

# The Billboard

MAR 20 1940

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MARCH 23, 1940

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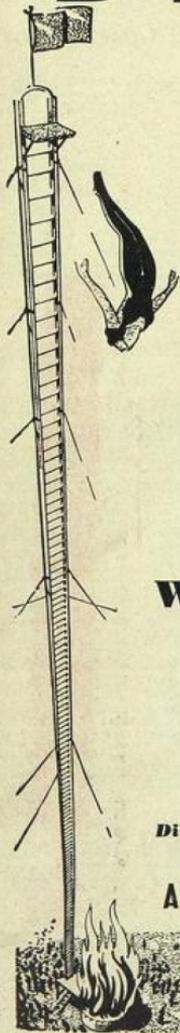
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## ACTORS' WALK

### Levey's 5 Full Weeks on Coast; Pay Good Too

LOS ANGELES, March 18.—Bert Levey office is booking five full weeks, two last-half and several one-day stands, on the West Coast despite theater and film conditions unfavorable to vaudeville.

The Golden Gate, San Francisco, has the biggest vaude budget of all Levey booked houses. It uses names and last year paid as high as \$15,500 a week for the Rita Brothers.

Other full-week stands are Beacon, Vancouver, B. C., and the Palomar, Seattle, both Thursday openings and both formerly Panjane houses, and also the Orpheum, Portland, Ore., and the Orpheum, Los Angeles (Wednesday openings). Last halves are the Post Street, Spokane, Wash., and the Downtown, Oakland, Calif.

One-day stands, mostly Saturdays and Sundays, include Antioch and San Jose. Five-act shows often travel intact, with San Francisco getting special big names. (See **SEVEN FULLWEEKS** on page 2)

### Barnes Awarded Minn. State Fair

CHICAGO, March 16.—Word has been received from M. H. Barnes, president of the American Booking Association, who attended the State fair meeting at St. Paul this week, that his firm has been awarded a contract for Minnesota State Fair covering all grandstand attractions, afternoon and evening.

This is one of the largest and most sought-after fair contracts in the country.

### He Shoulda Stood There

PITTSBURGH, March 16.—KDKA production chief Charles Truquart accidentally invaded the women's dressing room in one of the downtown department stores where he was choosing a fashion show and found the models in undies. He backed out, with apologies.

For the next act, the same girls came out on stage—in their undies.

### AGA After Vaude, H. H. Fair; Agents Drop 5% Booking Fee Until May 1; Then Up to Bookers

NEW YORK, March 16.—Now that an agreement with the Artists Representative Association has been signed, the American Guild of Variety Artists is going after a pact binding the Broadway presentation houses to an AGV committee to meet theater representatives Tuesday to begin negotiations.

The union demands hiring AGVA members only, a limit to free rehearsals, a maximum number of shows weekly, weekly minimum performance, minimum and maximum salary scales for principals and chorines.

The theaters are reported favoring an AGVA pact but are not in agreement among themselves as to terms.

As signed Monday (11) the contract with ARA calls for elimination of the per cent booking office fee from combination agency-booking offices such as Fanchon & Marco, MCA, William Morris and Eddie Sherman until May 1. If by that time booking offices have not voluntarily dropped exacting the booking fee, the ARA agents-bookers then may resume charging the additional 5 per cent.

The clause provides that if ARA expels a member, AGVA must revoke that agent's license and wait 90 days before a new license can be issued to him as an individual. However, the pact does not limit licenses to ARA members. AGVA claims it will negotiate with club date bookers and night club promoters. AGVA members are forbidden to deal with non-licensed agents. In return the ARA agrees to represent AGVA acts only. Exclusive representation contracts may not be signed for more than three years. The agent must provide at least two weeks' work every 90 days for the act if the pact is to remain in force. The enforcement of this clause may be suspended during the summer, however. If the act wants to change representative at the end of a three-year term, (See **AGA AFTER VAUDE** on page 27)

### Philly Spieker Dares Competish On His "World's Worst Series"

PHILADELPHIA, March 10.—It's the "World's Worst Program" that Rupe Werling directs daily from 8:45 to 7:45 a. m. on WIBG, and as it starts its second year, the agent doesn't know what it was all about. Just a year ago a bewildered engineer kept putting phono records on the turntable, but on his own he was waiting for Werling to make his initial appearance. Station had given the stanza a heavy belly, and Rupe, who was the only person to know what it was all about, failed to appear for the early morning air-palooza until it was practically over.

With such a start, Werling, who styles himself "The Count of Corn," continued to develop ideas sure-fire to make his

### 5000Gs Paid Yearly by Disk Makers Considered Low Figure

NEW YORK, March 16.—According to the American Federation of Radio Artists, transcription jobs over a one-year period total approximately \$500,000 for AFRA members. This sum, an esti-

mate covering transcriptions produced in New York, Chicago and the Coast, is particularly interesting in view of current status of AFRA's negotiations with the wax companies. Radio union recently held a confab with 12 waxworks, including World Broadcasting National Broadcasting Co., Associated Music Publishers and Brinkerhoff, and according to reports the ball is now rolling toward a rapid and amicable solution of problems affecting the radio union and the e. t. companies. Both groups report cordial and co-operative relations.

AFRA's war code is nearly out, but not quite, co-ordinated. It is believed that what work remains has to do with administration, the scale having been set some time ago at approximately the same figure as that for live talent. According to union execs in New York, shortly the code period will end. (See **Actors' Pansy Wax Income** on page 6)

matter is to go to arbitration.

ARA claims 70 agents and 40 associate agents are members.

Late this afternoon negotiations between AGVA and Billy Rose were being held. AGVA threatened to picket the Diamond Horseshoe unless Rose agreed to classification as an A spot with a \$40 weekly minimum for chorine and \$60 for principals. Rose was reported to be willing to sign as a B spot with \$30 and \$40 minimums. AGVA claims a majority of the cast are members of various AAAA unions. AGVA also claims that Heddered his performers not to join AGVA.

Several band leaders who emcee night club shows have been approached to join AGVA. One faction within the organization is demanding that all maestros who introduce acts be forced into AGVA just as a harmonica player in a floor show would be asked to join the musicians' union. The musicians' union has not been approached on that subject.

Hal Hixon and Bill Nunn, AGVA organizers, were dropped this week. AGVA says that the new dues-collecting system whereby members will pay at the office made it possible to dismas the duo. Hixon may be re-engaged when a Pittsburgh local is established. Hoyt Heddock, AGVA executive secretary, leaves Wednesday (20) for Chicago. On his way back he will stop at Pittsburgh to start AGVA membership drive.

Other organizational moves include the sending of Ken Howard to Boston to assist Tom Geran. Howard will then move to Montreal to start a local.

AGVA also announced that Maxine Sullivan will be named to the national AGVA board, and John Velasco has been named to organize Negro performers.

The Havana Madrid has signed an AGVA agreement calling for \$45 for principals and \$30 for chorus. Previous (See **AGA AFTER VAUDE** on page 27)

### Bell Hops Turning Hot Spot Tipsters; Chi Hotels Are Mad

CHICAGO, March 16.—Managers of leading hotels here ruled that recommendation of night clubs to guests by hoteliers, the scale having been set some time ago, is particularly interesting in view of the fact that it was discovered that Loop hotel bell hops and bartenders in particular turn tipsters. (See **Actors' Pansy Wax Income** on page 6)

At one time, neighboring Loop spots did more than 50 per cent of their business during convention months from visitors brought in thru "tips" of hotel employees. Nitsery managers wined and dined the more aggressive "salesmen" and put them on the pay roll.

Hotel men started action when guests brought in complaints against employees who allegedly influenced them in visiting club joints.

### Hennies' Folk Hurt In Shreveport Blow

SHREVEPORT, La., March 16.—Several members of Hennies Bros.' Shows wintering in quarters on the Grand Parish grounds here, are in a local hospital suffering from painful hurts, none of a critical nature, as a result of the tornado which hit the city on Tuesday.

Those injured include Henry Lee, Joe Good and Claude Clawson, caught between falling bricks; a happy Coleman, motordrome operator, nose and leg injuries and Robert Bennett, who sustained a wrenched and cut back leg and injuries.

Closest escape from death came to Mr. and Mrs. D. D. Meadows, cookhouse operator, Sam McCullum, a waiter, and Mike Smith, kitchen helper, who were preparing dinner when the storm hit. Mrs. L. J. (Jackie) Dondell, wife of the show's secretary, was in a railroad car, which was lifted off the tracks and carried 150 feet down a sidewalk, but injuries were slight.

### Speed Counts With Him

The Billboard has a subscriber in the Canal Zone who pays 15 cents for each half ounce to have his weekly copy sent by airmail. This means a per-copy-postage cost of \$2.55.

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# FIGHT FOR LUCKIES REVEAMP

## ET Men Squawk; No Like Tactics Of Music Pubs

NEW YORK, March 16.—Latest squawk over tactics of music publishers is being raised by transcription companies. Claimed that the publishers, in their desire to push their music, are putting much pressure on the waxes to cut the lesser tunes, belief being that the

### Did He Like It?

BASKETON, Sask., March 16.—Special showing of *Gulliver's Travels* here attracted 1,500 youngsters and 40 dogs. The dogs gave the tubers quite a battle.

One mongrel was able to get in and see the picture. The other 39 hung around waiting for their youthful owners.

good songs will more or less take care of themselves in the matter of obtaining plugs.

Specific instances are said to concern the music of the Paramount Picture, *Road to Singapore*, and the incoming musical comedy, *Highyer and Highyer*.

Plus, it is said, are making terrific attempts to have the e. t. men cut the lesser tunes with name bands. Angle is not so much the song build-up via transcriptions, but the fact that once a band leader makes a transcription of a tune it goes into his book and is liable, and likely, to be played over radio records and commercials—all of which, of course, means added dollars to the publishers who derive their chief \$450 income thru "uses," or performances over the air.

## Ft. Worth Expo Nitery Does Well

PORT WORTH, Tex., March 16.—Silver Spur Gazette, presented at the Silver Spur night club on the grounds during the Southwestern Exposition and Pat Stock Show here, March 8 to 17, with a show different from the one given here last year, drew about three times more people the first week-end than last year.

Show this year, strictly vaudeville in popular with the customers, and features Frank Payne, Mackie and Paul, Doris Mae, Lorraine Miles, Gayle Robbins, Dale Taylor, the Kathryn Duffin girls with their bucking hobby horses, and Jack Ameling's Orchestra. The bucking hobby horses were the high sensation of the show.

Lower prices helped increase attendance. Prices ranged from 90 cents matinees to \$1.25 week nights and \$1.50 Saturday nights, as compared with \$2 to \$2.50 charged last year to hear Paul White-man's Orchestra. The Duffin girls were brought in for the last four days of the show last year.

This Duffy show is booked for hotels thru the South and into Florida, after the Stock Show run. H. L. Braudis is producer.

## Stag Acts Fade For Conventions

DES MOINES, March 16.—In Des Moines, the so-called convention city of the nation, a convention nowadays may spend as high as \$800 for a show, using a master of ceremonies, band and local line. While some acts are able to command a fancy price, there is virtually no such thing as a wage standard except for the union entertainers. However, bookers have been working toward establishing a level for pay. Bookers pick up acts from night club workers in the territory or direct from Chicago, depending on the money angle.

Loading a revival of old timer are the inspirational humorists. However, agents, Irving H. Grossman of Gus Sun and "Dutch" Schmidt.

Drinking and strip-tease acts are on wane, as are leg shows. This factor has developed vaudeville acts, with convention entertainment committees demanding well-rounded shows.

## Pubs Ask Right To Compile Hit List for Lucky Strike Program

NEW YORK, March 16.—Charging that the survey of popular songs as reported on the Lucky Strike Hit Parade is "inaccurate and not representative of the hit tunes of the day," Walter Douglas, chairman of the board of Music Publishers' Protective Association, stated this week that his plea to the Lucky Strike

people to change the numerical preference of songs and to bring the program up to "a higher standard of accuracy" fell on virtually deaf ears and that the board would have to seek another method of inducing the hit paraders to change policy. What the program should be, stated (See MPFA-LUCKY STRIKE on page 2)



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## KOA Dear Set, AFRA After KFEL, KVOD

DENVER, March 16.—Contract between AFRA and KOA Denver has been agreed to and is now in New York for approval by NBC's lawyers and the AFRA national office. The contract covers AFRA's national representative, with Lloyd E. Yoder, general manager of KOA, and starting salaries were raised from \$2,000 per year to \$2,500. Yoder will receive a 10 per cent salary increase based on present salaries and starting salaries were raised from \$2,000 per month to \$130, and pay increases were of the highest percentage obtained under NBC contracts. The new shop will be in effect at KOA, and the contract runs for three years. Effective June 1, 1940, AFRA is in operation for two years AFRA can reopen negotiations for a higher rate. AFRA also has a 14-day vacation with two weeks' vacation with pay, also is provided for, as well as time off for illness.

Contractors are opening negotiations with KFEL and KVOD.

## Doubting Thomas

MILWAUKEE, Wis., March 16.—Because he doubted a Western Union messenger who called at his home to tell him he was the winner on Eugene O'Neil's program, aired over WISN, John Bechtel is out \$100. The program is a take-off on the subject of "Fortune" magazine, that winners are informed personally.

## ABT Agents for WCPO Technicians

CINCINNATI, March 16.—National Labor Relations Board yesterday designated the Associated Broadcast Technicians as the collective bargaining agency for technicians at WCPO here. ABT is a unit of the International Brotherhood of Electrical Workers (I.B.E.W.) with four technicians.

Simultaneously, board announced that an election would be held within 90 days to determine whether stations announcers and performers wish to be represented by the full-fledged director, Radio Artists, affiliate of the performer International Associated Actors and Artists of America group of unions. His bills and Albert Stephan, writer, are not to be included in this election.

# AFRA Seen Trying to Crack Broadcasters' United Front

NEW YORK, March 16.—With ASCAP's new radio contract set to come up before the board Wednesday night, AFRA broadcasters believe that the new terms—which will reportedly levy a heavier burden on the nets and a lighter one on their own staffs. But it is pointed out that the nets were never really anti-ASCAP in the past and success of BMI is likely to be theoretically possible. Feeling is that it will find it cannot do without the ASCAP catalog, just as it found it could not do without the American Federation of Musicians' Sam Kaye list, but what the nets are really doing is tantamount to fighting the independents as a bluejean to lighten the performing rights society out of its alleged idea of cutting in on network revenue.

Attempts similar to BMI have failed

In the past, allegedly because of lack of network backing. Case in point is the failed BMI-Bureau of Copyrights plan of which was already similar to that of BMI.

If current reports of new ASCAP deal are correct, the new terms inaugurates a new strategy in that it throws the indie a lump of sugar.

ASCAP, it is claimed, learned a lot when the federal government was conducting its network monopoly probe. At that time, revenue of the nets was estimated at \$88,000,000 and that of the indies at \$50,000,000. The performing rights society, it is said, came to the conclusion that it could obtain no more money from the independents. Should the new contract be based on the small stations, it is believed this would create for ASCAP immense good will—and the independents could take a view of radio-inspired anti-ASCAP legislation in certain States. The nets, it is claimed, are not in a position to cause ASCAP as much trouble as the indies.

## Chain Productions Out of Chi Clim

CHICAGO, March 16.—Chicago may be coming into its own for evening network news programs, new news stories are coming from here. In the last year Chicago has started nine new shows, among which are *Homes Town*, *Walter Winchell's News*, *Walter Winchell's News*, *Best of the Band*, *This Amazing America*, *Alce Tompkins Time*, *Wayne King's College* and *Walter Winchell's News*.

Only four of last year's programs have been dropped: *Eddie Glavin's I Can Be Done* and *Walter Winchell's News*, *Inside Story* and *Uncle Eric*. A few old reliables continue: *First Night*, *Curston Column* and *Walter Winchell's News*. *Dr. J. Q. and Fitch's Bandwagon* (the latter two traveling, with Chicago as headquarters).

James L. Striton, manager of Artists' Service, NBC Central Division, declares that Chicago has all that it takes to become an important center for network variety shows. One of the reasons for the present increase in number of nighttime news shows is the fact that Chicago, comparatively low cost talent in Chicago on the other hand, H. C. Kopf, sales manager of NBC Chicago, observes, says Chicago can never become pre-eminent in the variety field because important talent is being drawn to New York, either toward Broadway or the film colony. When a show is developed into hit-time ratings, as in the case of *Phibos McGee* and *Molly*, Chicago cannot offer it enough to keep it here.

## WGN Stages Style Show

CHICAGO, March 16.—WGN displayed a new style show, "Wardrobe" which aired Tuesday (12) when it aired *Bonds*, a style show from the studio of the Morrison Hotel. The show, which was the work of Alvin Ryan, station's manager, emceed, presenting outstanding athletes, a few of whom are being recruited by Northwestern University football star, Marshall Oelberg, All-American from Pittsburgh; Ed Wilson, old Chicago Cub slugger; Barney Wright, "Big Boy" boxing champion, and five members of the Chicago Black Hawks hockey team. Three announced *Bonds* distributors will give tickets to 3,000 High School boys, who came to see the parade of clothes modeled by *Bonds* models. Sponsorship of the show on Ryan's evening news broadcasts, gave away 60 merchandise prizes.

## Wally Duncan's Epaulets

NEW YORK, March 16.—Walter Duncan has been made a vice-president of WNEW, New York. Duncan came to the station three years ago from the NBC sales staff and has been head of national sales, which post he retains. Herdies local, executive vice-president, handles local sales.

Bernice Judis is managing director of the plant.

## New York by JERRY LESSER

*Knows...* Alice Frost, of "Big Sister", is running first place in a magazine poll for most popular radio actress... Lanny Ross has a big from movie interests in Manhattan for role in picture shortly to be out on location in up-State New York soon.

Did you know that KENNY BAKER was once a boy violinist... that NOEL PATTERSON danced with the Monte Carlo Ballet... that FRANKIE was a musician's stooge... that ORVILLE ALLEN toured the vaudeville theaters all around San Francisco as a single when she was 13 years old... that DINAH SHORE is rising to keep the ball rolling with changes of cast. This column said over an year ago that if each director used an actor but once every month or two (not counting the actors in the nucleus of the cast) there would be enough work to take care of many capable actors and allow them all to make a decent living. Just take the worry of making a living away from the actor and what a decidedly better performance he gives.

CHARLES WEBSTER is playing Jesus Christ throughout Holy Week on the *ABC Merit* Hour, with the Greymoor Friars of Garrison, N. Y., over WGMCA.

MERRY MACE has been set for the *Two Angels* movie picture to be made this summer.

## Chicago

Helen Cunningham in "Guiding Light" that she decided to prolog the final curtain several weeks... LILLIAN GORDON placed EDWIN PIERCE as guest speaker on WFLP, Panama City, Fla., a new station which opened March 15... EBERHART MARLES was added to the cast of *Stepmother*. CI HARRICE full-throated WLS announcer, derived his professional name by using his real name, NICHOLAS ZAHARRIS.

OLAN BOULE has been added to cast of *Arnold Grimm's* roughies... JEROME YERNER, new vocalist on the *Netherlands*, was selected because of her ability to change her voice and style from torchy numbers to *Bluebird* songs... HILDA HORN, NBC child star, is a newcomer to *Road of Life*, playing Junior Stephenson.

LINCOLN, Neb., March 15.—Trio of judges—Munger, Gardner and Donohoe who heard the anti-ASCAP constitutional test of Nebraska's 1937 legislation against the performing rights society, operative, will again go into a three-judge huddle here March 23.

Should the new contract be based on the small stations, it is believed this would create for ASCAP immense good will—and the independents could take a view of radio-inspired anti-ASCAP legislation in certain States. The nets, it is claimed, are not in a position to cause ASCAP as much trouble as the indies.

## Jack McManus to "PM"

NEW YORK, March 16.—Jack McManus, editor of the weekly news magazine, has been named radio editor of the new afternoon tabloid which will start on the air in New York City around June 1. McManus leaves Time April 1 to undertake research and other preparations for his new post. He is a veteran newspaper man and was formerly with *The New York Times*. "PM," it is understood, plans an extensive radio department.

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ON BLUEBIRD RECORDS He Said He Could Calm the Ocean Everything That I Feel the Spirit Noah

# Advertisers, Agencies, Stations

By PAUL ACKERMAN

EST Unless Otherwise Indicated

## "Superman"

Reviewed Friday, 5:15-5:30 p.m.  
Style—Serial. Sponsor—Hecker Co.  
Agency—Erwin Wasey. Station—WOR  
(100)

If C. cereals are spotting this transcription show through the East, the story being based on a character, if such it may be called, which has become phenomenally popular lately in the 10-cent cartoon books. It's an utterly comely, utterly up to absolutely incredible affair, making Tarzan, Orson Welles, The Shadow, Jimmie Valentine and Frank Merrill look like absolute small timers. Superman flies thru the air, tears up battleships, stops airplanes in flight, drives thru the walls of mines and stuff. Of course, he's also another guy, a newspaper reporter, a very meek and harmless looking chap. On this show, no doubt a moderate sample, he only stopped the plane, covered 50 miles or so in two seconds and drove thru the mine walls. But the kids, in book form, eat it up, so they probably listen.

Clayton Collier plays the lead, Frank Coak produces the series, George Ludlow writes the script and the production is supervised production. It's produced with tremendous sound effects and every time Superman trips up the wind-tunnel gets a terrific workout.

Oh, for a nice quiet Nick Carter.

Franken.

## Highlights After Dark

Reviewed Tuesday, 12-12:30 a.m.  
Style—Chatter and music. Station  
KYW (Philadelphia)

The highlights of the many attempts on local airwaves to give the midnight listener a man-about-town column of the air. Pattern is potent, aiming to dab out breezy gossip on local sports, concerts, theaters, picture palaces and nighties.

Don Hayworth, after, does the script and delivery as is between 18th and 19th and Chestnut, the airing booth, when all but the sidewalks are parked for the night. Instead of spiced copy, this is a little puff from the press agents. The manner in which the speaker stumbled over names on a legit reader, he must have been reading 10 for the time.

Script is slow enough, and the transcribed times to fill while Hayworth does the patter. The music is mostly musical comedy selections, with the time treatment the kind getting better as the show goes on.

Airs nightly for a half hour, and it's a long time until the sign-off. Station plan is to sell stanzas on a participating basis.

## Ern Westmore

Reviewed Friday, 11:45-12 noon.  
Style—Beauty talk. Sustaining on  
WJMC (New York, Inter-City network)

Of the noted cosmetic tribe of Hollywood, Ern Westmore, like his brothers, has made a name for himself as being one of the leaders in the lusty business of making ladies more beautiful than, perhaps, was originally intended. The Westmore name, like its leading Hollywood make-up men, and Westmore's sustainers on WJMC are designed to help the ladies in the "make-up" area that they too can become gorgeous. With his reputation and Westmore can give the pretty beauty tips that are the

series should attract an account catering to this audience.

On this show Westmore told of an event which took place in England, during the war, in which a woman said it couldn't be done, he took a few ugly ducklings and made them into the talk of Pall Mall. Then he chatted about the fact that one of her sons was against another and wound up answering questions. One lady wanted to know if she could get a divorce. Why, yes, said grandma, what a funny way you have, Franken.

## Heinie and His Grenadiers

Reviewed Friday, 9-9:30 p.m., CST.  
Style—Musical and quiz. Sponsor—Badger Paint & Hardware Stores, Inc. Station—WTMJ (Milwaukee)

This program, alternating from the stages of Warner-Baker's Garfield, Uptown and Modjeska, neighborhood theaters. It has the benefit of Heinie's music, which has a big following hereabouts, and a quiz contest which utilizes riddles and characters embodying sound effects to provide further interest to radio listeners as well as theater audience.

Opening 20 minutes is devoted to the musical portion, with Heinie announcing his own numbers and sandwiching in wisecrack selections at intervals. An appeal to Milwaukeeans and include marches, several polkas, waltzes and tangoes.

Last 10 minutes is devoted to Heinie asking questions. Sound cues are given by the band with each question or riddle. Correct answers are rewarded with 25 merchandise certificate and listeners are invited to submit riddles for chances for use on the program. Those used entitle the author to a 25 cent check.

Program is good entertainment, except that commercials are too thick. Bob Heise is the announcer. Branser.

## "Excerpts and Postscripts"

Reviewed Tuesday, 7:45-8 p.m.  
Style—Magazine digest. Station—Sustaining on WNEW (New York)

Program is a magazine digest that to be a readers' digest of the air and is the brainchild of Richard Brooks, WNEW news commentator and announcer. Idea is to give condensations of fiction and non-fiction from such magazines as Liberty, Esquire, Newsweek and a batch of others with which Brooks has contracts.

Program started off smoothly on its debut, Brooks giving a condensation of Manuel Komroff's *Esquire* yarn, *Tomorrow, Tomorrow*, a short, short story from Liberty and a newspiece from Newsweek. In addition to delivering the stuff program gives brief critical comment.

Program shows some signs along with which Brooks has contracts on its debut. Brooks gives a condensation of Manuel Komroff's *Esquire* yarn, *Tomorrow, Tomorrow*, a short, short story from Liberty and a newspiece from Newsweek. In addition to delivering the stuff program gives brief critical comment.

Brooks' voice is good, and he makes good use of the material. The program, of course, gets a nice plug with its story, issue and page mentioned.

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## Reinold Werrenrath

Reviewed Thursday, 9:45-10 p.m.  
Style—Lecture-recital. Station—Sustaining on WQXR (New York)

Reinold Werrenrath, noted baritone, is giving a program of folk music to WQXR's audience. It is a combination lecture and recital, with Werrenrath explaining the background of each song, cramming as much singing and talk as possible into 15 minutes.

Werrenrath gives a discussion of American folk music, including Negro, cowboy, hillbilly, pioneer, and then went on to illustrate the different types of singing. He did a few tunes in all—some of them of unusual charm, particularly as they are rarely performed.

Werrenrath is a good singer and makes a sponsor—keeping in mind the inherent limitations. Ackerman.

## NEW YORK:

MUSIC CORP. OF AMERICA has signed Ed Grant, WMCA house leader, for dance dates. . . Mutual's *Show of the Week* has been renewed, beginning March 23. . . George Byron, with a Southern accent, will be little sister on the WNEW's *Make Believe Ballroom* and on WJLB's *Music* (19). She's a nonpro and was discovered by Dick Hard. . . Joe Koehler estimates that he is on the road 30 and 40 theaters on independent stations throughout the United States. . . Buddy Clark to disk with AMP in *Wendell* and *My Name*. . . Robert Malone Chorus will broadcast from the Empire State Building over WIN on Easter Sunday—the first broadcast allowed from here. . . Tom Harrington back from the Coast, where he set the Jack Benny renewal. . . George Byron, contact man on the Jello account, back from a vacation.

NBC build-up series for *Bend Sinister* is planned, following *Journal of Jesse* show. She may go on the *Frank Allen* replacement program this summer. . . Monarch Printing Co. is starting a spot announcement campaign over WMCA, set by Arthur B. Spenser. . . W. H. Rine, Marvin S. Knight, Willard F. Loehrig and Henry M. Spenser are members of the new board of directors of J. Walter Thompson. . . Frankie Laine is back on WJLB three times weekly. . . Wednesday (20) Johannes Steel, WMCA newscaster, will address the Overseas Press Club on "The American Radio Listener and Foreign Affairs." . . Hank Ladd has written a series of scripts for Bert Wheeler. . . Spenser Bette is on the air. . . WNEW will be done this week weekly.

## From All Around

PHILADELPHIA NOTES: WCAU is reading a new variety show for CBS next week. . . The night club, Little, The Three Dancers and Joy Kerna, still OK. . . Ben Gimbel, WIP press, will be in the city. . . Leo Vines, WIP staffer, quick hitting for sportscaster. . . Sissy Little on the way to Atlantic City. . . Clothes stanzas, Stony going south of the border to cover the baseball training camp. . . Dr. Leona Levy, WCAU pres. back home after a year in Palm Beach. . .

STARBU YELLAND has joined the KOA announcing staff. . . Leo Boulette new program director at WJAN, Danville, Va. . . Bob Hill, control engineer, WIRL, figures that he handles 17,500 local retailers, studio and network programs a year with an average of five avoidances a year. . . Just for Fun program, which recently began over KDFL, Salt Lake City, give away \$1000. . . Dr. Leona Levy, Smith and Jake Wolf handle the show. . . Bill Ratcliffe, times to join an-

starting about April 1. . . Ed Byron will produce the new "Mr. District Attorney" series when it goes on the air for *Vitalis*. . . Harry Satter, top executive at WJLB, will handle the music. . . Janet Huckins will script for "Arnold Grimm's Daughter" broadcast on WJLB. . . Ed Byron is writing a "Hobby Lobby" story for Saturday Evening Post.

## CHICAGO:

A fundamental change takes place in *Musico*, bringing the listener into a National City store a record time and thus making his most effective advertising. Change has so pleased the sponsor it is questionable whether it will even consider dropping present show for *Carnegie-O*. . . Fifty-four quarter hours of time have been contracted for on WGNR and WMAQ by political candidates, Democrats accounting for 31, the Republicans 23. . . J. Walter Thompson is planning an announcement for Swift's *On Peanut Butter*. . . New contracts for WIND: Smith Motor Sales, Inc. . . *Wendell* and *My Name* on the Clothes Shop, Greenbaum Investment Co., Conformal Footwear Co. . . Robert B. (Bob) Harkness, formerly controller of WJLB, is leaving to join Home Companion, will join Foreman Co.'s offices here on April 15. . . General Mills extended a five-year contract for the *Beat the Band* period until March 2, 1941. . . United States Advertising Corp. bought five-minute UP News reports for Wilson's *Lead Dog Food* to be aired six days a week on WMAQ. . . Bill Ray addressed the Purduess Radio Guild on *Commercial Radio* March 14. . . Ray Jones, AFRA executive here, is resuming his conference with NRC and WGN on sound-man contracts.

JAY CALDWELL, has been appointed publicity director of WJTM, Danville, Va. . . Woody Lester, director of WJLV, Brooklyn, N. Y., has been added to WJTM announcing staff.

KDFL, Salt Lake City, in co-operation with Mayor Ad Jenkins and Police Chief William C. Webb, will give a radio broadcast on *Commercial Radio* broadcasts in April, designed to dramatize the perils faced by the police. . . WJLB, Danville, Va., will give a radio broadcast from the Policeman's Ball, given on April 17. . . Charlie Flagler, formerly in radiophile, is back in radio after a three-year layoff. He is doing a commercial over KSO-KRNT, Des Moines, Ia. . . The *Red Hot* series has been added to the talent employed on WJLV, Toledo, Kan. . . S. S. Fox, president of KDFL, Salt Lake City, back of Ad Jenkins after a five-week trip to Chicago, New York, Washington and Florida.

## Broadcasters' Defend Daytime Situations at Westchester Luncheon

NEW YORK, March 16.—Representatives of New York broadcasting stations yesterday defended daytime series before a group of Westchester Clubwomen at a luncheon in the Borough River Studio Club.

Spoken by Sarah C. Wheeler. Some of the women are conducting an "I'm Not Listening Campaign" and, according to Mrs. Everett L. Barnard, the movement is spreading.

Crux of the talks by radio men was that daytime drama is good business. Daytime drama is good business, said the sugary drama pay for worthwhile radio productions. He also commended the findings of a survey that said that daytime drama was an effective sales medium. Al Simon, of WJLB, told the women that he had a "radio audience" adding that surveys had shown an increasingly large audience for daytime drama. He also expressed his business angle, claiming that in addition to being satisfactory entertainment

for a majority, the dramas were good business and could be switched off at any time. Leslie Roberts, of WJMC, said she had been added to the talent as they demand them. Speakers for the women were Mrs. Charles H. Phelps Jr., Salt Lake City, back of Ad Jenkins; Winans and Mrs. Charles A. Vilas. Mrs. Phelps questioned the validity of radio surveys and said she had seen a number of programs in lieu of series.

Ira Bailey Allen, who championed the idea of a radio series, said he would get rid of all daytime drama but rather attain a more balanced program diet.

The radio men also declared that radio drama was a good business. The interest of the majority, and it is known that they do not support the products, and the women are not so much interested in daytime drama. If they didn't they would not support the products, and the women are not so much interested in daytime drama. If they didn't they would not support the products, and the women are not so much interested in daytime drama. If they didn't they would not support the products, and the women are not so much interested in daytime drama.

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## A— MCA Colored Band Dept Dissolved; Moss Revamps Plan

NEW YORK, March 16.—Colored band department of Music Corp. of America has been reorganized and revamped, with the set-up as it had been in operation for the past month and a half definitely moved into the discard and a new plan of action being outlined. Revised course in the building of a permanent department to present, also it is expected to be put into operation within a month.

Harry Moss, MCA one-nighter chief who supervised the agency's first ill-fated colored band department and who is working out the plans for its successor, stated that the initial experiment proved too costly and he now seeks a set-up to warrant its continuance. Department had been established to work exclusively on MCA colored booking properties like Count Basie, Teddy Wilson, Marian Leonard, Benny Carter, John Kirby, Floyd Hay and Duke Ellington, and who are co-booked by Gale, Inc., with which they have personal management pacts.

New plans in preparation may not call for the elimination of a definite colored department. Moss says that much has been learned from the experience of the original venture and that this time things will not be so apt to go awry. Macco Berch, who is in charge of bookings under Moss' direction in the short-term management, having some of the properties in the new set-up.

## Denver Ballroom Biz Not Affected By Lenten Period

DENVER, March 16.—Better business during Lent is the unusual situation at the Rainbow Ballroom, a dance hall in this region, according to O. K. Parr, owner. Good music, plus his belief that the people are getting up during Lent, is the only reason to which he attributes the phenomenon.

His new management is on a four-week engagement after the first week of Lent, did better that week than any of the previous three. Al Menke followed, with business continuing strong. Leo Pieper opened Thursday (14) and all indications are that he will go big.

His new management, ladies room from 20 cents to 50 cents and for men from 10 cents to 50 cents. Ballroom is dark Mondays and Wednesdays, and is sold privately.—Average weekly attendance is 4,000, with peak Sunday nights at about 5,000. Special features such as ladies' nights, ballroom dances, six-dollar dances have proved good business boosters. So far this season Parr has played, in addition to Pearl, Menke and Pieper, Tiny Hill, Boyd Ruesch, Johnny Marzone and Little Joe Hart, Paul Morehead and Jimmy Rouse. Nova's company for some time has been the best seller for last year. Farr looks ahead to a still greater increase.—Territorial bands in the mid-States are a real draw at the Rainbow, and once they sell themselves to the dancers they stay sold during an entire engagement," he claims.

## The Kiddie Korner

NEW YORK, March 16.—Batonner Frank Novak has completed work on the first of a series of records for a new music course, which the kiddies can pound out on toy xylophones, occasional drums and a few other instruments for kids. have been best sellers for some time.

Novak's "Whore ork is on WJZ Tuesday nights, recently cut six disks for Victor, titled *Little Black Sambo's* and *Little Black Sambo's* and *Little Black Sambo's*. The records contain a complete the disguised excitement of the idea of ensemble music and the basic elements of polyphonic music.

## Fancy That!

LINCOLN, Neb., March 16.—Rudy Bundy has always held out against being the owner of a band, but he can often do a band's harmony more harm than good. Lately, on the wave of a new movement, he has decided to turn up a novelty in which Shummy Runyan, his vocalist, puts on a wig and a high voice as he sings "You're Here and You're Be Surprised, in a high, a voice as he can muster.

Now, Bundy declares, dissonance is ruining the band, because the boys are all jealous of Runyan!

## New Kickback Racket Blossoms In Modern Streamlined Payola

NEW YORK, March 16.—The band booking Kickback racket, which is supposed to be becoming the thing of the past, with Local 802, AFM, vigilantly trying to eliminate it, has been flourishing like never before. The racket is now being paid off without the musicians being affected.

In the old days of the payola it was clear and simple. A leader would sign a contract for a set amount of money, but when pay-off time came a sum considerably less was handed over by mutual agreement. Now, however, with the new racket for choice, night club hotel spots so keen—and both the leader and the spot owners so secret—they have devised a new method and put spats on it.

These days some leaders are getting it on the line before the engagement. Some night club owners insist on it, so that the men in the band won't know about it. One of the new methods is to have a pre-paying Kickback. This is, of course, done with bands who are not should have been given back to the leader, but they are given back without the ability musically to make any top spots. As a consequence, these bands are paying owners more than the entire money they receive from an engagement for a show spot on one hand and from the club on the other.

In one instance very recently a leader paid a night club owner \$1,000 for a two-week engagement at \$1,400 for the week work. In another case, a band playing a hotel was told for how many months it would be there, and all of

## Hit Parade No Hit With Music Firms Despite Prestige Value

(Continued from page 5)  
years ago similar complaints were made by publishers.

In addition to "the sheet," Douglas declared that the *Hit Parade* is the chief thorn in the side of the music industry and said the program format constitutes "unfair trade practice." Douglas said

that the person he spoke of "listened" to the *Hit Parade* and indicated that existing methods would be changed. Proposal made by MPFA to the *Hit Parade* hinged around two items, that numerical listings be dropped completely, or that the program permit MPFA to compile for it the hit tunes.

Douglas' request was another of MPFA's attempts to modify the existing methods of listing song plugs, which methods publishers generally agree inflict more harm than good on the music publishing business. However, what started out to be just an effort to change the method of numerical listing has turned out to be a battle royal between MPFA and the producers of the *Hit Parade*.

Fight is centered around the fact that publishers feel the current method of listing radio plugs shortens the life of a tune, has a tendency to decrease the sale of sheet music, and in some instances even shortens the lives of song pluggers because of the constant drive to get a tune in the list of leaders. While a majority of the trade papers agree to change the method of listing from numerical to alphabetical, Douglas stated at that time that the *Hit Parade* must also be included to make the change effective.

General publisher reaction to the *Hit Parade* plug, too, strange as it may seem, has been working the program over the way it is considered to be an important plug. Publishers claim that presentation of the *Hit Parade* program over the numbers a shot in the arm for several weeks, but after the song is yanked from the list, the *Hit Parade* must also be included to make the change effective.

Some maestri also offer to pay the additional acts appearing in the floor shows, but their friends will spend a certain amount of money—most of the time picking the check up themselves—and the salary of the publicity man in many cases, along with all the other forms of Kickback batonners agree to pay to the salary of the publicity man in the night club for the run of the engagement.

A union official, commenting on the new methods of payoff, said, "They're not maestri—they're mousteri."

## Regional Song Favorites Vary Greatly From Nationwide Hits

NEW YORK, March 16.—The wide discrepancy in the popularity of current pop tunes—as demonstrated in sheet music sales—in various sections of the country is a fact realized by too few members of the music publishing and band territories to have leaders that are applying them to the songs that must be in a one-night top in another part of the country, is never fully prepared to meet the requests for particular regional favorites. Many a song, considered terrific in one or more sections, is extremely popular in the Pacific Northwest, the Ohio River, and conversely, a local "dog" tune may be taken to the collective bosom of this or that community here to the Coast.

Despite the vital importance placed upon song plugs by publishers, there is a tendency to have the best indication as to public reaction to a tune lies in the amount of money people lay on a counter for it. Copy sales are, in the final analysis, the acid test of a song's popularity with the man in the street.

There is also no denying the fact that when people shell out good money for a copy of sheet music they are going to want it. The *Billboard* this week inaugurates a new policy of listing sheet music leaders, carrying the national charts of the 15 weekly best sellers four steps better as compared to the 15 strongest numbers in the East, Midwest, South and on the West Coast.

This new sectional breakdown, which will be found on another page in this department, has been instituted in the belief that it will be of invaluable aid particularly to band leaders, that are applying them to the songs that must be in their books when playing different sections of the country. A leader currently on location in New York, for example, is not in a position to know that this week's No. 1 in the Pacific Northwest is a song that is popular in the Pacific Northwest, Tex., and Portland, Ore. although it has not really started as yet in this vicinity. He cannot know that last week Billy, considered pretty much of a dead player, was the No. 1 Pan Alsty parts, was the fourth biggest pop seller in the New Orleans territory.

These are only two of the many discrepancies in the sheet music sale picture around the country. Unless a leader is cognizant of the varied and at times peculiar demands and tastes of the nation's public, he will be apt to lose money in some moments when confronted by a request for a number that's sweeping Oshkosh, although he never heard of the thing in Lindy's before he started out on his tour.

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A union official, commenting on the new methods of payoff, said, "They're not maestri—they're mousteri."

Diamond's action is indicative of publisher feeling, although it isn't known whether any other publishers have made the same request. The *Billboard* and Diamond any good. Unanimous agreement seems to be that unless a tune is in the *Hit Parade* it is not ready for months, which they claim is the exception rather than the rule, the *Hit Parade* is the kiss of death for sheet music sale.

It was further pointed out that because of terrific plugging drives certain tunes monopolize the *Hit Parade* and edge out songs which have a great intrinsic value but can't capitalize on it because not every song published can have that kind of publicity. A press release issued this week by Columbia Broadcasting System, outlet for the *Hit Parade*, said that the "25 songs monopolize 100 *Hit Parade* selections in first 10 weeks of '40, with only four reaching the top 40." This is not true. It is not true, influenced by the number of weeks and unless the song is in the first five the orders are usually small.

Douglas' request was another of MPFA's attempts to modify the existing methods of listing song plugs, which methods publishers generally agree inflict more harm than good on the music publishing business. However, what started out to be just an effort to change the method of numerical listing has turned out to be a battle royal between MPFA and the producers of the *Hit Parade*.

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# MUSIC TALK HEAR THE EARLIEST

## Music Items

**DICK KUJIN**, maestro in the Hotel Astor Broadway Cocktail Lounge, New York, turning out a batch of songs with Johnny Klenner, the latest being *Mad Magnolias, Masquerade in Havana; Wolf, Wolf, All People and Quo Vadis, Toots*.

Mills Music is releasing *Fit For You*, one of London's most popular songs of the moment. Another English tune the firm has is *The Moon Remembers* by Frank Byson and Noel (Lambeth Walk) Gay.

Eddie Dowd and Bryce La Vigne, pasted in their newest song, *We Met Each Other in a Dream*.

Out of 32 numbers submitted by tune-smiths throughout the country, Herman Busk's *On Honeycomb Isle* was selected as the theme for the place of that name in the Gulf of Mexico off Tampa, offered free of charge to honorees this summer by C. M. Washburn, New York millionaire.

*A Creole Moon*—*Changes Low* in Singapore comes from the pen of Ray Hibbler and the printing presses of Garrick Music Publication of Chicago. Dick Robertson got together with Ira Schuster and Paul Cunningham to produce *Who Did You Meet Last Night?*

Bill Carlisle's *No Letter in the Mail Today* is going over big with hillbilly acts in the South, and Bobby Gregory's *Tumbleweeds, Guide Me Back Home* has clicked with cowboy acts. Both ditties are published by Exclusive.

Several personalities know heretofore only for their radio contributions to radio now turn to tunesmithing, and

come up with quality, titled operas. The Merry Macs, collaborating with Paul F. DeWan, debut as writers with *A Bright Pair of Yellow Shoes*, which Sam Fox Music Co. is getting set to plug. The Macs will put it on a Decca platter.

Del Sharbut, NBC announcer, is another early name to take up composing. His first effort is "The Kitten With the Green Eyes," which Famous Music has accepted for publication. Gray Gordon knocks out a Bluebird on it.

**Publishers and People**  
**DALE EVANS**, Chicago warbler, penned a new tune labeled *Will You Marry Me, Laramie*, which is clicking around the Midwest. Chappell is publishing and Bonnie Baker does it on wax with Orrin Tucker's Ork.

Actor Laurence Olivier wrote a romantic musical theme which will be woven into the score of his and Vivien Leigh's impending stage production of *Romeo and Juliet*. Number is still untitled, and Herbert Stothart, Metro-Goldwyn-Mayer musical director, is urging Olivier to publish it.

Clarence Stout placed  *fooling Me with Mills, Snapped My Fingers at Love* with Sidine Mingo Co. of New York, and "Westerns" with Chart Music Publishing House of Chicago for one of the latter's follow.

Harry Ruby turns to the more serious side of music writing with *Central Park*, a fantasy for piano, musically depicting the mood of the four seasons as reflected in New York's famous park.

Harry Tierney, noted for Alice Blue Gown and countless other wistful comedy hits, is another writer of light music to delve into the serious idiom. His latest work is a suite for piano titled *A Chileo Kitten With a Crepe de Chene Tait*, first of a series of similar compos.

Tommy Boylston, a South American singing guitarist, had three of his orig-

## Again After Confab Collapses

**PHILADELPHIA, March 16.**—With a Miami party last week-end to settle the music strike against Warner Bros. theaters here coming to naught, rank and file membership of Local 77 is again clamoring for immediate aid from the national body, under threat of bolting the A.P.M. Boys were talked out of passing such a resolution only two weeks ago, but the belligerents say they won't be talked out of it this time.

Meeting in Florida with Joseph N. Weber, A.P.M. proxy; Ted Schlanger, head of the W.B. circuit here, and Frank Phelps, labor trouble shooter for the circuit, Frank P. Luizzi and A. Rex Hiscord, Local 77 press and secretary respectively, returned here Tuesday empty-handed. Warners continued at the parade in Philadelphia, but the strikers only for the six days at the Earle and Sundays at the Stanley in Camden, N. J. Strike, now in its fourth month, has the union holding out for a return to last year's conditions, with a band at the Fox and week-ends at five neighborhood theaters.

