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The Billboard

The World's Foremost Amusement Weekly

JANUARY 20, 1940

15 Cents

Vol. 52. No. 3



**ORRIN
TUCKER**
And His Orchestra

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Chicago

Starting on "Your Hit
Parade" Every Saturday
Night Over CBS Coast-
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Music Corporation of America

JOE E. KERNS *King of Impersonators*

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FEATURE For THEATERS AND NIGHT CLUBS

DOUBLE of EDW. G. ROBINSON, the MAN of MANY FACES and a THOUSAND THOUGHTS. Master of word fingerprint. With tonation of voice and dialog to identify characters, using a brilliant background of incidental music. 12 rapid changes. Chatter, patter, dramatics and laughs.

Care The Billboard, New York

NEW ENGLAND REP.: CHARLES F. BARRET, 172 TREMONT ST., BOSTON, MASS.

The Billboard

January 20, 1940

Vol. 52
No. 3

The World's Foremost Amusement Weekly

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CONCEALERS OF REALITY?

Fame
BERNINA, Pa., Jan. 13.—A local social club here has elected Victor Berwin. A reporter from one of the dailies here said and greeted him with "How would you like to see your Berwin?"
"Come the reply—"What's he in?"

Bigger Audience Okehed for Paris

—Etoile switches to legit revues—other Paris notes

PARIS, Dec. 30.—The number of seats that Parisian theaters may fill for any particular performance has been raised by order of the prefect of Police, after a new investigation of the situation and visits by government architects and members of the Paris Two-Two Delegation Commission. The prefect is expected to admit larger audiences, seated by theater owners, than he has previously permitted to pay expense unless the increase were authorized, in subject to arrangements made for clearing the houses in a safe manner in the event of an air-raid alarm.

Reaching into about all lines of entertainment that exist, the Cirque Medrano has again been able to assemble a full program of high-class and popular amusement to fill and military

Teppin the lodge-podge bill is a circus act, Roberto de Vasconcelos, with a Liberty and high-wheeled equestrian member. The management has been able to secure a high response performer, Lily Reddy, who served in a similar capacity in the Three Fratellinici a prior fashion. Tony Perez, in a sporting exhibition with Francis Van A Street, Leo and installation by Lucille and Robertino dramatic dancers. And and Harry diving by Miles and Loyd. A trained dog, hunkies and great pet reveals out the (See **BIGGER AUDIENCE** on page 24)

Philly Goes Back To The Dark Ages

PHILADELPHIA, Jan. 18.—A non-called three-member board of commissioners headed by Mayor Lamberton, city hall officials who served in a similar capacity with other administrations. Hechman, whose activities in that post were well known, the League of Nations drama on immigration, in 1937 and who is said to have been instrumental in keeping the play off the boards of the Joseph E. Becker, manager of the Walnut St. Theater, looking to prevent the production with a best seat, also known as the "Theater of the Future" Theater, a socially-conscious group of mistakes to give a production of "Too Late to Turn Back" two-acter penned by Christopher Wood.

The other members of the selectors were Mrs. Sara M. Hartman and Mrs. George Gordon Moore, politically active since the five-man council board was headed by the late Mayor Wallace, but after Wallace's demise Acting Mayor Conner named a two-member board, of which Richardson was a member. The Theater Company Board will supervise high production only.

Bowes' Salary Tops Air Wages; Texaco, Gulf Ante Up Apenty

The Major's \$25,000 weekly stipend from Chrysler leads radio salaries—Bergen's mahogany at seven Gs weekly —Kate Smith, Crosby, Benny, Burns & Allen cat

NEW YORK, Jan. 18.—Radio salaries remained constant for the last leggers during the year just past. Holding the same No. 1 spot he had for some time was Major Bowes' weekly take from Chrysler Corp., \$25,000, it still considerably more than any other radio program, performer or estate manager to date. Based on talent and production costs in the Fortune Hour Theater at \$15,500. First half of this show stems from the Fortune Hour Theater at \$15,500; the dramatic part of the show, the last half hour, comes from New York and is valued at \$7,000 weekly. Review of *the Theater* by five cast members of the broadcast and in the Holiday Christmas (Lena). Close runner to them, oddly enough, is Gull's *Forever Gold* show, the royalties on which are \$10,000 paid to the Motion Picture Relief Fund each week. On top of this new show are some book-agency (Young & Rubicam) average and a reported \$400 weekly fee to Music Corp. of America agent on the show.

Court in Jacobs' Spot on R-B Show

CINCINNATI, Jan. 18.—Albino Alfred Cowley's wild animal act has already arrived at the winter quarters of Ringling Bros. and Barnum & Bailey Combined Shows as a part of its new season, departure of the last acts of *The Billboard*. It may be that the week that official announcement was made by Henry Ringling North that this act will take the place of Terrell and Rudy Jacobs, who have worked the wild animals on the Big Show the last several seasons.

"We have the highest regard for Mr. Jacobs and our failure to renew his contract is only in keeping with our policy of giving the American public new features," wrote North, when this matter (See **Court in Jacobs' Spot** on page 33)

Much Amusement Property Wrecked in Pacific Storm

SANTA CRUZ, Calif., Jan. 18.—In wake of last week-end's storm, crews have breached the front of the beach casino, 100 way municipal pier, dings and beach stairways and damaged amusement zone property.

At times by Captain's 30-year-old casino was battered to destruction with loss \$2,000.

New Club P. A. Discovered; His Name's Barrymore —John

CHICAGO, Jan. 18.—All night club operators with spots in cities taken in by the touring legit play *My Dear Children* are heavily notified to be on the lookout for P. A. John, a man by the name of John Barrymore. While the show played for 33 weeks at the *Theater* here, said Barrymore, "I was the great booster of night clubs, going in for informal atmosphere (the name informal the better) and the great attraction of his own, not visiting the clubs previously publicly. He was a great promoter while in the spot, gets up to the mike to talk, sing, reminisce, sing and entertain with a little of his own show of his own, coming from New York doesn't sound so different. He never did favorite performers and do all he can to see his comments of them in print, and will take his friends and family to see his show. While in town, Barrymore proved an A-1 press agent for Barry's New Yorker, as the spot's a. Fred Joyce will admit.

As to be expected, the big leaders remained pretty much as usual. The Kraft show okay with Ring Crosby and Bob Horne; the Jello show, with Jack Benny; the Kate Smith show for General Foods; the Fred Allen show for Jarrett-Meyer, and Fred Waring and his five shows a week at Radio City. Expectations here.

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Monahan Sole Boss of CGIE

RAM FRANCISCO, Jan. 18.—General Manager W. W. (Bill) Monahan will have the final word on *Radio City*, as well as Bill power to run the 2940 Coliseum. A contract for this year with Orelia declared there will be none of the old deal organization system and Monahan will be in full control of operations.

At times by Captain's 30-year-old casino was battered to destruction with loss \$2,000.

A Lot of Them Don't Need Apparatus To Smell

BERNINA, Switzerland, Dec. 20.—"Smelling" apparatus has been used in European premises in a small factory built on the outskirts of Bernina early this week, attended by a small group of Swiss technicians.

The "Smellies," officially known as odorated talking pictures, are the result of a Swiss invention, consisting of a metallic case six feet square that is installed behind the screen and which can eject a number of odors as desired. A motor-driven, also located in the box, causes the thrower of a particular smell as soon as the appropriate image has faded from the screen.

The spectators were treated to synthetic scenes ranging from ideal and from by themselves and from that. It is said that the demonstration was a success.

American Woman Heads Entertainment For British Forces

PARIS, Dec. 30.—The distinction of being the first woman serving in the British Expeditionary Force in France is held by Mrs. Virginia Vernon, an American society known in France and England as a singer, actress and writer. Also she carries on radio, she has an important duty, that of maintaining the troops' morale as director general of all army entertainments.

Mrs. Vernon has been at the front for a month, her task being to arrange shows, book theaters, shepherd artists coming from Britain to play. It is a big job.

Part of the job is to take care of entertainers who are sent to France in army transports from London. This is done by the Entertainment Council and Amusements. Mr. Seymour Hicks, the actor, who heads this organization, has (See **AMERICAN WOMAN** on page 31)

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Ballet Theater Debut in N. Y.; "Goof" Is Dull

NEW YORK, Jan. 13.—The Radio City Center Theater reopened Thursday night for a three-week run of the new Ballet Theater, billed as "the greatest entertainment in American history." Tickets are 50 cents to \$1.65 for matinees, and \$1.10 to \$3.35 for evenings. A reviewer who attended the performance tonight says enthusiastically, paying special attention to the acting, presence of William Brough's ballet pair, The Great American Goof.

Brough's Goof is an unusual piece of work, a far from a viewpoint, deemed odd by the ballet group against singular choice of the subject matter. The production, Eugene Lonig's choreography is sometimes brilliant, but more often dull, a mixture of conventional dancing in disturbing, and Brough's story of the world's first airplane, is a little dull, but a world is sometimes touching but unfortunately the effect as a whole is not so good. The music is too rocky, queer and muddled. If it were beautiful we could forgive the lack of class of the story. But it isn't a beautiful story. It is only a rumbly-jumbo dance with music that matches without satisfying. The program ends as so clear as real, too.

The opening number, Puller's Les Zepheros, is a ballet masterpiece that has to figure as a masterpiece in just a beautifully beautiful production consisting of the various stages and scenes of the piece, such as the various exploits and pictorial effects in the music and dancing. The ballet is a beautiful showcase for the talents of the cast and completely captivated the audience.

The last number, Mookin's Volos of Dreams, is a beautiful production, a masterpiece, who has had her presentation experience as foundation for an enchanting ballet. The production shows her stage presence with above showmanship and excellent dancing skills, with the result that she does

★ TOP BILLING . . .

"Top" for your dollar in New York is the Empire—modern 700 room hotel overlooking the Hudson at 17th St. per week for single, \$3.50 for two, with private bath. Served by 11 meals free, only 5 minutes from Times Square. Restaurant, laundry and valet prices for \$10 per budget.

And if you've here for four weeks or longer, you'll want to take advantage of the Empire's special "Four Week" plan for \$12.50 per week for two, with private bath and laundry. Served by 11 meals free. Send for booklet "R."

EDW. B. BELL, General Manager
"At the Gateway to Times Square"

HOTEL EMPIRE
BROADWAY at 63d St. — NEW YORK

SPRING POSTERS
OF EVERY DESCRIPTION
30 DAY WINDOW CARDS
OF EVERY DESCRIPTION
30 DAY WINDOW CARDS
OF EVERY DESCRIPTION
METROPOLITAN PRINTING COMPANY
100 W. 42nd St. New York 18, N. Y.

In the heart of the Great White Way
HOTEL ALVIN
125 Broadway, 5th to 12th Floors
New York 36, N. Y.
Special Rates: 1000 Rooms, 1200 Beds
Widely Known: 1000 Rooms, 1200 Beds, 1200 Beds
V. H. PATRICKSON, Manager

—SEND IN ROUTES—

The Route Departments (appearing in this issue on Pages 14-20-26) represent one of the most important functions that the copy performer has for the producer. Certain listings are classified as "send in routes" because of co-operation of the performer and showmen involved.

Having your friends in their efforts to boost you? This can be done by copying the listings on the board Route Department informed of your whereabouts, and sufficiently in advance to allow them to make ALL ROUTE LISTINGS SHOULD BE SENT TO THE ROUTE DEPARTMENT, BOX 1340, CINCINNATI, O.

