Music Co., Inc., New York; Captain Joseph Flaherty of the 62d Cavalry, U.S.A.; and Captain Wm. E. Clegg, of the 10th Cavalry, U.S.A. The photo was taken at the East Coast Phonograph Co. Peterson writes that after the first world war Goele and Flaherty went into the same machine business and have

the installation of 30-minute parking meters around Houston's new city hall. Another request for parking meters came from a section on South Main street in the vicinity of several business colleges. Merchants complained that students were using all available parking spaces.

John A. Beckman, of Dallas, secretary of Texas Music Machines Operators' Association, was in Houston December 1. He attended the Wurlitzer opening in the interest of his association, called at offices of Associated Phonograph Operators' Association of Harris County and spent the balance of the day greeting and calling on the head of friends that live in the city.

Another distinguished visitor of December 1 was W. N. McCormick, of New Orleans, Decos official. McCormick made the local Decos office his headquarters. With Joe McConnell, R. S. Campbell, of Houston, and Bill Morris, San Antonio representative, he made plans to take care of increased holiday business.

A. M. Behnke entertained an honored guest recently. It was his 14-year-old son, a student of T. M. I. (Texas Military Institute), of San Antonio. The youngster cut a grand figure dressed in the shiny uniform for which the Academy is noted.

Record Distributing Corp., specializing in records for music operators, opened December 4, with headquarters on South Main street. This is the third major record distributing company for Houston. Personnel includes Charles C. Womack, president; J. G. Bradburn, vice-president, and J. Anderson, secretary-treasurer.

George A. Parker, 26, pleaded guilty to burglary of three local restaurants in which he brought out estimated \$1000 worth of machines. He was sentenced to four years in State penitentiary on each count by Judge White Boyd of Criminal District Court. The sentences were allowed to run concurrently. Parker had originally been indicted on five similar charges, but two were dismissed by



A ticket stub for a "WONDER JACKPOT" lottery drawing, number 25. The ticket features a large central circle with a sunburst design and the number 25. Above the circle, it says "WONDER JACKPOT". Below the circle, it says "number 25". There is also some smaller text and a barcode at the bottom.

WONDER 3 BAR JACKPOT F-5280

1025 holes—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$1.80½ EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot	\$52.28½
1200 hole F-5275-Horses at 4	1.23½
800 hole F-5270-Pocket Dice at 4	1.63½
720 hole F-5255-Pocket Jack at 4	1.30½
600 hole F-5205-Royal at 4	1.32½

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6120 Harvard Ave., CHICAGO, ILL.

BOWLING ALLEY • LITE-O-CARD



SMART
MONEY
still going on

BOWLING ALLEY!

Simple as a-b-c!
3 ways to score!

FREE PLAY
\$99.50
(Convertible)

IMMEDIATE
DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

J. H. WINFIELD CO.
1822 Main St. BUFFALO, N. Y.
BUFFALO'S

Distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.

A good supply of new and reconditioned
Harcourt's Free Play Machines on hand
at all times.

REBUILT AND CLEAN

	PRICE
11 Mills Standard Game	\$6.00
12 Mills Standard Game	\$6.00
3 Dime Games (Coin Play)	\$6.00
5 Dime Games (Coin Play)	\$6.00
10 Fair Grounds (Coin Play)	\$8.00
7 Dime Games (Coin Play)	\$8.00
8 Mills 5-2-3 (Coin Play)	\$2.00
2 Matching Dollars	\$2.00
2 Matching Dollars	\$2.00
Board + New Extras	Misc. Prices

Send for Catalogue and Price List
Wm. Dohle and Co., Inc., Distributor

Reference: Wurlitzer Corp. & Trust Co.

**THE R. F. VOGT
DISTRIBUTORS**

Gallerie Hotel Bldg., SALT LAKE CITY, UTAH

SALESBOARDS OPERATORS

Read

"DEALS"

A column about new satisfaction ideas, deals
and personalities. In the

**Wholesale Merchandise
Department**

THIS WEEK and EVERY WEEK

End Your Correspondence to Advertisers by Men-
tioning The Billboard.