As a result membership is again passing around the petition sheets. This time resolution will clarify what members mean by "immediate action" by demanding Weber call out the musicians nationally at Warner theaters, as was the in-

tention of the original resolution. To put teeth into the actions of the rank and file, a measure is planned to hold up the payments to the A.P.M. of per capita and traveling taxes collected by the local.

Union officials admit they are on the spot and say that it is entirely up to Weber to solve the problem. Contention is that Weber recognized the local strike as a national issue when he allowed \$250 to be sent down here from the national theater defense fund.

Further aggravating the situation is a report that Weber, in the early stages of the strike, was going to permit traveling bands to come into the Earle despite the local picket line. Story has it that Weber also feared he would be leaving himself wide open to Thurman Arnold, federal tax trustee, if he refused to permit Warners to hire musicians of other locals. Union officials here would neither deny nor admit the report. Also, State Unemployment Compensation Board has turned thumbs down on compensating the local musicians since they created the unemployment themselves by walking out on the jobs.

Again, pleas of aid from affiliated unions are falling on deaf ears. Hotel and Restaurant Workers are throwing up to local union officials the instances when musicians passed picket lines of workers in strikes called in recent years against local hotels and restaurants.

Worries to come to a head at a membership meeting this week.

# The Billboard

## SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS

COMPREHENSIVE GUIDE TO SONG POPULARITY\*  
FOR WEEK ENDING FRIDAY, MARCH 15

NATIONAL		EAST		WEST COAST		MIDWEST		SOUTH	
POSITION LAST WEEK	TITLE	POSITION THIS WEEK	TITLE						
1	IN AN OLD DUTCH GARDEN	1	Carolees						
2	INDIAN SUMMER	2	Indian Summer						
3	AT THE BALALAIKA	3	When You Wish Upon a Star	3	On the Isle of May	3	At the Balalaika	3	The Starlit Hour
4	CARELESS	4	At the Balalaika	4	At the Balalaika	4	Careless	4	It's a Blue World
5	THE STARLIT HOUR	5	Careless	5	The Starlit Hour	5	When You Wish Upon a Star	5	When You Wish Upon a Star
6	IT'S A BLUE WORLD	6	On the Isle of May	6	It's a Blue World	6	On the Isle of May	6	Darn That Dream
7	WHEN YOU WISH UPON A STAR	7	It's a Blue World	7	When You Wish Upon a Star	7	Darn That Dream	7	Do I Love You
8	ON THE ISLE OF MAY	8	I've Got My Eyes on You	8	Do I Love You	8	Do I Love You	8	Do I Love You
9	I'VE GOT MY EYES ON YOU	9	Darn That Dream	9	Sergio De Luca	9	Do I Love You	9	Leslie's on the Ole Top
10	DARN THAT DREAM	10	Do I Love You	10	Do I Love You	10	Do I Love You	10	I've Got My Eyes on You
11	DO I LOVE YOU	11	Leslie's on the Ole Top	11	Leslie's on the Ole Top	11	I've Got My Eyes on You	11	Alto
12	CARELESS	12	I've Got My Eyes on You	12	I've Got My Eyes on You	12	Alto	12	Confucius Say
13	MA, HE'S MAKING EYES AT ME	13	Ma, He's Making Eyes at Me	13	Ma, He's Making Eyes at Me	13	Confucius Say	13	The Gaucho Serenade
14	NIGHT'S GARDENIAS	14	Night's Gardenias	14	Night's Gardenias	14	The Gaucho Serenade	14	Confucius Say
15	INDIAN SUMMER	15	Indian Summer	15	Indian Summer	15	Confucius Say	15	The Gaucho Serenade
16	MAKE LOVE WITH YOUR HAIR	16	Make Love with Your Hair	16	Make Love with Your Hair	16	The Gaucho Serenade	16	Wind and Rain in Your Hair
17	ROMANTIC (F)	17	Romantic (F)	17	Romantic (F)	17	Wind and Rain in Your Hair	17	Confucius Say
18	CONFUCIUS SAY	18	Love Song of Renaldo						
19	LOVE SONG OF RENALDO	19	Leslie's on the Ole Top						
20	LESLIE'S ON THE OLE TOP RAIL	20	Leslie's on the Ole Top Rail	20	Leslie's on the Ole Top Rail	20	Leslie's on the Ole Top Rail	20	Wind and Rain in Your Hair
21	WIND AND RAIN IN YOUR HAIR	21	Wind and Rain in Your Hair	21	Wind and Rain in Your Hair	21	Wind and Rain in Your Hair	21	At the Balalaika (F)
22	AT THE BALALAIKA (F)	22	What's Happen With Me?						
23	WHAT'S HAPPEN WITH ME?	23	All the Things You Are (M)						
24	ALL THE THINGS YOU ARE (M)	24	All the Things You Are (M)	24	All the Things You Are (M)	24	All the Things You Are (M)	24	Angel (M)
25	ANGEL (M)	25	Woodpecker Song						
26	WOODPECKER SONG	26	You Darlin'						
27	YOU DARLIN'	27							

\*The RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.



# Starting the Season

Exploitation, Promotion and Showmanship Ideas  
By M. H. RODENKER

## Institutional Ads

Several queries on institutional advertising on the part of ballroom managers call to mind the campaign promoted several years ago by Frank W. Stettkamp, executive, His ballrooms are the Arcadia, catering to middle-aged people; the Graystone, attracting patrons ranging from 20 to 30 years of age, and the Grand Terrace, crowd composed of high school students.

A quarter-page ad in local papers told the ballroom story in such forceful fashion that it can well serve as a guide for dance promoters everywhere. In heavy boldface lines the ad screamed: "We Thought You Knew!"

"Can You Beat It? Thousands of people are 'in the know' every week! There's no secret about our business, and yet do you find a Detroit man didn't come to us the other day and put us on the spot!"

"I've been reading some ads of yours in the newspapers recently, says he, and I want to know why in the thunder you haven't told us the facts about your ballrooms long ago?"

"We apologized. Why thousands of people are 'in the know' all the time! They KNOW we have never had beer or liquor! They KNOW we do not tolerate anyone who KNOWS the things we have. . . . We figured everybody knew."

"Sure, but there are still hundreds of thousands who DON'T know, he informed us. Folks who associate all ballroom places to dance with the old cheap

dance halls. If you're running places such as these ballrooms of yours, isn't it safe and it even to send the kids, why in the tarndation don't you tell the world you're not a 'hooking' form?"

## He Tells Them

FOR THE second half of the ad, Stettkamp proceeded to set down the facts, and an invitation to dancers to come to any of his three ballrooms any evening and be convinced.

A DIGNIFIED and informative advertisement that can't help but click for any manager bent on selling his ballroom as a dance center. Interesting, also, is the emphasis on the fact that Stettkamp caters to dancers without serving or permitting alcoholic beverages on the premises.

Recounting the drinking ban which exists in the three ballrooms, Stettkamp said: "We feel, because of the wide range at the three different ballrooms that we have excellent proof of our boast that a ballroom can be managed without the necessity of selling beer. We are particularly proud of our places where the young people assemble."

## Rose Ballroom On Int'l Site

NEW YORK, March 16.—Plans for Billy Rose's new ballroom to be housed in the defunct International Casino are temporarily in abeyance owing to complications preliminary to signing the agreement with the City Farmers Bank and Trust Co., leaseholder of the spot. Deal, however, is practically set, the policy will not be established until Billy Rose's World's Fair Aquasade affairs.

New name of the dance will be "Billy Rose's Party" and will feature a restaurant and ballroom, with a capacity of 1,200 persons, on the dancefloor idea. Place will undergo complete renovation and will be luxurious as far as ballroom goes, because of the many lounges and fancy inner architecture. Name bands will be featured.

Understood that the place will open during World's Fair.

## Lewis First Band To Play 3d Repet at Beverly Hills

NEW YORK, March 16.—Booking of Ted Lewis into the Beverly Hills Country Club, Newport, Ky., March 29 marks the first time that a maestro plays three rep dates in the history of this Midwest city. Engagement is for two weeks, set by MCA.

Following Lewis MCA closed a deal for 14 weeks, in which they will send seven or eight bands into the spot for two weeks each.

The maestros who drew the assignments include Richard Himber, current, to be followed by Lewis, Guy Lombardo, Buddy

# FLEXIBLE SOUND EQUIPMENT CAN DO WONDERS



## FOR YOUR SPOT

Night club or carnival—band shell, can get tremendous help from Webber-Chicago's new MASTER series. For example, you can pick up and "mix" as desired, two mikes—and a record player can even control both mikes from a selected spot "out

front"—regulate your sound by how loud sounds "TO THE CUSTOMERS (20, 30, 40 or 75 watts) cost a little more. The same common UNIT, with "SOUND" as illustrated, can also be had as a PORTABLE UNIT, with the famous floor stand CASE, called INSIDE THE CASE, completely self-contained.

## WEBBER-CHICAGO

"The Sound of Tomorrow"

The Webber-Chicago has everything better. Send the coupon for free complete catalog.

LOOK FOR THE RED MEDALLION

The Webber Co. Sec. M-12, 5622 Bloomingdale Ave., Chicago

Send your complete catalog No. 139 and name of local distributor.

## Pact Lapse Gives Clinton New Deal

NEW YORK, March 16.—Differences over Larry Clinton's contract with General Amusement Corp. were straightened out this week, with the maestro resigning with the agency for another year, after Clinton negated his agreement when the time came to pick another year which expired January 8. The new contract, which was negotiated thru Milton Pickman, Clinton's personal manager, gives Clinton a better arrangement with the office than he had previously and a higher guarantee on booking and recording dates. The new contract, which expires on the date that he had previously and a higher guarantee on booking and recording dates. The new contract, which expires on the date that he had previously and a higher guarantee on booking and recording dates.

## New Haven Musikers Frolic

NEW HAVEN, Conn., March 16.—A crowd of more than 6,000 attended the concert and ball under the auspices of Local 234, APM, March 8 at the Armory here. Afrar was the first of the kind in the city in its eight years, and the committee stated that it was a financial success. Glen Gray and Jan Savitz supplied the name band here.

## F BMC Pacts Michigan Spot

NILES, Mich., March 16.—Frederick E. Balthus Music Corp. landed a Michigan spot. The pact was signed by owner Charles W. Stubbs, with Joe Kayser, of the P.O. office. No bands set as yet. The spot, which will run for two weeks, from Decoration Day until the beginning of September.

## Rosenberg, Morgan Guesting

NANTUCKET, Pa., March 16.—A former local boy who made good and Jack Rosenberg, president of Local 822, N.Y., of New York, are listed as the guests of honor at the annual banquet of Local 822 at the Hotel Belmont in Westchester Forest Hills, Rosenberg will be principal speaker. The former local member who made good is Russ Morgan.

## Carry Samples, Merchandise, Instruments, Luggage in New, Rugged, Streamlined ROSE TRAILERETTE

Bands, orchestras, small acts and coin machine operators find the new Rose Trailerette is the best and cheapest way to transport baggage, instruments, properties, etc. You can load up on anything you want to carry or bump. Traction perfectly at any speed. Detaches instantly. Easy to start, stop, start, stop. Stands on built-in bumper brackets in TWO places. . . . has saved thousands of dollars!

**\$36.50**

U. MODELS LOW PRICES

FRANK ROSE MFG. CO., Dept. B316, Hastings, Neb.

## ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market  
Keystone Ticket Co., Shamokin, Pa. \$17.50  
Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

Rogers, Clyde McCoy, Tommy Dorsey and Hal Kemp. Lewis is later scheduled for an indefinite run at the Show Box, Seattle, starting May 20.

**BALLROOM EQUIPMENT FOR SALE**  
Chevrolet—Lodge. Club—Tolson. Barb. Steele, Penn. Chevrolet Buick, P.A. Systems, Seattle. Buick, 400 Park New Chicago Roller-Skate, Wash. D.C. 1937. **WORLD WIDE CONSIDER PARTNERSHIP IN BALLROOM OR HOLING IN ANY EQUIPMENT. ALSO DESIRE BUILDING**  
ANDY ANDERSON 2816 CHICAGOWAY, CHICAGO, ILL.

## A Trend a Month—Or Back to Yesteryear's Square Dances

NEW YORK, March 16.—Latest trend in the ever-changing dance picture is swinging toward a revival of the square dances of the gay '30s, and while bands may not have to dig down in the records to find as many opportunities of that era to the books they may find it more expedient to apply the same old-timey music to the new numbers.

General recognition of the noticeable revival of the square dance community wherein a dancer has not only one partner but a whole roomful of them, was given this week by the New York Society of Teachers of Dancing, Inc. The nod of approval was given in the organization's decision to teach such old faves as the Lancers, the Portland Fancy and the Quadrille.

Revival of interest in the square dance can probably be attributed to the community dance floor spirit engendered by the increasing popularity of the weaving line made up of the terps on the floor. Most modern incarnations of

the square dance formula recently have been the Big Apple and the routines accompanying the top pop bands, *Lambeth Walk* and *The Chestnut Tree*.

DENVER, March 16.—Viennese waltzes and square dances are the rage here now, said Arnold B. Gurtler, owner and operator of Elitch Gardens, popular local pleasure park. Gurtler is on his way out to line up a series of name bands for the summer.

"Swing won't take at all in Denver," said the Colorado pop. "It's been poison to us ever since Benny Goodman had a flopper as far back as 1930. We go in more for novel or sweet-swing. But the latest craze, surprisingly enough, has been square dance. They've caught on in the Denver Athletic Club and the Denver Country Club, as well as at the country clubs. I believe they will grow in favor even more because of their novelty."  
Last year's novelty was Viennese

waltzes. They're still going strong and will continue to do so. Ben Cutler started the fad last summer at Elitch Gardens. Then the Denver Country Club stepped a white night every Wednesday and the Broadmoor every Monday. After that the hotels went for it."  
"Who questioned about Viennese Gurtler snorted defiance. "We have five men out on the floor," he said, "so that swing-minded maniacs don't spoil it for the others who really want to dance. Last year we even sent our couples to jail for carrying on excessively, but, of course, it was just to put a scare into them. I think our good system to stop littering still is to draw a chalk-line across the dance floor and confine the jitterbugs to their own corner."  
With 20 and 40-cent admission rates, Elitch Gardens cannot make a big profit, Gurtler indicated, even tho the floor capacity is 11,000 couples. Season is that Denver dance fans demand name bands, or at least semi-name. Last year, among the bands that played the spot, were Eddie DeLange, Ben Cutler, Will Osborne, Ray Noble and Herbie Holmes.







# -A V-

## 1,700-Seater in Syracuse Resumes Mar. 23 With Krupa

SYRACUSE, N. Y., March 16.—Charles V. Martin's New Empire Theater, undergoing complete renovation, reopens Saturday (23) with Gene Krupa's Band, Sinclair Sisters and Henry King for the first full-week stand.

According to Martina, the theater is one of the most modern of all the 14 owned by him and his associates. Krupa, booked thru the Arthur Fisher Agency of New York, will be coupled with the film, *A Champ at Oxford*.

Martina plans for four shows daily, scaled from 35 cents to 55 cents. Capacity, 1,700.

Fred Trump will be house manager and William Nudd publicity director.

On the same date the Hotel Syracuse will open with name bands, starting with Dick Stable, followed by Johnny McEne.

The theater plans to hire a 10-piece pit band of local musicians.

# BARBERS

## More Name Orks Play 1-Days For 50% of the Gross; Fill in Sun-Wed Spots of Dance Tour

NEW YORK, March 16.—Formerly a neglected source of revenue, one-day vaude stands are now finding a more substantial part of the money earned by name bands on tour. Single-day engagements in towns in small towns are being increasingly sought by nearly all leading bands to fill in the usual layoffs between Sunday and Wednesday. These engagements are especially sought by band agencies, since most of name band musicians get seven days pay even the week may contain only one or two playing dates.

Band agents have found that fill-in dates in film houses have become important coin getters and now go out of their way to get theater dates for Sunday, Monday and Tuesday.

Contracts for these stands usually call for a guarantee of the union traveling bands at 50 per cent of the gross from the first dollar. Average gross for Eastern theaters on days when bands are featured runs about \$600, of which the band gets half.

House operators have found bands

often exceed grosses as high as 900 per cent and are usually glad to book a name band. However, the same houses do not book a band more than once every two weeks, while others book only once every four or six weeks. Frequency of these band dates depends upon the size of the town.

To insure the success of these one-day bookings, theater managers usually insist on bands that are on national radio book-ups.

Because of the scarcity of live talent in the backwoods, bands shows are usually welcomed. The band gets a receptive audience which applauds even stock arrangements.

The maestri have found that a program containing the best local talent and a good mixture of novelty, comedy and smooth numbers makes the best impression. Novelty and funny vocalists are also a strong lure.

Where a town contains more than one theater, managers will make an agreement among themselves to apportion live attractions. In Altoona, Pa., a mix-up in the local manager's agreement had Al Bonham's Band playing opposite to NTO, with the result that each drew only about \$700. Had the attractions been placed at least a week apart each would have increased its gross beyond the \$1,000 mark.

The average admission price is 25 or 35 cents, and few theaters will take a chance on upping prices for fear of alienating the low-income. To keep within budget, however, most houses will book either an old film or a B picture, if no live band.

Many bands carry sufficient props to fill the stage, since many of the houses do not provide adequate facilities for stage presentations. Many theaters do not have stages large enough to permit the band to get left while the film is in progress, so no band.

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Reports are current that A. B. Marcus, who withdrew from the show several weeks ago, will be back on the circuit. This is why many of the cast are still hanging around.

## "Moulin Rouge" Folds in Atlanta

ATLANTA, March 16.—A Night in the Moulin Rouge revue folded here Friday (15) after completing a week run at the Paramount.

The producers, Brothers went to Florida. Little Nita La Toure signed for the Spanish Lure, Henry Gray Hotel, for two weeks, ending on Saturday (17) at the RKO Theater Sunday. Ada Leonard was star of the revue.

Reports are current that A. B. Marcus, who withdrew from the show several weeks ago, will be back on the circuit. This is why many of the cast are still hanging around.

## "Scandals" Unit Does Good Gross

SPRINGFIELD, Mass.—Park Avenue Scandals did good business at the Court Square Theater for the three days ending Saturday (9), according to House Manager Don Barry.

The unit, headed by Brenda Farrell, dancer, supported by Stanley Tulin, dancers; Wally Standish, comedian; Cordina Duo, comedienne; Fred Wallace, comedian; comedienne; Norman Brothers, tap dancers, and the Eric Troup, acrobats.

Despite freezing weather, long lines waited most shows. The theater has now had a long run of excellent shows, and most lately have played to SRO.

Movie was *A Child Is Born*.

## Detroit Show From 5 P.M. to 2 A.M.

DETROIT, March 16.—Trend toward longer floor shows in local night spots received an impetus last week when Bernard's Blue Lantern shifted to a continuous show policy. Show starts at 2 p.m., running until closing at 2 a.m. with entertainment going on constantly.

Headed by Ernest Daxner, La Comparita, Bill Fraser, Temple and Marie, Margie Manzell, Six Glamour Girls, Leo Walters' Orchestra and Harry Van Stedek at the electric organ.

Backstage comies playing night clubs, is working Pittsburgh. Fonda and St. Clair, to avoid confusion with other local night spots, have changed their tag to Van Horns. They closed at the Hotel Philadelphia, Philadelphia, March 14.

### New York

ROSITA BOYCE will be in the new show at Leon and Eddie's beginning March 23.

JOHN BOGUE is now vocalizing at the 9 o'clock Club with Jack Sherr's Ork.

LUCILLE LINCOLN is analyzing handwriting with Leon and Eddie's and also at the Hotel.

GUYDO ZILLANI, formerly of Guido and Iris, and Giraldi, formerly of Galbo and Giraldi, ballroom teams, are forming a new combo.

MARY BURTON, now at the Belmont-Plaza Hotel, booked for 10 weeks.

Options and expects to leave for the Coast this summer to work in Broadway.

Booked in town. HENRY YOUNGMAN is back in town.

### Philadelphia

NICHOLAS BROTHERS next at the Kalliner's Rasthaker.

ANN LESTER, songstress, makes her local bow at 23 Chicago.

GEORGE MOORE, the "bugling chef," at Palumbo's.

ROY SEDLEY new emcee at Kalliner's Rasthaker.

HAL AND LEE THREVO, Hollywood stunt men, featured at Ardis International.

### Atlantic City

RALPH SLATER takes over the top spot at Club Nomad.

HOTEL PRESIDENT adds floor divertimento with the addition of Patzy Garret and Armen Cant, song sellers.

ARGENTINA, Spanish dancer, and Señor Carlos, pianist, join the Gables Inn show.

JOSEPH M. AXILROD unshutters his big show at the Casino.

FREDERICK AND SYDNEY move into the Edgewater Beach Hotel April 8, following in two weeks by Holly and Verla.

FREDERICK AND SYDNEY will open with Art Kaskal at the Bismarck April 2.

### Chicago

THE OXFORD BOYS go into the Chez Prou, following their current engagements at Beverly's Country Club in Newport, Ky.

DON JULIAN and MARGORIE came in from Detroit, where they appeared at the Royal.

FREDERICK AND SYDNEY move into the Edgewater Beach Hotel April 8, following in two weeks by Holly and Verla.

FREDERICK AND SYDNEY will open with Art Kaskal at the Bismarck April 2.

### Hers and There

MARGOLITA is at the Vendome, Boston, for two weeks, began March 10.

JIMMIE VALDARE is heading the show at the Mission Inn, Eatonsville, Pa. Others are Betty Gay, Belmont, Brooklyn, and Jimmie Moore. Jerry Gray plays the baton.

NELSON'S BOXING CATS

### Super Salesman!

CHICAGO, March 16.—For the first time on record here, an act is responsible for the return of a vaudeville act. Joe Miller's 888 Club here is now without shows for about a week, and will be back on the circuit for the remainder of the season. Then Bill Baird, magician, attended a birthday party and during the course of the evening he and his party convinced Miller that he can't afford the practice of a no-show policy. Result: a job for Baird and a couple of acts.

### Yatesville Club Reopens

WILKES-BARRE, Pa., March 16.—Art Hicks and Jack Wilson reopened the Club Mayfair in near-by Yatesville with night floor shows and orchestra March 23. Spot more recently was turned into barbeque and jitterbug place.

Lenny Matzer and orchestra have the music assignment, having played their last date at Pat Woole's Cafe until spot dropped, floor shows.

KOLKER BROTHERS are now appearing at the Chicago Reprise, Baker's.

NORTON CO-EDS have closed in Syracuse, N. Y., after four weeks. Rose Larson, Joyce Chandler and Don Davis come to the new show at the Royal.

WALLY KARVIN and PAUL COLE, after closing at the Look-out House, Covington, Ky., are heading at the Royal.

GRACE DRYSDALE is booked for the Coconut Grove, Boston.

MANOR and the Royal, after closing at the Arlington Hotel, Binghamton, N. Y., MCA books the spot.

ELLERRE, former top spinner and kno-coper, returns to the States after a theater tour of Canada. He recently closed at the Primrose Country Club, Tampa, Fla.

ANNIE BRADLEY, after closing a long run at the Montgomerie Royal Club, Brooklyn, played the Atlantic Theater, Columbus, N. J., March 5-7, and then moved into the Concedo Club, Trenton, N. J., for an indefinite stay.

ROBERT JOE FOX opened at the Biltmore Hotel, Palm Beach, Fla., March 2, for an indefinite run.

Others on the bill there are Ruth Landi, Michael Harmon and Myrtle, the mentalists.

JOE AND IMOGENE HATFIELD are next at the Hotel Melbourne, St. Louis.

CALLAHAN SISTERS claim that, during their first year in show business, they worked 42 weeks mostly in hotel spots.

LEE SULLIVAN, recently at the New York Village Barn, has recorded at the Royal.

SELMA MARLOWE, tapper, opened at the Brown Hotel, Louisville, Friday (8) at the Royal.

AVIS KENT sang, moves into the Palace, for a week ending Saturday, March 11, following the Mount Royal, Montreal.

HAROLD AND JEAN have passed their seventh week at the Pompano Room, Roadside Rest, Miami, Fla.

NOVELLE AND NOVA are holdovers at Walkers, St. Louis.

JOE ROTH, formerly of Both and Shay, is now doing a single, billed at the Royal.

BITA BERNARD is now at the Black Cat, New York.

LOIRRAINE KING is at the Royal.

WILLIS PLAN, now tour South America this spring.

GERALD AND WAYNE are set at the Coronado Worcester, Mass. They completed a stay at the New American Hotel, Lowell, Mass.

FRANK (FUZZY) PERRY is in his program at the Buffalo, Eddie Hunt is smooching.

PAUL DUKE began a two-week date at the Royal.

NORMA AND RICARDO and Benita Francis are features at the Oasis, Seattle.

BERNARD and KETTER, who played a series of night spot bookings, have joined the Follies de Nuit unit.

DEACON LIVINGSTON, one of the few

## Chez Paree, Chicago

Three of the four principal acts in the current show have been changed to carry on with the same Fred Evans production numbers until March 31. Fred Evans, Eddie Noe, headed by Beverly Roberts, Georges and Julius and the Oxford Boys, opens for the spring. Gertrude Moss, Eddie Gair and the Dixie Trio comprise the trio, each a Chez regular, with Miss Nielsen here only five weeks ago.

Bunny O'Connell's brilliant tap-dancing band is held over in an early spot to score with a couple of cute and descriptive numbers. She uses plenty of room for her routines, emphasizing sight rather than technical tricks.

Show-stopping bows are taken by Miss Nielsen, who is proving once more she is a terrific cafe entertainer. She is distinctive in personality, voice and delivery. When caught she warmed up a comparatively cold crowd, did six numbers and had them begging for more. There is a thoroughly enchanting quality about her rich voice which lends definite flavor to each tune. Her group listed a couple of new songs and included Young Joe's "How Strange My Love, Katie Went to Haiti, My Man, Oh, Johnny" (a Ben Bernie Baker and Mae West) and "Lullaby."

Middle Gair is a good funster but did not have enough new material to draw the customary response. From the uninitiated Gair customers, his impressions and impersonations drew healthy laughs. Gerrita has a strong and novel theater act which loses some of its punch in the more crowded routine of variety. Some of his polished skating tricks, particularly his closing "skating on the ice stairs," proved to be many table patrons. His stories between trick draws laughs and his juggling holds attention.

The Evans Adorables, 16 beautiful girls, dance thru six numbers in two shows. Costuming and staging is up to Chez Paree par. Loti Breese Orchestra stays open, playing the show in ace fashion and adding new acts in dance numbers. It is a large capable organization. Don Hutson, tenor, holds up the vocal honors

## Night Club Reviews

In the band and in production numbers. Don Orlando's outfit is back for inter-luncheon shows.

Bob Currier, former quarterback at the University of Chicago, handles the press department. *Sam Hontigberg.*

## Belmont-Plaza Hotel, New York

Another two-week floor show opened at the hotel's Glass Hat Room Tuesday night. The Belmont Plaza is determined to battle the noisy room and especially the adjoining bar.

Johnnie McNeill Pommers, in his eighth month here, got things going by introducing his pianist, who delivered a solo at Pommers' own invention, the triple keyboard Balaphone. Regular piano tones mix with organ tones to achieve musical distinction.

Brunst, young and cute Vicki Allen followed for a couple of tap and acrobatic routines which were full of movement and tricks. Blond and attractive Mary Burton took the mike for vigorous singing of catchy arrangements of pop tunes and tricks. Blond and attractive pianist. Touted as a young Sophie Tucker, Miss Burton doesn't disappoint. She has received much attention in the past year, having acquired polish and a much broader delivery. Her Oh, Johnny and New York City's Gone Swing Crazy were her best numbers.

Terry LaFrancon, Latin singer in costume, impressed okeh with tenor warbling numbers, colored waltzes, comic numbers. He is best in the softer country register than when he lets out. The Belmont Plaza, colored waltzes, comic numbers. He is best in the softer country register than when he lets out. The Belmont Plaza, colored waltzes, comic numbers. He is best in the softer country register than when he lets out. The Belmont Plaza, colored waltzes, comic numbers. He is best in the softer country register than when he lets out.

Jack Shuttis is still at the door greeting and over-seeing.

Alberta Watkins, singing at the piano, handles between-show music. Guest artist opening night was John Barstow, who impersonated the Street Singer, Morto Downey, Croey, Bob Burns, Vallee, Kate Smith and Martinelli. His vocal mimicry is good, but his routine lacks sufficient contrast and needs more humor. *Paul Denis.*

## Tivoli, Juarez, Chihuahua, Mexico

Show offers good tourist crowds three nights, six performers in an snappy floor show that ranks with the average along the Mexican border.

Fast and slow stepping by Antoin and DuBarry opened, with the team handling sophisticated dances. The show is well packed the wallow for visitors, who seem to like staccato step interpretations of Mexican costume dances. Also do the line walk.

Show-stoppers were the King Family Trio, hand-balancers, who are worth seeing at any show. The King Family Trio, hand-balancers, who are worth seeing at any show. The King Family Trio, hand-balancers, who are worth seeing at any show.

Alexander Dardas and his 12-piece Mexican orchestra continue to furnish dance and show music, altho they sometimes experience difficulty interpreting American music to suit the performers. No minimum or cover. *George Dennis.*

## Club 26, Milwaukee

Dark-haired Helen Savage, "Dixieland's Shade Lady of Songs," heads the peppy tap show on the new Dixie Trio. Helen Savage, "Dixieland's Shade Lady of Songs," heads the peppy tap show on the new Dixie Trio. Helen Savage, "Dixieland's Shade Lady of Songs," heads the peppy tap show on the new Dixie Trio.

He's a wise-cracking and nimble-witted zany whose chatter brings forth belly-laughs.

Dancers on the show include Laurene Ne Vel and June Harris. Former is of the exotic type, while the latter is a fast-stepping novelty tap dancer. Spot features two floor shows nightly, each featuring two shows, which are also followed by a policy of continuous intermission entertainment, which includes Pauline Henning at the piano behind the club's bar.

Dancing is to the music of Addie Wargo's Orchestra.

Added to entertainment Thursday nights includes Hollywood Hobby Horse Races, with patrons participating, and amateur entertainment Tuesday. Prizes are awarded in connection with these features.

No cover, minimum or admission charge. *H. C. Brunner.*

## Henry Grady Hotel, Atlanta

Presenting one of the three really good floor shows offered here since the return of whisky to Atlanta, the 7th Tap Revue, featuring the Dixie Trio, opened last week at the Spanish Room of this hotel (capacity, 615 guests; opening night, 615 guests).

Added to recently dancing in the Night in Moulis Rouge revue, which played the Paramount Theater here and the Hotel Tuxedo here Tuesday, was a ballet masterpiece and her Blue Orchid number was not bad.

Typical comedy singing is offered by the band's drummer, Douglas Williamson, a young lad who has mastered the Negro dialect. He specializes on "Lonesome Blues." The Adorables, the chorus, six shapely girls under Corine Romer, who also does a specialty, The Sign of the Cross.

Virginia Martin, Burkhardt's vocalist, has a pretty good husky voice. Burkhardt's Band is good—fast swing mixed with old melodies. Juddie Johnson, manager, is emcee. Two shows nightly, 30 minutes each. *Lee Rogers.*

## Hotel Taft Grill, New York

Band changes at the Taft Grill are infrequent—George Hall stayed there so long he was out of the picture. One more reason why Ben Bernie will probably stay a long time. Bernie should certainly draw trade, since the prices are really low. The Grill is somewhat of a "sure-thing" in hotel rooms in New York as is.

Ben (March 4) was presidential. Al Lewis, the Taft manager, invited half of New York show business to eat and drink and listen to the new show. The host of names, many of whom did bits in an impromptu floor show. After the opening, tho, with Bernie's figurative busting, the show was factory. The food and service are that already.

Band is okeh commercially, playing a well-rounded assortment of tunes, swing sweet and Latin. Bailey Sisters (3), formerly with Orrin Tuttle, handle the waltzes.

Incidentally, the room is tough acoustically, with a low ceiling and a number of glass pillars.

## Delmonico's, Philadelphia

What appeared to be a petered out as poor. Traces of a bona fide ice skating show, Sandy Johnson's Ice Frolics wasn't even a reasonable facsimile. The show is a pretty good imitation in being the first to present the novelty on a local floor, but it falls to credit.

Unit couldn't rise above two serious handicaps. Floor here is of postage-stamp proportions, with the result that figure skating is practically out of the question. The improvised rink was only a sprinkling of a chemical powder on the floor, making the mere wearing of ice shoes was hardly enough to create the desired impression.

Synthetic ice show gets off to a practical start with a weak military drill by a line of three, the Proletaries. On next is the only bright spot of the revue, the merry dancing of a team of real cutie on skates. She does an Hungarian dance, returning later for some acrobatic stunts.

Spak's next on for the comic relief, his antics missing the mark. Larry

Tobin follows for a banjo solo, altho he is not good. Gets too pushy on the wall-picking the plectrum. Tobin and one of the line, Jerry, put on ball costumes and sparkle at the music, making some amusing moments.

Interludes are regular floor specialties. Les Les, vocalist with Milton Kellerman, sings a couple of good numbers with ballad wording to good effect. However, the sing sensation here is Les Boswell.

George Mesh is a show-stopper with his standard specialty of ball balancing and juggling. His adorable, terrific solo, a cликer, balancing on a basketball atop a raised prop, with the rubber ball balanced on the tip of his nose, and in that position juggling three balls, counted on a snare drum while playing Yankee Doodle on a harmonica.

With the exception of the vocal team, give with precision and challenge top routines. However, they were unfortunately out of sync with the chemical sound. Pat Chandler emcees, adding impersonations of movie luminaries and an okeh FOR ball. Gets too pushy on the announcements and the "wow em" stuff starts grating after a while.

Show runs three nights, including dinner seats in the evening, and is a gracious host, using his long career as night operator around town to good advantage. The show is a good one. Bryn is the ingratiating captain at the desk. (Since this review was written, the show has been closed. The show and plans switching to colored show later.) *M. H. Oroskenker.*

## Hotel New Yorker, New York

The New Yorker's Terrace Room is doing all right with Bob Croby's Band and a short but interesting two-act floor show.

The band dishes out good lively danceable music, altho it was often too loud and made the floor conversation impossible. However, the band is the music made okeh. Croby was ill the night this show was caught (March 12) and the show was a little less than expected. The band doesn't really shine at dinner time but spreads out and goes into the evening.

Giovanni and Enrica and Novello compose the entire floor show. Not much to be said for the fact that the emphasis is on the band, the service and food and liquor. Enrica and Novello, standard ballroom combo that has played most of the best hotel shows. Know how to glide and spin thru fancy routines smoothly. Did four numbers that showed their talents nicely. Giovanni was on for 18 minutes. First he persuaded a half dozen patrons to come up and sit at the table. Then he invited them to the mike and picked their pockets. His method is loud and sufficient, but it gets attention. Enrica and Novello are good. His act is a good, stiff but top him over.

Al Donahue is due to open here April 1, to be followed by Larry Clinton May 9. Brunet Marian Mann does the band vocals nicely enough, and Vi Mills, at the piano, is a good accompanist. Relief band is Peter Kent, five pieces, who have been playing here four years already. Mottler's Orchestra is playing for luncheons.

Jack Mottler is still the press director and Tom Pittsimmons his assistant. *Paul Denis.*

## Bartlett Club, Rochester, New York

Bill doing the usual good business, tho, tho, presents something new here, Phillip the Horse, which has been quite the rage on the Coast the past few weeks. The horse, who is supposed to have one has boosted business sky high. Patrons are invited to ride the horse, which are a separate apart, and are first to ride. Bill Phillip rode the horse several a prize, the best drink in the house.

Bill Phillip, in his seventh week, did exceptionally well, leaving Careless and coming back with Goody and the other two.

Glady's Bayne did a soft toe tap and several other numbers which are very much in need of a good going over.

With the lights turned low to give it a blue tint, the show is a real show. Bluebirds in the Moonlight, delivering splendidly and the entire cast joining

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in for the finish. The show lasted about one hour, and the talent was ably supported by Bill Paternis Orchestra, which plays music patterns arranged by Howard Palmer.

**Rainbow Room, New York**

With Lent cutting into the business, this ornate night club atop the RCA building opened a novelty but light-hearted show, called Wednesday (13) to run the next few weeks.

The twice-a-night floor show opens with a quartet of vocalists, including a dancing vocalist Una Wyte, a lovely brunet who sang a gypsy tune and also a conga in Spanish and English. The quartet and soloists are supported by the exotic, catches attention, but much of the lyrics was lost somewhere, and she never really registered the night call.

Leni Bouvier and Eugene Von Grona follow with dance acts in modern ballroom style. Opening with a polite razzing of Jitterbugs to *Begin the Beguine* and then a satire on flirtation dancing to *Love Returned* for a change, the razzing of the *Caricosa* and also fun-poking of sleek, exotic style of ballroom dancing. The quartet of vocalists, the team dancing is fine, but their satire and mimicry are too subtle and not pointed up enough. Consequently, they failed to register and their main value was to make us so different from the dance teams seen here before.

Next comes the Egyptian magician, is making another return here and punched across his fast sleight-of-hand tricks with a pathetic crowd-please routine. Gall starts strong with cork and live chick switches under cups and works in a cork and egg trick using patrons as stooges and holding attention all the time. He saved the floor for a cork and egg trick.

LeBaron's 13 men fill up the band stand and play their usual swell dance rhythm. From charming to right and wrong to hotcha conga. LeBaron is a personality leader who does much to sell the band, and his main concern is to keep the patrons' rooms under his management. Paul Denis.

**Hi Hat, Chicago**

During the better convention months and for the duration of Lent, Louis and Emer Falkenstein, operators of this Rush street night, change three to four times a week, retaining the line of girls and Willie Shoro, the perennial emcee and not comic. The Lent show, from charming to waltzes right and wrong to hotcha conga. LeBaron is a personality leader who does much to sell the band, and his main concern is to keep the patrons' rooms under his management. Paul Denis.

On the credit side of Shore, a byword of a couple of his routines ought to please the customers. And his efforts are not entirely in vain. He is at home in an intimate spot, and his girls are well selected. He has selected dances and *Hellasopano* skirts with his two stooges (Jack Elliott and Dan Seymour) and Kaye, young girl dancing.

Jean Carmen, blond ingenue in the Chicago cast of *The Man Who Came to Dinner*, in the feature songs and leaves much to be desired. A good-looking kid who gives the appearance of a high school sophomore setting cute, she is entirely out of place here. She acted thru songs, depending on facial mannerisms rather than voice because she hasn't time on due time, her mishaps, when she will turn into a matured personality and improve her pipes she is a good singer. She has a good crop of night club warblers. Her set included special versions of *One More Time*, *Oh, Johnnie, Oh*, and *Mamma*.

Ryk and Kaye, young girl dancing team, are back in this spot with pleasing routines which range from straight to novelty, and in hand workers. One of their better off-the-beaten path numbers is *The Dopey*, in which they mimic the *Blue Bird* act.

Anita Lane, good solo control dancer, and Mary Grant, beautiful and cleaning-up nice, appear in neat specialties. The new act line, the Bobette Walsley Dancers, open and close with lively nitty turns. At show caught they were in some with an Irish jig and the finale with a display of jitterbugging.

Ric Lang's Band and Jimmy Cassidy, in the line of the show, are of the music assignments. Sam Honigberg.

**Bum's Adds Felton; Delmonico Switches To Colored Shows**

PHILADELPHIA, March 16.—Benny Popolonia, Henry the Bum's returned to a name band last week, with Happy Fello supplying the major portion of the floor show.

Harvey Lockman is readying a complete change for his Delmonico's supper club. Palling to cook with an ice show, Lockman will junk the supper club set-up and switch to colored shows next month, billing as the Cotton Club. Dickering for a former policy until the septa. See Walker to preem the new policy.

In scrapping the ice show spot returns to a former policy until the septa. See Walker to preem the new policy.

**Tyrell, Sligh Combine—Again**

CHICAGO, March 16.—Phil Tyrell and Eddie Sligh, former owners of the Sligh of New York, which will be re-routed in a year and a half ago, merge again April 1. Sligh & Tyrell will have an American-style floor show, which will continue to manage and book acts. Line-up of the combined office will include Harry Whyte, vocalists, Sol Wagner, musician; Ed Krogh and Sade Jacobs; vaudeville; Frank Taylor, units, and Lot Logan; Falkenstein and Bess Beckett, secretary.

Tyrell states that the office is planning to organize a "choosing circuit" for new acts which will be routed in clubs in Grand Rapids, Saginaw and Battle Creek, Mich.; South Bend and Fort Wayne, Ind.; Toledo and Milwaukee.

**Glenn and Jenkins Win \$2,285 Award**

NEW YORK, March 16.—Damages of \$2,285 were awarded this week to Glenn and Jenkins by Judge Carroll Walters of the New York Supreme Court, in their suit against a restaurant, alleging breach of contract.

Glenn and Jenkins testified they were employed by the restaurant, and their services on May 23, 1939 where they had a run of the show contract. That Glenn and Jenkins, and Bill Robinson, carried on until September. The comedians originally asked \$5,000. They were represented by Alpert & Levin.

**Colored Talent Again for Terrace**

CHICAGO, March 16.—Ed Fox is reopening his Grand Terrace Cafe around April 10 with an all-colored policy. Spot has been closed for a couple of months, operated by George Callahan, with colored name bands.

Opening attraction will have Roy C. Brown, who originally named the show for himself in the Loop's Three Deuces, which burned down early this year. A show by Roy C. Brown, who had previously decided to reopen his old spot after negotiations for the acquisition of the dark Royale Prolix fell thru.

**A. C. Steel Pier Resumes Easter**

NEW YORK, March 16.—Steel Pier, Atlantic City, will reopen for Easter Sunday (24). The bill will be headlined by Mike Miller and the Mills Brothers and will include Harry Sawyer, Five singing Jewell Love, Hite and Stanley, and the Five Maxellors. Booking is by Edward Sherman.

The house will later have vaude on week-ends. By the end of June it becomes a full week.

**Names, Big Shows For Seattle Club**

SEATTLE, March 16.—More elaborate floor show policy has been inaugurated at the Spinning Wheel nitery. Headliners are Daisy and Violet Hilton, who are supported by Tubby LaVelle, emcee of the eight-act show.

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**Boston Clubs Add Novelties, Games**

BOSTON, March 16.—Local night spots are going in for novelty stuff in addition to their regular floor shows. Mickey Redstone, of the Mayfair, has brought in the Harold Lloyd *Bobby Horner* and features rides for the customers and line girls during the night.

At the Coconut Grove, Barney Welman has installed basketball, and the line girls are divided into teams, playing as fine to the floor shows. Ping-pong holds sway at the Essex House, where the New England male and female champs demonstrate during the floor shows. Customers are invited to participate after the show.

**New Club in Chester**

WILMINGTON, Del., March 16.—Newest nitery, George's Cafe, opens this week, operated by George Killas, former manager of the St. Regis Cafe, Chester, Pa. Floor show and band being set.

At Joe's Casino on the DuPont Highway the floor show is being set by the Ester week-end, with Harry McKay emcee and Bill Loren on the band stand.

Hotel DuPont brings in George Madden, Delawareans directed by Glenn Packard.

**TOPS ICE SHOW SEASON**

(Continued from page 4)  
recovering from an operation performed in New Haven, did not appear on the ice until the next to the last night, and then it fell in for Woerner Groeblich of Prick and Track. A swollen ankle kept

Prick off the ice Friday, and Saturday he had added a heavy cold and high temperature to his suffering, so Shupstad substituted a second time.

After playing Minneapolis and Ottawa, Can., the troupe will have a rest period before opening a series of bookings on the Pacific Coast early in May.

**Ice Shows Flourish Under Club Sponsorships in Seattle**

SEATTLE, March 16.—An ice procession, started earlier this season with the *Ice Veneties* and the *Ice Follies*, will continue with two more ice shows labeled *Ice Parade of 1940* and the *NYC Skaters Second Annual Ice Circus*, booked respectively for March 25-30 and April 1-5. Both comedy attractions will be housed in the Ice Arena. The *Parade* is sponsored by the Rotary Club.

Heading the cast in the *Parade* are Helen and Inez Brandt, Swiss skating pair; Betty Lee Bennett and Johnny Kinney, juniors making their professional debut; Larry (Smitty) Jackson, comedy and trick skater, who is returning to his home town from a country-wide tour.

The Nile Skaters of Seattle's Masonic order are behind the *Ice Circus*, which will give five evening parties and five matinees. Cast may perform also for the crippled children of the Orthopedic Hospital here. Stephen W. Morrison, president of the Nile Troupe of Seattle, is chairman of the *Ice Circus* program.

**Another Year for Follies**

SAN FRANCISCO, March 16.—The Shupstad and Johnson Ice Follies will return to Winterland at the World's Fair here for a second season May 10, and run thru the summer. At the close of the return to Winterland at the Follies is scheduled to tour the country again. One Foster, New York Rony Theater dance director, will probably stage the *Follies* this year also. Music Corp. of America still has a 10 per cent interest in the *Follies'* California bookings.

**Havana Likes Ice Revue**

HAVANA, March 16.—The All American Ice Revue, first ice (muck) show here, was enthusiastically received at its opening in the National Theater March 7 for a two-week engagement, which may be extended and augmented by a tour into the interior. Local Cuban band accompanied the show.

Popularity of the show was helped by the reasonable box-office scale, which is 50 cents tops for matinees and 80 cents for evening.

