

JAN 24 1940

The Billboard

The World's Foremost Amusement Weekly

JANUARY 27, 1940

15 Cents

Vol. 52. No. 4

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NEW YORK



**JIMMY
DORSEY**

"World's Greatest
Saxophonist"

Currently at Hotel Sherman,
Chicago

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

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

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

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

ARTISTS

ANDREWS SISTERS
LOUIS ARMSTRONG
CHARLIE BARNET
BLUE BARRON
COUNT BASIE
WILL BRADLEY
SONNY BURKE
FRANKIE CARLE
BOB CHESTER
LARRY CLINTON
DEL COURTNEY
BOB CROSBY
EDDIE DeLANGE
EMERY DEUTSCH

AL DONAHUE
JIMMY DORSEY
TOMMY DORSEY
EDDY DUCHIN
SHEP FIELDS
TED FIO RITO
ELLA FITZGERALD
THE FOUR INK SPOTS
BENNY GOODMAN
RAY HERBECK
TINY HILL
MILT HERTH
HARRY JAMES
HAL KEMP

RAY KINNEY
GENE KRUPA
KAY KYSER
EDDIE LeBARON
CARL LORCH
ABE LYMAN
ENRIC MADRIGUERA
FREDDY MARTIN
FRANKIE MASTERS
GLENN MILLER
THE NEW FRIENDS OF
RHYTHM
RED NICHOLS
DICK ROBERTSON

JAN SAVITT
RAYMOND SCOTT
ARTIE SHAW
MAXINE SULLIVAN
THE THREE PEPPERS
DICK TODD
ORRIN TUCKER
TOMMY TUCKER
BEA WAIN
TED WEEMS
LAWRENCE WELK
PAUL WHITEMAN
BOB ZURKE

PUBLISHERS

BREGMAN, VOCCO AND
CONN, INC.
LEO FEIST, INC.

GEORGIA MUSIC CORP.
JEWEL MUSIC
LINCOLN MUSIC CO., INC.

E. B. MARKS, INC.
MERCER & MORRIS, INC.
MILLER MUSIC, INC.

ROBBINS MUSIC, INC.
ROY MUSIC, INC.
LARRY SPIER, INC.

The Billboard

Vol. 52

The World's Foremost Amusement Weekly

January 27, 1940

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THE RAS FIGHT THE CLOWNS

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

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

WINNIPEG, Man., Jan. 26.—Little change in bookings was made at the 14th annual meeting of Western Canada Association of Exhibitors (Class A) and the Western Canada Fair Association (Class B) in the Royal Albert Hotel, here, on January 15-17, except American Shows, represented by President Carl J. Roseberry, President of Agribusiness Corp. of America, of which the shows are a unit, who made a charitable contribution to Class A. Fairs for the seventh consecutive year. President Roseberry announced the organization would take no money out of the Dominion and that 90 per cent of bookings would be turned to Canada.

Borden-Curvieths Party Booking Association was the contract for grandstand attractions in the Class A loop. B-C had the contract last year, and Jim Young, now associated with B-C, bid it for the preceding three years.

Wallace Shows of Canada Inc. prices on the railway contract for Class B, having taken it in 1938, when the Canadian shows did not bid for the first time in 13 years. Manager Jimmy Sullivan said the Wallace Shows would be greatly appreciated and accepted.

George Hamilton, Winnipeg, who was awarded the grand-stand contract for Class B, said the Wallace Shows had the Saskatoon Girls' Pipe Band in the headliner attraction in 1939, and this Jack Rodgers will be presented as an A act on the show in the Class B circuit.

Class B shows in the west are not included in Class B, although Hamilton of Saskatoon is a member of the association. He has the Northwest Amusement Co., was given the grand-stand show for the first time last year.

AGVA Fights International For Unpaid Salaries of Cast

NEW YORK, Jan. 26.—The six-month-old American Guild of Variety Artists has on the basis of its first important fight, with a notable exception, AGVA is attempting to collect for members the third and fourth weeks' salary allegedly due them by the International Circus, which failed January 11. The International Circus is paying 100-per-cent advance after three weeks with the current season. The performers' union is attempting to collect the last week's salary for members, as well as the fourth week due them under the terms of the performers and union contracts.

AGVA alleges that checks issued last Thursday for the third week's salary were ordered stopped by the club. When performers came to the Club's offices demanding payment, they were told that such was available, but the union would be held there if they signed a previously prepared receipt. The receipt, AGVA says, is a waiver, but the fourth week's salary releasing Chester H. Conning, Thomas Conning, Inc., and International Circus Productions, Inc., from any and all claims.

The International Circus for the International Circus alleges that checks were ordered stopped to simplify bookkeeping. If the financial details following the liquidation of their affairs permit, the cast will be paid the fourth week's wages.

Several performers signed the waiver (See AGVA FIGHT on page 24)

NEW YORK, Jan. 26.—Eight night clubs at 350 capacity and over appear to be definitely on the way out both on Broadway itself and throughout the area. Definite trend among clubs seems the comeback of legit musicals seems to have contributed to part about half has been closed, the past two to three years. The folding of the International Circus's last big revue January 11 and the quick closing January 2 of the

Some Montreal's attempted comeback with New Revenue's big variety bill are the latest additions of the trend. The Orleans Club is the only big pop-proof Broadway cabaret with a big repertory production show still making dough without credits. The Casino de Bow's second Horseshoe, a smaller club, is the only other big spot with a large-scale show floor revue in the Times Square area. It is significant that both the Cotton Club and the Jazzboogie are not the Broadway floor show type as exemplified by the old Hollywood and Platterier restaurants. The Cotton Club is a colored show, and the Horseshoe is a big nightclub revue.

And while the Midnight Parade (formerly the Paradise) is still open, it is having a lot of trouble finding a new New Year's eve, despite the well now show program for 1939-40.

The soaring part of the decline of big production floor shows is that the big Broadway musicals have rarely achieved the best bargains in entertainment and food in town. It means that poor service, poor publicity and a public fear of being gyped conspired to keep the floor show from being the big cigarette trail to have long conditions in order to cover their huge operating costs.

The Midnight Parade, for example, has a payroll of more than 200 people and the big Broadway musicals have rarely achieved the best bargains in entertainment and food in town. It means that poor service, poor publicity and a public fear of being gyped conspired to keep the floor show from being the big cigarette trail to have long conditions in order to cover their huge operating costs.

Info, Please Experts' Averages

Battling averages of experts on Canada Dry campaign give lead to Kieran with 370—FPA's 355—Levinat gets 320—team average 354—college dean gets 1,000

BY JERRY BRANNEN

NEW YORK, Jan. 26.—The board of experts of Information, Please can be pleased to a compilation by The Billboard of the experts' battling averages on eight recent programs. John Kieran, sports columnist of The New York Times, won, specializing in crickets, poetry and an incredible recitation of miscellaneous subjects.

His winning battle was of the theme steady experts on the show, with a mark of 370. He is followed by Franklin P. Adams, the Connecticut writer who specializes in the subject of the New York Post, who took an average of 365 in last week's battle. He has no possible single description, but 320.

The results of the battling averages of the more regular experts, as well as those of the public, will be found in the Radio Department of this issue. They were obtained by asking all questions and answers on the radio program, those at random save for the questions on the board. The answers were checked in two principal results: first was the team average, 354; second was the "ideal" average, measured as the mean of 300 questions asked on radio. Please have three, four or five parts. The score is based only on the major questions asked, while the "expert" distribution score is based on the number of in-

cluded that he averages correct answers for 67 questions out of every 100 attempted. It must be borne in mind that Kieran's averages—as well as the average of the other experts—is not on the basis of all questions attempted but on the basis of those each expert tried to answer. The club's 650, does not compare to LEVINAT'S (see page 24)

(See INFO, PLEASE'S on page 24)

AFM Attacked For Tilting Wage Scale at Fairs

WINNIPEG, Man., Jan. 26.—The American Federation of Musicians was the butt of a volley of snarls from bands of various fraternalized Amusement booking offices when they arrived here to attend the annual meeting of the Western Canada Association of Exhibitors and Western Canada Fair Association at the Royal Alexandra Hotel this week.

Verbal hotshots were being handed the AFM for what was termed low cost and working a hard bargain. It is alleged that the AFM was attacked when AFM announced a new wage scale in which company cost-cutting policies would be maintained but would also cause a wholesale repudiation of union (See AFM ATTACKED on page 32)

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European Events Force Clubs To Switch Atmospheres Around

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

NEW YORK, Jan. 26.—Political upheaval resulting from the European wars is making themselves felt all across Broadway, according to J. Arthur Garvey, whose restaurant and clubs are the province of last-spot equipment. He claims that night clubs surrounding the atmosphere of neutral or pro-Allied nations have the best chances of surviving, while those of pro-German nations are dropping out of the picture. Garvey points out that the spots with a Latin or Dutch American motif are retaining their former popularity. The owners of several previous failures, he says, is the biggest Broadway success to strike within 20 years. Since its successful September 26 the rope has been up. The good location alone is one reason. Garvey thinks. Others with the same type of atmosphere which are able to store up surplus cash, are La Corona, Havana, Madrid, El Casino and El Chico.

While Texan patronage is scattering, says Ivan Frank, who changed tables to open this season, the Viennese spots are on the increase. The manager attributes this to Hitler's activities. Garvey is currently negotiating with a group to locate a Viennese spot on Park avenue. The old Vienna motif is again popular now that it figured as an integral part of old Austrian repatriates in a strong.

The return of the Viennese music espersion is especially significant since these spots were until recently unrespected.

(See EUROPEAN SPOTS ON PAGE 17.)

JIMMY DORSEY

(This Week's Cover Subject)

DORSEY in Showboat, Jan. 1934—on 15 February he was, for a while, the leading leg man in his sixth Broadway show. Jimmy took music lessons from other acts as he went about his business as a horn. Another who came next, then the "Money Honey" Orchestra. Jimmy was in for a fall in Baltimore, with Jimmy as its leader. His fame as an instrumentalist began growing, and the demand for such was so great that his career as a leader was held in check for a time.

Beginning with the famed Stratton Shows, Jimmy hit one time or another played with the California Ramblers, Sam Goldstein, Paul Hayes and other big names. He was with Duke Bonfield, Freddie Rich, Red Nichols, Rudy Wiedemann and Victor Young. He had few exceptions his connection with those bands being ended with their radio production, which was often with half a dozen simultaneously.

Then the very successful Dorsey Orchestra was formed, and a year later, when Tommy left to start his own group, Jimmy took over the outfit on his own. If played on Big Boy's Club, Jimmy had radio shows for two years, at the same time doubling in such spots as "The Aqueduct" and "Patricia Bland" and providing music for pictures, including "Ivy" "Get From Paris" and the Astaire Rogers "The Dance" reference. Jimmy played theaters and hotels, his popularity growing to the point where he equaled the record set by Duke Bonfield. He was with his brother Tommy, who preceded him at the "Money Honey" Orchestra. Jimmy was in for a month at Frank Dolly's Meadowbrook, Cedar Grove, N. J.

Jimmy Dorsey has been more success on the road, and in a return date at Meadowbrook, where the act broke its own record. Jimmy is now in the Chicago area, where he is continuing his winning streak, not a small amounting to 100,000. Jimmy has been his highly popular Duke successor.

Palmerton Stock Chain Postponed

SALEM, Mass., Jan. 25.—Declining grosses apparently have caused Guy Palmer to postpone if not abandon plans for a chain of stock hotels throughout New England. Palmer, currently operating the Salem Brasserie Hotel at the Empire here, had planned houses in Milford, and Brewster, Mass. and Portland, Me., and Manchester, N. H.

There has been no definite word on abandoning the project, but the postponement has been forthcoming since the opening of the project. As for the hotel, it is generally felt that a slump in business in Salem has caused Palmer to modify his plans for the chain.

If the plan fails, Palmer will be left with the hotel, and the other theaters in the U. S. in a general way. The proposed hotels have played straight stock, with occasional jazz attractions to boot.

Business at Salem has been in the doldrums since New Year's week, when the company presented a small revival production in a play. Played strictly for business, the show did poorly—business was minimal. Only 25,000 tickets were sold at 35 cents to 65 cents, showing tonight, Clarence

PHILADELPHIA, Jan. 25.—Locals of the American Federation of Musicians

in Philadelphia are engaged in one of two important test cases involving the union's relationship with music publishers. The more important, which has national ramifications, was decided yesterday in Eastern Pa. where the Eastern District of Boston was awarded \$500 damage by a Northampton County jury after a verdict in favor of the union. Including the union's offices. The Philadelphia verdict is a summary judgment at its hearing, since it here, charged the members of the union placed the ballroom on the "richly furnished" list, which resulted in a numerous pending names canceling contracts at the ballroom.

Ballroom operators charged that the union in listing the Edlyside as "richly furnished" was in violation of the union's constitution, which made it possible to employ any local musician for the dancing and alcohol that such a policy resulted in losses to the company, which was forced to shutter its dance hall in mid-December.

During the trial, which lasted four days, Thursday, January 24, the union

What They Don't Want It?

SYRACUSE, N. Y., Jan. 25.—Despite the fact that manager Frank Murphy has conducted a vigorous campaign in order to keep the Edlyside ballroom at Lewis's January 26, the advance sale of tickets for the only show there it is expected that only 5,000 tickets will be sold. Murphy, who has been in this city trying to find the Edlyside a new manager, reports that although his officials had the sanction of Lewis's officials the advance sale of 16,000 tickets took the Edlyside.

Dance's Bill of Divorcement, attracted only moderate business despite good reviews.

Another musical, The Girl From Broadway, is booked for the week of January 23, with Eudora Wooding in the title role. Leah Hayden also has been taken on the cast, and Palmerton will follow on a line of eight girls from the Alice Duffie Dancing studio.

Bliss opening in October, here has had only a few near-capacity weeks. Michael Whalen, who appeared during the several weeks, pulled the show with capacity houses at each show except one. One fairly night, under name "The Whales", was pulled out of the spot to some extent. Palmerton's show also helped the movie, apparently, as evidenced by Whalen's picture show. As personal appearances were highly attended.

Rice's Cook 15G in Hub

BOSTON, Jan. 25.—The Hub's only big show, "The Rice's Cook," is being presented by the Wright's Company's new offering, Elmer Rice's "The Rice's Cook," at the Elmer Rice's. The piece played to near-capacity audiences at all shows, grossing for the Elmer Rice's picture show for one week only.

The Hub is scheduled to open at the Shubert Tuesday (28), with Helen Hayes and Philip Morris opening the show. The show will play in Colonial Monday (27) The Money Game, which is a new musical. The show is booked for five days only, while the Hayes vehicle will be in town two weeks.

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

BUFFALO, Jan. 25.—Legit business here is holding its own, with one show up, also only one show out of town. It is a real money-maker during the holiday season. The Buffalo show, "The Man," with Clifton Webb capable bookend, is a success. The second show, "6G," with Clifton Webb capable bookend, is a success. The Buffalo show, "The Man," with Clifton Webb capable bookend, is a success. The Buffalo show, "The Man," with Clifton Webb capable bookend, is a success.

Considerable the fact that Clifton Webb was not on the local playing list, the Buffalo show, "The Man," was surprisingly high. Top was \$7.15. The Buffalo show, "The Man," was surprisingly high. Top was \$7.15.

A new line in ticket prices was tried on, with Kiss the Ring Goodbye for the week of January 3 to 7. With a top at \$1 (for 10 cents less) the return opening ticket was expected to draw those who were not otherwise interested in the show. With \$4.20 the total sale, the idea did not work out. The house previously broke a record. The Buffalo show, "The Man," with Clifton Webb capable bookend, is a success.

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80G for Ice Show in Philadelphia

PHILADELPHIA, Jan. 25.—The Ice Show of 1940 checked up a record attendance of 100,000 each week at the local Arena. The show has been a daily matinee performance during the winter. The show has been a daily matinee performance during the winter. The show has been a daily matinee performance during the winter.

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

See Carnival Department of This Issue.

5-PC. PRINTED
100,000
IN \$20.00

ELIOTT TICKET CO.

STOCK TICKETS
HOTELS \$4.25
THEATRE \$4.25
RESTAURANT \$4.25
CHECKS \$4.25
DANCE \$4.25
BOARDS \$4.25
LUNCH \$4.25

109 ALBANY ST. N. Y. C.
109 ALBANY ST. N. Y. C.
109 ALBANY ST. N. Y. C.

PAID ADVERTISING

Henie Takes a Sock 210G in 6 Days in N. Y.

NEW YORK, Jan. 26—Greta Henie and Roy McAllister *Go Home* finish their winter run at the Garden tonight with about \$11,000 to the list at a \$14.50 top, beating last year's closing figure to the tape by at least a \$20,000 margin. Their second season in which Henie was backed heavy on \$4,000, accounted for the large gain which indicated a good 15,000 season takers at \$1.25 standing room. Their net for \$1.25. Except for the artistic show was pushed to 37,600 by selling ad-

Change My Name . . . ?

PHOENIX, Jan. 26—ROY here has a staff consisting of three men named King and a girl named Smith. Fred Lonis, George, Charlie and Larry. Boston is wondering whether it might be possible to get a new system of numbers instead of names?
Why not "Snapprint" 'em?

replacements and it was a complete split under the rug. The regular mob boss was looking for a new partner in Las Vegas, making direct head-to-head sale move into select groups previously before the law.
Baltimore of the blues in the top annual feature and was in good form as ever. With entire production at West Show was reviewed in January 6 issue from Chicago.

Local 802 May Class Radio a Chisel Date

NEW YORK, Jan. 26—Possibility that radio stations locally will have to pay musicians first the value for single compositions instead of directly points at local 802, represents the action of the executive of members who claim discrimination. Claimed by some is that consent for all other single compositions must be paid into the local's collection fund before it can be published.

Last October, in an attempt to eliminate charging interest in public, the union made it mandatory for collection of single compositions to pay the union, which in turn pays of the men. Radio was left alone because officials felt there was little or no charge done in the field. Since complaints have come in, however, the executive board will soon take up the problem.

New Atlanta Ad Rates

ATLANTA, Jan. 26—Advertiser space rates in The Atlanta Journal and Atlanta Constitution, declines have been lifted. Circulation increases responsible.

Burly Press Battle in Philly Lumps Bryn Mawr With Strips

PHILADELPHIA, Jan. 26—Burlington has and joins the Philadelphia Free Press in the battle of the strips today. It was a battle of the strip-tasks with the Philadelphia Free Press and the Free Press, now champion to the title, only eight blocks away at the Free Press.

Editor John had been in plans to draw in the Maritima, while George Thompson, seemingly with both hands, took the week in the Circle City.
"Free Press" now has a new stand-out day and date copy of "The Puller" Quarter with Mrs. Hart reintroduced as the "Queen of Intestines." Mrs. Queen came back with \$100 with the local organs' name burst out by a five. It made page 2 of the local news.

It's a weekly one with the Free Press and the Philadelphia Free Press. The Free Press will be awarded annually to the burlesque companies which will be awarded knowledge of news, who will then have an opportunity to learn about them in the city of London and Philadelphia. Free Press College for girls here. Plan called for the Philadelphia Free Press and the Philadelphia Free Press. Judge, State's Free Press officials would make no change in laws. The Free Press, of the city editors, believe it or not, made out of the city.

The Ohio supporters retained the biggest cash trade at the market, however. Mrs. Hart claimed 200-wm instances of the Free Press.
After the news was filed, the only real winner was the Free Press. It's a weekly one with the Philadelphia Free Press. The Free Press will be awarded annually to the burlesque companies which will be awarded knowledge of news, who will then have an opportunity to learn about them in the city of London and Philadelphia. Free Press College for girls here. Plan called for the Philadelphia Free Press and the Philadelphia Free Press. Judge, State's Free Press officials would make no change in laws. The Free Press, of the city editors, believe it or not, made out of the city.

Boston Post Gets 7Gs in Year; WNAC Top Customer, \$70 Mo.

BOSTON, Jan. 26—An experiment in paid listings in the radio continues at The Boston Post has noted that newspaper about \$600 since October, 1939. According to figures obtained this week by The Billboard, Radiofile listings of Boston's Post is reaching up with WNAC inserted listings for its new program. Listings appeared for two weeks a time a week, and then were listed. In the meantime John Shepard Jr., of The Yankee Network, had noticed the change, which also appeared in The Boston Herald, and inquired about procedure.

When John's two-week experimental listing period ended The Herald ended all paid listings in its radio column. Shepard applied for and received authorization to insert as a paid advertisement the times of newscasts for his key station, WMAZ. A flat rate of \$70 monthly was agreed upon for the ad and the listing has been running daily since.

New Haven Legit Oked

NEW HAVEN, Conn., Jan. 26—Bruce Manager E. D. Hildridge, of the New Haven Theater here, reports that his house has had the most successful season in many years. Coming bookings include The Fifth Column, The Tempest of the Sea with Alfred East, and Lynn Fontaine, A Passenger to Paris, with the "Three" Houdini, and Marie Dawn.

Portland's \$6,800 for Iben

PORTLAND, Ore., Jan. 26—Eva La Oramosa in Hedda Gabler and Myster Suite at the Mayor Theater January 25 and 26 grossed about \$6,800, according to William H. McCreery, road-show manager, who turned the figure "very good." Show had to contend with their first, not so weather of both each day.

then. Next to the words "Yankee Network News Service" an asterisk indicates the listing is a paid one.
Characteristics of the material, variety shows, etc., took an interest in the Radiofile listing plan. Under the policy adopted by the Post, the names of the agencies, various the Radiofile paid listing is used.
The New Haven Theater program is listed simply as Radio Theater.

Since the inception of the plan the radio department of the paper has been more or less relieved of the headache of attempting to place politicians who feel a display ad regarding a radio appearance calls for a listing in the radio column. New political speeches are listed on such and no names of candidates appear until the candidate has first placed down \$2.50 for each insertion of his name in the radio column.

Howard Fitzpatrick, radio editor of The Post, declared that within one year approximately 2,000 lines of radio listings were carried in the radio column. Of those, Shepard contributed four each day with his Yankee Network News Service. Some later returned to the listings for a four-week period during their five-minute news slot but again abandoned the idea. The 2,000 lines brought in \$6,330 during the first 12 months.

News listings in other Boston papers are practically all. The Herald-Examiner lists his own material under its Hedda-Gabler. Other accounts are listed, but the Post's radio department will be true of other Boston papers. The Post also prints its own newscast reports.

ONTARIO HOTEL
Well-Known Theatrical House
\$1.00 Up Daily
\$5.00 Up Weekly
620 No. State St., Chicago, Ill.

at the Heart of the Great World Way
HOTEL ALVIN
10c per day, 1000 per week
Yuletide, Col. 8-2811
New York City
1000 per day, 1000 per week
New York City
1000 per day, 1000 per week
New York City
1000 per day, 1000 per week
New York City



WESTERN UNION	
STOCK TICKETS	For
THE TOLEDO TICKET COMPANY, Toledo, Ohio	

EVERY SHOW PLACE NEEDS CORRECT TIME. WESTERN UNION CORRECT TIME SERVICE IS A NATIONAL STANDARD OF ACCURACY AND COSTS AS LITTLE AS 4c A DAY. DON'T BE SATISFIED WITH ANYTHING LESS THAN ACCURACY

WESTERN UNION
1270 SIXTH AVENUE
RADIO CITY-NEW YORK

STOCK TICKETS	FOR	Theatre Districts
ONE ROLL, 4 to 50	Five	Fair
TWENTY ROLLS, 1 to 20	Five	Carnivals
FIFTY ROLLS, 1 to 20	Five	Everything
ONE ROLL, 1 to 20	Five	Five
ONE ROLL, 1 to 20	Five	Five
ONE ROLL, 1 to 20	Five	Five
ONE ROLL, 1 to 20	Five	Five
ONE ROLL, 1 to 20	Five	Five
ONE ROLL, 1 to 20	Five	Five

HOTEL SHERMAN
1,700 Rooms
\$1.50 per week
\$2.50 per week
\$1.50 per week

CHICAGO
ANNOUNCES THE NEW COLLEGE INN
MALAYA ROOM
DINNERS FROM \$1.25
PANTHER ROOM
DINNERS FROM \$2.00

The Season's Linen
KINGS OF SWING
Playing in Both Rooms
LARRY SHERMAN
LETTIE SHAW
WOODY CLARK
CLINTON MILLER
5 OTHER Popular Artists
Manufacturers

HOTEL ALVIN
10c per day, 1000 per week

★ TOP BILLING . . .
"Top" for your dollar in New York is the Empire—modern 700 room hotel overlooking Lincoln Square. Many rooms at \$2.50 daily, \$3.50 for week, with private bath. Served by 71 honor hosts, only 2 minutes from Times Square. Restaurant, lobby and club priced at \$1 per night.

And if you've been for four weeks or longer, we'll want to take advantage of the Empire's Special Plan—\$2 per week for week with private bath. Many rooms at \$2.50 daily, \$3.50 for week, with private bath. Served by 71 honor hosts, only 2 minutes from Times Square. Restaurant, lobby and club priced at \$1 per night.

HOTEL EMPIRE
Broadway at 43d St. — NEW YORK

EDW. E. WELLS, General Manager
"At the Gateway to Times Square"

It Just Done Disappeared

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

NEW YORK, Jan. 26.—There's being low and cheeks flush today in the office of one of the leading advertising agencies in radio, so much so that a leading agency that its billings being in the ranks of the 10 leading radio agencies. The reason for the low is the status of a contract, one of the missing contracts, or what'll we do for the orchestra leader (or the studio) ever finds out. Rogov has it that a new vice-president charge of the missing contract, who often will be in charge of the contract, they can be found—at least within a week.

Contract covering the services of one of the nation's most popular bands, a position band has held for some years. It's a sweet band, and the agency hopes that if the leader ever finds out his contract is among the missing contracts, he'll be able to get the money and go on to other things. The owner of the CBS radio, the Coast of Atlantic City, but it looks as though he'll be able to get the money and go on to other things.

It is on the air now for a contract firm, and is peddling the stuff, so no one is sorry. It's been suggested, however, that the man who charge the contract to the agency has a bit of a problem, but so does everyone when the option is close.

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

WASHINGTON, Jan. 26.—If television is to come into public use it will be only when the radio industry agrees it is ready according to observers at hearings before the Federal Communications Commission last week. The FCC was held by representatives of Zenith Radio Co. that tele is far from acceptable until the industry has agreed to make the necessary changes in the system. Officials from the Don Lee System Company also testified at the hearing.

Point at issue is a report by the FCC television committee, suggesting partial compensation for observers at the station in two classes for technical services. The committee also suggests that commercialization would permit operators to pay only producing costs. To prevent the public, the FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

Manufacturers were advanced under auspices of the Radio Manufacturers' Association, but manufacturers are not in agreement. However, how likely to allow, exceeding the FCC into wireless and television. The FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

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PHOTOGRAPHS

Any Size — Any Quantity

SPECIAL OFFER —

10¢ 1 Picture

25¢ 5 Pictures

50¢ 15 Pictures

1.00 40 Pictures

One-Half Special With Order,

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ACQUA PHOTO SERVICE

80 West 40th St., New York City

(Formerly Associated Photo Service)

Purrelles

ESTABLISHED 1888

PRINTING PLANT

World-Telephone Building

120 West 40th St., New York City

Phone BR 2-3737

(2) shoot the work here but stamp down a proviso that tele broadcasters make announcements opening and closing each program notifying the public that the system used today may be junked tomorrow. The FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

One thing is sure, the FCC is going to prevent the tele problem at great length. The FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

One thing is sure, the FCC is going to prevent the tele problem at great length. The FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

Wax Scale OK in Chi

CHICAGO, Jan. 26.—General meeting held Tuesday eve of the local AFSA membership rallied the transcriptionists to support the proposed new scale. The AFSA membership rallied the transcriptionists to support the proposed new scale. The AFSA membership rallied the transcriptionists to support the proposed new scale.

KFRO Starts, Stops E. Roosevelt Suit

PORT WORTH, Tex., Jan. 26.—"The suit of E. Roosevelt, who has been given the station only one more month's operation, has been dropped by the station, which has signed September 15, 1939, and that since then, relying on the contract, station had spent about \$20,000.

2,000 Tele Sets in New York

NEW YORK, Jan. 26.—National Broadcasting Co. figures there are now about 2,000 tele sets in New York City. The FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

business and caution try down south.

NEW YORK:
COAST of Chase & Sanborn program of radio advertising will start in a month this spring to take in all the shows, but sponsor is very hesitant owing to trouble last year when tickets could not be sold for the entire season. The NBC is making it impossible of receiving all television systems, it was recommended certain standards be established.

GEOFFREY COMBS, WIEN commissioner, is averaging three lectures a week... The FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

CHICAGO:
GORDON HUGHES, NBC director, was formed out on a leave of absence this week... The FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

Hollywood and Los Angeles

By DEAN OWEN

NOW that Al Rinker is in Hollywood to promote the film "The Sign of the Cross" is making it impossible of receiving all television systems, it was recommended certain standards be established.

From Hollywood

PHILADELPHIA NOTES: Don Reynolds, head of the KYW association, marked his 15th anniversary in radio this week.

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Widespread "going Hollywood" has been noted in Los Angeles... The FCC is making it impossible of receiving all television systems, it was recommended certain standards be established.

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One Way To Styptic
The Autograph Fiends

BRIDGEPORT, Conn., Jan. 26.—Autograph fiends throughout the Mutual Record store in the Central High School here for a one-night engagement, drew the largest crowd in the history of the auditorium this week, with patrons seated even on the stage and standing in the aisles.

In order to forestall the usual autograph seekers the Mutual Record Club of Bridgeport, which sponsored the event, had a hand-digraphed photos of Transpax given with each program, plus a short biography.

MPPA Plans 10,000
Sheet Sale Outlets

NEW YORK, Jan. 26.—Music Publishers' Protective Association's experiment with the sale of sheet music in outlets other than music stores has passed the experimental stage and now becomes a permanent affair with 1,500 bookstores throughout the country, according to Walter Douglas, chairman of the board of MPPA.

Idea was first tried out in the Hamilton, Conn., territory about six months ago, with International News Co. placing racks of 30 hit songs in its consignment in that area, exclusive of new stands. Sales increased to the point where the outlets were introducing in 350 stations in other sections of the country.

Douglas claims that the results were so surprising that at the end of December the publishers had racks in 1,100 bookstores throughout the country and in the space of a year, the road, they hoped to have sales points on sale in 10,000 similar establishments.

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

AL TRACE
AND HIS ORCHESTRA

Featuring *The Grand Comedian*

"HOLLY" SWANSON

Seven Feet of Fun

Comedy

IVANHOE, CHICAGO

Engagement Extended Until April 1

Basil
COLE
and His Orchestra
★ ★ ★ ★ ★
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THE GLASS HAT
HOTEL BELMONT PLAZA
New York City
Featuring
THE BASFON, designed and conducted by **Mr. Fomeen**

GENERAL AMUSEMENT CORP.
Permitted Management
TOM MARTIN

Orchestra Stars

By DANIEL RICHMAN

Broadway Bravities

JOE GLASER makes it his second city band with the signing of **LEO BRONFEN** to a personal contract with the New York other non-organ **Glasser** property is **CHAS CLARK**, who this week got an inside handle on the **Hotel Belmont** Hotel, which N.Y. . . . that **GLENN MILLER**-**LEO OBSERVANT** is not going out on a limb. It will happen on the Monday this week by the **eastern Max Steiner**, who is handling the contract for **Oncle Sam** and **Chicago** and **W. S. Woodard** . . . **JOHN WAGGERSMAN**, formerly press agent for **Sammy Kay** during his tenure of the **Hotel Commodore's** band stand in addition to handling publicity for the committee today up to his resignation a month ago, has opened his own publicity office. . . . **DAVE ALBIRE** goes back to presiding over the old swing-and-swinger, which means his relinquishing the publicly retina on other local spots, notably **City Courtiers**. Music Corp. of America will reopen its London branch in April, how that though have quieted down a bit in the British capital. . . . **Herman Stein**, holder of **Decca**, returns abroad to head the office again at that time. . . . **ORVAY OBSERVANT** follows **Billie Parker** into the **Algonquin** Ballroom January 31 for a three-week stint. . . . **CARLOS MOLINA** steps off the **City Courtiers** . . . instead of visiting their **boleros**, two months had a doctor's appeal related over them. This week. . . . **RICK HENRY** is co-sponsoring an **Orchestra** in connection at **DuSoy's Hospital**. New York after an agreement, while **WILLY GORCHNEI** leads up at the **St. Francis Hospital** in Miami, Fla., after losing his last **City Courtiers** . . . **Village Barn** gets the **KITNEY** **ORCHESTRA** this week. . . . **Consolidated Radio Artists** takes on **JAY BRIDGES** as their new advertising matter on **WJZ** contract. . . . **THE ERIC SPOFF AND TERRY CHAMBERLAIN** duo will continue as advertising matter when the **Jozecons** embark on its six-week tour which ends at **March**, that tag substituting the identity of the **BUSBYE ROYAL BAND**.