If the Industry
were to have an
**ACADEMY
AWARD**
for 1939

LITE-O-CARD
would win by a mile!

Alluring
Selector
Feature!

FREE PLAY
\$104.50
(Convertible)



STILL IN
PRODUCTION
DE LUXE
GRID SCALE
GREATEST
LEGAL
GAMBLER
GAME!

Big Demand for Geno's Follies

CHICAGO, Dec. 26.—Few times in the history of the coin machine industry has there been such a demand for a game as there is for Geno's new sensation. Polaris of 1940, declare officials of Geno, Inc.

"From every section of the country come letters from operators expressing their desire to buy," says Meyer Glensberg, "Operators, jobbers and distributors claim that locations never seen to this of the appeal of the game."

"One thing stands out as the reason for the great success of Polaris of 1940. It fills a definite gap in the field of games to win on the game. The player is fascinated because he always comes close to winning, but does not win, which is what manufacturers strive for, and what we have fortunately achieved in Polaris of 1940. There is no question that the game is one of the greatest successes ever made," says Bert Lanza, Geno's factory distributor for the Western territory, reports that his firm, Seaboard Sales, is being swamped with orders for Polaris of 1940.

The ruling enjoins officials from installing for installation of the machines, was made in a suit filed by William P. Copehead, president of the Illinois Novelty Novelty Sales Co., who police restrained from placing the machines in the New Philadelphia area.

Copehead claims the new machines were non-gambling devices because they do not pay the player and are played only by skill. J. C. Mitchell was his attorney.

The ruling enjoins officials from interfering with sale or lease of the machines in New Philadelphia.

Boost YOUR Kitty WITH **POKER KITTY**

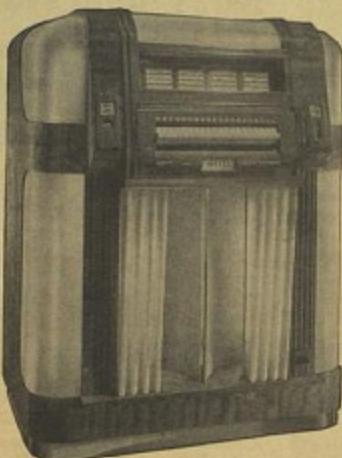
A definite payout board with 130 winners to keep players shooting! Easy-to-read Poker Hand Tickets. Striking color combination stands out in any location.

No. 1402 1400 Holes
Take In..... \$70.00 GROSS
Definite Payout... 37.50 PROFIT **\$32.25**

HARLICH MFG. CO. 1413 W. Jackson Blvd.
Chicago, Illinois

DONT
PARK
HERE

TURN TO
THE BACK
COVER



Mills Throne of Music Brings You the Biggest Cash Boxes Month After Month!

BERT LANE Says:



WITH THE WINNERS WE'VE GOT LINED UP FOR 1940
IT'S GOT TO BE A PROSPEROUS NEW YEAR FOR ALL OUR CUSTOMER FRIENDS!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5638