Cast of 30 includes Douglas Duffy, co-owner; Genevieve Trojan, Grace May, Bobby Horn, whose jumping stunts are high-piled groups of barrels thrilled the audience; Armat Brothers, comical; John Siskey, bicycle comedian, who brought down the house; Ruth Whitahan, figure skater, and a chorus. One of the girls, dressed in a costume to follow the crowd, providing additional laughs for the time. Show will doubtless kick for the box office, Harry Rogers co-manages Genevieve with Yule, Heliodoro Garcia is house manager.

L. M. B.



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## Royal Palm Now the Hurricane; 52d St. Doing Poor Business

NEW YORK, March 16.—The Hurricane in the newest name for the Royal Palm on the site of the former Paradise Cabaret. Earlier in the week the management found it had to drop the Royal Palm name and also the Flamingo and the Tropics names because it was discovered the names had already been registered or incorporated. It appears that, due to the rage for Latin clubs, a lot of Latin names have been tried legally so that they can be used only after payment of a fee or litigation. The club is bringing in a Latin and a Ha-

walian band and native entertainers from the Coast.

Fifty-second street is having its share of the poor business. Closing after giving his show at the Troc on week notice, Jeri Withee headed the show. The Royal Palm is doing poorly, having dropped its floor show a few weeks previously. The Brown Derby is going thru a change of management, with the new management taking over and heading the new show Easter Sunday.

The Surf Club, which burned down last month, has not paid off some of the salaries of the performers, despite its agreement with the American Guild of Variety Artists. Several other local clubs are not paying off, either giving outged checks or asking the cast to play along with the management until "times get better."

The International Casino never did pay all its show for its fourth week despite its contract with AGVA guaranteeing four weeks' work. Billy Ross is taking the place at a combo ballroom and night club.

El Morocco books a floor show for the first time in its history when it adds Dick Casarano Band, the DeMarcos and a singer March 26.

Sister Tharpe succeeds Maxine Sullivan at the El Morocco. The El Morocco Business has been off and the cash budget is being trimmed.

Meanwhile, Billy Ross issued a press release Monday that his Diamond Horseshoe has grossed \$1,200,000 for 900 performances in a 15-month period.

### RKO Employees Party

NEW YORK, March 18.—The seventh annual RKO Ball will be held in the Grand Ballroom of the Hotel Astor, tonight. This year the affair will be attended by all RKO employees here, whose efforts have made the company a service staff. Bob Chester and Ciro Rimaic will provide the music.

George Schaefer, president; Malcolm Kingsburg, vice-president; John J. O'Connor, general manager; Leon Goldberg and H. Myers, Max Felleman, Bill England,

VIVIANE SCORAH, 12-year-old California dancer, starred with the Paramount *Starlets* Revue during the troupe's week in Calgary and then joined the unit. She will be booked for the Shubert Cincinnati, week of March 22.

HERMAN G. SMITH has three troupes of vaudeville artists in the club. Bookings have already been obtained for *Comedy Folies* Revue, Variety Revue and for the *Starlets* Revue. JERRY BROTHERS will cut 20 sides for Deca in three days, beginning March 18, and several more beginning April 8. The act will be booked for the bill in April 19. STEWART AND MARTIN have been signed by the GAC office.

FREDDIE LIGHTNER has been retained by the RKO. One of the RKO Boston March 21. NICE, FLORIO AND ALICE are joining the Anton Schilla unit playing at Jeter Jackson Jr. and Ohio. LOYD AND WILLIS will play from New York March 8 to open at the Casino Atlantic, Rio De Janeiro.

WENCES, following his tour with the Martha Hayes unit, opens on the Commodore. BOB DUBROW is booked for the bill. BALDWIN AND BRISTOL are appearing at the Florida Strawberry Festival, Plant City. Others on the bill include H. H. Huff, Cook and Cook and Tyko.

GENE AUSTIN carries his own piano and publicizes his act with his engagements. An advance publicity and exploitation man precedes him on all his appearances. JET JACKSON JR. will play four nights weekly at his newly acquired hotel in Greenwood Lakes, N. Y., beginning early in July. In addition, he will appear at the New York World's Fair.

MILLS BROTHERS open at the Casino Drex, Rio De Janeiro, in June. They will play at the Jeter Jackson Jr. and Jimmy HADREAS among the Americans now playing for 18 weeks in *The Little Dog* troupe, at the Palladium, London. Other Yank acts are the Condos Brothers and Willie, West and McJannet.

EDDIE LEONARD has gone to Hollywood to appear in Bing Crosby's new film, *If I Had My Way*. MILLS BROTHERS have been signed by Harry Mandell, Charles B. MacDonald, Leo Mandell, Louis Goldberg and H. Russell Egan.

## The Broadway Beat

By GEORGE SPELVIN

THE morning the Queen Elizabeth tied up at a New York dock Dave Driscoll was out in a chartered plane by WOR to do a description of the big ship's arrival. One of the dailies, in mentioning this stunt, said, "Driscoll described the arrival of the Elizabeth as it sailed up Long Island Sound." No doubt the vessel that there by way of the Gowanus Canal. The colored attendant in the men's washroom at the Torch Club greets customers in rhyme, and keeps on rhyming when asking and replying to questions. His punnelone, of course, is a rhymed hint that a tip would make life wonderful. . . . Bandleader Jerry Blaine is about to bill a Dreamland Band—a big symphony orchestra—but a radio column once called it a Dreamland Band. Sooooo—now that Blaine has switched to a sweet crew he's using Dreamland Rhythm as his official label. . . . Milton Berle was in line the other night when Paul Kelly, who has been so generously belted his name, rolled by. "Gosh," murmured Berle, "doesn't he make a lovely couple?" . . . Note on union solidarity: When, AGVA was looking for a name for the future headquarters of the union, they inspected space in 1560 Broadway, since the building was being picketed. But now that picketing has ended, AGVA will shortly sign for three years at that address.

DICK MCKLER is doing a column on films and the theater in the New Yorker MOKLER's house organ, *Carewain*—which makes him one of the few press agents around town who will be getting releases from other press agents. . . . It seems that even the premiere of a new frankfurter now gets a production. Various press notables were invited to attend last week when they received large looking documents appointing them judges in, believe it or not, a "Name the Skinless Frankfurter Contest" being run by Zion Kosher Meat Products, Inc.—and, inviting them to attend a "New York Day" at the Grand Canyon. . . . When you hear "Babs Warren" singing on e.t.v., you're listening to Bea Wain. . . . Speaking of transcriptions, when a Lyricist manager has a new number to be put on the air, he sent a hurry call to have his real name put on them. He liked them that much. . . . Harry Clark, come in *Pins and Needles*, has a new understudy. When part of the garment workers' show played for the Friars Frolics, Clark was ill—and Milton Berle subbed for him.

MEYER HOROWITZ, owner of the Village Barn, went to Florida last week for his first vacation in years—as the guest of a steady customer. The patron said he had to stay away from the Barn for a week. . . . Jack Burns and Mildred Meir's new *Thesaurus of Humor*, listing practically every gag and situation extant, is even indexed for twists and stoppers. . . . Jim Lucas has become publicity director for AMP Recording in New York. He has a number of other and associated activities. . . . Jack Zoro, who claims he makes a career of laying off, is suing Stanley Burns, ventriloquist, because Burns has a dummy that allegedly looks like Zoro. That's not all, according to the New York Times. Zoro gave the dummy some of Zoro's own words. Benito Collada has inscribed in Spanish over the bandstand at El Chico the following notice (free translation): "Special extra seat will be yours in the house, he went out to collect on a check that bounced back."

## Petrillo Nixes Agents' AFL Plan

CHICAGO, March 16.—James C. Petrillo, head of the local musicians' union, turned down the committee of the Entertainment Managers' Association of Chicago on its plan to form a local agents' union with the American Federation of Labor charter.

The IMA, composed of club-date bookers, most of whom hold American Federation of Musicians' licenses, informed the AFM local that agents in Los Angeles formed the Entertainment Managers' Association (AFLE). Petrillo claims the bookers here are fully protected by the musicians' union and that the proposed organization is unnecessary.

PHILADELPHIA, March 16.—Frank Capano, head of Tin Pan Alley Music Co., and Billy Hayes, ex-leader, plan to reopen the Long-shuttles, the Gold Dragon Inn as a modernized showmen tetry.

## Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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## For FILMS

EMILE BORO—veteran variety entertainer now playing his best comedy roles in *Hemingway's The Fifth Column* at the Alvin Theater, New York, under the management of the Theater Guild. His great knowledge of stagecraft turns a flat comedy character into a fully rounded character and an amazingly compelling human being; an excellent acting job. Would be invaluable to those who are seeking a character work or a combination of both.

BARRY WOOD—singer who has really started going places during the past few months, aided not only by a CBS radio show, but also by one solid, sock talent. A nice looking and husky lad, he is a Grade A song salesman and a fine crooner. He's in film. A crooning baritone, he's building a strong following with his *Hit Parade* commercial.

## For LEGIT MUSICAL

THE HACKBLES—top-notch comedy ballroom team now working in the Ted Lewis vaude unit. They've been clicking heavily and steadily in their own work, and are a great crowd pleaser both sophisticated and hokier—which is a perfect set-up for big numbers. Their act is well characterized and formalized ballroom duos, and does a terrific job on them.

LEE BARTLEL—songstress, caught at Delmonico's Philadelphia, whose singing finds a million uses whose appearance is de luxe. Sings musical comedy songs, and shows a fine work, and a fine crowd pleaser. Has a rich voice, a terrific personality and an arresting singing style. Strong good on ballads and rhythm numbers.

FOUR SQUIRES—male novelty instrumental and vocal quartet caught recently at the Strand Theater, New York. Drop plays bars, trumpet, piano and guitar, with solo by all. Their stuff is highly effective, whether it's ballad, swing, tango, or specialty work as with *Chicago and Beel*. Feature of the act is the bass player, a rangy lad who does a funny solo with a swinging tone, and is a natural-born comic. Well known on recordings, the foursome should click neatly in a legit revue.

## Midwest Demand For Units Down; Sale Angle Needed

CHICAGO, March 16.—Unless a unit has a definite selling angle it cannot hope to get any choice engagements in local producers point out. The unit-producing season has been one of the weakest in years here, chiefly due to the fact that theater owners are now buying ideas rather than talent.

Also theater owners feel that acts with many units have recently made the vaudeville house rounds and changes in the unit line-up are necessary before a show can fill a key city date.

Such producers as Nick Bolla and Anto Scolliba are now concentrating on smaller towns, where theater requirements are less rigid. Others are marking time until a good idea presents itself. Al Borde is in the lead along that line, boasting two attractions with box-office possibilities. One is *Hellfire*, which, cashed in in the Midwest before running into legal trouble in the East, and another is *Gracie Zerk's Cabin in the Sky*, which will break in around here in the next couple of weeks. Cabin will be sold on the originality of the idea rather than on the strength of the cast.



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Alvin & The Wildcats (Cotton Club) NYC, m.

B Bailey, Bill (Stamp's) Phila., m.
Baird, Bill (82) Chi., m.
Baker & Bristol (Lodgeon Indoor Circuit) Orlando, Fla.
Baldwin & Old (Romanians) NYC, m.
Barclay, Irene (Barney Gallian's) NYC, m.

C Caldwell, Edith (Statter) Boston, m.

(For Orchestra Tours, Turn to Music Department)
Act-inits-Attractions
Routes

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-a-auditorium; b-ballroom; c-cafe; ch-cabaret; cc-country club;
-h-hotel; m-music hall; n-night club; p-piano; pm-restaurant; pr-road house;
r-rest; re-restaurant; s-showboat; t-tour;
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Dancing Debut, Three (Shorrier) Cincinnati, 1.
Daniels, Mary Ellen (Marriott) Chi. h.
Dancy & Smith (Touring) Kansas City, Mo., 1.
Dare, Tony (Circus) NYC, m.
Darius, Joseph (New Human) Ariz. NYC, m.
Davis, Joey (Braymont) Buffalo, N. Y.
Davis, Roy (Palmer House) Chi. h.
Davis, Eddie (Brimont) Miami Beach, m.
Davis, Burt (Shubert) Cincinnati, 1.
DeBary, Harry (New York Inn) San Diego, Calif., m.
Decker, Don (Samoa) Flint, Mich., m.
DeFores, Felipe (Huntin Casino) Miami Beach, N. Y.
De La Coda, Eusebio (La Compa) NYC, m.
De La Coda, Eusebio (La Compa) NYC, m.
De La Coda, Eusebio (La Compa) NYC, m.

Forster, Gene Girls Sixteen (Earle) Washington, D. C.
Frabaker (Waldorf) NYC, m.
Francis, Benita (Cotton Club) NYC, m.
Francis, Ann (Piaza) NYC, h.
Francis, Benita (Cotton Club) NYC, m.
Francis, Ann (Piaza) NYC, h.
Francis, Benita (Cotton Club) NYC, m.
Francis, Ann (Piaza) NYC, h.
Francis, Benita (Cotton Club) NYC, m.
Francis, Ann (Piaza) NYC, h.

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

Duncan Sisters (Music Box) San Francisco, m.
Duganese (Bovery) Detroit, m.
Duganese (Bovery) Detroit, m.
Duganese (Bovery) Detroit, m.
Duganese (Bovery) Detroit, m.

Hadden, Harriette (La Vega) NYC, h.

Shorty Fincher's PRAIRIE PAIS

Western Musical Act, starring records, drawing \$5000 for admission, the name of GENE JOHNSON, Avenue Aert, St. WORK, Ver. m.

Hayward, Peter Lind (State) NYC, 1.

Houston, Lisa (Ruhan Girl) NYC, m.
Hoover, Winnie, Girl (Harry's New Yorker) Chi., m.
Howard, Joe & E. (Diamond Horseshoe) NYC, m.
Howard, Joan (Crowford) Boston, h.

Irvine, Ross (805) Chi., m.
Isho, Stephen (Gay 705) NYC, m.
Izay & Izay (Silver Dollar) Baltimore, m.
Jackson Jr., Joe (Riverdale) Milwaukee, 1.
Jackson, Bonnie (El Paul) St. Paul, h.
James, Harry (Cotton Club) NYC, m.
Jason, Jay (Morocco) Detroit, m.
Jeanette, Phyllis (Cotton Club) NYC, m.

McCoy, Elena (Jimmy Kelly's) NYC, m.
McCoy, Elena (Jimmy Kelly's) NYC, m.
McCoy, Elena (Jimmy Kelly's) NYC, m.
McCoy, Elena (Jimmy Kelly's) NYC, m.
McCoy, Elena (Jimmy Kelly's) NYC, m.



vaude performer, and Lillian Ashton, well-known of the former days, who pleased the audience with her performances.

Something unique in an acrobatic act are the Three Novak Sisters, because of the all-girl angle and the difficult feats they perform.

Heart-thruster Harry Stockwell, voice of Prince Charming in the picture, Snow White, revealed he is both good looking and possesses a fine voice with his renditions of *Gauche Serenade*, *All Things You Are* and songs from *Snow White*, teamed with *Wine and Roses* are Smithing. He has the voice and appeal to put an audience in a musical mood.

Equally impressive were Jack Wallace and Ann Earl. Their opening rumba and later combination specialty of ballet and rhythm dancing were spirited and sparkling.

Laughs galore were furnished by Larmer and Hudson with their pantomime also comedy routine on bicycles. Their antics, as well as their serious daring feats, earned them plenty of applause and chuckles from the audience.

Don MacLuskie's house ork in the pit, *Greasy, Get Your Ork*. Business good despite inclement weather. Fred Hermann is house manager.

Milton Miller.

## Music Hall, New York

(Reviewed Thursday Evening, March 14)

The Music Hall's familiar Easter production, *Glory of Easter*, is being repeated for the seventh time on this show and is divided from the second half of the stage show by an *Information*, *Pleasant*. The second half is in *Keep*, with spring and has three parts, *Spring's Awakening*, *On the Avenue* and *In the Park*. The first and last parts are directing, while the middle piece is the Glee Club's standard warbling of Irving Berlin's *Easter Parade*.

The directing production makes ingenious use of luminescent paint and presents eight dancers working on a stage drenched with glowing light effects, the colors of which are quite attractive. There are a number of flowers. Featuring the full grasshopper and frog and, except for the fact there is a little too much of it, it's all quite charming.

In the Park, thanks to the Music Hall one of the greatest of all vaudeville acts, Joe Jackson and his tramp bike. It isn't often the audience at this house enters into the spirit of things, but Jackson's superb artistry soon brought that about and the audience urged him to climb aboard the bike.

No matter how often this turn is seen it is always new. Incidentally, it is Jackson here at the Music Hall, Jackson files working out west.

Proceeding Jackson in the park scene are the *Balletettes*—three girls in an acrobatic act. They do nip ups, somersaults and turns, some of them while jumping a rope. An okeh turns of his kind. Rockettes finish this spot with a standard routine.

Film in *Young Tom Edison*, and poor weather didn't seem to hurt trade.

Jerry Frankens.

## Palace, Youngstown, O.

(Reviewed Thursday Afternoon, March 7)

The Palace returned vaude after a month of dual first-run. While the current bill has a couple of radio-screen names, it's rather tame compared to some of those which recently played the local house.

Marquee standouts are Edgar Kennedy, screen comedian, who is making his first personal appearance hereabouts, and Jane Pickens. Benny Davis and his revue offer a lot of young talent that is good entertainment. This stage bill will likely be the last until next Lent.

Edgar Kennedy pulls out what hat he has to wear to the rales plenty of them. Kennedy is expert judge of what amuses an audience. He had his customers rocking with glee and begging for more when he bowed out. His best efforts are his burlesquing of Shakespeare and the Edgar Kennedy you have in mind setting on the screen, assisted by Mrs. Kennedy, an able assistant. This man, who mautis his face, beats his fists

and tears his hair while his temper slowly heats to boiling point, is a delight to watch and a roar to see and hear.

Jane Pickens has a voice of rare and liquid beauty. In a show given over to novelty, swing and clowning, she stilled the theater with a thrilling interpretation of *Worms*. A *Crazy Motion His* *Worms* *Cry* and then sent the same audience into laughter with her burlesque of a prima donna giving an outdoor recital. Talented and good showman.

Benny Davis and his revue of young talent is the other half of the hour-long stage show and highly deserved the long applause. The Davis show moves quickly, brings on a set of promising youngsters and blends dance, novelty and burlesque. It has the blessing of good showmanship that sells every bit of entertainment.

Always good screen entertainment, *Blondie on a Budget* (Columbia). See McConnell.

## SUGAR'S DOMINO

(Continued from page 4)

bought at bargain basement prices. Such things happen not at all today. We do look entirely, because most of them (and this includes downtown theater situations all over the country) dance to the whip of a tycoon with his heart and soul in Hollywood and part of his rear end in the booking problems of a combo policy theater.

We do not suggest that bookers become Santa Claus overnight and turn their theaters over to Major Bowes' amateurs or to the most promising pupils in Miss Smolova's Dancing School. We do balk, however, at the lack of self-assurance in their own powers of discrimination. The lack of judgment of talent possessed by the bookers of the few strongholds of vaudeville still remaining defies the mechanization blitzkrieg. Many are the times we have witnessed startling examples of this. As for example the other evening when a booker, one of the Broadway spots allowed that a certain performer is all that she should be but that he preferred to wait a few more months "when the judgment of talent" If that booker was depending on the artist to draw trade into his theater we wouldn't blame him. But he wasn't. The act would be one of the supporting items of a big name already booked. The answer is simple. The booker has been using crutches so long he can no longer get around by himself. He is a booking cripple, thanks to the bulldozing he has been experiencing for years at the hands of men who would starve if they had to depend on the smart buying of material to earn a livelihood. What's going to happen here as sure as day follows night is that the booker will buy the act when it becomes better known; he will pay about three times the price and he'll put himself on the back for deceiving her.

There is plenty of good talent around for bookers with the courage of their convictions and with a sure knowledge of what it's all about. The bookers need to see on his next seat in his paneled office will never get to know about it. Even ripe, luscious fruit has to be picked before it is eaten.

FOR the first time in the history of theatrical unionism all the actors' labor organizations will meet on the evening of April 21 to put on a ball and entertainment. The proceeds will go towards replacing the *Four A's* which the *Four A's* confers which suffered considerable depletion as the result of the noble move to excise one of the parts in order to promote harmony of the whole.

What we have to say amounts to an anomaly, perhaps, but we risk that because of the noble move concerned with trusts. We say that the *Four A's* function should receive the support of the entire theatrical industry and we may also that there are few organizations in the show business that excite our sympathy less and make us vent our spleen more than the abortion known as the *Four A's*. But we feel about the *Four A's* like the hardy colonist who has a bed that a *Bowery Bum* would disdain but who tolerates it as Napoleon did the masterpiece of decoration that is today reproduced at great expense for the adulation of 8-and-10-cent stragglers. The *Four A's* last good, but we might as well allow that it could be far worse. Good or bad, it is like the colonist's ridiculous bed; the only fourth head of the actors' union movement. When a better parent body will be created, the *Four A's* will be replaced. The *Four A's* have today what they deserve. They can remedy it; demolish and reconstruct it as they wish. For the present the

## NOW ON PERSONAL APPEARANCE TOUR

EDGAR KENNEDY  
with PATRICIA KENNEDY

★ ★ ★

WEEK OF MARCH 22  
RIVERSIDE, MILWAUKEE

WEEK OF MARCH 29  
LYRIC, INDIANAPOLIS

JUST CLOSED  
STATE-LAKE, CHICAGO

★ ★ ★

DIRECTION  
WILLIAM MORRIS AGENCY

## SENIOR UNIONS

Now Appearing  
CHICAGO THEATRE, CHICAGO  
Just Closed 22 Weeks  
With the Martha Raye Unit  
Personal Mgr.: C. J. Austin, 218 W. 14th St., New York City.  
Direction: Nat Kalchheim, William Morris Agency.

## RADIO JESTERS

(DICK DRAKE AND LES PALMER)  
Now on 27th Week  
With "HOORAY AMERICA" Unit  
THIS WEEK—STATE-LAKE, CHICAGO  
Management: Joe Clymas

## Saul Boots FIELDS AND BURNS

"Some Sense and Nonsense"  
OFFERING UNUSUAL COMEDY OF ORIGINALITY  
NOW—STATE-LAKE, CHICAGO  
DIRECTION: MARCUS GLAZER, STATE-LAKE THEATRE BLDG., CHICAGO

*Four A's* is the stalk that binds together the various actors' unions. It cannot be cut off until there is something to replace it. The ball scheduled for April 21 should be supported for several good reasons—

aside and apart from one's personal opinion of the *Four A's*—and the best of these is that it represents, in as far as we know, the first time all the actors' unions ever got together on anything. There is something that should be encouraged.

## And Not White Elephants

PHILADELPHIA, March 16.—What with the GOP convention headed this way, Frank Palumbo plans to bring in *White Elephants* during the political convulsions.













## Ten Weeks of Shrine Dates Contracted at One Time for H-M Ringer Featuring Beatty

**BUFFALO, Pa., March 16.**—What is considered the largest contract for dates sponsored by fraternal organizations has been announced by Bob Morton, of the National Producing Co., Inc., and the Hamid-Morton Circus Co., for the new Hamid-Morton circus, which will tour which will tour under canvas. Ten weeks were booked, all for large Shrine Temple audiences, by one stroke of the pen. The Shrine Temples were represented by Henry P. Bronkie, president of New York State Shrine Council and who has been general chairman of the Buffalo Shrine Circus here for over seven years.

Clyde Beatty and his entire circus unit have been engaged for the full run of the outdoor circus, and also for all fall indoor dates. Howard Bary, formerly of the Hagenbeck-Wallace Circus, will have an interest in the show and is already working on tie-ups. All business and financial responsibility will be in the hands of George A. Hamid and Morton. George A. Hanneford, comedy riding feature, and his entire family will be with the H-M outdoor show, also the Flying Bebees, the Wallendas and Edna Morton will organize a staff of exploitation men and advance work will start two months ahead of the opening of the show. Indoor dates will be introduced in the circus field in the way of co-operative interest between national industrial organizations.

The top will seat 4,500. It will be a 120-foot round top with four 40-foot middle pieces. A side show and a pit show will be carried. The Hamid-Morton Lee Gira, a Phil Plant show with Bob Lee as manager and Bary as business manager, will probably be used as a concert feature. Hanneford will be in charge of end and Henry Cooper will be in charge of end.

## Poor Seating Cuts Polack's Patronage At Montgomery Date

**MONTGOMERY, Ala., March 16.**—Under sponsorship of Alcazar Temple, Montgomery, Ala., the show ended a week's engagement at the City Auditorium March 5. Those who attended and the local press criticized the show as top, although attendance did not quite fill expectations of the sponsor. This was attributed mainly to the poor seating arrangements of the auditorium for attractions of this type. It was necessary to displace 500 seats on the main floor for the ring; half the money spectators were unable to see the ring and a third of those on the main floor were unable to see the acts.

There were seven night performances and six matinees. Two of the matinees were "free" for 4,000 poor youngsters of Montgomery and vicinity. These performances were paid for by philanthropic citizens who donated about \$800. Other matinees averaged 1,500 and 2,000 children. The opening and closing nights averaged 1,500 each, the others between 1,000 and 1,200. Reserved seats, 40 cents. Children, 25 cents, except on school-day matinee when they were 15 cents.

Castang's chimpanzees were an addition to the program here.

Alcazar officials sponsor the circus again next season they will seek a new location.

## Lofstrom-St. Elo Show To Open About April 9

**VALDOSTA, Ga., March 16.**—Work has begun at the quarters of the Lofstrom & St. Elo Monkey Circus here. Raymond Audette, ring emcee and trainer, has been working on new acts. All props and rolling equipment have been overhauled and painted. Show expects to open about April 9.

Among recent visitors were Doc Murdoch and son, Mr. and Mrs. George Brunner, Ed and his wife, Mr. and Mrs. H. H. Spillman, Mr. and Mrs. Carl Turquist and Mr. and Mrs. Spillman and family.

gaging and instructing all advance men in exploitation.

Special bodies on trucks will be built to carry all of Beatty's animals. The show will move on 40 trucks and five baggage cars. Week stands in most of the large cities and three-day stands in the smaller ones will be played. Territory will embrace New York, Pennsylvania, New Jersey and Ohio.

The signing of the contract means that about 10,000 Shriners throughout New York State and adjoining States will sponsor the Hamid-Morton circus and Clyde Beatty's wild animal feature. The show will be known as the "Hamid-Morton Circus Co., Featuring Clyde Beatty's Wild Animals."

The H-M indoor circus bookings this winter will terminate with the engagement at Montreal on or about May 15, after which all equipment will be moved to Hamid's State Fair grounds at Trenton, N. J. which will be used as winter quarters.

## Harter Found Guilty on Nine Charges; New Trial March 19

**SOUTH BEND, Ind., March 16.**—Donald H. Harter, auditor of Downie Bros. Circus and former secretary of the Wabash Valley Trust Co., "The Circus Bank," per, Ind., was found guilty Tuesday (12) by a federal district court jury on nine charges of violating the national banking act. He was acquitted on six other charges in the indictment. A second indictment is still pending against Harter.

Judge Thomas W. Slick set March 19 for arguments on a defense motion for a new trial. Each count carries a potential prison term of one to five years and a \$5,000 fine.

He was charged with making false entries, embezzlement and misapplication of funds.

Among the government's chief witnesses were Mrs. Bessie L. Bowers, of Peru, widow of Bert Bowers, circus man, and Mrs. Cora L. Fowler, sister-in-law of the late Benjamin Wallace.

### \$285,000 in Securities

was the indictment on which he was tried involved alleged embezzlements of but

## Editor Sees Business Builder in Local Color

**CINCINNATI, March 16.**—There has been much comment concerning the participation of Rio Grande Valley citizens in the Russell Bros. Circus at its season's opening in Donna, Tex., March 1 and 2.

Jack Rutledge, managing editor of *The Valley Morning Star*, Harlingen, Tex., said, in part, in an editorial:

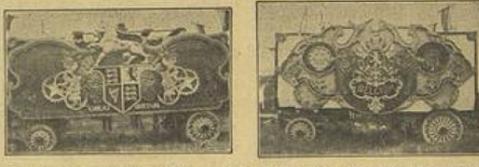
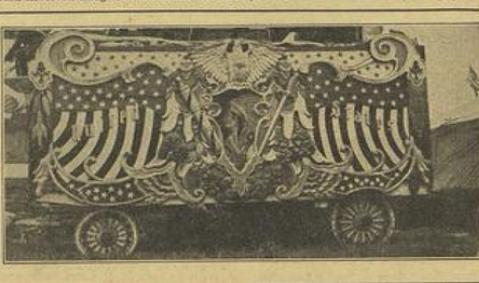
"A sure way to revive interest in the circus as a form of entertainment is to localize it with home-town downs and performers. The success of the Donna Community Circus, which was just the Russell Bros. Circus with Valley performers interspersed among the professional, proves this. . . . If advance turnout would be doubled and a show could stay two days in each town. . . . It would give variety to the circus, and it would have the invaluable advantage of local color. Anyway, Russell Bros. did it quite successfully in the Valley. Why couldn't it be done elsewhere?"

and that Harter had sold securities in the amount of \$288,000 belonging to Mrs. Bowers and had invested the money, he said, in the H-A Circus Operating Corp., about \$22,000 belonging to Mrs. Fowler also went into the circus.

In his defense Harter claimed that he was acting as agent for the two women and had been instructed to buy, sell or exchange their securities to get them the best possible returns. Both women denied Harter was their agent and said that he had been acting as an official of the bank.

### Harter Acting for Bank

During the course of the seven-day trial the prosecution introduced two confessions which Harter admitted he had signed. Contents of both were almost identical. In the statements Harter said that he was acting as an official of the bank and that he had told Mrs. Bowers he had bought certain securities for her after selling others, but that in truth the money had gone into the circus. (See *Harter Found Guilty* on page 33)



ALL of the tableaux wagons used in the parade of Cole Bros. Circus last season, including those shown here, were destroyed in the recent fire at winter quarters of the show in Rochester, Ind. At the top is the United States tableau and at the bottom Great Britain and Belgium. These three wagons were on Robbins Bros. Circus in 1928. The steam colliery was also ruined. The wagon America, on the Cole show in 1935, was not lost.

## R-B Performers In Benefit Show

**BARABASOTA, Fla., March 16.**—More than 500 circus and show performers appeared in the annual winter circus for the benefit of St. Martha's Catholic Church here last Thursday afternoon and evening.

Headlined was Roberto de Vasconcelas, with his trained horse, Behn, who appeared in a Portuguese mansion, only recently arrived in this country, and will be one of the features of the Blue Bird Circus. This was his first American appearance.

Among other features donated by the Ringlings were the Christians, Albert Powell, the Ortans, Arturo, elephants, horses, seals and clowns.

Syndicate photographers visited quarters for their spring material the past two weeks. Newsreel men descended in body last Friday, showing particular interest in North's recent importations, which will highlight the '40 show. Richard Butler and Hank Gordon are slated to leave for New York tomorrow, to start the advance ball rolling.

## Augusta, Ga., Mayor Presents Awards to Cushing and Bailey

**AUGUSTA, Ga., March 16.**—Plaques and Certificates of Merit won by Frank Cushing and Ollie Hager, winners of the 1939 Favorite Outdoor Performer Contest were officially presented to them Saturday (9) by Acting Mayor John E. Evans. Occasion was the Augusta Herald's Golden Jubilee celebration. Miss Bailey, winner in high-point division, and Cushing, finalist in thrill act division, on Monday opened a week's engagement for the newspaper at Greene's Stadium. They featured Cushing's Death's Holiday Circus.

**NEW YORK, March 16.**—Three certificates for winners in the Performer Contest are still being held in this publication's local office for proper forwarding address. Parchments are for Jack Stary, Ollie Hager and the Skating Fair.

## Klein Plans I-Ring Motorized Circus For Next Season

**NEW WATERFORD, O., March 16.**—G. A. Klein, managing director of Klein's Attractions, revealed plans this week for next year to play Ohio and near-by States. He is to build a new ring barn on a farm he owns east of here in Western Pennsylvania. He already has some stock on the farm. He said he was not certain at this time how large a show he would put out.

An all-new circus unit, with running program time better than an hour and a half, is being organized by Klein for fair and celebration this season. *The Revue of 1940*, a 32-piece musical with a nine-piece band, will also play fair again this season under direction of Mrs. Maxine Klein. At majority of the fairs the circus unit and revue will be presented on successive days.

Klein also stated that he was negotiating for two or three-week-stand circuses under auspices early in the winter before the fairs get under way.

## Rotary Club Packs 'Em at Binghamton

**CINCINNATI, March 16.**—Stuart English, chairman of the Binghamton, N. Y. Rotary Club Circus, presented by Hamid and Morton, wired *The Billboard* on March 14 that attendance up to that time had been big in spite of a storm, the show playing to capacity afternoons and nights, with turnaways Wednesday and Thursday nights. He also stated that extra performances were scheduled for Friday and today.

Joe Hanneford handled the promotion and management for H-M. Among the acts are Flying Bebees, George Hanneford Family and the Wallendas.







## \$135,000 May Be Damage Bill

Buildings destroyed will be replaced for '40 fair—Hennies equipment hit

SHREVEPORT, La., March 16.—Damage estimated at between \$100,000 and \$135,000 was done to buildings and other equipment on Louisiana State Fair grounds here late on Tuesday by a tornado which swept thru the 150-acre tract. The tornado also did considerable damage to Hennies Bros.' Shows' equipment in winter quarters on the grounds, but no official estimate is yet available.

Sweeping on thru several residential sections, the tempest laid waste or damaged many homes, claimed 10 lives, injured more than 40 persons and caused a property loss estimated at around \$2,000,000.

Coming from the Southwest, the storm struck the fair grounds to the northeast corner, where it looped back to the southwest. Hardly a building on the grounds escaped damage.

A check has disclosed the following damage: Grand stand unroofed and west end demolished. Negro school building, warehouse stored with equipment, judging area demolished, along with all contents. 20 racing stables unroofed and damaged; five cattle barns, show-horse barn unroofed and otherwise damaged; express building, museum and numbers of small buildings unroofed and damaged; agricultural building, automobile show building, chain saw building, merchants and manufacturers' (See LA. STORM DAMAGE on page 28)

## Rose Eying Night Club Locations on Grounds of GGIE

SAN FRANCISCO, March 16.—Billy Hoggan's County Fair here will run five days instead of a full week as in the past seven years, county commissioners voted this week. Shortening of time is due largely to petition from a committee representing 15,000 farmers, claiming that the fair has been too long for exhibit of perishable fruits and vegetables. County Parks Director George Kelly announced that paid entertainments would be held on the grounds there was a limited free show last September.

Louis Lurie, San Francisco capitalist, reported he is negotiating with Holly-

## More Show for Allegheny

PITTSBURGH, March 16.—The 1940 Allegheny County Fair here will run five days instead of a full week as in the past seven years, county commissioners voted this week. Shortening of time is due largely to petition from a committee representing 15,000 farmers, claiming that the fair has been too long for exhibit of perishable fruits and vegetables. County Parks Director George Kelly announced that paid entertainments would be held on the grounds there was a limited free show last September.

## Too Conspicuous?

MANITOWOC, Wis., March 16.—County Board by a 20-16-0 vote rejected a proposed resolution requiring that all Manitowoc County Park minute books and other records be kept in the courthouse open to public inspection at all times. In rejecting the proposal the board voted to continue the present arrangement whereby Secretary George Kief keeps most of the records in his home and the Treasurer, J. M. Rieple, Newton, has checks and financial data in his home.

# Iowa State Changes Set - Up Of G. S. Show; Revue Retitled

DES MOINES, Ia., March 16.—Iowa State Fair board here March 5 and 6 completed plans for the 1940 fair, making several changes, among them being dropping of a rodeo, running races to be included in the permanent grand-stand stage with underground dressing room, and a "super-mutual" to run the first two days of the fair.

Secretary A. R. Corey announced that Barnes-Carruthers had been awarded the contract for the grand-stand acts again. Theatre-Duffield Co. was again awarded the fireworks contract.

The board voted to make permanent the State Fair Revue as name for the

night show instead of using a different title each year. This year the musical show will open Friday night and run thruout, with some new acts being brought in on Sunday.

Present plans call for the musical spectacle to be produced on three stages, a center stage 138 feet long and two auxiliary stages 60 feet long. Present stages in front of the grand stand will be moved into the infield where they will be mounted on rollers so that they can be moved onto the track for performances. Center stage will have a concrete foundation with dressing rooms underneath. Secretary Corey said scenery for the show (See NEW SETUP IN IOWA on opp. page)

A. R. COREY, secretary of Iowa State Fair, Des Moines, who announced plans of the fair board which will considerably change presentation of grand-stand shows there. State Fair Revue will be permanent name for the night show, to be offered from three stages with aspermed scenery. Rodeo will be dropped and runners will be included in the horse-racing schedule. He was assistant secretary in 1938-39, and has been secretary since February 1, 1931.

## More Profit Seen in Utah

Association delegates like outlook—Smith is successor to Dewey as president

SALT LAKE CITY, March 16.—Better profit for county fairs this year was predicted at the annual meeting of the Association of Utah Fairs here on March 8. Dates for 13 fairs and some celebrations were set in addition to Utah State Fair here. Biggest of the others will be Salt Lake County Fair, at Murray, Frank Lundberg, Murray, secretary. Utah (See MORE UTAH PROFIT on opp. page)

## Race Money Mark in Calif.

LOS ANGELES, March 16.—Indicating that money is not scarce in Southern California, Fred A. Purser, publicity director of Los Angeles Jockey Club, Santa Anita track in Arcadia in California, reported that the race meeting closing on March 2 was a record breaker. Although the track had its racing days cut from 55 to 41, the pari-mutual handle for the run was \$26,254,187, over \$3,000,000 more than the meeting last year of 53 days. What is claimed the largest crowd ever to witness a race in America, 76,774, by turnstile count, on February 24 saw running of the \$100,000 handicap, won by Sea Biscuit.

## On the Flushing Front

By LEONARD TRAUBE

NEW YORK, March 16.—Considerable activity on the dickering side noted in the midway department of the administration building this week and a flock of contracts scheduled to be inked in the next few days. Co-Director Frank D. Ghis was ordered to bed for a week's rest following the medico's inspection of his blood pressure, upheld because of overwork and strain. Marketing Co-Manager George P. Smith Jr., Bill Fisher, Ed Banciel and rest of staff are plugging away at a fast clip. Smith and Fisher flew to and from Boston to attend the New England parkmen's powwow, where they presented colored slides of the World of Tomorrow, edition 39.

## Ft. Worth Show Opener Up; Nightly Sellouts for Rodeo

PORT WORTH, Tex., March 16.—The 44th annual Southwestern Exposition and Fat Stock Show and Rodeo, March 9-17, drew 25,822 for the first two days, better than opening days last year. Weather on the first week-end was ideal and the attendance for the first two days on Tuesday and Wednesday, except at the rodeo.

Future Farmers of America Day, March 9, drew 15,000 members, 4-H Club Day, March 11, drew about 10,000 members and special groups from near-by towns helped to increase attendance.

Rodeo has had sellouts nightly and near capacity at matinees. Silver Spur, night club, has had near capacity crowds nightly and fair attendance at matinees, total being far ahead of attendance last year.

## USTA Bars ATA Horses

INDIANAPOLIS, March 16.—In an effort to bring harness racing under one sponsorship directors of United States Trotting Association, who met here on March 13, voted to refuse entries in its meetings to horses raised under sponsorship of the 100-year-old American Trotting Association except in free-for-all races. The ATA refused to join the 1000 member of United and National Trotting associations. Move was in the form of an amendment adopted by the executive board in December and expected to result in more horsemen competing in USTA meetings, which offered \$1,487,042 at 477 1939 meetings compared \$1,487,042 for the ATA meet.

## Barnes Gets ESE Contract

CHICAGO, March 16.—M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, recently returned from the East, where he secured a contract to furnish grand-stand attractions for Eastern States Exposition, Springfield, Mass. Barnes-Carruthers also will furnish special features for the Horse Show.

## Okl. FFA Kids Hustling Cash for Own New Building

OKLAHOMA CITY, March 15.—Oklahoma State Fair and Exposition will have a new \$80,000 FFA Club building thru promotion and financial aid of the Future Farmers of America in Oklahoma. The building is expected to be in readiness for this year's fair, said Ralph F. Hemphill, secretary-general manager.

A unique program to finance the first \$10,000 for construction of the dormitory and live-stock arena was started last fall and a few days ago Dan W. Hogan, Oklahoma City banker and treasurer for the junior farmers, announced a total of \$5,839,222 in bank. Nearly all of (See OKLA. KIDS HUSTLE on opp. page)

## Plant, Program Expansion Planned for Mich. Annual

CAROL, Mich., March 16.—To care for increased patronage, which Tuscola County Fair here has drawn during the past five years and to create greater interest in stock and agricultural lines, plans are being prepared to increase plant facilities and expand programs, reported Secretary Carl F. Mantley. Specifications are in hands of contractors for bids on two new buildings, one a 60-by-100-foot horse barn to (See MICHIGAN ANNUAL on page 38)



SHOWN HERE at the Howard Home, Ocean View, Va., are left to right, M. B. Howard, southern representative for George A. Hamid, Inc.; Mrs. Charlotte Johnson and her daughter, Mrs. Howard. The latter was recent hostess at a birthday dinner for her mother, assisted by her sister, Mrs. Florence Brown, and Mrs. Dennis O'Brien. Guest of honor was 96 years old. Photo furnished by Mrs. F. Percy Greeney.



# WHEELS OF THE GREAT COINTEGRAL CLICKS

## "Streamlined" Technique Given A Successful Try-Out at Boston

Park Section considers topics presented in original scheme conceived by Bond—Clare is advanced to presidency—fast-moving floor show at banquet

BOSTON, March 16.—A cross-section of amusement park operations via a 41-page photographed book containing addresses on key subjects featured the "streamlined" 12th annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Manger Hotel here on Tuesday. Idea of speeches to be read and digested at lecture, not delivered, was aimed at eliminating an old borey, audience fatiguing, from the party. It was conceived by Cy Bond, of the Dodgem Corp., program chairman, who presided through the session following the presidential speech of Wallace C. Clark Jones, of William B. Berry Co.

Technique, successful in its experimental baptism of fire, stemmed from Chairman Bond, who first offered brief comment on the nature of the printed pieces and then called on the floor for conducting a floor discussion.

Subjects and their authors were: Flowers, Arnold B. Gurtler, Elitoh's Gardens, Denver, president of the NAAPP; advertising, Bert Nevins, Palisades (N. J.) Amusement Park; publicity, Leonard Traube, The Billboard, New York; attraction, George W. M. Adams, president emeritus National Showmen's Association; conversion of ballroom to nightclub, Fred L. Markey, Dodgem Corp.; secretary New England section; scrap tickets, J. E. Lambie Jr., Euclid Beach Park, Cleveland; portable rides, C. W. Wickwacker, Allan Herschell Co., president American Recreational Equipment Association; frozen lakes, A. M. Abbott, Playland, Bay St. Hubbs, Illinois; liability insurance, Fred L. Lauerman, Lauerman Bros.; benefit of NAAPP's insurance, John W. W. Adams, NAAPP, insurance consultant; food appliances, President Jones.

In the quiz that followed discussion was distributed among R. S. Tuzell, Uzell Corp.; Fred Fansher, Fansher Amusement; John T. Clark, Crescent Park, Providence, R. I.; William H. Lhorbe Jr., Black-Rocco rides; A. A. Cassano, Revere; Joe Cohen, Paragon Park, Nantasket Beach; Daniel E. Ruter, Acushnet Park, New Bedford; Raymond Lusse, Lusse Bros.; George H. Cramer, Spilman Engineering Corp.; Wallace Jones, Leonard Traube, Berry Storn, press representative of Riverside Park, Agawam, and others.

EDITOR'S NOTE—A condensed version of the articles in the printed book will appear as a symposium in next issue of Billboard Number, April 13, of The Billboard.

### Baker Is Memorialized

There was only one formal address, delivered by Joe Morgan, architect for (See NEW ENGLANDERS on page 38)

### Move For Fed. Erosion Aid

WILDWOOD, N. J., March 18.—Direct solicitation of federal funds to halt beach erosion here and at other Southern New Jersey resorts was planned by a committee headed by Greater Wildwood Chamber of Commerce. Headed by former State Senator William C. Hunt, the group has been fighting for state prizes and Ocean Pier here, the group will go to Washington next week. North Wildwood, South Wildwood and Ocean City have been targets of high tides and damage to beach-front property the past several weeks.

ASBURY PARK, N. J.—City council passed an ordinance for placing of parking lots on a committee from the front and the business section. About 1,000 will be installed and the resort expects to receive income from about \$50,000 from the meters this year.

## Hamid Visions '40 AC Pick-Up; Changes at M-D

ATLANTIC CITY, March 16.—For Easter Sunday opening at Hamid's Million-Dollar Pier here President George A. Hamid said during a recent visit that the initial program will include a name band and floor show in the Ballroom of States. He said the early Easter will prevent full operation of the pier but that it probably will be in full swing by Decoration Day week. (See AC PICKUP SEEN on page 38)

### Millen Able To Visit Zoo

DETROIT, March 16.—John T. Millen, director of Detroit Zoological Park, was back at the zoo this week for the first time since September. He was injured on September 15 in an auto accident, sustaining a broken hip, and is now able to get around with aid of crutches and a wheel chair but expects to be walking within a month.