Also, despite the excellent speaker's work of Robert Cowley, the sure technique of Herb Grossman. Program is changed daily. —Paul Denis.

Texas Network Drops 9 Stations

NEW ORLEANS, Jan. 13.—Elmer Roosevelt, president, announced this week a reduction in the size of the Texas State Regional Network from 24 to 15 stations in "streamline the operation and make it more efficient."

"To order that there shall be complete understanding on the part of the public regarding activities of the Texas State Network," Roosevelt said, "I wish to make it clear that the Texas network will continue to operate and serve its customers as in the past. But in order to streamline the network and make it more complete, the network stations to be removed from 24 to 15 January 15, 1940. The stations which will continue to operate are Big Springs, Midland, Abilene, Fort Worth, Dallas, Sherman, Denison, Paris, Texarkana, Waco, Temple, Austin and Fort Worth.

Cities out are Weslaco, Corpus Christi, Brownsville, Houston, Comstock, Tyler, Lubbock, Amarillo and Houston.

WLV Boone County Folk Set for Theater Dates

CINCINNATI, Jan. 13.—WLV Boone County Janettes has been set on a tour of the Indiana, Ohio, Kentucky and Tennessee States, headed by Bill Mochinsky and Jack Pett, with backing orchestra for all WLV-WVA artists.

Twenty-five people Janettes was headed by Lulu Belle and Betty, Lucy Jim Day and the girls of the resident troupe are booked for Memorial Hall, Dayton, O., January 21. A 10-piece Boone County orchestra, headed by Lucy Jim Day, Helen Diller and Doug Crow and his Radio Pals, have been set for the following one-nighters: High School Auditorium, Augusta, Ky., January 18; Paramount Theater, Ashland, Ky., 19; Palace, Lawrence, O., 20; Grand, Greenville, Ind., 21; RMA, Shelbyville, Ind., 24; High School, Ind., 25; Hippodrome, Louisville, Ky., 26; and the High School, Ind., 31.

The latter unit has just completed one-nighters in Linton, Ellettsville, Bedford and Cayceville, all in Indiana. Jack Pett is back as producer and serves as company manager for the Janettes project.

Another Bolla-Roberts Unit

CHICAGO, Jan. 13.—Nick Bolla and Sam Roberts, local music producers, opened a new show at Chickadee, Va. This brings their unit to three, the others topped by Evelyn Stein and Oswald.

Walter Reichen joined the Bolla unit in Rockfield, Ill. This was as company manager. Show is slated to play the Great States Theaters in this State.

New Series of Legal Opinions

In the next issue will appear the 24th of a new series of legal opinions. It will be the usual Legal Opinions Project of J. P. Morgan & Co., Inc., of New York, and will be the 24th of a new series of legal opinions. The author, Leo T. Parker, is a well-known writer and

Answer on Transcontinental To Be Established This Week

NEW YORK, Jan. 13.—A board of directors' meeting to be held Monday (15) will likely settle the future of the Transcontinental Broadcasting System and whether the chain will be reconstituted as an actuality. The board meeting Monday has two principal problems to consider: First, one of financing and second, one concerning the business outlook, now that Blackett-Sampson-Hammer advertising agency canceled its original order. It was the original \$100,000 which was the TBS operating plug, since it called for 20 hours a week.

It was stated by a TBS spokesman that also a statement issued by the agency indicated the reason it had canceled its order was because the chain had not proved its financial stability. Money was not worrying TBS directors. "Enough capital to finance operations is assured," as TBS occurs said.

Jack Adams, chairman of the board of TBS, issued a statement Thursday, declaring that attorneys for the network had been dropped and apparently the construction of Adams' "retention" dealt with the possibility of getting the agency's business back in the house. Adams' statement was made on a note in the network and had not drawn any reply since the inception, wrote the writer.

Russian Bear Helps Finns

HEMAMI, Jan. 13.—Inadvertently a press agent's dream about true world spirit's Peggy Hanson announced The Russian Bear restaurant and cocktail lounge would hold a French benefit. The idea took instant hold on the various editors and columnists.

A benefit show was arranged, with the Russian Bear, Royal Palm, Five O'Clock, Belmont, El Club, Bar of Music, Regard, Archer Kelly's New City and other entertainers. Benefit receipts were obtained in the amount of \$1,200. A 10 percent was added to patron's checks; 15 percent of waiter's tips were given and 25 per cent of evening's take by the management.

The affair, a definite success, should go a long way toward overcoming the establishment's unfavorable standing in having a name which means unappreciably in most people's minds at present.

Send for Free Booklet
WESTERN UNION
A. S. BROWN

TELEGRAPH! IT COSTS LESS. WESTERN UNION OVERNIGHT TELEGRAMS ONLY 50¢ FROM COAST TO COAST. THE LONGER THE MESSAGE THE LOWER THE RATE PER WORD. TELEGRAMS ALWAYS GET ACTION.

THEATRES
1270 SIXTH AVENUE
RADIO CITY-NEW YORK

STOCK TICKETS
ONE FRONT . . . \$ 20
TWO FRONT . . . \$ 30
TWO SEATS . . . \$ 20
TWO SEATS . . . \$ 20
ROLLS TO EACH
Double Program
See Size and
THE OWNERS, Press Agents, Bill Posters, Post Men, Transcontinental Cities, Kidder and O'Connell Publishers of the United States, The United Ticket Company, Inc., in securing your
TICKET ORDERS
SPECIAL PRINTED
Not in Motion
10,000, 10,000
10,000, 10,000
1,000,000, 1,000,000
Double Program, Double Program.

work's affiliates that they would know within four days what the outlook is. Adams also said that William Post, TBS counsel, held no stock in the firm. TBS was supposed to go on the air January 3, but was unable to when Blackett-Sampson-Hammer canceled. The new starting date was then given as February 1.

HOTEL SHERMAN
1,700 Rooms With Bath From \$2.50
CHICAGO
ANNOUNCES THE NEW COLLEGE INN
MALAYA ROOM
DINERS FROM \$1.75
PANTHER ROOM
DINERS FROM \$2.00
The Season's Lineup
KINGS OF SWING
Playing in Both Rooms
JIMMY DORSEY
ALAN TRAVIS
WOODY HERMAN
LARRY CLIFTON
GLENN MILLER
A Other Popular Artists
Raffles
DANCE FLOOR INTO HOTEL SHERMAN

NBC Billings to Agencies

1939	1938	1937	1936
1	Blackie-Gump-Hussner	\$8,000.00	2
2	J. Walter Thompson	4,750.00	3
3	Chester	4,000.00	4
4	Loeb & Thomas	2,406.47	3
5	Young & Rubicam	2,356.17	3
6	Field & Donahoe	2,200.00	4
7	Hassell M. Beards	1,810.83	36
8	McClellan	1,700.00	3
9	Leaven & Mitchell	1,254.17	10
10	Washburn	1,150.00	0
11	Harlow	1,000.00	0
12	H. W. Koster & Ross	1,000.00	0
13	Nordstrom	1,000.00	0
14	Bullworth & Ryan	1,000.00	0
15	Erwin	700.00	0
16	Harold Williams	600.00	0
17	Kross Bros.	600.00	0
18	Rosenberg & Hill	500.00	0
19	Swan Co.	500.00	0
20	Needham, Little & Brandy	400.00	0

You Figure It Out

NEW YORK, Jan. 13.—On January 10, The Night in Happiness, now on the NBC show at 10:15 p.m., goes to CBS at 1:30 p.m., replacing *This Day It Ours*. Our new move into the NBC Blue spot was being contemplated for some time, and now the happiness will be broadcast over station line-up hitherto used for *This Day It Ours* and *You Versus*. Beginning February 8, all stations carrying *This Day It Ours* will carry *Happiness* instead.

Both shows are handled by Complex Advertising; Procter & Gamble sponsor both shows.

MBS Agcy Billings

1939	1938	1937	1936
1	Lee & Ellington	\$42,614	1
2	Bullworth & Ryan	42,018	1
3	H. H. Alder	30,631	2
4	W. B. D. & O.	21,793	3
5	Roy	19,000	4
6	Colefield	12,693	5
7	Young & Rubicam	11,000	6
8	Kelly, Spuhlin & Zahradt	9,263	7
9	W. B. D. & O.	8,000	8
10	Leaven & Mitchell	8,000	9
11	McCarthy-Schickel	8,000	10
12	W. B. D. & O.	6,000	11
13	W. E. Hamblin	6,000	12
14	W. B. D. & O.	5,000	13
15	C. M. Hurlbut	4,000	14
16	J. Walter Thompson	2,500	15
17	W. B. D. & O.	2,000	16
18	Overst	1,000	17

Television Review

POSSIBILITIES SCORING

(Continued from page 2)

Rufe Davis, picked out of the Radio Lists, who went into clubs as a singer and in New Orleans, Fla., and vocals, and Dennis Baker, who was recommended by film out of Crain Taylor's band in Newark, N.J.

In radio, Don Moe, recommended for musical drama, formerly commercial spot and currently writer at K-FX, Kentucky, Ohio; John Logan & House Advertising Agency, Los Angeles; Wally Donahoe, promoter of radio, in New York, N.Y.; and heavy schedule of WMAN, Maryland. C. is writing a book titled *Manager After the Mize*. In addition, far permanent post at WMAN. Miss Vandegriff has managed WJBC, WJNB and WQAR in the past. She is currently at Portsmouth, N.H. Dick Whitman, member of WJWV, Washington, has entered a

ticket in night clubs and vocals were also including Clark Davis, who landed in the Three Rooms of the New York Hotel, New York; Marion Taylor, who played the Waldorf and other class spots after being caught in the radio business; and a new venue after a recommendation for night spots in the New York Hotel and other spots; Jack Patton, an orchestra, who made radio after a notice in 1935; Wally and Betty, who were in the radio business as per recommendation; Harold Adams, who landed in clubs and vocals; and Gladys Clark and Joyce Hummel, both in the radio business. Clark, picked for recordings, came thru Radio Oriens and Conrad Thomsen, who also landed in the radio business. Conrad, coming premiere Metropolitan Opera who landed in clubs and vocals.

NEW YORK, Jan. 13.—Erving Parker has purchased all the stock in Rufe Davis Radio Feature Service, Inc., and firm is now under Parker Radio Feature Service, Inc. Dock Moore, who was in charge of the radio business, is now editor, has joined Parker's firm as stockholder and exec. Gordon Swartzburg, who was in charge of the radio business, Inc., is also a stockholder.

NEW YORK: BIRD CHIBBY'S six-year-old son, Billy, now has had Krazy Kat radio program recently. Quizzed as to how he liked the show, young Crosby gave an unhesitatingly about the only answer would never reach the level of *The Lone Ranger*, "I like it very much." The television for the Don Lee network, scheduled to start on New York January 20 following his appearance at the FCC tele hearing. . . . Clark Dennis, singer, who has been singing on radio Sunday (14) pitch hitting for Tom Ivers, who goes to California for a three-week vacation. Good job. . . . *How to Succeed in Business Without Really Trying* will be the first of a series of new plays to be produced by the New Haven-Hartford Railroad.

Dooms has recorded Red Rider from New York City. . . . *One Night or Sooth of the Border*, recording to Lester Goldie. . . . *Wynette Burrows*, daughter of manager of *Leaver Brothers* Chicago, is in town for her own and undertaken by Cal Synanon, second week. . . . NBC has contracted with the Chicago radio station, WGN, to broadcast for 32-week renewal of *The Kentucky Club Show*. . . . Mitchell Agree on "Show of the Week" over Mutual January 21 and 22. . . . *Morice Gold* announced.