CLEARANCE

1/2 DEPOSIT—BAL. G. O. O.	3.70
Half Win. Stake	1.20
Win. Stake	1.20
2nd Win. Stake	1.20
3rd Win. Stake	1.20
4th Win. Stake	1.20
5th Win. Stake	1.20
6th Win. Stake	1.20
7th Win. Stake	1.20
8th Win. Stake	1.20
9th Win. Stake	1.20
10th Win. Stake	1.20
11th Win. Stake	1.20
12th Win. Stake	1.20
13th Win. Stake	1.20
14th Win. Stake	1.20
15th Win. Stake	1.20
16th Win. Stake	1.20
17th Win. Stake	1.20
18th Win. Stake	1.20
19th Win. Stake	1.20
20th Win. Stake	1.20
21st Win. Stake	1.20
22nd Win. Stake	1.20
23rd Win. Stake	1.20
24th Win. Stake	1.20
25th Win. Stake	1.20
26th Win. Stake	1.20
27th Win. Stake	1.20
28th Win. Stake	1.20
29th Win. Stake	1.20
30th Win. Stake	1.20
31st Win. Stake	1.20
32nd Win. Stake	1.20
33rd Win. Stake	1.20
34th Win. Stake	1.20
35th Win. Stake	1.20
36th Win. Stake	1.20
37th Win. Stake	1.20
38th Win. Stake	1.20
39th Win. Stake	1.20
40th Win. Stake	1.20
41st Win. Stake	1.20
42nd Win. Stake	1.20
43rd Win. Stake	1.20
44th Win. Stake	1.20
45th Win. Stake	1.20
46th Win. Stake	1.20
47th Win. Stake	1.20
48th Win. Stake	1.20
49th Win. Stake	1.20
50th Win. Stake	1.20
51st Win. Stake	1.20
52nd Win. Stake	1.20
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66th Win. Stake	1.20
67th Win. Stake	1.20
68th Win. Stake	1.20
69th Win. Stake	1.20
70th Win. Stake	1.20
71st Win. Stake	1.20
72nd Win. Stake	1.20
73rd Win. Stake	1.20
74th Win. Stake	1.20
75th Win. Stake	1.20
76th Win. Stake	1.20
77th Win. Stake	1.20
78th Win. Stake	1.20
79th Win. Stake	1.20
80th Win. Stake	1.20
81st Win. Stake	1.20
82nd Win. Stake	1.20
83rd Win. Stake	1.20
84th Win. Stake	1.20
85th Win. Stake	1.20
86th Win. Stake	1.20
87th Win. Stake	1.20
88th Win. Stake	1.20
89th Win. Stake	1.20
90th Win. Stake	1.20
91st Win. Stake	1.20
92nd Win. Stake	1.20
93rd Win. Stake	1.20
94th Win. Stake	1.20
95th Win. Stake	1.20
96th Win. Stake	1.20
97th Win. Stake	1.20
98th Win. Stake	1.20
99th Win. Stake	1.20
100th Win. Stake	1.20

MILWAUKEE COIN MACHINE CO.
1600 W. Fond du Lac Ave., Milwaukee, Wis.



KEystone Novelty & Mfg. Co.
28th & Washington Sts., Philadelphia, Pa.

WE HAVE THEM

Des Moines

DICK MCNAUL, Des Moines—Sales will be well represented at the 1940 convention in Chicago, with many operators in this territory and in neighboring states for the coming year. We are continuing to develop new machines to help boost business. Feeling is prevalent here that with new models and the coming of cold weather business will hit peak.

Dave Phillips has moved his firm Amusement Co. and warehouse to a downtown spot in order to provide speedy service for his downtown business locations.

Local locations have been getting the heaviest business during past months, with conventions keeping lobbies filled and machines going. Trade machines are getting good share of business.

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



FOR REAL PROFITS! WORLD OF SPORTS

Most sensational Board ever put out by any manufacturer. Board filled with colored sport pictures, bring exciting sports. Has all the features that bring steady play and fast action. Games sometimes repeat from 12 to 192 times. 227 winners in

Board Taken in 2,600 Holes @ 25¢ Ea. \$15.00
Pays Out, Average 79.76

Average Profit \$5.24
Thickness, 1/2" Overall Protection
List Price, \$9.64 EACH

AJAX MANUFACTURING CORP.
119-125 N. 4th Street, Philadelphia, Pa.
WRITE FOR 1939 CATALOGUE.



THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

Nationwide Sales of ROCK-OLA Luxury Lightup PHONOGRAPHS

Sold by the greatest distributorship organization in the industry

ALABAMA

Birmingham Vending Company
2117 Third Avenue North
Birmingham, Ala. (Tel. 3-5383)

ALASKA

Newspaper Sales
1001 E. Elliott Avenue
Seattle, Wash. (Tel. Carfield 0450)

ARIZONA

Bennett's Music Company
310 West Washington Street
Phoenix, Ariz. (Tel. 3-2459)

ARKANSAS

Standard Automatic Music Co.
1230 W. 7th St., Little Rock, Ark.
(Tel. KCBW-7255-2249)

CANADA

Roxy Specialty, Inc.
202 Notre Dame, West
Montreal, Quebec, Canada

COLORADO

Denver Distributing Company
1516 Arapahoe Street
Denver, Colo.

CONNECTICUT

State O. Department
1232 Washington Street
Boston, Mass.

FLORIDA

Deluxe Coin Machine Company
1000 North Miami 35th Street
Miami, Florida

Tallahassee Music Co.
McWayne, Florida

GEORGIA

Edgar L. Woodlie
1950 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAH0

E. S. Berger
510 S. 4th East, Salt Lake City, Utah
(Tel. Wasatch 2382)

Standard Sales Company
177 South Post Street
Spokane, Wash. (Tel. Main 4904)

ILLINOIS

Courier Sales Company
444 South Schuyler Avenue
Kankakee, Ill. (Tel. Main 3600)

H. A. Morris
111 South Fourth Avenue
Moline, Ill.

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Carfield 0072)

2000 Sales Company
320 West Broad Avenue
Terry Haiku, Ind.
(Tel. Crawford 3100)

INDIANA

Frank Wissel
455 Massachusetts Avenue
Indianapolis, Ind. (Tel. Lincoln 4244)

John Baker
229 French Avenue
South Bend, Ind.
(Tel. Crawford 5100)

IOWA

A. A. Barker
4541 Sherry St.
Omaha, Neb. (Tel. Clarendon 2579)

KANSAS

Merton Company
562 West Douglas
Wichita, Kan. (Tel. 3-9458)

KENTUCKY

Carl A. Hobson
545-51, 5th and Louisville, Ky.
(Tel. Webster 4063-Baldwin 2409)

LOUISIANA

Sam Gentilis
517 Canal Street
New Orleans, La.

Louisville Amusement Company
1022 Common Street
New Orleans, La. (Raymond 1730)

MAINE

Maine Automatic Service
Taftwood Avenue
Rockland, Me. (Tel. 6551)

MARYLAND

The Hub Enterprises
101 South Locust Street
Baltimore, Md. (Tel. Calvert 3429)

MASSACHUSETTS

George Palmenter
525 Washington Street
Boston, Mass. (Tel. Hancock 7298)

MICHIGAN

Bob J. Marshall
8726 Woodward Avenue
Detroit, Mich. (Tel. Temple 1-4111)

King Pins Game Company
1000 University Avenue
Kalamazoo, Mich. (Tel. 4044)

MINNESOTA

Le Beau Novelty Sales Co.
1960 University Avenue
St. Paul, Minn. (Tel. Nestor 2820)

MISSISSIPPI

United Novelty Company
500 West Howard Avenue
Benton, Miss. (Tel. 101-1021)

MISSOURI

United Amusement Company
1000 Grand Avenue
Kansas City, Mo.
(Tel. Valentine 38-251)

Ideal Novelty Company
1710 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

MONTANA

H. R. Stinch
625 East Front Street
Butte, Mont. (Tel. 6728)

NEVADA

Nevada Novelty Company
705 S. Street
Sparks, Nevada (Tel. 2507)

NEW HAMPSHIRE

Ben D. Palmer
1220 Elmwood Avenue
Boston, Mass.

NEW JERSEY

Universal Amusement and
Distributing Company
1000 University Avenue
Paulsboro, New Jersey
(Tel. Paulsboro 4551)

NEW YORK

Thom L. Anderson
1442 Main Street
West Seneca, N. Y.
(Tel. Garfield 7780)

Indraun Coin Mach. Sales Corp.
245 W. 57th Street
New York, N. Y.
(Tel. Circle 7-2094)

Square Amusement Company
255 Main Street
West Seneca, N. Y.