### New Lease on Maple Grove

LANGSTON, Pa., March 16.—Maple Grove Park, one of the oldest amusement spots in this territory but inactive in recent years, has been taken over by the Pennsylvania WPA and will have a general improvement program which will be rushed before the season opens.

PUNTA GORDA, Fla.—Charles Rockwell Miller, former manager of Luna Park, Ocean Island, N. Y., who was married on February 24 to Theora Worman in Jersey City, N. J., is now with Collier West Coast Hotels, residing at the Hotel Collier Hotel here. He is a member of the National Showmen's Association. Mrs. Miller is daughter of Mr. and Mrs. G. M. Worman, Jersey City, and formerly was employed by the Chicago National Bank.

## Muny Pleasure Beach, Into Black In '39, Readies for Better Period

BRIDGEPORT, Conn., March 16.—Pleasure Beach Park here, municipally operated, should have one of its best seasons, said Park Director Perry L. Rodman. There will be two more thrill rides, bringing the total to 15. All are being redecorated and will have flash fronts. About 30 outings already are booked with more to be lined up.

Park will have a new approach, with a new deck now being constructed on the bridge. Picnic groves are being extended, accommodate between 2,000 and 4,000. New combination convention and picnic hall will be ready. Flower beds, trees already are planted all have been planted all over the park.

John Molloy will continue as resident manager and L. K. Chrisman as maintenance superintendent. The large ballroom is being redecorated and the same

THEIR EASTER OPENING BILLS lined up, President George A. Hamid (left) Hamid's Million-Dollar Pier and President and General Manager Frank P. Gravett (right), Steel Pier, Atlantic City, are supervising changes and additions to the big fun spots for the coming season. President Hamid predicts a much better summer period than that of 1939. Paul Whitcomb will headline the M-D Pier Easter show and Kay Kyser is to feature at Steel Pier.

## Steel Pier Preps For Easter's 64th Boardwalk Parade

ATLANTIC CITY, March 16.—Boardwalk Easter parade, which this year will celebrate its 64th anniversary, will herald opening of the amusement season, operated for the most part on weekends until May. Steel Pier, which will reopen on Easter Sunday, will have Kay Kyser and his orchestra as headline attraction. Kyser will play in the Marine Ballroom for dancing on Sunday, alternating with Alex Bartha, who will play for Saturday dancers. There will also be a band on the pier. A Hawaiian orchestra, exhibits and Fundland and a screen attraction.

New in Boardwalk attractions in erection of a 14-foot bunny on a rotating base in a garden built at Park Place. Court of the garden, which occupies space about 15 feet square and which is ready for Palm Sunday visitors, is borne by beach-front hotel men.

All hotels report heavy reservations, in some instances hotel managers reporting sellouts, and resort showmen are preparing for a record crowd.

LONG BEACH, Calif., March 16.—Mrs. P. O. McNutt, owner of several concession stands and a Loop-O-Plane at Silver Spray Pier here and who has been active in amusement business several years, gave a stark shower at her home recently for Mrs. Elmer Hildebrande, Gustav Meese, and Mmes. Elmer Hildebrande, E. J. Kelley, Dan Le Croix, Thomas Tilson, Jack Archer; Mmes. G. W. Griffith, W. Wagner, William Prickie, K. C. Serles, Frank Henion; Messrs. L. L. Peysner, Carl Broadway, Wayne Middleton, L. Dodge, Glenn McKee and Don Car.

Some of the old-time concessioners who will be in the park include Tim Murphy, Fred Pearce, John Mazza, Harold Gilmore and Birch-Rocco. Ben Morey, who has been in charge of the roller skating pavilion many years, will have one of the finest spots in New England, redecorated thruout with a new front and new park.

Director Rodman points out that Pleasure Beach Park made money last year, above the published reports made necessary because it is conducted by a municipality. Outings will have 1000 of the convention hall, which seats 1,200.

## Revere Beach Troupers Go on In Frigid Wave

By THE BEACHCOMBER

REVERE BEACH, MASS., March 16.—There's plenty of ice underneath that snow pack, a reminder of the billboard of St. Valentine's Day. Work is going ahead on several sectors without heat in buildings and region is in the midst of another cold wave, but nothing stops the troupers. Showfolk from all over the land writing to geniuses of beachfront. Doc Wadkins has been heard from, also Slim Kelly, of World of Mirth Shows, who has a look joint in Sarasota, Fla. Word also from Zenda the mentalist and a host of others.

Another walktrou is scheduled to be installed, this one under Derby Esner, supplanting popcorn stand and shooting gallery that died for want of nourishment. At least two new rides are due in, Rocking and Silver Streets. Jack Shea angling location for a new ride set-up on south end. Tom Harding says (See REVERE BEACH on page 38)

## A. C. Beauties in Sorority

ATLANTIC CITY, March 16.—Mu Alpha Sigma was organized here this week by Bennett E. Toudy, president of Showmen's Variety Jubilee, which stage beauty and talent pageant each year. Greek letters standing for Miss America Sorority, the only requirement for membership is that one must have been a contestant for that title. Patricia Donnelly, Detroit, Miss America 1939, was selected as first president; Mavis Wiggins, last year's Miss Mississippi, vice-president; Doris Gelsinger, Miss Atlantic City, secretary.

## Bee Kyle Again at N. O.

ST. LOUIS, March 16.—Bee Kyle, high fire lover and winner of The Billboard Favorite Performer Contest of 1939, has again been booked as feature attraction for opening of Pontchartrain Beach, New Orleans. She has been contracted for two weeks starting on May 5. This will be the third year in which she has opened the season here. Two years ago she played four successive weeks, being held over for two weeks after the official engagement, the only attraction, according to the management, that has ever been booked there a solid month.

ATLANTIC CITY.—A new touch to beach here will be added by construction of streamlined pavilions for life guards if present plans are approved. The look-out will resemble a ship's deck with portholes as windows. Director Off the city plans to ask WPA to construct the pavilions, with the city as sponsor.





# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

**SPRING** opening on March 1 of Oaks Roller Rink, Forest City, Ore., featured a 14-foot floor show staged by Oaks Skating Club and drew more than 4,000, despite a blizzard. H. K. Berger is the largest single-night attendance since 1907, reported Assistant Manager Robert Boller. Show was repeated on March 2, when it again drew standing crowds, and on March 3 and 4. Ed Cheney, former Broadway dancer, directed the show, preceded once by a chorus directed by club members. It is planned to take the troupe on an exhibition tour of Northern Oregon rinks soon. Assistant Manager Robert Bollinger was dinner host to members of the Oregon Rink Operators' Association prior to the opening-night show. Among those attending were A. S. Barker, of Vancouver (H. C.), Hollister, and a number of Washington operators. Previous to the opening renovation work consumed four days. New features are a refreshment center, balcony for spectators and modernistic decorative neon fixtures which light the entire 104 by 200-foot floor. Staff includes Fred Foster, floor manager, assisted by Harold Dolson and Jack Robinson; Frown Arnoldy, party boogie; Harold Dolson, professional; Otto Eberhart, skateroom manager; Boyd Slaughter, Will Miller and Doris Rivera, instructors.

**BETWEEN** shows at Towers Theater, Camden, N. J., Royal Duo, roller skating act, gave a performance in Palace Roller Rink and judged a rink skating contest.

**WHITE HORSE** Roller Rink, Watsonville, N. J., is employing a colorful interior theme in its newspaper advertising.

**MICHIGAN** State skate-dance and pair-skating meet in Fred Martin's Arena Gardens Roller Rink, Detroit, on March 2 resulted in an upset when Lloyd O. Young and Virginia Mount, 1939 State and national champions, finished second to a pair of amateurs, Fred and Helen Dahl, Broadway Roller Rink, Salt Lake City, second figure skating. First: James D. Hardie and Connie Chelister, former Woolley Rink, Bob Brent and Joy Gallickow, third, Broadway Rink.

**The First Best Skate**

## QUALITY

**RICHARDSON BALBEARING SKATE CO.**

Established 1884.  
3312-3318 Broadway Ave., Chicago, Ill.  
**The Best Skate Today**

## SKATING RINK TENTS

SHOW AND CONCERTS.  
NEW USED TENT.  
CAMPBELL TENT & AWNING CO.  
Marion at Third, Springfield, Ill.

## PROFESSIONAL ROLLER SKATING & DANCE FLOOR MATS

FOR STAGE, CLUBS, HOTELS.  
MAPLE HARDWOOD—ROLL-UP CONSTRUCTION—EASY TO MOVE—EASY TO STORE—MADE IN VARIOUS SIZES AT REASONABLE PRICES.  
Roomed—Write us your Particular Requirements.  
C.A.G. BLDG., CLEVELAND, OHIO.

## DUST BOWLS ARE DOOMED!

To meet young America's growing demand for healthy recreation, the new "Dust Bowl" skating rink is being developed. This new FLOOR DUSTLESS skating rink is a new type of skating rink with grip with no corns and wear. Lasting maintenance. 3 gal. containers, 4 gal. approved compressed air. Write us for details.  
C. O. D.  
**HAN BROTHERS**  
EVERETT, WASH.

followed by Lloyd G. Young and Virginia Mount, the 1939 national champions. William Boes and Edora Andrews, of Arena Gardens. In the junior dance division first place was won by Douglas Morgan, of the Williams, Wind Lake; Paul Brenner and Lillian Schroeder, second, and Peter Brenner and Dorothy Williams, third. In the novice division were Jack Taylor and Beth O'Hain, first, followed by Edward Morgan, George Williams, William and John Prendergast and Mrs. Vivian Heard. All winners will be eligible to participate in the national championships to be staged in the Auditorium, Cleveland, on April 17-20. Judges were Fred Bergin, Ed L. Hickey, R. D. Martin, Ardele Bevers, Mrs. H. O. Salinger, Harry Desfontaine, Hugo A. Laine and Marjorie Martin.

**MORE THAN** 400 roller skaters were entered in the waltz contest which opened at Riverway Rink, Chicago, last week. Manager Ned Paul said it was the largest and most enthusiastically received skating event ever held in the rink. Open to all non-professionals, it attracted contestants from all parts of the United States. Winners were Ed Laurey, former world's champion pair skater and now manager of 2036 Armour Boulevard, Chicago, and his partner, Myrtle Zetter, former waltz champions.

**FIRST-PLACE** positions in the Utah State championship meet for figure skating and skate-dancing, March 1 and 2 were won by representatives of Woolley's Roller Rink, Salt Lake City, roller skaters and Fred Woolley. Conditions were sanctioned by the Roller Skating Rink Operators' Association of the United States. The Utah State meet will compete in 1940 United States amateur roller skating championships to be held at Riverway Rink, Chicago, and Auditorium, Cleveland, on April 17-20. Results: Figure skating for women, Larona Wardle, second, Woolley Rink, Skate-dancing: Ray and Pearl Herod, first; James D. Hardie and Connie Chelister, second; Woolley Rink, Bob Brent and Joy Gallickow, third, Broadway Rink.

**MEMBERS** of Solman's Wheel Roller Club, of Spinning Wheel Roller Palace, Canandaigua, N. Y., are making rapid progress in the art of skating, reports Secretary Betty R. King. Protector, Amrose, who formerly appeared on the Keith-Albee Circuit, is instructor. Several members have appeared at other rinks. They recently staged a show for a group of Knuka roller skaters at the rink on March 2. The University Campus Rink on March 8. Club has installed a 20 by 20-foot panel in its meeting room on which to post the skaters from other rinks and have a number of autographed emblems from foreign establishments.

**SKATE-DANCE REVUE** staged by Manager Ed Burke, of Park Circle Roller Rink, Brooklyn, N. Y., on March 2, was enthusiastically received, reported Ed Dougherty, press representative. Show included 95 minutes of dancing by Ed Burke, Al Brenneck and ballet ensemble of eight couples. Bob West, former Burke company, skated with a pair in New York World's Fair, has been signed by the rink.

**FOREST** and RILDA, roller skating team, recently headlined the show at Palm Beach, Skating rink night spot.

**EL-CO-NEE**, Skating Rink Co. has been granted a seven-month license for \$1,200 on a site in Fair Park, Little Rock, Ark.

**WONDER** Roller Rink, Detroit, was recently reopened by Carl Couyrouman at 12th and Brooklyn streets. It is a theater group. Staff includes Rose Kavagorian, refreshments and checking, and Jack Kavagorian, floor manager. Business is reported fair, with only Mondays and Tuesdays, when the rink is closed, is proving profitable.

**WILLIAM KAISERMAN**, of Public Sport Shops, Philadelphia, reports that Mario

Borrell, operator of Rohlarena, Gloucester, N. J., entertained store personnel on Tuesday night at the Rohlarena apartment above the rink was followed by a skating party.

**MICHIGAN** figure-skating championship meet was scheduled to be held in Arena Gardens Roller Rink, Detroit, on March 22 for juvenile, novice and junior divisions. Speed competitions were slated for Bacon's Coliseum Rink, Jackson, on March 22.

**INDICATIONS** are that blackouts and other war inconveniences have increased British roller rink attendance. Manager Sheppard, of Embassy Rink, Birmingham, reporting he is unable to obtain sufficient skaters to meet demand.

**CROWDS** are big in Army Roller Rink, Chicago, which is operating nightly except on Tuesdays and Fridays, with matinees on Saturdays and Sundays, reported Bill Henning, skate room manager. A 26-minute 365-year amateur race is scheduled to follow the regular season on April 20. Trophies will be awarded through on Tuesdays and Fridays, with matinees on Saturdays and Sundays, reported Bill Henning, skate room manager. A 26-minute 365-year amateur race is scheduled to follow the regular season on April 20. Trophies will be awarded through on Tuesdays and Fridays, with matinees on Saturdays and Sundays, reported Bill Henning, skate room manager. A 26-minute 365-year amateur race is scheduled to follow the regular season on April 20. Trophies will be awarded through on Tuesdays and Fridays, with matinees on Saturdays and Sundays, reported Bill Henning, skate room manager.

## Skating Music For Ice Rinks

By ARTHUR JOHNSON

Manager - Secretary - Treasurer of the Arena, St. Johns, Newfoundland, Tells of Solving 'What Is Still a Common Problem'.

(Continued from last week)

**No Recognized Practices**  
You can see how far we have gone to try to keep our skaters pleased with our music and continually patronizing our skating. We would gladly give more. As it is, we have been able almost entirely to support our artificially low rink thru general skating, private hire and figure skating, which is no mean feat in a town of 40,000 people.

Nevertheless we, in company with every skating management with whom we have come into contact, seem only to be feeling our way along the same thorny path. The writer would be very glad to receive ideas that have worked well in other locations and to exchange information. It seems of greatest importance that some standard practice be regarded to music, ice preparation and maintenance and other essentials should be formulated and recognized. It is the quicker and better progress of ice business in general and for the welfare of the rapidly increasing skating public.

### About Moist Surfaces

The not within the original intention of this article, we believe we should also cover the one big basic principle of ice preparation and recognized that it is least recognized. This is that best skating ice consists of a hard foundation with a moist top that has worked well in place of either natural or artificial ice is excellent to start skating on or to play a hockey game in a few minutes. Under a large crowd of skaters it begins to chip and "washboard" into disrepair. In good condition and gets steadily worse as the season progresses. Anti-deep snow comes off in increasing quantity and the roughness of the ice is enough to jar the teeth of the skaters.

## SEND US YOUR ORDER NOW!

Skates. Repairs.  
Non-Slip Powder.  
Broadcasting Systems.

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St., Chicago, Ill.

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## OUTSTANDING OPPORTUNITY

New Roller Skating Building, 5x152. Fully equipped, with excellent heating plant and fountain service. Doing big business in one of Michigan's leading cities. No health laws to worry about. Easy to start. For further details, write to:  
Box D-62, Care The Billboard, Cincinnati, O.

## RINK RECORDS

- Anita O'Hara, Cozy Blades Favorite—  
Hammont, Oregon.  
R-165 Oh, Johnny  
If I Didn't Care  
R-166 The Man Who Loves Happy Day  
The Man Who Comes Around  
R-167 Chatterbox  
Indian Summer  
R-168 Scatterbrain  
Darn That Dream  
R-169 The Lieutenant  
In an Old Dutch Garden

Write for Full List of Favorites.  
**GENERAL RECORDS**  
1602 Broadway, NEW YORK CITY

## OMAHA HOCKEY FIBRE

Rink Skate Wheels.  
Only 1st Best 20-22  
EACH WHOLE GROUND FIBRE  
Fits Old, Richardson and Roll-Way Skates.  
MAPLE HOCKEY SKATING  
75¢ Per Set \$1.25 Per 1,000  
**OMAHA FIBRE PRODUCTS CO.**  
HASTON, NEB.

## SKATING RINK FOR SALE

**BUILDING AND EQUIPMENT**  
New building, all new equipment, Hammont rink also has a very fine skating rink. In good city on national highway. Open every night and doing good business. Address BOX D-59, care The Billboard, Cincinnati, O.

## ROLLER SKATING & DANCE MATS

Hard Maple—Roll-Up Type—Made Any Size—  
Special Professional Construction—Elastic Skates  
to Skating and Tap Dancing, \$2.50 and Up.  
Includes Manufacturers of ROLL-FLOOR  
Ballroom Dance Floor.

## THERAPEUTIC PROPERTIES STUDY

220 W. Superior St. CHICAGO, ILL.  
Phone: CI-106 or 6-5980-81

Just before every skating session therefore, unless the atmospheric temperature is high, we give our ice a quick spray of hot water to remove the top temper. Cold water will do also but more is needed. The skaters go on and in about 10 minutes the surface dries out and the skaters keep the ice in naturally moist condition thereafter.

### Skaters Are Warned

This type of top planes off evenly without leaving snow. There is practically no snow on the surface. The ice is naturally moist condition thereafter. The moisture acts like millions of roller bearings under the skate blades and provides very little effort less skating. The moisture acts like millions of roller bearings under the skate blades and provides very little effort less skating. The moisture acts like millions of roller bearings under the skate blades and provides very little effort less skating.

So well, do they know proper ice conditioning that our skaters will demur about going on in hard weather unless the ice is very wet. Unskilled, Unbelievers who have not had experience with tempering ice may experiment for a session in winter temperatures by watering one half the surface and leaving the other half dry. The skaters will soon tell which is better.

White maple skates are now using the tempering method. It is a great pity for skating that the principle of the moist surface on ice is not used. It is generally known and adopted. There would not be one of the midwinter falling off of skaters that so many rinks now experience without knowing why.

# SLA Charity Tops Mark of '39

## Spring Benefit Is Gala Affair

Another success is scored with a brilliant array of acts—color pictures shot

CHICAGO, March 16.—The seventh annual spring benefit party of the Showmen's League of America, first under the aegis of President Frank P. Duffield, attracted an attendance of between 450 and 500 Monday night in the Hotel Sherman's College Inn. Last year's attendance figure was passed, and the affair can be chalked up as another league success. Weeks of preparation by committees resulted in a gala evening enjoyed by everyone, and with full co-operation of Frank Bering, manager of the Sherman, the banquet and show were handled smoothly.

The banqueters, who were served a delicious roast chicken dinner, were regaled with the music of Harry Clinton and his band, who played for both dancing and show. Through the evening, Judd Goldman's movie camera was grinding, and several reels of pictures, in color, were taken. Later they will be shown at league meetings and also on various carnivals throughout the country.

The show which followed the banquet lived up to its billing. Novelty, singing and dancing acts palmed for on the bill and from 9 o'clock until almost 3 a.m. (See SLA PARTY IS TOPS on page 44)

## Dee Lang Chalks Winner at Waco

WACO, Tex., March 16.—Dee Lang's Famous Shows closed a successful 10-day inaugural stand at Cotton Palace grounds here with a show featuring circus shows, rides and concessions reporting satisfactory business. Good weather, which had been opening, finally prevailed throughout and American Legion Post, sponsor, co-operated, reports Elmer Bern.

Among numerous visitors were Oscar Bloom, Gold Medal Shows; Sam Solomon, S.C. Liberty Shows; Mr. and Mrs. Mel E. Naught, State Fair; George H. H. Fairy & Little Shows, and Denny Pugh, Hennes Bros. Shows.

## Bill Hames Opens Okeh in Ft. Worth

FORT WORTH, Tex., March 16.—Excellent weather resulted in good business the first week-end of Bill Hames Shows, nine-day stand at Northwestern Exposition and Stock Show here March 8-17. A cold spell and strong winds almost closed the midway on Tuesday and Wednesday, however. All show fronts have been repainted and Hawaiian and Crime shows and Puppets and Ropes are attracting. Alvin Darpel is manager. Texas Max has his monkey show here, while Denny Moore's standard peeing tree attraction.

(See HAMES OPENER OKEH on page 48)

## Elements Delay Franks Bow

MACON, Ga., March 16.—Franks Greater Shows, originally scheduled to open the season at their quarters on the city grounds here today, will not get under way until next Saturday, said manager W. E. Franks. Rain and cold weather caused the change in dates.

## Western States To Launch '40 Tour in Crystal City

SAN ANTONIO, March 16.—Western States Shows, with quarters here, will inaugurate the 14th tour at annual Fiesta Festival, Crystal City, Tex., on March 30. Owner Jack Rutback said this week. Flying Millers have been contracted to operate the attraction.

Thru efforts of Bill Williams, builder, and Ben Hymann, quarters superintendent.



HERE ARE SOME of the more than 40 members of the Ladies' Auxiliary, Heart of America Showmen's Club, who celebrated the 20th anniversary of the club's inception with a highly successful dinner in the Green Room of Continental Hotel, Kansas City, Mo., on February 23. Gertrude Parker Allen was mistress of ceremonies and Hattie Hook and her committee were in charge of decorations.

## Beautiful New SLA Clubrooms Please Members, Visitors

CHICAGO, March 16.—Keeping fully abreast of the march of progress, Showmen's League of America on Monday moved into beautiful new clubrooms in the Hotel Sherman. The move, unanimously approved by the membership, is regarded as a distinct upward step for the league, one which will give the organization added prestige and attract many new members. Open house was held Monday afternoon and evening. More than 200 members and their friends visited the rooms, admired their beauty and partook of cocktails and canapés.

On the second floor of the Sherman and facing both Clark and Randolph (See SLA IN NEW ROOMS on page 47)

## Crowds Turn Out For Texas Expo's San Antonio Debut

SAN ANTONIO, March 16.—Recently organized Texas Exposition Shows, under management of A. (Booby) Obodai, got off to a good start at their inaugural stand here on March 9. With good weather, paid attendance the first night totaled 3,200 and numerous showfolk visitors complimented Manager Obodai (See TEXAS EXPO OPENS on page 47)

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

By STARR DeBELLE

Pinkham, Fla., Week ended March 16, 1940.

Dear Mister,

For the first time in the show's history it was booked under an all-female auspices that wasn't an auxiliary of some lodge or club. Originally this spring date had always been sponsored by men, but the last election changed the entire set-up when a woman mayor stepped into office. Day by day the male and female citizens of the town fought one another at every turn. If the men wanted to sponsor anything the mayor immediately refused to grant them a permit. On hearing of the show being booked, the male populace held a mass meeting and swore that the show would never be able to get into town, unless they formed committees to keep us out.

The local girls were stumped for a title for the event. Such titles as the

## W. B. Fox Is Pilot Of United American; Miss. Fairs Booked

EAST ST. LOUIS, Ill., March 16.—Upon his arrival here recently from Little Rock, Ark., where he winters, owner C. A. Vernon of United American Shows, announced an extensive building and repairing program would get under way in his Bond street quarters. Vernon also said he had engaged Walter B. Fox, former general agent of Wallace Bros. Shows, as manager, and that Ed R. Bussey would continue as general agent.

Raymond Spencer has been re-engaged as secretary and Robert McPherson as ride superintendent. Bob Fox (See FOX, NAMED PILOT on page 47)

## Blue Grass Fairs to Be

MACON, Ga., March 16.—F. H. Bee Show, Inc. has been awarded Kentucky Blue Grass Circuit of fairs. It was announced here this week by Manager F. H. Bee Jr. List includes Lewis County Fair, Vanceburg; Carter County Fair, Grayson; Columbia Fair and Horse Show; Hartwoodburg Fair and Horse Show; Russell County Fair, Russell Springs; and Broadhead County Fair, Broadhead. Other 1940 dates include Ohio County Fair, Hartford, Ky.; Centerville (Tenn.) Fair; Crockett County Fair, Alamo, Tenn.; and Dickson County Fair, Dickson, Tenn.

## Lotta Help

CHIEFAS, S. C., March 16.—Capt. Jack Douglas, of Heller's Army Shows, has convinced that it pays to advertise. Last year Jack had a Negro boy who was working for him on the organization and when the season closed the boy said he'd like to return in the spring. Knowing him only as Congo, Jack asked his full name and the boy replied, "Stonewall Jackson." Running an ad in a recent issue of The Billboard asking for him, Jack received the following reply: "Regarding your recent ad in Billboard, I'm sorry to inform you that Stonewall Jackson is dead and has been in a cemetery in Lexington, Va., since 1863. The following men are available, however, if you wish to hear from them: Gen. John J. Pershing, Mussolini and Adolph Hitler. Perhaps the King of Spain might, or maybe Josef Stalin, of Russia, is on an ad. Regret to inform you that Admiral R. E. Byrd is still at the South Pole and not expected home until 1941."

## HASC Auxiliary Host to 75 at Pot Luck Feed

KANSAS CITY, Mo., March 16.—Ladies' AUXILIARY, Heart of America Showmen's Club, played host to 75 at its 20th annual Pot Luck Dinner at the March 8th Annex in the Held Hotel here on March 8. Food for the event was prepared and furnished by Auxiliary members, with members of the HASC as guests.

Festivities got under way with all singing, Hall staff, Gussie Parker, accompanied on the piano by Jess (See HASC AUXILIARY on page 37)

## Laurel, Miss., Bow Nets Buckeye State Satisfactory Start

LAUREL, Miss., March 16.—Presenting a splash and spot on the Buckeye State Shows opened the 1940 tour here last Saturday under VFW Post auspices. Thriving weather helped attendance, but the on hand spent freely and Owner-Manager Joe Gailer received many compliments on show appearance. New 62' x 100' display plant functioned perfectly and was inspected by many patrons. Lorraine Wallace's fire attraction presented an elaborate front and background and her lions proved popular, as did Dr. F. A. Ancker's "The Great Escape" (See BUCKEYE STATE SHOW on page 48)

## Florida Fair Trek Below Par for Mighty Monarch

PALATKA, Fla., March 16.—Harassed by bad weather, Mighty Monarch Shows' eight-week tour of Florida fairs, which ended here today, resulted in below-par business. Shows opened in Crystal River, Fla.

Regular season gets under way in Waycross, Ga., on March 21 and Buckeye Band and Sound Car will do street (See FLA. TOUR UNDER PAR on page 54)

## Hilderbrand's United in Good Draw at Bakersfield

BAKERSFIELD, Calif., March 16.—Aided by ideal weather, Hilderbrand's United Shows wound up a seven-day stand at Kern Auxiliary Fair grounds here on March 10 to excellent business under Moore Lodge auspices. With a 10-cent pay rate, marquee broke shows record for the year. (See HILDERBRAND DRAWS on page 54)

## Zeiger Gets N. M. Fair

TUCSON, Ariz., March 16.—R. Loomis secured a year contract for Zeiger's United this week that his organization had been awarded the midway contract for the 1940 season at the Arizona State Fair. Date will mark show's second appearance there.

# Club Activities

## Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, March 16.—First meeting in new quarters was held on March 16 with Past President Sam Levy presiding in the absence of President Frank P. Griffin. With him on the table was Treasurer Fred H. Kressmann, Secretary Joe Strubich and Past Presidents C. R. Fisher, Ernie A. Young and J. C. McCaffrey. Chaplain Charles G. Driver gave invocation. House committee reported progress in getting the new rooms in shape. Membership committee presented application of George F. Lewis, sponsored by Brother Lou Leonard. Press committee, including Brothers Nels and William H. Green, received compliments on publicity given the spring party.

Entertainment committee, planning features for each meeting, promises the first on March 21. Bernie Mendelson exhibits numerous photos of the spring party. Relief committee reports Brother C. V. Blum is confined at the hospital and will remain there for a while but the same as reported last week. Sunny Bernet advised a full report of the spring party will be given at the next meeting. Assistant secretary received many compliments for their part in the affair. Brothers J. W. (Patsy) and Frank Condon were expected in for the week-end. Business kept Brother Ray Marsh Bryncon from attending the big affair. Noble C. Fairly, Paul Little and Pat Purcell arrived in time to attend.

Treasurer Fred H. Kressmann left on an extended tour. Brother Pete Kotera advises Brother Billie Ellis is en route to Chicago for medical attention. Tom and Violet Veltner came in for a few days. Brother Jay E. Gould letters a pledge of co-operation. Past President E. A. Hock left for Missouri. Brother Max Fleming writes that he has returned to work after a recent illness. Mel Dodson reports he is feeling fine. Brother Al Cohn was appointed a committee of one to arrange for a time clock for card room. Club was complimentary recognition received from Chairman William Cansky and committee handled the entertainment end well. (See SHOWMEN'S LEAGUE on page 26)

## Michigan Showmen's Association

156 Temple Street, Detroit

DETROIT, March 16.—Monday night's regular meeting was called to order by President Leo Lipka. Other officers present were Chairman Bernard Robinson, Vice-Presidents Baker and Stone. All members of the board of directors were present. Several new applications were placed on file, as were some renewals. President Lipka treated the membership to a hot dog feast after the meeting. Brother Stone returned from Miami. Louis Wish came in from California and Harry Wish is active with party duties. Dutch City, who is ill, was given a radio by the club. Ben Morrison is active with spring party program.

**NEW USED TENTS**  
FOR SALE OR RENT  
WRITE FOR FREE CATALOG  
VANDERHERCHEN, INC.  
2846 E. 9th St., Philadelphia, Pa.

**1940 CHEVROLETS**  
— TRUCKS AND PASSENGER CARS —  
Immediate Deliveries  
Write CHAS. T. COSS  
With STANDARD CHEVROLET CO.



NATIONAL SHOWMEN'S ASSOCIATION

Palace Theater Building, New York.

NEW YORK, March 16.—March 13 meeting was presided over by George A. Hamid, past president. Seated with him were Treasurer Jack Greenwood, Counsel Max Hofmann, Dr. Jacob Cohen and Executive Secretary John Liddy. Letters regretting inability to attend were received from President Max Linderman, Vice-President Art Lewis and others. Patsy Conkili desired he would co-operate to augment ranks with Canadian members. Letters in same vein came from Billy Groust and Gus Gruber relating to United States members. David B. Eddy explained in a letter the purposes of the showmen's group in Florida and expressed hope of a working agreement with NSA.

Check for \$100 was received from G. W. Harrison, Executive Secretary State Association of County Agricultural Societies, from recent Albany banquet. Bingo party to be staged by Ladies' Auxiliary on March 31 has many donors, including Julius Roth, Steward Harry Schwartz, Charles Eisenstein, Mr. and Mrs. Julia Lausra, Phil Cook, Ethel Grossman, Sammy Berk, Tom Brady, Fred Korman, Charles Rosenbaum, Louis Soffer, George A. Hamid, Mike Goodwin, Frank Berman, Max Sharp, Jack Greenwood, Joe Landy, Bill Bloch and Harry Kaplan.

Present house committee, under chairmanship of Daddy Simmons, is doing an excellent job. Under general direction two tournaments are about to get under way, namely a handicap pocket-pool tourney with 10 entries in, and a chess tourney, with seven entries. Mack Brooks and Morris Finkelstein are the respective tournament supervisors. House committee presented for approval of President Linderman the following additions to roster: Jimmy Davenport, Tony Casper, Max Sharp and George Bernert. Globe-trotting Brother Bill Powell is once again carrying the NSA banner on his back. He is on his way to Manila, Japan, that his card was recognized at the Performers' Club and at all other theatrical and showmen's associations in his travels. Warm greetings were extended Brother C. A. Landerbeck Jr., president of the Pacific Coast (See NATIONAL SHOWMEN'S on page 56)

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

LOS ANGELES, March 16.—Monday night's meeting was presided over by President Dr. Ralph E. Smith, with 138 members present. Many members have left for the various shows and attendance suffered accordingly. Minutes of last meeting were read by Secretary Al Platt. Billie Miller ordered a Sick and Relief committee, headed by Brother Patrick Armstrong said Brother John M. Miller was coming from San Diego, Calif., home to the Glendale Sanitarium. His condition is not serious, but he is not permitted visitors at present. Brother Charles M. Miller is still confined in his home and asks his friends to place a note in the paper. Billie Miller was ill for three days but has recovered. Brother Harry Le. Moore, house committee chairman, announced that some members will perform at the next meeting. Brother Harry Simpson, who recently returned from Manila, P. I., is a daily visitor. Brother Ben Dobbett was called on to again relate his recent journey in the North and the flooded areas, and he responded in good style. Brother Harry Le. Moore has also obtained (See PACIFIC COAST on page 56)

# SHOWMEN, PARKMEN, NOTICE



## ROCKET RIDE

FOR SHOWS: The complete center of ROCKET is built into one compact unit—mounts on a goodyear-type wheels. Toss it right onto the flats, baggage car or truck. The greatest labor and time saving idea ever conceived in the field. Your ride boys will enjoy handling ROCKET.

FOR PARKS: ROCKET is offered in a particular design to meet your particular requirements.

ALLAN HERSHELL CO., INC., North Tonawanda, N. Y.

# ON CIRCUS DAY!



Every showman knows it pays to keep performance promises unflinching. Tents must be water-proof to beat the storms. Preservo treated canvas insures an absolutely leak-proof tent even in the heaviest rain. Preservo keeps canvas soft, pliable and easy to handle.

EASY TO APPLY

ROBESON PRESERVO CO.

SOLE MAKERS (Dept. 5) PORT HURON, MICH.

# UNITED STATES TENT AND AWNING CO.

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.  
TENTS SPECIFY USTENT SAILMAKER HAND BANNERS  
MADE RIGHT, PRICED RIGHT  
701 NORTH BANGORAN STREET (Phone: Hazmarket 6444) CHICAGO, ILL.

**Heart of America Showmen's Club**  
Reid Hotel

KANSAS CITY, Mo., March 16.—March 8 meeting was called off to permit members to attend the Pop Luck Dinner as guests of the Ladies' Auxiliary. Brother Mel H. Vaughn and wife returned from a Southern trip and are reading their show for opening. Brother E. W. Reynolds, Reynolds & Wells Shows, is here on business. Slim Johnson, Midwest Merchandise Co., purchased a new car and is preparing for an extensive business trip to 10 Midwestern States. Mrs. Homer Pennington, niece of Brother Jim Pennington, planned from Los Angeles to complete her examinations for a position as stewardess on TWA lines.

Brother Jimmie Morrison, Baker-Lockwood Co., is still out of the city. Plans are well under way for the advertising campaign for Annual Banquet and Ball which, as usual, will be held on New Year's Eve and the Past Secretaries and Showmen's convention, which will precede the ball. Several members are still employed by the city as election judges while a number are working at the Roller Derby in the Royal American Building.

## Missouri Show Women's Club

ST. LOUIS, March 16.—Club's social meeting and Potluck Party on March 7 proved successful. Florence Parker, new hostess, with Viola Fairly, guest hostess. Table was spread in the dining room of the International Association of Showmen and lunch included a variety of sandwiches, German potato salad, baked beans, vegetable salad, deviled eggs, pickled eggs and beets, varied refreshments and coffee.

Attending their first meeting were Marie Jones and Birdie Vernon. Guests included Mrs. E. L. Yagis, Alma King Maber and Floyd Howe's brother and wife. Nick's award went to Marie Jones, who attendance prize was awarded to Walter

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The popular 16d of America's Midway Public Company, Winner in Hill Bridge Co. Annual July 4th Great Rivalry Contest. Most Quality — More Rides — More Labor-Saving Features Year after Year keep the TLT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.

Sellner Mfg. Co., Inc. FARIBAUT, MINN.

## SHOW FITS AND CONCESSION

Fulton Bag & Cotton Mills  
Manufacturers  
ATLANTA ST. LOUIS DALLAS NEW YORK  
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## PAINTS--ENAMELS

MIXED READY \$1.90 PER GAL.  
BLENDED ALUMINUM \$1.90 PER GAL.  
We Buy Freight-Chicago  
PAINT EXCHANGE OF CHICAGO  
2000 Milwaukee Ave., CHICAGO, ILL.

## TENTS--BANNERS

50x100 DRAMATIC TENT AND OUTFIT, Complete. A Bargain.  
CHARLES D. GRACE, BERTHMAN & DEAN  
O. HENRY TENT & AWNING CO.  
4615 North Clark Street, Chicago, Ill.

Charles Grace almost had to come to the event on crutches, as she had a recurrence of ligament trouble sustained in a fall last winter.



work on new wardrobe which arrived from New York.

**CONCLUDING** a successful stand in a Miami, Fla., nitery, Blanche Mort, of the Betty Cottin & Wilson Shows, visited quarters in Petersburg, Va., while en route to her home in East Liverpool, O.

**JOHN L. TAYLOR**, of Taylor Bros. frat act, who has charge of the concessions at five attractions on the Primit Amusement Co. this year, is in Mt. Alto Hospital, Washington, D. C. He says he'd like to read letters from friends.

**WITH JAMES E. STRATES** SHOWS for the past three seasons, Fred (Red) Hansen is wintering in New York with friends. He says he plans to return to the Stratton contingent at the opening stand in Baltimore.

**REVISIONING** as chief mechanic with Blue Ribbon Shows, Francis R. Madden left Louisville on March 16 to join Tully Shows in Lead, Ill., in same capacity. He will be in the Tully organization in 1939.

**GIRL-SHOW** managers can exercise a lot more influence over their employees by not falling in love with them—Smackover Slim.

**HAVING DISPOSED** of his property in Parkersburg, W. Va., R. L. Pritchard reports that he and Walter Lemon plan to return to the road on April 15. Pritchard says he recently purchased a new truck and contemplates buying a new Ferris Wheel.

**JACK GALUPPO**, who has been playing Florida fairs with Ruch stands all winter, to poor results, because of unusual cold weather, reports from Plant City, Fla., that he again will operate the excellent Blue Ribbon Shows for Mrs. L. E. Roth.

**CLOSING** with John R. Ward Shows in Poplar Bluff, Mo., last May 28, G. A. Sutton went to Oklahoma City, where he worked in a local cafe for six months and then headed for Dallas for the winter. He says he's ready to hit the road again.

**FORMER CHAUFFEUR** for E. Lawrence Phillips, owner of Johnny J. Circus Exposition, Norman Edwards is in Lawrens Shows' Norfolk, Va., quarters, where he is reading his son's obituary, which he recently looked with the organization.

**SHOWING** towns before the snow is off the ground, just to pre-date the other fellow, is no evidence of any gigantic managerial ability, says Nyce.

**WORK IN QUARTERS** of Sam Priel's World Fair Show is progressing, although the weather has been cold. Jenn Harry J. Ward from Newark, N. J. "New fronts are being built, rides repaired and repainted and everything is expected to be ready for opening in April. Quarters are in charge of Abe Priel."

**"CONFUCIUS** must have read The Billboard," squibs Jack Burns, well-known former traveler from North Platte, Neb., "because many of his recently accredited sayings I had previously read in The Billboard." The Colonel's effusions make me turn to the Confab pages first."

**SPEEDY MERRILL**, cockshoe and Wall of Death Motordrome operator on Cottin & Wilson Shows, has built a modern eating establishment for the shows' 1940 tour, according to word from shows' Petersburg, Va., quarters. Unit is using indirect lighting and plenty of new meals.

**She Knew**

A CARNIVAL MANAGER who had a room in a hotel decided to try an office as well as living quarters. Night after night he entertained members of fair boards while his wife sat in the room consumed with ennui. One night when the manager was trying to high-pressure a board member over a hot date, he said about his super-gigantic building plans. He finally wound up with: "I'm going to build a building program, over \$750,000 will be spent." The fair sec, awed at the big limit, makes her feel as you build with all that money? "Super-gigantic air castles," screamed the bored frau from the other room.

**MRS. MAXIE HERMAN** has been in Cincinnati for the last few weeks, having been called there from her home in Florida by the death of her mother (details in The Final Curtain). She will be joined by her hubby shortly and then proceed to Canada for their sixth season with the Conklin Shows.

**REAL winner** is the one who continues to play the game straight. That last winter I met a world of smart money that was moneyless—Muggin' Machine Mastic.

**BUSINESS MANAGER** of Vic Horwitz's Motor City Shows, Harold (Doc) Arington visited The Billboard Cincinnati office last week and advised the shows will open on a Detroit lot about March 23 for an indefinite stand before beginning their second consecutive Michigan tour.

**QUARTERS NOTES** from Rogers & Powell Shows by Ruth Miller: Doc Little arrived in Yazoo City, Miss., with his concessions, as did Jake Miller, Mrs. V. N. Powell, secretary-treasurer, who'll be 60 days with the firm, but has recovered. Personnel was grieved to learn of the death of Henry Malchouse.

**MAC'S CARAVAN SHOWS** notes from Sugar Creek, Mo., quarters by Mac McNeer: L. B. McNeese returned from a trip to Arkansas, where he purchased some new tops. Work in quarters is progressing, but the batteries in the new installed in trucks. Trucks have been overhauled.

**MANAGER** of the new Funhouse on Max Gruberg's World's Famous Shows, Thornton Terry cards from Newark, N. J.: "Just returned from a visit to shows"

scribes from Portsmouth, O. "I'll leave for my home in Ohio to complete plans for 1940. I will be on the annex at Johnny Belano on Fairly & Little Shows, my second season with Belano, and Mrs. Louise Chittance again will assist in the annex."

**HERE'S** hoping that everybody makes a b. r. this season that who does to \$2 a bushel and that the price of good likker comes down—so that I can drink some—Colonel Pat.

**MERRY ROSE PERRY**, fat girl, and Manager Jack Perry, who have been trying in Dearborn, Mich., report that Tiger Luzzader, former light heavyweight wrestler and now operator of a cafe in Foster, O., visited them at their home recently. The Perrys add that their fame are beginning to itch and are anxious to return to the road.

**"WHILE PASSING** thru here en route to Michigan from Florida, I met a friend, Ace Turner, whom I hadn't seen since 1915," scribbles Ray Marbeck from Atlanta. "We were on the old Jack Hampton Great Empire Shows that day, except for a few gray hairs, Ace looks about the same. Turner is wintering here but says he plans to hit the road again."

**ONE WAY** to cut down on winter-quarters building expense is not to buy 14-foot boards if only 12-footers are needed—Egbert Ironbender, Modernistic Blackstone.

**AFTER ALMOST** 20 years in outdoor show business, Jack (Bingo) Ervin pencils from Jacksonville, Ill., that he has quit the carnival business and he and Mrs. Ervin are operating the Rainbow Cafe there. He said they took a trip to Michigan last summer and visited the Motor City Shows. He adds that this winter was the worst in the past 40 years in Jacksonville.

**"RECENTLY RETURNED** from a visit to George P. Scott's Greater Show' quarters in Dishman, Wash., where plenty of activity is evident," letters Donald P. Drake from Spokane, Wash. "Scott recently purchased two semis, and the Adams Family will present a free attraction in addition to operating Circus Side Show. Henry Wright, advance agent, was away on a booking tour."

**The veteran showman** who doesn't believe in "going modern" is he is forever talking "way back when," often is most popular when he keeps his mouth shut.

**FUNLAND SHOWS'** Newman, Ga., quarters notes by Ted C. Taylor: Carl Mack came in from St. Petersburg, Fla., to take charge of the Funhouse and The Billboard sales and is putting finishing touches on new fronts. Ride Superintendent James Shipman and crew have rides, entrance box and new front panel ready for opening. H. Dent advised he will arrive with his show and hand soon. Con Cunningham, Mrs. Bentley, J. E. Lutch and Mrs. Albert Meth are expected soon. J. J. Marton arrived from Florida and Don Newby and Ted electrician, report they will be on time for opening on March 23.

**TEACHER** (to bright son of Carnival owner): "Johnny, what is the motto of all good show electricians?" Johnny: "Their motto is 'Let the light be brighter than the showman who is playing fair down yonder.'"

**quartets** in Philadelphia. A crew of 25 is in hand and Bill McNeely and Jimmy Robson are doing some swell work. Lew Aitl recently designed a new front."

**ITLL** soon be open season for house cars. Every middle family should have one. Some feet-footed head of the house might try trudging one as it passes on the highway—Milo McGoo.

**PAST SEASON** bingo collector, mail man and The Billboard sales agent on Kaus Exposition Shows, William (Bill) Richardson left Cleveland, Va., where he spent the winter playing semi-pro basketball, for his home in Dayton, O. He cards he plans to open with W. D. Cardle Shows in Richmond, Ind., on April 15.

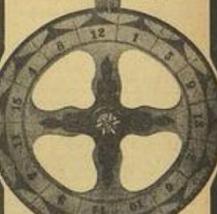
**"JUST CLOSED** CONTRACTS to have the annex on Hutchens' Modern Museum on John R. Ward Shows," letters Ethenberg from York, Pa. "This makes my fifth season with Hutchens. Have been wintering here and will leave soon for the opening in Boston Region. Let me be assured by you that I am still working with me."

**NEVER** tell a show gal that she's getting fat. Her knowledge of the fact is had enough—but if she's an exhibition fat gal, then so be it. Makes her feel as if her job is secure.