This Changing World
JOHNNY MARTEL, trumpet man, joins **Al Douglas** today (30), replacing **FRANK KRIVONOS**, who left with **Chris Gray's Cross Legends**. . . . **Douglas** also takes on **BOB PAGE**, for the new **Hotel Belmont** stand, formerly held down by **LEO COPPER**. . . . **Page** is an ex-ambassador himself. **BRIDGES' PRIME-TIME** takes upon himself three **babies** and groups a couple of brass, to make his group sound much like the idea people associate with the **Feliz name**. . . . **AL AVOLA**, former guitarist with **Artie Shaw** who left last week for an operator's place **Stim** ago, returns to his seat in the outfit now

headed by **George Anni** . . . replacing **DEE FERGUSON** as drummer with **DAVE ALBIRE** and **LEO BRONFEN** as **MADE DE LANGE** s-band, while **NELSON CATERELL** steps over from **Sam Brown** property to **Al Douglas** stand. **SCOTT POWELL** at third trumpet in the **Alcega** **ORCHESTRA** is now to be found heading down a corner of the **Johnny Green** line association with **Al Douglas**. **POWELL** is fourth aide the name **JIMMY PALMER** in their books, where once it used to be **STEVE PALMER**, who is now with **Reynolds' Band** and **CHUCK RAY** on the gal stager. **WILLY GORCHNEI**, who is now with **Douglass' Band**, is to be found heading down **Down** and **January 14**, with no replacement announced as yet. **ALBIRE** and **CLAUDE RICHMAN**, late of the **Boy Scouts Delta Rhythm** aggregation, now approaches the mits in **Past of George Anni's** outfit.

Midwest Melange

AL TRACE goes his third headover **Al Trace** at **Traverse** **Orchestra**, Chicago, which takes him up to **THE IMPERIO**. **ORVAY NELSON** pairs into the **Hotel Belmont** at the **Windy City February** with **ROBERT SANDERS**. **BOB CHESTER** had been mentioned to be in the neighborhood but will now be substituted to the **Hotel Belmont** for a future date. . . . **FRANK CAMPANER** is to be found heading **JACK ALTON** at the **Hotel Belmont** Chicago, with **ALTON** to be found heading **Chicago**, stay February 9 and is already set to step back there in the near future. **ALTON** is to be found heading **Billie Parker** into **Chicago** to head the **Hotel Belmont**. **ALTON** is to be found heading **Chicago** to head the **Hotel Belmont**.

JOHN WAGGERSMAN goes on the **Hotel Belmont** stand in the **Troasides**, Henderson, Ky., to begin a month-long tour with **ALBIRE** and **CHUCK RAY** on the gal stager. **WAGGERSMAN** is to be found heading **Chicago**, stay February 22. . . . **JEAN CAMPANER** is to be found heading **Chicago**, stay February 22. **JOHN WAGGERSMAN** goes on the **Hotel Belmont** stand in the **Troasides**, Henderson, Ky., to begin a month-long tour with **ALBIRE** and **CHUCK RAY** on the gal stager. **WAGGERSMAN** is to be found heading **Chicago**, stay February 22. . . . **JEAN CAMPANER** is to be found heading **Chicago**, stay February 22. **JOHN WAGGERSMAN** goes on the **Hotel Belmont** stand in the **Troasides**, Henderson, Ky., to begin a month-long tour with **ALBIRE** and **CHUCK RAY** on the gal stager. **WAGGERSMAN** is to be found heading **Chicago**, stay February 22.

South and West

WHEN AL KAVELIN conducts his share at **Voodoo's** **Orchestra**, Perry Hotel February 1 to be moved to **Chicago** **ORCHESTRA** down to the **Hotel Baker**, Dallas, Tex., on **February 1**. **AL KAVELIN** is to be found heading **Chicago**, stay February 1. **AL KAVELIN** is to be found heading **Chicago**, stay February 1. **AL KAVELIN** is to be found heading **Chicago**, stay February 1.

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Dick Kuhn
and his Music
FOUNDED BY MARCELLA HENDRICKS
65th Week
HOTEL ASTOR, N. Y.
Broadcasting Over Mutual Network
DIC: MUSIC CORP. OF AMERICA

The FIDDLERS THREE
"Harry" "Jimmy" "Angie"
Swinging Along With a Song
"Sweet Home" "Swing Along" plus
size of new. "Vocal" are also heard
nearly "Billboard."
Hold Over Indefinitely
Motel Robinson, St. Joseph, Mo.

Musicians' Groups Elect

Fand Du Lac Clean Sweep
ROBERT DU LAC, Wis., Jan. 30.—Local 300 of the **International Association of Musicians** is electing all its officers. Keeping their points are **perky E. J. Wenzel**, C. J. P. **Herr**, vice-president **Walter Jera**, secretary-treasurer, and **Lester Thompson**, secretary. **Walter Jera** was selected for the second consecutive year are **Arch Adrian**, **Wally Stone**, **Chuck Stein**, and **Jessie Mott**, **Willis A. Williams** and **A. A. Jones**.

Meek Middletown Head
MIDDLETOWN, O., Jan. 26.—**Abe Muck** was installed as president of the **Musicians' Association** for the second year. **Other officers** named were **Ed Christman**, vice-president; **Al Mende**, secretary; **Walter Jera**, secretary-treasurer; **James Coffin**, chairman of the **Education** and **Amateur** committees; **Herbert J. Copp** and **Clayton Murrin**, members of the **Executive Board**.

Saskatoon Keeps McDonald
SASKATOON, Sask., Jan. 26.—Totally elected officials of Local 4 of the **Canadian Federation of Musicians** are **O. McDonald**, president; for the second year **O. McDonald**, vice-president; **J. Decker**, secretary; **Charles Jones**, secretary-treasurer; **E. Howard**, warden, and **W. Taylor**, guard.

Casick Again
WILKES-BARRE, Pa., Jan. 26.—Local 183 of the **International Association of Musicians** has elected **Al Casick** as president, **Al Casick**, vice-president; **Charles G. Galt**, secretary-treasurer; **Edward Vernon**, secretary; **John J. Ketchum**, secretary-treasurer; **Thomas A. Dalton** and **Clay P. Hancock**, members of the **Executive Board**.

Denali Stays In
NORRIS ADAMS, Mass., Jan. 30.—Ordnance **Denali** was re-elected president of **Local 100** of the **International Association of Musicians**. **Other winners** were: **Von-Premel**, secretary-treasurer; **William Taylor**, secretary; **Frank Lester**, warden, and **Max O'Rourke**, guard.

Wierman Mansfield Post
MANCHESTER, N. H., Jan. 26.—**Wierman** of **Local 150**, **Post** of the **International Association of Musicians** has elected **Wierman** as president, **H. A. Belletton**, secretary-treasurer; **Joe Hirtman**, secretary; **Walter Jera**, secretary-treasurer; **E. Howard**, warden, and **W. Taylor**, guard.

Wilson Re-Elected
BEATTON, N. S. W.—Annual election order again placed **Fred Wilson** in the presidency of **Local 100** of the **International Association of Musicians**. **Other winners** were: **Charles Decker**, secretary-treasurer; **E. Howard**, warden, and **W. Taylor**, guard.

Play the Game

Explication, Promotion and Showmanship Ideas

The Sports Page

EVERY newspaper page and means to grab and entertain designed by hand leaders or their assistants for the sports page or other the most obvious and most easily read sections is the sports page. The sports page is a field of opportunity for the hand leader. It is a field where the hand leader can make the most of his own ability and that of the sports page. It is a field where the hand leader can make the most of his own ability and that of the sports page. It is a field where the hand leader can make the most of his own ability and that of the sports page.

Summer season finds many hand leaders in the New York area active in the sports page with each other. Not only is this a field of opportunity for the hand leader, but it is also a field where the hand leader can make the most of his own ability and that of the sports page. It is a field where the hand leader can make the most of his own ability and that of the sports page. It is a field where the hand leader can make the most of his own ability and that of the sports page.

Many of your athletes best with some new local lines in your territory is not tested by press stories, but also make for the most-often-read item in the sports page. The sports page is a field of opportunity for the hand leader. It is a field where the hand leader can make the most of his own ability and that of the sports page. It is a field where the hand leader can make the most of his own ability and that of the sports page.

One hand leader, playing a New England league last summer, whipped up a couple of press stories. One was a story on how far he had taken the team in the sports page. The sports page is a field of opportunity for the hand leader. It is a field where the hand leader can make the most of his own ability and that of the sports page. It is a field where the hand leader can make the most of his own ability and that of the sports page.

How was the ad vocalist overlooked. He entered the swimming season at the beach. The sports page is a field of opportunity for the hand leader. It is a field where the hand leader can make the most of his own ability and that of the sports page. It is a field where the hand leader can make the most of his own ability and that of the sports page.

To add some welcome news relief to the sports page, the hand leader should promote the band, one was written on the sports page. The sports page is a field of opportunity for the hand leader. It is a field where the hand leader can make the most of his own ability and that of the sports page. It is a field where the hand leader can make the most of his own ability and that of the sports page.

Miss Ross, who claims to have invested \$300 in the piano school, which was

Fan Mail

BOARDERS of what the maestro's personal opinion may be regarding publicity features, and especially his pituitary third degree, a band's fan mail is a pretty good barometer of the public favor. But just as important as it is to receive fan mail, it is equally important to answer it. The hand leader takes the time and trouble to sit down and write you a note or letter or even a page recognizing that sign of recognition. It is a field of opportunity for the hand leader. It is a field where the hand leader can make the most of his own ability and that of the sports page.

This is in hearing to find Janey in our case at New York's Hotel Commodore, stand pat on his standing rule to answer all fan mail. Heave just took inventory of his 1939 meetings and found that he had answered 2,500 fan letters during the past year and that he kept Mr. Pauley's boys busy in every issue in the music. This number doesn't include the 2,000 greeting cards he received during the holiday season which were generously acknowledged as well.

Beginning of each year finds every hand leader and looking after his band, the daily mail with collectors and dealers. He must drink they pile up water then other occasion, with the habit of getting paid entirely and on the maturity of the job schedule. For in this respect, the hand leader is coming in from the via collecting. Agency in December always bring in a different flavor each year. The hand leader should have a different and definite message to his band members and their families. The hand leader should have a different and definite message to his band members and their families. The hand leader should have a different and definite message to his band members and their families.

Reprints

WHENEVER a favorable review of the book is published in a magazine, you want to be sure that everybody sees it. And the best way to do this is to get a reprint. This will require paying such an important part in the expense of making of a reprint in the *Billboard*.

A caricature of the maestro in middle clothes has him holding a great report card. The *Billboard* is indicated as the student's teacher. The review follows: "The review follows: 'A Very Promising Young Man.' A 'strong recommendation' from the *Billboard*. M. H. Orphee." M. H. Orphee.

Martone Good With \$424

YOUNGSTOWN, O., Jan. 26.—Johnny Martone drew 1,500 persons on a celebration at Yankee Lake Ballroom near here, and collected \$424, making for a gross of \$424 or 40 cents a head. It was a quick repeat date for the band, which attracted great business at the spot last Christmas week-end.

Teacher Sues Maestro Wilson But Wins From Prof. Wilson

NEW YORK, Jan. 26.—Teddy Wilson, band leader of the "Teddy Wilson School of Piano," where Wilson taught piano for years, has sued the former piano teacher for \$24,000 in damages. The suit is based on the fact that Wilson was paid \$24,000 for the use of his name in the school's advertisement. The school is now owned by a corporation in the same name.

originated here in May, 1938, to give instruction to piano students and also provided a return in shares and rate by the school. The school is now owned by a corporation in the same name. The school is now owned by a corporation in the same name. The school is now owned by a corporation in the same name.



DON'T CUSS—JUST CHOOSE
EBSE OF CHICAGO
"The Sound of Tomorrow"

PORTABLE SOUND SYSTEMS

—with the floor-length milk stands in SECTIONS, fitting snugly into the carrying case. That way you'll make sure, too, that what comes out of your speakers will be just what goes into your mixer!

THE WEBSTER CO., Inc. 1-18
5822 Bloomington Ave., Chicago, Ill.
Send your complete catalog No. 139 and name of local distributor.

ROLL TICKETS
Printed to Your Order **100,000 for**
Cheapest GOOD Ticket on the Market
Keystone Ticket Co., Dept. B, 1166 N. 2nd St., PHILADELPHIA, PA.
Cash Value—50¢. C. O. S. STOCK TICKETS—\$11.00 for 100,000, 90¢ assortment.

Bands on Tour

- Advance Dates**
- MILT HENRY: Flatfish Theater, Brooklyn, Jan. 28 week; Windsor Theater, Bronx, N. Y., Feb. 1 week; Casino Gate Ballroom, New York, Feb. 10 week.
 - JAY MILLS: Windsor Theater, Bronx, N. Y., Feb. 10 week.
 - LEW HITE: Apollo Theater, New York, Jan. 28 week.
 - LITTLE JACK LITTLE: Athlete Club, Milwaukee, Jan. 29; Surf Ballroom, Oshkosh, Wis., Feb. 1; Armory, La Fayette, Ind., 1; Urie, of Indiana, Ellettsville, Ind.; 1; Morrison Hotel, Chicago, 18.
 - DUKE ELZINGTON: White Plains (N. Y.) County, Jan. 26.
 - GEORGE OWEN: Santa Clara (N. Y.) County Center, Jan. 26.
 - FRANK ZEPPE: Bowling (Mass.) Garden, Jan. 29; White Plains (N. Y.) County Center, Jan. 30; Armory, New York, Feb. 2; Pinesboro, N. Y., 2; Pinesboro, N. Y., 2.
 - FRANK ZEPPE: Bowling (Mass.) Garden, Jan. 29; White Plains (N. Y.) County Center, Jan. 30; Armory, New York, Feb. 2; Pinesboro, N. Y., 2; Pinesboro, N. Y., 2.
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 - FRANK ZEPPE: Bowling (Mass.) Garden, Jan. 29; White Plains (N. Y.) County Center, Jan. 30; Armory, New York, Feb. 2; Pinesboro, N. Y., 2; Pinesboro, N. Y., 2.

FREDDY MARTIN makes the success for the night club, starting Ballroom, 20, Broadway (20). Empire main floor of the Municipal Auditorium has new musical items playing at \$1.50 per 50 cents in the balcony.

American folklore to reach any widespread popularity.

Mr. Bradford's sprawling, tautening and lightly melodramatic lipstuck talking John Henry... and follows him as he battles various torturous deaths of your solidly industrial... and follows him as he battles various torturous deaths of your solidly industrial...

emphasize that Mr. Bradford gives it, and the lack of coherent movement and lack of logic... and the lack of coherent movement and lack of logic...

As for Mr. Wolfe's mask, based on folk stories and wearing an orchestra... and wearing an orchestra...

BROADWAY RUNS

Table listing Broadway runs with columns for Title, Theatre, and Dates. Includes titles like 'The Grass Is Greener', 'The Best of Both Worlds', 'The Boys in the Band'.

Review Pages

Listed below are the decisions of dramatic critics on the eight popular... and the eight popular...

- YVE: Mante (News), Alkisson (Times), Brown (Post), etc.

The Negro cast, except for Mr. Robinson... and except for Mr. Robinson...

MANSFIELD JUNO AND THE JANCOCK

A play by Sam O'Shea... and a play by Sam O'Shea...

Neighbors... ACT I... ACT II... and Neighbors... ACT I... ACT II...

Dear O'Casey's Juno and the Jancock... and Dear O'Casey's Juno and the Jancock...

'Mamba's' Good 'U' In Philly; 'Kiss' 6C

PHILADELPHIA, Jan. 26—With two houses full... and With two houses full...

her 400, at a \$2 top... and her 400, at a \$2 top...

Advance bookings promise to keep both houses full... and Advance bookings promise to keep both houses full...

Edinger, which saw only five nights... and Edinger, which saw only five nights...

American Academy Students Offer Two Productions

NEW YORK, Jan. 23—During the past week... and During the past week...

The casting of Personal Appearance... and The casting of Personal Appearance...

Playing at the BROADWAY THEATRE, New York in Clifford Fischer's 'FOLIES BERGERE' Assisted By Her STOOGE HUSBAND Fred Sanborn Direction ★ Nat Kalchauer

AMERICAN ACADEMY OF DRAMATIC ARTS... and AMERICAN ACADEMY OF DRAMATIC ARTS...

FEAGIN SCHOOL OF DRAMATIC ART... and FEAGIN SCHOOL OF DRAMATIC ART...

(Insert ad for concert work when no dates are given.)

John Jones (Royal Club) Club Miami, Fla.
John Jones (Royal Club) Club Miami, Fla.
John Jones (Royal Club) Club Miami, Fla.

(For Orchestra Routes, Turn to Music Department)
Acts-Units-Attractions
Routes

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

EXPLANATIONS OF SYMBOLS
-a=auditorium; b=ballroom; c=cafe; cb=cabaret; cc=country club;
h=hotel; mh=music hall; ac=night club; ps=amusement park; re=road
house; re=restaurant; sh=showboat; th=theater.
NYC=New York City; Phila.=Philadelphia; Chi.=Chicago.

Alvin, Harold (Columbia) Club Miami, Fla.
Alvin, Harold (Columbia) Club Miami, Fla.
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Alvin, Harold (Columbia) Club Miami, Fla.

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

Alvin, Harold (Columbia) Club Miami, Fla.
Alvin, Harold (Columbia) Club Miami, Fla.
Alvin, Harold (Columbia) Club Miami, Fla.

Alvin, Harold (Columbia) Club Miami, Fla.
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POLLY JENKINS
More and more...
For further information contact representative...

"Legal Distinction Between Infringements of Copyrights, Trade-Marks and Trade Names"
See Carnival Department of This Issue.

Paramount, New York

(Reviewed Thursday Evening, Jan. 27)
In for a night of music in a strong, well-acted show and a fair film. Remember the night (Paramount). The show is a musical and is very entertaining—over the longer than usual.

The lack of a big name star is made up somewhat by the presence of the Ink spots as added attraction and by Bert Williams, who, like MacDermott, has a fine voice. Bob Chester's Band, advertised by the theater as "1939's best sounding swing revue" is conservatively unknown as Broadway. However, it seems they have a good band of swing music and off is a tall impression. Chester himself is a tall, presentable actor who makes the act and makes straight announcements of the specialties—albeit he fails to announce the titles of the ball numbers. He doesn't do any tricks, or pun or anything except being a presentable actor.

Chester's band has five brass, four reed, piano, drums, gully and string bass, guitar and a girl vocalist. Famous O'Neil, Among the band members are Scatterbrain, Nancy Day of the street (see especially his headman Al Stewart), St. Louis (his headman in the dresses), the spotlight, a couple of piano number and What the Coo & I and What the Water in the Water, the last two named after by famous O'Neil. What O'Neil does is to give his lovely style and Webster is a very busy dancer, providing comedy and displaying versatility. Does a good hand. The band's featured piano number was Among Stars, and ends with a flourish, and ends with a flourish in the dark. Novel, but not original.

The band, as a whole, made a strong impression as a smooth swing outfit with a touch of jazz. They have unusual personalities. Roy Davis, who danced at the theater's Casino, has many tricks which he local value debut here, doing about eight variations of the rock. The other three photographs, records, dance. For Bert Williams and Ziegfeld the band has many tricks by the second number and laughing heartily with the third. It is a novelty act that acts off show but falls into a safe path. Took three bows and a thank-you speech.

Grace MacDonald, recently in Very Early for May, in a charming little girl who has many tricks and a hand-to-hand five stand out.

AMERICA'S SMARTEST NOVELTY ACT

LORETTA and BOYETTE

"Hental and Magic"

NOW PLAYING
—THE DINKLER HOTELS—
FLORETTA
The Actor, Atlanta—The Tattler, Birmingham—The Andrew Jackson, Nashville—The Atlanta, Jacksonville—The Florida, Jacksonville
Thanks to
CARLTON DINKLER & MUSIC CORPORATION OF AMERICA

RIT and RUBINS

Just Completed a Return Engagement
RADIO CITY MUSIC HALL, New York

DIRECTION—MARK J. LIDDY
KAY ANNE
"Continental Athlete"
Currently
STATE-LAKE THEATRE, CHICAGO

STAR AN LEE
"Music-Innery"
NOW APPEARING
STATE-LAKE THEATRE, CHICAGO
DR: MORT HUBBARD and BOYLE WOOLFORD, 54 W. RANDOLPH, CHICAGO

voice was fair and she did better with lively accompaniment by Zig. You're Wonderful.

Red Wheeler to on for 22 minutes without ever tiring. He was in excellent form, getting perfect support from straight man Hank Leck. Accompanying him and singer-straight Frankie Foster. Wheeler's act, in the comedy patter, along the theme of Wheeler trying to start his act and Louis Foster's attempts to get up, had the audience laughing all the way.

The Ink spots, colored quartet that led in the first class, three male machine records, closed the bill and showed off their trick harmonizing, accompanied by their own guitar and cello. The cello's bass and the tall fellow's high tenor, the quartet's vocal efforts which, along with their vocal work, they did in a very smooth, continuous to smart attention. I'd Gotta Go, Your Feet Too Big, My Prayer, Housewife Rock and If I Didn't Care, Work ever very big.

Pastime cartoon and a smartly presented organ sound out the bill. Business good when sought.

Show opening January 31 will have two bands—a novelty for this house—Misty Malbone and Van Alexander's band, and a string band, and the time, Geratino. Paul Davis.

State-Lake, Chicago

(Reviewed Friday Afternoon, January 27)
The Royal Whitwinds, a well-dressed and strong skating trio, open an eight-minute act in medicine in two story spots. The skates (two men and a girl) perform with speed and assurance. Some of their tricks are familiar, others are above the ordinary.

Ray and Lee offer entertainment that is suitable for cafes and theaters. The man on the scoreboard plays tricks before the boys in various stunts and the girl, a pretty blonde, swings out in voice and body. The instrumental work is the feature, but the duo is not a bad one.

Ray and Lee, mixed novelty headlining team, have a brief and cleverly timed act. The girl is clear-cut, with well-blended music in the background.

Next is a pair of vocalists and a hand-to-hand five stand out.

Fanny the Horse, with Virginia Mayo as

the guide, did not fare so well as usual at second show opening day. The posing of one and the girl's talk did not look so convincing as a rule. However, this is a clever novelty.

Ben Bergman, the radio devotee, disappointed with his own act, but he pleased the vote. He lasting display, which after three numbers, which included all the new songs by the artist and cost stars.

Ed Bennett, smartly dressed tap dancer, scored with his novelty good and plate numbers and the high-risk band. He also offered a very good and interesting act.

George Sherman started a very nice band with the best impression of a act. His Dan and The Love are old but good. He also had a very nice act. Herbert himself can do it and his Stan Laurel and Charlie Chaplin are an act.

Rosita Mayon, in the closing spot, offered her creative and acting dance. She is youthful, had a shapely figure, works with grace and handles the bits beautifully.

On scene, Power of London (Universal). Business fair second show opening day.

Roxy, Atlanta

(Reviewed Wednesday Evening, Jan. 19)
Those who don't have their own act unfortunately from the joint got entertainment from the skates that passed in the first show. The skates (two men and a girl) performed with speed and assurance. Some of their tricks are familiar, others are above the ordinary.

Despite the name in the act, the show was nothing like top-notch. Had it not been for the skates, the act would have been a disappointment. The skates (two men and a girl) performed with speed and assurance. Some of their tricks are familiar, others are above the ordinary.

Marty Wilson did his usual dumb act, which was not very good. The skates (two men and a girl) performed with speed and assurance. Some of their tricks are familiar, others are above the ordinary.

Tommy Wing was a witness as a singer and her band was very good. The skates (two men and a girl) performed with speed and assurance. Some of their tricks are familiar, others are above the ordinary.

Philz was a witness as a singer and her band was very good. The skates (two men and a girl) performed with speed and assurance. Some of their tricks are familiar, others are above the ordinary.

RKO-Boston, Boston
(Reviewed Friday Afternoon, Jan. 27)
A variety bill that ranks as about the best in months and a very good one. Despite no big-name attractions, some of the acts are really good. The general public despite her terrible attitude, headlines the bill and turns in some of the best work of her life. She is a very good and interesting act.

Leon Leck and his Anell Ensemble hold down the 2 spot with her own music. The 3 spot with her own music. The 4 spot with her own music. The 5 spot with her own music.

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closing spot, with about honors given to the Calgary Brothers, who have a very good act. The skates (two men and a girl) performed with speed and assurance. Some of their tricks are familiar, others are above the ordinary.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Jan. 17)
This week's program has some diversions. The skates (two men and a girl) performed with speed and assurance. Some of their tricks are familiar, others are above the ordinary.

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Boyes Closing; To Reopen in May With Two Shows

HEATHER, Feb. 1, Jan. 30—Wally Johnson, manager of the Hi-Bow Theater show, which has been one of the regular winter circuits stands to close by Dec. 31. For the Chick Boyes Players, said Chick had advised him this week he was ready to close up his show. Wally Johnson had advised that he would open up under cover late in May. Johnson said he intended to open the show normally as a film house, will also be closed as of February 1 for a couple of months.

The closing of the Boyes circle and the theater is entirely due to the changing economic conditions and many other theater managers in small towns had reported their status. Some have closed up or have quit, while others have kept on. Many, who claim they are not in a position to operate, who claim they are not in a position to operate, who claim they are not in a position to operate.

Tucker Players Banqueted

AUGUSTA, Ky., Jan. 30—Tucker's Players, which work out of Augusta, Ohio, banqueted the members of the Association of Oedivilla, Ky., recently. Following the banquet a show was given by the troupe at the residence of the Association, in Oedivilla, Ky. The presentation was *The Girl From U. S. A.*, with four acts and a musical comedy. The show was given by Mrs. F. E. White, and the play was by Mrs. E. A. White and the play was by Mrs. E. A. White.

More "Tom" Stuff

Jacksonville, Ind.
Edition *The Herald*.
My letter in the December 28 issue of *The Herald* regarding the closing of the road 30 to 90 years ago. Walter L. Miska, secretary Phillips & Orfield company, of 1846, Central Indianapolis in my previous letter was Harvath's companion, was CHRYE J. White, and the name of the show was *The Girl From U. S. A.*, with four acts and a musical comedy. The show was given by Mrs. F. E. White, and the play was by Mrs. E. A. White.

Washington, Mich.
An opportunity here, it seems to me, would be the coming season for a first-class road show. The show should be a good one and have a big budget. It should be a good one and have a big budget. It should be a good one and have a big budget.

WANT
Qualified Lead Plant Paper for Brass Cops...
BUSSA FILM EXCHANGE
Has the latest and finest Showdown Attractions...
FRIENDSHIP, OHIO.

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

**See Carnival Department of
This Issue.**

Edwina E. Harrison, Savannah, Ga.
Lately my attention has been drawn to the "Tuss" shows mentioned in *The Herald*. This prompt me to mention one of my experiences with a Tuss, show which was located at the home of a Mr. Harrison. Show had closed for the summer when a fellow named Dunning decided to lease the show. He said he had no money for anything for the season, a few dollars here and there, but he had a few dollars here and there, but he had a few dollars here and there.

Franklin

(Communications to BILL SACHS, Cincinnati Office)

Norton Show Off to Good Start; 13 and 5 Remain

CALEXICO, Calif., Jan. 30—A. (Bud) Norton's Walk-a-Bow got away to a good start on Jan. 25 and at the end of the season, 13 and 5 remain. Miska is furnished by Janice...
EMMA RAGH writes from Springfield, Ill., that she is in the line of the duration field for four years. She would like to read news items to the...
DON LEE former ex-couplet, is now in his 10th week as steady at the Chalmers Hotel, New York, because he has to live on his brother, *Hughie Lee*.

KING SCHAEFER press from Wichita, Kan., that he is promoting championship boxing with various radio stations in that vicinity. He is a former champion of the...
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DON LEE former ex-couplet, is now in his 10th week as steady at the Chalmers Hotel, New York, because he has to live on his brother, *Hughie Lee*.

Rep Dipples

NORRIS AND TURNER DEPARTING.
A. Turner, who has been in the line of the duration field for four years. She would like to read news items to the...
JERRY...
SILLY...
EDITH...
MARVY...
ABLONE TWYMAN, former...

Blackface Wears

By E. F. HANNAN
From Chicago, where "Amos 'n' Andy" blackface has bridged the long gap and will not stand to be burned...
It is felt by some that blackface on the... blackface in one of the better vaudeville outfits has been stepping the show all season.

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WINDOW CARDS
The "Window Cards" feature a wide selection of window cards, including "Amos 'n' Andy," "The Great Gatsby," and many others. Each card is printed on high-quality paper and is guaranteed to last for many years. Contact us today for more information and a free catalog.

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Each show is 10 minutes, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00. Contact us today for more information and a free catalog.

MAIL ON HAND AT CINCINNATI OFFICE as of noon, Jan. 27

Parcel Post

Dromont, Mrs. K. M.
Caldes, Wm. H.
Caldes, Wm. H.
Caldes, Wm. H.
Caldes, Wm. H.

Women

Aaron, Shirley
Aron, Mrs. C. C.
Aron, Mrs. C. C.
Aron, Mrs. C. C.

Anders, Mrs. J.
Anders, Mrs. J.
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Arndt, Mrs. J.
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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.

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

Conducted by CLAUDE B. KLUGS—Communications by 25 Operative Place, Cincinnati, O.

LORE A. C. BILLING

Big '39 Figure May Be Topped

Extension for two Oklahoma piers—eats up bleak debated development plan

ATLANTIC CITY, Jan. 26.—Figures released this week from the building department show that the new expansion plan in 1939 for building construction, the largest of this year for residential building, remainder having been expended for boardwalk and business expansion. With 1938 nearly as successful, 1940 bids well to top both figures.

Applications for two pier extensions at near-by Bightview beach have been received by the sanitary office in Philadelphia. Harry DePulle and Eraldo Padillo seek permits to construct an extension for their existing ocean piers. Decision rests on effect of the proposed work on navigability.

For New Revenue
Rebuilding the Boardwalk in various localities throughout near-by Marmia will constitute the sanitary firm's major project of the year. It was disclosed at a meeting of the city commission this week. The scheme would be to utilize existing buildings for progress to furnish 45,000 feet of lumber to be used on the project. Work will be opened soon and it is expected that work upon the rebuilding project will start shortly thereafter.

Atlanta City Restaurant Association announced the approval of plans submitted by New York architect for a \$6,300,000 development program here of a new and larger public outdoor recreation park. Boardman declared the plan "absolutely new sources of revenue which will furnish a surplus to increase the city's park system." Boardman's proposed operation by a separate "authority" as being "in the public interest" (BILLING IN A. C. on page 28)

Do you know when a patron can be legally evicted from a place of amusement? If you don't write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for a reprint of the article, "When Eviction is Lawful," which appeared in The Billboard of October 28, 1929. These circular letters will pay the postage charge for each five copy desired.

C. D. (CTV) **YORK** presents a program of the material prepared for the March annual meeting of Mrs. England's Sermon, National Association of Amusement Parks, Pools and Beaches. As a leader of the program group, his special attention is given to this phase of the pathfinding. As representative of Rodgers Corp., he found during a recent business trip that park operators are optimistic and that a movement there will be successfully added this year.

Boston Group Plans a Heavy Agawam Outlay

BOSTON, Jan. 26.—The sponsors of Boston's new recreation project, the Agawam Park, former horse-racing plant, are awaiting a decision from the city council, the committee, the Massachusetts State Park Commission, and the Agawam Waterways and Harbors Commission, and the Federal Highway Administration. The park is to be developed into an open-air, open-space area. The park is to be developed into an open-air, open-space area.

MARLEY J. HUMPHREY, of the franchise of the American Museum of Public Recreation, Brookline, N. Y., is the mechanical firm of which that would be interested in the exhibits of the unique institution. He succeeded his father, the late D. S. Humphrey, on proprietor of the company that operates Klondike Beach, Cleveland, and has hoped to both operate and finance a park, previously every date in the park.

Will Play in S. F.

SAN FRANCISCO, Jan. 26.—Whitney Brothers, operators of Playland-on-the-Beach here, will begin an intensive expansion program early next month. About 1,600 square feet will be added to the present property holdings. It was announced by George Whitney, the construction program, is expected to be completed in May in time for the summer season. New rides, new attractions will occupy the area.

Outstanding Promotions Viewed As Imperative To Hold Patrons

Address on "1939 Promotion Successes" by C. Edward Jones, Director, Philadelphia Beach, New Orleans, and discussion at the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 23.

(Continued from last week)

This was, as I say, on Saturday afternoon. So it was arranged that he would be married on the wire the following Thursday. With better circumstances, I want to say at the outset of this explanation that it was not all due to my own desire. I had friends and that those who were interested and had made no mention of the fact that the couple had already been married.

The father put up the objection that it would look so though the couple was not married when the news came out. Well, Mr. Matt and the father and the bride and the groom got together and they went up to the newspaper office and the paper said that it would publish it in this way: "The wedding had been celebrated instead of announced."

At first it looked as if that would take the punch out of the whole thing, but anyway we went ahead with it and there was no objection. Then we came to the matter of securing a minister. There was a minister in the city and our outstanding possession, the minister to whom I had written, was not a minister. So we went to his aid at first he said:

MINISTER—I have not a minister in my church, but I will be glad to perform the ceremony for you. I will be glad to perform the ceremony for you. I will be glad to perform the ceremony for you.

Administration buildings and stables will be utilized for display and storage purposes and some rides will be installed. Several special days have been tentatively arranged, such as "Spring Day" and "Harold Beach Day." Other days, such as "May Day" and "June Day," will be held out and announced later.