Pittsburgh *Red* may go to hear the show. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday.

CHICAGO:

The Weiss, ex-travel leader, announced a new type of travel guide, which was published in Chicago. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday.

From All Around

JAMES E. CURTIS, president of KPRO, Longview, Tex., has arranged with the Texas State network to originate a series of programs for the East Texas area. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday.

hospital because of a throat ailment. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday.

AFM Execs Preserving New Deal For Wax Works; NBC Files Brief

MIAMI, Fla., Jan. 13.—Executive board of the American Federation of Musicians starts a two-week session here tomorrow to discuss radio employment and recording. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday.

Jack Rosenberg, president of Local 803, American Federation of Musicians, the week stated that musicians had lost \$100,000 in the past few years. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday.

music and script. One of the execs has been stating that he has been working for several years and filling in with a script used by station executives. Local 803 executives, who are not yet ready to be used for sustaining programs, are not ready to be used for sustaining programs.

Henderson, vice-president of the wax-makers' claim that stringent ratings and recording contracts have caused the industry to go into record manufacturing, said that the guilty companies were not only losing money but also were losing their business. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday.

NEW YORK, Jan. 13.—Frederick H. DeWitt, president of the National Association of Broadcasters, has elected a board of directors, including John Shepard, of the Yankee Network; Theodore D. Brown, of the NBC; J. J. Hogan, WGBH; Ray Masson, of Scripps; and J. J. Conroy, of the NBC. . . . *How to Succeed in Business Without Really Trying*, by Dale Clegg, Jr. . . . *Stephen Foster Gallery*. . . . *Don Taylor*, who left *WJZ* for a sales and promotion job at *WJZ*, has been hired by his old show, *Hollywood* Sunday.

Board elected on early Cuse of 1940, beginning January 1, 1940, this money will be used for the purpose of the Federal Communications Commission.

Bert Henderson, assistant to AFM president Joseph N. Weber, stated that the AFM "transcription price" covers

Music Items

Publishers and People

NITCHY CAMPBELL, general manager of the New York office of Sam Colover's new music house, Colover's Music Corp., is located on the Coast. First tunes out of the new firm are *Admiration* and *Last Night Goodnight*.

Gene Cowart joined the contracting staff of Irving Kahal on writing the songs for the first show at the Royal Palm in Miami, Fla.

Jack Jenney and **Rollie Lehman** were made signers by **Booker Erby**, the former to turn out a book of trombone solos, the latter to do a songs and rumba music.

Harold Dellen disposed of his own music publishing office in Cleveland and is now engaged in repping **Lee Levy's** *Love Music* in that territory. **Carroll Carson** goes with **Millie Meade** as a contract man.

Almer Dyer, publisher with **George Jessel**, is replacing his newly acquired publishing firm, **Joe Davis, Inc.**, which he recently took over with **Willis Horowitz**, with **Sybil E. Die.**

Sheet-Music Leaders

(Week Ending January 22)

Acknowledgment is made to **Maurice Rosenblum's** Music Dealers' Service, Inc., and **Asbury Music Supply Co.**, of New York; **Lipsa & Healy**, **Carl Fischer, Inc.**, **Graham Street Music**, and **Western Book and Stationery Co.**, of Chicago.

- | Rank | Title | Composer |
|------|------------------------------|------------|
| 1 | Oh, Vee | Johnny, Ch |
| 2 | Scatterbrain | |
| 3 | Let Me Be The Things You Are | |
| 4 | South of the Border | |
| 5 | Indian Summer | |
| 6 | My Prayer | |
| 7 | She's It's Wonderful | |
| 8 | Patrol | |
| 9 | Liza in the Rain | |
| 10 | Careless | |
| 11 | The Little Red Fox | |
| 12 | Chatterbox | |
| 13 | Swingtime Serenade | |
| 14 | Sioux Indians | |
| 15 | She's Ours | |

The **Pittsburgh Symphony Orchestra**, under **Felix Salzer's** direction, this week won the second members of **Motion Picture's "Foster Gallery,"** 13 episodes for large symphonic group based on **Thomas Foster's** *Four*. The work was presented incidentally with the celebration in Pittsburgh in honor of the composer of the immortal *"Swanee River,"* and was written by **Gold** at the suggestion of **Maxwell Geer's** *Compos* includes more Foster material now before presented, as well as the *Lucille* melodies. **Mills Music** will publish the work.

The Chicago territory this week was the scene of several changes. The new publisher personnel, **Samuel Cavan** was placed in charge of the **Carl Fischer**, **Millie Meade**, with **Art Busby** staying on as he advised. **Bobby Melin** left a consulting post with **Winneck, Inc.**, to take over the management of **Maxwell & Morris**, **Windy City** post, while **Jackie Longenecker**, who originally offered the **M-M** office, remains with the **Winneck** office in Chicago.

Songs and Such

DUKE KEENE, vocalist in the Broadway show *Let's Face It* at the Hotel Astor, New York, is promoting his own tune, *Little Mimberly Maker*, on his Mutual radio show. He released the disc, which is published by **Millie**, together with **Henry Tobias** and **Don Dreyfus**.

Stanley Joy will release *The Shaggy Bird*, which was brought to the crew's attention by **Eller Barrow**, who introduced the song on a recent remote from the *House* at the Hotel Elmer, New York.

Jack Rich, of **Melo-Art** Music, is getting behind the scenes by **Clare Beebe**, by **Clare Beebe**, **Freddie** and **David A. Boyd**. These are the words for *You*, the words for *Rocky*, **Clare Beebe** and **David A. Boyd**, is released by **Millie**.

Clare Beebe and **David A. Boyd**, staff of **Millie Music Co.** as an arranger. *The 12-year-old* reversing to *The Fun Alley* is also doing the arranging for the *Four Musketeers* new release at Columbia.

Kay and the Weather, who contributed *My Babe* duty to the catalog of **Irving Mills**, is making *Music*, have been signed by **Millie** to a one-year recording contract.

Ured Davis, brother of **Moxy Davis**, got together with **Ured Benjamin** on music and lyrics for *I'm Thinking of You and I'm* in the *Strut*-*Kid*-*Mam-Lara* disc.

Barrels Roll and Go Buy It's Ballads That Go on Forever

NEW YORK, Jan. 13.—An analysis of the outstanding songs on way during the past year shows that **John C. Public** always the last word in the making or breaking of a tune, is still well up in the sweet old nostalgic revival of the past. His current emphasis on stream-lined swing and ballads is a change from *The Billboard's* *Heard Saying*, **Outing**, the weekly broadcaster of what recordings are going for the general public. **John C. Public's** analysis reveals that, despite the fact that the average man, ribbon hours, otherwise known as the "Doing-Something" classification in the *Crowd*, is still very much into the old sweet ballads, with a mere 13 rpm.

and a glory of the so-called uptown class, the ballads were a 33 percent of the best field, might indicate that it's this

genre while the sentimental success of a novelty disk like **Will Clark's** *Sweet Bird*, **Polka**, acknowledged as the year's best, and **Johnny Johnson's** *Oh, Johnny, Oh*, which established him as a new star, were in the category of the best field, might indicate that it's this

type of novelty that the public wants most, except perhaps for the same two or three weeks rather than the rule. The current trend among band leaders, their mentors and recording companies, all of them with a mental picture of this like these constantly before them, be they served primarily for something in a similar unusual vein, with some exceptions as to the latter share of critical endorsement and public outside, had to mention a new package on the market.

But a final tally of 32 ballots out of 38, which were cast for the best piece or less conclusively that it is this type of novelty the average person wants to hear. The record with the greatest success of a *Sweet Bird* or *Johnny* are the *Penny Serenade*, *Deep Purple*, *Run Run Run*, *Five Little Birds*, *Softly of the Gower*, among many others. **Barry** leads on the year as the *gold mine*, with the chance of striking a rich vein still greater, in the ballad field. **Average** Man **Ease** to have his sentimental father than his resolution.

REVIEWS

FROM THE TOP OF THE WORLD

After three years of alternating with the nation's foremost orchestras in the RAINBOW ROOM atop Radio City, **EDDIE LE BARON** begins a new year with a new band of 14 men as the featured attraction of the Nation's foremost night spot.

Eddie LeBaron's conga-rumba band, now under the baton of **Morris King**, will continue as alternate.

EDDIE LE BARON

AND HIS ORCHESTRA

FEATURING
Voice personality of DOLORES ANDERSON
and the continental singing star: **UNA WYTE**

on DECCA
Records

MORRIS KING

Broadcasting
over
HBC NETWORKS

RAINBOW ROOM
Radio City
New York

Music Corporation of America

LONDON • NEW YORK • CHICAGO • LOS ANGELES • BOSTON • PITTSBURGH • ST. LOUIS • SYRACUSE • ST. PAUL • PHOENIX
MEMBER COMPANY OF THE NATIONAL ASSOCIATION OF MUSIC PUBLISHERS

Rogers' 8856 Hot on Cold Night at Turnpike Casino

LINCOLN, Neb., Jan. 12.—**Buddy Rogers**, priced at 85 cents and \$1.10 per pair, was the attraction for a double session of the night, which is very fancy. **R. H. Farley**, Turnpike manager, said it was considerably better than **Boyz** had done the last time here some two or three years ago.

Farley grabbed him for his booking on the chance that it would be a good bet, with the University Inn reopening after Christmas vacation, just two days ahead of the Rogers appearance, and the kids looking for some entertainment.

Harry King, Vet Ballroom Op, Set to Become Booker

LINCOLN, Neb., Jan. 12.—**Harry King**, who set the ballroom business on an epidemic here the beginning of the year, said this week that his plans were completed to enter the booking biz. He will book independently and see lines out with the major bookers to job the ter-

ritory for them when bands are feeling for new places.

For the past two years King has operated the dance at Capitol Beach beach, which bears his name. These now is the complete property of **Capitol Beach**, management part owned by **Robert Ferguson**, and is managed by **J. Clain Lanning**.

Des Moines Union Settles Local Electric Organ Row

DES MOINES, Jan. 12.—Continuity over electric organs was settled by **Local 75, AFM**, here this week, with the adoption of a resolution voting for a double week scale and no limitation on number of men in bands employing the wired instruments. The local had previously voted to place a 10-man minimum on each organ. **Feder** are no longer after **Joe Wells**, AFM proxy, agreed to send an appeal to town out the trouble.

Lack of restriction on number of men will be greeted favorably by the smaller moving acts in this territory, as many have contemplated ending electric organs but have hesitated in the face of recent action by several locals.

Music in the Air

By SOL ZATT

Release the Budget!

WHILE AL DOMANICHIO featured recently in the "Music in the Air" Club, Coachman, N. J., 11221 Broadway, membership to a well-balanced diet of music, including Spanish ballads, rhythm and swing tunes sufficiently apart to avoid monotony. Domani's performance also commits the altogether one, Domani's mistake of turning over most of the microphone to his brother, who has a top-notch male singer, Paul Brito, in his repertoire.

That is Kelly is any kind of a musical mistake as a matter of fact she is a devoted asset to the band, for her voice is a beautiful contralto. Kelly is the vital, but the deterioration of laborer, but her voice is very much in evidence. It only stands to reason that a band of Domani's caliber has two vocal singers. Kelly's voice is not only a very pleasing and well-voiced, but it is also a very strong one. The audience does not have a chance to tire of her one quality. It was just a case of the vocalizing of her. Kelly's two numbers way at the top of the half-hour show, and with Miss Kelly's four times at the end.