Reed Amusement Company
710 South Salina Street
Syracuse, N. Y. (Tel. 2-3692)

NORTH CAROLINA

Monroe Vending Machine Exchange
60 Broad Street
Monroe, N. C. (Tel. S-5328)

OHIO

Ohio Specialty Co.
12 W. Court Street
Cincinnati, Ohio

Art Nagy
1115 Prospect Avenue
Cleveland, Ohio (Prospect 4551-21)

Murphy Service Company
1211-13 East Third Street
Dayton, Ohio

OKLAHOMA

Entic Amusement Company
1123 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5631)

OREGON

Cost Amusement Company
1912 West Burnside
Portland, Ore. (Tel. Broadway 1517)

PENNSYLVANIA

East 2nd Vending Company
1044 South Carson St.
Philadelphia, Pa.
(Tel. Stevenson 1450-Race 2279)

B. F. C. Company
1625 Fifth Avenue
Pittsburgh, Pa. (Tel. Grant 1818)

RHODE ISLAND

Sam L. Palashant
1215 Washington Street
Providence, R. I.

SOUTH CAROLINA

Edgar L. Woodlie
1950 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

TENNESSEE

Earl Montgomery
1954 Union Avenue
Memphis, Tenn. (Tel. 6-1545)

TEXAS

Future Bremen
403 S. Hammon Street
Dallas, Tex. (Tel. 4-6133)

State and Harbor
1515 Louisiana Street
Houston, Tex. (Tel. Fairfax 4051)

Harry Van Reed
2620 Main Street
Houston, Tex.

United Amusement Company
310 South Alamo Drive
San Antonio, Tex. (California 1431)

UTAH

J. E. Rutter
92 S. Main, Salt Lake City, Utah
(Tel. Wasatch 2312)

VERMONT

Ben D. Palmer
1212 Washington Street
Boston, Mass.

VIRGINIA

Monroe Vending Machine Exchange
16 Broad Street
Richmond, Va. (Tel. S-5325)

WASHINGTON

Northwest Sales
1000 University Avenue
Seattle, Wash. (Tel. Garfield 0465)

Standard Sales Company
177 South Post Street
Spokane, Wash. (Tel. Main 4904)

WISCONSIN

Edgar Novelty Company
124 North 30th Street
Milwaukee, Wis. (Tel. Kilbourn 3030)

WYOMING

Denver Distributing Company
1516 North Alameda Street
Denver, Colo. (Tel. Cherry 4801)

CALL YOUR NEAREST DISTRIBUTOR TODAY — Make more money with Rock-Ola



LOOK TO ROCK-OLA
FOR LEADERSHIP!



What does the New Year promise

The past year has seen remarkable progress in the coin machine industry. We can expect that progress to continue during the coming year. We can anticipate new developments, new advancements, and with it all, new encouragement.

In looking forward and forgetting the past, our pathways will be easier to tread. Naturally, we carry onward with us increased experience, knowledge and better means to attain the heights of success we have set for ourselves. At the same time, it will be our advantage to

carry over to the New Year nothing that will clutter up the way.

As a united whole, the New Year will yield tremendous benefits and satisfaction to the coin machine industry. For our strength lies in a general, co-operative, and constructive endeavor between operator, distributor and manufacturer.

The Rock-Ola organization is here to co-operate with you in an earnest endeavor to assist you in attaining the full measure of a promising future.

Daniel Rockola





This Is Your Invitation To

SEE THE 1940 WURLITZERS

at any of
**47 WURLITZER PREVIEW
SHOWINGS**

on

NATIONAL WURLITZER DAYS

Monday, Jan. 8th. — Tuesday, Jan. 9th. — Wednesday, Jan. 10th

**THESE AUTHORIZED WURLITZER DISTRIBUTORS WILL
UNVEIL THE 1940 WURLITZERS JANUARY 8, 9, AND 10TH**

ALABAMA
Monarch Sales Company
2920 5th Avenue, N.
Birmingham, Ala.