Canning Canines
OCEAN CITY, N. J., Jan. 26.—Barksie's pack of dogs will be exhibited at just one kennel-trick thing they think together at this resort—and no end of it. The city fathers turned them from the Boardwalk, then from the beach, and now from the city. They have tentatively have approved an ordinance to forbid dogs to wander about towns and sidewalks.

Pushed Around
JONES BEACH, L. I. N. Y., Jan. 26.—The amusement park idea around Long Island has never been the most popular, and it has never been the most popular. It has never been the most popular. It has never been the most popular.

Rockaway Playland Will Be Reutilized
FAIR ROCKAWAY, L. I. N. Y., Jan. 26.—The amusement park idea around Long Island has never been the most popular, and it has never been the most popular. It has never been the most popular. It has never been the most popular.

Cedar Point Auditor Leaves
HANDYWEY, O., Jan. 26.—Albert G. Smith, Jr., auditor of Cedar Point, Lake Erie amusement center, was resigned effective February 1. In recent years he has been one of the leading factors in operation of the resort. He will spend several months' stay in Washington, D. C.

Big Season Foreseen in Pa.
PHILADELPHIA, Jan. 26.—State commerce department predicted this week that the amusement industry in Pennsylvania's resort towns will indicate that trade would hit the half-billion mark in 1940. It is the first time the figure at \$489,000,000. For this year the state department expects to receive \$100,000,000 to see the state, with some parks and magazines selling \$100,000,000.

Legal Distinction Between Infringements of Copyrights, Trade-Marks and Trade Names
See Carnival Department of This Issue.

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See Carnival Department of This Issue.

The Dool Whirl

By NAT A. TOR
(All Communications to Nat A. Tor, Care New York Times, The Hillboard.)

Thanks for the Mummy?

Of recent nights on Miami shores, drifting over the round yellow light about on New Year's Eve. A light to get remember.

...the very same Benny Gimnes at his own Dempsey-Vanderbilt pool. Sweeping the floor with his broom.

...the case of the hotel was installation of the tank watching those construct White sea open-air pool on coast's front. The case of the hotel was installation of the tank watching those construct White sea open-air pool on coast's front. The case of the hotel was installation of the tank watching those construct White sea open-air pool on coast's front.

...of showing the fat with Art Deutsch for 1937's best swimmer in the world. Post Lauderdale, Fla. Telling Clyde we thrilled we all were to see such a swimmer in the world. Post Lauderdale, Fla. Telling Clyde we thrilled we all were to see such a swimmer in the world.

...of talking to Ben Ingram, Colgate University swim coach, expounded his ideas on swimming in the world. Post Lauderdale, Fla. Telling Clyde we thrilled we all were to see such a swimmer in the world.

...of being introduced to Mort Honey, who, of all swimmers in Miami, was the only one who had ever won a state title. Post Lauderdale, Fla. Telling Clyde we thrilled we all were to see such a swimmer in the world.

...of my embarrassment, I had been wondering how many pools for past few years, the number of Miami pools has increased.

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Convention Comment

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American Recreational Equipment Association

By R. S. UZZELL

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Long Island

By ALFRED FRIEDMAN

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THE OUTSTANDING SUCCESS OF THE SAN FRANCISCO WORLD'S FAIR

LUSSE AUTO-SKOOTERS

OR WATER-SKOOTER BOATS, and EARLY IN THE Summer Park, Belmont or Watkins House.

LUSSE BROS., Inc.

289 1/2 Grand Ave., San Francisco, Pa.
LUSS BROS., LTD., Seattle, Wash.
32 Lakeside, P.O. Box 1200, Los Angeles, Calif.
Write for Catalogue.

Do You Need GOOD USED RIDES

or Have You Any to Sell?

ALLAN "ROCKET" HERSCHEL

BERTHA GREENBURG

Hotel Kimberley, 730 St. 4. Greenway, New York

FOR SALE 2 — STROTSHIPS — 2

Practical condition. Operated on the New York World's Fair. Excellent water skis.

PRICE \$2,500.00 EACH

PARK & BEACH SUPPLY Co., Inc.

10th Ave., New York, N. Y.

MINIATURE TRAINS

All sizes, standardized or unstandard. All prices New York City.

LAUGHLIN LINES

9210 State St. PHILADELPHIA, PA.

Detroit Zoo Animal Biz Offsets Slump in Gates

DETROIT, Jan. 26.—Drop in total revenue at the Detroit Zoological Park from public attendance was offset in 1939 by business in the animal department, according to animal project director John T. Miller. Drop in attendance was offset by a 100 percent increase in animal sales.

Zoo and 90 thousand members to the state's official animal, was donated to the university for a research on the effects of penicillin on 63 other animals.

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Pa. Cascade To Have And

WILDWOOD, N. J.—Furber State Hotel William G. Hunt, head of Hunt's Hotel, will open a new hotel at Wildwood, Pa. The hotel will be open and outdoor amusement centers in Jersey City. The hotel will be open and outdoor amusement centers in Jersey City.

LOOK IN THE WHOLESALE MERCHANDISE SECTION

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Many Turn Out for Memorial on Coast

LOS ANGELES, Jan. 26.—Ideal weather and impressive ceremonies marked the Coast Showmen's Association's annual memorial service in Shoppers' Hall, Riverside Country, here on January 24 under direction of executive committee Chairman, George W. E. Ford. More than 100 members and friends attended. Local newsmen were on hand.

Hollywood Lodge Knights Templar led, under direction of William Hamilton, featured music and Rev. Neal Dodd, of the Little Church Around the Corner, gave the invocation. After that, presidents Harry Hargrave and Mario Lopez placed wreaths at the base of the monument. Ladies Auxiliary, wifettes, Rosemary Leonard, Marie Bailey, Joanne (the COAST MEMORIAL on page 47)

O. C. Buck Ready for Expansion Program

NEW YORK, Jan. 26.—An expansion program was announced here by O. C. Buck, executive head of O. C. Buck Exposition, after his return from Frickland (Pa.) quarters to Jamaica, L. I., where his building activities will take place. According to Buck, these new shows are under way. These are a Licensee, in charge of Bob Perry, which will include a "live cattle" ride with two lanes and entry from it to be done in place with modern lighting effects; a 14-foot revolve with instruction (the BUCK WILL EXPAND on page 47)

Hilderbrand's United Moves into New Quarters in Calif.

LOS ANGELES, Jan. 26.—Representative of Hilderbrand's United Shows was moved from quarters on East Fourth Street here to a new location in Bellflower, Cal., a suburb, today that the old location was inadequate for construction work on his two units for 1940. Oscar O. H. Hilderbrand contacted negotiations with H. A. Orson, owner of a Reddinger estate, to lay out permanent quarters there.

A present temporary barn has been erected to take care of the work at hand, but permanent buildings will be set up during 1940 by Hilderbrand and Orson to house the combined facilities of the Hilderbrand interests at completion of next year's term.

JANUETILE, Wis.—A committee of civic-minded citizens, Robert Jacobs, Marcella Brunson and Waldo Luchinger, has been asked to give consent to allow the removal of the street ordinance regulating carnivals. Committee was named following a request on January 15 by Vernon J. Ferguson, Ward Post to hold a fair in June to raise funds for the school expansion.

PCSA BALANCE STANDOUT



MEMBERS AND GUESTS of the Ladies' Auxiliary, Hoop of America Showmen's Club, who attended the organization's 11th annual luncheon in the Windsor Room of the Hotel Phillips, Kansas City, Mo., on December 26. Visible fairly are co-moderators of the event, one of the founders of club's successful holiday activities. At the speakers table are Bird Brainerd, Loretta Ryan, Helen Smith, Ruth Hartman, Ruth Ann Lewis, President Mrs. C. W. Farber, Toastmistress Perry, Chaplain Myrtle Stanton, retiring President Virginia Kline; Rose Moxie, representing Ladies' Auxiliary, Showmen's League of America; Grace Goss, representing Missouri Show Women's Club, and Rita Dyer, representing Ladies' Auxiliary, Pacific Coast Showmen's Association. Photo—Crescent Studio.

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

NEW YORK, Jan. 26.—A new carnival combo, to be known as Billy Giroud's Shows, will take to the road in 1940 under direction of Billy Giroud, formerly of New England Shows, and Al Bydairk. One learned here this week. Management has contracted Oscar W. Babcock's Loop-and-Death as the free attraction and shows are to be new from front to back. Present plans call for the organization to play New England territory exclusively and several fairs in that sector have been booked.

Giroud has been living up spring (see NEW N. E. COMBO on page 47)

Sickles To Pilot Bear Shows

FRANKFORT, Ky., Jan. 26.—Bob Sickles, well-known outdoor showman, was appointed general manager of F. H. Bob Shows, effective this Thursday. Sickles, 37, has been with the organization since joining the organization in 1927. Sickles has served as general agent, general manager and secretary. He recently spent several weeks in Jackson, Tenn., booking spring and fall dates for shows and now is in Kentucky on a booking tour.

Ben Williams Gets 8 N. E., Can. Dates

NEW YORK, Jan. 26.—Back from the Moose fair meeting, Ben Williams, owner, and Matthew J. Riley, general manager, announced award of eight fairs to Ben Williams Shows this year.

Contracts booked for next appearance are Hallowood, Maryland; Prince Ida, Lexington, South Park and Corban, Me.; in Stephen, N. H., Can. and Rochester, N. H.

More Eastern spots are to be announced soon, they stated.

Jones Books Two in S. C.

COLUMBIA, S. C., Jan. 26.—Johnny J. Jones Exposition was awarded contracts for the 1940 fairs in Anderson and Georgetown. It was announced at the annual meeting of South Carolina Association of Fairs here on January 25.

Six Georgia Fairs to Heth

MEMPHIS, Tenn., Jan. 26.—Joe J. Postens, of L. J. Heth Shows, said here this week that his organization was awarded railway contracts for six 1940 Georgia fairs at the meeting in Macon on January 22. List includes shows in Cooper, Covington, Madison, Milledgeville, Americus and Hawkinsville.

Crowd Tops '39 Attendance Mark

Harry Hargrave and Sally Rand awarded life memberships—Coe is chairman

LOS ANGELES, Jan. 26.—Pacific Coast Showmen's Association's 10th annual Charity Bazaar and Ball in Balboa Park of the Biltmore Hotel here Tuesday night again proved one of the most colorful affairs in the city. The event, the dual function at which the retiring president preside each year, is usually held in December, but because of the club's many late fall entertainments, date was changed to January 26. Because of the unusual season fall event was not so successful from an attendance standpoint as when it was held in December.

However, with Chairman E. W. (George) Coe at the helm, attendance at this year's ball eclipsed that of last year's show, which also was held in January. To Coe went credit for providing a splendid entertainment, which will result in a profit amount being added to (see PCSA BALL BIGGIE on page 46)

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

LARGO, Fla., Jan. 26.—Royal American Shows here has raised out, closed out, installed out, and blown out in its relatively long history, but during session of Pinellas County Fair on January 13 marked the first time in the history of Business Manager Elmer C. Voss that they were "fogged out."

An show's engagement came to an end fog was so dense that one couldn't see across the midway. Overcast in the sultry atmosphere fog was seen glowing in the distance, which, no show families with 1941 Amusement Cup of America trip, were the typical clouds of (see RA BIZ IN LARGO on page 47)

Strates Contracts Syracuse

SYRACUSE, Jan. 26.—James E. Strates Shows were awarded the railway contract for the 1940 New York State Fair here. It was announced by Oscar Jones E. Strates. The fair this year will run 25 days instead of two weeks as in 1939.

YOUR BEST MONEY MAKER



THE 7-CAR PORTABLE TLT-A-WHIRL

The popular lot of America's Money Making... The 7-car portable TLT-A-Whirl is the most bank of industry and profit.

Seller Mig. Co., Inc. FAIRBAULT, MINN.

1940 "USED TENT LIST" NOW READY

Specify Size and Style of Tent Which You Want

BAKER-LOCKWOOD 602 Broadway, NEWARK CITY, N. J. AMERICA'S BIG TENT HOUSE

SHOW TRAILER CARPETS Fulton Bag & Cotton Mills

INSURANCE Special on Home Trailers

Charles A. Lutz 4734 Investment Exchange, CHICAGO

CONCESSION TENTS CARAVAN

1940 CHEVROLETS TRUCKS AND PASSENGER CARS

White CHAS. T. GOSS With STANDARD CHEVROLET CO.

TENTS FOR SALE OR RENT

"MAC" McNALLY Portable Show Fold Tent

PAINTS-ENAMELS BRICHT ORANGE SYNTHETIC ENAMEL

MINOR MODEL SHOWS

MINOR MODEL SHOWS

MINOR MODEL SHOWS

MINOR MODEL SHOWS

MINOR MODEL SHOWS

MINOR MODEL SHOWS

MINOR MODEL SHOWS

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 26.—Extensive cold weather... The Showmen's League of America... President Smith... Secretary Joseph... Treasurer... Committee...

Brother A. Johnson presented a photographic copy of check presented to the Canadian Red Cross... The Showmen's League of America...

INSURANCE Special on Home Trailers... Charles A. Lutz... 4734 Investment Exchange, CHICAGO

1940 CHEVROLETS TRUCKS AND PASSENGER CARS... White CHAS. T. GOSS... With STANDARD CHEVROLET CO.

TENTS FOR SALE OR RENT... "MAC" McNALLY... Portable Show Fold Tent

PAINTS-ENAMELS BRICHT ORANGE SYNTHETIC ENAMEL... MINOR MODEL SHOWS

MINOR MODEL SHOWS

WIVES of Showmen's Association

NATIONAL SHOWMEN'S ASSOCIATION Palace Theater Building, New York

NEW YORK, Jan. 26.—Another Thomas Woodley presented executive Secretary... Mrs. Woodley... Mrs. Smith... Mrs. Johnson... Mrs. Anderson...

Date of next meeting has been changed from January 24 to January 25...

Now is the time for every member to go out and get a new membership... The Showmen's Association...

Arthur Campbell is leaving on a tour of southern winter quarters... Brother... Mrs. Campbell...

Brother... Mrs. Campbell... The Showmen's Association...

Brother... Mrs. Campbell... The Showmen's Association...

Brother... Mrs. Campbell... The Showmen's Association...

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Jan. 26.—A busy meeting... President Smith... Secretary... Treasurer... Committee...

President Smith then called on Brother George W. T. Boyd, chairman of the annual meeting...

Brother... Mrs. Campbell... The Pacific Coast Showmen's Association...

Brother... Mrs. Campbell... The Pacific Coast Showmen's Association...

Brother... Mrs. Campbell... The Pacific Coast Showmen's Association...

Brother... Mrs. Campbell... The Pacific Coast Showmen's Association...

Brother... Mrs. Campbell... The Pacific Coast Showmen's Association...

Brother... Mrs. Campbell... The Pacific Coast Showmen's Association...

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

Wallace Bros.

JACKSON, Miss., Jan. 20.—Work at the Wallace Bros. show, which has a color scheme of red and white is being carried out on all show fronts and interior trucks are being painted blue and white. Weather permitting, all will be ready to open in March. Owner E. J. Parrow and Jack Oliver have returned from a satisfactory booking tour. He and Rex Koff, vice president, of the show, have arrived, and Harry Koff, vice president, is also here. The show was a recent visitor, Morris Hawkins, after a few weeks with the Ward Shows. Has returned here. Mr. and Mrs. Edward Miller spent a week in quarters. Mr. and Mrs. Harold (Hank) McKee are visiting with Bob Martin. Harold has the Atlanta show with Dee Lane's Famous Shows. Mrs. Harry Cook, the writer's wife, is visiting relatives in Charleston, N. C., where she will remain until shows' opening.

EDUARDE C. COOK.

Zimlars

ATLANTOWN, Ark., Jan. 20.—Quarters opened January 17, with Walter Harris in charge. Work is progressing and painting operation is under way soon. Several new fronts will be added for a number of new shows. General Agent C. A. Stone, agent in charge, at Fair

3000 BINGO

Beauty made this one up white. Wood truck at the following time and price. Make 20 in 100. 25 in 100. 30 in 100. 35 in 100. 40 in 100. 45 in 100. 50 in 100. 55 in 100. 60 in 100. 65 in 100. 70 in 100. 75 in 100. 80 in 100. 85 in 100. 90 in 100. 95 in 100. 100 in 100. 105 in 100. 110 in 100. 115 in 100. 120 in 100. 125 in 100. 130 in 100. 135 in 100. 140 in 100. 145 in 100. 150 in 100. 155 in 100. 160 in 100. 165 in 100. 170 in 100. 175 in 100. 180 in 100. 185 in 100. 190 in 100. 195 in 100. 200 in 100. 205 in 100. 210 in 100. 215 in 100. 220 in 100. 225 in 100. 230 in 100. 235 in 100. 240 in 100. 245 in 100. 250 in 100. 255 in 100. 260 in 100. 265 in 100. 270 in 100. 275 in 100. 280 in 100. 285 in 100. 290 in 100. 295 in 100. 300 in 100. 305 in 100. 310 in 100. 315 in 100. 320 in 100. 325 in 100. 330 in 100. 335 in 100. 340 in 100. 345 in 100. 350 in 100. 355 in 100. 360 in 100. 365 in 100. 370 in 100. 375 in 100. 380 in 100. 385 in 100. 390 in 100. 395 in 100. 400 in 100. 405 in 100. 410 in 100. 415 in 100. 420 in 100. 425 in 100. 430 in 100. 435 in 100. 440 in 100. 445 in 100. 450 in 100. 455 in 100. 460 in 100. 465 in 100. 470 in 100. 475 in 100. 480 in 100. 485 in 100. 490 in 100. 495 in 100. 500 in 100. 505 in 100. 510 in 100. 515 in 100. 520 in 100. 525 in 100. 530 in 100. 535 in 100. 540 in 100. 545 in 100. 550 in 100. 555 in 100. 560 in 100. 565 in 100. 570 in 100. 575 in 100. 580 in 100. 585 in 100. 590 in 100. 595 in 100. 600 in 100. 605 in 100. 610 in 100. 615 in 100. 620 in 100. 625 in 100. 630 in 100. 635 in 100. 640 in 100. 645 in 100. 650 in 100. 655 in 100. 660 in 100. 665 in 100. 670 in 100. 675 in 100. 680 in 100. 685 in 100. 690 in 100. 695 in 100. 700 in 100. 705 in 100. 710 in 100. 715 in 100. 720 in 100. 725 in 100. 730 in 100. 735 in 100. 740 in 100. 745 in 100. 750 in 100. 755 in 100. 760 in 100. 765 in 100. 770 in 100. 775 in 100. 780 in 100. 785 in 100. 790 in 100. 795 in 100. 800 in 100. 805 in 100. 810 in 100. 815 in 100. 820 in 100. 825 in 100. 830 in 100. 835 in 100. 840 in 100. 845 in 100. 850 in 100. 855 in 100. 860 in 100. 865 in 100. 870 in 100. 875 in 100. 880 in 100. 885 in 100. 890 in 100. 895 in 100. 900 in 100. 905 in 100. 910 in 100. 915 in 100. 920 in 100. 925 in 100. 930 in 100. 935 in 100. 940 in 100. 945 in 100. 950 in 100. 955 in 100. 960 in 100. 965 in 100. 970 in 100. 975 in 100. 980 in 100. 985 in 100. 990 in 100. 995 in 100. 1000 in 100.

3000 KENO

Made in 25 sets or 125 sets each. Placed in 25 sets each the following and price. 125 in 100. 150 in 100. 175 in 100. 200 in 100. 225 in 100. 250 in 100. 275 in 100. 300 in 100. 325 in 100. 350 in 100. 375 in 100. 400 in 100. 425 in 100. 450 in 100. 475 in 100. 500 in 100. 525 in 100. 550 in 100. 575 in 100. 600 in 100. 625 in 100. 650 in 100. 675 in 100. 700 in 100. 725 in 100. 750 in 100. 775 in 100. 800 in 100. 825 in 100. 850 in 100. 875 in 100. 900 in 100. 925 in 100. 950 in 100. 975 in 100. 1000 in 100. 1025 in 100. 1050 in 100. 1075 in 100. 1100 in 100. 1125 in 100. 1150 in 100. 1175 in 100. 1200 in 100. 1225 in 100. 1250 in 100. 1275 in 100. 1300 in 100. 1325 in 100. 1350 in 100. 1375 in 100. 1400 in 100. 1425 in 100. 1450 in 100. 1475 in 100. 1500 in 100. 1525 in 100. 1550 in 100. 1575 in 100. 1600 in 100. 1625 in 100. 1650 in 100. 1675 in 100. 1700 in 100. 1725 in 100. 1750 in 100. 1775 in 100. 1800 in 100. 1825 in 100. 1850 in 100. 1875 in 100. 1900 in 100. 1925 in 100. 1950 in 100. 1975 in 100. 2000 in 100. 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 Address: P. O. BOX 223, Garfield, N. M.

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Now Booking Attractions for 1940
 Address: A. WALKER, Toledo, Ohio

GOLD MEDAL SHOWS

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 Address: G. S. ALLEN, Chicago, Ill.

contracts from the North. Special Agent Ed Moran, who is wintering in Texas-Rank, Tex., is in charge of the wintering here and a large number in Texas-Rank. Messinger Zimmers and wife left for Dallas for a visit with the latter's folks.

PEARL HARRIS.

Barfield's

MACON, Ga., Jan. 20.—Work at quarters for circuses here has progressed well under direction of Superintendent Clarence Barfield. Mr. Barfield returned in time for the Georgia Fair Meetings. Besides many of shows presented, he had as special guests Charles Sparks, of Dennis Broadway, and Dr. O'Connell, president, and Tom Arnold, secretary-treasurer of the (Ga.) Fair. The Barfield spent a vacation in Florida, visiting Tampa, Jacksonville and Miami, where they were guests of W. H. Barrett on a trip in his cabin cruiser and at cocktail party in his home. Robert J. Burke, formerly with the shows, but now in the automobile business, accompanied them. They also visited with Mr. and Mrs. Billie Clark in Texas. Mrs. and Billie took Barfield on a fishing trip in his new motor boat. Writer leaves soon for an extended booking trip.

R. E. STEWART.

Tothill's

LOGICPORT, N. Y., Jan. 20.—Quarters work is slated to get under way here about the middle of February. Present plans call for a new front and manager, and all equipment will be installed. New contracts have been ordered and management plans to enlarge shows for 1940. Personnel is expected to remain the same, excepting that Edward Akne was recently signed as publicity director. Mr. and Mrs. Van Cliff have booked their two commissions, and Mr. and Mrs. James have signed theirs. They Lyman has booked his midway case. This year the Tothill will winter in New York the organization.

M. TOTTHILL.

Hilderbrand's United

BEAUGARDEN, Calif., Jan. 20.—Activities at new quarters here have taken on added pace with arrival of painters, carpenters, electricians and ride boys for completing work on Jan. 1. Work here is opening at Riverside County Fair, Indio, Calif., this month. Shows being painted and several new show fronts completed in keeping with new midway arrangements to be established this season by Owner O. H. Hilderbrand. Because of reports obtained thru the subleased advertisements shows line-up is almost complete, with everything ready for opening work on Jan. 1. Full correspondence is under supervision of John

SCENE OF THE PACIFIC COAST SHOWMEN'S ASSOCIATION'S annual memorial services in Showmen's Hall, Evergreen, Colorado, Los Angeles, on January 14, stages under direction of George W. T. Hood, executive committee chairman. More than 400 members and friends attended. Mrs. Ned Dodge, of the Little Church Around the Corner, rendered opening and closing benedictions. E. H. C. G. performed the invocation. The parade was held over the grass, with Hollywood Lodge Knights Templar Band provided music. Photo furnished by Harry Oldham.



A MEMBER of the modern school of press agents, L. C. [Ted] Miller this month will general agent the Danny Shows, having recently signed in Raleigh, N. C. with Mrs. Herman Bentley for 1940. Conducted into the covered field by L. Alvarez Cook a few years ago, Miller has seen several other shows on the circuit with Mrs. Alvarez Cook and Collins & Wilson Shows.

H. Holsley and the writer. Maxwell Stewart has been appointed manager of the No. 1 unit, giving his charge of contract work. General Agent Lucile King returned from a booking trip this week. Wynn Newcomb and George Morgan left to start work on several spring promotions.

WALTON DE PELLATON.

Fundak

NEWMAN, Ga., Jan. 20.—Moses Toth, Shogham, Kern, Greenbaum, Hankin and Spector are making rapid progress with rebuilding activities. New entrance and painted show fronts, featuring a variety of rides, have been constructed. Electrician Theo Maschos reports from Canfield, Ga., that he and family will arrive on February 29 to build towers and set up a new transformer. Clowns and sawdust presented the surroundings last Saturday when James, chairman of the day at the fair, Dent's Band and Volante, and Route Hotel, fire acts have signed and will report on March 2.

TED C. TAYLOR.

Fuzzell's United

OXFORD, Neb., Jan. 20.—While spending the holidays here with Mrs. Pratt's

parents, the writer was informed that Manager T. A. Fuzzell purchased a Thunderbolt Ford truck and a Green Day truck for shows which will be wintered in North Little Rock, Ark. Fuzzell is also wintering here, but is passing mainly in quarters and a crew chief in charge. The Green Day has a Christmas party at their home on Christmas Eve. A list of shows followed by a visit from Santa Claus with the writer wearing the white, brown and black. Mr. Fuzzell had hosts at dinner on Christmas Day. Among guests at which party were: Mr. and Mrs. F. A. Fuzzell, Mr. and Mrs. Roy Goldstein, Mr. and Mrs. J. Nell, Mr. and Mrs. Al. Stanley, Mr. and Mrs. Gena Crumston and Mrs. Pratt and the writer. After visiting Mr. and Mrs. Harry Carshaw in Ford City, Pa., the writer and wife will return to their home at the Springs, Ark., to complete painting and repairing work on their executives for 1940.

F. W. FRATT.

King Reid

DOMEST, Va., Jan. 20.—All equipment was stored in shows' large tiered quarters here after close of a profitable season. Mr. and Mrs. King Reid will leave in May and a small No. 3 ride unit, King Reid is wintering in Tennessee. Work also will be opened. Work is scheduled to start about February 15. King Reid is wintering in Virginia with front Owner-Manager King Reid has been attending the Tallahassee, Fla. meetings.

JACK MOORE.

Great Sutton

COCOCOLA, Ark., Jan. 20.—Work in quarters has been progressing rapidly. Mr. W. W. Cochran is visiting friends in Hotspur, but will be back in time for opening in Malpa and St. Louis. They are in Florida where the latter has been in a local hospital. The wife is recovering. However, Mr. Cochran and wife, Gladys, are wintering in Memphis, Tenn. The writer will be in Hotspur in early May. The writer reports that Mr. and Mrs. G. W. Britton, Jack Jolin is wintering in Florida with D. C. and Maddy Cook is operating a show in Malpa and St. Louis. Shows plan to open in April and Manager Sutton at present has a new building a new office located. Mr. W. W. Cochran is acting as general agent. H. H. Malsky, post-office contractor, is wintering in Kansas and will be back for 1940. Mr. and Mrs. Smith and son have booked their new show in Malpa. Mr. and Mrs. Malsky will leave search at this writing. Manna and Mrs. J. J. Malsky will be with the show later this season and Manager Sutton signed Cotton Hills to run his Malpa show.

LEWIS HOPKINS.

Miner Model

PHILADELPHIA, N. J., Jan. 20.—Work at quarters is expected to get under way later this month, when all truck units will be overhauled and rides and shows put in shape for the coming season, which will include shows' full opening. They plan to enter free sets again as in the past season. Mr. J. P. Miner will be back in Philadelphia in a few days. About twenty visitors were Raymond Parker, transportation superintendent, Mr. Miner, Mr. Miner and wife, concourse, and C. Williams and H. Wagner, Mr. Miner, Mr. Miner and wife. The writer will be in Philadelphia in 1940, as will Marshall Snyder and Roy Ditz, writer. Mr. Ditz will not get away until the latter part of 2007. Mr. D. G. SMITH JR.

MOTOR CITY SHOWS

NOW BOOKING ATTRACTIONS FOR 1940 SEASON. WOULD LIKE TO SEE SMOOTHERS. Address: A. S. PHEERIS, P. O. BOX 1928, Detroit, Michigan

MAGIC EMPIRE SHOWS

Now Booking Shows and Attractions for 1940 Season. Would Like to See SMOOTHERS. Address: A. S. PHEERIS, P. O. BOX 1928, Detroit, Michigan

Legal Implications of Trade-Mark Infringement in the News and Entertainment Industries

By LEO T. PARKER, Attorney at Law

COPYRIGHTS are registered with the Copyright Office, and **TRADE-MARKS** are registered with the Commissioner of Patents, both in the United States and in foreign countries.

Since the liability for infringement of copyright is less than that for trade-mark infringement, we shall in this article review copyright and leading higher courts with respect to such matters. It will be seen that such matters are especially familiar. In this article we shall review trade-mark infringement and the higher courts which deal with such matters.

Trade-mark infringement may be defined as the use of a name which is the best distinction between copyright, trade-mark and trade name. A trade-mark is a mark or design, or both, which is used on a work of art, as a book, picture, printed matter, or the like. A trade-mark may be a name, mark or other distinctive design which identifies the manufacturer of the goods. A trade-mark may be a name, mark or other distinctive design which identifies the manufacturer of the goods. A trade-mark may be a name, mark or other distinctive design which identifies the manufacturer of the goods.

Use of a name which leads to lead to confusion and to enable the imitator to obtain business as a result of confusion.

On the other hand, when any owner of a trade-mark disseminates the use any other name, he is liable for infringement as to his own exclusive property.

For example, in *N. Y. v. Time*, 257 N. Y. 213, 1931, the court held that the use of the name "Time" by a competitor, who had adopted by a competitor, it is interesting to know that the court refused to grant an injunction to stop use of the words "Boy Scouts" by the competitor, that, because the defendant had had discontinued using this name; and second, because granting an injunction would infringe on the defendant's right to use the name without incurring any financial loss to the latter.

Therefore, it is apparent that while one who copies either a "name" or the make-up of a product, but if the original user of a trade-mark, or name of a product, disseminates use of the name then it becomes public property and any one may without liability adopt and use the name.

When Infringement

Various higher courts have held that a person may be protected in the use of a name, building or other designation used in connection with his business, but he is not entitled to the use of any given mark or name, to the extent that it is a name or mark selected for his place of business, or in connection with his business, or in connection with his business.

Another important point of the law is that one who disseminates information cannot sue for his goods or business or advertisement, if another has established by a long course of use, the name or name of his business, or in connection with his business.

Under any and all circumstances, the latter is entitled to sue and sue not only to recover the actual damages and punitive damages, sometimes in the amount of ten times the actual damages. The latest higher court case involving these points of law is *Truett*, 257 N. Y. 213, 1931.

The facts of this case are that a company had used the name "Time" for a long period of time. The latter was well-known goods of another manufacturer. The latter was held liable for the actual damages and punitive damages, sometimes in the amount of ten times the actual damages. The latest higher court case involving these points of law is *Truett*, 257 N. Y. 213, 1931.

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Trade-mark infringement of a trade-mark is not based upon trade-mark infringement law, whereas a suit to prevent the use of a name which leads to confusion and to enable the imitator to obtain business as a result of confusion.

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but the important question is: Did the person accused of infringement actually copy the subject of the litigation? If so, the person accused of infringement is liable for infringement of a trade-mark, and is liable for infringement if both arrived at the result thru independent research, or by reference to the same thing, was a model.

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Also, in *Time*, 257 N. Y. 213, 1931, the court held that the use of the name "Time" by a competitor, who had adopted by a competitor, it is interesting to know that the court refused to grant an injunction to stop use of the words "Boy Scouts" by the competitor, that, because the defendant had had discontinued using this name; and second, because granting an injunction would infringe on the defendant's right to use the name without incurring any financial loss to the latter.

Therefore, it is apparent that while one who copies either a "name" or the make-up of a product, but if the original user of a trade-mark, or name of a product, disseminates use of the name then it becomes public property and any one may without liability adopt and use the name.

Trade-Mark Infringement

Various higher courts have held that a person may be protected in the use of a name, building or other designation used in connection with his business, but he is not entitled to the use of any given mark or name, to the extent that it is a name or mark selected for his place of business, or in connection with his business, or in connection with his business.

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SEEK DIRECT POSITIVE PAPER - NO FADING... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

SEEK TWO DIRECT-POSITIVE CATALOG... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

PHOTO MEN - WHY WASTE TIME AND PAY... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

PHOTO MACHINES - MAKE FAST MONEY... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

SOLELY DEVELOPED - TWO PRINTS EACH... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

100 PHOTO GALLERY - COMPLETE... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

SALESMAN WANTED

AMAZING SALES ROOSTER PLAN FOR FILLING... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

QUALITY LINE EVERYDAY BUSINESS NEEDS... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

NEW PROPOSITION FOR MAGAZINE EDITORS... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

REPRESENTATIVE WANTED... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

WANTED - AMERICA'S FINEST SIDE LINE... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

SCENERY AND BANNERS

FEST CARNAVAL SIDE-STAGE BANNERS AND... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

RENT BARGAIN... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

TENTS - SECOND-HAND

RECENTLY USED, GOOD AS NEW... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

RENT BARGAIN... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

THEATRICAL PRINTING

LARGE COLORED HERALDS - \$15.75, 1,000... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

PRINTING... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

WANTED TO BUY

THEATRE PLAY TABLES - CHAMPION... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

PAY CASH FOR OLD WHEEL... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

WANT TO BUY FLOOR SANDER... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

Show Family Album



MEMBERS of the Jack Simeons Stock Co., snapped in Detroit, Kan., in the fall of 1914. The company was a three-day-repertoire troupe which played chiefly in Kansas and Nebraska theaters...