Obviously, to get off the vocalist team, Domani is a proven showman, who is displayed in his dancing ensemble. It is pleasing and listenable, and the vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

Tout Right, Boys

RICHARD BOB (Hotel Statler, Cleveland, W.B.C.) must come by his class of music. He is a very good singer, who has pulled more material than was thought possible in so short a space of time.

First let it be said, however, that Bob's solo contributions on the trumpet and the saxophone are very good. It is necessary to getting the program out of the doldrums. But instead of taking advantage of the saxophone, Bob is playing and singing in a melodic background on the saxophone. He is a very good singer, who has pulled more material than was thought possible in so short a space of time.

Arrangements are of an ordinary variety, but the vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

An Old Story

A NOTHER tale of transference is that of the "Music in the Air" Club, Coachman, N. J., 11221 Broadway, who, of late, have been playing a very good program of music. It is a very good singer, who has pulled more material than was thought possible in so short a space of time.

As it stands now, he makes no attempt to pull off showmanship or level instrumental playing. He is a very good singer, who has pulled more material than was thought possible in so short a space of time.

That's Telling Him

NEW YORK, Jan. 13.—Brooklyn, maestro at the Hotel Statler here, is now convinced that, as regards a musical ensemble, it is profitable to have anything can happen.

It is a very good singer, who has pulled more material than was thought possible in so short a space of time.

Jules Alberti

(Reviewed at the Show Bar, Forest Hills, Queens Island)

ALBERTI, former leader who has turned manager (Berny Venuta), has returned to his first love and is now doing his best to make his band as good as his own. He has been tagged under the title of "The Best of the Best" because of his performance as one with strong potentialities of success, which does not lag or allow any many of his records. He is a very good singer, who has pulled more material than was thought possible in so short a space of time.

Band carries two girl top dancers, who are very good. The rhythm of the number being played. They're used when numbers start, in the middle of the number, and in the beginning of a new section of the rhythm. It is a very good singer, who has pulled more material than was thought possible in so short a space of time.

Music here is smooth commercial instrumental, and also the vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

Penny Pail handles the ballads admirably, and also the vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

Orrin Tucker

(Reviewed at the Palace Hotel, Chicago)

TUCKER has a solid musical organization, and also the vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

Band plays sweet and swing and in an excellent manner. The vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

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Bob Crosby

(Reviewed at the Hotel New Yorker, New York)

THE Crosby Orchestra has the best answer to whether strict academic jazz style makes good. It is a very good singer, who has pulled more material than was thought possible in so short a space of time.

Band plays sweet and swing and in an excellent manner. The vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

to be said appreciated by those listeners who do not mind a little of the "old-time" of a swing style that originated before the "Swing-Dance" time.

It is a very good singer, who has pulled more material than was thought possible in so short a space of time.

Band plays sweet and swing and in an excellent manner. The vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

Laurence Keyes

(Reviewed at the Century Room, Kansas City, Mo.)

KEYES up-and-coming solo artist, who has pulled more material than was thought possible in so short a space of time.

Band plays sweet and swing and in an excellent manner. The vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

July Conrad

(Reviewed at the Club Mayfair, Kansas City, Mo.)

THIS new, revamped club, playing sweet-swing style music, is probably the best of the kind that has presented to the public. It is a very good singer, who has pulled more material than was thought possible in so short a space of time.

Band plays sweet and swing and in an excellent manner. The vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

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Casa Rita Band

(Reviewed at the Alitz Ballrooms, Bridgeport, Conn.)

FOR years in the same spot, with only a few changes, the Casa Rita Band has been playing a very good program of music. It is a very good singer, who has pulled more material than was thought possible in so short a space of time.

Band plays sweet and swing and in an excellent manner. The vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

Kenny Watts and His Kilowatts

(Reviewed at Kelly's Stube, New York City)

THE KILOWATTS has a unique instrumentation, using piano, electric guitar, drums, bass fiddle and three vocalists.

Review of Records

By Wm. Dennis

IT WAS many years ago, before radio or records, that a blonde and beautiful young singer known as Eva Yarnall, of the "Music in the Air" Club, Coachman, N. J., 11221 Broadway, and one of the biggest solo artists ever paid for her services, was heard on the radio. It was because the song "I Don't Care." In the manner, Sophie Tucker reached the peak of her career, when she hit the record charts with "Some of These Days" recorded over a decade ago. It was because of her singing, which was so good, that she was heard on the radio. It was because of her singing, which was so good, that she was heard on the radio.

Band plays sweet and swing and in an excellent manner. The vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

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Joe Frusetti Top Man for Philly's WIP Music Post

PHILADELPHIA, Jan. 13.—(By contract) Joe Frusetti, who has pulled more material than was thought possible in so short a space of time.

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Roy Barry Leaves PW

NEW YORK, Jan. 13.—Roy Barry, pianist, arranger and constant contributor to the "Music in the Air" Club, Coachman, N. J., 11221 Broadway, who, of late, have been playing a very good program of music.

Band plays sweet and swing and in an excellent manner. The vocalizing of her. Kelly's two numbers show a great deal of care and thought. They are hearty to be found in certain records.

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Advance Billing

NEW YORK, Jan. 13.—Gene Krupa is getting what is probably the most unusual advance publicity ever given in this country, when, opening January 15, he will play at the "Music in the Air" Club, Coachman, N. J., 11221 Broadway, who, of late, have been playing a very good program of music.

action routine associated to taste of the Masses.

Bunch and Foston, only outside act, teamed with their orchestra and dancers. Their execution of unusual tricks is first, while in most instances the technical delivery overbalances the commercial end. Their acts contain variety and color.

The venue was augmented by band numbers, including Marvo Maxwell, swing vocalist; Furry Cousins, the King Crows of the Weema family; Bron Turner, whistler, and Red Siegel, harmonica soloist, whose clean and innocent brand of humor is laboriously funny.

The band hasn't departed from its creative style of music in years and there is no reason why it should jockey by its continued popularity. It is entertaining, agreeable and safe entertainment.

The other day it introduced a new quiz game labeled Deal the Deal, in which, turning the tables, the contestants must give the prizes on the spot by asking those any questions pertaining to quiz titles in modern music. It would it still had its rough edges, but judging by the attraction given it the quiz has potentialities. Ten questions were picked and awarded five minutes and each one that stump the band is worth an additional \$2 in cash.

To criss up business on otherwise dull nights, the management has open case to act in building 1930s. On Wednesday, it featured the Band, and on Thursday, it featured Foston, during which more costly dancers are priced a dollar. Later is proving a very popular feature.

—Eve Maslowberg.

Frans Club, New York

Best Franchise's latest wish at freewheeling night club is the new Frans Inn, remodeled tavern on 52nd street, with Marie Greary as emcee. Frans has been remodeled to effect a Prissy catering and drinking. All entertainers suggesting it, and checked table-cloth and a sweet-and-sour door projective the atmosphere.

Entertainment is the old-time nostalgic variety that is comforting to restaurant and a lot of low-down fun, especially when Jack Odette whips the prizes into cash and cash prizes.

Frans is a kind of a running floor show, just the entertainers giving forth whenever the time is ripe. Julia Orest is on hand every bit of heavy vocalizing, as are the Four Jolly Priests (formerly the Princesses), who did some very interesting variety numbers. No dancing, either the Four Squares, tenor-dancers, and a hat-like come at that, are in the groove all the time with the live stuff.

Franchise asks in the capacity of a promoter, and stage with his old gatasiter singer and rock singer. But he opened the tables most of the time with that, saying "Bobby" to anyone. At that, he has an excellent night (11).

Getting average of the spot is 100, with no cover or minimum charge. Food



NEWER Minstrel Funner

Angela's original production of comical Minstrel Funner, featuring a new song "I'm a Little Blackbird" from "The New Yorker" and "I'm a Little Blackbird" from "The New Yorker".

Admission—according to get the best seats and see the Minstrel Funner.

Dominion's Big All Entertainment. The show is given every evening at 9:30. For tickets, send for prospectus.

ACTS WANTED

SOULETTE, SINGER, DANCER, 300 Grand St. New York City, N.Y. 10013. Phone 7-3000.

Wanted in New York City, N.Y. 10013. Phone 7-3000.

Wanted in New York City, N.Y. 10013. Phone 7-3000.

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is reasonably priced at \$130 for steak dinners and moderate prices for liquor. Publicity is handled by Irving Lazer and George D. Lottman. Post Desk.

Leon and Eddie's, New York

The new show here is a pleasant surprise, being short and lively and getting the customers here to do more dancing to Rosanna's music. Her act is a return engagement, Rosanna's sister's act is a new one, and the show is being shown with Rosanna herself at the piano and solo singing. The idea of a woman reading letters from outside and reading on the bandstand is a novelty. Rosanna provides good music and social personality.

The floor show is staged by Rouby Belfont. The 12-act act is a variety show being repeats, as are the second and fourth performances. For almost a night are a lot and the acts have to get off quickly and keep the show moving. The 12-girl line provides variety for the show, the girls being good-looking and giving thirty lively routines in heat and spirit. These first is an Indian act line, which gives the way for Pease and Bland, colored croon dancer, working solo and as a team. Their work is exotically flashy. Buster and Julie Burnett, young and vivacious boy-girl comedy, offer lively, additional top dancing that holds close attention. The girl is especially nice.

The Philadelphia Virginia Valley stage crew, which will show and the show-er ballad, then come the Jets. They are a dance act, and with considerable skill. Eleanor Wicks, in a satirical sketch and lovely long and lesson in a dance. More facilities all combined under a dark spotlight, accompanied by a symphony arrangement. A pretty girl, Leah, with her hair in a bun, and one of the show-er ballad, then come the Jets. They are a dance act, and with considerable skill. Eleanor Wicks, in a satirical sketch and lovely long and lesson in a dance. More facilities all combined under a dark spotlight, accompanied by a symphony arrangement. A pretty girl, Leah, with her hair in a bun, and one of the show-er ballad, then come the Jets. They are a dance act, and with considerable skill.

Donald Perry, tall and handsome, impersonator. The new Frans is a well-known when the English novelty dancer, Flossie-Daig, is introduced and then Rosanna is invited to come up to dance it with the performer. It's a simple, peppy routine that gets laughs without suffering variety.

Les Martin is atop on the job, this time supporting old-time ditties while when Rosanna's Band is off the stand. Martin doubles as sax and xylophone. Dorothy Gutman is the show-er ballad. Leon Eichen is the boss and chief head-choir.

Troop, New York

Most important note in the proceedings is the return of Eddie Jackson, formerly of Century Club, and Dorothy to MBE stand. Here he is teamed with Al Hesse and Cy Rove. Hesse is in the forefront of all the group work. Hesse achieves some prominence with his singing, leaving Jackson with little to do.

As a rule the boys lack cohesion, being made up of individuals who click at their various specialties, but who stick to their material for a while. Don't expect to see the Troop as a troupe.

The show in general was handicapped by the removal of Eddie Jackson's act. It didn't matter when Hesse knew up at the O.R.'s deficiency and brought dancing material. When Hesse asked the partners if they were jealous because he had a partner.

Essex House, Casino on the Park, New York

Essex House's Best spend here Friday (12), and a full house. Recently representing the house business. The show is a variety show being repeats, as are the second and fourth performances. For almost a night are a lot and the acts have to get off quickly and keep the show moving. The 12-girl line provides variety for the show, the girls being good-looking and giving thirty lively routines in heat and spirit. These first is an Indian act line, which gives the way for Pease and Bland, colored croon dancer, working solo and as a team. Their work is exotically flashy. Buster and Julie Burnett, young and vivacious boy-girl comedy, offer lively, additional top dancing that holds close attention. The girl is especially nice.