**"AFTER A VISIT** WITH FRIENDS here," Bert Roberts (Hamona-Rae)

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Make your Concession the LIVE SPORT  
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TOPPED THE MIDWAY  
Canadian National Exhibition 1939



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Streamlined Loads on one truck  
Price and Terms You Can Lightly Meet.  
Choice Park and Carnival Locations Available  
Write for Details.

**BISCH-CORRIG AMUSEMENT CO.**  
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**MAKE \$50.00 A DAY ON CANDY FLOSS**  
Our New Super Windup with a heavy double roller. Machine used in California, Fla. Spins Candy FLOSS and FINE R. Other models. Free literature.

**ELECTRO G AND Y FLOSS MACHINE CO.**  
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Consists of: Bullet-proof Automobile, light throughout with steel bullet-proof glass, and other gadgets. 8 Diaper Cases with cabinet lights, 4 feet by 4 feet and 6 inches deep. Rifles, Revolvers, Shotgun Guns, Bullet-Proof Wall, 4 feet by 4 feet and 6 inches deep. Knives, Hammers, etc. The property of many notorious criminals. 24 Bullet-proof, 4 feet by 6 feet; 100 11x11 photos of the famous Criminals. 100 11x11 photos of the famous Criminals.

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**CHIMELIO GOLF SPREADS—UNUSUAL \$2.00** retail values. Operators buy direct at wholesale. State your business. **GA. BED SPREAD CO. 46 N. Main, Jacksonville, Fla.**

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**THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 12, 1940.** All ads for this issue in CINCINNATI, OHIO, MUST BE PROMPTLY WEDNESDAY APRIL 11, 1940. IN CINCINNATI, OHIO, MUST BE "CLASSIFIED" AND MAIL EARLY.

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**NEW PROPOSITION FOR MAGAZINE WORKERS—**Make more money selling this flashy specialized Farm Magazine. Best deal to men working east of Mississippi River and north of the Ohio River. Write for details. **CHAS. WEBSTER, Room 1201, Sandstone Bldg., Mount Morris, Ill.**

**NOVELTIES—ATTRACTIVE AND BEAUTIFUL** Fast sellers, good profit. Sample 25c. Write now and see for yourself. **PYRAMID STUDY, 814 N. 4th St., Lindenwood, Mo.**

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**ALLIGATORS, SNAKES, LIZARDS — LARGE** Tame Indigo Snake for dancers, \$2.00. Price list. Write for sale. **SILVER SPRING, Fla. Write Ocala, Fla.**

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**CHIMPANZEE — YOUNG, SMALL FEMALE,** completed training. Play with child. For sale. Living with family, \$300.00. **L. KNOSE, 7157 Halsted, Chicago.**

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FOR THE FOLLOWING WEEK'S ISSUE.

**COCKATOOS, MACAWS, MONKEYS, SUN** Bear Cubs, Ocelots, Reptiles. Birds of all kinds. Write for list. **BIRD EXCHANGE, Box 7, Bell, Calif.**

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**FULL GROWN WILD MICE — RARIN TO GO** for Mouse Games, \$3.00 Doz. **A. D. O. D., HOWARD COMBS, Piedmont, W. Va.**

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**YOUNG AND ADULT LIONS, TIGERS, CAMELS,** Flame Bear, Deer, Elk, Buffalo, all kinds of Monkeys, Baboons, Brazilian Poecines, Capybaras (Guani Trees), Rats, Agoutis, Coat Mounds, Big Bear Contractors, Parrots, Birds, All on hand, sell or exchange. **Want Popcorn and Peanut Machines, Aminals.** Write your requirements. **IRL E. BENNETT, Jackson, Miss.**

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**ONE DANCE A DAY — GOOD WEST KENTUCKY** town, 10,000. Open territory, modern fixtures, new ice cream machine and fountain. Large floor space, seats 80 people. Five tourist cabins. Cost now \$6,000; sell \$4,000 cash. Business will clear more than cost in one year. Other business reason for selling. **BOX 422, care The Billboard, Cincinnati, Ohio.**

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A CATALOG SHOWING 500 RECONDITIONED** Machine Items of all types. Write for free copy. **BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis.**

**A COMPLETE STOCK OF RECONDITIONED** Vending Machines of all kinds at real bargains. Send for list. **ASCO, 383 Hawthorne Ave., Newark, N. J.**

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**BARGAINS GALORE—9 EVANS TEN STRIKES,** guaranteed like new, latest 1939 models, each \$139.50, 1 Baby 1938 Hot Popcorn Chubb, vendis everything, **ALL** our good coin chute, floor sample, **\$29.50; 10 Baby Eagle Eyes, \$49.50; 10 Baby Streamline 999 Popcorn Vendors, Write for prices and details.** **FOR SALE —** In good operating condition. One-third deposit required. 25% discount if full amount companies order. **LEMMIE COIN MACHINE CO., 31 W. Vernor, Detroit, Mich.**

**BARGAINS—LIKE NEW LATE SERIALS MILLS** Vending Belts, \$50.00; Mills Smoker Belt, \$42.00. **W. J. SANDERSON, Box 19, West Trenton, N. J.**

**FOR SALE—TWENTY-FIVE 1251 PENNY-** Phonos, slightly used, only \$20.00 each. 25% cash balance. **C. O. YENDES SERVICE COMPANY, 181 W. Third St., Dayton, O.**

**FOR SALE — 3 EVANS 1939 TEN STRIKES,** practical like new, in perfect condition, \$149.50 each. 9 Baby Eureka, \$42.50 each. 7 Free Play Popcorn Chubb, \$29.50 each. 10 Baby Eagle Eyes, \$39.50 each. 3 Mills Sorbitol, \$17.50 each. **FOR SALE —** 1251 Penny Phonos. **EASTBURN SALES COMPANY, P. O. Box 1036, Mobile, Ala.**

**FOR SALE — 25 JENNINGS "VINDEN IN A** VENDING, Inc. with drawer, \$9.50. **FULTON SALES CO., 200 W. 22nd St., Houston, Tex.**

**HIGHLY ESTABLISHED PENNY WEIGHING** Write Owner, 215 E. Southern, Texas. **Bargain Sale.**

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**NIPPY, SIX SIX, MR. CHIPS, LUCKY, 600-50** Bowling Alley, Super Charger, \$50.00; **Follies, Boy, Scoop, Commodore, Golden Bear, 159** Double Double, 159. **FOR SALE —** Three 1000 Double Features, \$45.00; Rollin' Card, Avon, 1000 Double Features, \$45.00; **TRICINCO NOVELTY CO., 709-111 High St., Portsmouth, Va.**

**FOR SALE —** 1251 Penny Phonos, \$29.50 each. 25% cash balance with order. **LEMMIE COIN MACHINE CO., 24 and Green Sts., Philadelphia, Pa.**

**PENNY ARCADES — WE ARE THE WORLD'S** Leading Headquarters for like new and used equipment. See us before you buy. **LEMMIE MUNYER CORP., 593 Trent Ave., New York.**

**TRACK TIMES, RED HEAD, 500.00 — GREY** Head, \$29.00; Galloping Domino, black for grey, \$29.00; **FOR SALE —** 1000 Double Double, Derby Time, multiple, \$24.00; **One-Two-Three, reversed rolls, \$15.00; Flashers, \$20.00; RIFLE, moving eye, \$25.00; Jennings Liberty Bell, flat top, \$20.00; **Pages Rolls, \$15.00; 1251 Penny Phonos, \$29.50 each. 25% cash balance with order. **LEMMIE COIN MACHINE CO., 24 and Green Sts., Philadelphia, Pa.******

**WANT FOR CASH — 575 POCKET BELLS,** Evans Ten Strikes, Police Star Standards in quantities, must be cheap. **Write for LILENT SALES, 635 D Northview, Washington, D. C.**

**WANT 1000 LITTLE GRIPPER BIFURC** Indicator Reelers. Will pay \$4.00 each. Also want Walling Scales. **BABE REY, 2830 10th Street, Birmingham, Ala.**

**WANTED, CASH WAITING — EVANS TEN** Strikes, Rock-Ola Tenpins, Seaburg Chicken Ray Guns, Baby Bull's Eye Ray Guns, Baby Eagle Eyes, Rock-Ola 1937 World's Series, **FOR SALE —** 1000 Double Double, Derby Time, multiple, \$24.00; **One-Two-Three, reversed rolls, \$15.00; Flashers, \$20.00; RIFLE, moving eye, \$25.00; Jennings Liberty Bell, flat top, \$20.00; **Pages Rolls, \$15.00; 1251 Penny Phonos, \$29.50 each. 25% cash balance with order. **LEMMIE COIN MACHINE CO., 24 and Green Sts., Philadelphia, Pa.******

**WILL TRADE USED PHOTOGRAPHS FOR BLUE** Fronts, Cherry Belts, Brown Fronts or Greenchen Machines. Also will accept same machines for sale. **Write for details. **AMERICAN SALES CORP., 3070 Lincoln Ave., Chicago.****

**WURLITZER PHOTOGRAPHS IN PERFECT** condition. \$1.25 to \$2.00 each. \$1.27 to \$2.00. **Model 300, \$1.79 to \$2.00; Model 500, \$2.19 to \$2.00; Model 312 and 412, \$2.49 to \$2.00; 1000 Double Double, Derby Time, multiple, \$24.00; **One-Two-Three, reversed rolls, \$15.00; Flashers, \$20.00; RIFLE, moving eye, \$25.00; Jennings Liberty Bell, flat top, \$20.00; **Pages Rolls, \$15.00; 1251 Penny Phonos, \$29.50 each. 25% cash balance with order. **LEMMIE COIN MACHINE CO., 24 and Green Sts., Philadelphia, Pa.********

**WURLITZER P. 121, \$2.50; 400; and 412,** \$3.00; 616; \$75.00; 616A; \$89.50; 246; \$139.50; 616; \$200.00; **FOR SALE —** 1000 Double Double, Derby Time, multiple, \$24.00; **One-Two-Three, reversed rolls, \$15.00; Flashers, \$20.00; RIFLE, moving eye, \$25.00; Jennings Liberty Bell, flat top, \$20.00; **Pages Rolls, \$15.00; 1251 Penny Phonos, \$29.50 each. 25% cash balance with order. **LEMMIE COIN MACHINE CO., 24 and Green Sts., Philadelphia, Pa.******

**Additional Ads Under This Classification** Will Be Found on the Next Page.



AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—FIVE-PIECE DIXIELAND BAND. Trumpet, Trombone, Clarinet, Piano, Drums. All club arrangements and booking, write WALLY MEREDITH, 116 S. Michigan, 1309 W. 24th St., Minneapolis, Minn.

DON MOSS and HIS MERRY MEN—TWELVE young men, together three years, desire steady summer spot. Play swing and swing. Full equipment, include vocalist and arranger. Will accept \$100.00 per week. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

ORGANIZED, NINE-PIECE, WELL-BALANCED Complete Band—Good library, experience. Call available March 10, 1940. Available June 3 for location. SANDY BARTLETT, Gordon College, Barre, Vt.

FOUR CLASS SISTERS—NOVELTY SWING Band. Available June 1 for night clubs, hotels, resorts, etc. Piano, Trumpet and Alto Sax. Includes vocalists, stringed guitar, double Hawaiian Electric Guitar. Drums. Two good vocalists, ten dances. Novelties and CONY ENTERTAINMENT. Good wardrobe and fine social. This is a Write NANCY GLASS, care General Delivery, Knoxville, Tenn. #330

THE BONNIE LASSIES—5 OR 6-PIECE GIRL Band, available March 10, 1940. Piano, double, Union and reliable. Location preferred. Write GERTIE HORTON, 1805 Zimmerman St., Flint, Mich.

7-PIECE DANCE ORK—UNION, COLLEGE men. Available after June 10. Together with 7-PIECE DANCE ORK. Write GERTIE HORTON, 1805 Zimmerman St., Flint, Mich.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 23. CLASSIFIED ADVERTISING WILL BE OPENED PROMPTLY WEDNESDAY APRIL 23. INSTRUCTIONS FOR ADVERTISERS WILL BE "CLEARIFIED" AND MAIL EARLY.

AVAILABLE—"Meals with a Style" most of our regulars. Best producing unit in the area. Full equipment, include vocalist and arranger. Will accept \$100.00 per week. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

CLEVER TRIO—Young college husband, with full equipment, include vocalist and arranger. Will accept \$100.00 per week. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

ROY BANDERS SYLVANIANS—Fifteen, 11 men. Smooth, sweet swing. Best New York Dixieland Orchestra—Modern arrangements, equipment, include vocalist and arranger. Will accept \$100.00 per week. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

SOUTHERN ORCHESTRA—Union, double men. Available April 1. Ten members. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

5-PIECE COWBOY BAND AVAILABLE—Full equipment, include vocalist and arranger. Will accept \$100.00 per week. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY BILLPOSTERS

2 BILLPOSTERS WITH CAR—GO ANYWHERE. BILL JONES, 20 Ellis St., Saugus, Mass. #330

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—A-1 BOSS CARNYMAN. Available April 1. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TAMA FRANK—WITH MY TRICK HORSE. Available April 1. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TAIPOUT LADY, ALSO ARTIST—GOOD and nice wardrobe. Work reasonable. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

ELECTRICIAN—Specialize on transformer, generators and sound systems. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

MUSICAL ACT—Young Man, Girl, Playful Comedy. Available April 1. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

THE TRACYS—Man and Wife. All around reliable troupe to do any trick show. Have one complete trailer. We produce good show numbers; also backstage activities for company. Have Red and Monk Act. Work consistent and double in show. Salary fair. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TWO MEN AT LIBERTY—Good sound and good show. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY COLORED PEOPLE

PIANIST—READ, ETC. SINGLE, SOBER. Ability, good appearance. BILLY MAYER, 73 E. 10th St., Peru, Ind.

COLORED ORCHESTRA AVAILABLE—Night club, restaurant, indoor show. Have one complete trailer. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TRUMPET PLAYER and Vocalist—Best, top class. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY DRAMATIC ARTISTS

HUGH M. TAYLOR—STRAIGHT ACT, PORT. Trayer of the serious drama and solicitor of the lead in "Hamlet." General Delivery, New Rochelle, N.Y.

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Also Magic. Business builder for night clubs, theater, ball, or radio. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY MISCELLANEOUS

ROLLER SKATE FLYER—Eight 5-1/2. Experience. Age 23, weight 110, height 5-11. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY M. P. OPERATORS

AT LIBERTY—MOVIE OPERATOR. TWENTY years experience all sound equipments. Thoroughly experienced. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

PRODUCTION. Age 35, sober, 5-8, 135 lbs. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY MUSICIANS

ORGANIST OWN HARMONICA. A-1. Thoroughly experienced. Available April 1. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

A-1 ALTO-TENOR, CLARINET—FULL BRILLIANT tone. Available April 1. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

ALTO SAX AND CLARINET—NAME BAND experience on Alto and Tenor. Single, age thirty, good appearance and dependable. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

ALTO SAX, DOUBLING CLARINET, VIOLIN. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY—MODERN DANCE DRUMMER. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

BANDMASTER, INSTRUMENTAL—PROFESSIONAL experience. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

CORNET—SWING STYLE, VOCALS Well experienced. Prefer Northern Minnesota. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

CORNET—5 YEARS EXPERIENCE. Just doubled six months steady engagement. Good groove and all essentials. Young, sober, good appearance. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

FINE TENOR SAX—READ, I AM OR AVAILABLE at sight. Also sing and arrange. Available April 1. Write or wire MUSKIE, 853 N. Thomas Ave., Columbus, O.

GIRL ORGANIST—EXPERIENCED ON NOVATO. Available April 1. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

GIRL ALTO SAX AND CLARINET—FINE TONE, guarantees to read perfectly. Young, attractive. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

ORGANIZED RHOTOM SECTION—PIANO, Drums, String Bass, Solo, etc. essentials. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TENOR SAX, CLARINET—2ND OR 4TH. Name band experience. Anything reliable company. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TROMBONIST—GOOD TONE, RANGE AND ENDLESSLY VERSATILE. Have been featured vocalist. Location preferred. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TRUMPET PLAYER—CAN READ AND I AM, also arrange and sing. Union. Phone 2-1000. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TRUMPET PLAYER—UNION, PLENTY EXPERIENCED in all types of dance and stage work. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

VIOLINIST, DOUBLING CELLO AND SAX—Experienced pit, symphony, radio. Age 39, sober, reliable. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

VIOLINIST—5 YEARS SYMPHONY AND 22-23. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

A-1 BARTONE for Capping Bands. The finest on the north side. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AGE ALTO SAXOPHONY—Clarinet, Bass and other instruments. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT WANT to change. Age 39, sober, reliable. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

DRUMMER—Young, steady, union. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

DRUMMER—Eton, 24, thoroughly reliable and experienced. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

ELECTRIC HAWAIIAN GUITARIST—Double Bass, age 24. Particular an request. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

HARMONIC ORGANIST—Available March 24. Eton, 36, 5-11, 160 lbs. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

RECORDING BASS—Thompson Double Bass. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TEACHER—10 years experience. Violin, Hawaiian Guitar, Banjo, Sax, Trumpet, Harmonica, etc. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TENOR SAX, CLARINET—Available April 1. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TRUMPET—Head, side, face. Top stuff on the road. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

PARKS AND FAIRS

BALLOON ASCENSIONS

For all occasions, JACKSONVILLE BALLOON CO. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

THE DALTONS—ROPE SPINNING BLIND-DOG. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

BREACHING A MAN ALIVE—New Glad-Glad. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

CHARLES LA CROIX—Outstanding High Class. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

FLYING COWBOY—Three Staircase Acts. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

FRED AND MARIE GUTHRIE—Very separate acts for night clubs. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

PHANOMER'S SPECIALTY CIRCUIT—Top, Busy. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY PIANO PLAYERS

AT LIBERTY—An A-1 Piano Player. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

PIANO AND ARRANGER—Solid rhythm and 31st man. Age 21, 5-7, and reliable. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

PIANO PLAYER—Wants job with top night club. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

VAUDEVILLE ACTS

MED OR TENT SKETCH TEAM WITH GOOD TONE. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

ROLLER SKATING ACT—THE SENSATIONAL Variety Wheelers. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY—Singing, Duetting, Talking Specialty. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY—General public and character. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

AT LIBERTY—Tense, Single, double, acts. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

IF YOU ARE LOOKING FOR AN ACT, something new for full time. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

LOTTING'S WONDER DOGS—Famous Act. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

TEXAS RED and The Dog House. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn.

RIGHTS SHEESLEY

(Continued from page 45) In from Newark, N. J., at did most of the night club work. Al-MANANA, 3419 General Delivery, Glasgow, Ky. IF YOU ARE LOOKING FOR AN ACT, something new for full time. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn. LOTTING'S WONDER DOGS—Famous Act. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn. TEXAS RED and The Dog House. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn. RIGHTS SHEESLEY (Continued from page 45) In from Newark, N. J., at did most of the night club work. Al-MANANA, 3419 General Delivery, Glasgow, Ky. IF YOU ARE LOOKING FOR AN ACT, something new for full time. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn. LOTTING'S WONDER DOGS—Famous Act. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn. TEXAS RED and The Dog House. Write DON MOSS, 1000 W. 10th St., Minneapolis, Minn. RIGHTS SHEESLEY (Continued from page 45) In from Newark, N. J., at did most of the night club work. Al-MANANA, 3419 General Delivery, Glasgow, Ky. 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# RUBIN & CHERRY EXPOSITION

Season 1940

SPRING OPENING  
SAN ANTONIO, TEXAS  
MONDAY, APRIL 22

FIESTA SAN JACINTO  
"BATTLE OF FLOWERS"

WE CAN PLACE THE FOLLOWING FOR OPENING AND LONG SEASON AND GOOD ROUTE

## FAT SHOW

Must be high-class with not less than two or three Girls. Must be really fat, entertaining and with pleasing personality. We have nice frames-up.

## MONKEY SHOW

Want an attractive Show with plenty of Monkey Entertainers. A show that will correspond with other attractions on our midway.

## RIDE HELP

Due to changes made, we can place good Foremen for SKOOTER, KIDDIE and CATERPILLAR Rides. Always glad to hear from first-class Ride Men any time. Can use experienced TRACTOR DRIVER.

## FOR SALE

One 12-Car GRAND WHIP in A-1 condition and ready to operate.

MAX KIMERER WOULD LIKE TO HEAR FROM GOOD MEN WITH SNAKE SHOW EXPERIENCE. STATE ALL IN FIRST LETTER.

WRITE, WIRE OR PHONE

P. O. Box 1875  
Long Distance  
Fanning 5771

RUBIN & CHERRY  
EXPOSITION  
SAN ANTONIO, TEXAS

# O. C. BUCK EXPOSITIONS

Open April 12, Trainer, Pa.

Playing 10 Outstanding Fairs and the Best Celebrations and Still Dates Through New England.

Want Grand Shows or without own equipment. Ride Help, Drivers given preference. Lady and Gent Riders, also Useful People. Drome. Can place Bull Game, Long Range Gallery, any other Grand points not conflicting. Also one more High Act, Girls for Posting Shows, youth and figure essential. Experience not necessary. Singers and Dancers for Girl Revue, also Piano Player. Experienced people for Dope and Chinatown Show. Clemantine Coffey. Address All Communications: P. O. BOX 56, FREDRICK, MD.

# F. H. BEE SHOWS, INC.

OPENING SATURDAY, APRIL 13, NEAR NASHVILLE, TENN.

Want Concessions that work for five and ten cents. Nothing over a dime. Reasonable rent, wonderful spots, tremendous crowds. Exclusive sold on Eggs, Drinks, Pinets, Diggers, Popcorn, Peppercorn, Bingo and Waffles, but will sell exclusive on Frozen Custard and Rat Game. Each \$25.00 per week; \$30.00 cash deposit required. Must join not later than June 3. Desk Green, write.

All Address: 155 NORTH LIMESTONE ST., LEXINGTON, KY.

# WANT—RIDES AT ONCE—WANT PUGAL AND BOSWELL Presents

## AMERICA'S FAVORITE CARNIVAL

Opening April 15th, Oneida, Kentucky, West Virginia and Pennsylvania. Want Fairs Wheel, Tilt-a-Whirl, Chairlaine, Octopus, Whip, Rollo-Plane, Kiddie Rides; factory built, Independent Ride Drivers, contact us early, time short. Want good, reliable Foremen for M.G.R. and other Rides. Paul Blankenship, Bobbie Brown and Ride Help, write. Want Shows or without own equipment for Minutal Celebration and Lane Day Fair, Oakland, Mass. and other cities. Motorcycles, Arcade, Biddie Animal, Grids or any Shows of merit to feature. P. G. reasonable. Concessions all open except Cookhouses, Corn Game. Want Wheel with Merchandise, Pan and Mouse P. C. Legitimate Concessions, can place you. Wire for spots. Will finance real Shows for real Showmen. Those who answered my last ad, please answer again. Many thanks. Wire quick if interested for long season. All address: FRED C. BOSWELL, Box 222 Court St., West Springfield, Ark., until March 21. Phone 9230 A.

# W. C. KAUS SHOWS, INC.

Want for long season of Fairs and Celebrations, also playing opposite Ringling's Circus, Baltimore with No. 1 Tropic of Life and the Best Entertainment. Want Shows or without own equipment for Minutal Celebration and Lane Day Fair, Oakland, Mass. and other cities. Motorcycles, Arcade, Biddie Animal, Grids or any Shows of merit to feature. P. G. reasonable. Concessions all open except Cookhouses, Corn Game. Want Wheel with Merchandise, Pan and Mouse P. C. Legitimate Concessions, can place you. Wire for spots. Will finance real Shows for real Showmen. Those who answered my last ad, please answer again. Many thanks. Wire quick if interested for long season. All address: FRED C. BOSWELL, Box 222 Court St., West Springfield, Ark., until March 21. Phone 9230 A.

W. C. KAUS, 4 DUNN ST., NEW BERN, N. C.

# SCOTT BROS.' SHOWS

Open Mayfield, Ky., Saturday, March 23. Two Saturdays. Downtown Lot.

Want Kiddie Rides, any other Rides not conflicting with Wheel, Loop, Tilt, Chairlaine, with or without transportation. Musicians and Performers for Colored Minutal, Grid Shows, Legitimate Concessions. Address: Jackson, Tenn., until Thursday; then Mayfield.

LAST CALL

LAST CALL

## KAUS EXPOSITION SHOWS

OPENING DATE NEW BERN, N. C., APRIL 1.

Want Rollo-Plane, Glim Show, Arcade, Diggers or any legitimate Concessions except Bingo. Will furnish equipment for all shows. Ride Help in all departments. Swede Edwards wants to hear from Maxine and Hank Rode. Les McDaniels want Artists, People. An Expert would like to hear from Girls for Rave, Princess Wishes, etc. Want Gallipole Player. Terry, write. Want Yallop Artist, and Stanley, for Bromo. A. J. KAUS, Gin, N.Y., New York, N.Y. Billy Redding wants Lady Ride for February. A. J. KAUS, Gin, N.Y., New York, N.Y.

NEW

# JOHNNY J. JONES EXPOSITION INC.

Opening the 1940 Season at

## The Coastal Empire Paper Festival SAVANNAH, GA., SATURDAY, MARCH 30

This is the largest event in the South in years! Backed by State and civic leaders of several States. National publicity has been received for several weeks. First Show in city in 12 years. Parades and Treasure Hunts end at showgrounds daily.

**CONCESSIONS:** Can place legitimate Concessions of all kinds for the Savannah engagement. No exclusives but limited number only will be booked. Will sell exclusive on Novelties and Scales. Wire quick for reservations. Also have opening for few legitimate Concessions for our 1940 tour.

**WANT** Have opening for one good Grid Show of merit in keeping with our standards. RIDE HELP—Will place experienced, sober and reliable Help for our Rides. Top salaries and good accommodations to those that merit such treatment. FREE ACT—Would like to hear from an outstanding, thrilling Free Act.

**WANTED:** Native Howallins, Somoans and Tahitians. Also Mexican Marimba Players, Girls; Dancers, Singers. Must be young and attractive. Boys: Hawaiian Steel Guitar—Bass Singers—Tenor—Lead Soloist. SAMOANS: Three Sword Dancers. Tahitian Dancers and Fire Walker. Guaranteed salaries. 30 weeks' tour. Answer, giving full details.

**DROME RIDERS:** Can place Men and Women Drome Riders. Also two good Clowns. Address Bob Barclay.

**CHORUS GIRLS:** Have opening for two young and attractive Chorus Girls. Salaries from office. Send photo.

All people engaged, acknowledge this call. Show train leaves De Land Monday, March 25.

# JOHNNY J. JONES EXPOSITION DE LAND, FLORIDA, UNTIL MARCH 25. SAVANNAH, GA., MARCH 27 TO APRIL 6.

# ENDY BROS.' EXPOSITION SHOWS, INC.

Want Help in all departments. Point Builder, Gypsy Men, Ride Help, all answer. GEORGE KERESTES, Greenville, S. C., immediately. Also Preacher Monroe, Doc Hays, answer; important. Will book Fairs, Shows, Rollo-Plane, Silver Street and Scales. Also plans Murray Show, Funhouse, Pony Ride, Novelty Concessions, etc. HAVE FOR SALE—One new Brooming Ride will both come on Show. Pezzy Rodin wants Wild Agency appt. Test Hotel, Philadelphia. All others answer.

DAVID B. ENDY, MIAMI, FLORIDA.

P.S. Now booking Concessions for Dade County Fair, Miami, and BSN Festival, Belle Glade, Fla.

# WANT—J. F. SPARKS SHOWS—WANT

OPENING: LAWRENCEBURG, TENN., APRIL 6—2 SATURDAYS

EXCLUSIVE COOKHOUSE, PRIVILEGE AND TICKETS. Will furnish new equipment for Sidshow Manager with Acts, Performers and Musicians for Minutal Shows. Motorbrom, Life, Monkey, Snake and Fat People. Legitimate Concessions—all open except Bingo, Lead Gallery, Diggers. Exclusive on Frozen Custard, Guess-Your-Weight, Candy Floss and Candy Apples, American Palmtree. RATES REASONABLE. J. F. SPARKS BOX 222 LAWRENCEBURG, TENN.

# WANT

General Agent who can handle Rife Concessions and Paper. Act quick. Manager and Acts for Side Show, New top and 13-ft. boat banner line and banners. Will book Shows: Snake, Grid Shows, Girl Revue, Hissler or Major Drome, Grand Show, Ride Help Bull Day, Answer. Must be handle one 13-ft. Tilt-a-Whirl. This show will carry women Rides and more by railroad. Playing the best spots in Arkansas, Oklahoma, Kansas and Missouri. Want to hear from Concession Agents. Concessions that don't conflict with what I have booked. What have you? Address: OZARK AMUSEMENT SHOWS, 201 N. 6th St., Ft. Smith, Ark.



# 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.

# Selling Music--Calls for Intelligent Co-Operation in All Music Fields

Any and all sales of good music automatically tend to boost the sales of all other forms of good music.

This is a business principle that everybody in the music business needs to take to heart. The appeal of good music is universal just as laughter and good humor are universal.

Because the sale of one form of music tends to boost the sales of all other forms of music, then there is no need for antagonism between divisions or occupations in the music field. There is no need to allow a feeling of bitter competition to develop.

The phonograph operator especially should be on guard against developing a feeling of antagonism toward any part of the music business, or to feel that he is engaged in bitter competition with any part of the entire music world. The phonograph operator should recognize that everything which boosts good music also boosts his business, and that whatever competition there is in the world of music is friendly competition.

Over the long stretch, anything that increases the popular taste for good music ultimately comes back to the phonograph as the basic instrument for giving the people their music in the most convenient way.

With a proper understanding of the bonds that tie everybody in the music world together for the common good, then there are many things that can be done for selling more good music.

Merchandising is a big word in the modern business world and there is such a thing as merchandising music. The individual phonograph operator does not have the means to really merchandise his wares. A lot of ideas for helping the music operator to promote his wares have been tried out in recent months, and practically all such tests have shown that the operator needs merchandising help.

From these experiments it is natural to expect that those who sell to the phonograph operator will more and more turn to developing merchandising aids for the operator and also helping the operator to understand how to merchandise his music.

Manufacturers and distributors in the retail world know what dealer helps mean. Dealer helps are a primary essential in promoting the sale of goods to the public. It should be noted that the individual operator has neither the facilities nor the talent for developing merchandising programs and the materials for carrying out such a program.

Turning from the merchandising needs of the individual, the opportunities for better co-operation and understanding among all people in the music business then become paramount.

Those who write in order to boost the sales of music, the reviewers and critics, should first of all try to get in step with the progressive trends in music—or perhaps it would be better to say that they should try to get a better understanding of the masses of the people who buy the varied forms of music. It is assumed that the real purpose of all music review columns, publicity items and articles

that appear in the newspapers and magazines is to boost the sales of music in all its forms.

But so much of it is written for what an editorial in The Chicago Daily News (January 24) called "congenital faddists." That is, the reviewers and critics do not seem to understand the masses of the people who, after all, are the present and potential patrons of all good music. An orchestra leader or professional musician can readily be pardoned if he errs about the tastes of the masses when it comes to music, for he is buried in the hard work of his immediate job. In fact, he would like to depend on those who write about music to interpret the tastes of the people in music.

Two popular record review columns were clipped from Chicago newspapers on the same day. Much space is being given to the reviews of popular records, apparently with the idea of helping the public to buy wisely and thus to boost the sales of popular records. One of these columns uses the word "record" once and then all sorts of invented terms to refer to phonograph records. The other column uses at least a dozen invented terms or professional slang expressions to avoid using the word "record."

Both reviewers seem to deliberately try to wax fluent in their platters about diskings so that both sides of the record are soon smeared beyond public understanding. Or, they may platter the wax in the groove until the thing comes out a lily-gilder.

The average American citizen who will always be the best patron of good music does not appreciate such platter, nor will he be persuaded to buy more records by such efforts at smart expressions. Such reviews may be excellent for professional people but they do not appeal to the masses nor to phonograph operators.

Good salesmanship teaches that intelligent use of a term designating a product promotes the sale of that product. Every time the word "phonograph" or "record" (not "wax" or "platter") is used in an intelligent way, it tends to promote a public interest in phonographs and records. Good writing agrees with this principle of salesmanship, and the common sense of the American people will appreciate being treated as normal, intelligent human beings. Perhaps the inconvenient word "phonograph," should be shortened to the simpler term, "phono." But the fact remains that too many reviewers and critics are hurting the popular use of records and the many forms of good music by trying to be too smart for the masses of the people. A lot of valuable space in newspapers and magazines is being used up, which could be of much greater value to all concerned if the reviews were written for normal people. To condescend to the people or to try to be smart does not help the cause of good music.

All people, high or low, educated or uneducated, like to be treated as intelligent folks—and they will respond handsomely when treated that way. Good writing and good salesmanship both agree on that point. The phonograph operator is an average, decent American citizen and he likes to be treated that way.





**Coming Events**

Exhibit of Evolution of Bagatelle, banquet, floor show, etc., New Jersey Amusement Board of Trade, Newark, N. J., April 7.

Meeting of Board of Directors of the Indiana State Operators' Association, Inc., Sunday, March 31, 2 o'clock, at 2431 N. Meridian street, Indianapolis, to draft program for State-wide meeting.

Cigaret Merchants' Association of New England, first annual banquet at the Coconut Grove, Boston, April 14.

State meeting of the Indiana State Operators' Association, Inc., in Indianapolis, April 14, to elect officers and transmit important legislative business. Meeting to be held in Lincoln Room, Lincoln Hotel.

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

**Toy Pistol Crusade May Climax Anti-Pinball Crusade of Past**

CHICAGO, March 16.—Chicago is about to take the most progressive step known in the annals of the market to prevent juveniles from playing. The city council has been considering recently an "anti-toy pistol" ordinance.

See an editorial in *The Billboard* on "Toy Pistols," March 9, page 62, in order to appreciate the forward step which Chicago may take.

The toy pistol crusade ordinance, it seems, was proposed about a year ago. The council has recently sent it back to committee twice. When it was brought up last month several aldermen objected that the ordinance would make criminals or law violators of hundreds of children for the crime of possessing a toy pistol.

As the august gentlemen ponder the question of what toy pistols have to do with crime among juveniles, it seems they are trying to pass a law that will ban those toys that look like real pistols.

Mayor Edward (Pinball) Kelly, under whose auspices Chicago's crusades have recently been carried out against cigarette vending machines and pinball games, and through whose successful agitation all gum machines) voiced his opinion on the momentous subject of toy pistols. He said that he thought several aldermen made criminals because they possess a toy pistol. He said the ordinance should be redrafted to ban the sale only.

When the crusade against toy pistols is completed it is expected that Chicago will become the ideal city of the world in crime prevention. Chicago has no cigarette vending machines, no pinball games and now a movement is on foot to tax the pinball game out of existence since children hear about toys they should not hear.

**Some Doubts**

About the time of the toy pistol crusade, however, a cloud of doubt has been cast over the reputation of Chicago for crime prevention. The Uniform Crime Reports for 1939 have been released by FBI and reveal that last year there were more than three times as many robberies as Los Angeles, more than four times as many as New York or San Francisco, and more than eight times as many as Philadelphia. Murders in Chicago were far ahead of the other cities mentioned. On the matter of stolen autos only did Chicago have a better record than the other cities mentioned above.

**An Interesting Idea**

The comparison of Chicago's crime record of 1939 with that of crime in Los

**Cackle! Cackle!**

Here's one machine that definitely didn't "lay an egg," even tho it does deliver one to the fellow who puts a nickel into the coin chute. We're speaking now of that vender which looks like a hen and delivers hard-boiled eggs to those who must have something solid to go with their beer.

We say that the machine hasn't "laid an egg" because the number of requests which have been received asking for the name of the maker of the "hen" that lays the hard-boiled egg.

We are interested in knowing the name and address of the manufacturer of this device. If you know, drop a line to *The Billboard*, Coin Machine Editor, 34 West Randolph street, Chicago.

Angeles, New York, Detroit and Philadelphia, called some interesting reflections on the value of pinball bans and crusades to keep a city crime record down, and to make the city safe for youth.

Chicago, it will be remembered, is the city ruled by a crusading administration that long ago banned such wicked things as cigarette machines and pinball games in order to save the youth of the city, then tried to ban ball gun vendors in order to make the city doubly safe.

But Detroit has licensed pinball games since 1934, and Detroit has a much better record than Chicago.

Philadelphia is a city located in a State that taxes pinball games and has allowed them to operate for years. A new administration in Philadelphia is trying to stage a crusade of some kind, but for some years pinball games have operated normally in Philadelphia. And Philadelphia has a much better crime record than Chicago.

Until December, 1939, pinball games had operated under a city license in Los Angeles, perhaps the oldest pinball license in the country. But a crusading administration came into power in Los Angeles in 1938 and fixed on pinball games as an object of wrath. Los Angeles newspapers called attention to the fact that while the mayor and his cohorts were crusading against pinball the city crime record was growing by leaps and bounds.

Pinball games operated in Los Angeles for many years under a city license and Los Angeles has a better crime record than Chicago.

Pinball games have operated in New York City since such games were first placed on the market. For many years they operated under a city license. New York has a better crime record than Chicago.

**Best Testimony**

It is probably just a coincidence, but if the FBI had wanted to give testimony in favor of pinball games as a legitimate form of amusement, it could not have written a better testimonial than its 1939 crime report which shows so vividly



KAY KYSER, ORCHESTRA LEADER, listening to a Genny Simms vocalization on the Mills Empress phonograph. Photo was taken in Mills distributor Bill Frey's Miami showroom during Kysers' recent Florida tour.

**Monarch SPECIALS! Legal Equipment**

1630 Western Baseball, Deluxe Model, Brown Cabinet, Combination Free Play and Payout.....	\$25.00
1938 (New) Baseball, Blue Case, Combination Free Play and Payout.....	110.00
Reburg Chicken Sam, Console Model.....	147.80
Basic 1939 Model Ten Stars, New Appearance, Mechanically Perfect.....	147.80
Rockies World Series, Low Models.....	51.00
Reburg Hockey, Like New.....	34.50

**ONE BALL FREE PLAY NOVELTY GAMES**

Gold, Track Record, Console Model.....	\$36.50
Billy Bird, Cup, Console Model.....	125.50
One-To-Three, Latest Mod. 89.50	
Billy Burma.....	\$55.00

**ONE BALL MULTIPLE PAY TABLES**

Billy Grand National, J.P.....	\$25.00
Billy Gold Medal, J.P.....	125.00
Billy Grand National, J.P.....	45.00
Billy Sport Game, J.P.....	64.80
Billy Hawthorne, J.P.....	82.50

Write for Newly Compiled Price Bulletin Listing Complete Selection of Free Play Games, Consoles, Legal Equipment, Phonographs, Gounter Games.

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

**15 LATE MODEL FREE PLAY GAMES**

USED 3 DAYS, LIKE NEW. WRITE FOR PRICE.  
10 MILLS BLUE FRONTS, S. J. 5c PLAYS, USED 3 WEEKS, \$37.50 EACH.

1 WAITING ROL-A-TOP, 25c PLAY, \$20.00.  
Send 1/2 Deposit With Order and Balance C. O. D.

**D & S NOVELTY CO.**  
1005 BROADWAY ROCKFORD, ILL.

**IMPORTANT NOTICE!**

**Art Nyberg** ANNOUNCES THE REORGANIZATION OF HIS OWN FORMER COMPANY IN NEW AND LARGER HEADQUARTERS CARRYING A COMPLETE LINE OF ALL THE LATEST AND BEST NEW AND USED MACHINES OF EVERY TYPE!  
Write, Phone or Wire Today for Grand Opening Price List!

how crime in Chicago compares with crime in cities that have licensed pinball games for years.

**Anti-Anything**

Chicago, with its anti-pinball, anti-cigarette machine, anti-ball gun, anti-toy pistol and what not city administration, may parade its concern about protecting the youth of the city, but a lot of thinking people are going to look at Chicago's crime record of 1939 and ask why all the crusading against comparatively innocent machines when the city has such a crime record.

It is really something to think about. Maybe it is true, as suggested by such newspapers as *The Detroit Free Press*, *The Philadelphia Record*, *The Baltimore Sun* and others, that city officials have much more important problems than pinball games.

**GUARANTEED LIKE NEW**  
Eggs Ten Stars..... \$27.00  
1939 Model \$148.00 | Sport P.A. .... \$65.00  
Big Blow, P.A. 79.00 | Columbia..... \$2.50  
1/3 With Order—Bassano C. O. D.  
Complete Stock New and Used Machines. Write LATEST NEW HIT: BALLY ALLEY, TRUMPH, HOME RUN, P.F. #16, SCORE CARD, SPORT Special Imp.

**STEWART SALES CO.**  
15 E. HILOU, COLORADO SPRINGS, COLO.

THE BILLBOARD GIVES YOU THE ONLY

**WEEKLY**

NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK

**Philadelphia**

PHILADELPHIA, March 16.—The 2-cent cigarette tax for the year ending May 31 is estimated to bring in \$11,150,000 to the State. If Stephens Brothers, local cigarette manufacturers, win out in their suit to declare the tax unconstitutional, the State is faced with the hazard of refunding \$50,000,000 collected since the tax was levied in 1933.

The Sam Chadwins, he's one of the big music machine operators of the town, are expecting a visit from the bird.

Not many persons in the little suburban bore of Millbourne are aware of it, but they're going to have parking meters whether they like it or not. The town council of this little community of about 800 persons last month passed an enabling ordinance. No one knows, however, where or when the meters will be installed.

**10 DAYS' FREE TRIAL**

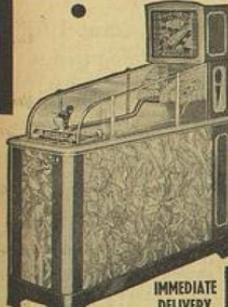
**RUSH YOUR ORDER QUICK**  **RUSH YOUR ORDER QUICK** 

**JEFFY-19.75 EX-RAY-34.50 HEADS or TAILS, 19.75**

**ATLAS NOVELTY COMPANY**

GENERAL OFFICES: 2200 N. WESTERN AVE., CHICAGO, ILL.  
1901 FIFTH AVE., PITTSBURGH, PA. ASSOCIATE OFFICE: ATLAS AUT. MUSIC CO., 202 E. JEFFERSON ST., DETROIT, MICH.

**Gottlieb's Sensational Skee-Ball-Ette**



**IMMEDIATE DELIVERY**

**ACME PHONOGRAPH CO.**  
6210 Euclid Ave.  
Cleveland, Ohio

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

## Chicago Factory Is Safety Winner

CHICAGO, March 16.—Fifteen companies, among them The Mills Novelty Co., were declared winners in the 22d semi-annual inter-plant accident prevention contest sponsored by the Greater Chicago Safety Council. They worked more than 10,000,000-man hours with only 97 accidents. Forty-one plants had no lost-time accidents and the remainder had 1,241 accidents.

Awards will be made to the winners at the 18th annual Midwest Safety contest at the Hotel Sherman, Chicago, May 2. Winners were Bell & Howell, Lever Brothers, Bastian Blessing, Link-Belt, Keeler Solder, Wisconsin Diesel Works of International Harvester, Chicago Bridge and Iron, United Screw and Bolt, Mills Novelty, Chicago Surface Lines, National Biscuit, Churchill Cabinet, Bausch-Pischer Lead, Miller & Hart and Allied Steel Cabinet.

Churchill Cabinet Co. is also known to the coin machine industry. They have made cabinets for many manufacturers.

## Judge Appeals To Operators For Fair Play

An unusual headline in a Louisville newspaper recently suggested that city officials were anxious to save the city pinball license for the revenue it provided for the city. Hence the efforts to stop abuses of the city license thru operating of machines that did not conform to the license regulations. The city fee on pinball games is \$15 per year.

The statement of a Louisville magistrate (as published in the city newspapers) states the idea very frankly. It is a strong plea to operators to follow the rules as laid down in the ordinance, and goes further to appeal to operators to play fair with the public.

### Magistrate's Statement

"The operator has made a racket out of what was one time a game of skill and amusement, and has used every means . . . to reduce the chances of the city obtaining a winning score. The operator has made a great many machines gambling devices by his public-damned attitude.

"This very purpose and desire upon the part of the operator has brought to Louisville several machines which are designed along the slot machine idea, to take and to cheat the player. They are designed to pay far less than the ordinary machine.

"Operators have changed as much as the machines. The operators are on 'big time' so to speak. They want greater and larger returns. They adjust the machines to pay out as little as the public will stand for and still play.

## Eldeen Moves to Larger Quarters

MILWAUKEE, March 16.—In need of more space to handle a rapidly increasing business, the Eldeen Co., Milwaukee, has recently moved into new quarters. Eldeen is the manufacturer of Classic Point, long-wearing phonograph needle for automatic music machines.

In telling of moving to larger quarters, officials of the firm gave full credit to the increase in business to the Classic Point "C" Phonograph needle especially designed for multiple play phonographs," it was declared. "It will reproduce full volume of record wear and facilitate the operation of the modern phonograph—and for 2,000 plays. Because of the fineness of the precision metal tipping, Classic Point can be safely used on records with full confidence that no harmful effects will result from its continued use." They said.



## Canada Coin Biz Up 25 Per Cent

MONTREAL, March 16.—Back from a successful 10-day trek of Quebec Province, Nova Scotia and New Brunswick, Jack Schwartz, head of the Quebec Coin Machine Exchange, reports his business is now running 35 per cent above last year.