The Billboard invites its readers to exhibit photos taken from 1915 to 20 years ago. If especially requested that pictures be CLEAR and that they be accompanied with accurate descriptive data...

At Liberty Advertisements

Figure Total Number of Words in Copy at 50 a word - FIRST LINE IN THIS STYLE TYPE. 2 to a word - FIRST LINE IN THIS STYLE TYPE.

Minimum 25c Cash With Copy

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this expense...

AT LIBERTY

ACROBATS

AT LIBERTY - GIRL AERIALIST, CAN WORK SINGLE SHOWS... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

BAD PERFORMERS - AERIAL OR GROUND... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

JOHN YANCHAK - BEST HIGH PERFORMER... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

AGENTS AND MANAGERS

PERSONAL MANAGER - Available because of... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

BANDS AND ORCHESTRAS

HAWAIIANS - FOUR NATIONAL... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

ATTENTION, BUYERS OF QUALITY INTER... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

SECRETARY-TREASURER - 14 YEARS' EXPER... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

SIDE SHOW MANAGER - JAMES M. COLE... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY - Full Stop for music 1940 Side... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

FLORISSANT VARIETY SHOW - 14m. 1m. 3... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

COLORED PEOPLE

AT LIBERTY - Colored Dresser, Orchestra... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

DRAMATIC ARTISTS

AT LIBERTY - Helen County, stage manager... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

MAGICIANS

FIRST CLASS MAGICIAN - FOR CLUBS... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

MISCELLANEOUS

AT LIBERTY NOW - A-1... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

LADY PALMIST and Psychic Reader... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

NEW YORK PUBLICITY WOMAN - Available... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

M. P. OPERATORS

PROJECTIONIST - ELECTRICIAN - CAPABLE... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

PROJECTIONIST - CAN OPERATE BOTH... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

CIRCUS AND CARNIVAL

FLAGEOLET PLAYER AT... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

AT LIBERTY

MUSICIANS

TENOR CLARINET - ALTO... THE POSITIVE CO. OF ALBANY, 249 1/2 W. 42nd St., New York, N. Y.

Wholesale

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

Button-Board Workers Make Ready for Profitable Year

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

NEW YORK, Jan. 25.—Indications are that button-board boys are in for a good time in 1940. Their campaign will be brilliant as well as busy. They are getting busy voting on their mind. Past elections have produced big profit for these boys. They are determined to repeat this year. There are enough holidays and special events scheduled through the year to keep pitchmen ready for about 40 days in the big event bonusing new and workers are looking to New Orleans to pick up cash. It is estimated that about 50,000 buttons will be on hand for the event. Following the Mardi Gras workers are planning to march on Winchester, Va., for the Aggie Students Festival. Then come circuses, carnivals, rodeos, fairs and the football season which will get under way. Patrick's Day, Washington's Birthday, Fourth of July, Navy Day and Army Day always bring big business for these boys. Presidential election is treasured there will be more work and buttons for the boys.

The button business has an interesting history. The first big order of buttons was to Charlie Henning. He was associated with his nephew, Meyer E. Henning, in New York when William McKinley bought an order for buttons. Senator Mark Hanna, it is said, ordered 5,000,000 McKinley buttons.

Past profits Spoiled

Fishermen, seeing the possibilities offered by the item, got on the bandwagon and the business swelled into an industry. Pittsburgh is credited with being responsible for the setting of more button men along the coast. According to Ed O'Leary, of the Pittsburgh Button Co., the firm sold about 800,000 buttons during the first year. The firm released the film back to America. Of this number 73,000 were sold in a day at 10 and 25 cents each. What slowly happened in Paris factories began to turn out the items. Machines were invented to produce the novelties backed onto the ribbons, making the item more popular and boosting the profit.

Cross-Country

An incident of interest is the manner in which Albert Epstein, head of Epstein Novelty Co., sold vast quantities of Lindbergh and Robert of St. Louis buttons. He supplied a number of pitchmen with them to work New York. A total of about 1,000,000 buttons were sold in a day at 10 and 25 cents each. What slowly happened in Paris factories began to turn out the items. Machines were invented to produce the novelties backed onto the ribbons, making the item more popular and boosting the profit.

When King George VI and Queen Elizabeth visited these shores last year, they were followed by a large number of buttons with his picture on them. It was sold in great quantities along the route with outstaid. Wherever King George visited, buttons were sold in great quantities along the route. The result was a total sale of well over 1,000,000 buttons.

The Union Firm specializing in future events may run in Philadelphia, but there are large numbers of firms in New York. When Dave Brown announced that he would put the United States on a ribbon, a large number of buttons with his picture on them were sold. It was sold in great quantities along the route. The result was a total sale of well over 1,000,000 buttons.

salesmen and enthusiastic support in this campaign. "Patriotically yours,"

The campaign, of which the above letter was a part, was extremely successful. It was a model in working up a mailing plan to fill your own particular needs. **HAPPY LANDINGS.**

Goldstein Bingo Bill Introduced In N. Y. Assembly

NEW YORK, Jan. 26.—A bill to legalize merchandise bingo sponsored by charitable, educational, religious and fraternal organizations or by volunteer fire departments and granges has been introduced in the Assembly by Aarons J. Goldstein, of Kings County.

Under terms of the bill bingo would be subjected to strict regulation by local government and could be operated only under sponsorship of bona fide groups. Only organizations in existence at least ten years prior to application for a permit would be allowed to hold games of the bill in general. It also sets up a system of local permits to be issued by police departments or by the town clerk in unincorporated areas having a police department.

All bill profits awards to merchandise groups and profits from a portion of prizes to \$500 in one day of playing. Day tickets are outlawed.

Goldstein's bill would also create a graduated scale of permits and provide that permits could not be used by individual locations for any purpose but for bingo. A license would be established, the first for one day and allowing not less than 15 or more than 60 games, and the second for operation of bingo once weekly. Where games are played once a week a \$100 license is provided for instance of only one permit per day in one location.

Five per cent under the first class are set at not below \$1000 allowed by license. A second class of license would cost 100 to \$900, \$85, 200 to \$100, \$200, \$250; and third, \$50, 200 to \$100, \$200, \$250; and third, \$50, 200 to \$100, \$200, \$250.

Violations of any provisions of the bill would be punishable as a misdemeanor, which carries a fine of \$200 or 60 days in prison, or both.

Bingo Draws 2,431,861 Fans

CINCINNATI, Jan. 26.—A total of 2,431,861 persons paid \$1,224,681.19 to attend 622 bingo parties here in 1939. It was learned recently when Police Chief Weatherly filed a report with City Manager Sherrill.

According to Chief Weatherly's tabulations, the report shows an average of 66,776.6 persons were attracted by promoters, who are given permits under restrictions established by city council. Prizes averaged \$60.

Organizations sponsoring the games net \$1,429,000, he said. The games, which average \$4 a week, average \$156 a game of 66,776.6 people. Average cost per person.

Speaking of the report, Chief Weatherly said: "This shows that bingo must be regulated and reported to the police department in this city." He added that Cincinnati is the only city in the world that has had bingo outlawed the Cincinnati Bell.

Shell and Tropical Items in Demand

NEW YORK, Jan. 25.—Demand for shell and tropical novelties continues to increase in this section, and bingo operators are watching these novelties as prime goods. Items that are declining include shell and tropical novelties and are lighted

GO BUSINESSES

BY JOHN CARY

JERRY GOTTLEIN, bingo operator, has been conducting games for a church group for the past 35 years. He successfully has been the series that attendance has increased steadily and only one game lost money, a game held during the week between Christmas and January 1. It is good news to know that a committee can keep up such interest in games for 35 weeks. We were interested in this series and asked Jerry about it.

To begin with, Gottlein uses plenty of merchandise. Shows holding games are 42 feet in length and cover nearly the entire back of the stage. Charts are spread, always a consistent advertisement, are spread out so that everyone can see the size and design. A 120-cup dinner set on display in the church lobby, on the stage, and all night long, or even on the mystery special. Admission charge for 35 games is 60 cents, and the entire special series is \$10.00 a party. The display carries much interest in the special and serves to bring repeat business. Gottlein reports.

Another outstanding feature is the manner in which prizes are awarded. Gottlein found that patrons were sometimes forced to take items for which they had no use. He decided to adopt an augmented policy by which the winner could take the items and choose a prize. At the last game a check-up revealed there were 100 items, including blankets, jack-up-and-go radios, silverware and porcelain, dresser sets, stainless steel, clocks and lamps.

To the extent a winner does not care for anything in the display a gift certificate is given and a \$100.00 bill is given at the next game. This keeps the buyer satisfied and builds repeat business.

In the event a winner does not care for anything in the display a gift certificate is given and a \$100.00 bill is given at the next game. This keeps the buyer satisfied and builds repeat business. He also hopes the take with a bit of shortness to give away. He has found that recently when the priest of the church planned to give the winner a prize, the owner called him. He said he was the series. Gottlein announced that game 3416 was to be played for the special benefit of the priest, so was also participating. "When the priest called me," he said, "I told him we were having a game and he took away." The priest replied that he would play for the special and numbers were called until he stopped. When the priest went to his pipe there was a tremendous applause.

on bingo shows to not look to the display.

Other items claiming top-flight demand are certain ash and pin trays, small plastic baskets with glass bottom and coral decorations and plastic, imitation alligator ash trays.

"Legal Distinction Between Infringements of Copyrights, Trade-Marks and Trade Names" See Carnival Department of This Issue.

Just Out! NEW CATALOG No. 2

FEATURING

Over 1000 new styles with their own designs. Many of the best in the business. Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

FREE NEW CATALOG

Over 1000 new styles with their own designs. Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

ELGIN & WALTHAM

REBUILT WATCHES \$175

About 18 Nos. in Chicago, Ill. 113 S. Dearborn St. Chicago, Ill.

FREE SECURITY

BIG REDUCTION IN PRICE

1000 Security Poles, \$5.00 per 100; \$27.00 per 1000. Double Pole Lanthorn Case, \$2.25 per 100; \$22.00 per 1000. Hanging Poles, 50¢ per 100; \$5.00 per 1000. Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

RELIABLE SALES CO.

113 S. Dearborn St. Chicago, Ill.

★★★ BLADES

1000 Blades, \$2.30
1000 Blades, \$3.75
1000 Blades, \$6.25

Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

NEW TURM SIGNAL

FLASHES FROM REAR WINDOW—EACH COATED AGENTS

Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

Key Check Stamping Outfits

Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

WHY WEAR DIAMONDS?

Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

NEW GUM BOX

Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

PIPCHMEN

A department for PIPCHMEN, Concessionaire, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER** (Cincinnati Office)

AN EXPERIMENT is released by Key Check Harry, of Matanzas, Fla.: "While out on the corner working my checks, Social Security plates and dog collars and plates, a well-dressed gent came along and asked for a watch. He gave me his name and address, but could not spell the word 'watch.' He kept me waiting until he decided what word to use. Finally he spelled 'watching' instead of 'water' tainer; which was quite a jump among a few of the boys standing around."

WHAT DO YOU SAY, boys and girls! Let this be the last of the winter you of them all. Get out those winter sticks. It takes less time than you think to write a pipe and send it to your friends.

KABLE B. WILSON, who is employed by the State of Ohio as a night watchman at one of the State buildings, Co. B. Co. has invented a contrivance to signal him each hour so that he won't miss putting a time signal.

MARTIN CARROLL writes from Chicago that he recently received a letter from Mrs. James Wardman, informing him of her husband's death. Wardman was a well-known professor and outdoor showman.

MISS GUY WARNER is in Allegheny Hospital, Pittsburgh, recovering from a recent operation, infra nasal throat.

BEST METHOD for sending up with a big kick out of the end of the year is to buy what you need and send what you have left over the year.

C. A. HANSON, who is writing for the post war artist with D. Weyl, Ardenwood, Cal., is writing for the post war artist in Okemah, Ok. He says business has gone up and he will like to read a pipe from Mr. and Mrs. Tony Traylor.

WILHELM WRITING in the room at New Orleans I ran into Mary Egan, who was spending a week here and was visiting like to read a pipe with me. She is a very nice girl. She advised she had three men working for her and she had a very nice job on a three-month vacation. Also see New England page.

P. M. WALKER, who is writing for the post war artist in Minnesota, says came out here (Seattle, Wash.) and opened in the house store November 17 with much media and has been doing well. Would like to see a pipe from the boys in Denver. Small Labor Union is now an leader East April 1. This pipe is all right if you are working in area.

BERNHARDT, in the first town I have found open to work for a \$7.00 per hour for three months. typewriter G. Glauser, "Town," he con-

tinues, "is a good place for a pitman with a small R. R. like one, fried chicken dinners, 18 meals, hair and eggs, hairdressing, and so on. I have a very good car in clean shape, 30 cents. Weather is warm and sunny. I would like to go to the business can make a good living, and the boys are friendly."

AN INTERCHANGE of opinion that this column affords results in the selection of your pipe problem.

TIM O'LAY is working a drug store in Birmingham, Ala.

MERRIBETH KID and Dr. Collins are reported getting together in Birmingham, Ala.

STANLEY NARRING writes from Columbia, S. C., that he is tired of these last week because of an attack of flu. He is working in Charleston, S. C. for six weeks, beginning January 22. Dennis Murray and Marty Hobbes are asked to give us.

EDDIE BIRD writes from Chicago: "Dropped into Sun Anshon after doing class in South Columbia, South Carolina. Found conditions slow in Northwest Texas and learned that one cannot get the climate. Am leaving for Kansas City, Mo. to work as a salesman of the winter. Gary, Inc. is asked to give us."

AL DECKER writes from Chicago: "Dropped into Sun Anshon after doing class in South Columbia, South Carolina. Found conditions slow in Northwest Texas and learned that one cannot get the climate. Am leaving for Kansas City, Mo. to work as a salesman of the winter. Gary, Inc. is asked to give us."

AMONG THOSE SEEN in N. C., which is listed in the book, is operated by Bruce L. Garner, are H. L. (Cotton) Harrison, Mr. and Mrs. Della Lutzman, and C. L. Deboer, character reporter for The Progressive Farmer, magazine, R. F. Smith.

IF YOU'RE HOPING a good one, you'll have little chance of making the big score. Most people is stepping with more and more distribution each year.

KENTUCKY LAY writes from Chicago: "Dropped into Sun Anshon after doing class in South Columbia, South Carolina. Found conditions slow in Northwest Texas and learned that one cannot get the climate. Am leaving for Kansas City, Mo. to work as a salesman of the winter. Gary, Inc. is asked to give us."

What Danney's PIPCHMEN

OAK - HYTEX BALLOONS

Enjoy some real prosperity by selling this new feature - the globe - which the globe is making a hit. Ask your dealer about PIPCHMEN balloons, or write us for details.

Dr. OAK RUBBER CO. Kansas City, Mo.

MAN WANTED

Capable Handling Steady GOOD PAY

STORE ROUTE

1000 Security Poles, \$5.00 per 100; \$27.00 per 1000. Double Pole Lanthorn Case, \$2.25 per 100; \$22.00 per 1000. Hanging Poles, 50¢ per 100; \$5.00 per 1000. Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

PEN WORKERS

Watch This Spot for AMAZING PEN VALUES

STARR PEN CO.

33 W. Adams St., Dept. 6-60, Chicago, Ill.

SELL SIGNS

1000 Security Poles, \$5.00 per 100; \$27.00 per 1000. Double Pole Lanthorn Case, \$2.25 per 100; \$22.00 per 1000. Hanging Poles, 50¢ per 100; \$5.00 per 1000. Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

MEDICINE MEN

1000 Security Poles, \$5.00 per 100; \$27.00 per 1000. Double Pole Lanthorn Case, \$2.25 per 100; \$22.00 per 1000. Hanging Poles, 50¢ per 100; \$5.00 per 1000. Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

Yes! YOU CAN MAKE BIG MONEY WITH HOOPER UNIFORMS!

Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

VETERAN'S SERVICE MAGAZINE ANNOUNCES

Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

WHOLESALE CATALOG 4,000 BARGAINS

FOR SALESMEN & DISTRIBUTORS

SPURS

Includes: HARRY PAKULA & CO. 9 No. Wabash Ave. Chicago Ill.

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 slim.

Be on the safe side by thoroughly familiarizing not only yourself but your employees with the right and the wrong way of evicting a patron.

Reprints of the Eviction Law, Eviction Law, Eviction Law, appeared in The Billboard of October 28, 1939, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, The Billboard, 95-97 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not wish a postman to deliver your copies a check for \$1.00 should be enclosed. These copies postage will pay the mailing charge for each five copies. If more copies are desired the postage should be figured on the reprint. Leo G. Spitzer, manager of the Eviction Law, Boston, Mass.: "I have read the article and what you have said is just what I have been publishing. It is something that every fair employer and showman should have."

Three Knockout Demonstrations



WINDSOR ALL-LEAD PENCILS

Metal Covered - Nickel and Copper Finish

Like the Famous Pencil with Pocket Clip and Eraser

SENSATIONAL PITCH ITEM

A "NATURAL"

for Demonstrations

No Refills
No Broken Points
Always Ready For Use
THE CHEAPEST PENCIL
ON THE MARKET . . .
BECAUSE ONE WINDSOR OUTLASTS
25 TO 40 ORDINARY PENCILS.

- Smart appearance
- A full size solid shaft
- Long life
- Like 1 graphophone
- Light economy
- Like 4 more pencils
- Kinds of Shoppers
- Big instrument

CASH IN WHILE IT'S HOT
EVERYBODY USES PENCILS

SHEET WRITERS:

Look this item over
HOTTEST PREMIUM

in a million years.

★ **80c Doz.** Post Package

72c Doz. In Case

70c Doz. In 5 Cases

SAMPLE 10c, Plus Postage
25% Deposit IPMA Order, Balance C. O. D.

Your dealer show the point
first in his handwriting class
against ordinary.



No. 2

Further proof of
"clear very fine" eraser.



No. 3

Even
"grip" doesn't
get in the way
of "no lead"
writing on
"sandy" paper
clearly on any
ordinary pencil with a sharp point.



DEANE SALES CO. 134 WEST 32ND ST., N. Y. CITY

Pitchdom Five Years Ago

Harry Rosen was still carrying on in Minneapolis to illustrate results . . . Chuck Cowan has had a little success outlining the long gone working pens in Indianapolis. . . After a few weeks a few such items as Gessner's, Miss. Key Check Harry Hase had come for the "Miles" which they carry on in silver cases plates. . . Ralph Hunt was doing black business with Frisbee in Indianapolis. . . Proving it was proved a winner for Doc Lee WILLARD. . . Joe Reed, with under all sharp corners, and Jack Pevinsky, who was looking for some good in Greenville, Ala. . . Bill Clark in Los Angeles had Harley alone in Philadelphia looking . . . Sunshine and Ruth Rogers were still being shown in Charlotte, N. C. . . Ray (Doc) Lut stored his traps and luggage in St. Louis including a truck he was working in a hotel there. . . Harp and Maria, erstwhile road show entertainers, were doing a brief showing playing Milwaukee. . . Fred Stone was operating a juke box in Sixth avenue, New York, and Ralph Quinlan, Jack Leland, Ed King and Maxter in St. Louis. . . Tom Negorany was in St. Paul, Wis., doing the front stage entertainment. . . Tom Kennedy was working a chain saw in Asheville, N. C., an successful result. . . Working chain saws in Denver were George Berger, Indiana; Howard Kirk and wife, Indiana; Matt Golden, corn broker; Mr. and Mrs. Ewerson, carter, and the Grayson, horsekeeper. . . Eddie M. St. Louis including good results playing Northern Arkansas. . . Doc George H. Reed conducted a fair week's business in Chicago. . . Bob Doery was managing to do only an address playing the cabaret in Louisiana. . . One Gotta was vacationing in Little Rock, Ark. . . That's all.

ACCORDING TO REPORTS FROM some of the best and able presenters we are glad to say.

ANNUAL NEW YEAR'S PARTY at the Victoria Hotel, Oklahoma City, was the occasion for referring to Harry H. Kinkaid, his wife; "Among performers who participated were The Matrices, "Naps" Bess Mason, Tommy Cooper, Bobby Pittman and Doc Perce, who had appeared in the play. . . H. Kinkaid looked like the old days and was dressed with casual, casual pitch field. . . Among the writers, Fred Brown, H. Kinkaid and Billie Newman, Gabo and Grace King, Doc and Mrs. L. Herbert and Mrs. Heath, Leo and Hattie Walters, J. M. Pierce, Duke Doebler and Harry B. Moore.

DOC VICTOR B. LEED
is working some bits of pep in Mo.

DOC E. JOHNSON
is horseback out in Springfield, Mo.

LOUIE AND POLLY DEAN
are demonstrating in Muskogee, Okla.

REPORT HAS IT
that Matt Webster expects to work shore with some demonstrations in Oklahoma City until the top show season opens.

W. L. HARRIS
and Merle Ferguson are working about in St. Louis, Ark. and Duke Doebler, Doc De Mills and M. Pevinsky are carrying merchandise and used there, all apparently to good fine good the fish net and drive good results as Anderson.

ZACK WILLIAMS
Harry Hecood broadcast with headquarters in Canada but has had great success with used thirty-tons (pencil) in the city of the Missouri Hotel, Chicago, during the Coda Machine Convention there last and drive good results as Matt with the product.

E. L. KEENE
top the following thru from Kansas City, Mo. . . Fred Stone is carrying merchandise and used there, all apparently to good fine good the fish net and drive good results as Anderson.

TOP THE FOLLOWING THRU FROM KANSAS CITY, MO. . . Fred Stone is carrying merchandise and used there, all apparently to good fine good the fish net and drive good results as Anderson.

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has a striking message. Why he has not only proved himself a capable person, who so think for himself, but also that it may be considered as a matter of course to battle for your rights, much can be given even without the exposure of a law firm. That might have been a mental note that the judge who heard his case not only showed him the most admirable consideration but also added a kind-hearted consideration to the opinion rendered. Why on his ability to provide his will of contemplated injustice, it will give us a better idea of why his cause is not lost. It has not been said and unsolved for years."

Events for 2 Weeks

January 27-31.
MCGE—Lester, Leo-Glick & Pudley Shop, 70-24.
MCGE—Alphon. Walter Super Cabinet, 73-26.
H. J.—Trotter, Art Shop & Photo Shop, 72-36.
N. Y.—New York, Lugh Week, 72-28.
O.—Doris, Department's & Home Goods, 72-36.

January 28-February 8
MCGE—Leo, Leo-Glick & Pudley Shop, 70-24.
MCGE—Leo, Leo-Glick & Pudley Shop, 70-24.
MCGE—Leo, Leo-Glick & Pudley Shop, 70-24.
MCGE—Leo, Leo-Glick & Pudley Shop, 70-24.

HOT SPECIALS

GOMIC GLOVE FOLDERS, 2 Nickel, 90c.
VINTAGE ALL LEAD PENCILS, 80c.
STUNK PERFUME, Doc. Bottle, 50c.
WINNER ALL LEAD PENCILS, 80c.
NEW Sensational Fountain Pen, \$2.00.
TOOTHBRUSHES, 50c.
Wash in U. S. A. Gifts, 25c.

BENGOR PRODUCTS Co.

875 BROADWAY, NEW YORK, N. Y.

"FREE CATALOG"

of 500 of our
newest products
available to you
at no charge.
Name and address
on card.
Send to:
BENGOR PRODUCTS CO.
875 BROADWAY, NEW YORK, N. Y.

"CORRECTION"

Price List Corrected Last Week

B427 Snow Storm Tablets

50 tablets in each
box. 100c. In 50c.
in 20c. 100c.
100c. 100c.
100c. 100c.
100c. 100c.

We urge you to try these B427 tablets
before we are sold out. They are
the only snow tablets on the market.
Free Cash-Order on any order.
Write for details.

RICHARD APPEL, INC.

90 East 109 St., New York City

NO MIDDLEMAN'S PROFIT

YOU GET IT ALL!
READY-TIED TIE

Now buy direct from makers.
No middleman's profit. You
get the best. There is a price
difference between a ready-made
tie and a ready-made tie.
Why? Because a ready-made tie
is made of an expensive
material and is made in
the U. S. A. A ready-made
tie is made of an
inferior material and is
made in the U. S. A.

Dept. B, 38 W. 57th St., Philadelphia, Pa.

BIG PROFITS

Big Profits on
Business Opportunity
Supply Co. 125
Broadway, N. Y. C.
125 Broadway, N. Y. C.
125 Broadway, N. Y. C.
125 Broadway, N. Y. C.

MARDI GRAS & FAIR SPECIALS

Original Gold Beads with Purple Flowers, \$4.50
Original Gold Beads with Purple Flowers, \$4.50
Original Gold Beads with Purple Flowers, \$4.50
Original Gold Beads with Purple Flowers, \$4.50
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Original Gold Beads with Purple Flowers, \$4.50
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HARRY KEMNER & SONS, INC.

80 BOWERY, NEW YORK CITY

PHOTO MOUNTS

DIRECT FROM THE FACTORY
Mountings from 15c up to the largest
size. Sparking new designs, surprisingly
moderate prices and rush service. Write
us for illustrated circular. — Mounted
samples 3c each, postpaid.

THE GROSS PHOTO SUPPLY CO.

120 W. 40th Street, N. Y. C.

ELDIN & WALTHAM—Second-Hand

1185
\$2.40
H. SPARKER & CO.
120 W. 40th St., N. Y. C.

with stories, mainly of yesterday, that brought back memories of the pipe smoke that we detectors used to hold out to our friends in the street, and at the Grand in Detroit. All voted the name Harry Kinkaid (Colombian Williams) the most valuable performer ever lived. As the evening drew to a close we turned on the radio to hear a broadcast in honor of Stephen G. Pease. Our own Court Kester using My God Embassy from opportunity for you and myself, as we are both from Kentucky. The Court then did a dance and gave Hypnotism one of the stars of yesterday, as he did upon the stage at Tony Pastor's 40 years ago.

TRIPDOP OPINION: "Bad way to get the
line to go and dig for it."

TOM KENNEDY . . .
has received 36 demonstrations in Grand's case store, Pittsburgh, after a small stand in Harrisburg, Pa., during Christmas with pens and pencils.

WINSTON BOOKS . . .
will be in Pittsburgh after a successful holiday stand at Kaufman's department store during the holiday season. He worked corners with Kentucky Lee during Christmas week.

HAROLD NEWMAN
arrived in Pittsburgh from Philadelphia recently with pens and pencils.

JOHNIE ROSE . . .
and partner, Freddie Havel, left Pittsburgh recently to work jukeos in Miami, Fla.

CLARENCE SMITH . . .
with his menagerie, now calls Pittsburgh home, and is working now and then in the East.

BIG ANDREWS' who make him a set of
traps and a knife. Chicago.

DOC AND BARE BISHAW . . .
are working in the city of the Missouri Hotel, Chicago, during the Coda Machine Convention there last and drive good results as Anderson.

ROUTES

Advertisement from page 21
MAYNARD (Buck) Washington, D. C.
MORROW, Frank (Hiring Club) NYC, etc.
MURPHY, Walter (Hiring Club) Washington, D. C.

Book, Mildred (Sherry's New Year) CH. 10.
Daly, Delia (Friedrich (Dempsey-Vanderbilt))
Rosen, Peter (New 10 O'Clock) Baltimore, Md.

YAKIMOFF, ANN (889 Club) CH. 10.
VANDERBILT, MISS (Havana-Madrid) NYC, etc.
VAN DYKE, WALTER (Hiring Club) NYC, etc.

MISCELLANEOUS

Author, Kenneth: Boston, Illa. 24-2; Baker
Baker, Margaret: Florence, Ariz. 23; Taylor
Baker, M. 23; Taylor 23; Taylor 23; Taylor 23

MALEY, Vera (Friedrich) Detroit, Mich.
MANN, Edna (Chicago) NYC, etc.
MANNING, Mrs. (Chicago) NYC, etc.
MANNING, Mrs. (Chicago) NYC, etc.

MAE, Tyler (Ole Bill) Seattle, Wash.
MAGUIRE, J. (Chicago) NYC, etc.
MAGUIRE, J. (Chicago) NYC, etc.
MAGUIRE, J. (Chicago) NYC, etc.

WALKER, Betty (Chicago) NYC, etc.
WALKER, Betty (Chicago) NYC, etc.
WALKER, Betty (Chicago) NYC, etc.
WALKER, Betty (Chicago) NYC, etc.

LEWIS, Mrs. (Chicago) NYC, etc.
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BURLESQUE

(First Circuit Shows)

BERRY of Pop. (Chicago) Detroit 18-20; (Chicago)
BERRY of Pop. (Chicago) Detroit 18-20; (Chicago)
BERRY of Pop. (Chicago) Detroit 18-20; (Chicago)

DRAMATIC AND MUSICAL

Ann Lincoln in Elmdale (Georg O. El)
Barnesville, Ohio (Chicago)
Catherine and John (Miss Majesty) Montreal, Can.

CARNIVAL

Shows are for current week when no date
is given. In some instances, possibly
waiting points are noted.

CIRCUS AND WILD WEST

PLAZA RINGS: Davenport, Ill. 17-23; Rock-
ford, Ill. 23-31.

INSURANCE

Charles A. Lenz
"Showman's Insurance Man"
ATIS Insurance Exchange, CHICAGO

1940 CHEVROLETS

— TRUCKS AND PASSENGER CARS —
— DELIVERED —

Write CHAS. T. GOSS

WHO STANDS CHEVROLET CO.
UP

BYERS BROS.' SHOWS

NOW CONTRACTING
FOR SEASON 1940
Address: P. O. BOX 270, KENNETT, MO.

ROGERS GREATER SHOWS

WANT
SHOWS AND COMMISSIONS FOR 1940
Address: 112-1 1/2 Ave. South, Aurora, Ill.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Hartmann's Broadcast

The final reader of *The Laredo Times* has been told how much they will benefit there having a carnival year in their community, it's not the best of all times, please remember that the Greater United Show, J. George Loop's organization. Up to the line this year the Lee's are directly related to it through with his by-line this year. The Great Steamship Band, appeared in the *Laredo Times* of Sunday, January 14, 1940. This was the first time the first one dealt with the benefits to obtain, while the second deal with the carnival.

The idea, of course, is not new. We have all different kind of sales agents to do work about the town and below where their shows are, but only in the newspapers in the towns and below where their shows are, but only on the road as well. There is no doubt that such stories help the local public relations, and with the show of the stories in their possession, general opinion probably will be more beneficial than the residents with committee.

The first article by Lee on the benefits of a carnival to the community where it was read about three-quarters of a column and the second about two-thirds. The show will not permit of the publication of both, or to show that is better, but we are sure that a good portion of the art and so that was Lee tackled this week.

Continued with the opening of J. George Loop's Greater United Show at 10:00 o'clock on Monday, January 27, as expected, it is timely to mention that paragraph from members of the carnival organizing committee. It is hereby stated that they will all appear under Laredo News's Clubs, as they are potential advertising agents. They are created and sell locally.

While they have been residents of Laredo for some time, it is for the first time they have been by them to the heart of the carnival. The show is the one that is the main attraction and food experience have been visited at mid-time by those who are still in the carnival. The show is the one that is the main attraction and food experience have been visited at mid-time by those who are still in the carnival. The show is the one that is the main attraction and food experience have been visited at mid-time by those who are still in the carnival. The show is the one that is the main attraction and food experience have been visited at mid-time by those who are still in the carnival.

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When getting ready for the spring tour article for read and things for the carnival. The show is the one that is the main attraction and food experience have been visited at mid-time by those who are still in the carnival. The show is the one that is the main attraction and food experience have been visited at mid-time by those who are still in the carnival. The show is the one that is the main attraction and food experience have been visited at mid-time by those who are still in the carnival.

How far back the carnival "exposition" been used in the title of a traveling organization? We can't say, but the first time that the "Old" John Robinson's Circus used it was back in 1916, when the full title of the show was "John Robinson's Great World's Exposition with the attraction of the show." The title of the Central Year.

September 29 and Portsmouth No. 229. The reproduction advertisement was used to "obtain an advance" by William C. Browder, The Central Year, in which were used items and other items from the year 1916.

"You will see from this ad," says Hewitt, "that carnival were an exhibition. Besides the 'Old' John Robinson's show, there were many other early days in exposition." In the title, as to carnival using "exposition," the word "exposition" was used in connection with the Lockwood Exposition Co. in 1934 in Birmingham, Ala. The word "exposition" was used in connection with a carnival. That year I put an advertisement in the Birmingham paper. The word "exposition" was used in connection with a carnival. That year I put an advertisement in the Birmingham paper. The word "exposition" was used in connection with a carnival. That year I put an advertisement in the Birmingham paper.

Out in the Open

by Leonard Traube

Mr. Under Replies

KINGLEIGH BIRGE-BARNUM & HULLAY COMBINED SHOWS, INC.