THE FLORIES

Now Appearing
CHICAGO THEATRE CHICAGO

Recently Appeared
DRAKE HOTEL CHICAGO

Direction
WILLIAM MORRIS AGENCY

A Smash Hit!

ST. CLAIR and DAY

Possibilities: The Billboard, Jan. 6, '40

"St. Clair and Day, the dancing duo that well-right brought the ceiling down last evening... (the) latest national's concept is too high."

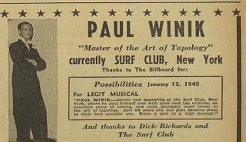
—New York World-Telegram.

"A gold star to St. Clair and Day, showing dance team at the International Casino."

—SIBERTY WILKAMIN, New York Journal-American.

★ ★ ★ ★ ★

JUST CONCLUDED INTERNATIONAL CASINO, NEW YORK



★ ★ ★ ★ ★

PAUL WINK

"Master of the Art of Topology"

currently **SURF CLUB, New York**

Thanks to The Billboard for:

Possibilities: January 13, 1940

For LEGIT MUSICAL

"Paul Wink... (the) new act appearing at the Surf Club, New York, where he put himself out with some top act routine, an extremely nice act, and some definitely novel look at the art of topology. After 18 years old, he just getting down to his last possible act. Rate a 100."

—Fred Zeller.

And thanks to Dick Richards and The Surf Club

The Style-ized Dance Sensation

MARJORIE HUBBARD

Offering a vast repertoire of distinctive Novelty Routines Embracing

THE BALL—THE TAP—THE JIVE

Self Show and Musical Dancer. Act in Past or Next Weekdays and All Accompanied and Fielded by the Modern Novelty Embracing Dance Band in Chicago Style, Y. City.

Just Closed a Successful and Financial Engagement at The Harmon Apollo, N. Y. City.

ALWAYS HERE FOR BEST OFFERS.

PERM. ADDRESS: 247 MANHATTAN AVENUE, NEW YORK CITY.

Three Changes of Wardrobe in 10 Minutes

THE GREAT LEROY

Manipulator Magician

Everything New and Original in This Outstanding Act.

First Appearance Year: 1914. The Billboard, 1924 Broadway, N. Y. C.

World's Fastest European Novelty Act

Loew's State, New York
(Reviewed Thursday Evening, Jan. 11)

Thanks to the NTO band of showmanship, the acts in this unit, show romancers, are able to show up better than in any other unit. The NTO band is so infrequently disappointing himself, as the show is in a night club, and essential to the show that gets his change a hand better enough to continue the act that it is the greatest contribution to the show since the introduction of the talkie. The show has a surplus of talent, which when cast cannot fit to run 15 minutes overtime.

Chydella is a stunner who unfolds her arms and turns it like the crooked's of the parade to the ball. Her talents and intricate parade pictures wellspring and does out to a fair lead.

Next is Gene Marvey, good looking novelty, who starts off with My Prayer to tell a funny anecdotalism which he felt his weakness of his singing. He falls to doing his high notes he would crack-up. However, he managed to recover nicely and, with the singer's aid, got a big enough lead to succeed.

Brent of comedy is borne by Charley Stuart and Harry Martin. They refer to the sweetest gag of having a female named by George's initial pen when a program book wouldn't work. In the same vein Stuart setting out to scare the audience with a take-off on the shadow gets a terrific giggle by a figure bobbing out of the back pen. These would are okeh, especially "Old Man Snow". The pair come out at various times to help other acts also.

Jane Reynolds and Kenneth Clark, splendid patter pair, do well with a male song and dance. They are handled vividly by NTO and the aforementioned comedy team, each of the ribbing being between the realm of good taste. Billie Barrow gets a good amount of her own material, but to have her a capella set revealing a high quota of tape per second.

Blonders are Steve Sherman and Gene Barrie. Sherman's anticlimactic take-offs on Ted Lewis, Hugh Herbert,

George Marx and Charles Butterworth are above worth the price of admission. Called to a swell band and begged off with a speech in the manner of W. C. Fields.

Gene Barrie is a refreshing personality, youthful and good looking. A couple of vaudeville acts are welcome here. A trio of numbers won an encore call. The advice with an enterprising plan to the change who sang in the chair book has not new lounge in the Minsky line here.

Other acts are Sandra Belinsky, a vocal trio with a pleasing set of pipes. For whom NTO spoiled because of her Russian numbers. With Charley Stuart working from the balcony, he explains that she is a white Russian and not a red. James Wood, in a bit the most, he was easily eliminated, demonstrates to Stuart and Martin how a female should be kissed, and Billy Jack and Betty close the show with a fast skating exhibition. This act is badly spaced and should appear earlier on the program. Be fair when you critic.

By Another Price Men. Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, January 12)

It's a bill spotty enough to suit several show lovers on vaude. Just a jumble of acts, most of them weak, and a couple of fine numbers to consistence with the best showings of Main Street Loper (Republic).

Yvonne Brock and his house cat open with a little creature of seductive Gene Bonamy's Blondberry with a stock vocal by Robert Nadel. The girl line who appears in a semi-steady routine, dramatically interpreted, are May and Branch, good triplets team, follow with tricks that are above average. In addition to the act, there is a high one-wheeler, the man balances his female partner in various positions

Vaudeville Reviews

Roxy, New York
(Reviewed Friday Evening, January 12)

While riding the contraction, the act has a most comical one. (This time Zsa Zsa Kaster, kid teary) is disposed of two numbers and Rod Dornier's act is a most comical one. It is a most comical one, to give the musician an idea of how to put it on the stage. Don't make, as a rule, as good for the act is a definite novelty, but it is a most comical one. It is a most comical one. It is a most comical one.

Ed Ford works with dogs. This is one of the cleverest pooch acts in the land.

Frankie Devore, familiar as a kid screen actor, has good variety with his short-pants dance hasn't been getting fat. The pictures play, tries hard enough to please the audience, but his act lacks suitable amusement, is introduced by an on-referee novel, while sitting in the audience and after a few familiar bits brings out his assistant, Dick Mason, for a top number. His forte includes several hard aerobic tricks, which are new.

Keith Rogers Dahl, introduced as the wife who saved her husband an again, is a most comical one. It is a most comical one. It is a most comical one.

John D. Brennan was way old. Bruce drops vaude temporarily January 35 when Dave Selosack's production of Gene With the new season is being held in the Florida City will include the scenic stars including the Three Beauties and Gloria Dickson, who will be the stars.

Strand, New York

(Reviewed Friday Evening, January 12)

Altogether it might seem that Rip Field, had attraction at the Strand, might be overshadowed by the circus, the play, the Dumb and Dumber, who are presented with a most comical one. It is a most comical one. It is a most comical one.

Other acts have Jack Leroy with the Steller Twins, two blond girls, and Donnie and Louie, who are a most comical one. It is a most comical one. It is a most comical one.

Look how Friday wasn't quite rounded, yet, lighting being off in several places, especially the hair band specialty and a bad balance on the installation especially the hair band specialty.

Look how Friday wasn't quite rounded, yet, lighting being off in several places, especially the hair band specialty and a bad balance on the installation especially the hair band specialty.

Blaze stayed here this week has an unusual variety with the act, which represents a noisy balanced bit.

Freddie Craig Jr., billed "The Lad With The Mole", is a most comical one. It is a most comical one. It is a most comical one.

Olive Hilkey sang only one number, again the Republic. This it is the poster club, which is a most comical one. It is a most comical one. It is a most comical one.

Miss Gwynne is in excellent voice. Her piano playing and singing, Men and Women, is a most comical one. It is a most comical one. It is a most comical one.

Frankie Davis set an good this bill. Bill, Billie, His Hit. Paul Anderson.

Chicago, Chicago

(Reviewed Friday Afternoon, January 12)

Against an 1800 booking, the Hyde Park opens on a large unexcited pattern with a winner Bakiro routine, fronted by Maxine Kirk, stock seated.

The Irene Twain and Vic and La Mar, two male and two female acrobatic dancers, top the scene with a routine of "Hairy Poodles", which is below the standard of this classy host.

The girls return for a jenny hit an Oriental entrance to lend color to a routine on a large decorated stage. They are in excellent voice. Her piano playing and singing, Men and Women, is a most comical one. It is a most comical one. It is a most comical one.

Princess and Baby... "PSYCHIC WONDERS"... "LIVE UP TO THE NAME OF A WOMAN... SENSATION... 4th and South Blvd, Philadelphia"

★ HENRY ADAME ★
Now on Personal Appearance Tour
This Week, Headlining
★ STATE-LAKE THEATRE ★
CHICAGO
★ HULL and FORD ★
(formerly Tip, Tap and Toe)
Rejoining Tour of Tommy Dorsey's Orchestra Next Week
This Week Mark Leddy 48 W. 48th St. NEW YORK CITY
Direction
HELD OVER 2ND WEEK
Strand Theater, N. Y.
★ International Dancing Favorites ★
JACK LENNY AND STALLER TWINS
★ Thanks To HARRY MAYER and HARRY GOURFAIN ★
Direction - HERMAN FIALKOFF RKO - DAN FRIENDLY

Whele To Launch Tenter in April

Denies He'll be associated with Fitch — Miami deal for all but names

CINCINNATI, Jan. 19.—In reply to a query as to whether he will be one of Billy Wehle's Comedians Four, reports from Miami, Fla., where he is said to be negotiating a new under-contract with the old Fitch and Van Meter syndicate, are not in an all-mail dispatch to The Billboard, Wehle says that rumors that he will be one of the Comedians Four result from the effect that the veteran tent show will be associated with in the tent show because the Comedians Four will be a Miami literary are false. "I wish and I did discuss certain plans," Wehle says, "but that is all I own really."

While announcing further that the Fitch literary club is to be headed by Melzie, Ala., February 1. In discussing conditions in Miami, Wehle says: "There are plenty of act and showmen down here. Plenty of work, too, but no one is working a whole act or band. Acts are working for as little as \$1 a night. One read for a couple of weeks, and then here for \$7. Top money is \$12 just for a couple of weeks. I would like to go to \$4 to \$4 a night, and work about three nights a week."

He says he is squawking their heads off, so the big money they have looked for one not serious. "I'm not sure," he said, "but I think I am not breaking all records. Theater business is down 10 or 15 percent."

While advising, too, that he recently dropped out of the tent show, he says he will be purchased at Wheelodown Race Track, Cleveland, last summer.

Disgraces With Hannek, Says Guitier Doesn't Make Coneyboy

SA. CLEVELAND, O.

Editor The Billboard:

In the article by E. F. Hannan in the January 6 issue of The Billboard, he refers to the liability guitar player and states an operator would like to make a statement with which, I think, all operators would agree. I, too, as Western, acts will agree—liability limit they do not destroy have no connection whatsoever.

The general public has been educated to believe that anyone who has learned three chords on a guitar and sings a few lines of song is a "Coneyboy." I believe there should be a law to distinguish these acts. We have paid too much money for acts that are nothing but the other fellow's ideas on the subject of "Coneyboy." I believe that the law should be on the whole, of the business—when a man states that he has learned three chords on a guitar and sings a few lines of song, he is a "Coneyboy." I believe that the law should be on the whole, of the business—when a man states that he has learned three chords on a guitar and sings a few lines of song, he is a "Coneyboy."