His tour resulted in further installations of music machines in five centers—Quebec City, Halifax, N. S.; Amherst, N. S.; Moncton, N. B. and St. John, N. B.

"The war is largely responsible for the boost in my sales," he said. When soldiers get away from barracks they are out to enjoy themselves. They're doing some spending now and we notice the result.

"The expected boom following Canada's entrance into the war has not fully matured for coin men yet, this leading distributor feels. But he is looking to the spring's war material orders to make a big difference.

Many instances have come to the court's attention where the operators have adjusted the machine for an 85 per cent to 90 per cent take, or I may say this for \$1 played into the machine only 10 to 15 cents are returned to the player.

"Other instances where machines become popular because of the large percentage of winning scores, the operators took them out and replaced them with other machines of less pay-out quality.

"The city officials saw in pinball machines a means of revenue and proceeded to tax such coin-operated machines. I am not attempting to criticize the officials of the city but I do wish to point out that in their zeal to increase the revenue of the Sinking Fund they have licensed any and all machines irrespective of their individual legality. (Estimated revenue—\$30,000 a year.)"

**BUSINESS AND PERSONAL AFFAIRS** hit a new high for Al Sebring, head of Grand National Sales Co., Chicago, during the last few weeks, he reports. "Business," he said, "has been at its highest peak—that was the first great event; celebration of the Sebrings' 11th wedding anniversary was the second." Sebring also celebrated his birthday—to make it a third important event.

## Score Card Gets Ops' Acceptance

CHICAGO, March 16.—"An instant hit, approved and endorsed by our distributors as the game operators are beginning for," reports Dave Gottlieb, of D. Gottlieb & Co., on the firm's new convertible free-play game, Score Card, released last week.

"Score Card is based on the new trend in games, a trend to cards, which is fast succeeding the old trend to horse racing games," said Gottlieb. "Lot-o-Fun, Live-o-Card and Big Show introduced that new trend, and they were sensational successes.

"In response to the overwhelming demand from all over the country for an other winner like these, we built Score Card, which combines their outstanding features, tremendous appeal and magnetic come-on. In Score Card you'll find not only all the attraction that made those games famous but several new ideas that add even more, such as six separate ways to win, the new color effects, the new speedy ball action and the stepped-up come-on of almost a winner every time."

"A large volume of orders created our introduction of this game last week. With the terrific rush of business on Skee-Ball-Ette, and another rush starting on Score Board, our two large plants are humming along at top speed."

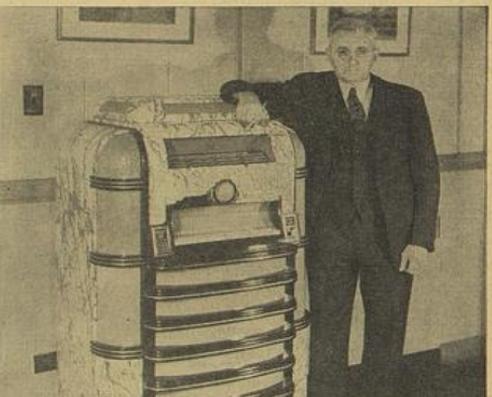
## London

LONDON, Feb. 22.—Stealing on big scale from railway ticket, change-giving machines and cigarette vendors by use of brass disks made for amusement machines has prompted a London magistrate to suggest that manufacturers of such disks should be charged as aiders and abettors. As a result police are making keen investigations to find how the disks pass into wrong hands.

Police are also active in rounding up gangs who, taking advantage of the blackout, are demanding percentage of sportland takings in return for protection against attacks on other gangs.

Outstanding line for diggers and merchandisers here are torch batteries. Eagerly sought by the public, they have the additional advantage of complying with the value limit imposed by many authorities.

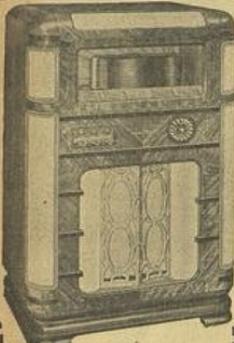
As the weeks pass along it becomes more and more plain that any large scale manufacturing of amusement machines here must be out of the question. The raw materials necessary are wanted for more serious purposes, and manufacturers anxious to meet the need for new equipment are compelled to restrict themselves to small scale production.



DESIGNER AND ENGINEER WILCOX, who developed the Mel-o-Tone phonograph manufactured by the Herbert Corp., Chicago, is now back on the job after an illness.



## CATALIN MARBLETTE



Industry's Lowest Price! Only \$17.75

P-12	\$27.50
412	29.50
412	32.50
Rockola Regular	22.50
Rockola Imperial 20, Illuminated	59.50
Rockola Monarch, Remodeled	129.50
Wurlitzer 616, Illuminated	69.50
Wurlitzer 500	195.00
Rockola Standard	170.00
Seeburg	90.00

Every Phonograph Ready To Operate!

10 DAY MONEY BACK GUARANTEE

I  
M  
P\$12.50  
EachCartons of 6  
\$67.50GERBER & GLASS  
914 Diversey Blvd., CHICAGO, ILLINOISTalent and Tunes  
Music and Machines

A COLUMN FOR PHONOGRAPH OPERATORS

The music machine industry came in for some justly deserved credit this past week in Ed Sullivan's syndicated newspaper column, *Hollywood*. In recounting the renewed interest the motion picture producers are taking in the music publishing business, Sullivan writes: "I discussed the Pop music renaissance yesterday (March 13) with Harry Link, one of the shrewdest authorities in the complex business. . . . It is expert Link's belief that these lean days for songwriters were precipitated by that bogdian of noises loosely designated as 'swing' . . . ."

"Ole Link: 'Whenever the music industry comes to a point where music is dominated by DRUMMERS it means that melody has been abandoned. When melody is abandoned, there is no music business, because the only ones who go daffy over drums are the kids of the country. Unfortunately the kids of the country haven't the buying capacity. So when handleaders cater to the youngsters they are catering to a lolly minority that drowns out the protests of the adults—and the adults are the ones who are the buyers. . . . In other words, Link blames the handleaders for the disruption of music industry but he adds that they learned a lesson which they won't soon forget. . . . He doubts that ever again will the hands permit the youngsters to become Head Man. . . ."

"He tells me that the current flush of health on Tin Pan Alley's cheeks directly to the coin music machines of which there are perhaps 500,000 in auto camps, roadside restaurants, ice cream parlors, device restaurants and small carbars. . . . These mechanical orchestras which play any desired record in return for a coin have so stimulated the record business, and indirectly the sales of sheet music, that the songwriters are living in clover. . . . This has been a double-barreled intravenous injection, potent as a shot of digitals."

While Sullivan shares the popular misconception of the number of phonos on location, still his point about music machines boosting the sales of records and sheet music is definitely true. It wasn't long ago that music publishers, songwriters and artists in the music business looked upon the automatic phonos with a feeling akin to disdain. The number of songs and artists that have been "made" by the music machine network, however, is gradually effecting a change of attitude amongst these people. They are coming to realize more all the time that the music machine is a staunch ally of theirs since it plays an important role in the popularizing of a song and thus directly in-

fluences the sale of sheet music and phonograph records to the home market.

In the Music Department of this issue of *The Billboard* a new service feature makes its debut which all operators should find of value in helping them select recordings for their machines. This feature, entitled "The Billboard's Comprehensive Guide to Song Popularity," couples a listing of the songs most played over the radio during the past week with a national and regional breakdown of retail sheet music sales. While "Songs With Most Radio Plays" and "Sheet Music Leaders" have long been features of this department, this marks the first time that any trade paper has ever published an index of the songs selling best in various sections of the country. Songs listed in this breakdown are those which leading distributors of sheet music to retail outlets report have enjoyed the biggest sales during the past week. Operators will find it interesting to compare the records getting the biggest play in their machines with sheet music leaders in their territory as listed in this guide.

In the March 9 issue Max Schubb, of the Triangle Music Co., Detroit, aired a complaint in this column charging that the record companies "should pay more attention to the quality of the records they make if they want to keep the operators' business." Schubb recounted one instance of a record which would have been a big hit in his town if the record hadn't had a flaw in it which caused the grooves to break down after it had been played a few times. He also took the record manufacturers to the woodshed for the manner in which they select artists to make some tunes, pointing out that many times a song expressly written to be sung by a female vocalist is rendered by a man. "Oh, Johnny, sung by Bonnie Baker, is sheet music," he wrote, "but this same song sung by a man sounds silly."

Schubb's complaint did not pass unnoticed, for a reply, coming from Leonard Joy, recording manager for Victor, points out that while an imperfect record might show up once in a while, they are far and few between. "Any industry geared to quantity production occasionally turns out an imperfect product. Speaking for Victor, however, we have perfected a technique for catching such flaws. We strive to make our records as perfect as possible. Every master record must pass a 'wear test' before pressings are made. Each master is played at least 50 times to catch possible flaws before the Victor officials give the 'go ahead' signal to the pressing department."

As for the manner of selecting artists



Do you like Good Living?

THEN YOU'RE THE KIND OF PHONOGRAPH OPERATOR WHO WILL APPRECIATE . . .

## "CALCUTONE"

AUTOMATIC PHONO NEEDLES  
SAMPLE—35c. LOTS OF 10—31c.  
LOTS OF 25—28c. LOTS OF 100—25c.THE VENDING MACHINE CO.  
205-15 Franklin St., Fayetteville, N. C.

WRITE FOR INFORMATION ON REMODELING YOUR OLD PHONOGRAPHS

We manufacture Auxiliary Speakers, Also Cabinet Stands for Wurlitzer 616 and 716 and Rock-Ola Counter Models.

Reliable Specialty Co.  
2920 Prospect Court, CLEVELAND, OHIO

## PHONOGRAPH REPAIRS

1/3 Certified Depots, Balance O. O. D.	
Seeburg Model A	\$27.50
Seeburg Model B	32.50
Seeburg P-12	32.50
Rockola 12	27.50
Rockola 20	32.50
Rockola 20, result, piano side	69.50
Rockola 20, result, piano side A	79.50
Rockola 20, result, piano side B	69.50
Rockola Imperial 20	69.50
Rockola Monarch	129.50
Wurlitzer 16, Seeburg Cabinet	129.50
Wurlitzer 600	195.00

Bally Alley  
Evans Ten Strikes  
Rockola Ten Pins

Write for Price

MILWAUKEE COIN MACHINE CO.

1455 W. Ford du Lac Ave.,  
Milwaukee, Wisconsin

to record certain tunes, Joy declares that all recording directors try their best to select those bands and artists who are capable of doing the best job on the tunes they are to be put out. "We must experiment constantly. Once in a while an experiment clicks and everyone is happy. But we have our share of flops, too."

One interesting phase of Joy's reply is the care that goes into the making of a good record. "It is not unusual for a band to cut from eight to 15 master records before the recording director feels the record is just what he wants. This is expensive for the record companies, for it costs approximately \$35 for technical expenses to cut a master."

Frankie Carl, Horace Heidt's ace pianist who wrote *Sirius Serenade* and *Shadowbox*, has penned another tune called *A Lover's Lullaby*. "Flock of leading bands have already recorded it. . . . Rick and orchestra have not unusual talents of two well-known musicians, Roy Eldridge on trumpet and Babe Rustin on saxophone. . . . A move seems to be on the way at RCA as they cut some of the artists recording under the Victor and Bluebird labels. Not that there will be any wholesale firing, but sales records are sure to be scrutinized carefully before some artists' options are taken up when their contracts expire. . . . A number of hit songs are said to be com-

THE BILLBOARD GIVES YOU THE ONLY



RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

## CANADIAN OPERATORS

Branch in Ontario Hydro Approved Phonographs, 4 Wurlitzer 1938 Models, 24 records, list price \$190.00. Cash payment 13.50. All guaranteed.

STAG BILLIARDS  
YORKTOWN, CANADA

OPERATORS: TURN YOUR OLD EQUIPMENT INTO CASH—ADVERTISEMENT IN THE SPRING SPECIAL

"STRIKE UP THE BAND," exclaims I. F. Webb, Rock-Ola vice-president, who is shown twirling the baton at Sausse Music Co.'s special showing of 1940 Rock-Ola phonographs in Detroit March 11 and 12. Left to right are Fred Webb, I. F. Webb, Sausse Music Co., and Ben Bolds, Rock-Ola advertising manager.

AMERICA'S FINEST PHONO REMODELING and PARTS

COMPLETE SETS OF PARTS FOR  
**WURLITZER 616**, as Shown (Dome \$8.95) ..... \$21.00  
**WURLITZER 24** (Includes Dome and Base) ..... \$8.95  
**WURLITZER 412** (Dome \$8.95 Extra) ..... \$23.00  
 Complete Set of Instructions With All Parts

YOUR WURLITZERS REMODELED AT FACTORY  
 NEW PATENT (Includes Dome) ..... \$18.50  
**WURLITZER 24** (Includes Dome and Base) ..... \$8.95  
**WURLITZER 412** (Dome \$8.95 Extra) ..... \$7.25  
**WURLITZER 412** (Dome \$8.95 Extra) ..... \$7.25

FOR SALE—BRAND NEW REMODELS  
 NEVER ON LOCATION  
**WURLITZER 616**, as Shown (Includes Dome) \$119.50  
**WURLITZER 24** (Includes Dome and Base) ..... \$32.50  
**WURLITZER 412** (Dome \$8.95 Extra) ..... \$2.50

1/2 With Order, Bal. C. O. D., F. O. B., Brooklyn, N. Y.  
 WRITE FOR COMPLETE DETAILS and CIRCULARS:

ACME SALES CO.

New Address: 1775 CONEY ISLAND AVE., BROOKLYN, N. Y.  
 N. Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

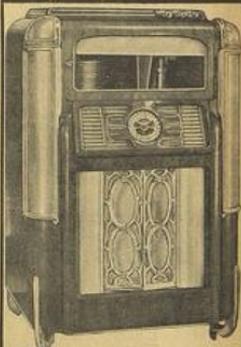
EVERY ONE GUARANTEED  
 TO BE PERFECT REGARDLESS OF PRICE!  
**RUSH YOUR ORDER QUICK WITH 1-3-D.P.**

**412s — \$34.50**  
**A. KASS, 10 PENNINGTON ST., NEWARK, N. J.**

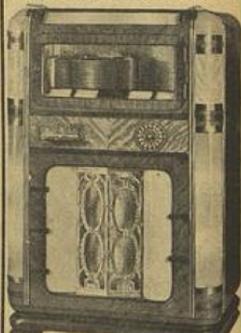
WRITE FOR PRICES ON  
 Grinders, Lovers and Changeover Parts  
 for Remodeling 616, 416 and 24 Models  
 Wurlitzers!

New Jersey Distributors  
 FOR H. C. A. TUBES, G. E. MAZDA  
 LAMP  
 Rock-Ola Luxury Light-Up Phonographs  
 WRITE FOR PRICES QUICK!

MIRABEN LIGHT-UPS  
 ADD Glamor TO YOUR  
 OLD PHONOGRAPHS!



VERY EASY TO INSTALL—Remove old  
 panels, install new brightly  
 painted and lacquered frame.  
 Materials as above ..... **\$21.50**



Your Wurlitzer 616 Com-  
 pletely remodeled as above  
 with plastic top 1/4 domes ..... **\$26.50**

Materials only as above ..... **\$21.50**  
 No. 616 M-1 .....  
 Write Today for Prices on Remodeling Jobs  
 or Materials for All Other Wurlitzer and  
 Rockola Phonographs.

MIRABEN COMPANY  
 829 MILWAUKEE  
 CHICAGO, ILL.  
 TELEPHONE  
 HAYMARKET 2983

WANTED

LARGE QUANTITY  
 Used  
 Phonographs  
**WURLITZER 412 & 616**

Price Must Be Low as We Pay Cash,  
 Machines Must Be in Perfect Condition,  
 Write or Call

D. ROBBINS & CO. 141-B DEKALB AV.  
 BROOKLYN, N. Y.

Tell the Advertiser in The Billboard  
 Where You Got His Address.

operating agencies in the Chicago area,  
 it said. Then some of the operating  
 agencies said they were working with the  
 politicians were mentioned.

Further statistics quoted in the article  
 said that union service men pay \$5 a  
 month in dues to the electrical operators  
 hood, that operators pay 40 cents per  
 month per machine dues, that the assoc-  
 iation treasury has an income  
 about \$3,900 a month, that juke boxes  
 cost about \$400, that about 200 union  
 service men are working on juke boxes,  
 that the average gross take in Chicago  
 is said by operators to be about \$5 per  
 machine per week. The paper stated that  
 tavern owners, however, said a good lo-  
 cation was usually worth \$10 or more  
 for gross intake.

Probable Impact

The actual purpose of the first Tribune  
 article seemed to be to imply that  
 operators were making more money than  
 they claimed, that organized operators  
 were planning to demand a larger share  
 which would come from locations and  
 probably to lay the groundwork for the  
 proposed tax.

Close One District

On March 14 practically all of the city  
 newspapers reported the closing of one  
 police district to phonographs. The  
 liberal Chicago Daily Times poked fun at  
 the police captain for closing the dis-  
 trict and also reported that tavern cus-  
 tomers interviewed in the district had  
 emphatically declared in favor of phono-  
 graph music.

An interesting fact brought to light,  
 for authority to close the district to  
 music machines, was a 60-year-old law  
 which apparently has not been repealed.  
 This Chicago ordinance says: "No person  
 shall keep or cause any of his agents  
 or employees to keep, for gain or profit  
 from operation, any amusement device,  
 the operation of which is governed or  
 controlled by the deposit of a coin or  
 token." That is one for the books drawn  
 from the old archives.

The official reason given for the clos-  
 ing down of the district was that the  
 electrical union had begun picketing a  
 location, and closing out the machines  
 would prevent trouble. Also the noise of  
 the machines was said to be a nuisance.

Tax Proposal

On March 15 newspapers announced  
 that a subcommittee of the city council  
 license committee now had a proposal by  
 four members to license phonographs at  
 \$50 per year. This would add a winner  
 to Chicago's long list of insults to the  
 coin-operated machine industry.

See Phono Return  
 To Quebec Taverns

MONTREAL, March 16.—With a more  
 tolerant provincial regime installed as a  
 result of last fall's election, operators  
 and distributors here are seeking re-  
 moval of the ban on music machines in  
 taverns. Coin machine groups have  
 noted more liberalism among officials  
 and early changes are looked for.

"The music with beer" angle falls  
 within jurisdiction of the Quebec liquor  
 commission. If the regulation is re-  
 moved a steep rise in machine sales is  
 considered inevitable.

mental touch seems to get a good play  
 there. . . . *Slide by Slide*, by Louis Ar-  
 mstrong, is reported clicking strong in  
 New Orleans colored spots.

Many letters have been coming in  
 from ops during the past week, asking  
 information about organizations known  
 in the music world as ABCAP, MPPA and  
 others. In order to answer these inquiries  
 as well as to inform all operators about  
 these two societies and how their activi-  
 ties fit in with the music machine in-  
 dustry, this column will attempt an ex-  
 planation in the next issue. Watch for it!

No Pinball Games To Kick About,  
 Now Politicians Pester Phonos

CHICAGO, March 16.—The story of  
 phonograph operating in Chicago has  
 been much in the local newspapers this  
 week. The Chicago Tribune first men-  
 tioned the matter March 9, giving 14  
 inches to a story with the headline,  
 "Juke Box Sings a Siren Song to the  
 Politicians." Although it was known in the  
 autumn of 1939 that politicians and their  
 henchmen were beginning to inter-  
 fere in the operation of phonographs in  
 Chicago, little was said about it in  
 the press and only a brief mention was  
 made of it in *The Billboard* so that the  
 trade would get some inkling of what  
 was happening.

The breaking of the story in *The Chicago  
 Tribune* aroused some speculation as  
 to its real purpose. *The Tribune* has  
 generally supported the present city ad-  
 ministration and any local scandal that  
 it undertakes to spread always arouses  
 curiosity as to the political motives be-  
 hind the scenes. City and State politics  
 are warming up considerably, and now  
 that there are no pinball games in the  
 city to use as a football, it is not easy  
 to predict what might happen to other  
 types of machines. . . . The coin-  
 operated phonographs. Probably the best  
 protection to phonographs would be to  
 prohibit all games in the city so they  
 could be kicked around, used for  
 scandal stories in the newspapers and for  
 revenue or political funds.

Some Figures  
 The Tribune story gave some figures  
 about the phonograph business in Chi-  
 cago. The juke box industry has gradu-  
 ally been getting into big business. It said, with an  
 estimated gross income between \$2,000,000  
 and \$5,000,000. Since only a week  
 later a \$50 license fee was proposed on  
 phonographs, probably for a real purpose  
 back of *The Tribune's* "expose" was to  
 lay the groundwork for the city admin-  
 istration to pass a high tax on the music

KEENEY'S REMOTE SELECTOR will boxes have made this the juke location  
 in Cincinnati one of the most popular rendezvous in the territory. It has been  
 reported that music play and earnings have taken a considerable jump since  
 the new Keeneey equipment was installed.



# OZZIE NELSON

## And His Orchestra

BRING YOU  
THREE SURE-FIRE HITS  
FOR YOUR MACHINES

### Bluebird Records

#### "THE MAN WHO COMES AROUND"

10626

(with a sensational treatment entirely new)

#### "LEANING ON THE OLD TOP RAIL"

10499

#### "SAY SI SI"

10293

★ ★ ★ ★

#### WATCH FOR EARLY RELEASE DATES ON

The Novelty Smash Hit of the Year

"I'M LOOKING FOR A GUY WHO PLAYS ALTO AND BARI-TONE AND DOUBLES ON A CLARINET AND WEARS A SIZE 37 SUIT"

A Fine Fox-Trot Recording of

#### "ALICE BLUE GOWN"

with vocals by  
ROSE ANNE STEVENS

## HIGH-CLASS LATE USED PHONOGRAPHS

LIKE NEW AT UNHEARD-OF PRICES

	Each		Each
Mills Deluxe Dance Masters	\$15.00	Seaborg 20-Record Model N	\$7.50
Mills Select Kings	20.00	Seaborg Rev.	10.50
Mills Studio	40.50	Seaborg Royal	10.50
Mills Commercial	50.00	Seaborg Grand	12.50
Wurl. P-2, in Illuminated Universal Cabinet	65.00	Seaborg Regal	14.50
Wurl. 412, in Illuminated Universal Cabinet	75.00	Seaborg Coronet	18.50
Wurl. 618, in Illuminated Universal Cabinet	85.00	Seaborg Casino	22.50
Wurl. 918	115.50	Seaborg Majar	24.50
Wurl. 218	115.50	Seaborg Majar Deluxe	28.50
Wurl. 500	115.50	Walrus Vogue	18.50
Wurl. 518	115.50	Walrus	18.50
Wurl. 520	114.50	Walrus Classic	18.50
Wurl. 518 in Illuminated Universal Cabinet	95.50	Wurl. Chikona Sam Raylites with Bass	125.00
Seaborg 20-Record Model O	55.00		

#### WRITE, WIRE OR PHONE YOUR ORDERS

One-Third Cash Deposit With Order, Balance Eight Draft.

## SOUTHERN AUTOMATIC MUSIC COMPANY

542 E. 24 St., LOUISVILLE, KY. 425 Broad St., NASHVILLE, TENN. 312 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND.

#### 1940 BARGAIN PHONOGRAPH PRICES

Wurlitzer 500	\$225.00	Wurlitzer 616, 412, Illuminated Grill & Top	\$295.00
Wurlitzer 500A	195.00	Wurlitzer 618, 412, Illuminated Grill & Top	325.00
Wurlitzer Keyboard 800	195.00	Wurlitzer 600 & 600, Equipped With Selective Wall Box and Adaptor, \$93.50 Extra.	
Wurlitzer 400	115.50	600, 618, 412, 25, 20, 25, 20, 25, 20 Extra.	
Wurlitzer 20	85.00	P-2, 25, 20, 25, 20, 25, 20	
Wurlitzer 616	35.00	Wall Box, \$2.50	
Wurlitzer 412	35.00	Illuminated Auxiliary Speaker With Location's Name Out in Wood and Lighted, \$15.00.	
Wurlitzer 312	15.00	Terminally Cleaned and Reconditioned.	
Rockola 1939 Deluxe	15.00	Balance C. O.	
Rockola 1939 Standard	11.50		
Rockola 1938 Standard	11.50		
Rockola 1938 Economy	11.50		

All Machines Professionally Rebuilt, Thoroughly Cleaned Inside and Reconditioned. Terms 1/3 With Order, Balance C. O.

DAVIS SALES CO. Wurlitzer Factory Distributors  
105 LEXINGTON AVENUE, SYRACUSE, N. Y.  
Branch—102 N. Clinton Ave., Rochester, N. Y.

#### 25.00 SLIGHTLY USED FOR SALE — \$4.00 PER 100

Price P. O. B. N. Y. C. Full Cash With Orders Under \$5.00, 1/3 Dipos. on Others. We Also Buy Used Records. SAM HALPERIN, 85 Nassau St., N. Y. C.

#### FOR SALE

3 51 Wurlitzer ..... \$50.00 Each  
1 500 Wurlitzer ..... \$9.50 Each  
1 412 Wurlitzer ..... \$9.50 Each  
2 52 Wurlitzer ..... \$5.00 Each  
1 412 Wurlitzer ..... \$5.00 Each  
These prices plus P. O. B., Hagerston, Md. One-third cash payment with order and balance C. O. TRI-STATE MUSIC CO., Hagerston, Md.

## Record Buying Guide

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

### GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 10 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**Tuxedo Tune.** In a jump that should be no surprise to anyone in the phonograph business, this great swing number reaches top billing this week, climaxed one of the most unusual careers yet undertaken by a phonograph hit. Starting a number of weeks ago in the Erskine Hawkins version—Hawkins is co-author of the tune—it achieved a fair measure of prominence in the music machines but by no means a smash success. Glenn Miller picked up the song, made his own arrangement of it, began to feature it on his broadcasts, and a demand for his disk version soon grew with the general public eagerly awaiting the record that it so ardently desired record in on top, and rounding out the picture is the fact that Hawkins' disk has been carried along in the Miller excitement, and Erskine's original version almost as popular as Glenn's. In either form, it's a must for the boxes.

**In the Mood.** (16th week) Glenn Miller.  
**Careless** (11th week) Glenn Miller, Dick Jurgens.  
**Indian Summer** (8th week) Tommy Dorsey, Glenn Miller.  
**At the Balalika** (6th week) Orrin Tucker, Abe Lyman, Victor Silvester.  
**You'd Be Surprised** (5th week) Orrin Tucker.  
**The Gaucho Serenade** (3rd week) Dick Todd, Glenn Miller, Eddy Duchin, Paul Whiteman, Sammy Kaye.

### 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 10 most important phonograph operating centers in the country.

**In an Old Dutch Garden.** Opinion is very much divided among operators as to the actual standing of this number. Some say it is going well, others indicate no change in its position from last week (which wasn't too good) and still a third group claims it is definitely placed in the scheme of phone things. The best way of looking at it, probably, is to expect nothing great from it but to keep it around until it has a chance to get or be entirely over. Glenn Miller, Dick Jurgens and Eddy Duchin are still the standard bearers.

**Darn That Dream.** Maintaining a fair enough pace this is billed from the score of the musical Broadway Melody of 1940. Interest in it seemed to increase during the past seven days, and two new artists have come along to join Benny Goodman and Blue Baron as the favorites in the phonos. Paul Whiteman and Tommy Dorsey are the added stars.

**Confucius Say.** Slipping even further than it did last week, this can probably be taken out of most machines now without any loss being sustained. A few locations are still clinging to a slight profit in the Kay Kyser, Guy Lombardo or Frankie Masters version, but the majority considers it pretty well thru.

**Sweet Potato Pie.** Operators are looking forward to some nice returns from Bing Crosby's record of this song, which he sings in his latest film, *Ring of Sin*. It's climbing nicely, and all expectations are that it will about pretty high in the coming days.

**Too Romantic.** Another song from the same Crosby movie that is starting to keep Piper company in its attempts to scale the phonograph heights. This is one of the two ballads in the picture, and it's more than likely that, now that it has started to move, it will do pretty nicely for all the boxes holding it.

**It's a Blue World.** It has taken a surprisingly long time for this ballad, by Tom Martin in a recent picture, to get going along the phonograph, inasmuch as it has been a good sheet music copy seller and has had more than its share of radio performances. It seems to be on its way now, and it is a multitude of record operators who are getting the nod in the machines, namely, Glenn Miller, Tommy Dorsey, Horace Heidt, Woody Herman, Harry Wood, and, of course, Martin.

**Between 16th and 17th.** On Chet Baker's "Between 16th and 17th." In this one this week, with reports indicating that it is slipping rather than going ahead. Bing Crosby-Connie Boswell and Charlie Barnet are the only two disks to mean much in the boxes.

### POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based on the popularity of similar music, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

**On the Isle of May.** Rapidly becoming one of the country's most popular songs over the air and over the sheet music counters, this very likely will turn into one of the better music machine items. You'll be needing this one.

**Say It Once More.** Already doing nicely around Chicago in the Andrews Sisters' version, this oldie in its new streamlined form is apt to catch on in a big way over the rest of the country. Watch it.

**Just One More Chance.** Also climbing in the Windy City is Bing Crosby's new disk of this old number. It's possible that this one may outdistance his new tunes from the *Road to Singapore* picture.

**With the Wind and the Rain in My Hair.** It's starting to get attention from band leaders on the air, and phonograph patrons may soon begin to give it that same attention.

**Love Song of Bengal.** An appealing and different novelty, this is pretty perfect music machine fodder. There are no definite indications as yet that it will soon be necessary for the boxes, but it's nonetheless a number to watch closely.

**I've Got My Eyes on You.** From the score of *Broadway Melody of 1940*, this Cole Porter song has more than an even chance for record popularity.

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

# The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that wabs the nickels!

## VICTOR POPULAR RELEASE NO. 363

- 20531 "The Woodpecker Song" - Nelson, Bus Voz, and Charlie Fales
- 20532 "Swing and Sway with Sammy Kaye" - Sammy Kaye and his Orchestra
- 20533 "Kings and his Orchestra" - Kings and his Orchestra
- 20534 "Nothing But You—Waltz" - Nelson, Bus Voz, and Charlie Fales
- 20535 "Joe Roman and his Orchestra" - Joe Roman and his Orchestra
- 20536 "I Only Entered My Mind" - Tony Pastor and his Orchestra
- 20537 "My Girl" - Tommy Dorsey and his Orchestra

## BLUEBIRD POPULAR RELEASE NO. 269

- B-10035 "I Never Entered My Mind" - Nelson, Bus Voz, and Charlie Fales
- B-10036 "Tony Pastor and his Orchestra" - Tony Pastor and his Orchestra
- B-10037 "Charlie Fales" - Charlie Fales
- B-10038 "Music of Yesterday and Today" - Music of Yesterday and Today

Stiles the Blue Baron Way

ORDER THESE RECORDS FROM YOUR RCA VICTOR RECORD DISTRIBUTOR TODAY!

## Art Cabinet Changes Hands

CLEVELAND, March 16.—Reliable Specialty Co., Cleveland, has purchased the business of the Art Cabinet Sales Co., Mainie Zaller, president of the company, announced today.

The reliable company will continue to manufacture all-wood cabinet stands for counter model phonographs and auxiliary speakers which were formerly made by Art Cabinet Sales, and will specialize in phonograph conversions. "We believe that we can do a fine job for phonograph operators in conversions, and in supplying them with beautiful, well-built cabinet stands and auxiliary speakers. Most of the former employees of Art Cabinet are being retained, and we anticipate the continued interest and patronage of all former Art Cabinet Sales Co. customers, as well as many new ones."

## Calculone Increase Sales on Needle

PAVETTEVILLE, N. C., March 16.—Joe Pavitt, head of The Vending Machine Co., reports that sales of his Calculone automatic phonograph needles have been increasing since January 1 to such an extent that he feels the needle has now become one of the most popular in the line.

"The sale increase we are enjoying on our Calculone automatic phonograph needle is due to the fact that repeat orders are being received almost daily from this number of operators all over the country. We have also shipped a large number of our needles to foreign countries."

"We have received a great many complimentary letters on the Calculone. It is interesting to note, however, that the guarantee over 5,000 perfect plays for the Calculone. We have received reports from many operators that they have passed this number and that the needle has continued in use without any scratching or undue wearing of the record," Calculus said.

## REVIEW OF RECORDS

(Continued from page 12)

### Platter Previews

U. S. RECORDS copped two standard swing names for its Varisty roster, Harry James and Jack Teagarden, both out of the Blumbe's corner. Big T blows out with a revised band and rather than stepped in with swing, conforms to the acceptable commercial standards, including sax-clarinet voicing of the reeds, and

## TAVERN TUNES

Write for list of prominent publishers  
GENERAL RECORDS CO.  
1622 BROADWAY, NEW YORK CITY

- B-10636 "Fill Me Beating You" - Dick Todd, Bartontone, with Orch.
- B-10637 "I'm a Little Bit" - Krazy Sunday Afternoon
- B-10638 "Stella Sue" - Glenn Miller and his Orchestra
- B-10639 "How Did I Know?" - Glenn Miller and his Orchestra
- B-10640 "I'm a Little Bit" - Glenn Miller and his Orchestra
- B-10641 "I'm a Little Bit" - Glenn Miller and his Orchestra
- B-10642 "Child of the Disordered Brain" - Glenn Miller and his Orchestra

\* Vocal Reprints

It's a dance disk for You, You Darlin' and The Moon and the Willow Tree. James has a midweek function for Fazzolo Junction, giving bolero beats to the flip-over, the Palms of Paradise ballad. Also an out-and-out dance disk.

Six Men and a Girl on the same label occupy your attention with Tea for Two and Mary Lou Williams Discs by Mary Lou. The Steinway sparkles on both sides which is easy to understand when the "Girl" is Miss Mary. "Six Men" are undoubtedly a half dozen of Amy Kirk Ladd. Not a first, but undoubtedly one of the best to date, is Rex Irving (pianist Irving Raskin) and his septet on the sister Royale label for Gosip, a descriptive saxophone-trotting gallop, and Second Avenue Clambake, Kammen's folio of Jewish wedding songs in Scott style with the emphasis on Piper Roy transposed in Second Avenue's minor key.

### Victor Varieties

PLENTY of pleasant platters for tripping the fantastic light is the offering from the Victor camp. Sammy Kaye invites soft lights for the sweet music made for a Little Boy and a Little Girl and a Fool Was I; With the Wind and the Rain in Your Hair and a Lover's Lullaby, latter a carboning of Sunrise Serenade by the same writer; On the Isle of May and Let's All Sing Together, latter a novelty dish; and with a Mexican mix, Love Song of Renaldo, filling the flipover with Head On My Pillow. In his impeccable royal walk style, Wayne King inches to three-quarter time stepping with Just a Dream of You, Dear and a Little Cafe Down the Street; and reviving a Victor Herbert melody written originally as incidental music to Thomas Dixon's Fall of a Nation, the waltz king adds glowing musical beauty to The Love Theme, coupling with

For the hot harmonizing, the Mills Brothers in familiar fashion for It Don't Mean a Thing and Put on Your Old Gray Bonnet, piping paced in the slow tempo. It's a Decca dandy, and on Bluebird, the Smokey Joe that started the Boston craze, and a soft ever smooth for Friendship and Say Si Si.

For the hot harmonizing, the Mills Brothers in familiar fashion for It Don't Mean a Thing and Put on Your Old Gray Bonnet, piping paced in the slow tempo. It's a Decca dandy, and on Bluebird, the Smokey Joe that started the Boston craze, and a soft ever smooth for Friendship and Say Si Si.



WURLITZER PHONOGRAPH IN THIS LOCATION in Centralia, Wash., not only services the restaurant, but also furnishes music to a haberdashery store adjoining—and, incidentally, collects nice tips. The record player in the store issues a picture of Fulton's Sport Shop, the adjoining location, appears. The auxiliary speaker and selective coin box in the sport shop are connected to the above phonograph in the Palm Cafe. Fred F. Wurlitzer, district manager for the State of Washington, reports that the arrangement has been very satisfactory.

a beguine-fox-trot, Illusive Romance, and for the South American incentive, Xavier Cugat offers a nicety in Tu Yoberes, a bolero, and a schottische-titled rhythmic ditty, In Sunny San Domingo.

For the heavier rhythm beat, Larry Clinton leans toward his original rift rhapsody, coupling Stella and a Buter (with Sam) with Iron High the Moon, the Two for the Blues ballad; and a rehashing of Sunday mated with his Study in Sordidness. Too much tightness to their tooling throat. A little bit of relaxation would give that righteous lift to their stellar thumpalumps.

Tommy Dorsey, dissipating a style that had the fans flocking to get a pace uncomfortably close to the Jimmy Lunceford pattern, takes both sides for tempered swing to Lonesome Road. It's still another Dorsey band of tooling for Sweet Potato Pie, supplying background grooves for the harmonizing of The Pied Piper, getting in the familiar sweet groove for the mated side, Too Romantic, and (containing the RCA standard concept, it's Dorsey and his sweet trombone for a dandy duopoly with The Sky Fell Down and the After I Say I'm Sorry, side.

Hot String  
THE New Friends of Rhythm (string quartet, rhythm and harp) give characteristic rhythmic treatment to make an interesting bit of chamber music (one painting for Foster Chile (Old Black Joe) and a bizarre swing novelty at a rapid tempo, High Follage. A European repressing of the Quintet of the Hot Club of France falls to convey the excitement provided by the groups on previous platters. Famous is the hot improvisations of Stephane Grappelly, fiddler, and Django Reinhardt, guitar, the group just put filler music for their originals, Oriental Shuffle and Are You in the Mood?

### Singing Sides

AMONG the song sellers, Kenny Baker brings his top tenoring to Victor for The Starlit Hour and When You Wish Upon a Star; and On the Isle of May and Make Love With a Guitar. Barry Wood is a sincere seller, his bary talents lending voice to the lyrics of It's a Blue World and Panchinella, a Columbia coupling. And in romancy style, Dick Todd on Bluebird balladeers for With the Wind and the Rain in Your Hair and T'was Old Town. For the latter label, Dorothy Lamour's peppy pipes makes aces for The Moon and the Willow Trees and Too Romantic. Also a pic product, hailing from the London music hall, Gladie Fields on Victor gives violent voice to Swing Your Way to Happiness and I've Got the Jitters. It follows the screen track too religiously, tunes from her Shipyard Sally, and her singing is strictly for tea drinkers, the kind of tea that started the Boston craze. Billy Holiday on Vocalion is ever the torrid contralto, her sultry chanting eased by swing stars for The Man I Love and Night and Day.

For the hot harmonizing, the Mills Brothers in familiar fashion for It Don't Mean a Thing and Put on Your Old Gray Bonnet, piping paced in the slow tempo. It's a Decca dandy, and on Bluebird, the Smokey Joe that started the Boston craze, and a soft ever smooth for Friendship and Say Si Si.



Hot Tips for Operators

- THESE ARE THE CURRENT DECCA NICKEL-GETTERS !!!
- 3024 TUMBLY TUMBLEDWES  
IF I KNEW THIS (When I Know Now)  
- Bing Crosby
  - 2909 JUST ONE MORE CHANCE  
SWEET POTATO PIE  
- Bing Crosby
  - 3013 LET'S HAVE ANOTHER ONE  
SAY "SI SI"  
- Paul Robeson
  - 3018 WITH THE WIND AND THE RAIN  
IN YOUR HAIR  
- Bob Crosby and His Orchestra
  - 3005 WHAT'S THE MATTER WITH ME  
I'M NOT COMPLAINING  
- Ella Fitzgerald and Her Famous Orch.
  - 2989 KANSAS CITY MOODS  
LUXURIO JUNCTION  
- Paul Robeson and His Orchestra
  - 3020 EASY DOES IT  
HOW CAN YOU PRETEND?  
- Bob Crosby and His Orchestra
  - 3004 ON THE ISLE OF MAY  
GOTTA GET HOME  
- Guy Lombardo
  - 2970 WOULD YA MIND?  
IT'S A BLUE WORLD  
- Woody Herman and His Orchestra
  - 2920 SHE HAD TO GO AND LOSE IT AT  
THE ASTOR  
- Dick Robertson and His Orchestra
  - 2936 CARELESS  
INDIAN SUMMER  
- Guy Martin



## AMMOR RECORDS RELEASE SHEET

- 111 WHEN THE SWALLOWS COME  
BACK TO PHOENIX  
- The Lady and the Melody
- Ceelle Burke and His Orchestra
- 114 THE SINGING HILLS  
- The Singing Hills
- Clasde Hopkins and His Orchestra
- 115 WHAT'S THE MATTER WITH ME?  
- Ceelle Burke and His Orchestra
- OUT TO LUNCH  
- Ceelle Hopkins and His Orchestra
- 110 YOU AND FAIR HAWAII  
- Ceelle Burke and His Orchestra
- 109 WHAT'S NEW?  
- Ceelle Hopkins and His Orchestra
- 113 AT THE BALALAIKA  
- Ceelle Hopkins and His Orchestra
- 112 THE SINGING HILLS  
- Ceelle Hopkins and His Orchestra
- 107 I FEEL LIKE A KID AGAIN  
- Ceelle Hopkins and His Orchestra
- ALL THE THINGS YOU ARE  
- Ceelle Hopkins and His Orchestra
- 114 CRAZY WATIN  
- Ceelle Hopkins and His Orchestra
- 108 I LIKE THE RIFF  
- Ceelle Hopkins and His Orchestra

RETAIL PRICE 35c  
Standard Wholesale Prices to Operators and Dealers.  
Ammor Record Co.  
1776 Broadway, 4606 Chestnut, New York, N. Y. Dist. Mich.



# BALL GUM

## A Real Quality Chew

Made of purest ingredients, smooth in texture, chews easily. Only best quality flavors used to insure long lasting taste. Assorted in 5 bright colors and black. Each piece brilliantly polished, perfectly round and uniform in size. 100 count to box.

Write Today for Samples and Prices and state how many boxes of ball gum you use monthly.

## CANDY CRAFTERS, Inc.

Lansdowne, Pa.

Safe Shell Vending  
Machine Candies

## CHARMS

## Wrigley Earnings Up for Last Year

CHICAGO, March 16.—William Wrigley Jr. Co. has reported consolidated net earnings of \$8,650,975, equal to \$4.33 a share on the common stock, as compared with \$7,653,788, or \$4.03 a share, in the year preceding.

During the year just ended the company declared dividends of \$4.28 a share, amounting to \$8,227,722, leaving \$323,253 to be added to earned surplus. Net addition to surplus after a charge of \$55,130 to adjust investment in marketable securities, was \$268,110.

Net assets of foreign subsidiaries, Philip K. Wrigley, president, said, totaled \$3,162,282, or 6.52 per cent of the total net consolidated assets. Most of these subsidiaries, he added, are located in the British Empire.

## Form N. Y. Vending Firm

ALBANY, N. Y., March 16.—Allied Wholesaling Corp. of New York City, a newly formed vending machine enterprise, will issue a charter of incorporation today by the secretary of state. The project has a capital of \$50,000. The promoters and stockholders are residents of Brooklyn and include Solomon Michaels, Sylvia Frank and Adele Schneider.

## Industry Mourns Death of Pioneer D. J. Moloney

CHICAGO, March 16.—Representatives of the coin machine industry and allied trades paid final tribute Thursday to D. J. Moloney, until recently factory superintendent of Bally Mfg. Co., who died suddenly here early Monday.

After a lifetime in the steel industry "D. J." retired several years ago as superintendent of the Otis Steel Co., Cleveland. In 1933 he joined the coin machine industry as factory superintendent of the company which, a few years earlier, had been established under the leadership of his son, Ray T. Moloney. During Bally's period of greatest growth "D. J." found in the problems of a fast-moving industry a congenial outlet for his energy, organizing ability and skill in the management of men. Bally found in "D. J." an ideal coin machine production executive. Coin machine men everywhere found in "D. J." a friend whose ready wit, forthright manner and genial disposition endeared him to all with whom he came in contact.

Deceased had been on leave of absence during the past year because of ill health. He apparently was on the road to recovery when stricken with a heart attack. Moloney was 67.

Monday hundreds of his friends in and out of the coin machine industry visited a North Side chapel to say a silent farewell before his body was removed to Cleveland for interment.

A man who devoted his life to the management of men, who understood men and the art of bringing out the best in each man under his direction, "D. J." wrote his own epitaph in words he used when praised for his own work. Those who knew "D. J." intimately know that he was not speaking only of his foremen but of the humbled steel mill or coin machine worker under him, when he said, "If there are any medals to be passed out, hand them to the lads that stood by me on this job."

## Detroit

DETROIT, March 16.—Grand opening of the new sales room for Rock-Ola phonographs in this territory was held here Monday and Tuesday by the A. P. Saave Co. on Grand River avenue. Saave, one of the oldest of Detroit machine distributing houses, has been appointed distributor for Rock-Ola for Wayne, Oakland, Macomb and Monroe counties, constituting the metropolitan area to a distance of about 40 miles around the city. The former Saave store has been completely redecorated and will be devoted to the display of Rock-Ola phonographs and kindred products only. Lawrence A. (Bud) Saave, son of the founder of the firm, declared.