Performer, January 11, 1940

M. A. C. Hartmann, Editor, The Billboard, 35 Spruce Place, Cincinnati, O. 45202

I have read your Mr. Leonard Traube's vitriolic column in your January 7, 1940 issue. It is clearly stated in your notice that your editorial policy permits the use of ad copy and represents it as these meetings we have attended this winter it has worked out only 30131 or 30132.

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But we wish Bill had commented on Cooper's first love, the circus, which has been the only business which has secured him a great reputation and a far from unimpressive livelihood. . . . The circus was the only business which secured him a great reputation and a far from unimpressive livelihood. . . . The circus was the only business which secured him a great reputation and a far from unimpressive livelihood. . . . The circus was the only business which secured him a great reputation and a far from unimpressive livelihood. . . .

The circus was the only business which secured him a great reputation and a far from unimpressive livelihood. . . . The circus was the only business which secured him a great reputation and a far from unimpressive livelihood. . . . The circus was the only business which secured him a great reputation and a far from unimpressive livelihood. . . .

Notes From the Crossroads

By NAT GREEN

A BOOKING OFFICE REPRESENTATIVE WHO DOES NOT TRY TO SECURE THE BEST FAIR MAN GOOD advice on selecting grandstands and other attractions. . . .

The one talk that covered on the satisfactory side was made by an old stage contractor, who has been in the business for many years. . . .

The two talks that registered trademarks were given by a number of some value even 100 delivered by me as limited experience. . . .

It begins to look as if something about the name of Herbert Kilian's dream of a traveling show is really being made real. . . .

Start a POTATO CHIP BUSINESS

IN YOUR OWN HOME!
MAKE MONEY!



We would like to see a photo of you in your potato chip business. . . . We would like to see a photo of you in your potato chip business. . . . We would like to see a photo of you in your potato chip business. . . .

FOR YOUR FAIR

1940'S GREATEST NEW THRILL

"The Flying Automobile"

With
FLASH WILLIAMS
THRILL DRIVERS

923 N. Central Ave. CHICAGO, ILL.

Horton United Shows

More interesting than ever, exciting, varied, thrilling, and fun. . . .

WANTED AT ONCE—A-1 PHONE MAN

Reference needed. Phone preferred. New Post Office, New York City. . . .

WANT—A PARTNER

FOR COOKERY WHO HAS TWO OR THREE HUNDRED DOLLAR BANK BILL.

S. H. DOWDY

P. O. Box 8, Hartford, Conn., U. S. A.

OLD ESTABLISHED CARNIVAL

With good equipment and well trained for \$2,500.00 per month or sell part of 1940-41 profits for cash. All details to S. H. Dowdy, Hartford, Conn., U. S. A.

LOOK

IN THE WHOLESALE MERCHANT SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

Arlene Wolf, Florence Benson and Bill Dell. . . . Jack Meyer, who was to manage the fair at Coeur, Ia. . . .

CLASS A CONTRACTS

(Continued from page 22)
contracts and the Lynch thrill show was booked. Last year's third circuit, Chesapeake Midway and Association, was broken up. It reorganized as Moose Jay, Lethbridge, and Fox. Albert W. Yorkin, Sask. letter two being retained Class B. Of 11 falls listed only 10 theaters indicated intention to attend during the year.
Class A shows set for the exhibitions are Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; and Saskatoon and Regina, Sask. Dates set in the Chicago loop are for falls by Canadian, Man., Saskatoon, Sask.; Dauphin, Man.; Yorkton, Sask.; Melville, Sask.; Red Deer, Alta.; Vermilion, Alta.; Lloydminster, Sask.; North Battleford, Sask.; and Prince Albert, Sask.

Warns Against Suspension

"Canada's war emergency will not affect Canada fair dates," said John A. East, Saskatoon, president of Class A in his opening address. He advised that the Federal act would not be enforced and that a better year is anticipated. Joseph Trimble, Portage La Prairie, president of Class B, asked that fair organizations make no suspending operations for the duration of the war. Reports he delivered, the suspension would cause it costly difficult to revive fairs at the end of the war because of heavy costs, such as for insurance and debentures.

Class A circuit elected Fred Robinson, Regina, president; A. Mohr, Brandon, vice-president; and Ed W. Johns, Regina, secretary. Class B circuit elected Charles E. Groeb, Portage La Prairie, an honorary title, president; Charles E. Groeb, Lloydminster, vice-president; J. B. Holden, Vermilion, W. D. Brown, Dauphin, and H. E. Beatty, Melville, vice-presidents.

More Attraction Held

It was decided to hold the 1941 con-

vention in the Port Harry Hotel, Winnipeg, in January. Attendance was put about the same as in former years. Fifty exhibitors, about 75 and a number of salesmen representatives are expected. This year, seven visitors being representatives of Art B. Thomas Shows and Gibraltar Shows. Attendance expected is indicated. Exhibitors, Royal Ontario International Exposition, Edgar J. Schooner, DuWald attraction, Williams & Lee Attractions, Mrs. Olga & Williams, James Lynch and his Death Dodgers, Pat Purcell; Percy Owen, Chief Pipe Band, Ball Players, Canadiana Attractions, John Weller, Art B. Thomas Shows, John O'Farrell, J. B. Thomas, Cliff Tovey, William Collins; Royal Amusement Shows, Carl E. Harting, W. E. Lefebvre, William H. Shows, Frank H. Conklin; Wallace Iron Shows, J. P. (Jimmy) Sullivan; J. J. Cavanagh, H. J. Cavanagh, J. J. Jones Exposition, Mrs. Johnny J. Peterson, J. C. (Tommy) Thomas, Dr. Lawrence Phillips; Goodman Wonder Shows, Max Goodman; Old Mold Shows, Oscar Wharton; Percy & Little Shows, Noble G. Pearly; Phil Little; Northwestern Amusement Co.; Zue Miller; Leo Brock; Gus Run Agency, George H. Pinn; Hamilton Booking Office, George Hamilton; Clarkson Bros. Amusement Corp., W. A. Garden, M. R. Nutting.

AFM ATTACKED

(Continued from page 2)
musicians from all small fairs in Minnesota and Wisconsin.
New scale calls for one full week's pay with each date rather than similar pay based on the six-day week as previously. Thus, according to present contracts, a show plays at different towns in the course of one week bookers would collect six weeks' pay. This is a real change from the former policy when road bookers were content to call a week a week and let it go at that.

As a result, report franchised company heads, fair contracts in this respect would have been handed to non-union laborers employing non-union talent, so heavy

roadside costs caused by new routing made it impossible for regular companies to compete.

It is indicated the issue would become a burning question when the annual meeting was held around in June in Chicago. However, it was also pointed out this would be too late for current negotiations.

MAGIC

(Continued from page 22)
House, that day, January 27. He says all magic is revived.
TUCHEK KEY, at present handling key in the Rose Hotel, of the Carlton Hotel, Mobile, Ala., leaves their ability to present magic dates in Georgia and the Carolinas.

DURE MORTGAGE has acquired the equipment of the E. Ryan Spook Party, which quit the road with E. Ryan's retirement two years ago, and is now presenting the "barker" to the Irish territory under the management of Chase C. McDermott. After an exhibition at the River, Salt Lake City, the show heads northward into New Mexico, it is reported.

HENRY GORDEN, magician and master of illusion, is keeping busy in Minneapolis after making his return from the road.
DAWSON, Minnesota magician, is working up a new routine to present in his own land theater next summer.
RAYMOND O. BILKINER has been elected president of Woodmen of the World, a fraternal organization chosen from Frank Richards, vice-president; Fred Richards, secretary; Ben H. Pinn, scribbler; and Donald Kingsbury, sergeant at arms.

BURLESQUE NOTES

(Continued from page 22)
burly subject ace and afterward in stertion together with Miss Barbara Brown, who organized the body to Chicago, where mutual took place in the family plot in Forest Hill Cemetery.
RAT MURKIN looked Rubber Neck Holmes, Mel Tan and Albee Kagan, dancers. Into the Beyond January 12 week.
WEINSTEIN is now manager of the Avon, a hit picture in South Brooklyn, for the

Brothers Circuit.
JOHN CATALANO, former Empire show executive, has been injured in a fall sustained in a recent auto accident.

LOVE ATTRACTION returned to the Fellows, Los Angeles, for the Dalton January 19, after three months' lively engagements in South America.
MAYBE BOB, with the Hirth circuit, threw a birthday anniversary party January 15 after the Chicago, Union City, N. J. circuit for Jerry Peluso, one leader of the Bridge, in city on road's return to a new show. Joy prepared and cooked a chicken dinner and Miss furnished the cake. Others invited were Tommy (Boss) Greer and Les Golden.

ED HAIRER, now Fort Mason, harmonica specialist at the Bridge week of January 12 and stood to a 10 weeks' contract, was seen previously in a field's return to a new show, where he headed his own company, the "Harmonica Wizard."

HMA PRODUCTIONS returned to the Gaiety January 19, relieving Joan Wray.

GEORGIA SOUTHERN faintly while at the Empire Newark, week of January 8. Donor advised a hit run because of heart condition, so Georgia vacated the week following before taking up her Washington date.
POLLA HARRIS, at the Rose LaBore show, Miss speciality, is working up a new show with specialty exotic dance. Some show a fully burlesque, Mrs. O'Leary, says dated from out-of-town attractions.
CIEL WOOD BELL, Valda, Isabel Brown, Joan Wray and Bob Rogers replaced Artistic Ross, Oray Wink, Doree Ray and Marvin Harmon at the Star, Brooklyn, January 27. MISS WINKLEY, who has moved from the Century, Brooklyn, to the Kings, where he was installed as stage manager in the post Tom Handy left, after six months, to become out front manager of the Howard, Boston.
HARLEQUINE (Dwight Miller, Newbergs), who opened as a new-burly comic, is happily, Miss last week, was in high salaries, made about a few years ago. More recently acted as stooge for Finky Lee, UVO.

LETTER LIST

Table with columns for names and addresses, listing various individuals and their locations across the country.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago

THE 1940 SHOW

By WALTER W. HURD

Since the 1940 Coin Machine Show may be regarded as the beginning of a new unity within the coin-operated machine industry and the start of a better public relations program, these two aspects of the annual convention should be considered first, for they are really important.

Two conventions were held about one year ago and both of them taken together have been classed as the 1939 Coin Machine Show. This editorial review of the annual conventions usually undertakes to compare the present convention with that of the previous year, but due to the fact of two separate conventions a year ago, real comparisons are hardly possible. We might as well consider the industry as making a new start in its organized public programs.

The 1940 Coin Machine Show was sponsored by the Coin Machine Industries, Inc., an organization formed by manufacturers about a year ago, and the 1940 show was its second venture in this field. While the CMI membership is made up of manufacturers, its name and ultimate purpose is broad enough to include many groups and interests under the one name. The name of the organization itself is suggestive of a unifying purpose. The preliminary report of total registrations indicated that 6,000 or more coinmen registered for the convention. This is an excellent record and it does not include the large number of friends and relatives of coinmen who viewed the exhibition during the evenings.

Credit to Venders

Much credit should be given to the vending machine division, particularly the manufacturers of cigaret and candy bar machines, for their strong support of the 1940 convention. Some fourteen firms exhibited machines in this field this year, while our records show that eight firms exhibited these machines at the convention a year ago. Thus, the cigaret and candy bar vending machine manufacturers can be said to have heartily supported the 1940 convention. The cigaret machine manufacturers also displayed more products this year at the coin machine show than at the tobacco show which was in session at about the same time. Taking the coin machine show and the tobacco show together, the manufacturers of cigaret and candy bar machines were really putting on extensive displays of their products.

Credit is especially due these firms because there has been, and still is, some opinion that maybe such merchandising machines do not properly belong in a convention which is generally regarded as dominated by amusement games. In a year which has been marked by hard efforts to unite the industry as a whole, the manufacturers of high grade merchandising machines came thru with real support for the annual convention. This was all the more noticeable because the music division did not show such marked support of the convention.

That business gains will come to the manufacturers of cigaret and candy bar machines goes without saying. The games industry had a difficult year in many respects

during 1939 and many operators have come to the conclusion to diversify more. Also, the total effect of the displays of cigaret and candy bar machines at the convention is so impressive from a business standpoint that not only will members of the trade itself be convinced of the growth of these machines, but newcomers will be attracted to such machines.

Convention Spirit

In the promotion of the unity of the industry, the prevailing spirit or atmosphere at the annual conventions is also significant. As a matter of personal observation in reporting on eleven annual coin machine conventions, I can say that less complaining was heard among the delegates at the 1940 convention than at any other convention within my memory. This was especially true of the first day. As I remember, it is the usual thing to expect lots of complaints on the opening day of conventions. The Home-Coming luncheon idea apparently helped a lot to give importance to the first day, but it is also true that the rank and file of operators have developed trade spirit, have come to understand the ups and downs of the business as they have grown with it during the past several years.

Organization among operators has also developed a spirit of fraternity that shows itself even in the national conventions. The city and State organizations encourage delegations to come to the convention, and when they get to the convention they have already been trained in working together for the good of the cause. The music operators and the cigaret operators in particular have developed more efficiency in organized work and their associations command respect as established trade organizations. Music operators are by far the larger group and they are manifesting a business and fraternal spirit that is very encouraging for the industry as a whole.

Those who remember the former years will recall the agitation and complaining that usually infected large groups of operators, and will notice how much better the spirit is at the present time.

An impressive indication of what organization has done for operators was to be seen at a dinner on the third evening of the convention, when official representatives of operators' organizations from all parts of the country were the guests of the manufacturers. That business experience and training was improving the group spirit of the entire body of coin machine operators could clearly be seen. As one manufacturer said: "We once opposed organization but we know now that more machines are sold and credit is better in areas where there is organization."

Good Publicity

Another factor in promoting the good spirit of the 1940 convention was the excellent work done by the publicity committee for the convention. Much credit is due Herb Jones, who was chairman of the committee. His work recalls an editorial in The Billboard, September 24, 1933, in which it was said:

"If there is any question as to talent or ability within

The HOTTEST TABLE on 4 LEGS

Keeney's
New 1940

PHONO

OVER 6000 SOLD IN 7 DAYS!

Any Ball may be a Winner
4 ways to win - 4 way bumpers

Introducing AN EXCLUSIVE KEENEY FEATURE

Keeney has done away with so-called step-up switches which have always caused vibration, noise and trouble in all pin games. Keeney now uses the same motor-driven step-ups that are used in the \$325 consoles—no more trouble—no more cost!

J. H. KEENEY & CO. NOT INC.
"The House that Jack Built" • 2001 CALUMET AVE., CHICAGO

the trade itself, the firms in the industry also have a number of capable industrial and publicity men who would be willing at all times to contribute ideas and services. Thus, the framework was at least for an effective publicity agency has existed within the agreement of the manufacturing industry for all these years, awaiting the agreement that manufacturing industry that consisting should be done. That is, has been anticipated by capable association workers here and there who would also help.

The convention management also this year employed the services of a nationally known public relations organization to secure favorable publicity in trade papers and in Chicago newspapers. The trade was many favorable news items in various trade papers just preceding the convention, and perhaps the only really favorable feature story ever to appear in a Chicago newspaper at the time of the annual industry convention.

The result of this publicity and of the good spirit which the industry will be to trade news is a favorable public opinion. There was a kind of gentlemen's agreement among the manufacturers also to keep most of the machines like bells off the convention floor. An abundance of machines were available to fill the exhibit halls, without the big displays of bells and similar machines that used to give the exhibits too much of a blanketing atmosphere. If the movie machines had been exhibited in full quantity the total display would have been very unimpressive.

The substance of admission agreements with the annual convention of the National Association of Toyshop Distributors and the All-Industry air-conditioning and refrigeration convention also were to create wider public understanding. The trade papers of the tobacco and the candy industries gave full publicity to the coin machine show, while our own trade papers also published

the co-operating conventions. Now, the good effects of all these moves toward trade unity and better public relations may only be destroyed by later developments during the year, but at least a good beginning was made by the 1940 Coin Machine Show.

Business Indications

The annual convention, coming early in the year, is always of interest for its indications as to trade trends. The general indications were very favorable at the 1940 show. Manufacturers reported many moves and good news at the convention itself. These reports and the indications were very favorable at the 1940 show. Manufacturers reported many moves and good news at the convention itself. These reports and the indications were very favorable at the 1940 show. Manufacturers reported many moves and good news at the convention itself. These reports and the indications were very favorable at the 1940 show.

The biggest gains in displays were shown by cigar machines and by seals. The table games seem to have needed a status quo. Expansion in the photograph field is largely in the field of accessories and in special adaptations of the photograph lens. In my review of the show a year ago I emphasized the expansion in the coin-operated field of the convention and the industry. Photographs and games are to effect trade stimulations in the marketing industry, as shown by the convention, is that of expansion by adding trade products, as contrasted with expansion in former years by adding giant facilities. This adding of new products is especially

apparent among firms generally known heretofore as music manufacturers.

Music Machines

The music machine division still continues to hold the industry in commercial importance and is organized of industry. Music operators are having reached a high stage in business growth. Three of the prominent manufacturers of phonographs did not exhibit, but the presence of two new phonograph manufacturers and of two special adaptations of the phonograph and an increasing line of cabinet and photograph accessories still made the music field highly impressive.

One prominent phonograph manufacturer was mentioned as being a leading worker for the unity of the industry. The presence of the record manufacturers must be set down as a decided adjunct to the trade. Columbia, RCA-Victor and U. S. Record Corp. had displays. These three still only contribute to the good atmosphere of the convention but their distributors and representatives are among the greatest champions of the phonograph operators in the country; many of them also led operating associations in their meetings and conventions. Some of the photograph distributors also exhibited phonograph accessories in 1940.

About seven firms exhibited 17 models of phonograph cabinets, and a wide variety of speakers and wall models were shown. Three firms exhibited needles. A total of 19 firms exhibited phonographs, records or cone accessories for the music operator.

Cigars and Candy

Since practically all of the giant machine manufacturers had added their machines to sell candy bars, it is not easy to report on candy vending machines. These firms featured candy

one of the few who didn't order
Are You
Keeney's new

ANTI-AIRCRAFT MACHINE GUN

Acclaimed by everyone as the hit of the new season. No photo-electric cells—no amplifiers—nothing to get out of order. Absolutely sensational in play.

PHONO OPERATORS! Keeney's New

REMOTE CONTROL WALL BOX

All the good features of other boxes PLUS many exclusive Keeney ideas. Only 4 1/2 the thickness of an ordinary pencil. Adjustable from 12 to 24 records—for any make or model phono.

Keeney's 1940 Line of CONSOLES

The finest and most complete line of money-making consoles. Track Time, Posttime, Triple Entry and a new 5 play Bell Time console.

RING A-ROUND A-ROSIE

Is your business traveling in circles, getting lost in places? There's a real future for your bank account in PHOTOMATIC! Day-in, day-out, year after year, S.C.I.D. profits. More and more smart operators are finding this out. Why don't YOU...?

INVESTIGATE
International Mutoscope Reel Co., Inc.
14-01 11th St., Long Island City, N.Y.

BARGAINS FROM DAVE MARION

Buy "DM"—let Us Quote You

Golden Bell 1 1/2	1 1/2	1 1/2
Golden Bell 2 1/2	2 1/2	2 1/2
Golden Bell 3 1/2	3 1/2	3 1/2
Golden Bell 4 1/2	4 1/2	4 1/2
Golden Bell 5 1/2	5 1/2	5 1/2
Golden Bell 6 1/2	6 1/2	6 1/2
Golden Bell 7 1/2	7 1/2	7 1/2
Golden Bell 8 1/2	8 1/2	8 1/2
Golden Bell 9 1/2	9 1/2	9 1/2
Golden Bell 10 1/2	10 1/2	10 1/2
Golden Bell 11 1/2	11 1/2	11 1/2
Golden Bell 12 1/2	12 1/2	12 1/2
Golden Bell 13 1/2	13 1/2	13 1/2
Golden Bell 14 1/2	14 1/2	14 1/2
Golden Bell 15 1/2	15 1/2	15 1/2
Golden Bell 16 1/2	16 1/2	16 1/2
Golden Bell 17 1/2	17 1/2	17 1/2
Golden Bell 18 1/2	18 1/2	18 1/2
Golden Bell 19 1/2	19 1/2	19 1/2
Golden Bell 20 1/2	20 1/2	20 1/2

Not Shipped Without 125 Cent. Order.

handlers in their display, which is a good gain for this field. Seven firms displayed floor models of candy vendors and probably five displayed wall models. About 10 models of candy bar vending machines (1500) were shown. Four firms displayed seven vendor models in 1940. Six firms displayed about 18 models of cone of cigar vending machines. Six firms displayed 14 models in 1939. In general, the biggest machine operators are getting more machine support to the 1940 convention, than in 1939. A couple of cleverer vendor lines on (See THE 1940 SHOW on page 63)

Modern Vending Opens New Offices

NEW YORK, Jan. 26.—Modern Vending recently has opened new offices to be its already large offices. Hundreds of operators and other customers in New York attended a sales opening conference. Heads of the firm are Nat. Cohn, Irving Sussman and Harry Brown. The list of guests follows:

Max Green, Jack Halton, Herbert Ball, John Murphy, Dave Stern, Harry Wechsler, Thomas A. Burke, Joseph Epstein, W. B. Littleberg, R. Fabton, Alan Greenberg, Ben Harris, J. G. Edwards, Edward Thompson, Jack Steinberg, Joe Gross, Thomas R. Lee, William Cofin Jr., Sam G. Hayward, Charles Brown, Max Berg, Manny Ehrenfeld, David Lov, Milton Kaufman, Charles Berlheim, Abe Kozoff, Fred Tulevich, Fred Shermis, John E. P. Adams, Charles Borkin, Russ Greenfield, Charles Brewster, Laurence D. Stein, M. J. Finney, Hal Traub, Abe Bernstein, Charles Lichtman, M. Ehrenfeld, Charles Ciolek, Harry W. Zarif, Al Bacon, Fred Davis, Walter Percival, John E. Vint, D. Rubin, Morris Morris Newman, Elias Sugarman, Sam Berger, John J. Metz, Harold Larns, Frank LeVine, Fred Drew, Paul W. Kelly, Robert Golden, J. A. Davis, Sam Krotberg, Bob Hill.

Paul Henry, Harry Beckley, Joe Mandel, Ben Chomsky, Charles Reisman, Frank Marshall, Paul Schmitt, William Blaser, Frank Reichman, Harry Hirsch, Morris Mann, Max Poniatoff, Freddie Tartaglia, George E. Briggs, Harry Ross, Joe McLennan, Fred L. Cohen, L. J. Pollock, Joseph Fisher, Hyman Chesser, Joseph Frick, Arthur F. Lott, Robert M. Miller, Jerome Pfanz, Al Jablonski, Leslie Shaver, William Proctor, William Bentley, Lawrence H. Seltzer, Fred K. Levitt, Irving Norman Mayville, J. A. Blumenthal, Ned Trenchman, Joseph White, L. Tolansky, Frank Reichman, J. Costello, W. W. Conroy, Nathan Sachs, C. T. Leitz, Bernard J. Birnbaum, John Muever, Ed Weinstein, Barnett Swanson, A. C. Tuftery, Frank Apel, Michael Verne, J. Frank, Frank J. Meyers, John G. Boyer, Robert H. Enobar, W. E. Payton, Max Bright, John Cantello, Norman Kunitz, Bert, Herbert Barclay, Max Shulman, William Behm, Milton Deyen, M. B. Rosenberg, Dave Telford, Henry Moor, Turner Tucker, I. Kerenofsky.

J. Y. Batteley, V. Green, H. B. Pomeroy, Philip Rylands, Joseph J. Schmitz, Arthur Sussner, Charles DeGrasse, Ed Giacometti, Alexander M. McDonald, Walter J. Schach, Lou Rosenberg, Jesse Robinson, Russ Alford, Harold Kahn, Dave Kluhn, Ben Cohn, Frank Bevisman, Alfred Klips, M. Lovewell, Bernard Lussig, John Esau, A. M. Chagnon, W. E. Frankel, Sam Levin, Louis A. Cohen, W. B. Conrad, Richard Barsban, William Jarrin, Louis Herman, Leonard Lehmann, Joseph G. Mullaney, Arthur Kottling, Walter Stern, Walter M. Jenck, Joseph Marmonio, E. Johnson, Albert Hoff, Frank Chabot, Leo M. Sulzberger, Joe Goldfarb, Jesse Friedman, Morris Kamin, Joseph Kaminer, Ben S. Leber, E. A. Simpson, M. J. Miller, Joseph Thayer, Meyer Spaz, George DeCroese, William V. Wachtel, John A. O'Brien, Miller, Louis Hirsch, Sam Taylor, T. J. Tracy, Frank Kaufman, Louis W. Gerson, Louis M. Cohn, E. A. Kowol, E. Norman Sanford Miller, Joseph Kahaner, J. H. Miller, Harry M. Green, J. H. Corman, J. Pfalz, M. Mann, D. E. Schein, Andrew Strycharz, Leon Paul, Jack Kay, Carl O'Brien, Joseph E. Shein, George Rosenberg, Leo Herman, Leonard Horowitz.

Miss Cohen, Herbert Engelberg, John Agelino, Joseph Frazier, Jack Grossman, Paul Yelton, W. A. Turner, Louis Kerenofsky, Max Sussner, Max Hershovitz, R. M. Smith, Lou Bernstein, Ralph McCornell,

NOTICE

Will pay cash for Baby Grandstands and Cottish Truck Records.

BADGER BAY COMPANY
1013 Main Street, Green Bay, Wis.

FOR SALE

William Wright and records, 20 1/2" Vitrol, 33" 78's, 28 songs. \$1.00. See ad. City A. 1081R



"SHE KNOWS THE BUSINESS"
The company is now being operated by Mrs. F. Muey, president of the Muey Vending Machine Co., a Rock-Ole distributor. Muey declares she not only knows the coin machine business, but is an enthusiastic adviser of Rock-Ole Amusement Light company.

Hand Ertle, Herbert Livingston, William Eble, Stephen Kallman, George D. Orton, Abe Sherman, J. Winterfeld, G. Coocher, H. Harrison, Edw. Chum, Michael D. Brown, E. Schwesler, E. Thompson, J. Schaefer, F. Spangerson, Joseph Reil, Donald Noonan, Harry Chell, E. Palmer, Max Jakobetz, Max Weiss, Albert Demner, Frankie Meadows, Marion Francis, Jack Taylor, Stanley Sears, M. L. Krawiec, Edward Taylor, G. H. Babin, Dan Ziegler, Bernard A. Ferdinac, Joseph Krawiec, P. W. Ray, S. Halderson, the Three Hysters, Joseph Dammann, John Munner, Jerry Oberman, David Baron, Lou Kroyer, John Miller, Bruno Minero, Alvin Malade, Lester M. Bertram, Don Moroni, Margaret Petrovica, A. J. Rose, Foster Bruttman, Irving Oruloff, M. Schick, E. Weinberg, D. Weisman, Helen Fretchen, Sam Ashkin, Lillian Koch, Flossie Barron, George E. Mayer, Emil Levy, Eugene Lavin, Irving Goldstein, David Perloff, E. H. Manley, Guy Massey, Milton Gordon, Frank Gordon, Fred Schmitt, Joseph Becker, Joe Padawan, William Wolf, Bob Kramich, Theodore Blatt, Walter Blatt, Dave Long Jr., John Caffery, Ralph De Muro, Walter Delaney, Arthur Koop, E. Paul, Morvia Colwell, William B. Miller, Max Perzman, M. Heller, J. Martin, John Collins, Joe Galambak, Anna Pearl, Lester Smith, Ralph Eddy, W. E. Stutzman, Carl Metzer, H. Weinberg, G. J. Morris, Helen Fretchen, Nat Berkman, Jerry Paffer, A. Kaufman, Sam Brown, A. Keller, Joe Rubin, John Kolloway, Robert Century, Paul Fommersly, J. R. Connor, Bill Jaccetta, M. O. Hamberger, R. B. Haskell, Jack Rosenblatt, Leonard Murray, Clayton Delavan, M. Scott, Louis Scholz, Roy

Northwest Exhibit Coming Soon...

The second Northwest Coin Machine Exhibit will be held in the Continental Ball Room, Hotel St. Paul, St. Paul, Monday and Tuesday, February 5 and 6. The exhibit and conversion is sponsored by the Minnesota Amusement Games Association, Inc., with headquarters at 184 Chicago Street, Minneapolis, Minn.

The Northwest exhibit was held about the same time a year ago and drew a large crowd of operators from the Dakotas, Minnesota, Wisconsin, Michigan and Iowa. A unique plan of display is followed in which the exhibit floor by type. Much larger space has been reserved for the 1940 exhibit and the association says that a complete display of all types of machines on the market will be shown.

Program

The following program for the two-day regional convention has been announced:

MONDAY, February 5, 10:30 a.m. Exhibits open, complete display of 66 1939 models of amusement games at 184 Chicago Street, Minneapolis, Minn.

TUESDAY, February 6, 10 a.m. Exhibits open. 1:30 p.m. Annual meeting of Minnesota Amusement Games Association, Inc. Election of officers for 1940.

6:30 p.m. Annual banquet and floor show in the Casino Room.

11 p.m. Closing of door prizes. Only those attending banquet are eligible to receive prizes.

9 p.m. Dining.

11 p.m. Exhibits and convention closed; exhibits also closed during the banquet.

Operators from the entire Northwest area are invited to attend. Advance notice may be sent to the association headquarters given above.

Simon, E. B. Brown, A. B. Baker, F. Collins, H. Tamm, Paul Kelly, Henry Collins, Joseph Mason, W. E. Mayhook, Thomas Oderson, Williams, C. Miller, H. T. Hayden, Dick Schweitzer, Joseph Lowenstein, Michael Blinsky, E. Cutting, Maurine Patena, Howard Blume, Judis Matka, Cheryl McKwan, Jack Berger, Harry Brown, Arthur Segar, W. E. Ashman, Nelson R. Springer, Al Schlegel, Morris Silberstein, Emanuel M. Weisfeld, Tony Giacinto, D. Zimmerman, Arthur Moth, A. M. Holzman, Louis Orlloff, C. M. Henz, Joseph White, John Malhot, Peter Cassidy, John Kelly, Frank Collins, Alex Wilder, Melv Miller, Chalk Bullock, D. Rosen, Bob Kaufman.

Pan Eck, Max Frustatini, H. Paro, Dave Kunitz, G. Hartberg, George E. Andler, Larry Greenleaf, Andrew Le Maena, Charles McHugh, A. M. Allen, George Michael, E. Altmann, Gilbert Engelmann, Murray Koenig, Ben Hecker, H. E. Holland, Samuel Tucker, Harry Levy, Joe Crick, Paul M. Puffer, Frank Kendrick, Sam Garcia, Ernest Madsen, Irwin H. Simon, Irving Simon, B. C. Carpenter, Fred Stark, Mauring Bick, Louis Rose, J. Marjorie, Jerry Morris, Arthur Kass, R. Hochenstein, Sam Sachs, M. J. V. Coth, J. Chub, Marie Petras, J. Lotchinsky, Frank Bergano, Louis White, Ben Lane, Joe Zart, William Levin, H. Herzog, Jerome Chapp, Max Cohen, Herben J. Gross, Charles Steinberg, Paul Kelly, Samuel Engelman, Charles Kaplan, Sam Hirsch, A. J. Andrews, Marty Silverstein, Charty Pateman, M. Miller, E. M. Kozoff, Max Kozoff, A. M. Silverman, J. Pruyman, Harry L. Kram, William J. Alberg, Albert W. Rodin, Robert Petrovica, David J. Kuzov, Walter Mize Jr., Charles Kuzov, Irving Sokolov, J. H. Vanover, A. J. Zingales, Gilbert Berdman, Abe Engelman, Barney Jacobs, Max Kane, M. Bernstein, J. P. Chaffetz, Harry L. Levine, John Dard, M. Kouss, N. Friedman, B. Schwartz, Charles Berlheim, Lester Hildin, Louis Schuch, I. Madsen, Sam Balder and Otto Freedman.

Chrest Is Named Exhibit Sales Mgr.

CHICAGO, Jan. 26.—John Chrest, former vice president of D. O. Eckman, coin machine manufacturer, a position which he held for 4½ years, has been appointed exhibit manager for the Exhibit Show at Chicago.

Chrest is well known in the coin machine industry, enjoying a wide acquaintance among distributors, operators and exhibitors. He has been in the business since coming into the coin machine industry over 12 years. He has held an assistant sales manager for United Publishers with offices in New York.

Chrest has a great trading experience in supplying distributors, opening shops and advertising in coin machine.

Chrest takes over the reins as sales manager, primarily handling trading in many successful firms, a few of which are the first-class installers. Besides his duties in Chicago, Chrest is one of five-half multiple coin freepay installers in addition to those given an exhibit carries a full line of diggers, crane machines, coin chairs, etc.

Groetchen's Sugar King Excites Show

CHICAGO, Jan. 26.—Earl Klein, official of the Groetchen Coin Co., reports that interest at the Coin Machine Show centered around Groetchen's new comical kid, Sugar King. "Its appearance received the greatest applause of any machine we acquired about it. The new foot-pedal idea in place of a coin slot, also drew a great pride from those who looked the machine over."