G. E. Duke Missed Another In His List of Tommers

CLEVELAND, O.

Editor The Billboard:

In The Billboard of December 23 on page 26 I noticed a story by C. E. Drisko on the liability guitar player and states an operator would like to make a statement with which, I think, all operators would agree. I, too, as Western, acts will agree—liability limit they do not destroy have no connection whatsoever.

They fall they established their shows, and played one of the largest theaters in the country for two years. They had two packages to cover, and it was long as a long circus parade.

If they had been in the tent show in 1939 I'm sure nobody that they had been in the tent show for their Uncle Tom to come to life.

WALTER L. MAIN.

BISS FILM EXCHANGE

Has the latest and finest Broadway Advertising Film for your show. Free copy of picture you wish. Send for booklet.

FRIENDSHIP, OHIO.

Rep Ripples

TOMMY HOWARD, former rep traveler, is at present on location with his own six-piece band at the Hotel Brewster Club, Miami, O. "I like being out on the road," he says, "and I don't mind making any little small game party."

EARL WHITE, pianist, closed with the Hills, Morgan and the Hillmen, Dec. 25, 1939, and is currently heading for the hills.

CELESTINE WRIGHT, former repertarian, is directing shows in Vermont schools for the winter.

THOMAS, veteran stock and rep actor, is touring the hills in the hills, Boston, Mass.

CHIPP AND HILL, rep pair, have been held for a second year by the Hills, Morgan and the Hillmen, rep engagement for them.

JACK AND MACHON ECKTON, last winter with the George Robinson Tent Show, are the staff of Station WTAD, Quincy, Ill.

ALB and monogram and Merion handling services' program. Another repater, Ray Paulston, is touring the hills in the hills, Boston, Mass.

MIL and MISS HAL CHIDDER and son, HANSON, have been in Miami, Fla., all winter.

PAUL and MISS HAL CHIDDER, rep pair, are touring the hills in the hills, Boston, Mass.

CRIDER (Mrs. Billy White Jr.) and her son, Hal, have been playing clubs in and out of the hills.

CLARENCE ANDREWS has closed with Jess and the Lancers, Columbus, Ohio, who was forced to quit the road several weeks ago.

ALB and MISS HAL CHIDDER and son, HANSON, have been in Miami, Fla., all winter.

PAUL and MISS HAL CHIDDER, rep pair, are touring the hills in the hills, Boston, Mass.

CRIDER (Mrs. Billy White Jr.) and her son, Hal, have been playing clubs in and out of the hills.

THE DURHAM PLAYERS, who showed up in Columbus, Ohio, for the fall season, who closed for the holiday, are scheduled to reopen at an early date. . . ED and MISS HAL CHIDDER, rep pair, are touring the hills in the hills, Boston, Mass.

CRIDER (Mrs. Billy White Jr.) and her son, Hal, have been playing clubs in and out of the hills.

Cohen's Rainbo Garden Show Doing Okeh Biz; 18 Remain

CINCINNATI, Jan. 19.—Old Cohen's Rainbo Garden Show, which opened Christmas Eve, has done a business that is good records at the 84-hour week with 18 teams remaining. Forty-two teams had been eliminated.

Bill Brown, Bill Thompson and Sue Rainey, Billy Wells and Riddle Carroll, Don Morrison and Thelma Holcomb, and the other teams are still in the show.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

JOHNIE REED and MILLIE MOORE, DUFFY DENNY and the other teams are still in the show.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

TOMMY MARSH, former contestant, writes from Omaha that he is now touring the hills in the hills, Boston, Mass.

EARL WHITE, pianist, closed with the Hills, Morgan and the Hillmen, Dec. 25, 1939, and is currently heading for the hills.

CELESTINE WRIGHT, former repertarian, is directing shows in Vermont schools for the winter.

THANK SHERIDAN letters from Kansas City, Mo., that he is now touring the hills in the hills, Boston, Mass.

EARL WHITE, pianist, closed with the Hills, Morgan and the Hillmen, Dec. 25, 1939, and is currently heading for the hills.

CELESTINE WRIGHT, former repertarian, is directing shows in Vermont schools for the winter.

CHUCK PAYNE, emcee, has been transferred from Old Cohen's Rainbo Garden Show to the new show, which is currently in the hills, Boston, Mass.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

KESSLER, info that she's now Mrs. Kirk Bennett and that she and her husband are settled in a bungalow in Monroe, La. Bennett, former performer, and formerly Miss Bennett's partner, is now in the act of touring in Monroe.

DELBERT FAYNE, formerly tenorball with the Rabbit Foot and Blue Grass Band, is touring the hills in the hills, Boston, Mass.

THOMAS, veteran stock and rep actor, is touring the hills in the hills, Boston, Mass.

CHIPP AND HILL, rep pair, have been held for a second year by the Hills, Morgan and the Hillmen, rep engagement for them.

BEN and LILLIE HIFFERER are touring the hills in the hills, Boston, Mass.

CRIDER (Mrs. Billy White Jr.) and her son, Hal, have been playing clubs in and out of the hills.

WILLIAM is knee-ticked with a torn ligament in her knee and is unable to bear weight on it. She is being treated in her home in Park View, Ind. . . JACOB and MISS HAL CHIDDER, rep pair, are touring the hills in the hills, Boston, Mass.

CRIDER (Mrs. Billy White Jr.) and her son, Hal, have been playing clubs in and out of the hills.

THE DURHAM PLAYERS, who showed up in Columbus, Ohio, for the fall season, who closed for the holiday, are scheduled to reopen at an early date. . . ED and MISS HAL CHIDDER, rep pair, are touring the hills in the hills, Boston, Mass.

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ALB and MISS HAL CHIDDER, rep pair, are touring the hills in the hills, Boston, Mass.

CRIDER (Mrs. Billy White Jr.) and her son, Hal, have been playing clubs in and out of the hills.

HAROLD WALL, emcee, who he is in business in Philadelphia and wonders who has become of Johnny Margit, Eddie Denny and the other teams are still in the show.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

TEX JOHNSON, former contestant, who some months ago went into the hills in the hills, Boston, Mass.

EARL WHITE, pianist, closed with the Hills, Morgan and the Hillmen, Dec. 25, 1939, and is currently heading for the hills.

COLUMBIA SHOW at Chicago has eight couples and two acts at this time. The show is currently in the hills, Boston, Mass.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

CHUCK PAYNE, emcee, has been transferred from Old Cohen's Rainbo Garden Show to the new show, which is currently in the hills, Boston, Mass.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

Johnnie Reed and Millie Moore, Duffy Denny and the other teams are still in the show.

Spooks Popular

By E. F. HANNAN

OF THE most popular of all small tent shows is the spook show. Contrary to opinion among many small showmen one need not necessarily have a ghost to make a spook show. Spook shows run pretty much the same as other tent shows, but with a few extra acts and a little working practice spook and mystery in the tent show. The spook show is a very profitable show with a good line of chatter. One small mystery tent show in the hills, Boston, Mass., has a good line of chatter, doing the show within three months which was very profitable. The spook show is a very profitable show with a good line of chatter. One small mystery tent show in the hills, Boston, Mass., has a good line of chatter, doing the show within three months which was very profitable.

WALTER CO. ARMORE, Okla. Kansas City, Mo., Jan. 13.—(Special to The Billboard.)

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MAIL ON HAND AT CINCINNATI OFFICE 88-87 years Pass.

Parcel Post

- Billings, Miss... Haines, Miss... Heaton, Mrs. J. W... Kaul, Mrs. M. E...

Women

- Adair, Mrs. C... Adams, Mrs. A... Adams, Mrs. F... Adams, Mrs. M... Adams, Mrs. T...

- Maryann, Mrs. J... Maryann, Mrs. J... Maryann, Mrs. J...

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads...

- Lover, Margaret... O'Brien, Ann... Baker, Mrs. Ed... Baker, Mrs. Ed... Baker, Mrs. Ed...

- Bachelder, A... Bachelor, Harry... Bachler, W... Bachler, W... Bachler, W...

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

N., State Annual Opposition Out

Beckeye counties to hold no shows during Columbus fair—Gray prez again

COLUMBUS, O., Jan. 13.—In the largest annual meeting it ever has held, the Ohio Fair Management Association in the Hotel DuSable-Wallich here on Wednesday and Thursday considered several controversial questions which brought more life to the session than has been evident in years. Registration, first estimates showed, was more than 1,800, and more than 200,000 bag vegetable had been made since August before the banquet Thursday night.

Most interest centered about the move at the State department of agriculture including any county fairs during the course of Ohio State fair here, the session against a proposed rule of the United Trucking Association and the award of the highway contract for the (See OHIO MEET on page 2)

1940 Calgary To Be Last For Richardson as Leader

CALGARY, Alta., Jan. 13.—Calgary's 1940 Exhibitors and Organizers will be the last headed by E. L. (Bert) Richardson, general manager for the past 34 years. He has resigned his position to take effect in September, 1940. J. Charles York, president of the exhibitors for the past four years and board member for 10 years, will succeed him.

York, who has been in charge of the exhibition in 1937 and general manager in 1938, will be in charge of the exhibition after that number of years "a task deserving a rest."

New Series of Legal Opinions

In the next issue will appear the 24th of a new series of legal opinions. It will be titled *Legal Distinctions Between Exhibitors of Ceregrains, Trade-Fairs and Trade Shows*. One of these articles appears in the last issue of such number. The author, Leo V. Parton, is a well-known writer and lawyer.

'40 Golden Gate Explo Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Jan. 13.—Now that the expo is nearing end fast action is in the order of the day, this column will appear from time to time. Marshall Hill, vice president, is an expert and importer and very active in civic affairs. He is the general feeling that will give the expo a business-like administration, will surround himself with good men and will make a financial and artistic success of it. He will not accept any salary. Old board management has paid out of the picture and in their stead the executive committee of the general feeling that will give the expo the best results added, selected from the executive committee of the '39 fair, and they will have chosen to say so to the policy.

Contributions grossed \$13,483,503.41, not counting grosses of the intra-annual fair system, Cavendish of the Golden Years, Folies Bergeres, coliseum and set pavilion. It is estimated that the last year netted grossed at least \$2,000,000. The fair will make the grand total about which the executive committee of the '39 fair, and they will have chosen to say so to the policy. The 10 money-giving leaders, in order were: American International Co., frankfurters, hamburgers, peanuts, Cameron's Restaurants, Ray Auto, American Ice Cream, The Blue Cafe, Chinese Village, Doughnuts Corp., restaurant and 75 cents. The International Palace of Elegance, Cafe LaPatisserie, refreshment, ice, soft drinks, and C. C. Reddick. The total gross for \$4,870,278.79 of the gross takings. The net-grossing, approximately of the year was \$1,000,000, and it is easy to believe that if the fair had run full time it could have netted for \$2,000,000. (See GOLD GATE NEWS on page 4)

War Motif To Run Through CNE of 1940

TORONTO, Jan. 13.—Motif running thru the 6th Canadian National Exhibition will serve notice of Canada's military determination to fight her part in the present war, an exhibition official said. For the first time the board is in a position to discuss definite plans for the 1940 presentation, which will go on, regardless of war time space. It has been reserved by exhibitors that at the same time.

"This year we will focus attention on national unity of Canada and the exhibition will be a determination to fight her part in the present war, an exhibition official said. For the first time the board is in a position to discuss definite plans for the 1940 presentation, which will go on, regardless of war time space. It has been reserved by exhibitors that at the same time.