ARKANSAS
Commercial Music Company
322 Center Street
Little Rock, Ark.

CALIFORNIA
Delaware Music
2548 Fulton Street
San Francisco, Calif.
Wm. Constan
San Francisco, Calif.
General Music Company
3377 W. Picc Blvd.
Los Angeles, Calif.

COLORADO
Western Music Company
1335 Milwaukee Street
Denver, Colo.

FLORIDA
Simplex Distributing Co.
Gen. Washington Hotel
Jacksonville, Fla.
Maurice Vending Company
832 5th Avenue
Miami Beach, Fla.

GEORGIA
Hankin Music Company
238 Pryor Street, S. W.
Atlanta, Ga.

ILLINOIS
Chicago Simplex
Distributing Company
2431 N. Parkview Drive
Chicago, Ill.

INDIANA
Guarantee
Distributing Company
2431 N. Meridian Street
Indianapolis, Ind.

KENTUCKY
Kentucky Springsless
Sales Company
314 S. 2nd Street
Louisville, Ky.

LOUISIANA
Service Novelty Company
800 Decatur Street
New Orleans, La.

MARYLAND
Penn Collo-Music Company
5 N. Calvert Street
Baltimore, Md.

MASSACHUSETTS
Hub Automatic
Sales Company
14 Brighton Avenue
Boston, Mass.

MICHIGAN
Watertown Music & Spec. Co.
1000 Woodward Avenue
Detroit, Mich.

MINNESOTA
Arno Novelty Company
1124 Hinckley Avenue
Minneapolis, Minn.

MISSOURI
Urban Sales Company
1935 University Avenue
St. Paul, Minn.

NEW YORK
Art Novelty Company
20 Beekman Street
Albany, N. Y.

North Carolina
Basic Sales Company
105 Lexington Avenue
Syracuse, N. Y.

PENNSYLVANIA
J. E. Windfield
1832 Main Street
Buffalo, N. Y.
Maurice Vending Company
675 Broadway
New York, N. Y.

NORTH CAROLINA
Southern Music Company
O'Henry Hotel
Greensboro, N. C.

OHIO
Tri-State Music Company
4605 Prospect Avenue
Cleveland, Ohio

OKLAHOMA
Commercial Music Company
704 N. Broadway
Oklahoma City, Okla.

PENNSYLVANIA
Pete Collo-Matic Company
821 N. Broad Street
Philadelphia, Pa.

Rhode Island
Rhythm Company
1500 Fifth Avenue
Pittsburgh, Pa.

TEXAS
Commercial Music Company
726 N. Ervay Street
Dallas, Texas
Commercial Music Company
3804 Texas Street
Dallas, Texas
Commercial Music Company
500 Seventh Street
San Antonio, Texas

WISCONSIN
Automatic Amusement Co.
683 Union Avenue
Memphis, Tenn.
G. D. S. Amusement Company
121 Fourth Avenue
St. Paul, Minn., Minn.

**CANADIAN SHOWINGS BY RCA
VICTOR, LTD.**
Jan. 19th—Montreal—Royal Hotel
Montreal, Que.
Jan. 21st—Royal York Hotel
Toronto, Ont.
Jan. 23rd—Fort Garry Hotel
Winnipeg, Man.
Jan. 25th—Edmonton Hotel
Calgary, Alta.
Jan. 26th—Edmonton Hotel
Victoria, B. C.
Jan. 28th—Brookville Hotel
Moncton, N. B.

TEXAS
Commercial Music Company
726 N. Ervay Street
Dallas, Texas
Commercial Music Company
3804 Texas Street
Dallas, Texas
Commercial Music Company
500 Seventh Street
San Antonio, Texas
WASHINGTON
Pacific Northwest Co.
P.O. Box 4, Second Street
Spokane, Wash.
Western Distributors Inc.
312 Elliott Avenue
Seattle, Wash.
WISCONSIN
Kenosha Herald Co.
1119-21 S. 14th Street
Milwaukee, Wis.