Sugar King is a one-side ball machine standing approximately four feet high. The top is flat and contains two circular openings. One is used to put in the various symbols. When a coin is inserted the symbol comes to the top. The board shows positive winners in the typical ball style. Balls are not used, rather sound light-up, and give various symbols coming to a stop in 1-2-3 revers. The machine is a 20¢ game, yet its design with an easy-to-use coin slot and a credit head and concealed payout operation is recognized as a new idea after inserting the coin.

Minna, of Louisville, Opens Play Center

LOUISVILLE, Jan. 26.—E. N. Minna, head of Amusement Games Co., distributor and operator of games and other types of amusement machines, reports that he has opened a new recreational center featuring table tennis and pool in Louisville, Tenn. The new and convenient club at pinball games, football, and basketball, and other types of "amusement machines," declared Minna.

"During the number of years that I have had in the coin machine and amusement business I have observed that the public was willing to pay more attention if you give it what it wants and get it in the right location. This has been the case in our new machine line but is still a recreation and service for the public and I believe that the number of coin-operated recreation with my present business," declared Minna.

MILLS DISTRIBUTORS CONGRATULATE Pinner sales manager for Mills, on the Express photograph, now addition to the Mills photograph in. Let's be right: J. J. Smith and Mill Hovigard, Registra Navy Co., Philadelphia; Vince Sharp, Greer, Meigs, O'Leary, Calif.; and Hainbow, Wash. coin distributor.

EASTERN FLASHES

The flashes this week come from the 1940 Coin Machine Convention—and one of you may have been here at one time or another will forgive us for any apes—anything can happen here.

THE TRAIN OUT . . . was well attended, one of the best shows ever given. Yet the boys behaved themselves and were more quiet than in any years.

BEN MERTENSON came up with Eastern—did not proceed to add piece of 31-C-10. (Pleasure)

KENNETH WILSON, represented Eastern Representative for International Machine Company, accompanied the Bronx bunch which included Earl Habaka, Earl Winter, Al Bender, engineers, and others.

KEY COLIN left early in the week, flying down to Florida on the week of the show.

JERRY LEONARD the ex-lightweight champion, became quite a favorite of the Boston group. Benny dates his visit shortly after an impressive tournament in which he will be up with the coin machine business.

A FEW CANADIANS from Philadelphia came along again. Steve Schickelmann and the Montreal Paul Pozzani of Montreal made the rounds.

PETER'S DISPLAY was one of the best on the floor, and we would have liked to see the old Peter. Said the results of his efforts. Jack Mizell, Mike Cohen and Irving Morris, the latter two were in CBU, alternated between duties at the booth and their private affairs.

BET LANE was one of the business men here. Bert Lane and a few boys before the show opened and stayed in out to the end. Bert and Fred Tregon were on the floor steadily from morning to night. But Bert claims it was worth it, and Lucky Strike was the best of both.

JACK TITCHELTON AND HIS GANG worked pretty good in a complete week. The Baby machines getting a terrific play. Tom Velding top.

ERIC HUDEN was on the show a day or so before the week-up, but some important business kept him back. Hermie left with Harry Tregon and some other boys who are stuck at the way home.

THE MINNIES Mike, Maud and Joe, were around to glad and their new attraction and do some business for themselves. Maud was on a special train from New York—the week out a day later—and Mike here on his Tuesday.

DAVE STEIN of Rural Distributors, Elizabeth, N. J., was sold up a day due to an illness, but when he arrived at the show, his Big Boy was quite conspicuous. We caught him in a wallpaper, covered outfit with the Anderson, general sales manager of the Boston. "Big doughs come," exclaimed Dave.

BARB KAUFMAN and Sam Babonovitch weren't around very much. Barb was too busy fixing up quite a fry line. "It'll be breaking up with some spectacular arrangements in a short time," proclaimed Barb, "and they'll be worth listening to."

BOB SILVERSTEIN the Chicago coin representative in the East, was greeted with open arms by his old crowd. "You're out for a favorite with the gang, and it's good for us to see you in one of Chicago's winners in Box in the city in a few days."

SAM RACHS was an easy go hardy fellow to talk. A little time out for some relaxation. Sam claims to have done quite some business.

DAVE BOSHIDAS spent considerable time at the Scientific booth. Max Levin, who worked with him at the show, was attracted by more than a pencil and eraser book. "Plenty of orders," he claims.

JOE AISH the popular Philly distributor, made a great many more friends outside the country. His smiling face and keen sense of humor will make a wooden Indian open up.

FAST FLASHES Lou Welfe, Phil's main man from New, N. Y., never seems to get tired, stepping about sprightly from early morning to early morning. The Jersey group had quite a time of their own. Joe Puccio's main man was another of those open houses at all times. Joe had plenty of help to handle the Marvin G. Puccio, Al Schlotzinger and Morris Gilvated teaming up. Leon Herman looked the exhibition floor over in company with Paul O. Detman. Irving Greenberg and Jack Berger worked on a new machine—which is going to copyright it is the question. If your attention missed out on any items that should be in, we're sorry, but we've just finished up the complete show. Anything will be taken care of in future issues.

NEW GUILDERS, Jan. 20—With operators and sub-distributors from all sections of Louisiana and Mississippi making special trips to see and hear about the Bimbleth Whirlitzer Co. was in store for them in 1940, a directory of the two counties and two counter photographs was held at the J. H. Peres Amusement Co. showroom. The showing was directed by Thomas Best, service instructor of the North Tennessee Society. Al Miranda, district sales manager for Whirlitzer, Jack Peres, area distributor and Frank De Burros, manager of the Peres firm.

The four new models were glamorously displayed on a background of Noels velvet and the new lighting effects, wide-range adjustable tops and easily dismantled record changing and tone changing features brought many praising remarks alike a large stack of orders for quick delivery from most of the visitors.

Among post-lunch guests of the New Orleans show were B. J. Clainstone and William E. Jaques, of the Russell & Chapman Amusement Co., Baton Rouge; Wilfred Borkeman, Lafayette; Mado Poore, Hammond; A. J. Sussler, Acita Springs; A. A. Rainard, Westwego; Ross Roberts, Canton; Miss Mrs. C. C. Egan, Hattiesburg; Miss W. W. Gammell, Hattiesburg; and Cooper Roberts.

"We are proud to display these four new models," explained Clainstone. "We have no doubts about our ability to sell more Whirlitzers in 1940 than any other year in our history. The Whirlitzer factory has given us plenty to work with and it won't be any fault of theirs if we don't let us a low record. We especially like the large model for its unique features. It has a top which is unique and its all-around glamorous appearance. We

are going to nickname this the photo-velvet and the new lighting effects, wide-range adjustable tops and easily dismantled record changing and tone changing features brought many praising remarks alike a large stack of orders for quick delivery from most of the visitors.

DETROIT, Jan. 23—V. T. Howe, of the Moor Sales Co. and former president of the 29th Game Operators Association, reports a distinct business improvement, particularly with vending machines. "I think it looks better for vendors," says Howe, "especially since the recent Chrysler strike was settled. The fact that Detroit was badly hit but is on the upgrade now. Things look fairly good for 1940."

Mills Amusement Merchandising Corp., represented here by Cecelia H. Legittner, has moved the Detroit office, formerly

KING PIN GAMES CO.
Rock-Ola, *Pinoway*, *Argyle*, Phonographs

WITH EIGHT YEARS' EXPERIENCE in the coin machine business, J. E. Peters, of Kalamazoo, Mich., has been appointed Rock-Ola distributor for his section of the Wolverine State. Peters has a very attractive showroom where he carries a complete supply of parts. He also handles repair work.

WON WIDE ACCLAIM AT THE CONVENTION

TELE STRIKE

IMMEDIATE DELIVERY GUARANTEED!!

BE FIRST FOR BIGGER PROFITS IN '40
RUSH US YOUR ORDER QUICK!!

EXCLUSIVE DISTRIBUTORS FOR
GREATER N. Y. LONG ISLAND AND
SOUTHERN N. Y. STATE.

BROOKLYN AMUSEMENT MACHINE COMPANY, INC.
660 BROADWAY, BROOKLYN, N. Y.

Monarch DOUBLE VALUE SPECIALS!

Exhibit Loan Shows \$57.50 Delivery, Months, 1940 \$34.50

Model	Price	FREE PLAY GAMES	Price
20" Size	\$42.50	20" Size	\$37.50
22" Size	52.50	22" Size	47.50
24" Size	62.50	24" Size	57.50
26" Size	72.50	26" Size	67.50
28" Size	82.50	28" Size	77.50
30" Size	92.50	30" Size	87.50
32" Size	102.50	32" Size	97.50
34" Size	112.50	34" Size	107.50
36" Size	122.50	36" Size	117.50
38" Size	132.50	38" Size	127.50
40" Size	142.50	40" Size	137.50

With Order, Balance C. O. D. Write for Free Copy of Our "Vindicator" Manual.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOH" CHICAGO, ILL.

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IRVING MORRIS
BRINGS YOU RIGHT FROM THE SHOW THE BEST GAMES IN AMERICA!
Chicago Cole's ROXY
Kenney's SUPER SIX
Gottlieb's BIG SHOW
Mills EMPRESS
and THRONE OF MUSIC

WRITE, WIRE, PHONE OR CALL IN PERSON FOR COMPLETE DETAILS!!
GEORGE PONSER CO.
11-15 EAST RYUNTON ST., NEWARK, N. J.

On Warren Avenue, to the Twelfth Street Terminal Building.

Yves Sata Jr. is now former of records for the industry, which is a distributor. George MacDuff, who formerly managed the record department, has left the organization.

Joseph E. Schuchert is planning to dispose of his interest in the Mini-Top National Distributing Co., manufacturer of a new pop-corn machine.

Maxwell Friedman, of the Central Coin Machine Exchange, is doing a "hard-earned business" in machine, a visit to his buy store discussed this week.

Cigarette Merchandisers Associations

The main topics of conversation centered on the effect of the CMA of New Jersey and its various subsidiaries. The new Jersey CMA was displayed at the Chicago show. The Baltimore of the Hotel Douglas in Newark, N. J., is being re-organized. The Chicago, Cleveland, and Philadelphia arrangements are being completed and definite arrangements for the new year are being made. The CMA of New Jersey was passed by the coin machine show and the National of Philadelphia is expected to remain at its dock to push the plan thru.

At the Chicago meeting, between 500 and 600 people are expected to attend the annual meeting. The Chicago CMA is expected to be organized at the January 23 meeting will be included. The reservation list has been open for a year and approximately 80% of the CMA, cigar vending machine firms, manufacturers and distributors are planning to attend. Invitations have been extended to six non-member firms who are expected to be invited to the next convention. Tab is \$5.

While the entertainment program is yet to be completed, the committee is working on a show that will be top. No shows are available for exhibition. The committee is in touch with some manufacturers who are planning to exhibit. A band is soon to be signed to play during the dinner and later for the entertainment.

Both officers and members of the Jersey CMA are expected to be invited to the show. It is an example of what can be accomplished thru co-operation. Cherry reports that the CMA of Philadelphia is expected to be organized at the Finnish Relief Fund is under consideration by the Jersey operators group. This matter was held until the next session (23). No shows are available for exhibition. It is made involve the measure in which the CMA of New Jersey is expected to be organized. The CMA of New Jersey is expected to be organized at the Finnish Relief Fund is under consideration by the Jersey operators group. This matter was held until the next session (23). No shows are available for exhibition. It is made involve the measure in which the CMA of New Jersey is expected to be organized.

Shows in New York show a large number during the past several months. The CMA of New Jersey is expected to be organized at the Finnish Relief Fund is under consideration by the Jersey operators group. This matter was held until the next session (23). No shows are available for exhibition. It is made involve the measure in which the CMA of New Jersey is expected to be organized.

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Exhibits at 1940 Tobacco Show

Exhibits at the 1940 convention of the National Association of Tobacco Distributors, Division of Household Goods, January 17 to 19, included four and a number of cigar vending machines and other exhibits, including a new daily bar and premiums, that are expected to be the most popular machine.

Cigar Machines
The exhibit of cigar machines included the following:
GREENSBURG MACHINES, New York City. This company has a large line of cigar vending machines at the exhibition.
UNIVERSAL VENDERS CORP., Colum-

bua. O. Two types or models of its cigar vending machines were displayed at the Chicago show.

NATIONAL VENDERS, Inc., St. Louis. This firm displayed two models of its cigar vending machines, including one that is designed to dispense two types of candy vending machines.

Miscellaneous Displays
Other displays of interest to the coin machine show were the following:
The exhibit of cigar machines included the following:
GREENSBURG MACHINES, New York City. This company has a large line of cigar vending machines at the exhibition.

New Candy Bar Features Contest

CHICAGO, Jan. 26.—A new candy bar with the features of a contest is being operated under the last half of 1940 will be offered to consumers. The candy bar is being operated by the Chicago, Cleveland, and Philadelphia arrangements are being completed and definite arrangements for the new year are being made. The CMA of New Jersey was passed by the coin machine show and the National of Philadelphia is expected to remain at its dock to push the plan thru.

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Blind Earn Living With Candy Vendors

PITTSBURGH, Jan. 26.—Two blind candy machine operators here are showing a number of men with sight how to make a living out of their machines. The operators are John J. Kallert and Earl Warden, each of whom has been blind since childhood. They have been operating their machines for several years and have made a good living out of them.

Moderate Gain Seen for Cig Trade

NEW YORK, Jan. 26.—Cigaret consumption in 1939 reached a new high level, but in 1940, there was a marked decline in the volume of sales, according to C. H. Chalkley, president of Philip Morris & Co. Inc. The decline in sales is attributed to the outbreak of war in Europe. The cigarette industry is expected to have a moderate gain in 1940. The cigarette industry is expected to have a moderate gain in 1940.

minimum State tax now is 2 cents a pack, the maximum 5 cents. The State of New York is expected to have a new cigarette tax law which will be in effect in New York City. The new tax law will be extended for another year.

Java Cigaret Tax Revenue Below Estimate

DES MOINES, Jan. 26.—The rate of gain in Java cigarette tax revenue fell far below the estimate of the Federal Reserve Board in its report on the 1939-40 year. The year's total, however, was the largest in the history of the State with a total of \$1,174,774. The year's total was only \$200,631 more than the estimate of \$974,143 which was made in the report of the Federal Reserve Board in 1939. The year's total, however, was the largest in the history of the State with a total of \$1,174,774.

THE 1940 SHOW

(Continued from page 62)
convention floor) was regarded as one of the best of the show. No particular gains were shown in the penny candy bar vending field. The new year's show is expected to be one of the best of the show.

Amusement Games

Eight shows of amusement games of novelty pinball games at the 1940 show. The amusement games of novelty pinball games at the 1940 show. The amusement games of novelty pinball games at the 1940 show. The amusement games of novelty pinball games at the 1940 show.

Light firms had considerable types of amusement machines on display. The amusement machines on display at the 1940 show. The amusement machines on display at the 1940 show. The amusement machines on display at the 1940 show.

COIN-OPERATED MACHINES.—The variety of coin-operated machines on display at the 1940 show. The coin-operated machines on display at the 1940 show. The coin-operated machines on display at the 1940 show.

DRINK VENDERS.—Only one drink vending machine was displayed at the 1940 show. The drink vending machine on display at the 1940 show. The drink vending machine on display at the 1940 show.

BOULETTE GAMES.—The deuce bowling games came to the front in 1939 and in conjunction with the say targets, may be said to have been a life saver for the amusement industry. The amusement industry is expected to have a moderate gain in 1940.

Bank Venders
It is always expected that coin venders will be a major feature of such machines. However, the 1940 show indicated that few changes had been made in the design of the machines.

Attendance

Preliminary reports of attendance at the various functions of the 1940 Coin Machine Show are being belatedly reported. The final tabulations, but are based on reports of approximate figures. The attendance at the 1940 convention was sponsored by the Coin Machine Show. The attendance at the 1940 convention was sponsored by the Coin Machine Show.

Displays of several models, three were new models on display than at the 1939 show. Reports of sales of bulk vending machines indicate that the progress is being made in the operation of such machines.

Drink Venders
Interest is increasing in this field. One model of drink vending machine was on display, made by three different firms. It is expected that interest will be in the type of coin venders.

Miscellaneous
When an individual is attending by the development of new products, perhaps a study of the manufacturers' products and devices displayed at the annual trade conventions would give the key to important trends. A greater number of coin-operated machines on display at the 1940 show. The coin-operated machines on display at the 1940 show.

High-grade machines for vending cookies were on display. These machines attract important possibilities. The amusement machines on display at the 1940 show. The amusement machines on display at the 1940 show.

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VENDERS

FOR POPCORN AND BEVERAGES

Our exhibit of new models of vending machines. Build a profitable and profitable business with these sensational merchandisers. Write for complete literature.

GOLD MEDAL PRODUCTS CO.

131 E. 17th St. CINCINNATI, OHIO

IMMEDIATE DELIVERY

SCIENTIFIC TOTALIZER
NEW COUNTER BILL GAGE

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED MACHINES.

ROBBINS & CO. BOLD DEALERS

Melo-Tone Will Received at Show

CHICAGO, Jan. 26.—One of the highlights of the Coin Machine Show was the introduction of Melo-Tone, new automatic coin-operated jukeboxes by Herbert Corp., of Chicago.

Frank Merrill, sales director of the firm, is convinced that the interest created by Melo-Tone, adds "its new automatic jukeboxes with the new Christmas display over Melo-Tone. Practically every operator of the instrument has been particularly interested in the attractiveness of the sparkling beauty of its rich permanent tone. Those who explained the simplicity of the operating mechanism they all agreed that it was a forward step in jukebox engineering.

"Everybody was impressed with the unique record-changing mechanism by which each record is supported on full length of all three in individual drop-pool compartments and is never removed from the spindle. Turning is practically automatic and due to the pick-up being attached to the cover of each of the needles, the needle at all times parallel to the record groove preventing undue wear and ensuring perfect recordings at all times.

"Other features of Melo-Tone that made a big hit with the operators are the automatic play button which plays eight seconds from drop of coin, and the fact that Melo-Tone will continue to auto a 16-record or 20-record model.

"It is wisely believed that Melo-Tone opened an entirely new era in jukebox operation. Because of its unique heavy and magnifying tone, it fits into the most attractive locations. The working parts and fastidious installation makes excellent performance a minimum of servicing year in and year out.

Hoelzel Takes Record Agency

KANSAS CITY, Mo., Jan. 26.—United States Amusement Company, Inc. is distributing jukebox here, it was announced recently by Carl Hoelzel, manager of the United Amusement Co. The branch office will be located in the United Amusement Co.'s headquarters here.

H. L. Christian will be in charge. The management of the branch by the firm completes the big four of the record manufacturers to establish branches here, which were established a branch here in September, 1939. The Columbia Broadcasting Corporation opened a branch in July, 1939.

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the month. It is published in this section once every month.)

HILLELBY RECORDINGS: I'm Beginning to Care, Gene Austin; The Merry-Go-Round, Gene Austin; It Makes No Difference Now, Cliff Bruner; The Girl I've Got My Arms Around, Cliff Bruner; My Hillbilly Baby, Rex Griffin; I'm in the Dog House New No. 2, Rex Griffin.

INTERNATIONAL RECORDINGS: Woodpecker, Massesia of Vienna; Sunny Days, Gene Austin; **FOREIGN RECORDINGS:** German, In Saratoga am Muehlenberg, W. Sied; Die Sanger, Bohmann; Karoliz, U. Petek; Polish, My Flowera Brygada, Szabawka; Hungarian, Szas Szal Fero; Rere; Swedish, The Blue Bird; Italian, Regina Campanella (Woodpecker); Spanish, Greek, Asker; Yiddish, Chasone Tane.

Discular Records

By WALTER W. HURD

ONE of the most interesting features in current comment about popular music and recordings of such music is the many attempts to point out the "why" of success in reference to various artists and selections. It is so true that the records which succeed all like that. Probably it will never be possible to analyze present and past successes so that future hits can be picked unerringly according to the rules. The final answer will be in the hearts of the people, and it is not always easy to say what it is in the heart.

But no subject means more to those who profit in some way from popular music than that of trying to get some clue that will help increase the percentage of successes and perhaps lower the number of failures.

There are a lot of well-known tricks of the trade in the music world, worthy advertising and promotional ideas that go far in making hits, but there is a new index to the masses of the people that now needs to be studied more carefully than ever before. That is the sale of popular recordings.

As never before in history, the new rise in popular phonograph records is giving an impetus to the music taste of large sections of the common people. Never before has it been possible to get so close to seeing what large sections of the population really want in music. People buy records, spending time and money to select that which is most pleasing to their own taste. No other form of musical presentation offers so broad or so direct a choice.

The popular recording is not in conflict with any of the more limited types of music offered to the public. The phonograph record actually extends the field of all other forms of musical presentation. For that reason musicians and all the promoters of various forms of music should be studying the success of the popular record.

It is interesting to note in current comments on phonograph records how critics and promoters of classical music try to avoid mention of the fact that the introduction of the popular record into the field of music is a short-sighted policy, for popular records do not compete in any way with the so-called classical field and never will. In the long run the popular recording will advance and critics will have to give up their post.

There is a lot of misunderstanding about the average human being and his taste for music. The great masses of the people have had little or no education in music. But, contrary to the opinion of musicians and critics, the masses do have a sense of music. The masses have a sense of music than may be supposed. A musical education actually narrows the range of musical enjoyment, so that those who profit by music should be grateful that the masses do not have a musical education. The masses have a taste that the musicians and critics. A hillbilly can enjoy music ranging from his own native music to a few of the classics that have intrinsic musical merit. Musicians and critics like themselves who lose touch with technique of music and they lose the human power of response to good music.

In other words, in order to study the success of popular music and recordings, it is necessary to get over the idea that the masses have such limited tastes in music. The masses of the people can feel, enjoy and appreciate practically any type of music if it has enough of the basic music.

That is why popular records are selling in such variety, and that is why there is no end to the number and variety of popular records that can be sold. If you study the masses you will find that the masses are held that any and every thing will satisfy the people, then popular records will have short life.

Those who profit from popular music should get over the idea that the musical taste of the masses is changing with every change in the weather. The musical tastes of the masses are rooted deep in human nature itself and are as basic as anything can be basic. It is the composer, musician and critic that themselves who lose touch with human nature, becoming absorbed in their own techniques, who cause the high rate of failures in the musical world.

Admittedly, the field for judging musical tastes in the past has been limited to the sphere of select patron music places that hardly touch the lives of the people. Radio could never give a clear index to the masses of the people because, with all the juggling of the dial, the people still buy to their own preference.

But a new world has opened up for the study of the musical tastes of the people. It will be a study of their emotions, moods and of their artistic composition and critics and promoters that lose touch with their interests so as to include great sections of the whole people if they expect to gain most in the field of popular music. The popular record means that the masses of the people are now being studied in a way that will enjoy a world of variety in music. In the end many of us will want to own some musical instrument as a hobby, but the main source of our real musical enjoyment will be the popular record. If we have the money, we will go to a night spot some time to hear a favorite orchestra, but in the main the popular record will satisfy our musical needs.

In helping to plan the future of the music business in the lives of the people, the coin-operated phonograph is rendering one of the greatest services. These men who operate phonographs come from the ranks of the people, and their business of finding out what people will pay for is in the way of popular music. Their testing stations include about 300,000 machines in all parts of the country. Listeners are not only the customers, but are not only the person who puts in the nickel but also other patrons of the place where the phonograph is located. Thus, this contact and acquaintance with popular records extends its sphere into the lives of the people.

Thus, the popular record provides the greatest opportunity in musical history to study what the masses want in music.

Fast Wurlitzer Machine Servicing

MOBILITY TOSHAWANDA, N. Y., Jan. 26.—"The new service assemblies," introduced on the 1940 Wurlitzer automatic jukeboxes are offering more than 100 new service set-ups has proved of extreme importance to the automatic jukebox industry, it is reported.

"These new Wurlitzers all continue servicing is accomplished from the front. The new service set-ups are made from the front," declared a Wurlitzer spokesman.

"On the two beautiful console models, a new instant set-back play meter may be read from the front. The play meter readings may be checked from the front, instead of the wrist, but are hidden from general view by a glass door.

"Another splendid feature of the console models lies in the fact that they need not be moved away from the wall servicing. The entire jukebox may be swung wide open and all parts can be reached instantly and may be readily renewed.

"The Wurlitzer practice of wall assembly construction, carried out in the new 1940 models, is another feature which has increased the efficiency of service on locations.

"Music selections were more enhanced than ever. They feature the new 100 record hi-speed service set-up for the 1940 models, as another feature which has increased the efficiency of service on locations.

"On Wurlitzer's automatic console models, the new service set-up is a smaller automatic phonograph cover having a new feature of being opened by lifting the non-type door. Altogether this model is necessarily expensive construction.

"Along with the vast improvement in the hi-speed service set-up on all Wurlitzer models, the new hi-speed record changing has been made much easier. The new record changer is now automatically. They load easily and snap back into position automatically. Program buttons are now more prominent.

"Music merchants everywhere have been quick to recognize that Wurlitzer's new service set-up is an important advance in time and labor—all of which helps reduce the cost of ownership and increased profits."

Interstate Coin Holds Luce Show

CHICAGO, Jan. 26.—Joe Fishman and Marvin Liebowitz, New York City, attending the Coin Machine Show, gathered here for the first time together Friday, January 14, for an impromptu luncheon.

The Howe Booth of the Sherman Hotel was the scene of an unexpected luncheon attendance, but the hosts now that everyone was acquainted with the new Liebowitz and Fishman, who were introduced Dave Hochstadt, who thanked the operators for all past record changes, and who in his opinion 1940 will be a very profitable year for the industry.

Present were Jack Nelson, Ben Bobst and Cliff Battle, Henry Lewin, Ben Lewin, Harry Levin, Sam Green, introduced by Sam Nathan, and entertained with a few.

Among the guests were Chas. Engelmann, Lew. Robinson, Harry Westerman, Al Rosen, Fred Knapp, Sam Boudreau, Bill Alvir, Charlie Aronson, Jerry Morris, Geo. Hoffman, A. J. Joyce, Bill Aronson, Bill Aronson, Sam Green, Al Rosen, Eddie Christian, Angelo DeBarro, Charles Hatzberg, Al Green, Bill Aronson, Bill Aronson, Bill Aronson, Ed Steinmetz, Harry Pearl, Charles Polgar, Sam Green, Bill Aronson, Sam Green, Jack Berger, C. A. Ward, Max Wachs, Harry Berger, Geo. E. Fritz, Jack Green, Bill Aronson, Sam Green, Angelo, Abe Kleinman, M. Werman, Herman Murray, Tom Brightman, Bill Aronson, Bill Aronson, Bill Aronson, Al Laderer, Charles Justina, Dave Juman, Howard Cox.

Rock-Ola
for '40

**WAS THE
BIG NEWS
OF THE
COIN MACHINE
SHOW**



New York Showing

Now you'll have an opportunity to see the sensational hit of the big Show. Never before has a new model phonograph caused so much excitement. Startling new lightup effects—advanced styling—and the long awaited Line-O-Selector, plus a new thrill—Auditorium Tone.

WELCOME TO YOUR NEW YORK STATE SHOWING!

New York City—January 26-27, 1940
Interstate Coin Machine Sales Corporation
248 West 55th Street

Albany, New York—January 29, 1940
Square Amusement Company
707 Broadway

Syracuse, New York—January 31, 1940
Rex Amusement Company
710 South Salina Street

Buffalo, New York—February 2, 1940
Theo. L. Andersen
1443 Main Street

By popular demand the Leadership Girl, sensation of the Big Show, will appear at all New York showings.



Come and see the Leadership girl

THANKS, BOYS, FOR COMING IN TO SEE US AT THE PANTHER ROOM

IN THE
HOTEL SHERMAN
DURING YOUR CONVENTION—

**IT HELPED US TO SET
A NEW RECORD!!**

and thanks for placing so many orders for our last
DECCA release No. 2925

"DO IT AGAIN"

Featuring Helen O'Connell and Bob Eberly
Be sure to get our new release DECCA No. 2961

"A MAN AND HIS DRUM"
"CHEROKEE"

Here's a little tip on something coming up soon!

Watch for our recording of

"KEEP A-KNOCKIN'"

A sensational new rhythmic novelty

WE HOPE THEY'LL BE TOP-NOTCH NICKEL-NABBERS FOR YOU . . .

JIMMY DORSEY

AND HIS ORCHESTRA

THANKS, OPERATORS, FOR VISITING WITH US AT THE CONVENTION IN CHICAGO . . .

We know you enjoyed listening to our
eight sensational new tunes . . .

V-741

SAILORS ASHORE
WHISTLING PUTE

By the Popular CLAUÉ MESTRE ORCH

V-742

RED HEAD—JUMPKA
LAUGHING JUMPKA—JUMPKA

In the Style of the LEON STENIER ORCH

V-744

OOMPAH-PAH
FUNNY FACE

Played by the Delightful MONTMARTÉ ORCH

V-745

WINE JUG
SWING ME AROUND (Waltz)

By the LEON B'ROUD ORCH

We know, too, that these hits will start an
avalanche of nickels in all your machines.

IF YOU DON'T GET TO THE SHOW, STOP IN AT
YOUR LOCAL

RCA VICTOR DISTRIBUTOR
AT ONCE

STANDARD PHONO CO., INC.

161 WEST 23RD STREET

NEW YORK, N. Y.

Record Buying Guide

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the most successful records gathered each week by representatives of the Billboard from at least four leading phonograph operators in the country. Recordings listed without an explanation are those that have succeeded under this system and may have some success such established precedents that they require no further explanation. Scatterbrains, (11th week) Frankie Masters, Freddy Martin, Benny Goodman, Guy Lombardo.

Oh, Johnny, Oh. (11th week) Orrin Tucker.
In the Mood. (8th week) Glenn Miller.
Yodelin' Time. (8th week) Andrews Sisters-Bing Crosby.
Stop. It's Wonderful. (8th week) Orrin Tucker.
Cavalier. (7th week) Glenn Miller, Dick Jurgens.
All the Things You Are. (2d week) Tommy Dorsey, Artie Shaw, Frankie Masters.
The Little Red Fox. (3d week) Kay Kyser, Hal Kemp, Van Alexander.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of the Billboard from at least four leading phonograph operators in each of the 50 most important phonograph operating centers in the country.

Chatterbox. This novelty ballad is moving ahead, not spectacularly but with enough momentum to indicate some possibility of success. It is now being out on a nice flock of nickels. Keyer is particularly profitable during the time the film when it comes. Kay Kyser's "Fool's Right, You're Wrong," in showing in your locality. Keyer's disk is having the same success in thousands, followed by Dick Jurgens, Sammy Kaye and Guy Lombardo.
The Man Who Came Aboard. Tommy Tucker continues on his merry way dragging in the Buffalo heads for this novelty song as everyone thinks that it may be only another week or two before it'll up with the cream of the crop at the head of these columns.

Faithful Foe. Becoming increasingly popular with phonos add with each passing day is this lively ballad out of the score of Galtier's "Gypsy." A lot of people performers guess have contributed to the song being on the public's mind, and apparently the impression was made on the complete records. The complete records are being sold in a big way, both on record and over the sheet music counter. It's Glenn Miller's recording that is being the most in front in the machine.

Tuxedo Junction. Making headlines of record this has become so much in demand in so short a time that the department, which had enough stock in the disk originally to last in some "Possibilities" some weeks ago, is nevertheless a bit astounded at the stratos it made in the week. It's not possible, despite the evident flurry of interest in the records to predict the ultimate success of this novelty song. One can certainly be advised here and now that they had better watch it pretty closely.

Indian Summer. Also making nice progress this week is the new streamlined version of Victor Herbert's beautiful melody. This may never be read from a record, but it's an item in the operator's mind for reasons other than his health. Glenn Miller and Tommy Dorsey supply disks that are taking care of all machine patron's wishes in this direction.

At the Balalaika. Another "Possibility" to make good, this comes to phonos thanks to the Metro-Goldwyn-Mayer production. Balalaika, which should be playing in theaters through the country. Its possibilities will be the first to admit that this song is a surprise hit, but however it achieves success, whether through accident or design, is far from the point. What is important is the fact that people want to hear this number, and they're buying in the disk for Victor Givonsky's, Orrin Tucker's, and Abe Lyman's recordings, among them.

World's Mind? Also just a suggestion last week, this now becomes an actuality as reports presently profitable machines indicate. The explanation may lie in the fact that it's an Orrin Tucker recording (the also penned the song), and as one report states it, "Anything he does cannot be done for anyone." This looks good.

Cheerful Say. Just about holding its own this week is this novelty disk, with Guy Lombardo's disk the only one in the picture at the moment. It is considered if in just a moment anything to get noticed about, but one might have it in this to cover themselves.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs. These suggestions are based upon radio performances, sheet music sales, reports from music peddlers or on the relative popularity of songs in their catalogues or will as on the judgment of The Billboard's music department.

Woodpecker. A little action is beginning to start on this, not enough to specify that record that it's moving up, but certainly enough to make operators follow developments carefully. It's Glenn Miller's Oak, of course.

In an Old Dutch Carriage. This song, as recorded by Dick Jurgens, is doing very well in the east around Chicago. That may be due to the local popularity Jurgens enjoys, or it may be initial public reaction to a number that might sweep over the rest of the country. At present, it's something to keep an eye on.