Ben Robinson, of the Robinson Sales Co., is following up the recent expansion

# Du Grenier CHAMPION

*"America's Finest Cigarette Merchandiser"*



## ACCEPTED

... by EVERY OPERATOR who has seen it as "America's Finest Cigarette Merchandiser"! This universal and immediate acceptance is due to Du Grenier "Champion" beauty and aristocratic design; proven perfect mechanism and the finest, all-new features in cigarette machine history! MAKE IT YOUR BUSINESS TO INVESTIGATE THE "Champion" TODAY! WRITE NOW!!

Also write for full details of the Du Grenier Easy Time Payment Plan!

DU GRENIER SALES CORP., 630 FIFTH AV., NEW YORK

## ATTENTION, 5c CANDY VENDORS

Increase Your Sales Vending  
CREAM-O PEANUT BUTTER SANDWICHES  
MADE TO FIT ANY SIZE VENDING MACHINE  
For Samples and Prices Write

Cream-O Spec. Sales Co., Inc.

745 DE KALB AVE.

BROOKLYN, N. Y.

## YOUR FINEST OPPORTUNITY

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 COLUMNS—CHROMIUM FRONT	\$19.50
NATIONAL 6-26	22.50
NATIONAL 9-30	29.50
MILLS—12 COLUMN—PRACTICALLY NEW	49.50
WUBLITZER, ROCK-OLA, MILLS PHONOS. Perfectly Reconditioned. Low Prices. Write for Circulars	
<b>BABE KAUFMAN</b>	250 W. 54th St., N. Y. C.

of his family—a fine son—with expanding his business. He will move April 1 to 9100 Grand River avenue, using much larger and more modern quarters than in his old location. New site is also right in Detroit's best frequented coin machine row.

William Bolton, of Romulus, music operator, is continuing his route expansion with another order of phonographs.

Joe Reich, of the Reich Coin Machine Exchange, has the concession on pin games and ray guns in the lobby at the annual American Bowling Congress, being

held for a month at the Coliseum at the Michigan State Fairgrounds. The guns are reported going over especially well.

Loren P. Stover, Detroit operator, is another localite buying more phonographs this week.

D. M. Firestone, factory distributor for Jennings' In-a-Bag bulk vender, is visiting operators and distributors in the Eastern territory. He reports a heavy demand for the new improved vender. He is about to start on a tour to the Pacific Coast, touching principal cities en route.

## \$\$ Interest in Drink Venders

CHICAGO, March 16.—Considerable importance was attached to the news last week that financial circles were interested in financing the purchase of vending machines by reliable agencies for the vending of dairy products. Availability of financing has helped expand the phonograph business and no doubt would go far to help expand the use of vending machines to sell dairy products.

This week beverage machines were the subject of investigation by financial organizations to determine if the business is now successful enough to merit standard financing of purchases of routes of machines. Data was being sought on both bottled and bulk drink venders.

The success of the automatic phonograph business is apparently being taken by financing organizations as an indication of the possibilities in the coin-operated machine field.



D. J. MOLONEY, WHO IS MOURNED BY THE INDUSTRY. Moloney, who passed away March 11, was the father of the Moloney brothers, heads of the Bally Mfg. Co. For many years "D. J." was factory superintendent of Bally.

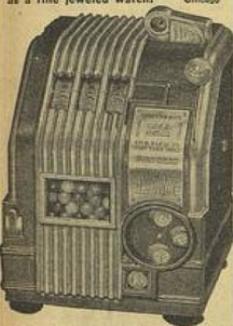
# EX-RAY

TOKEN PAYOUT

READ THESE FACTS!  
THEY'LL TELL YOU WHY EX-RAY IS AMERICA'S FINEST TOKEN PAYOUT COUNTER GAME!

Complete separation between cash box and mechanism—prevents coins from clogging or jamming working parts • Larger cash box capacity • Large ball game display and vendor • Only counter game with 3 coin visibility escalator • Interchangeable to visible captive tokens • 1c or 5c play • Cigarette or Beer strips • Built as sturdy as a 5 ton truck • Operates as smoothly as a fine jeweled watch.

F. O. B. Chicago



Get Busy! Order NOW!!

THE DAVAL CO. INC.  
2043 CARROLL AV. CHICAGO

## BUY HERE!

Chicago Coin's HOME RUN  
Gottlieb's SCORE CARD  
Keeney's ANTI-AIRCRAFT MACHINE GUN  
Keeney's RED HOT  
Mills THRONE OF MUSIC  
Mills EMPRESS

SPECIALS!  
4 BANC-A-DIEES (New Improved Conditions) ..... \$82.50  
100-1000s ..... 25.00  
1 POT SHOT (Brand New in Original Case) ..... 34.50  
3 MAGIC ROLLS 10-P. Bowling Alley ..... 29.50  
(Includes Complete, Balance C. O. D.)  
WRITE FOR COMPLETE PRICE LIST

GEORGE PONSER CO.  
11-15 E. Superior St., Newry, N. J.

## RE-CONDITIONED GAMES

Free Play Novelty  
Contact 15.00 Majors 10.00  
Mills 15.00 Quin Club  
Empress 15.00 Permaid  
Ball Machine 15.00  
Fish 15.00 Bubble  
Big Score 15.00 Wheel each

See Names, Brown, Serials Over 1,000. \$69.50  
Bally Alloy, Live New ..... 99.50

1/3 Deposit With Order

Mi. Royal Novelty, Inc.

306 E. Baltimore St., BALTIMORE, MD.

OPERATORS: TURN YOUR OLD EQUIPMENT INTO CASH—ADVERTISE IN THE SPRING SPECIAL

# EASTERN FINANCES

NEW YORK, March 16.—Lots of visiting tokens this week. Art Cooley, of Mills, dropped in for a confab with George Ponsler and Jack Mitnick Tuesday. He hopped back to Chicago the same day. Leo Kelly, of Bally, was a caller at the offices of John Fitzgibbons. Homer E. Capehart was seen in the rounds. Al Drougla, of Daval, stopped off to visit distributors here and in Jersey on a tour in the interests of his new souvairer, the "Big Game" from Philly, Baltimore and several other Eastern cities. Sam Gillman dropped into town to see Harry Rosen and get set for the coming summer business in the mountains. He got a big kick out of the basketball games in the Garden while here.

### AROUND THE TOWN

Teddy Seidel's offer to box any operator with one hand tied behind his back goes unchallenged. All the boys know Teddy was one of the leading featherweights in the game a few years ago. Tony Casparro had a hunch (or is it a hope?) that the curtain will soon be rung down on the European war. Bernard Rosensa has changed the name of his firm to Eastern Coin Machine Co. He claims the old name limited his firm too much. "A summer can't come too soon for me," Parrietto, of Nyack. He's one of the most rabid players on the Lions Club softball team. One of Brooklyn's older operators has purchased the cigar store and luncheonette at the entrance to the BMT subway at 98th and B'way way. He's still running his pin game route. . . . Going at top speed in Brooklyn with phones, games, etc., is Harry Cooper, who has been active in the coin machine business from Coast to Coast for the past 28 years. . . . Joe A. Darwin, Wurlitzer's special representative here, reports he's working harder than ever since returning from his vacation. . . . Ernie Walker and Charlie Mayer, Miltosec salesmen in the Southwest and Midwest, respectively, got a big kick out of their recent stay in New York. They promise to come back again soon.

### COMMUTER

George Ponsler continues to hop between his New York and New Jersey offices almost every day to keep tab on the large orders the firm is booking for Mills Throne of Music and Empress Phonographs. "We are booking orders far in advance of shipment," he states.

### FAST FLASHES

Nat Cohen and Irving Sommer, of Modern Vending Co., are enjoying the balmy breezes of Miami Beach, Fla., while partner Harry Rosen works at top speed taking care of the stack of orders that keep coming in. . . . The home of Murray Leschin, of Miltosec, is the gathering place for a poker klatch on Friday evenings. . . . Morris Kahana, of Gussman, is expanding his operation. . . . "Everything's Kay-O," is the way Irving Kay, Brooklyn, up responds to the "Dove's" "bookmaker" query. . . . Frankie Catalino, of Brooklyn, expects to become a daddy any day now. . . . Buckstein & Rosen-

bloom are reported to be earning a reputation as two of Brooklyn's most progressive ops. . . . Leo Kelly, of Brooklyn Amusement Machine, says the one thing he likes about servicing machines at 3 a.m. is he doesn't have to look for a place to park his car. . . . Al Simon, Jack Semel and Irving Blocher, of Savoy Vending Co., have been busy in the country right now with Chicago Coin's new baseball game, Home Run of 1940. . . . Milton Soffer claims that the office of Alton Wholesale Corp. are busier than ever with the new Exhibit games. . . . Willie Blue, of Chicago, reports his firm is cleaned out of equipment and that he's in the market to buy or trade.

### HITTING THE BALL

The three Munves brothers, Mike, Joe and Marc, are burning the midnight oil going out orders for arcade equipment and other machines they carry. In the uptown offices of the firm, where Marc Munves holds the reins, Jules Robert, the mechanic, is reported putting on so much weight the boys are calling him Andy Devine.

### BASEBALL

Bert Lane, of Seaboard Sales, Inc., who has been doing big things with Genco's Big League, reports he's now concentrating his efforts on getting faster delivery to meet the demand.

### MEN AND MACHINES

Hymie Budin is rushing out shipments of Stoner's Baseball to ops as fast as they come in. . . . Roy McDaniel, of Baltimore, is mighty proud of his sales organization. "Ed Silance, Ray Hefferman and Harry Brown are doing everything they can to make things easier and better for ops in our territory," he claims. . . . Joe Ash, of Active Amusement, Philly, is already choosing the cigars he intends giving away to celebrate the arrival of the new bet that's expected most any day. . . . Jack Fitzgibbons reports Bally's Triumph has been the center of all attention at his offices ever since it arrived. "The same sort of reaction is being accorded the game by ops in our Jersey offices," he reports. . . . Dave M. Freestone, of O. D. Jennings, pens from Utica, N. Y.: "Am swinging thruout my territory and may continue west. Selling more In-a-Bags that ever before." . . . Phil Gould, of A. & P. Novelty, Brooklyn, caused a mild sensation the other day at the offices of Savoy Vending Co., when he turned over his check for \$500 for more of the Chicago Home Run machines. . . . Bill LaCour is back in town. Bud Freestone, one of Brooklyn's oldtimers, is going stronger than ever.

### NEW JERSEY JOTTINGS

Mr. and Mrs. A. S. Cohen celebrate their wedding anniversary March 18. . . . Jack Berger, of Newark Coin, reports his biz is increasing by leaps and bounds. . . . Irv Morris, of Ponsler Co., says ops are bringing his offices from morning to night to look over the latest equipment. . . . Irv Orenstein, of Hercules, is reported to be spending all his evenings at home of late reading. . . . Jack Jay is back from Miami, Fla., looking like a million. . . . Albo Dick Steinberg has just celebrated another birthday anniversary, he looks younger than ever. He keeps in trim at the Y. . . . Abe Green is seen making the rounds of the

## EXHIBIT SUPPLY CO. 401 N. W. 10th ST. MIAMI, FLA.

# EXHIBITS DEMAND IT!

THOUSANDS OF LOCATIONS ARE NOW USING EXHIBITS

## FOOT EASE VITALIZER

GREATEST LEGAL PENNY MACHINE—MORE PROFITABLE THAN SCALES, Investigate Exhibits if Desired . . . Write.

better night spots in town. . . . Barney Sugarman's ability to go to sleep in a boiler room any time he wants is the key to his boundless energy, he maintains. . . . Demand for the new Wurlitzer is reported to be keeping Dave Stern on the jump. . . . Charley Chaparr, of Irv Morris' staff, continues to be one of the best mechanics in Newark, N. J. . . . Archie Kack is constantly plugging the new Rock-O-Lax. . . . Harry Pearl is ready to show the way with the new Gabel Kuro. . . . Morris Silverstein hasn't been heard from for a while. Some of the boys are wondering if he's buried in the snow in the Y. . . . Ed Ashmore, of Cusano Amusement, Asbury Park, N. J., was purchasing plenty of equipment in Newark. Bill Bickel anticipates a swell season at the shore.

## Ski-Ball Orders Flood Distributor

BROOKLYN, March 18.—Charley Aronson and Bill Albers, of Brooklyn Amusement Machine Co., report they are flooded with wires and letters from distributors all over the country in answer to their full-page announcement in *The Billboard*, relative to the Evans' new Ski-Ball machine.

"This is proof of the high regard that the trade has for any Evans' product. We are arranging distrib set-ups just as fast as we can. Inquiries in the country, too. We feel that Ski-Ball is the greatest machine the industry has ever seen," they declared.

"Local tests have already shown that to be one of the best money-makers the operators have ever had. Not only is it a great attraction, but it is a machine that has every feature the operator wants. Ski-Ball is the answer to the operator's prayer for a machine that will bring in plenty of profit and will last on location for a long time to come."

"We believe that as distributors continue to know just how much they need to bring them the best income and have arranged a deal which will prove perfectly satisfactory."

## Plastic Glass Used in Imps

CHICAGO, March 18.—Windows in Imp, Counter game made by Groetchen Imp. Co., are now covered with a new type of plastic material, but the most need to bring them the best income and have arranged a deal which will prove perfectly satisfactory."

Karl Klein, in announcing the improvement, stated: "This material, called Plexiglass, was developed by chemists for the use of the U. S. Army Air Corps. It is used extensively for windows, windshields and machine gun turrets. Its optical qualities are superior even to the best plate-glass windows."

In adopting Plexiglass for Imp, Groetchen engineers were the first to make use of it for coin machine advertising. Their leadership in the field."

## Natchez, Miss.

NATCHEZ, Miss., March 18.—March made the organizing of more and better machine business in this section. Beverage machines get good play, as it is types of other machines. . . . Operators here being helped by two Garden Filigrames, which have been attracting thousands of customers. . . . Mr. and Mrs. Frank Edt and Bill Edt, of Op., had as their recent guest Jerry McKinney, of Milwaukee. . . . Mr. and Mrs. Edt of Sermac Co., back on the sick list for a time, is reported improved.

THIS IS FULTON'S SPORT SHOP in Centrais, Wash. There is not actually a photograph in this section's "book-of-the-month" but a picture of a speaker above the racket in the corner of the room, and the selective coin box is in operation at the left. The coin box and speaker are connected with a photograph in a restaurant location adjoining. The photograph is in close competition with the restaurant cashbox in the number of nickels inserted.

**AMERICA'S BIGGEST MONEY-MAKER!**

Western's Deluxe

**BASEBALL**

WESTERN PRODUCTS, INC.  
925 W. North Avenue,  
CHICAGO, ILLINOIS

**Douglas Presents Dval Games in N. Y.**

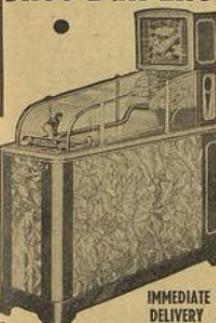
NEW YORK, March 16.—Al S. Douglas, president of the Dval Co., Inc., on his arrival in New York reported that he was here for a survey of general merchandising conditions as regards the firm's new counter machines Ex-Ray token payout, Heads or Tails, Jiffy and Penny Pack 1940.

"These machines are moving at top speed all over the country. We are also in receipt of many orders from foreign spots, yet, for some reason or other we feel that the business which we are getting at present from the Eastern market is not at all in keeping with the number of machines we formerly sold here.

"That's the reason for my trip. I believe that when the men have seen our new products they will get busy again to give the operators in the East the same opportunity to cash in as they are now doing all over the rest of the country with Dval games.

"Our friends in the East have always been great supporters of Dval counter games. They presented us with a gold medal for our former games, such as the Chicago Club House, Reel 21, etc., and I believe that when they have gone over our new machines with me, they will admit that the new games deserve a lot more than a gold medal."

**Gottlieb's Sensational Skee-Ball-Ette**



IMMEDIATE DELIVERY

CASH OR LIBERAL TERMS TO RESPONSIBLE OPERATORS

**AUTOMATIC AMUSEMENT CO.**

Exclusive Distributors  
PHILADELPHIA—919 N. Broad St.  
Postor 1223  
BALTIMORE—5 E. Mt. Royal Ave.  
Vernon 7478

**Robinson Sales Appointed Distrib**

DETROIT, March 16.—"Operators in this section are more enthusiastic over Keeney's new Anti-Aircraft Machine Gun than we've ever seen them over any other machine," reports officials of the Robinson Sales Co., Detroit.

"Prior to our becoming a distributor for this Keeney release we could well see how it would easily become one of the biggest selling and biggest earning machines in the country. It has so much genuine appeal based on real action that everyone who sees it wants to play it.

"Orders from operators far exceeded the original quantity we ordered from the factory. Operators have patiently waited for their Keeney Anti-Aircraft Machine Guns to arrive. These operators know that their earnings will far more than make up for the delay encountered in delivery."

**Western Baseball In Heavy Demand**

CHICAGO, March 16.—"Major League baseball is again commanding attention on the sports pages in the nation's press—and with it there comes an increased, insistent demand for Western's De Luxe Baseball," reports an official of Western Products, Inc.

"Our game has been tops for years, continuing operation through the year. The hot stove leagues subsist thru the



JOE ABRAHAM, of J-M Novelty Co., Youngstown, O., and Stanley Petteeris (right), Petteeris Supply Co., Springfield, O., were quick to voice their opinion that Exhibitor's new Lancer is a winner.

winter by playing their games on Baseball. In a hotel lobby in Chicago, where there is one of our latest model Baseballs on location it is not an uncommon sight at any time of the day, any time of the year, to see business men taking time off to play a game or two. Not only do they play once, but they can be seen pursuing regular nine-inning games—inning by inning.

"To cash in on the tremendous publicity at the opening of the baseball season operators should get their De Luxe Baseballs in the best locations. Many operators are purchasing large numbers of the game so that they may cover all of the best spots.

"Even after the opening of the season and the game's abnormally high profits, there is the regular summer season of baseball, the world series and the hot stove league all over again. For a steady profit earner—get Western's De Luxe Baseball."

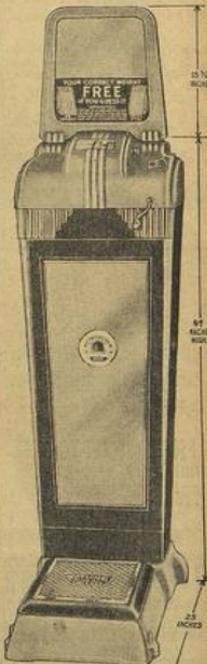
**Sky Fighter Draws Attention**

NEW YORK, March 16.—Bill Rabin, of International Mutoscope Reel Co. Inc., is reported to have created much interest in the trade with the announcement that the Mutoscope anti-aircraft machine gun, Sky Fighter, gave the player 300 shots in 30 seconds for a speedy, thrilling game.

"When Rabin introduces a game it's usually a sensation," declared a coin machine leader. "When he introduced Photomatic it was a sensation, delivering the framed picture within 40 seconds from the time the picture was taken."

Mutoscope executive report that test operation at the New York World's Fair proved that players want high scores as well as plenty of action. "That's why we decided to develop a gun that would

**\$10.00 DOWN**  
Balance Monthly



**NEW GUESSING SCALE**  
Operates Automatically  
No Springs—Balance Weight  
30-DAY MONEY-BACK GUARANTEE

**WATLING MFG. CO.**  
4640-4660 W. Fulton St.  
CHICAGO, ILL.  
Est. 1889—Tel. COLUMBUS 2770  
Cable Address "WALTINGITE" Chicago

give 300 shots in 30 seconds. Sky Fighter is full of suspense, excitement and speed, making the player feel that he's getting his money's worth. He sees a realistic stream of airplanes whizzing by him, and then they land and make a fairly fine score of hits. Naturally he keeps on inserting nickels to play the game. Meanwhile the realistic sounds and scoring intrigue watchers who just must try the game for themselves.

Production is now in full swing at the factory and orders are being filled as rapidly as possible.

**Did You Include This?**

WILKES-BARRE, Pa., March 16.—The Wilkes-Barre Sunday Independent published an editorial note to the effect that the "question as to whether or not the nickel that goes into the parking meter is deductible tax is now before the Bureau of Internal Revenue for a ruling."

**BIGGEST SHOW HIT**

IMP—

Radio Type Gum Vender, A Natural for Every Operator, Dispenser for Cherry Blends only, 8 1/2 x 5 1/2 x 5 1/2 in. Has Finest Gum, Price Only \$12.50



Curson St. 567.50, P.O.B. Factory, 1/2 Cash With Order.

**H. G. PAYNE CO.**  
312 Broadway, NASHVILLE, TENN.



FOUR COPS MEN INSPECT FOUR BELLS. Left to right are Emil Kullhanek, Kenecours, Wm. John Kelly, Mills Novelty Co.; Tom Corran, Erie, Pa., and John Donahue, Mills Novelty Co.

THE BILLBOARD GIVES YOU THE ONLY

**WEEKLY**

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK



# NATIONAL'S VALUES

## FREE PLAY NOVELTY GAMES

Keeney Super-Changers	\$65.00	Oweboys	\$39.00
Mini, 4-2-3	75.00	Airports	38.00
Amni, Chas.	75.00	Cherries	35.00
5¢, Chas.	52.50	Crows	28.50
5¢, 25¢	52.50	Sains	28.50
5¢, 25¢	52.50	Arrow Heads	28.50
5¢, 25¢	52.50	Paradise	28.50
5¢, 25¢	52.50	Sooties	28.00
5¢, 25¢	52.50	5th Street	28.50
5¢, 25¢	52.50	Hubb	28.50
5¢, 25¢	52.50	5¢ & 10¢	27.00
5¢, 25¢	52.50	Contacts	27.00
5¢, 25¢	52.50	5¢ & 10¢	34.00
5¢, 25¢	52.50	Gun Guns	18.00

## COUNTER GAMES

Scorps, 5¢		Bings	\$8.50
5¢, 10¢	\$18.50	Spin-Paks	8.50
Counter Kings	15.00	Counter Jacks	7.50
New	15.00	Blue Bonnets	7.50
Gingers, 1¢	14.50	Billy Babes	7.50
Jennings Grand	14.50	Penny Pals	6.25
Starz, 1¢	14.50	Red Aces	6.25
Ballistics	12.50	Daily Rewards	6.25
Frank & King	12.00	Red Aces	6.25
ABT Mod. F	11.50	Red "21"	4.50
Outlets	8.50	Red Aces	4.50
Triple Girls	8.50		

## MISCELLANEOUS

Tom Myr Rifles	\$4.00
Chicken Game, Lads Rev.	\$2.50
Rotary Merchandisers	45.00
Devil Bumper Bowlers	45.00

## SLOTS

44¢ Bell	\$44.50
Mills Blue Prints, 9-10-20¢, S. & J.	38.00
Mills Brown Prints, No. Play	38.00
Wells Blue Prints, 5-10-20¢, D. U.	28.50
Jennings Chas, 25¢	30.00

## PHONOGRAPHS

Seaburg Game, 20 Rev.	\$104.50
20 Rev.	69.00
Rock-Ola Inoper. 20 with Gullies	69.00
Rock-Ola, De Luxe, Floor	219.00
Bonolis Cash Deal	225.00
Rock-Ola 1939 Standard, Brand New (Cash Deal)	225.00
Rock-Ola 1939 Standard, Model Brand New (Cash Deal)	139.00
Wurlitzer #16	69.00
1/3 Deposit, Balance C. O. D.	
F. O. B. Chicago	

NATIONAL COIN MACHINE EXCHANGE  
1411-13 Diversey Blvd., CHICAGO, ILL.

## Automatic Sales Finds Biz Good

NASHVILLE, Tenn., March 18.—Joe Frank, head of Automatic Sales Co. here, reports that business in this area has been good, particularly since the beginning of 1940. "We attribute this, in the greater part, to our policy of introducing new games to operators," declared Frank.

"We are distributors for the leading pinball game manufacturers and consequently a great part of our business is in new games," he continued. "We have a policy of allowing a seven-day guarantee on any new game we recommend and sell. In other words, the operator can use the new game seven days and if he is not satisfied he can return it to us." Frank also reports that business is fine in the automatic phonograph field. "The new phonographs are not only the best ever offered, but they're the most beautiful. Operators in our territory are placing the newest phonographs on locations with consequent higher returns. All in all, business is fine in all branches of the industry here."



## Appoints West Coast Distributors

CHICAGO, March 18.—J. H. Keeney & Co. announced recently the appointments of Advances Automatic Sales Co. and Western Distributors as distributors for Keeney's Anti-Aircraft Machine Gun. Advances Automatic Sales Co. maintains offices in San Francisco and Los Angeles, while Western Distributors have offices in Portland, Ore. and Seattle, Wash.

"These companies will distribute the new legal Keeney Machine," said Keeney officials, "on the entire Pacific Coast and Nevada and Arizona. Officials of the companies have declared that the new Keeney Anti-Aircraft Machine Gun is one of the finest machines they've ever distributed. "It's one of the most appealing games from a player standpoint, and is proving to be one of the most profitable for operators."

"The play theme of this legal device is timely and intensely fascinating. Players like this kind of a machine, too, because it incorporates so much realism."

- 1 Four players can play at once.
- 2 Four separate slugproof slots.
- 3 DOUBLE REWARDS according to selector.
- 4 Equal to 8 ordinary Bells in earning power.

# 4 BELLS

Mfd. by Mills Novelty Company, Chicago, Illinois

## HEADS OR TAILS

The only counter game ever built where the coin is an integral part of the game itself. A TERRIFIC SENSATION! Actually a coin-operated game with TRIPLE PROFITS on ordinary locations! RUSH 1/3 DEPOSIT! QUOTE: "It's a real thing!" C. O. D., F. O. B. Minneapolis, Minn.

SALES COMPANY SILENT SALES BLDG. MINNEAPOLIS, MINN.

## Announce New Jennings Games

CHICAGO, March 16.—Latest machines to be announced by C. D. Jennings & Co. are Past Time, console with free-play retractor, and Master Chief Bell, with slug retractor and slug detector.

Jerry Haley, sales executive of C. D. Jennings & Co., made the announcement. "Past Time is an attractive console with a free-play top," he commented. "It's an exciting race horse game with plenty of zip and suspense to hold the play. The mechanism is the Jennings simple unit type, the same mechanism used on the ever popular Jennings Chief. Past Time is mechanically and electrically operated and

equipped with slug retractor coin chute. Playing field is beautifully illuminated. The game is also available with a skill game top where territory conditions permit.

"Master Chief is a new bell equipped with both slug retractor and detector. We firmly believe Master Chief eliminates forever the menace of slugs, because of its double protection. Not only does Master Chief have the highly efficient National slug retractor which eliminates over 99 per cent of all slugs, but for an occasional slug that might slip by there's the famous Jennings visible occulor to expose slug for all to see.

"After considerable testing of the machine on location it was found that while the unscrupulous player might take a chance with a machine equipped with a retractor he stayed clear of double protected Master Chief."

## Gotlieb's Sensational Skee-Ball-Ette



IMMEDIATE DELIVERY  
**Supreme Amusement Co.**  
1022 Commonwealth Ave., Boston, Mass.

**SEND**

For Catalogue of Hottest Skee-Balls and Star Deal Numbers of 1940.

**WINNER SALES CO.**  
3307-S ARMITAGE AVE., CHICAGO

"Pick a Winner With a Winner"

## Frontier Novelty Company

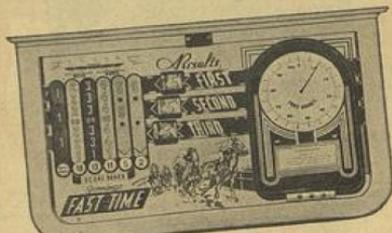
825 Pine Ave., Niagara Falls, N. Y.  
Presents its first annual Spring Sale . . .

Wurlitzer #16	42.90
Wurlitzer #18	77.50
Wurlitzer #24	115.00
Wurlitzer 600-Key Board	225.00
Wurlitzer 600 Standard	205.00
Wurlitzer (Counter) No. 51	80.00
Seaburg Royal	175.50
Seaburg Royale	115.00
10% Off in Lots of 10 or More	
Billy Malone (cost \$148.50), like new	82.00
Billy Basketball (cost \$89.50), like new	15.00
Ske-Balls, Skee-ettes and Rock-Ola	25.00 Each
Keeney's Free Means (free play)	20.00 Each
Noncorrosive's Heavy-Nickel Vendor (cost \$15.00)	7.50 Each
All kinds of Dippers—Ske-ettes, Electro Halls and Mechanicals, etc., together for serial numbers and prices.	
Pop Toys	\$10.00 Each, 3 for \$28.00.
Turf Champ	Flancon Bally Derby
Prize	Flancon Photo Finish
All Machines Guaranteed 100% Perfect.	
Send 7/8 Deposit With Order.	

AT THE KEYSTONE VENDING CO. PARTY, held in Philadelphia a few weeks ago, were the coin machine men. They are, left to right, George Mooney, of Bally Mfg. Co.; Sam Stern, of Keystone; and Archie Berger, of Bally.

Send Your Correspondence to Advertisers by Mentioning The Billboard

## Jennings leads again . . . with two Outstanding Successes



### Fast Time

with free play feature

A console you can operate in your free play territory — Fast Time. Fascinating race horse principle. — Popular on every location. Has regular famous Jennings three-reel mechanism. Positive slug retractor coin chute. Mechanically and electrically operated. Playing field is beautifully illuminated.

Fast Time also available with skill field top with automatic payout, where territory conditions permit. For bigger Profits . . . Fast Time.

now equipped with BOTH slug retractor and detector

## Master Chief

Now! Positive protection against slugs — double protected Master Chief. Equipped with National slug retractor. Eliminates 99% of all slugs, plus the famous Jennings visible escalator which detects the occasional slug that might slip by the retractor. Twice the protection of any other machine.

It's smartly designed, has the famous Jennings one piece removable mechanism, heavy duty clock and dog-proof escalator.

Order a sample double protected Master Chief today.



O. D. Jennings & Company  
4309 West Lake St., Chicago, Ill.

OKEH! YOU ASKED FOR IT!  
Come and Get It!

## SCORE CARD

The game the entire trade has been begging us to build since we stopped production on Lite-O-Card and Lot-O-Fun.

6 WAYS TO WIN!

FREE PLAY  
(Convertible)

IMMEDIATE  
DELIVERY



## D. GOTTLIEB & CO.

2736-42 North Paulina Street

Chicago, Illinois

## Spring Increases Sales at Monarch

CHICAGO, March 16.—"It looks as the spring is here," states Monarch Coin Machine Co. executive Al Stern. "Judging by the action around here, it seems that most of our operator-customers are in the process of spring cleaning their locations.

"Every day we're receiving more and more machines from these operators and every day we're shipping them more and more perfectly reconditioned machines to replace those we've taken in. Operators everywhere have come to realize that the various processes all machines must go thru to be passed as a Monarch reconditioned machine are an assurance that the machine is in top operating condition.

"Aside from increased shipments of rebuilt machines, one of our biggest selling machines is J. H. Kennedy & Co.'s new Remote Selector wall box," Stern said.



HAROLD MOORE, of Atlanta, seems pleased about the new photographs he has just purchased from E. J. Woodfin, distributor in the Atlanta area. Moore had just placed a stable order for phonographs.

## TRIPPE'S BIG BARGAINS IN USED EQUIPMENT

All A-1 Reconditioned and Thoroughly Inspected Before Being Shipped. Ready to Operate.

CONSOLES	
BALLY SKILL FIELD	\$25.00
DOMINOES (Pair)	17.50
TRUCKS	29.50
LIBERTY BELL (Flat Top)	17.50
ROULETTE (Lean)	12.50
TANFORD	29.50
TRUCK RING	17.50
TRACK TIME (Black-Crooked Glass)	20.00
ONE-ARM AUTOMATICS	
AIR RACES (Ticket)	8.00
AIR DERBY (Ticket)	8.00
BALLY DERBY	8.00
CREDIT	7.50
DERBY DAY	8.00
FAIR GROUNDS	27.00
FEED BAG	6.00
GOLDEN WHEEL (Ticket)	8.00
HIGH CARD	8.00
JUMBO	8.00
MARLE JAY	8.00
PREAKNESS (Ticket)	11.00
SPORTSMAN (Automatic)	17.50
SPEED KING	8.00
WINNER (Ticket)	8.00
LEGAL EQUIPMENT	
BALLY POKER (Unwaged)	\$17.50
BANG-A-DEER (Unwaged)	39.50
SEVEN'S RAY-DIATE GUESS	39.50
BALLY ALLEY	Write for Price
EXHIBITING GAME, Write for Price	
ROCKOLA TEN PIN	Write for Price
Terms 1/3 Deposit, Balance C. O. D.	

IDEAL NOVELTY CO. 1120 Locust St., St. Louis, Mo.

20 Porcelain Master Vanders . . . \$5.00  
 5 Blue, refinished . . . 7.50  
 1 Baby Basket \$10.00 4 Snappy . . . 7.50  
 1 Baby's . . . 12.50 3 Child's . . . 7.50  
 1 Jan. Star . . . 7.50 1 Baby . . . 7.50  
 1 Gussie . . . 7.50 10 R. Bumper . . . 7.50  
 Will buy or trade for Gipsy, Challenge, La F. P. Toys or any General Pool Table.  
 1/3 Deposit With Order.

HALL BROS.' SALES CO.  
1200 9th Ave., JASPER, AL.

WANT TO BUY  
FREE PLAY NOVELTY GAMES AND  
BALLY ALLEY  
Annual Box Prices  
McCall Novelty Co.  
3147 Locust St., ST. LOUIS, MO.

ATLAS  
GAMES

# THE GREATEST PHONOGRAPH BUYS EVER OFFERED!!!

**Bargain Number One!**

Rock-Ola IMPERIAL, 20 Record Model, Only... **\$52.50**

Guaranteed Mechanically Perfect and Clean

**Bargain Number Two**

Wurlitzer Counter Model 51, Marbled Finish, Only... **\$56.50**

12 Record Dimensions

Limited Quantity—Sold Subject to Prior Sale!

## MORE RECONDITIONED PHONOGRAPHS

Seaburg Royale (20 Records) .....	\$117.50
Seaburg Rex (20 Records) .....	109.50
Seaburg Com (20 Records) .....	144.50
Seaburg Regal (20 Records) .....	164.50
Seaburg Casino, 1939 (20 Records) .....	159.50
Seaburg Plaza, 1939 (20 Records) .....	179.50
Seaburg Model A (25 Cycle) .....	29.50
Seaburg Model B (25 Cycle) .....	32.50
Seaburg Model C (60 Cycle) .....	37.50
Wurlitzer #12 .....	34.50
Wurlitzer #11 .....	44.50
Wurlitzer #16 (16 Records) .....	74.50
Wurlitzer #16A (Lite-Up Grill) .....	82.50
Wurlitzer #16 (16 Records) .....	79.50
Wurlitzer #24 (24 Records) .....	127.50
Rockola Rhythmaster (16 Rec.) .....	42.50
Rockola Monarch (20 Rec.—1931) .....	117.50

### OTHER SPECIALS

Jennings Cigarette, Model XY .....	\$ 94.50
Mills Moderne .....	29.50
Geatchen's Metal .....	59.50
<b>COUNTER GAMES</b>	
Whisperdog (Token Payoff) .....	\$12.50
Tally .....	7.50
Daucus .....	10.50
Lucky Pack .....	10.50
ABT Target .....	18.50
Buckley Bones (Auto, Payoff) .....	12.50

Write for Price Bulletin on Reconditioned FREE PLAY GAMES. Also Particulars on New Games Terms: 1/3 Deposit, Balance C. O. D.

## ATLAS NOVELTY CO.

2200 N. Westgate Ave., CHICAGO, ILL. (General Offices)  
1901 Fifth Ave., PITTSBURGH  
Associate Office: Atlas Automatic Music Co., 2382 E. Jefferson St., Detroit, Mich.

there's  
nothing  
like it

STONER'S

# BASEBALL



Something happening every second... hits, homers, put outs, sacrifices, strike outs, players actually racing around the bases.

Three top roll-over switches for homers—a novel new pitcher (extra ball)—and an umpire bumper, active when lit awarding free game. Every thrill of a big league game!!!

**\$99.50**

CONVERTIBLE

STONER

Corporation  
AURORA, ILLINOIS



### CLOSE OUTS

Super Sla, F. P. ....	\$ 64.50	Headliner, F. P. ....	\$30.00	138 4-Col. Stewart-Mo-	
Henry, F. P. ....	60.00	Airtone, F. P. ....	29.50	quire Adams Gun Ma-	
Big Show, F. P. ....	60.00	100 Hit Line Feature	19.50	chine's Plain, Eneb. 5	7.00
Bonnie, F. P. ....	58.00	Stop & Go .....	19.50	Chorus .....	8.00
Radio, F. P. ....	60.00	Double Feature .....	19.50	Twinkle, F. P. ....	20.00
Mills 1-2-3, Cash F. P.	40.00	Fifth Tenth .....	19.50	Big Time .....	12.50
Crack .....	44.00	Pyramid .....	19.50	Keeny Hill, F. P. ....	12.50
Wipey .....	40.00	Up & Up, F. P. ....	19.50	Robbed, F. P. ....	25.00
Chips .....	44.00	Merito .....	19.50	Chubby, F. P. ....	19.00
Western Baseball, Cash	125.00	Gun Club .....	12.50	Bally Viper, Poppy, Chief,	50.00
& F. P. ....				Merito, Red .....	50.00
				Bald Revue, Peachy, Revue	50.00
				Ball Game .....	50.00

20 Assorted A.B.T. Ticket Games, Auto Draw, Auto Winner, Auto Flash. All in Good Condition. Each \$30.00.

1/3 DEPOSIT WITH ORDER

**K. C. VENDING CO.**

415 MARKET ST., PHILADELPHIA, PA.

**Imp**  
THE IDOL OF  
A MILLION PLAYERS!



Cum Vender. Beautiful Radio Cabinet, Cigarette Reels, 8 or 10 Coin Chute. TAKE IT FROM US, IT'S MONEY. Max & Harry, "The Cold Twin." \$12.50 Each—6 for \$67.50.

**Birmingham Vending Co.**  
2117 Third Ave., N., BIRMINGHAM, ALA.

5c Jennings Chief .....	\$35.00
2c Jennings Chief .....	35.00
25c Mills Cherry Bell .....	50.00
50c Mills Cherry Bell .....	95.00
5c Pace All Star Comet .....	30.00
10c Pace All Star Comet .....	30.00
10c Pace Kitty .....	40.00

Deposit of 1/3 Required With Order.

**AUTOMATIC COIN  
MACHINE CORPORATION**

338 Chestnut St., Springfield, Mass.

## National Coin Reports Sales Up

CHICAGO, March 16.—"Quite a boom of business has greeted its since opening our new enlarged display rooms," said Harry Helman, sales manager of the games division of National Coin Machine Exchange.

"It's easy to explain. Operators who deal with us are receiving greater value and better service than ever before. Our stock. Machines are moving in and out in considerable quantity right along. In addition to our wide assortment of every kind of reconditioned machines we are able to supply the latest hit numbers. Our distributors for Rock-Ola phonographs, we maintain the most modern and up-to-date phonograph departments in the Middle West, in charge of William Anderson. That's why we are in position to render the best of service to our customers."

## Briss Collins Is Atlas Visitor

CHICAGO, March 16.—Briss Collins, Peoria, Ill. operator, paid a surprise visit to the Atlas Novelty Co. offices recently and spent a day visiting with Eddie Collins.

Collins is described as one of Peoria's most prominent and likable operators. Oinsburg says that he was married, but because Collins is kept so busy on his phonograph route that he seldom gets an opportunity to leave his business for out-of-town trips.

"I am glad to report," said Oinsburg, "that he expressed surprise at the well-organized Atlas office and affirmed his satisfaction at the service rendered by our company."

**GRAB THESE  
FREE PLAYS**

Big Six .....	\$42.50
Headliner .....	30.00
Thriller .....	37.50
1/3 With Order .....	
Balance C. O. D. ....	

**WRITE QUICK**

For Price List on All the Latest and Best Machines! You'll Be Amazed!



**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
PHILADELPHIA, BROOKLYN, N. Y. Telephone: NE-8-9140

## "THE HOUSE OF PROVEN WINNERS"

<b>PIN BALL</b>		<b>Krupka, F. P. ....</b>	\$44.50	<b>PAYOUT GAMES</b>	
Rebound, F. P. ....	\$37.50	Victory, F. P. ....	69.50	Pace Races .....	\$90.00
Thunderbolt .....	45.50	Junior, F. P. ....	49.50	Grandstand .....	84.50
Victory, F. P. ....	44.50	Fullerton, F. P. ....	37.50	& Hiresons .....	37.50
Scop, F. P. ....	54.50	Zeta .....	49.50	Lionel Field .....	35.00
Spitfire, F. P. ....	25.50	Parabola, F. P. ....	39.50	Big Top .....	24.50
Arrowhead, F. P. ....	29.50	Fifth Tenth .....	19.50	Kontado .....	23.50
Victory .....	31.50	Chameleon (Mystery F.) ..	34.50	Pinwheel .....	24.50
Chorus .....	19.50	Conquest (Mystery F.) ..	39.50	Bally Entry .....	22.50
Double Feature .....	18.50			Patrons .....	22.50

One-Third Deposit Must Accompany All Orders—Balance C. O. D.

**J. AND J. NOVELTY COMPANY**  
4860 MT. ELLIOTT AVE. Plaza 1433 DETROIT, MICHIGAN.

## EARLY SPRING CLEARANCE SALE

<b>QUALITY SPEAKERS FOR ITSELF</b>		<b>LATE REELTY SLOTS</b>		<b>NOVELTY GAMES — NEW</b>	
Grandstands .....	\$49.50	Blue Fronts, 5-10c. ....	\$59.75	Bally Triumph .....	\$35.00
Thirlidians .....	39.50	Brown Front Gold .....	59.75	Bally Sport .....	35.00
Substitutes .....	39.50	Award, 5-10c. ....	37.50	Bally Alley .....	35.00
Big Ray .....	22.50	Green Gold Awards .....	37.50	Chicago Girl's Home Run .....	35.00
Double Feature .....	29.50	Triples, 5-10c. ....	48.00	Exhibitor's Game .....	35.00
Dirty Time .....	45.00	Cherry Balls, 5-10c. ....	48.00	Exhibitor's Lane .....	35.00
1938 Trackside .....	45.00	Cosette Slots .....	22.50	Western's Baseball .....	35.00
1938 Liberty Bell or Derby Days, cream cabinet, late model .....	47.00	Rel. & Tern, 5-10c. ....	30.00	Western's Whirl .....	35.00
		O. T.'s .....	24.00	With Spinning Reel .....	35.00
		Many Other New and Used Novelty and Free Play Games.			

MODERN AUTOMATIC EXCHANGE, INC. CLEVELAND, OHIO

OPERATORS: ADVERTISE IN THE SPRING SPECIAL AND TURN YOUR OBSOLETE EQUIPMENT INTO CASH

# QUANTITY DELIVERIES NOW BEING MADE ON ALL ORDERS FOR

EVANS' SENSATIONAL

# SKI-BALL

● **LEGAL EVERYWHERE!** Ripping all former profit records to bits! The most sensational HIT in all coin machine history! Gorgeously beautiful cabinet! No roll-over switches! Fully automatic ball lift! Manikin action! Speed control! Automatic scoring! Novelty or Free Play convertible! Fully metered! High score—weekly high score! Top score—9,000! 9-Ball action! Shows balls played! Light-up instructions panel! And a hundred more better features! From every standpoint—in every way—Evans' SKI-BALL is THE GAME YOU NEED!

**BE FIRST IN YOUR TERRITORY! RUSH YOUR ORDER QUICK!**  
**BROOKLYN AMUSEMENT MACHINE COMPANY**  
660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVERgreen 8-4829)

**DISTRIBUTORS  
WIRE OR PHONE  
FOR SPECIAL  
DEAL TODAY!**



**JUST OFF THE PRESS!**

**CONFUCIUS SAYS**

**"CASH" on this  
New Salesboard Panic!**

CONFUCIUS SAY: very fine salesboard . . . much color . . . much appeal . . . much profit . . . tickets very fine . . . show Chinese symbol . . . give Confucius saying . . . 1600 Re helos . . . take in \$80.00 . . . pay out \$47.20 . . . profit \$32.80, plus additional \$2.50 from Re . . . Superior Products again steals march on rest of industry . . . converts fed of hour into board of year!

**SUPERIOR PRODUCTS • 14 NORTH PEORIA STREET  
CHICAGO, ILLINOIS**

**THE BIG 1940  
SPRING SPECIAL**

Issue of  
**The Billboard**

Starts to Press  
Wednesday, April 3

Copy requiring special position  
in certain departments must be  
in circulation April 3.

THE BILLBOARD,  
25 Opera Place, Cincinnati, O.



**CASH FOR OLD MACHINES**

Send a list of your old machines with the prices you want for them. By return mail we will tell you how to get cash for these machines.

**IT COSTS SURPRISINGLY  
LITTLE. MAIL YOUR LIST  
TODAY.**

## Player Describes Exhibit Short Stop

CHICAGO, March 16.—C. B. DeSelm, of the Exhibit Supply Co., furnished an interesting description of a player whom he quizzed about Exhibit's newest release, Short Stop. "What do you think of Exhibit's new game, Short Stop?" I asked of a player on location," reports DeSelm. "His answer was interesting and concurred with my own reaction.

"He replied to my question by saying: 'I think this game is really swell. It seems like a fellow always shoots a good game and he's in there slugging till the last ball is played. You fill the bases by hitting those lighted bumpers up near the top of the board, which is pretty easy to do, then you start bopping.