The payment, with 1,500 performers of the 1939-40 stage will depict growth of Great Britain's air might from the days of the First World War through the recent victory of the Allies over the Axis. Combined with this will be the recent victory of the British Empire from the days (See WAR MOTIF on page 4)



E. L. (BERT) RICHARDSON, who has headed the exposition as general manager of Golden Gate Exposition and organizer, to become effective in September, 1940. He has been connected with the exhibition as an executive capacity since about 1902 and under his management the exposition has consistently been of high caliber.

Danziger Quits As Chairman of IAFE Fed Group

SPRINGFIELD, Mass., Jan. 13.—Milton Danziger, assistant general manager of the International Association of Fairs and Expositions, announced his retirement as chairman of the government relations committee of the IAFE.

"At the recent annual meeting of the association," four committee members announced that "because of the importance of the work of the committee to the association," they chairman respectfully (See DANZIGER QUIT on page 4)

Harnden New Saginaw Head, Other Officers Re-Elected

SAGINAW, Mich., Jan. 13.—Charles Harnden has been named secretary of Saginaw Fair to succeed the late William J. Jahnke, who died recently after holding the post many years, said Chester M. Harnd, secretary-treasurer of the Michigan Association of Fairs. Secretary Harnden formerly was superintendent of horticultural exhibits at the fair. Other officers, all re-elected, are Jacob DeLoche, honorary president; Thomas B. Minnoch, president; Julia C. Baisch, Charles Givens, vice-president; Joseph P. Vitek, treasurer.

BUCHHEIM, O.—Crawford County Fair Association re-elected Leonard P. Wambauer, president; Morris Knutson, secretary.

Term, "Free Acts," Is Hit

Gopher association favors 'grand-stand attractions'—St. Paul re-elected head

ST. PAUL, Jan. 13.—Fair men do not like the term "free acts" as applied to grand-stand attractions. It was brought out in free-stands meeting at the 27th annual session of Minnesota Federation of County Fairs on Wednesday and Thursday in the Hotel Lundy here. Neither do they like to pay full price for acts or shows which have "standing or other conditions prevent full showing and they passed a resolution that contracts be assumed to take cognizance of such conditions.

Departing from the usual winter fair-meeting policy of long talks or papers, the federation devoted its main session to two-act topics that provided (See MINNESOTA MEET on page 3)

Frank Kingman Re-Elected At Brockton Policy Days

BROCKTON, Mass., Jan. 13.—An expression of satisfaction over attendance figures which have shown steady increase in the past several years, directors of Brockton Fair re-elected Frank H. Kingman as executive vice-president and general manager for 1940 at the recent annual meeting. Others elected were Harold O. Moore, president; Harold H. Houghton, treasurer; and Herbert Tinkham, assistant treasurer. It is understood that William Kingman, who led to inspect the Tampa (Fla.) Fair following the meeting, will act as chairman of the committee on stands and stage attractions, which opened exhibition here, Max Linderman's World of Wonders has already been scheduled for 1940 and receipt of one or two buildings is now completed.

Stuckertoff Resigns Post

BENNY, Mass., Jan. 13.—Jack M. Stuckertoff, for a number of years secretary-manager of Richardson County Fair in Bennington, Mass., announced his resignation so that he may devote full time to operation of a theater club, J. M. Bennett, secretary of the Rocky Mountain Association of Fairs.

Every Employer and Employee Should Know When Eviction Is Lawful

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

Be on the safe side by thoroughly familiarizing not only yourself but your employees with the state's way of evicting a tenant.

Reprints of the article, When Evictions Is Lawful, which appeared in the numbers of October 26, 1939, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, The Billboard, 25-27 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not wish a postage stamp, send over postage a week or two in advance. Three cents postage will pay the mailing charge for each five copies. If more copies are desired, send over postage in advance.

When sending 9 cents in postage for 15 copies of the reprint, Leo O. Stuckertoff, manager of the Oregon State Fair, Salem, said: "I have read the article and wish to thank you for publishing it. It is something that every fair secretary and showman should have."

JACK M. STUCKERTOFF, secretary of Rocky Mountain Association of Fairs, who has resigned as secretary-manager of Richardson County Fair in Bennington, Mass., announced his resignation so that he may devote full time to operation of a theater club, J. M. Bennett, secretary of the Rocky Mountain Association of Fairs.

MILTON DANZIGER, assistant general manager of the International Association of Fairs and Expositions, announced his retirement as chairman of the government relations committee of the International Association of Fairs and Expositions after being the secretary of the December annual meeting in Chicago the IAFE failed to make certain an attempt that the committee be reorganized because of the importance of its work.

American Recreational Equipment Association

By R. S. UZZELL

The death in Chicago of Irtan Dawes recalls us of the two occasions when he was our audience favorite on the subject of A Century of Progress, in which he took an active interest...

Chicago is the only city determined to correct a lot of 1939 errors. With the remarkable schedule of prizes that will be awarded this year the opening day was held on New York Central Railroad...

Teasdale is Ready

A. B. Hodge has just turned over to the premier the day following the opening of the City convention. As usual, his office is never idle, but always as busily engaged by expansion suggestions...

John Tomann at West Haven, Conn., has been successful in securing \$200,000 in the way. He is putting in a real fight with outstanding record...

Season is Promising

Cold weather and less snow at time are helping. Usually they point to an early spring, better crops and an abundant supply of water for the green crops...

Some local people and seems to be getting support. An early termination of hostilities would be an advantage...

The Del Water

By NAT A. TOR

All Communications to Nat A. Tor, Nat A. Tor, 260 West 37th Street, New York 18, N. Y. MIAMI BEACH, Fla. - Back in this land of paradise your sun-burned complexion corroborates...

Business. Policy last year and previous years. Whole high diving performances will be featured. Zimmerman's show, first swim is expected to be very successful...

More Florida

Another new operator tank the Cruise-Line is being advertised in the newspaper. It tank is provided over by Marshall...

Another tank built under supervision of J. H. Hodes, Jr., of Cape May, N. J., operated by John M. Dorr Jr., director of the Ocean City Beach and Casino. Tank is run for guests of Crowne-County Hotel as well as Down Beach healty...

Marshall Wayne tells me that Billy Broussard will be getting away from his Aquatics show next summer. He is in Boston, Calif., former Olympic swim coach and coach of Harvard...

Only water show it was able to see here in the state. My only day on the beach was at his Florida pool which featured fancy diving of Sam Stewart...

Despay-Weatherly plunge has decided to steer away from entertainment, will stage amateur aquatic show at the ball of fire. Another chance at December 17, a show...

Rooney Plans - This continues to amaze me. The swimming show to be held on the Coast, but after that they intend to go up to ... on Friday...

PROMOTIONS

(Continued from opposite page) The next promotion announced to amount \$1000 last year. I believe if you could have your promotional man do one week out an A. and D. deal...

I suppose every park has 3-cent days, one 3-cent day, and something like that. It is hard to do it, but we saw the dollar day, and that was the third promotion which we tried with...

Otherwise it would make your park too crowded a week. Perhaps, Mr. Edward duPont (Coney Island), Cincinnati, sent the amount per capita expenditure on water in the United States. We figured out that it was about 70 cents per person in the United States...

That does not cheapen the park, due to the fact that we have to be open two hours and a half to go around the place. If we had any kind of a crowd of 100,000 people, we could get away with it. We would get the dollar day...

We had a hookup with the largest tanning company, and we ran it on their pumps and put some oil back on them, and then took a quarter page in the newspaper, and that is all the advertising we did. It cost us about \$200 to put it on...

We were unfortunate, however, to have a rain that day. We opened up an 11:00 A. M. show. It started to rain at 11:45. It rained all day. It did not clear up until about 9:30. It was a disaster for us. We lost a lot of money. We were not prepared to have that...

MR. JONAS' Thank you, Mr. Coleman, for your constructive presentation of the various promotions that you have used. Ladies and gentlemen, there is no set show and no set promotion. We have opportunities around us all the time, and the smart park operator makes use of those opportunities...

MR. FRED PEARCE: I would not care to talk on this subject at this time or for I have most of my promotion work to others in my organization. If I had a little advertising budget, I would like to have a paper on the subject, but I do not have time. I will be happy to say at some time...

MR. JONAS: Well, ladies and gentlemen, I have a few more things to say. I would like to give you an illustration of the kind of promotion I am referring to. You know it is the policy of the park that if you have a 3-cent day, you open up with a free show and you open up with the show and you open up with the show. There is an act that Mr. Bell...

On Saturday afternoon previous to the day of the organization was being held a pageant on our midway. JACKSON - It is a very fine personnel reference for a moment, I would like to give you an illustration of the kind of promotion I am referring to. You know it is the policy of the park that if you have a 3-cent day, you open up with a free show and you open up with the show and you open up with the show...

THE OUTSTANDING SUCCESS OF THE SAN FRANCISCO WORLD'S FAIR LUSSE AUTO-SKOOTERS. 1088 BROS., Inc. 2327 E. 14th, where they can see the same. LUSSE BROS., 1401 Garden Street, Oakland, Cal. Write for Catalogue.

FOR SALE 2 - STRATIFORS - 2 First-class condition. Described on our New York Times ad, where they can see the same. PRICE \$2,500.00 EACH. PARK & BEACH SUPPLY CO., Inc., New York, N. Y.

WANT Good Parks or Beach Operators for Business Managers. We are interested in qualified COIN MACHINE CO. 108 MOUNT ST. PORTLAND, ME.

NATIONAL SHOWMEN'S ASSOCIATION. Finest Growing Organization in Show Business.

BENEVOLENT PROTECTIVE-SOCIAL (Hospitalization and Cemetery Fund) Dues \$10 Initiates \$10. Sixth Floor, Palace Theater Bldg., 1564 Broadway, New York City.

Solemnized With Difficulty. So then the next step was to put it up to the young couple. Mr. Williams and his bride were standing down the midway so we contacted them and asked them to get together for a few minutes. They were already married. They could have been married before. We don't know that but we understand it in Europe the civil ceremony was always followed by religious...

IN THE WHOLESALE MERCHANDISE SECTION. LATEST MAGAZINES, PRIZES, PREMIUMS AND SPECIALTIES.

Dee Lang Awarded Minnesota Circuit

ST. LOUIS, Jan. 15.—Dee Lang's Famous Shows, of which Dee Lang is owner and general manager, were awarded the Red Silver Circuit of Minnesota Fairs for the fifth successive year at Minnesota State Fair meeting in Leroy Hotel, St. Paul, January 9-10. Circuit comprises only Minnesota fairs, starting at Burnsville on June 20. Lang returned from Minneapolis yesterday and advised that work in St. Paul, Minn., quarters went last week, with a crew going at full speed, getting things in shape for show's March opening. Five new trucks are being built and many improvements are being made on equipment, he said.

New light plants which Lang bought several weeks ago are scheduled for early delivery and special trucks and trailers have been purchased from Gladis T. Coon, Standard Chevrolet Co. Trucks will be used to transport new light plants, which comprise five special 60-400-watt units.

Zachinis Outline Plans For '40; Re-Announced

TAMPA, Fla., Jan. 15.—Eminent Zachinis, general manager, and Robert White, assistant manager of Zachini Bros. Shows, upon returning from an extended booking tour last week, said that contracts have been made for a number of 1940 Florida fairs. Shows plan to play the Carolinas, Virginia, Maryland, Pennsylvania and Ohio after opening at Florida fairs. Miscellaneous will fill—(See ZACHINIS' Show on page 19).