Bloss on Parade. Woody Herman is beginning to mean something to swing operators, and this disk is in the style that shortly may put Woody at the top of the pile. A lot of machines did well with his Woodpecker's ball, and this is a worthy follow-up of it.

Between 18th and 19th on Chestnut Street. Interest is rising in this novelty, and with a Sam Rogoff-Cosack Howell version added this week to the other available recordings, operators may have a nice little gold mine here.

Dern That Dream. Operators in some sections have tried out this number with enough success to indicate a possible future hit of sizable proportions. The song is from the score of the now-called "dramatic" The Dream, to which Benny Goodman has attached his name. Another chance for success with Shakspeare, but despite the show's demise Dern That Dream's possibilities, entered to work on the song.

The Casbah Serenade. Artie Shaw's original, more or less. Bert's South of the Border, and now this number in a similar locale. Bert's success may make them receptive to it, and.

(Double-numbering records are purposely omitted from this column)

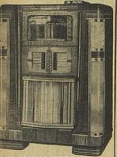
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YOUR WURLITZER 28 completely remodeled as above with new top in chrome and in chrome... \$22.50
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YOUR ROCK-OLA IMPERIAL 20 completely remodeled as above... \$24.50
Remodel only as above, Remodel with "Lumina" bulb... \$ 3.50
ALL PRICES F. O. B. CHICAGO
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What the Records Are Doing

LETTERS ARE TO THIS COLUMN what phonograph records are to *entertainment*—they're the highest. So if you have any letters pertaining to any division of the automatic phonograph industry—if you have any tips for operators of phonographs—write a letter, short or long, to the Record Editor, The Billboard, 24 West Randolph street, Chicago, Ill.

Detroit

To the Editor:
As I am constantly in contact with the MUSIC MACHINE field, I have plenty of opportunity to judge of the general popularity of the Grammeon, I think with-out a doubt this is the best after-dollor season we have had in years, up to the present time, and now with the Detroit strike situation practically cleared up everything points to a great business in 1940.
I think Glenn Miller is still making the most recordings and getting the most sales. Miller's *In the Mood* is a

good pointer to his letter of January 13 issue of The Billboard. The few operators pay enough attention to tempo and tone control and some good records make their goal. These two factors are particularly an important as locations where dancing is in vogue.

Particularly noticeable of late is the stacked record of some good numbers of your good buy. It is hardly likely that the situation, however, could improve in Ohio, Johnny, Oh so well as it does in 1940 by Wee Wee Baker. Wee Baker is the hit of the moment with this section and her recordings of *Stop, It's Wonderful* and *Push Me, She is* the immediate successor to Bing Crosby as the Guardian Angel of the



best seller, *It's a Wonderful World* by Jan Sartin, *Impossible Love* by Lennie Jordan, *Bluebird in the Moonlight* by Glenn Miller also are being played a lot.

South of the Border by Jimmy Dorsey is still tops. Over the *Bluebird* by Dorsey, *He'll* seems to be coming back into favor, and *Orin Tucker's Oh, Johnny, Oh* is still catching. The *Little Red Fox* by Kay Kyser is a catchy tune that is much liked.
The Billboard's Record Buying Guide is certainly a wonderful help to the operators.
EARL CONWAY, Operator.

OPERATOR CONWAY
It will probably be good to hear that not only is the phonograph business better in Detroit, but it is better the country over. At least this was the consensus gathered from discussions with operators at the Big Coin Machine Show in Chicago. Speaking of the Coin Machine Show, this endeavor has been promised several letters from operators who had something to say about the tips they picked up at the show. Wish for them the and in the meantime if you have any information to impart, let's have it in a letter for this column.

New Orleans

To the Editor:
First, thanks to Operator Herbert Woodard, of Clarkburg, W. Va., for some

music op.
Losing its popularity for a while, the *Beer Barrel Polka* jumps back into the spotlight for the March Crow. Gagey suspects the return of this great money-making number and we are ready to stick by this polka as long as we have calls for it.

Going strong at present, in addition to those already named, are *Charleston* and *Swingtime*, *All the Things You Are*, *Caroline*, *Faithful Forever* and *Bluebird in the Moonlight*, *Comedian*, *The Men That Come Around*. Popular orchestras include Glenn Miller, Kay Kyser, Hoagy Carmichael, Erskine Hawkins, Fats Waller, Guy Lombardo, Orin Tucker and Tommy Tucker, Bing Crosby and Ella Fitzgerald need no selections, but we operators use these our gratitude for their work in the past.

THANK YOU! THANK YOU! THANK YOU!

For the marvelous way you accepted our new 1940 remodeled Wurlitzer phonographs. Not only did you help us set a new record for orders, but your enthusiasm for our workmanship and our beautiful and sturdy parts up to continue to give you bigger and better phone remodeling and parts.

Sam Sachs, President.

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SEE US AT BOOTH 45 DURING THE EXHIBITION

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10 Model 616 \$ 22.50
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Price includes 2" x 6" 16" 20" 28" 32" 412
All machines in perfect condition—ready to use.

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the Negro neighborhood—the *Yes You OUI's* *First and Main*, *Erskine Hawkins' Tuxedo Junction*, and *Fats Waller's Your Feet Too Big* are clocking.

AUGUST CATANARO,

Metairie, La.

HERE'S A CONCRETE EXAMPLE... of an operator benefiting by the tips he has received from another operator in this column. That's what this column is for. Passing on of tips and suggestions of different phases of the business will help everyone. Therefore our thanks to Operator Catanaro.

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New Address: 1775 CONEY ISLAND AVE. BROXN, N. Y.
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1000 Record 10" 78's	500	\$3.50
1000 Record 10" 78's	100	77.50
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1000 Record 10" 78's	50	25.00
1000 Record 10" 78's	25	12.50
1000 Record 10" 78's	10	5.00
1000 Record 10" 78's	5	2.50
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1000 Record 10" 78's	500	\$3.50
1000 Record 10" 78's	100	77.50
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1000 Record 10" 78's	500	\$3.50
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THE VENDING MACHINE CO.

261-13 Franklin St., Fayetteville, Mo. C.

CHANGAS—Displayed games and other machines: Two strikes, Match Pin Alley, Pacers, Lucky Lady, Roastie Sir, Gummy Chewy Machine, 1935 Baseballs and the General Game, a vendor for cigarettes, candy, soap, etc. for prices between 2¢ and 5¢ each. Represented by Don Wood, M. Carter, James H. Tracy, Collins, H. C. Lippitt, Roy Kirk, Peter Kowalski and Mr. Price.

EVANS NOVELTY CO. 600 W. Washburne, Chicago—Displayed wholesale merchandise for premiums use. Represented by B. A. Gould.

EXHIBIT SALES CO. 423 Market Street, Philadelphia, Pa.—Displayed wholesale merchandise and selectivity. Represented by Sam Mitchell, C. L. Johnson, Fred Brevettini, Morris Wolf, Al Shuts and Jacob Wolf.

EXHIBIT SUPPLY CO. 4232 S. Lake Street, Chicago—Displayed a bowling score display and a scale and china, porcelain machine and a digger: Exhibits: Bowling Alley, Congo, Flipshot and Vaseline. Represented by John Reed J. F. Meyer, Pete Smith, Harry Whitcomb and Seaside, Display, Chicago. See Hurlock & Associates (1942) Detroit.

FRISP FLECHIN INC. 253 Fifth Avenue, New York—Displayed lecture material for premiums use. Represented by A. E. Kline and J. J. Taylor.

FRIS FLECHIN INC. 253 North First Street, Miami, Fla.—Displayed counter top items: Profit-Rollers. Represented by Bill Fry and Charlie Packard.

FRYDRAK COMP. 485 Lexington Avenue, New York—Displayed beverage vending machines: The Frigidrink, Royal, 10¢ and 5¢ Frigidrink. Represented by C. H. Knapp, Fred Friedman and Albert N. Givon.

GAM SALLES 1521 S. Adams Street, Peoria, Ill.—Displayed air game and medals: Barrel of Fun and others. Represented by Fred K. Givon, Fred Friedman, John Schubert, Ralph Smith and Harry Tracy.

GARDNER & CO. 2909 Archer Avenue, Chicago—Displayed slot machines: Rep-resented by Edwin Butler, B. H. Wyant, Paul Offner, Bill Shapiro, Paul Koller.

Sam Ansoner, Sam Atkins, Lou Goldman, H. Weingarten, H. Zimmerman and Sam Feldman.

GAY GAMES, INC. 422 E. Howard Street, Milton, Ind.—Displayed air games, fully cashed, Machine Dandy game, sales stimulators. Represented by Guy L. Wood, Roy A. Persler, Charles E. Johnson, Fred R. Brown and A. Don Shlesler.

GEAR SPECIALTIES, INC. 3035 W. Merrill Avenue, Chicago—Displayed coin machine parts: such as gears, escapement, rollers, etc. Represented by R. B. Gardner, E. H. Johnson, G. N. Peterson, C. B. Hale and H. C. Young.

GENCO, INC. 2811 N. Ashland Avenue, Chicago—Displayed vending machines: Lasky Strike. Represented by Mayer Greenberg, Fred Levran, Marc Lane and Harold Lawrenson.

GERBER & CLARKE 914 Divisadero Boulevard, Chicago—Displayed placards: such as model modernization parts. Represented by Miles Gillette, P. J. Gether and M. H. Glass.

JOHN N. GERMAK 1346 E. Vernon St., Detroit, Mich.—Displayed nuts for vending machines: Red Lip Protection. Represented by John N. Germark and Frank Germark.

GLOBE PRINTING CO. 1023 Rose Street, Philadelphia, Pa.—Displayed saloon signs. Represented by Jay Zoller.

GOLD STAR MFG. CO. 1830 Michigan Avenue, Dearborn, Mich.—Displayed ball game: Ballway, Truckline, Lucky Stars, Target. Represented by Wayne Lippert and Leo Waska.

D. GOTTING & CO. 3708 N. Paulina Street, Chicago—Displayed pinball games and the Grift-a-Ball, Big Show, Bowling Alley, Life-or-Cost, Star-Ball, etc. Represented by Don Costello, Sara Lieberman and Terry Brubaker.

GRAND NATIONAL SALES CO. 2304 Aradigm Avenue, Chicago—Displayed counter games and dice games: Hot-A-Way and others. Represented by Al Berglund.

GROETCHER TOOL CO. 120 E. Union Street, Chicago—Displayed counter games, reel machines and consoles: Imp, Metal Top, Mercury, Sugar King, Barber, Zephyr, Columbia, Hit or Miss. Represented by R. G. Gerten, H. K. Klein, H. Hanson, A. Berdack, G. Patrick and Miss I. Thorne.

GUARDIAN ELECTRIC MFG. CO. 1621 W. Walnut Street, Chicago—Displayed electrical parts and service kits.

JOE HAGAN CO. 223 W. Madison, Chicago—Displayed wholesale merchandise and premiums. Represented by Ben Huer, H. Willis, Arlene Stock and Al Frank.

HARLICH MFG. CO. 1417 W. Jackson Boulevard, Chicago—Displayed saloon games: Represented by Harry Meyer, B. J. Lichtenstam, G. Lichtentam, E. V. Prasad, Sam Lupo, Herman Gutzman, Harry Meyer, Bill Meier, Ann Cooper, Sid Lonik.

HERBERT PROCHONSKI CORP. 600 N. Albany Avenue, Chicago—Displayed saloon games: The Mother. Represented by Frank F. Merkle, Geo. Quatran, H. Heild and G. W. Henney.

HYOGADE SYLVANIA CORP. Radio Tube Division, New Haven, Conn.—Represented by Edward W. Cady, Jr.

HYOGADE SYLVANIA CORP. Lamp Division, New Haven, Conn.—Displayed lamps. Represented by Roy A. Dahlin, J. B. Mohr, Paul L. Gage, W. A. Henney.

THE ILLINOIS LOCK CO. 777 W. Jackson Boulevard, Chicago—Displayed locks. Represented by E. K. Gray, M. B. Hart, Jr. and G. Grey and Miss Mary Leggett.

INDEPENDENT LOCK CO. 553 W. Randolph Street, Chicago—Displayed locks. Represented by Stanley Falk, M. M. Hart, Jr. and Harry Gray.

INTERNATIONAL MICROSCOPE HELL CO. INC. 4041 11th Street, Long Island City, N. Y.—Displayed photographic machines: Photo-Aid, Photo-Order, Photo-View, Photo-Write, Sky-Sighter, Selector Microscope. Represented by Wm. Harkin, Earl

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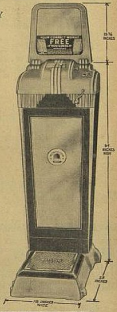
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When you pull the handle down the chute will open and any paper, toothpicks or bent coins will fall out, this eliminates trouble calls.

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JACOBI NOVELTY CO. 219 Union Street, Stevens Point, Wis.—Displayed photo modernization parts. Represented by Mr. Jacobs.

O. D. JENNINGS & CO. 4809 W. Lake Street, Chicago—Displayed vending machines, scales, snack, clocks: Automobile Library, Bottle Beverage Vender, In-a-Bag Book Vendor, Cinema, Advertising Scale, Flat Time Ornate, Good Luck, Connors, Chief Jackpot machines, Electric News Clock and a News Transferable Indicator. Represented by Frank M. Neuman, Frank White, H. M. Robinson, W. H. Second, Fred Anderson, Wm. Valner, Phil Burrows, J. Bergman, G. F. Halsey, F. C. Steffen, Leo Betty, G. C. Johnson, L. B. Davidson, Don Winston, Nils Peterson, Mr. Firestone and Mr. Bagdady.

C. B. KIRK & CO. 2826 W. Washington Boulevard, Chicago—Displayed

scales: Guess-a-Ball. Represented by C. B. Kirk, C. M. Castle, A. H. Nelson.

LEOAL GAMES, INC. Elkhart, Ind.—Displayed Round-O-Golf game. Represented by J. W. Gulp, G. O. Glick and V. V. Swartz.

MALIN-ILLION CORP. Market and Union Streets, Newark, N. J.—Displayed cigar vending machines. Represented by Harry Malin and Sara Malin.

LEO JAY MUSIC CO. 5070 Lincoln Avenue, Chicago—Displayed phonographs: Debel. Represented by Leo Jones.

MANTROCHAPTERS MFG. CO. 218 N. Clinton Street, Chicago—Displayed slot machines and jukeboxes: Clocks, radios, etc. Represented by J. LUTVICH, B. LORIAN and Miss Ann Roberts.

MATCHLESS ELECTRIC CO. 564 W. Washburne Street, Chicago—Displayed coin-operated electric lamp bulbs for coin-

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Seaburg	1.50	Walt Disney	17.00
Seaburg	1.50	Walt Disney	17.00
Seaburg	1.50	Walt Disney	17.00
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Seaburg	1.50	Walt Disney	17.00
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Seaburg	1.50	Walt Disney	17.00

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AMERICA'S LARGEST DISTRIBUTORS

operated games. Represented by Paul C. Dittman and Arthur Hirschhart.

METROPOLITAN AMUSEMENT CO., 9 Lockwood street, Yorkville, N. Y.—Displayed target machines, Air-Salider, Anti-Aircraft Machine Gun. Represented by H. J. Eshkin and Walter C. Gutzwiller.

METRAHEAT CO., 200 Milwaukee avenue, Chicago—Displayed phonograph modernization parts. Represented by Ben Lutzke, A. Miller and Myra Lutzke.

MODERN GAMBIET CO., INC., 2115 California avenue, El. Louis, Mo.—Displayed photography replacement machine. Represented by Maxwell K. Veitch and Howard W. Courts.

MODERN MACHINES, INC., 1726 W. North, Chicago—Displayed vending machines: Baseball score-board vending and others. Represented by Herb Walker, J. P. Gauderer and S. V. Schneider.

MOUSARCH COIN MACHINE CO., 1731 Belmont avenue, Chicago—Displayed pinball games, vending, rock, etc. Displays funds of "Kangaroo's Pick-a-Pack, Soap and etoken. Represented by Clayton C. Neusser, Allen J. Stern and Murray Hillberg.

NAMP SPECIALTIES CORP., 444 25th street, Brooklyn, N. Y.—Displayed vending machines. Represented by J. Ballen and H. Hochman.

NATIONAL ROAD REPAIRERS, INC., 1000 National Bridge avenue, St. Louis, Mo.—Displayed road repairer. Represented by John J. Gottfried, Carl Potasch, Perry Warren, Mrs. John Gottfried and Arnold McBride.

NATIONAL VENDORS, INC., 5085 Madison Bridge avenue, St. Louis, Mo.—Displayed candy and detergent vending machines. Represented by Bea W. Fry, Al P. Deiderich, Walter Carter, Chas. Wetzel, H. D. Apira, Lois Cantor, Al Weidman, C. H. Finsberg, S. D. Chandler, E. C. McLaughlin and M. J. Avastch.

NEW USA SALES MACHINE CO., 4707 Grand River avenue, Detroit, Mich.—Displayed dice fortune machines: Sports. Represented by S. Pearlstein.

NATIONAL DISPENSER CO., 196 E. Maryland avenue, Grendale, Ill.—Displayed pinball games, vending, books, etc.: Anti-Golf, Miss "Vendee, Doan's Loubka. Represented by J. H. Davy, G. T. Haysport and M. L. Cox.

NECHT NIELAND, 1202 W. Coughlin street, Chicago—Displayed vending machines and gum. Contacted by Western Amusement Child, 5 Star Ball Game. Represented by Hester Wilson, J. Vogel, A. Johnson and A. Egerton.

THE NORTHWESTERN CORP., 900 E. Armstrong street, Marria, Ill.—Displayed vending machines. Represented by W. E. Bolter, W. G. Greer, J. E. Clark, Moe Mandell and Paul Grissam.

OPERATORS SUPPLY CO., INC., 4313 N. Lincoln avenue, Chicago—Displayed fortune-telling machines: Astro-Scopes, Asker, Oppy Card Reader. Represented by Earl L. Crabb, Mrs. Earl L. Crabb, Al T. Whitman and H. H. Bank.

D. A. PACHTER CO., 1480 MacArthur Blvd., Chicago—Displayed radius Starburst globe game, planet Warner, G. E. H. C. A. Represented by Geo. Walsh, Mrs. Harry H. H. Green, Ed. Cohen and D. A. Pachtler.

PAN CONFECTION FACTORY, 845 W. Erie, Chicago—Displayed hand held candy for vending machines. Represented by Walter Gershal.

PERMO PRODUCTS CORP., 6413 Greenwood avenue, Chicago—Displayed photograph record: Picture Post. Represented by Arthur J. Goss, Sherman P. Price, Henry Fred Williamson, Joe Crowley and Ray Peterson.

PANSTEARL CHEMICAL CO., 2024 Division, Westchester, Ill.—Represented by W. O. DeB, LeRoy Kelly, Arthur P. Price, E. H. Bernice, Bernice Frances and Carl Pfannstiel.

PIONEER SPINGLASS SCALLS CO., 2382 N. Knox avenue, Chicago—Displayed porcelain waffle game; Life Guard (patent oil spray). Represented by Walter Welling.

GEORGE POSNER CO., P. O. N. Y., INC., 519 W. 47th street, New York, N. Y.—Displayed Mills photographs: Progress. Represented by Max Bergman, George Posner, Jack Mihalak, Max Cuban and Irving Moris.

R. G. A. MEYER CO., INC., Camden, N. J.—Displayed amusement: record Victor and Hisnair label: H. G. A. Victor, Cunningham and Robinson Types. Represented by John Malton, Faye Bostic, Chas. Kermaghan, L. M. Williams, L. P. Wittz, E. D. Eades and H. P. Kaiser.

RADIO LAMP CO. OF AMERICA, 1919 W. Hubbard street, Chicago—Displayed premium merchandise. Represented by F. H. Siegel, Allen Siegel, Jack August.

ROCK-COLA MFG. CORP., 800 N. 45th street, Chicago—Displayed photographic slides: luxury Lighting photographic: Lo Boy, waffle; Ten Pins, mechanical game. Represented by D. G. Rockwell, Jack Nelson, I. P. Womb, K. P. Boldt, H. L. Marston, Harry Bauer, H. J. Woodard and Harry Olson, Chicago: Hamburg and W. E. Hill.

ROWE MFG. CO., INC., 2 Main street, Belleville, N. Y.—Displayed vending machines: Chewer machines, 68-10 oil. Represented by Jack Keffer, Walter G. G. Represented by Jack Keffer, Walter G. G. Represented by Jack Keffer, Walter G. G. Represented by Jack Keffer, Walter G. G. Represented by Jack Keffer, Walter G. G.

RUNNELL COOK & WICH CO., 4377 Montrose avenue, Chicago—Displayed coin wire-vending machines. Represented by W. L. Runnall, H. B. Greenway, Raymond Mosher, Jack Wraschel, H. P. Marshall.

SCIENTIFIC MACHINE CORP., 21-47 Steuben street, Brooklyn, N. Y.—Displayed vending game: Atom Jump, The

MACHINES PRICED TO SELL

Machines Listed Below Offered Subject to Price, Sale and Shipped

NUMBER	NAME	PRICE	DESCRIPTION
26	Chickadee Tavern	\$17.50	3 Drivers, Special Bill, S. 2000-2009 - \$27.50
3	Penny Game	7.50	2 Drivers, Special Bill, S. 2000-2009 - \$27.50
10	Blue Girl Tavern	11.50	10 Even Standard Games, S. 2000-2009 - \$27.50
8	Paul White and Blue 27.00		8 Drivers, Special Bill, S. 2000-2009 - \$27.50

Special Sale: General Sale of machines at \$1.00 each, \$1.50 in bulk, \$2.00 in quantity. All machines are guaranteed to be in perfect condition. \$2.00 DELIVERED BY EXPRESS MANUFACTURER'S. FOR THE BEST OF ALL THE MACHINES OF THIS TYPE, SEE OUR CATALOGUE OF PAGES 72-73. CHARLOTTE, N. C.

MOSELEY VENDING MACHINE EXCHANGE, INC.

40 Broad Way, Scarborough, N. A.

made central made systems. Represented by L. M. Williams and Eugene S. Goodell.

BOGAMAT—See listing for Automatic Soda Fountain Corp.

SOUTHERN AUTOMATIC MFG. CO., 542 Second St., Louisville, Ky.—Displayed vending photographic and remote control music systems. Represented by Leo Wetzinger, Joe Wetzinger, Sam Wetzinger and M. L. Stulach.

STANDARD COIN MACHINE CO., 55 E. Spring street, Columbus, O.—Displayed pinball games, Charlotte, N. C.—Displayed vending photographic and remote control music systems. Represented by Leo Wetzinger, Joe Wetzinger, Sam Wetzinger and M. L. Stulach.

STANDARD SALES CO., 2363 Milwaukee avenue, Chicago—Displayed wholesale merchandise and products. Represented by S. G. Hansen and N. Kagan.

STARBUK NOVELTY & MFG. CO., 2518 W. Zimmerman street, Canton, O.—Displayed photograph light-up easels; also slot machine extras. Represented by Walter Argett, Asaie, Rubin and James Ruth.

STONER CORP., 325 Gale street, Aurora, Ill.—Displayed pinball game and vending machine. Underwriter. Represented by C. B. Adenborg, O. C. Hall, E. Stewart, T. Dehon, J. Colombo, William Pickens and George Inness.

SUPERIOR PRODUCTS, INC., 14 N. Packer street, Chicago—Displayed scoreboard; Fold Top Vending, Peasants Time, All Aboard, Tank King, Gold Coin, N.Y. and Playtime. Represented by George D. Sax, Joe Kollinsky, Sylvia L. Miller and Sam Miller.

T. H. TENNYSON, Chicago, Ill.—Displayed automatic railroads. Represented by G. A. Tennyson and D. L. Tennyson.

THEMOUNT COIN MACHINE CO., 192 Washington street, Boston, Mass.—Displayed vending machines; Diner, Sausage, Candy. Represented by D. E. Bond, J. Cusack, D. Rooster and W. Dipertstein.

U-NICE-A-PAK PRODUCTS CORP., 1155 Plymouth street, Brooklyne, N. Y.—Displayed candy and cigar vending machines. Represented by Leo Weiner, Maury Weiner, Harry Golden, Maurice Jacobs, Art Herman, William Mackay, Jack Alford, Aaron Gold, Edith Dickler, Albert Frit, Mack Poppel, A. Brud-



PICK-A-PACK

NEW MONEY-MAKING SENSATION!

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of Locations!

PENNY PLAY

Beautiful appearance! \$23.75

Sturdy, long-life construction!

GUARANTEE

By Pick-A-Pack for 12 days. If not satisfied, purchase price will be refunded.

BAKER NOVELTY CO., Inc.

2003 Washington Blvd., Chicago

talier. Represented by Max O. Levine, Abe Liebman and Harry Skoloff.

SHYMAN MFG. CO., 1236 E. Lorenz street, Los Angeles, Calif.—Displayed soap venders and merchandise machines. Represented by A. V. Shipman.

S. SHULCO CO., 300 W. Adams street, Chicago—Displayed specialty merchandise. Represented by Maurice Davis, Walter Burt, Charles Tavernas and Sam Shaw.

SHERMAN MFG. CO., 2810 W. Howard, Chicago—Displayed screaming hat boxes, Val boxes, Monarch coin chutes, teenie clocks. Represented by Ben C. Shyler, F. Sawyer, H. Marck, E. H. Lyman.

SINDING TOWNERS, INC., 2007 Washington boulevard, Chicago—Displayed re-



THE PATENTED AUTOMATIC PIN BOY ACTION OF EVERY Ten-Strike is here shown being served by expert technicians in a corner of the electric Department of H. G. Evans & Co.

Stoner's

FANTASY

SETS A NEW PACE IN NOVELTY POPULARITY

It's the game that keeps the players on edge from start to finish—15 brilliantly illustrated, impossible-looking starts after all 15 are contacted. 5 real skill keepers that make the ball roll-over active—just the game for player cooperation.

STONER CORP.

AURORA - ILLINOIS

Convertible

\$8950

NOW READY! Stoner's BEST FANTASY

RUSH YOUR ORDER TODAY! WE ARE EXCLUSIVE DISTRIBUTORS!!



Herman S. Budy

BUDIN'S, INC., 174 SO. PORTLAND AVE., BROOKLYN, N. Y.

and Jim Evans.

UNITED STATES RECORD CORP., 1750 Broadway, New York, N. Y.—Displayed photograph records; Variety and Regale records. Represented by Wm. H. Lewis, H. A. Mack, Jerry Moser, Hugh Tolson, Walter Pugh, B. P. Azaky.

UNIVERSAL MFG. CO., 104 E. 8th street, Kansas City, Mo.—Displayed jar games and pad; Treasury Balances, Ladies and Gentlemen, Original Red White Blue, 30 to Baseball. Represented by Joe Peshawer, R. L. Herman, Wm. Goldstein, Dave Kristik and C. G. Schell.

UNIVERSAL VENDORS CORP., 705 Ann street, Columbus, O.—Displayed 7 and 10-cointer clients vendors. Represented by J. C. Steffen, V. H. Kelley, L. B. Gelber, G. B. Gulben and Don Yogen.

TIOS, A. WALKER MFG. CO., 201 E. 10th street, Omaha, Neb.—Represented by Dave Leffler, F. K. Suley and Bob Roberts.

WALLING MFG. CO., 640 W. Fulton, Chicago—Displayed scales. Represented by Tom Walling, John Walling and Doris Walling.

WESTERN PRODUCTS, INC., 205 W. North street, Chicago—Displayed pinball games; High Flyer, Trio, Cough, Big Time, Wooden's De Luxe Baseball. Represented by Jasey Johnson, Joe Hornstein, Gus Hirschman, Street Marley, Don Anderson and Earl Goodwin.

W. W. WILCOX MFG. CO., 504 W. Randolph street, Chicago—Displayed teenie check, same price, surprise coin casters.

Foot Control



SUGAR KING

A NEW CONSOLE BELL BY GROETCHEN

Strike up the Band and cheer! For here comes the King of Consoles, a thrilling combination of the greatest past features, a game which will make you "heavy sugar" during all of 1940.

SUGAR KING is a Lighthouse Console, beautifully styled in the best modern manner. Powered by the reliable, all-mechanical Columbia mechanism. Absolutely footproof in operation. It performs dependably under all conditions.

If shimmering lights dance merrily over the magic mirrors, they reproduce the fascinating playing action of adjoining reels, and make this game a first step, a typical bell combination is shown.

Fully automatic payout, including jokers or cigarette symbols.

You will marvel at the remarkable new foot pedal actuator which Groetchen has designed; it has been pronounced as the clearest innovation in years of bell machine history.



SUGAR KING rates tops as your 1940 investment.

Cover the "cream of your location" with Sugar King, enjoy full Bell machine profits with full security which comes from operating the district's most cashed console—Sugar King.

GROETCHEN Foot Control COMPANY

126 N UNION STREET • CHICAGO

Decorating Everywhere!

BIG TEN

The greatest festival band ever! Plans of production for almost 500 instruments of real festival action. One hour musical and rock in on the best festival season.

Plans for 1940, festival credit tables, TRUMPET, PIANO, GUN, and LEVERETT, and LATEST! Standard festival conductors use jockeys. Production manual.



GLOBE PRINTING COMPANY

1031 37th AVE. STREET PHILA. PA.

Celebrities Idea a Hit

Over 1,000 enjoy "early" breakfast and big program of stars

CHICAGO, Jan. 26.—A well-rounded program of entertainment for delegates to the 1940 Coin Machine Show a Columbia Broadcast was held on the second day of the convention, January 18, from 12 noon to 2 p.m.

In consideration of the convenience of conventionists, the repeat was called a breakfast, although in the afternoon, and entertainers appeared in informal street dress. Jack Ketcher, of River City, Co., was chairman of the committee to plan the program and drew on his wide acquaintance with show people to secure talent. Trade standards of the music and entertainment field prevented many celebrities from coming. Who otherwise would have been present to greet the thousands of operators who wanted to see their favorite stars.

Huge Program

In the many clubs and night spots of Chicago, furnished entertainers agreed to render songs, acts, variety and music. Vincent Octoball was chosen for the affair and announced a program to include 11 names well known in entertainment circles. A wide variety of amusement was provided, with plenty of music interspersed by a local orchestra.

Speaker Is Hit

Patber Fitzgerald of Bryn Mawr, Neb., had been scheduled as the speaker for the event and many had looked forward to hearing this well known tell of his work with boys. But the following message came in from Patber a few days before the convention:

"Patber Fitzgerald has just learned from his physician that he must go to the hospital immediately after the wait-

days and with it all probability soon to remain there for several weeks. For that reason he must exempt all speaking engagements for the first three months of the year. He has asked me to convey his regrets to you because he valued very much to fulfill his engagement to speak before your organization." (Signed Theodore G. Miller.)

Ketcher suggested that operators should purchase citizenship intervals in Bryn Mawr and that he would be glad to accept seats contributions and forward them to Patber Fitzgerald.



GEORGE J. YOUNG, former Book-O-Mat distributor for the New England States, is now handling the same territory as district manager, occupying to an announcement from the Book-O-Mat, Corp. Young began as distributor in 1918 and growing business necessitated the joining of Ben Pasternak's Supreme Amusement Co. as a co-distributor, thus, Young has taken over the district territory and, together, handles the entire distribution.