"The thought in my mind is whether

or not the ball will hit a home-run switch to score an extra run, clearing the bases—or will it hit one of those mystery bumpers that give you anything from a single, double, triple to a home run.

"You can pick up a lot of runs at times by getting the ball going back and forth over the button when it's lit and also when the bumper above the button lights up, paying out two runs plays as the ball hits it.

"The scoring unit which makes the 'men' run the bases is plenty of fun to watch. You can't help but get pepped up when playing this game. You have to wait your turn to play new games—so when I spotted this one I hung around to give it the once over. It's as if the game was made for me. I like it so well. I really go for it—'oh, yeah.'"



**OUT WHERE THE TALL CORN GROWS** they have music merchants who render real services to their phonograph operator-customers. Don Cole, of Lohreille, Ia., has a fleet of trucks which carry every possible item to render service on the spot. Photo shows the service fleet and the Cole business location. "No," says Cole, "we're not in the hands of the bank—you might say that the bank is in our hands. That's an indication of the prosperity of the phonograph business in Iowa." Cole plans to remodel the building, which he has recently purchased. Left to right are servicemen Stent Stephenson and Francis Neese, Don Cole, son Bob Cole, Mrs. Dan Cole (who also services phonographs), and Ruth Padgett, bookkeeper.

Evans' 1940

# TEN STRIKE

**EVANS' AUTOMATIC REGULATION DUCK PIN BOWLING ALLEY ABSOLUTELY PORTABLE!**

The sensation of the industry! Never before anything like it! Opens a brand new field, so you can cash in for years to come on the nation's bowling craze! Regulation features throughout—regulation size, regulation pins, balls, backstop. Evans' patented "Automatic Pin Boy" clears pins. Absolutely portable—can be laid down in less than one hour. Sturdy construction, 42 ft. long overall. Coin-controlled operation at slight extra charge.

**A SAFE, LUCRATIVE, LEGAL INVESTMENT FOR LIFETIME PROFITS!**

## LEADS BY A STILL GREATER MARGIN!

First and Original Bowling Game—months ahead of others! 5 months' actual location operation in 1939! Now in 1940 model with brand new features and stepped up speed—more action, more life, still more realism—it's the liveliest game attraction the industry has ever seen! Breaking all records everywhere, leaves imitations far behind! New speedier action raises it to new heights in player interest. Other new features make Evans' 1940 TEN STRIKE the sure bet for operating prosperity in 1940! Order today!

Realistic patented Manikin Play... every bowling play possible... Strikes and Spares galore! Realistic pin action... no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."

**READY FOR DELIVERY!**  
Greatest bowling game of all! Manikin shoots with more speed and accuracy! Makes strikes and spares galore! New Totalizer permits top score of 150 for 5 frames—adds new zest to play! Other brand new features—no price advance!



Fully covered by U. S. Pat. 2,181,288 ©-116,550 and other patents pending.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

**SUPER SPECIALS**  
Ray-O-lite Chicken Sam Gun \$120.00  
Buckley's Colors..... \$9.50  
All Equipment Reconditioned and in Good Working Order!

**WANTED—Free Play Games**  
Write for Complete List of Games Available.  
**AVON NOVELTY SALES CO., INC.**  
2923 Prospect Ave., CLEVELAND, OHIO

**J. H. WINFIELD CO.**  
1022 Main St. BUFFALO, N. Y.  
**BUFFALO'S**  
distributor of  
**Wurlitzer Phonographs**  
and Coin Operated Amusement Machines of Leading Manufacturers.  
A good display of new and reconditioned Novelties and Free Play Machines on hand at all times.

### Hurry Call for Stoner's Baseball

CHICAGO, March 16.—Hymie Budin, better known as Chubbie to his many Eastern friends, made a hurried trip to the Stoner plant at Aurora, Ill. during the week. Reports are that Budin placed a good-sized order for Stoner's Baseball and that he went to Aurora to work out final arrangements and to speed up delivery of his games.  
"Stoner's Baseball has been a hit with the operators throughout my territory," said Budin. "It's really one of the fastest moving and most realistic baseball games I've ever seen. Everything that happens in the big leagues happens in Stoner's Baseball—hits, homers, putouts, sacrifices, strike outs, players actually racing around the bases—every thrill of a big league game."

"Evidence of the popularity of Baseball with the operators in my territory is the way our initial order was sold. They really went like hot cakes. Everybody that has placed an original order for the game is back yelling for more machines and that's why I had to make this trip to Aurora to arrange for getting the games down to my territory as quickly as possible."

### Texans Celebrate Bally Triumph Day

HOUSTON, March 16.—Operators in the Houston area are still talking about the Triumph Day celebration held February 27 at headquarters of Coin Machine Co., distributor for Bally's Triumph, buy-back novelty game. Refreshments consisting of sandwiches and beer were served from 10 a.m. until midnight.  
More than 250 operators attended. "And without exception," commented A. H. Shannon, manager, "they branded Triumph the greatest novelty game ever built." Shannon and M. B. James, also of the Coin Machine Sales Co., expressed gratification with the results of Triumph Day and have determined to introduce all future outstanding Bally games with a similar celebration.

## BOWL 'EM OVER



with **STRIKES and SPARES**  
New snappy-action Symbol Ticket Bowling Board. 145 Winners—336 Consolation Awards. Colorful! Flashy! Gets attention-anywhere.

No. 1625 (Semi-thick) 1600 Holes  
Takes in - \$90.00 | GROSS \$40.13  
Average Payout 39.97 | PROFIT

PRICE EACH \$7.28 Write for Catalog of other Profit-Makers

**HARLICH MFG. CO.** 1413 W. Jackson Blvd. Chicago, Ill.

NATIONAL USED GAMES LOOK AND WORK LIKE NEW	UNUSUAL BUYS	5% OFF	WRITE TODAY
NOVELTY SPECIALS	POKERING. Genuine, slightly Reconditioned.	On All Used Games	For "National's" Reconditioning. "The New Game Is Loaded With Scores of Good Buys!"
Box Score.....\$ 9.78	(\$14.00) (Plus \$5 for Grating)	When You Send Full Cash With Order!	
Tennis.....18.25			
Base.....14.00			
Spation.....18.25	BANK ROLL. Reconditioned.		
Variety.....39.90	(\$29.75) (Plus \$5 for Grating)		

**NATIONAL NOVELTY CO., Merrick, L. I.**

### You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games!!

Conquest.....42.50	Chesson.....19.50	Bubbles.....21.50	Specialty Games!!
Jumpers.....42.50	Overney.....38.50	Wally.....42.50	STONER'S
Lucky.....47.50	Multi-Free Race.....14.25	Wally.....42.50	FANTASY
Wally.....42.50	Yogam.....34.50	Wally.....42.50	Brand New in Original
Boys.....44.50	Golfon Gale.....34.50	Wally.....42.50	\$19.50
Boys.....42.50	Yogam.....24.50	Wally.....42.50	
Zip.....21.50	Arrowhead.....32.50	Wally.....42.50	
Up & Up.....21.50	Triple Threat.....24.50	Wally.....42.50	
Airport.....21.50	Chamunon.....32.50	Wally.....42.50	
Outing.....21.50	Bevies.....17.50	Wally.....42.50	
Line-a-Card.....57.50	Miss F-2-S, P. P.....54.50	Wally.....42.50	
Lo-Lo-Fun.....27.50	Zeta (Plain).....12.50	Wally.....42.50	
Thriller.....39.50	Turf Champ.....12.50	Wally.....42.50	
Chick.....19.50		Wally.....42.50	

1/3 With Only Balance Shipped C. O. D. Cash Your Order Quick!

**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2556.

THE BILLBOARD GIVES YOU THE ONLY  
**WEEKLY**  
COIN MACHINE NEWS  
READ THE BILLBOARD EVERY WEEK

Chicago Coin's *The Cash Box*  
Tells The Story On

# HOMERUN

IN GREATER DEMAND  
THAN ANY OTHER  
GAME ON THE MARKET

*There must be a reason!*

FREE GAME

\$99.50

Instantly Convertible to Straight Novelty Play.

CHICAGO COIN  
MACHINE MFG. CO.

1725 Diversey Blvd.  
Chicago, Illinois

## Locations Like Genco Big League

CHICAGO, March 16.—The offices of Genco, Inc., manufacturer of the new

baseball game, Big League, were flooded this week with reports of earnings on the game, according to factory officials. "From key territories all over the country operators went to tell how wonderfully they were doing with Big League on all locations," said Meyer Gensburg, a Genco exec.

"Big League has the kind of action players want." It gives them a thrill and a run for their money and that's why they put in their nickels.

"Big League features four ways to win as well as a new kind of suspense action that keeps players glued to the game. It incorporates baseball thrills into the most fascinating combination of novelty game features yet put on the market.

"We have had to step up production several times to satisfy the large demand for Big League," continued Gensburg. "It seems that about every operator in the country has ordered an extra large number of Big Leagues to spread around his locations." That, of course, is due to the unanimous verdict among operators that Big League is a real money-maker.

## HERCULES HURRICANE OF VALUES

### FREE PLAY SPECIALS

Bats	... 42.50	Varsity	\$29.50
Big Six	... 42.50	Mr. Chap.	44.50
Twists	... 22.50	Flash	19.50
Jumper	... 32.50	Golden Gate	24.50
Trip Treat	15.50	Rebound	27.50
1/8 With All Orders—Bal. Shipped C.O.D.			

HERCULES MACHINE EXCH., INC., 1175 BROAD ST., NEWARK, N. J.

If quality and responsible guarantee of the first importance—of condition and price govern your choice—we will restore your business. The usual one-ownership treatment of most of our machines, the thoroughness of better conditioning, makes them stand out over any machines you have ever bought.

### Any of the following 5 Ball Novelty Games \$5.00:

Always, Bally Arcade, Ball Fan, Bally Scooter, Bally Derby, Bally View, Bandino, Bumper, Bally Rover, Skipper, Bubble, Bull's Eye, Chico Baseball, Chico Derby, Fleet, Fists, Wild 'Em, Home Run, Home Stretch, Keene, Line Up, Mercury, Replay, Review, Rogotta, Ricochet, Rooker, Resistor, B.V. High, Snappy, Splash, Spinners, 3 Stars, Thunderbolt, Turf Champ, Wizard, World Fair, etc. Also Whirlwind Baseballs @ \$29.00; U-Pop-It @ \$25.00; ART 4-Column Nickel Candy Machine @ \$10.00; Terrell Cash With Order.

Will trade any number Whirlwind 412, elegant condition, for National or Stoper's Candy Machines.

**M. FORMAN, 105 Public Sq., Watertown, N. Y.**



## BAKER'S PACERS

*Aristocrat of Consoles!*

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled! 7-Coin Play! Equipped with Flashing Odds.

**"DOUGH BOY"**  
5-BALL NOVELTY TABLE  
Ready Soon! Investigate!

THE BAKER NOVELTY CO., INC.  
2626 Washington Blvd., Chicago.



NEW QUARTERS OF SICKING, INC., CINCINNATI, recently opened to the trade with a gala party with the firm's Bill Morner and Ben Goldberg playing host to gentlemen from the surrounding territory. A number of prominent manufacturers and factory representatives may be recognized in the above shot.

10 DAYS'  
FREE  
TRIAL

HEADS OR TAILS

Get Quick! Rush 1/2 Dozen, Balance Shipped C. O. D. 75¢  
"Heads or Tails" for 10 DAYS  
on MONEY BACK GUARANTEE!  
YES! YOU'LL WANT A MILLION!

**BIRMINGHAM** VENDING COMPANY

2117 THIRD AVE., NORTH

BIRMINGHAM, ALA.

**WANTED FOR CASH**

Blow Ball, Bank Ball, High Ball, Atlas Baseball, 3x3-1/2 Roulette, Cranes, Diggers, Plunging Bars, Swinging, Shovel-Making, Ball Darts, K-Ray Poker and Arcade Machines.  
GREENFIELD, NEW LENOX, MASS.

# SKEE-BALL-ETTE

**BUY THE ORIGINAL!**

How many times were you stuck with inferior copies? Remember?

What's Worth Having Is Worth Waiting For!

## SKEE-BALL-ETTE

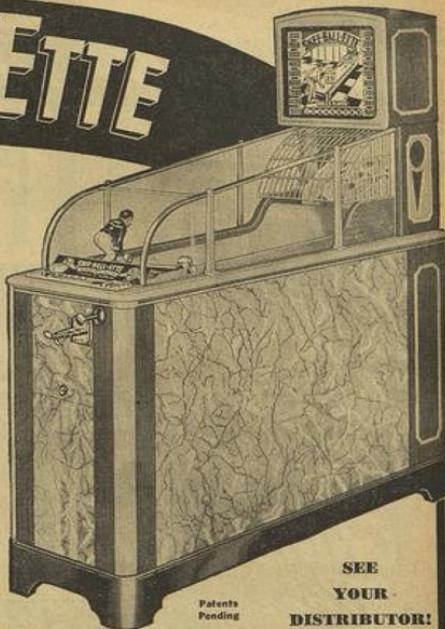
*it's Terrific!*

**HIGH SCORE—WEEKLY HIGH SCORE  
NOVELTY or FREE PLAY** (Convertible)

**D. GOTTLIEB & CO.**

2736-42 N. PAULINA ST.

CHICAGO



Patents Pending

SEE  
YOUR  
DISTRIBUTOR!

## TOTALIZER

A LEGAL SKILL GAME 6 Balls to

The FAVORITE money-making counter game in the world. Original. Equipped with 100% more "score" supply. Treads the score of all balls skillfully shot into the aluminum basket. Guaranteed a mechanical 100% perfect. TAKE OUR T.F.P. ORDER NOW!



Only \$19.50

SCIENTIFIC GAMES CORP.  
21 Steuben St., BROOKLYN, N. Y.

## Baker Appoints Banner Specialty

CHICAGO, March 18.—H. L. Baker, president of the Baker Novelty Co., Chicago, announces that negotiations have been completed with the Banner Specialty Co. for the exclusive distribution of Baker products in the State of Pennsylvania.

"In keeping with the company's policy to appoint the best distributors, we are happy to have the Banner Specialty Co. of Philadelphia and Pittsburgh, added to our list of reputable distributors."

"I. H. Rothstein, head of the Banner Specialty Co., is a connoisseur when it comes to picking good lines and he enjoys an enviable record for indorsing only the best."

"Along with other items of our manufacture, Rothstein will have Baker's Sky Pilot, anti-aircraft gun which is taking the country by storm. He placed a nice order with us for the game. Rothstein commented and agreed that this is positively one of the finest legal skill games on the market."



## WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

PRICE \$1.80-2 EACH

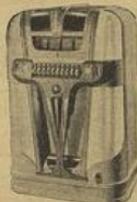
### OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at \$2.28 1/2  
1200 hole F-5275-Horses at . . . . . 2.75  
800 hole F-5270-Pocket Dice at . . . 1.63 1/2  
720 hole F-5255-Pocket Jack at . . . 1.30 1/2  
600 hole F-5305-Royal at . . . . . 1.50

CHAS. A. BREWER & SONS  
Largest Hard and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

## EASTERN PENNSYLVANIA, CENTRAL AND SOUTHERN NEW JERSEY, DELMARVA OPERATORS

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.

800 & Huntington Bldg., Philadelphia, Pa.



POPULAR ACE TRIO, left to right, are Kay Foster, Jack and Evelyn Bennett, of Ace Distributors, Newark, N. J.

## BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our

Model	Write	Latent	Low-Price	Quintations.	Write
Rock-Ola 4100 De Luxe	Write	Bally Atlas, Late Models	Write	Southern Phonographs	Write
Rock-Ola 1930 Standards	Write	Evens Ten Berber	Write	Rock-Ball De Luxe, 12 PL.	Write
Souberg 1938	Write	Bally Ten Berber	Write	Bally Ear Drum	Write
Souberg 1937 Rex	Write	Rock-Ola 1938 Standards	Write	Rock-Ola Ten Pins	Write
Rock-Ola 1938 Standards	Write	More Than 600 Reconditioned Machine Bargains.			
Wurlite Model 610	Write	Send for Free Copy Today.			

## BADGER NOVELTY COMPANY

2546 N. 20TH STREET.

MILWAUKEE, WIS.

## IF IT'S COIN OPERATED—WE HAVE IT—NEW OR USED

Kentucky Club	\$35.00	Wurlite	\$25.50	Pacific Baseball	\$49.50
G. H. Track Times	32.00	Tanforan	22.50	Milwaukee PHOTOMATs	425.00
R. H. Track Times	39.50	Amusing Pickings	29.50	(Units)	
Lincoln Fields	25.00	Jennings Parlay Balls	39.50	Flip Chip Multipoppers	30.00
Club House	29.50	Gallatin Dominions	35.00	Hot Cheese Straws	25.00
Dark Horse (T. edney)	22.50	ARCADÉ EQUIPMENT		Hot Cheese Straws	25.00
Jennings Liberty Balls	22.50	Evens Ten Berber		Flip Chip Multipop	25.00
Jennings Derby Days	22.50	1930 Model	\$185.00	Hot Cheese Straws	25.00
Loughcamp	30.00	Western Baseball, F.P.		Bucky Yodanis	89.00
Pacer Race, black cab.	50.00	Wurlite	95.00	Bucky Deluxe Models	89.00
Pacer Race, late brown	95.00	Chicken Sam	\$135.00	Rocking World	89.00
Bally Theatre	18.00	Ten Mix Bille	52.50	Bally Hot Vendors 15 Free	50.00
Diamond	25.00	Exhibitor's Hours, F.S.	75.50	with 100 Vendors	50.00
WANTED: Wills Green Ball, Peace Baroque, Late Used Free Play				with 100 Vendors	50.00

Payments made on the above or on anything new in incorporated equipment. Mail Deposit With Order. Write for Complete Price List. CLEVELAND COIN MACHINE EXCHANGE, 2021 S. Prospect Ave., CLEVELAND, OHIO

# Outplaying 'em all in 4 Big ways!

## RIF LEAGUE

### GENCO'S PENNANT WINNER—YOUR BEST BET!

**\$99<sup>50</sup>**

F. O. B. CHICAGO  
Free Game  
Convertible

- 1 4 THRILLING WAYS TO WIN!
- 2 MORE ACTION, RIGHT TO THE LAST SECOND!
- 3 MORE ACTUAL BASEBALL APPEAL!
- 4 MORE PROFITS ALL THE WAY! RUSH YOUR ORDER!

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IT'S NEW! IT'S SENSATIONAL!  
**HEADS OR TAILS**  
THE FIRST REALLY DIFFERENT  
COUNTER GAME IN 50 YEARS!

Player actually  
throws HEADS or  
TAILS of his own  
coin. Center reel  
shows Dollar Coin ap-  
pears in front window  
just as player inserts  
coin. **PLAYING A TRICK  
MENDS HIS MONEY.  
MAYOR OF LOCATION!  
RUSH YOUR  
ORDER QUICK!**

19<sup>75</sup> 1/2 Deposit,  
Balance  
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TOKEN PAYOUT  
Full Game Dispenser,  
interchangeable to  
non-payout (10 games)  
perfect for any ven-  
ue. 16 or 32  
cigarettes or 16 or 32  
tokens. Extra large  
cigarette display.  
**WINNER! 34<sup>50</sup>**  
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Instantly convertible  
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Double Feature . . . . . 22.50	Scientific Bowling . . . . . 100.00
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5th Spring . . . . . 20.00	A.B.T. Changers . . . . . 18.50
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	Stands for A.B.T. . . . . 2.50

**SAVOY VENDING CO.**

### RECOMMENDED AND GUARANTEED

SEABOARD CHICKEN . . . . . \$125.00	Grand 1938 TEN . . . . . 145.00
Strike . . . . . 145.00	Billy Alley—WPA for Prize.
NOVELTY PLAY	
Variety . . . . . \$30.00	
Vopus . . . . . 37.50	
Pick 'Em . . . . . 40.00	
Champion . . . . . 29.50	

651 ATLANTIC AVE.  
BROOKLYN, N.Y.

Here Are America's Finest "Better Machine Buys"!

FREE PLAY NOVELTY TABLES	PAYOUTS
Gold Cup, Table . . . . . \$135.00	Grandstands . . . . . \$89.50
Gold Cup, Console . . . . . 125.00	Hot Tip . . . . . 37.50
Skills 1&2 Art. Box . . . . . 78.50	Assault . . . . . 37.50
Big Show . . . . . 67.50	Artistic . . . . . 19.00
Supercharger . . . . . 89.50	Turf Champ . . . . . 145.00
Topsplitter . . . . . 59.50	Triple Entry . . . . . 49.50
Scopes . . . . . 54.50	El Grande . . . . . 49.50
Jumper . . . . . 54.50	King Pig . . . . . 49.50
Scissors . . . . . 44.50	Prize, Bonus . . . . . 49.50
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Airport . . . . . 39.50	'37 Ball, Time . . . . . 37.50

1/2 Deposit, Balance C. O. D. F. O. B. Baltimore, Md. Write for Prices on Any Equipment  
You Wish Not Listed Here.

**ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.**

## WANTED! FOR CASH

Latest Type Consoles—Free Play Games. Payout Tables—Counter Games—  
Slots—Photographs.

Equipment must be clean and in good shape. Give details in first letter as  
to price, quantity and condition.

**GRAND NATIONAL SALES CO.** Oakley at Millage  
Chicago, Ill.

**BERT  
LANE**  
Says:

**BIG  
LEAGUE**

THAT'S THE GAME FOR  
BIG TIME EARNINGS!

**SEABOARD SALES, INC.**

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Phone, Wisconsin 7-5688

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Coin Controlled Amusement Equipment

617 So. Rampart St.

New Orleans, La.

**FREE PLAY GAMES**

LOT-O-FUN . . . . . \$40.00

BOWLING ALLEY . . . . . \$50.00

MR. CHIPS . . . . . \$50.00

TRACK RECORD . . . . . \$70.00

FAIRGROUNDS . . . . . \$20.00

Inquiries on Games not listed given  
prompt attention.  
Examination at receiving point allowed.

# Really Short Stop

## alive

**SOMETHING NEW and DIFFERENT IN A BASEBALL GAME**

with **BASEBALL FEVER.**  
A game that makes players **YELL** with enthusiasm  
... **CHUCK FULL** of Ball Game Thrills and Action to the last play.

**REVOLUTIONARY NEW BASE RUNNING FEATURE. UNIT PLAYERS**  
actually run bases when...  
Singles — Doubles — Triples  
and Home Run bumpers are hit!

**FREE PLAY 10450**  
CONVERTIBLE

**EXHIBIT SUPPLY COMPANY · 4222-24-26-28-30 WEST LAKE STREET · CHICAGO**

also

**CONGO**  
CONVERTIBLE  
1 or 5 BALL  
3 COIN MULTIPLE  
FREE PLAY —  
Game that Turns  
Play Table Profits

also

**BOWLING Game**  
FREE PLAY NOVELTY  
Straight Amusement  
— Plus —  
HIGH SCORE  
for WEEK Feature

Order from your Distributor

### BARGAIN LIST

The machines listed below are slightly used and offered subject to prior sale. Prices are effective March 23, 1940.

**BASEBALL PLAY NOVELTY**

1 Robbers	\$42.00
1 Space	42.00
1 Bally Chevron	22.50
1 Bally Kurka	22.50
1 Bally Vopce	48.00
1 Flan	22.50
1 Black Out	42.50
1 Bally 100	42.50
1 Billy Fifth Inning	45.50
1 Wherry	37.50
1 Billy 1-2-3 Fruit Rock	39.50

**AUTOMATIC PLAY AND ONE-BALL TABLES**

5 Bally Grand Nationals	\$112.50
1 Bally Philadelphia	75.00
1 Air Race	10.00
1 Canon	19.50
1 Paces Racer, 22-1 Coin, No. 5881	90.00
1 Paces Racer, 30-1 Coin, No. 5882	88.00
1 5000-4872	128.25
1 Paces Racer, 30-1 Coin, No. 5883	88.00
1 Paces Racer, 30-1 Coin, No. 5884	88.00
1 Track Time	39.50
1 Bally Ball Field	160.00
1 Paces Pay Day	22.50
1 Balli Track	22.50
1 Balli Time	22.50
1 Willie Dixie Machine	42.50
1 Super Zet	12.50

**COUNTER GAMES**

2 Challengers Targets	\$15.00
2 World of Targets	12.50
1 Deuces Wild	8.50
1 Penny Pack, Billion	5.50

**PHONOGRAPHES**

4 Worthing 412	\$ 37.50
2 Worthing P-12	34.50
1 Rock-Ola Imperial 20	15.00
1 Miller, Throne of Music, 1939	237.50

All orders must be accompanied by 35¢ in cash in form of P. O. Express or Telegram money order. Write us for your price on any other operated machine that has not been released by the respective manufacturer.

**MOSELEY TENDING MACHINE, E. L., INC.**  
200 BRADDOCK ST., RICHMOND, VA.  
Day Phone 2-8511 • Night Phone 5-5323.

### Praise Features Of Casino Golf

MINNEAPOLIS, March 15. — "Real-stroke golf club is a stroke of genius," wired an Eastern distributor, says Al Walzer, originator of the game, Casino Golf. Walzer also released comments of other coin machine men on the game. One distributor declared that placing the club where it could be handled was grand strategy "because it's dough to doughnuts that he'll put a coin in the chute and start addressing real balls and sending them down the fairway."

A Southern operator writes that he gets no out-of-order growls from locations. "The bugs are all on the outside paying to play—I mean the golf bugs." Comments from locations are said to be equally complimentary, with particular comment on the flood lighting, which is a great attention getter.

Another operator in a Western State reports that the only complaint he has received to date is that the game causes occasional outbursts of golf language. He excuses the outburst because the game is so similar to outdoor golf.

"Distributors vision big volume sales and operators are expressing appreciation for the game," concluded Walzer.

**WANT**  
JUNCO STREAMLINE  
MECHANICAL CLAWS  
MARYLAND COIN MACHINE CO.  
6510 Marlott Ave., BALTIMORE, MD.  
Hamilton 4336

Distributors for LOUISIANA, NORTH TEXAS, WEST TEXAS and the EL PASO AREA

For Keeney's New

## ANTI-AIRCRAFT MACHINE GUN

### ELECTRO-BALL CO., INC.

1200 CAMP STREET DALLAS, TEXAS

KEENEY does it AGAIN!

**COIN OPERATED**

## I. L. MITCHELL & CO.

THE BEST BUYS FOR YOUR MONEY!  
ABSOLUTELY PERFECT

Big Six, I. P. 547.50 Twinkle, I. P. 525.00  
Goop, I. P. 45.00 Airline, I. P. 30.00

WRITE FOR COMPLETE LIST. PHONE: GLENMORE 2-5450.

**MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.**

**QUICK! RUSH YOUR ORDER FOR THESE SUPER-BUYS!**

Boots	... \$29.50	Burano	... 228.50	Zip	... \$20.50
Nipzo	... 45.50	Follow Up	... 19.50	Pyramid	... 15.50
Mr. Gallop	... 49.50	Alviner	... 35.50	Up & Up	... 38.50
Lucky	... 41.50	Robound	... 31.50	Thriller	... 41.50
4-5-6	... 51.50	Golden Gate	... 28.50	Flaship	... 41.50
Crowder	... 27.00	Queen Pk.	... 27.50	(Write for Price)	
New Big	... 45.50	Supercharger	... 53.50		

We Stand Behind Every Game We Sell! 1/3 Deposit—Bank Draft Preferred.

**NEWARK COINO DISTRIBUTORS, 107 MURRAY STREET, NEWARK, N. J.**

**NOVELTY PLAY**  
\$7.50 Ea., 3 For \$21.00  
Box Score, Chubbie, World's Fair, Topper... \$19.50

OPERATORS: ADVERTISE IN THE SPRING SPECIAL AND TURN YOUR OBSOLETE EQUIPMENT INTO CASH



*Keene*'s  
**ANTI-AIRCRAFT  
 MACHINE GUN**  
**BREAKING ALL  
 PROFIT RECORDS!**

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**J. H. KEENEY & CO.,** NOT INC.

"The House that Jack Built"

2001 CALUMET AVENUE, CHICAGO, ILL.

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*for Keene*'s New

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**KEENEY  
 does it  
 AGAIN!**

**DISTRIBUTORS FOR ALL NEW ENGLAND**

(Except Connecticut)

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**ANTI-AIRCRAFT MACHINE GUN**

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**ANTI-AIRCRAFT**  
**MACHINE GUN**



**BANNER SPECIALTY CO.**  
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**SQUARE AMUSEMENT OF ALBANY**  
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# Casino \$59<sup>50</sup> GOLF

"REAL-STROKE"  
GOLF CLUB



*Strictly  
Legal....*

The Law SMILES on it . . . Why?  
. . . Because it is outdoor golf compressed into a cabinet . . . It is CLEAN . . . you get nine balls for a nickel . . . take a stroke at each ball . . . sink or miss on each stroke . . . your SKILL brings the thrill.

Brilliant flood-lighting . . . scenic course . . . graces highest-grade spots . . . will DOMINATE all other spots . . . BIG TIME amusement. No automatic pay-off . . . no scoreboard . . . where prizes are desired, will show you how . . . no mechanical trouble . . . no service calls . . . IT'S ALL PROFIT FOR YOU!!!

## IMMEDIATE DELIVERY

Orders will be filled the same day they are received. Send money-order or cashier's check in full. No C. O. D.'s. Specify express or freight shipment. Order direct or from your distributor. ACT FAST!

# Money Back GUARANTEE!

Words can't describe . . . pictures can't portray . . . the amazing player-appeal of the "REAL-STROKE" Golf Club . . . it remains in the cabinet . . . cannot be removed by the player . . . yet the great fun-loving American public can't resist it.

Therefore we make you this unheard of MONEY-BACK GUARANTEE . . . it's never been done before . . . Upon receipt of your sample machine . . . EYE it! TRY it! TEST it! If it is not what we crack it up to be, send it back within five days for a FULL REFUND!

You have everything to gain and nothing to lose. CASINO GOLF looks like a \$250 machine . . . earns like a \$250 machine . . . but it is in a price-range that will make you RICH . . . WRITE, WIRE or PHONE—

**A. M. WALZER CO.** Midland Bank Bldg.,  
MINNEAPOLIS, MINN.

NOTICE: The "REAL-STROKE" Golf Club and other novel features of CASINO GOLF are fully protected under U. S. patent and copyright laws.

# LET US HAVE **Good Music**

*A Statement by Mills Novelty Company*



The phonograph business, fastest growing branch of the coin machine business, has in the past met and solved many serious problems. But other problems remain to be conquered, and the biggest danger the business now faces is **MEDIOCRE MUSIC**.

We don't refer to authors, composers, artists, singers, and bands. Indeed, we enthusiastically cheer and thank the inspired musicians who today are giving us the finest recorded music in history. Every possible need and request of the music loving public can be filled with a superb record *just for that need*.

But the real test of any record is not how good it is as the artist made it, but rather how it sounds *when the phonograph plays it*. If the record is right and the phonograph is right, then the patron gets full value and all's right with the world.

But if the tone of the phonograph is flat, if the musical quality as rendered is seriously deficient in virtuosity, if, as **HAPPENS IN SOME CASES**, the music is absolutely **UNRECOGNIZABLE**, then a grave injury is done the artist, the location is handed a dissatisfied customer, and the operator is dealt a body blow.

We say—*let us have good music!* Operators have been concentrating on getting locations, worrying over collections, studying ways to improve their own conditions. Manufacturers have been intensifying their selling and promotion—talking trade, talking price, talking value, talking design—**TALKING ABOUT EVERYTHING BUT THE THING FOR WHICH EVERY PHONOGRAPH IS MADE, NAMELY, TO PLAY MUSIC**. The attention of the whole phonograph fraternity has been drawn away from the main issue—and then all of a sudden operators are wondering why their collections on certain instruments are falling off.

Music is like food. You can't fool people on music any more than you can on food. Everyone wants **GOOD MUSIC**. If **POOR MUSIC** or **MEDIOCRE MUSIC** is served, the public naturally loses interest. The worst part of it all is that if the public gets **TOO MUCH** of this questionable "music," and sickens of it, as it would of bad food, then people become suspicious of **ALL PHONOGRAPHS** and of the public playing of recorded music. This condition results in a decline in phonograph earnings.

Mills Novelty Company, however, believes that the whole phonograph business is on the verge of its greatest expansion, that we haven't even scratched the surface of its money-making possibilities, that the new songs and the new records and the brilliant work of our musician contemporaries presage an era of immense prosperity for operators who use their heads. Music prosperity awaits us **IF**—and it's a big "if"—**IF** we serve the public **GOOD MUSIC**.

Right now Mills Novelty Company is investing hundreds of

thousands of dollars in new laboratory equipment, in new materials for producing better phonograph reproduction of records, in testing and inspection devices and systems to insure the purest virtuosity in the performance of Mills Throne of Music and Mills New Empress Phonographs. We have been in the business of building coin operated instruments to play recorded music for more than **THIRTY YEARS**, and we still want to improve our musical knowledge and ability.

We have recognized the importance of *mechanism* and have given the phonograph fraternity the most modern, precise, sturdy, and service-free mechanism on the market. We have heard the operator's plea for beauty in cabinet design and appointments, and are today offering the most spectacular and appealing phonographs on which the human eye ever gazed. But important as these things are, at no time have we ever lost our heads so far as to forget **THERE IS NOTHING MORE IMPORTANT THAN TONE**, nothing the public wants more in a phonograph than **GOOD MUSIC**.

**LET US HAVE GOOD MUSIC!** Good music and the financial, physical, and spiritual investments it requires to create and preserve it are our stake in this field. We insist no phonograph manufacturer has the right to ship out of his factory **EVEN A SINGLE INSTRUMENT** which will give a sloppy or inadequate performance on location. All our ideals and aims center around superb phonographs that render **SUPER TONE**.

To check this important question in terms of today's emergency, we suggest that you make a tour of several of your locations, looking for bad music, or poorly performing phonographs. Take particularly disappointing records off the competitive machines and hustle over to your nearest Mills distributor and ask him to play these same records on a Mills Empress or Throne of Music. *Mister, you are in for a surprise!*

You are going to hear what you thought was a muffled, listless, toneless song played with sparkling spirit and captivating tone, you are going to waken to the thing you have been missing lately—**FINE MUSIC**, correctly played on a modern phonograph! You are also going to realize why Mills Phonograph earnings, instead of following the trend down, are growing heftier and more surprising every day! And you are going to be proud that you can own and operate instruments that give such **SUPERB TONE** and **UNIMPEACHABLE PERFORMANCE!**

Call at your Mills Distributor's with an armful of those records—he will be happy to cooperate in making this test, the sole aim of which is to prove that **BETTER MUSIC** comes from **BETTER PHONOGRAPHS**. ★ *Mills Novelty Company*

EARN A WEEK'S PROFIT ~  
EVERY DAY IN THE WEEK  
WITH  
*Bally's* TRIUMPH

Daily TRIUMPH collections actually equal former weekly novelty-game earnings in same location! Continuous operation, week after week since the January Show, proves long-life repeat-play appeal of revolutionary new BUY-BACK FEATURE . . . tantalizing FUTURITY SCORE SYSTEM . . . play-stimulating HIT-AND-WIN BUMPERS! Remember, TRIUMPH is regulation 5-ball novelty or free-play game—not reserve type or multiple—yet earnings exceed best Bally Reserve records by three to one! Get your share! Rush your order to your favorite jobber or wire factory for complete amazing details and price! Do it now!



QUICK CHANGE  
ON LOCATION FROM  
FREE PLAY  
TO  
NOVELTY  
•  
44 IN. BY 22 IN.

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FREE-PLAY "BUY-THE-BOARD" MULTIPLE



TABLE OR  
CONSOLE

All the high-speed money-making features, precision engineering, de luxe style of Bally's famous pay-tables . . . plus trouble-free 4-MULTIPLE FREE-PLAY COIN-CHUTE and the new sensational "BUY-THE-BOARD" FEATURE with earning power at least triple average multiple profits! Operate as one-shot or 5-ball game—a gold mine either way!

Order SPORT  
SPECIAL now!

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earns \$5 to \$35 daily profit



Actual reports from operators coast to coast prove BALLY ALLEY earns \$5 to \$35 daily—thanks to REALISTIC bowling thrills, BOWLER'S GRIP Ball-Throw and FULL PLAYER CONTROL over aim, "English" and SPEED. For steady profits, freedom from legal worry—order BALLY ALLEY now.

NEW  
1940 MODEL  
NOW READY—  
WRITE FOR DETAILS

WRITE FOR DESCRIPTIVE FOLDERS ON  
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# BALLY MANUFACTURING COMPANY

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CHICAGO, ILLINOIS

SEE THE  
1940

ROCK-OLA

Luxury Lightup  
PHONOGRAPHS

AT DISTRIBUTOR SHOWROOMS IN THESE CITIES

- IRON, Ohio**  
Ed. George Novelty Company  
1379 3rd Avenue  
(Tel. 5-4791)
- NEW YORK, New York**  
Soyuz Amusement Company  
707 Broadway  
(Tel. 5-4791)
- LANTA, Georgia**  
Edgar I. Woodfin  
190 McLendon Avenue, N. E.  
(Tel. Dearborn 7911)
- BALTIMORE, Maryland**  
The Hub Enterprises  
60408 West Hollister Street  
(Tel. Vernon 8111)
- LOXI, Mississippi**  
United Novelty Company  
51 West Howard Avenue  
(Tel. 101-102)
- BIRMINGHAM, Alabama**  
Birmingham Vending Company  
1117 3rd Avenue, North  
(Tel. 3-2183)
- LYTHERVILLE, Arkansas**  
E. M. Morgan  
405 West Main Street
- DSTON, Massachusetts**  
Supreme Amusement Co. of New England, Inc.  
1025 Commonwealth Avenue  
(Tel. Longwood 3204)
- UTTE, Montana**  
H. B. Brinck  
381 East Front Street  
(Tel. 6-720)
- HARLESTON, West Virginia**  
R. M. Bender Distributing Co.  
283 West Main Street  
(Tel. 30-813)
- HARLOTTE, North Carolina**  
Moseley Vending Machine Exchange, Inc.  
475-487 S. Tryon Street  
(Tel. 3-8403)
- CHICAGO, Illinois**  
National Coin Machine Exchange  
1411 Diversey Parkway  
(Tel. Buck. 6460)
- CINCINNATI, Ohio**  
Ohio Specialty Co.  
11 W. Court Street  
(Tel. Parkway 2000)
- CLEVELAND, Ohio**  
An Nagel  
2923 Prospect Avenue  
(Wholesale 4551-2)
- DALLAS, Texas**  
Fisher Brown  
2206 S. Harvard Street  
(Tel. 4-6197)
- DANYN, Ohio**  
Metrol Service Company  
1211-13 East Third Street  
(Tel. Adams 2305)
- DENVER, Colorado**  
Denver Distributing Company  
1856 Arapahoe Street  
(Tel. Cherry 4900)
- DES MOINES, Iowa**  
A. A. Becker  
609 54th Street  
(Tel. 7-4370)
- DETROIT, Michigan**  
Savve Music Company  
2025 Grand River Avenue  
Temple 5-5788
- ELGIN, Illinois**  
Elgin Music & Novelty  
112 S. Green Avenue  
(Tel. Elgin 884)
- FARGO, North Dakota**  
Frank D. Gruenzner  
721 7th Street, North  
(Tel. 8818)
- FLINT, Michigan**  
George J. Miller  
229 Delta Street  
(Tel. 3-3472)
- GALION, Ohio**  
Galion Music Co.  
401 Cherry Street  
(Tel. 1778)
- GARY, Indiana**  
J. P. Kramer  
416 Grand Street  
(Tel. Gary 5216)
- HOUSTON, Texas**  
Stelle and Horton  
1513 Louisiana Street  
(Tel. Fairfax 4096)
- INDIANAPOLIS, Indiana**  
Frank Wiscel  
456 Massachusetts Avenue  
(Tel. Lincoln 0923)
- JACKSON, Ohio**  
Summers Sales Company  
213 East Main Street  
(Tel. 523)
- JOPLIN, Missouri**  
Bryan's Automatic Supply  
1619 Main Street  
(Tel. Joplin 617)
- KALAMAZOO, Michigan**  
King Pins Games Company  
826 Mills Street  
(Tel. 4014)
- KANKAKEE, Illinois**  
Gousset Sales Company  
444 South Schuler Avenue  
(Tel. Main 2002)
- KANSAS CITY, Missouri**  
United Amusement Company  
2410 Main Street  
(Tel. Valentine 5823)
- KENTON, Ohio**  
Trenton Bridge  
415 North Cherry Street  
(Tel. 2-5154)
- KNOXVILLE, Tennessee**  
Carl E. Palmer  
Park Hotel, Walnut St. and Union Ave.  
(Tel. 2-5154)
- LITTLE ROCK, Arkansas**  
Standard Automatic Music Co.  
1200 W. 3rd Street  
(Tel. 40584-7924-22409)
- LOS ANGELES, California**  
The Riddell Company  
9920 W. Pico Boulevard  
(Tel. Parkway 1179)
- LOUISVILLE, Kentucky**  
Carl A. Hooper  
547-549-551 S. 5th  
(Tel. Wabash 4063-Belmont 2409)
- MEMPHIS, Tennessee**  
Earl Montgomery  
1014 Union Avenue  
(Tel. 2-1700)
- MILWAUKEE, Wisconsin**  
Badger Novelty Company  
75-46 North 20th Street  
(Tel. Kilbuck 3030)
- MOBILE, Illinois**  
N. A. Mantle  
1109 Fifth Avenue  
(Tel. Mainline 2916)
- MONTREAL, Quebec, Canada**  
Marimer Sales Company  
1909 Amburst Street  
(Tel. Amburst 1400)
- NASHVILLE, Tennessee**  
H. G. Payne Company  
218 Broadway  
(Tel. 6-4545)
- NEW ORLEANS, Louisiana**  
Louisiana Amusement Company  
828 Canal Street  
(Raymond 1770)
- NEW YORK, New York**  
Intestate Coin Mach. Sales Corp.  
248 W. 56th Street  
(Tel. Circle 764510-1)
- OAKLAND, California**  
Northern Distributing Co.  
128 E. 14th Street  
(Tel. Teles. Oaks 3634-3579)
- OKLAHOMA CITY, Oklahoma**  
Boyle Amusement Company  
222 Northwest Third Street  
(Tel. 7-5631)
- OMAHA, Nebraska**  
Calamia Distributing Company  
214 S. 13th Street  
(Tel. JA 2310)
- ORLANDO, Florida**  
Warren Fitch  
343 West Central Avenue
- PHILADELPHIA, Pennsylvania**  
Keystone Vending Company  
1423-25 Spring Garden Street  
(Tel. Devonson 1450-Race 9279)
- PHOENIX, Arizona**  
Bennett's Music Company  
216 West Washington Street  
(Tel. 3-8450)
- PITTSBURGH, Pennsylvania**  
B. D. Lazar Company  
1253 Fifth Avenue  
(Tel. Grant 7818)
- PORTLAND, Oregon**  
Coast Amusement Company  
1922 West Burnside  
(Tel. Broadway 1571)
- RENO, Nevada**  
Nevada Novelty Co.  
200 East 2nd Street
- RICHMOND, Virginia**  
Moseley Vending Machine Exchange, Inc.  
90 Broad Street  
(Tel. 3-5117)
- ROCKLAND, Maine**  
Maline Automatic Service  
111 Talbot Avenue  
(Tel. 653)
- SACINAW, Michigan**  
Edward Heinz  
909 Jones Avenue  
(Tel. 27332-3-1559)
- ST. LOUIS, Missouri**  
Ideal Novelty Company  
1518 Market Street  
(Tel. Garfield 0072)
- ST. PAUL, Minnesota**  
La Beau Novelty Sales Co.  
1240 University Avenue  
(Tel. Necker 9385)
- SALT LAKE CITY, Utah**  
J. H. Rutter  
17 S. 4th Street East  
(Tel. Westwash 2382)
- SAN ANTONIO, Texas**  
United Amusement Company  
210 South Alabama Street  
(Cathedral 1431)
- SAN BERNARDINO, California**  
M. C. Edwards  
368 Court Street (Tel. 6614)
- SAN DIEGO, California**  
A. J. Fox Company  
225 West F Street
- SAN FRANCISCO, California**  
Ren Vending Company  
759 Ellis Street
- SEATTLE, Washington**  
Northwest Sales, Inc.  
3144 Elliott Avenue  
(Tel. Colefield 0400)
- SIoux CITY, Iowa**  
Pantalo Distributing Company  
524 Commerce Building  
(Tel. 8-4455)
- SIoux FALLS, South Dakota**  
Gordon Star  
1131 West 10th Street (Tel. 78397)
- SPOKANE, Washington**  
Standard Sales Company  
172 South Post Street  
(Tel. Mainline 4904)
- SYRACUSE, New York**  
Ren Amusement Company  
710 South Salina Street  
(Tel. 5-3092)
- WICHITA, Kansas**  
Motion Company  
565 West Douglas  
(Tel. 3-9458)
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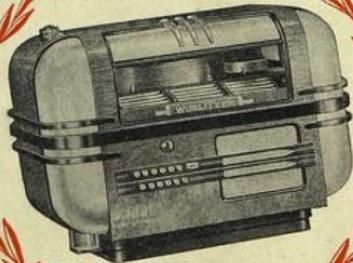
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