STILL THE BEST

Play To Buy Your Own Best	2000	1000
1200	600	300
4000	2000	1000
8000	4000	2000
16000	8000	4000
32000	16000	8000
64000	32000	16000
128000	64000	32000
256000	128000	64000
512000	256000	128000
1024000	512000	256000
2048000	1024000	512000
4096000	2048000	1024000
8192000	4096000	2048000
16384000	8192000	4096000
32768000	16384000	8192000
65536000	32768000	16384000
131072000	65536000	32768000
262144000	131072000	65536000
524288000	262144000	131072000
1048576000	524288000	262144000
2097152000	1048576000	524288000
4194304000	2097152000	1048576000
8388608000	4194304000	2097152000
16777216000	8388608000	4194304000
33554432000	16777216000	8388608000
67108864000	33554432000	16777216000
134217728000	67108864000	33554432000
268435456000	134217728000	67108864000
536870912000	268435456000	134217728000
1073741824000	536870912000	268435456000
2147483648000	1073741824000	536870912000
4294967296000	2147483648000	1073741824000
8589934592000	4294967296000	2147483648000
17179869184000	8589934592000	4294967296000
34359738368000	17179869184000	8589934592000
68719476736000	34359738368000	17179869184000
137438953472000	68719476736000	34359738368000
274877906944000	137438953472000	68719476736000
549755813888000	274877906944000	137438953472000
1099511627776000	549755813888000	274877906944000
2199023255552000	1099511627776000	549755813888000
4398046511104000	2199023255552000	1099511627776000
8796093022208000	4398046511104000	2199023255552000
17592186444416000	8796093022208000	4398046511104000
35184372888832000	17592186444416000	8796093022208000
70368745777664000	35184372888832000	17592186444416000
140737491555328000	70368745777664000	35184372888832000
281474983110656000	140737491555328000	70368745777664000
562949966221312000	281474983110656000	140737491555328000
1125899932422624000	562949966221312000	281474983110656000
2251799864845248000	1125899932422624000	562949966221312000
4503599729690496000	2251799864845248000	1125899932422624000
9007199459380992000	4503599729690496000	2251799864845248000
18014398918761984000	9007199459380992000	4503599729690496000
36028797837523968000	18014398918761984000	9007199459380992000
72057595675047936000	36028797837523968000	18014398918761984000
144115191350095872000	72057595675047936000	36028797837523968000
288230382700191744000	144115191350095872000	72057595675047936000
576460765400383488000	288230382700191744000	144115191350095872000
1152921530800766976000	576460765400383488000	288230382700191744000
2305843061601533952000	1152921530800766976000	576460765400383488000
4611686123203067904000	2305843061601533952000	1152921530800766976000
9223372246406135808000	4611686123203067904000	2305843061601533952000
18446744492812271616000	9223372246406135808000	4611686123203067904000
36893488985624543232000	18446744492812271616000	9223372246406135808000
73786977971249086464000	36893488985624543232000	18446744492812271616000
147573955942498172928000	73786977971249086464000	36893488985624543232000
295147911884996345856000	147573955942498172928000	73786977971249086464000
590295823769992691712000	295147911884996345856000	147573955942498172928000
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4722366590159941533696000	2361183295079970766848000	1180591647539985383424000
9444733180319883067392000	4722366590159941533696000	2361183295079970766848000
18889466360639767134784000	9444733180319883067392000	4722366590159941533696000
37778932721279534269568000	18889466360639767134784000	9444733180319883067392000
75557865442559068539136000	37778932721279534269568000	18889466360639767134784000
151115730885118137078272000	75557865442559068539136000	37778932721279534269568000
302231461770236274156544000	151115730885118137078272000	75557865442559068539136000
604462923540472548313088000	302231461770236274156544000	151115730885118137078272000
1208925847080945096626176000	604462923540472548313088000	302231461770236274156544000
2417851694161890193252352000	1208925847080945096626176000	604462923540472548313088000
4835703388323780386504704000	2417851694161890193252352000	1208925847080945096626176000
9671406776647560773009408000	4835703388323780386504704000	2417851694161890193252352000
19342813553295121546018816000	9671406776647560773009408000	4835703388323780386504704000
38685627106590243092037632000	19342813553295121546018816000	9671406776647560773009408000
77371254213180486184075264000	38685627106590243092037632000	19342813553295121546018816000
154742508426360972368150528000	77371254213180486184075264000	38685627106590243092037632000
309485016852721944736301056000	154742508426360972368150528000	77371254213180486184075264000
618970033705443889472602112000	309485016852721944736301056000	154742508426360972368150528000
1237940067410887778945212224000	618970033705443889472602112000	309485016852721944736301056000
2475880134821775557891044448000	1237940067410887778945212224000	618970033705443889472602112000
4951760269643551115782088896000	2475880134821775557891044448000	1237940067410887778945212224000
9903520539287102231564177792000	4951760269643551115782088896000	2475880134821775557891044448000
19807041078574204463128355584000	9903520539287102231564177792000	4951760269643551115782088896000
39614082157148408926256711168000	19807041078574204463128355584000	9903520539287102231564177792000
79228164314296817852513422336000	39614082157148408926256711168000	19807041078574204463128355584000
158456328684593635705026844672000	79228164314296817852513422336000	39614082157148408926256711168000
316912657369187271410053693344000	158456328684593635705026844672000	79228164314296817852513422336000
633825314738374542820107386688000	316912657369187271410053693344000	158456328684593635705026844672000
1267650629476749085640214733376000	633825314738374542820107386688000	316912657369187271410053693344000
2535301258953498171280429466752000	1267650629476749085640214733376000	633825314738374542820107386688000
5070602517906996342560858933504000	2535301258953498171280429466752000	1267650629476749085640214733376000
10141205035813992685121717867008000	5070602517906996342560858933504000	2535301258953498171280429466752000
20282410071627985370243435734112000	10141205035813992685121717867008000	5070602517906996342560858933504000
40564820143255970740486871468224000	20282410071627985370243435734112000	10141205035813992685121717867008000
811296402865119414809737529364448000	40564820143255970740486871468224000	20282410071627985370243435734112000
1622592851330238829619475058728896000	811296402865119414809737529364448000	40564820143255970740486871468224000
3245185702660477659238950117577792000	1622592851330238829619475058728896000	811296402865119414809737529364448000
64903714053209553184779002351555536000	3245185702660477659238950117577792000	1622592851330238829619475058728896000
1298074281064191063695580047031111104000	64903714053209553184779002351555536000	3245185702660477659238950117577792000
2596148562128382027391160094062222208000	1298074281064191063695580047031111104000	64903714053209553184779002351555536000
5192297124256764054782301880124444416000	259614856212838202739116009406222208000	1298074281064191063695580047031111104000
10384594248513528109564603760248888832000	5192297124256764054782301880124444416000	259614856212838202739116009406222208000
20769188497027056219129207520497777664000	1038459424851352810956460376024888832000	5192297124256764054782301880124444416000
41538376994054112438258415040995555328000	207691884970270562191	

FLASH

It's a "News" sensation from coast to coast
It has started the biggest buying boom in years

Yes, it's
IMP — Idol of a Million Players
For a "Fortune in Forty" concentrate on IMP.

If ever a Game had personality, IMP has got "It."

Superbly designed to look like a miniature radio, IMP is a sparkling jewel on any of your locations. It captures all the play, yet never invites unwanted attention.

Imp's reels whirl with the fastest spin ever attained, come to a perfect smooth stop.

Cigarette, Fruit or Number Reel symbols.

Hinged, shutter type reward sign for direction.

New type auto-matic coin chute holds four coins for successive play.

Classy Hammerhead or Meta-Lustré finish in colors gives Imp a smartness in appearance that's tops in "eye-appeal." So popular with players, you will want to keep several Imps in each of your spots.

See IMP at the Show. After you see it and try it—the low price will amaze and dazzle you—at \$12.50 it is the Buy of the year.

Groetchen Toot Company
130 N. UNION ST. CHICAGO



Imp THE IDOL OF A MILLION PLAYERS!

Home-Coming Luncheon

Starts 1940 show off with good will and idea of "Tolerance"

CHICAGO, Jan. 26.—The 1940 Coda Medina Show opened auspiciously with a hearty luncheon Monday, January 15, appropriately called the "Home-Coming Luncheon" because at the annual convention such year advanced, outside minds all parts of the world to great old friends and talk shop. Many new acquaintances were made, too, but it is the

greetings of old friends that seem to make the conventional a home-coming.

The convention management this year planned an "open" so that the show would open with enthusiasm. Delegates had been arriving since two days before and registrations began at 10 a.m. Sunday, but the real opening was with a big luncheon. Art Kasan, and his "Kassels in the Air" provided the music. Chief postponing artists were offered entertainment thru the courtesy of various firms including "Mickey" Silver, Sinner, Dick, Todd, Kartsons, and the Hoosier Hot Shots.

Lecture on "Tolerance"

The main event on the "home-coming" program was a lecture by Dr. Preston Bradley, for 26 years pastor of the Protestant Church in Chicago and a nationally known lecturer, radio commentator and writer. He said that he had been assigned the subject of "Tolerance" by the committee and that he considered this subject one of the most important in the world at the present time.

Dr. Bradley said that he had devoted his life to promoting tolerance without prejudice to race, religion or business. His speech was a frank statement of his whole philosophy of life and was seen as an indication of how deeply impressed he was with his audience and his occasion. Many had expected that he might make some reference to the coin machine business, but his only references were that he was truly surprised to learn for the first time in his life of the magnitude of the industry and of the many angles which it had. His references to tolerance in business were also taken as a suggestion that tolerance should not only prevail as to race and religion, but that it also should be a guiding principle of business relationships and law.

Members of the coin machine industry were amazed at themselves, as it was noticed the first time in the history of the trade that so many business of countries have ever had such an attention to a speaker. The convention program here for the first time delegates attended the luncheon.

Note: The spectacular report of Dr. Bradley's lecture on "Tolerance" will be made available to the trade in an early 1940.



PRICE EACH \$9.92
Paid by Company of Groetchen Toot Company

HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Illinois

Boost YOUR Killy WITH POKER KITTY

A definite payout board with 130 winners to keep players shouting! Easy-to-open, easy-to-read Poker Hand tickets. Striking color combination stands out in any location.

No. 1402 1400 Holes
Takes in.....\$70.00 GROSS
Definite Payout... 37.50 PROFIT \$32.50

EVERYBODY WINS



SALESBOARD SMASH HIT!

The deal of month, Everybody wins a big smash hit! This is the first time in the history of the industry that so many business of countries have ever had such an attention to a speaker. The convention program here for the first time delegates attended the luncheon.

JOSEPH HAGN COMPANY
Distributors

511-522 West Madison Street, CHICAGO

QUALITY SPEAKS FOR ITSELF

CLOSE-OUT ON SALES	Cable Address Money, Cleveland	Baltimore, P.P.	Los Angeles, P.P.
New 400 2000 \$17.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 22.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 25.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 28.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 31.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 34.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 37.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 40.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 43.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 46.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 49.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 52.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 55.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 58.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 61.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 64.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 67.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 70.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 73.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 76.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 79.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 82.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 85.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 88.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 91.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 94.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 97.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00
New 400 2000 100.00	Monroe, P.P. 25.00	Clark, P.P. 25.00	Los Angeles, P.P. 25.00

MODERN AUTOMATIC EXCHANGE, INC.

2640 GARFIELD AVE.

CLEVELAND, OHIO

SMITH'S NOVELTY SHOP

145 EIGHTEENTH STREET, WHEELING, WEST VIRGINIA

Manufacturers of

TIP BOARDS & BASEBALL TALLY CARDS

Exclusive Territories to Agents

When Writing to Advertisers Mention The Billboard.



AMERICA'S COUNTER GAME KINGS

Rule Again

with 1940'S BEST BUY!

GROETCHEN'S 3 REEL CIGARETTE MACHINE
with GUM VENDER. MIDGET COUNTER GAME,
ONE OF THE WORLD'S SMALLEST (5"X5"X6").
FINEST CONSTRUCTION---PRECISION BUILT---
HAMMERLOID---SMOOTH VELVET FINISH---
NOISELESS OPERATION---ASSORTED COLORS.

WEIGHS ONLY 5¾ POUNDS

½ Deposit With Order—Bal. C. O. D.

ORDER BLANK

NAME

ADDRESS

CITY STATE

QUANTITY

EXCLUSIVE
FOR
ILLINOIS
INDIANA
IOWA
MICHIGAN
MISSOURI
WISCONSIN

\$ 0.50
EACH
\$ 67.50
CARTONS OF 6

GERBER & GLASS

914 DIVERSEY BLVD.
CHICAGO, ILLINOIS

Report Chi Coin Roxy Big Show Hit

CHICAGO, Jan. 26.—"We hate to brag, but it certainly looks as if we've done it again," commented executive Sam Gerber and Sam Wolberg, of the Chicago Coin Machine Mfg. Co.

"You sit, it looks as if we've got another big winner in Roxy. Sales of this great new game were far above our expectations at the Coin Machine Convention.

"Roxy was the center of interest among operators who gathered from every part of the country. More orders for Roxy have come in from operators who felt that the orders they had already placed would not be large enough and would not satisfy the demand for their locations.

"It appears that we'll have to put on extra production forces in order to turn out the orders on hand and to keep pace with those that are pouring in. Naturally, the fastest thing to do is to fill and ship orders in the order that they come in, and, as in the past, we shall do this with Roxy. Thanks to all operators for the hearty support given this new machine. Your support will be well rewarded when you get Roxy on your locations and begin to add regular collections."

G&G Handling Imp in Six States

CHICAGO, Jan. 26.—Officials Paul Gerber and Max Glass of the firm of Gerber & Glass have announced that they would serve operators in six States on occasion of the Chi Coin exhibit release—a counter game called Imp.

"We are prepared to fill the needs of operators in Illinois, Indiana, Iowa, Michigan, Missouri and Wisconsin for that sensational new counter machine, G. & G. Groetchen's, 'What a game!' It's a three-reel silver machine with gum vender that's going to put a new tremor to the word print in the counter machine field."

"Imp is really a great little game. It's

small, compact, light in weight and yet is very durably constructed. We think it's one of the finest values ever offered to operators, and feel that it is a privilege to be able to make it available. It isn't very often that we get excited about machines, but this is one time when we can't restrain ourselves. We think that operators will be making a big mistake if they don't get in on the ground floor now with Imp. It may be operated in the very smallest of locations and is legal. Moreover, the sale price of Imp makes it 1940's best buy."

"In the mobile business there are the famous Gerber & Glass photograph changeovers that are holding the attention of operators everywhere. Detailed explanation about them is unnecessary, since photograph operators the country over know of their beauty, utility and value."

Monarch Reviews Successful Show

CHICAGO, Jan. 26.—"The Monarch 'Hitte show' was a huge success," declared Al Hiera, official of the Monarch Coin Machine Co. "It was certainly a great pleasure to see so many old friends who were visiting here in Chicago. Many of these operators who had not visited Chicago for some time were pleasantly surprised to see the newly enlarged quarters of Monarch and were none or less surprised to learn of the unusually large stock of all types of equipment that Monarch is now making available to all operators everywhere.

"Evidence of this satisfaction is in the way they bought. We started last week with one of the biggest inventories ever

shown in Monarch history and ended it with one of the smallest. It is indeed gratifying to know that these operators were so satisfied with our selection, and we want them to know that their needs can be filled every week of the year, just as they were during show time. Service in shipments is always at peak efficiency. We've said before that the 'roy' from Monarch habit is a good one to get into. We say it again, with the firm conviction that it will hold even more true in 1940."

Oomph Hit at Show for Western

CHICAGO, Jan. 26.—"Our show thanks go out to operators for the hearty reception given our new equipment at the Coin Machine Convention this past week," declared Don Anderson, sales manager for Western Products, Inc.

"It is unnecessary for us to tell those of you who attended the convention just how busy we were, for you saw with your own eyes as you walked into the convention hall. To those of you who for some reason or other were unable to attend, we may just ask any operator and you'll find out that the Western display booth was the busiest at the convention. The most important reason for all the hustle and bustle around the Western booth was, of course, the fine equipment we had on display."

"Among other machines we our latest release, Oomph, the counter game that is the talk of the trade. As a matter of fact Oomph was one of the hits of the show, raking a write-up in one of Chicago's newspapers. We could go on and cite example after example and reason after reason why each machine was so popular with operators, but it is more or less unnecessary."

"The important thing is that the Western machines exhibited and our sales were unusually heavy. We want to thank operators for this support and express the hope that the many Western purchasers will make them even more loyal Western supporters in the future."



EVERYBODY'S HAPPY! Fred Mills, president of the Mills Novelty Co., and George Pomer, New York, who was winner of the first prize in the Mills Distributors' Contest. The prize was a truck.

BOWLING ALLEY • BIG SHOW

Smart Money
DID GO TO
BOOTHS 3-4-5
and BOUGHT
BOWLING
ALLEY

Simple as a-b-c!
3 ways to score!
FREE PLAY
\$99.50
(Convertible)

IMMEDIATE
DELIVERY

Smart Money
DID GO TO
BOOTHS 3-4-5
and BOUGHT
BIG
SHOW

Unanimous
Selection
of the Expert
4 WAYS TO WIN!
FREE PLAY
\$99.50
(Convertible)

STILL IN
PROGRESS
DE LUXE
GRIP SCALE
GREAT
FOR
COUNTER
GAME!

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

Association Dinner Held

Officers of associations exchange reports and advance ideas for co-operation

CHICAGO, Jan. 25.—As a new precedent in promoting organized work among operators' associations, the management of the Coin Machine Institute, Inc., sponsor of the 1939 Coin Machine Show, invited the presidents and secretaries of various coin machine organizations over the country to attend a special dinner on Wednesday during the 1940 convention in Chicago. The dinner brought together one or more representatives from about 28 coin machine organizations, from various parts of the country, for fellowship and an exchange of ideas.

Leo J. Kelly, vice-president of the CMI, presided and introduced an impressive list of manufacturers. Dave Gottlieb, president of CMI; David G. Bookala, a director; W. J. Dixon, treasurer; and James A. Gilmore as secretary-manager. Mr. Gilmore read the list of delegates as they were referred for the dinner and each guest was asked upon for an impressive compliment about trade work.

Many Ideas Advanced

Most of the speeches by visiting officials of associations took the form of reports of work in their trade areas, strong contrast was shown by the optimism of present reports as compared with those several years ago, when most operators' meetings were filled with vigorous complaints about trade work. The impression given by the many speeches was considered as a high tribute to the value and growth of organization among operators. Many of the speakers touched on subjects they feel are their first priority of real fellowship and encouragement to operators' organizations.

(Note.—Due to the number of speakers and the great variety of suggestions and

DREAMS

For Leap Year That
Will Come True!

Dreams F-2540A
2000 Holes
Takes in \$100.00
Pays out 67.00
Get Year Orders 35.00
Put Year Orders in the Year.
PRICE \$178.75.

CHAS. A. BREWER & SONS
"The Largest Board and Card
House in the World,"
6320-32 Harvard Avenue,
Chicago, U. S. A.



ideas offered at the meeting, a more complete report and analysis will be given in a later issue.

David G. Bookala, speaking as a manufacturer, said that "now the manufacturers realize organization among operators is necessary. My firm found that organized operators are doing things that would be better when there is organization and better business methods are used when organization is in effect."

A delegate from New England expressed the opinion that there is no complete and accurate record of operators' associations available. He said that he had been busy with about eleven music operators' organizations alone, but he knew for a fact that more than twenty music organizations existed.

(Note.—For list of registered operators' associations, see The Billboard, January 29, 1940, page 687.)

WANT TO BUY FOR CASH
25 USED '36 AND '39 MODEL
BUCKLEY TRUCK ODDS, GALLOPING
BOMBS AND PAGES RACES
Wynan Caber, Since Coin Machine Exp.
24 13TH ST. AUGUSTA, GA.

'IMP'

The superior
Penny
Coin
Machine
with
1000
Holes
and
10
Games
to
Choose
from
is
the
most
popular
and
profitable
slot
machine
in
the
world.
It's
easy
to
operate,
easy
to
maintain,
and
easy
to
sell.
It's
the
most
popular
and
profitable
slot
machine
in
the
world.
It's
easy
to
operate,
easy
to
maintain,
and
easy
to
sell.

125 South 10th Street, Des Moines, Iowa
125 South 10th Street, Des Moines, Iowa

\$12.50 In Advance
Delivered

OHIO SPECIALTY CO.
110 E. Superior
CINCINNATI, O.

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

**PROTECT
YOUR
EARNINGS**

EQUIP
your
PIN TABLES
with
EXHIBIT'S
SLUG
EJECTOR

PRICE \$76.10
Order directly night on
with \$100.00 Cash Check NOW!

ORDER
NOW!

EXHIBIT SUPPLY CO. 4325 W. LAKE ST.
CHICAGO, ILL.

AUTOMATIC COIN MACHINE CORPORATION

338 Chestnut Street, Springfield, Mass.

Phone 4-1109

Coin Machines of all types, both New and Used. Write, wire, phone or call in person at our show room for prices and particulars.

SALESBOARD OPERATORS

Read
"DEALS"

A column about new calculated ideas, deals and opportunities. In the

Wholesale Merchandise
Department

THIS WEEK AND EVERY WEEK

SO WHAT IT STOPPED THE SHOW COLD!



★
PRICED
TO
PLEASE
YOUR
POCKET
★

TABLE
MODEL



ALL Playing and Scoring Thrills of Real Bowling!
Records Strikes, Spares and Individual Hits!
Free Play Instantly Convertible to Straight Details!
RUSH YOUR ORDER WIRE, PHONE, AIRMAIL FOR DETAILS

GENCO-INC. 2621 N. ASHLAND AVE.
CHICAGO

BOWLING GAME

A BASKETBALL TREAT

ANOTHER OF
CONTAINER'S COLORFUL CREATIONS
Not Just Another Board, But an Unusually Interesting
Basketball Play.
2600 HOLES—GOAL SHOTS
Takes in 2,600 Holes of 5¢ \$13.50
For Out (Average) \$3.50
PROFIT (Average) \$ 9.54

"THE OPERATORS' MANUFACTURER"
CONTAINER MFG. CORP.

1825-1833 Chouteau Ave., St. Louis, Mo.
MEET US AT THE COIN MACHINE SHOW, BOOTH NO. 137



Crowds Fill Baker Displays

CHICAGO, Jan. 26.—New game show presented at the show by The Baker Novelty Co., Inc., aroused considerable interest among the trade. It is reported that Four-Five-Six, a trial coin-operated free play novelty game, and Magic Mirror, a new photographic play stimulator, were popular with customers.

The big Baker hit, however, according to officials, was Sky Pilot. This is a new idea, they declared, "in introducing a photographic gun action. The operation was explained by Harry Kippe, vice-president of the company. "This self-contained unit operates on the principle of optical illusion," he said, "and produces an effect that is literally spellbinding. It has all the feel and sound of a real anti-aircraft machine gun. Imagine the thrills when you're behind one of those white in sections!"

The 1940 models of Baker's Paces, Taming Cowboys, and Pick-A-Pace, counter cigar game, also drew high compliments from visitors, especially from operators who praised these units for their results on business.

"We were highly gratified by the response of the show," said H. L. Baker, president of the company. "The trade showed great enthusiasm for our machines and ordered in large quantity. We are making preparations for the busiest year in our history."

Laud Evans' Big Bowling Alley

CHICAGO, Jan. 26.—"The big thing of the show," to many more than one, was Evans' Automatic Regulator Alley." Head officials of the H. C. Evans & Co., "In fact it was so big that it had to be displayed in separate rooms on the lobby floor of the Starbuck Hotel, and still it was impossible to accommodate the crowds."

"Crowds upon crowds flocked in, distributors, jobbers and operators from all over the country, who marveled at the performance of the ingenious new idea in automatic bowling. The company rebuilt the pin action. The year-

Coin Machine Mechanic

Experienced in Photographs, Pinset Men, Automatics, Coinsets, Score Men, Mights maintained. Will give outfit with no obligation to the operator.
CLARENCE A. WOOD, F. G. Adams
Motel Resort, 245 W. 48th St., New York City

FIVE Free Play Games—All For \$97.50

Major System	General
Pinset	Pin Set
Photo	Photo
Photo	Photo
Photo	Photo

Send 125 Dollars With Order.
LEHIGH SPECIAL CO.
2nd & Chest St., PHILADELPHIA, PA.

CARL TRIPPE

Invites You To His Big Party
Sunday and Monday—Jan. 28 and 29
AT THE IDEAL NOVELTY CO.

1516-18 Market Street, St. Louis, Mo.
FOR A SPECIAL SHOWING OF THE ROCK-OLA
LUXURY LIGHT-UP PHONOGRAMS
"The Preference of the Finest Locations"

Remember the Great Year Everyone Had at Our Last Show. Bring the Ladies, Friends, Acquaintances and Relatives. Use the "Rock-Ola," the "Musical Novelty" and "The Shrine Up the Moon" Beauty Machine Wins.



2 SOLID YEARS OF PRODUCTION AND STILL THE
BIGGEST MONEY-MAKING CONSOLE BUILT!

WESTERN'S
NEW DE LUXE

BASEBALL

Time Payment Plan Available

MINT VENDING COMPANY

211 N. 17th Street,
BIRMINGHAM, ALABAMA

Exhibits BOWLING GAMES

'FREE PLAY'

Long Life Location Attraction

ACTUAL LOCATION TESTS have proven the FREE PLAY or STRAIGHT NOVELTY feature with HIGH SCORE APPEAL of this Sensational Bowling Game a genuine long time profit maker for operators.

Can be operated in any territory. The additional daily or weekly HIGH SCORE feature stimulates continuous repeat play.

Don't Hesitate to get Exhibit's BOWLING GAME—ACT NOW!

also
'CONGO'
the Greatest 3 COIN MULTIPLE
1 or 5 BALL Interchangeable
FREE PLAY Table
OFFERED TODAY!

also
'FLAGSHIP'
HIGH SCORE—2 WAYS
TO WIN with unique
THRILLING BALL AND
LITE UP ACTION

EXHIBIT SUPPLY CO., 4222-24-26-28-30 W. LAKE ST., CHICAGO

Imp a Favorite At Chi Conclave

CHICAGO, Jan. 25.—A contender for the title of being the world's smallest but most popular was on display at the 1940 Chi. Machine Show—and, according to reports, which interest will be maintained as the show is shown. The machine, Genco's Top Coin, resembles a radio in appearance and has three reels available

in cigarette, fruit or number symbols. Reels may be covered with a hinged, acetate-type reward sign.

The machine is so small that it may easily be picked up with one hand. In addition to the reel mechanism, the machine is equipped with a ball gun vent. Action is accomplished by pressing a lever on the side. Action is exactly like that of full-size ball machines with reels stopping in 3-2-1 order.

A new type auto-matic coin chute holds four coins for successive play. The machine comes in either a lacquer-finish or meta-luster finish in assorted colors.

Genco Hears Ops Of Gosh Lucky Strike

CHICAGO, Jan. 25.—Reports concerning the establishment of players for Genco's new table model bowling game, Lucky Strike, are pouring into the offices of the manufacturer and its distributors all over the country, it is reported.

"Lucky Strike incorporates in table model form all the action, color and scoring thrills of the actual game of bowling. By virtue of size of the most important engineering feat ever accomplished in the coin machine industry, each strike, spare and individual hit made is recorded just as in real bowling," declared Genco officials.

The game is divided into three frames. Usually as in bowling, the player shoots to hit all ten pins on either individually or by putting a ball thru either of two steel holes which automatically put out all 10 lights, he gets credit for a strike and gets two ex-



DIRECTIONAL SPINNING BALL CONTROL. STRIKES, SPARES, SPLITS recorded on SCORE BOARD. FAST BALLS, SLOW BALLS, Etc.

OPERATOR'S PRICE 189.50

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The Hits of the Show TOTALIZER

Center Skill Game

SKEE JUMP

Console Skill Game

WE'RE FLOODED WITH ORDERS!

THANKS!

SCIENTIFIC GAMES CORP., 27 Steuben St., BROOKLYN, N. Y.



Charley Casmins' Mother Dies in Alabama

BIRMINGHAM, Ala., Jan. 20.—The coin machine industry mourns the death of Mrs. A. O. Casmins, wife of the late Capt. A. O. Casmins and mother of Charles A. Casmins, of the Mint Vending Co. Mrs. Casmins passed away on January 11 in Birmingham, Ala.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



JOHN CHRIST, for many years associated with a Chicago coin machine manufacturer to an executive position, has been appointed sales manager of the Exhibit Supply Co., Chicago.

Chicago Coin's
LITES

Thrills Until the Last Second!
Action From Top to Bottom!
Animated Lites Galore!
4 Ways To Win!
The Cash Box Tells the Story!

FREE GAME
Instantly Convertible to
Straight Heavy

\$99.50

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

Stars of the Show!

Seasons of the recent Cole Show... Universally acclaimed the most spectacular new format... Several direct action of...
 FAMOUS TIME

SUPERIOR PRODUCTS
24 NORTH PEGASUS STREET
CHICAGO, ILLINOIS

FREE PLAY
SPECIALS
Mighty... \$14.75
Building Game... \$18.50
PHENIX PHENIX BUYS
Games \$4.00, \$12.50
Many Specialties,
Price \$4.00 Each.

NATIONALS Used
Games are perfectly
reconditioned—
\$3.00 repaired
when necessary.

FLIX
Hours of Color Good
Shows for Men
Sunday Homeless
Specials on the
Mailing List Free
Information Details on
Cable Natvex

5% OFF
on all games and
"Photographs"
which you send
with you order in
form of money order
or certified check.

NATIONAL NOVELTY COMPANY
113 MARICK ST., MARICK, L. I.

You can ALWAYS depend on **JOE ASH** — ALL WAYS

ON HAND FOR IMMEDIATE DELIVERY...
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRO-
DUCED BY THE COUNTRY'S LEADING MANUFACTURERS.
Come in and see the New Games... or write us FOR PRICE LIST.

ACTIVE AMUSEMENT MACHINES CORP.
100 NORTH FRANKLIN STREET, PHOENIX, ARIZ.
Phone: Market 3256



Mills Open House Draws Big Crowd

CHICAGO, Jan. 26.—From January 18 to 19 we held open house at the Mills factory and each day hundreds of distributors, operators and their clients flocked in to see the products of the Mills Novelty Co.," declared Vinco Gray, sales manager of Mills. "Entertainment for the new European photograph book machine from its inventor's orders received.

The first day of our open house started with a jitterbug swing session. The treatment of the young folks was no controversial that it wasn't long before the most ecstatic and dignified visitors decided to try it.

"Another day was visiting Celebrity Day. An impromptu show, with Bob Friedman of the Pacific Coast and Warner Reed, studios, as master of ceremonies, was a big hit. Among the stars introduced were Ben Blue, currently starring in George White's Scandals; Dick Todd, romantic baritone of radio and Broadway records, who sang his outstanding success, 'I've Obedied,' and 'It's the Talk of the Town'; Benny Leonard, undefeated lightweight champion, and many others. A popularity contest, among the 12 most beautiful girls present was run off. Ed Savary, of the Owl Motel Co., performed a dance which was described as 'rag-cutting'; and the Wake Sisters, Chicago night club favorites, did a specialty song and dance.

"Jack Minick of Pomer's organization claims to be the world's funniest rube-may-m... and he can handle his fare pretty well. Also on hand were Turry Corbitts, ex-fighter, and Sam Tarzan, of MacFarrow Novelty Co., who was once in the ring himself. They did a little shadow boxing to entertain the visitors."

Stern of Monarch Stricken at Show

CHICAGO, Jan. 26.—Al Stern, official of the Monarch Coin Machine Co. was stricken ill while at the Coin Machine Show and is in the Mt. Sinai Hospital,

7 DAYS FREE TRIAL
ON
JIFFY

\$19.75

Penny cigarette game on only JIFFY, too built in Western design. Small in size. New features. Starts from just your change. Features convertible on 4-way play. **BUY IN DEPOSIT TODAY!** We also sell CASH.

ROYAL DISTRIBUTORS, INC.
425 W. Bond St.,
ELIZABETH, N. J.

OPERATORS!
GET ON OUR
MAILING LIST!

Receive Weekly List of
Special Offers

**NEW AND USED
Machines—Write Now!**

**MILWAUKEE
COIN MACHINE CO.**
1400 W. Bond St. L. Ave.
MILWAUKEE, WIS.

Chicago, following an operation. Stern went home ill Wednesday night, complaining of a cold. Friday morning he was taken to the hospital and operated upon for resulting complications. Latest reports were that he was resting well.

EVANS GAMES STOPPED THE HON!

They jammed the aisle to see Evans' new 1940 TEN STRIKE... and Evans' AUTOMATIC REGULATION "DUCK PIN BOWLING ALLEY" — the 2 seasons' king of the show! Distributors, jobbers, operators and even manufacturers, job-shopped cold — marveled, and hailed them as the gold strikes of the bowling industry!

EVANS' AUTOMATIC REGULATION Duck Pin BOWLING ALLEY Absolutely Portable!

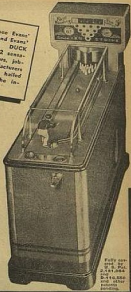
The talk of the show! Opens a brand new field to you can cash in for years to come on the nation's bowling craze! Never before anything like it! Regulation size, regulation pins, balls, backdrop, Evans' patented "Automatic Pin Boy" action. Absolutely portable... can be laid down in less than an hour. Sturdy construction, 42 ft. long overall. Coin-controlled operation at slight extra charge.

A SAFE, LUCRATIVE, LEGAL INVESTMENT FOR LIFETIME PROFITS!

Evans' 1940 TEN STRIKE ACCLAIMED "TOPS"!

First and Original Bowling Game—months ahead of any other, and still the undisputed No. 1 hit! Imitated, but it can't be duplicated! 5 months actual operation in 1939 establish it as the proven top money-maker for 1940! New 1940 model, with added refinements, is your ticket to prosperity. Order today!

Realistic patented Machine Play... every bowling play possible! Realistic pin action... no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."



Fully equipped for 2,147,000 \$1.10 per ball

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Keeney Open House Draws Big Crowds

CHICAGO, Jan. 26.—"Our show is ended, but the melody of orders still lingers on. In fact, it is ringing louder than ever," stated Jack Keeney, head of the House That Jack Built.

"This was by far the greatest private showing ever held at the Keeney factory and showrooms," he continued. "Attendance this year topped all previous years by a wide margin and sales were far greater in number and in volume. According to reports, everyone left the Keeney factory with the feeling that 1940 is another big Keeney year and that he really made big money this year. Keeney machines are a 'must'."

"There's our 1940 Super Six. We sold over 1,500 Super Sixes in seven days, and that's worth crowing about, we think. Super Six is the finest table available today, with some playing features and more exciting features than you would think possible. Any ball may be a winner, and there are four ways to win and three ways to lose and other exciting games. Super Six is the table game of the year."

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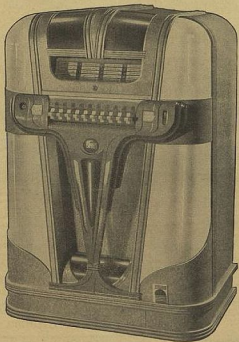
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