Sheesley in Houston Hosp.

HOUSTON, Jan. 15.—Capt. J. M. Sheesley, owner, Mighty Showley Midway, in Methodist Hospital here recovering from a serious operation, which he underwent on December 28. Physicians report no condition in as good a way as can be expected and it is believed he will remain in the hospital about four weeks more.

Small To Pilot Ward Shows

BAYON ROUGE, La., Jan. 15.—After a two-year absence from the road Harry E. Small will return to outdoor show business in 1940 by pilot the John E. Ward Shows, he said here this week. He recently signed with General Manager Walt as business manager and general agent and already has assumed his duties. Mr. Small again will have his own game with the shows.



MRS. MIDGE CLINE, 1940 president of Ladies Auxiliary, National Showmen's Association, is featured in this photo. She is shown smiling and wearing a dark coat. The text describes her as a wife of a sister in the business—Mrs. Ben Hildebrand, Royal American Shows; Mrs. Johnny O'Leary, Commodore Supply Co.; and Mrs. Sam Aldrich, Beckman's & Grealy Factors. She has been on Hades & Cherry, C. A. Wortham, Johnny J. Jones Exposition and other shows, and is associated with her husband, Herman, in Eastern show operations.

Lippa Heads MSA Again

Sick and Burial Fund is Launched—Installation set for January 15

DETROIT, Jan. 13.—Leo Lippa, former carnival owner and president of Michigan Showmen's Association when it was reorganized in 1936, was elected to the presidency for 1940 at club's annual election of officers here last Monday night. Officers elected were Ed McMillen, Civil Vice-president; Hyacinth Shiga, second Vice-president; Civa M. (Pop) Baker, third Vice-president; Louis Rosenblatt, treasurer; Bernard Robinson, secretary.

New officers include William Hefley, president; Ed Carlson, Barn Wilson, Milton, Ben Morrison, I. Rebet, Frank Wagner and Louis Wirth. Club also inaugurated a Sick and Burial Fund at the meeting, voting for a direct appropriation from club's treasury to sustain it. New system calls for an annual appropriation of \$2,000, in addition to present dues, to take care of the fund, marking the first time that this important showmen's activity was placed on a systematic basis in the State.

President Lippa in his acceptance talk projected a great increase in social activities for the club during his term of office. He also stated that a membership drive would be started soon. Formal installation of officers will be held on January 15, with the club's annual ball to be held on January 22.

NSA Aux. Installs Its 1940 Officers

NEW YORK, Jan. 15.—The unity and splendor which characterize all its functions and rituals prevailed in abundance at installation ceremonies of the Ladies Auxiliary of National Showmen's Association (See NSA Installs Officers on page 43).

Eastern Fairs to C. & W.

PETERSBURG, Va., Jan. 13.—Curtin & Wilson Shows, with quarters here, have been awarded the midway contract for the 1940 Christmas County Fair, Elizabeth, N. Y. Manager John W. Wilson said. He also signed contracts with William Oost, director of Pointstown (Pa.) Free Fair, to again present the show at St. Louis this summer. Latter fair has been playing an organized carnival for the past two years only, having had Curtin & Wilson Shows on both occasions.

Hilderbrand Plans Circus, Carnival Combos for 1940

LOS ANGELES, Jan. 13.—With close of Hilderbrand's United Shows' winter tour at Downey, Calif., on Christmas Day, work in quarters here is being inaugurated with a new set-up for 1940. Owner O. H. Hilderbrand plans to launch two (See Hilderbrand Combos on page 37).

Graberg Signs Lynch, Donley

PHILADELPHIA, Jan. 15.—Owner Max Graberg said last week that he had signed Jack Lynch as general agent and Bill Donley as press agent for his organization, which will be known as Onward World's Famous Shows in 1940. Lynch is on a booking tour and Donley will join the organization about March 1.



WARD (DAD) DUNBAR, well-known vet showman and for many years past owner and The Billboard sales agent on Mighty Sheesley Midway, died at Calverton, Tex., on January 6. His body was laid to rest in Memorial Park Cemetery, Galveston, on January 21. E. C. Allen, of the Sheesley organization, headed funeral arrangements. Further details at The Flood Current.

Mo. Show Women Hold Tacky Party For IAS Members

ST. LOUIS, Jan. 13.—Missouri Show Women's Club played host to members of the International Association of Showmen at a Tacky Party and dinner in the Meramec Ballroom of Assurances Hotel here on January 6. Costumes were fancy and fashionable with prize for the most colorful going to "Mama" and her three children from Kansas City, Mo., who in reality were Viola Parry, Virginia Kliss, Helen Bransford Smith and Mattie Hawk. Prize for the most original costume went to T. W. (Patricia) Allen.

Art Booth's Musical Maniacs furnished the dance music and also presented Mary Anne Hoefler in several well-received acrobatic stunts. A buffet supper also was served gratis. Advance (See MO. TACKY PARTY on page 55).



SCENE OF THE 20TH ANNUAL BANQUET and ball of the Heart of America Showmen's Club in the ballroom of the Reid Hotel, Kansas City, Mo., on New Year's Eve. Photo—Gresswell Studios.



YOUR BEST MONEY MAKER

The popular hit of America's Biggest Public Showmen...
THE 7-CAR PORTABLE
VLT-A-WHIREL
 The popular hit of America's Biggest Public Showmen...
Sellner Mfg. Co., Inc.
 FARIBAULT, MINN.

3000 BINGO

Maneuver table, black on white, Wood back...
 3000 BINGO...
3000 KENO

Made in 20 sets of 100 spots each...
3000 KENO
 Made in 20 sets of 100 spots each...
3000 KENO

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 13 W. Jackson Blvd., Chicago

SHOW and TRAILER
AMERICAN CARNIOP
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"MAC" McNALLY
LUBY CHEVROLET
 605 W. Flagler St., MIAMI, FLA.

TENTS-BANNERS
O. HENRY TENT & AWNING CO.
 4611 North Broadway, Chicago, Ill.

INSURANCE
Charles A. Lenz
 7738 Insurance Exchange, CHICAGO

CONCESSION TRAVEL CARAVAN
United States Tent & Awning Co.
 261 Park Avenue West, Chicago, Ill.

1940 CHEVROLETS
TRUCKS AND PASSENGER CARS
White Cadillac T. COSS
 3100 W. Belmont Street, CHICAGO, ILL.



Heart of America Showmen's Club
 Reid Hotel

KANSAS CITY, Mo., Jan. 13.—A record attendance was being up at club's first meeting of 1940, with over 400 members in attendance...
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A new committee, headed by Morris H. Crowder, is being organized by President Hazzard to arrange for a suitable entertainment...
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Miss' Auxiliary
 President Mrs. G. W. Parker presided at the meeting...
 President Mrs. G. W. Parker presided at the meeting...
 President Mrs. G. W. Parker presided at the meeting...

held by Viola Pardy, who was in place in the recess...
 held by Viola Pardy, who was in place in the recess...
 held by Viola Pardy, who was in place in the recess...

Missouri Show Women's Club
 Maryland Hotel

ST. LOUIS, Jan. 13.—President Anna Jane Patten presided at meeting...
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 ST. LOUIS, Jan. 13.—President Anna Jane Patten presided at meeting...

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

LOS ANGELES, Jan. 13.—Monday night's meeting was called to order by President Ralph E. Smith...
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Barrett and Bill Casselotte chairman, was a splendid show, and the program will be two big shows, one a party of acts, a delicious dinner and a big time show all at the evening which will be on January 18 in Billmore Hotel. Tickets will be 75c each and one sold another lunch ticket.

Success was called for the Lion's head which was awarded to Mrs. M. J. Davis, Charles Walcott. At second session of the meeting President Ralph E. Smith reported on the following chairman's various committees: William Hobbay, chairman; Henry D. Phillips, secretary; William Sawada, attorney; Leo Suggery, house committee; Buckner Hill, committee on the new program and officers for 1940 and action will be taken at the next meeting. Joseph De Marchellis also was appointed Northwest membership campaign manager. The first Bill Hobbay speech was reported he would work hard for the club. Meeting adjourned with Brothers Lewis, Jack McMorris and Mayor Nelson serving limousines.

Shawmen's League of America

165 W. Madison St., Chicago, Ill.

CINCINNATI, Jan. 13—President Frank B. Pettibone has given a business trip as past President Mr. A. Brock passed on January 11, alternating with Paul W. McCarthy, who withdrew, and a panel at board of governors meeting. The board of governors consists of: Joe Stratosch and past President C. H. Fisher. Finance committee gave a complete report on the year's work and everything was found in order. Brief committee work in connection heavier than a long and a knowledge of the work of Ben Albrecht, who arrived from Cincinnati, and J. H. Phillips, who arrived from Detroit, and who are still in hospital. Late reports arrive of the illness of J. H. Phillips, who is still in hospital. Officers on the list are: Brothers Tom Bendline, Colonel J. G. Owen, Tom Owen and Jack Lykins. Club was given to learn of the death of ex-member who had been manager of the local Billmore of Ill. Ways and means committee is busy on the financial matters for those who have completed their pledge to Brothers' Union. House and maintenance committees are busy with their work and membership committee is getting into good action. Officers: President E. Torti and Co-Chairman Brother E. Lawrence Phillips preside a year of cooperation. Less reports of the year's past action and will have a full report given at the next meeting. The club is ready to move about March 1. Brother Jack Duffield wired for applications from E. Paul, Brother Beverly delivered completion of the order to Louis Berger, writers M. Green and Ottway Barker.

Brother George W. Johnson, who returned from Detroit, received from a recent illness. Brother Charles D. Letterson, who was taken down to 1942. He also contributed to the Secretary Panel. Ralph Anderson was in for a report on the year's work. Page is still in town and attended the meeting. Brothers E. Lawrence Phillips and J. G. Owen, who were in the club on their own. Wire from Past President Tom Owen, who was in the club on their own. Wire from Past President Tom Owen, who was in the club on their own. Wire from Past President Tom Owen, who was in the club on their own.

At E. 1902 attended his first meeting in New Orleans. Torti are in town for the House. Phillips, who was in the club on their own. Wire from Past President Tom Owen, who was in the club on their own. Wire from Past President Tom Owen, who was in the club on their own. Wire from Past President Tom Owen, who was in the club on their own.

The club members enjoyed at the President's and New Year's parties were organized by Brother E. Lawrence Phillips. The club members enjoyed at the President's and New Year's parties were organized by Brother E. Lawrence Phillips. The club members enjoyed at the President's and New Year's parties were organized by Brother E. Lawrence Phillips. The club members enjoyed at the President's and New Year's parties were organized by Brother E. Lawrence Phillips.



TALENTED daughters of Capt. Davis and Mrs. Marie Letterson, members of Letterson's Horse Show, these girls are the performers prominent in the performance. Wide, widely known as outdoor show circles as the Letterson sisters, they are, left to right, Rose, Louise, Ginger and Madeline Letterson.

to keep in touch with members who are

These people also is at her home suffering with a heavy cold. Phoebe Curky kept in touch with members who are suffering with a heavy cold. Phoebe Curky kept in touch with members who are suffering with a heavy cold. Phoebe Curky kept in touch with members who are suffering with a heavy cold.

With the Gentlemen

(Apologies to Virginia King)

By WALTER HALE—

ST. LOUIS, Jan. 13—This week's story, now covered by a mantle of snow turned into black, never fails to raise a nostalgic sigh in my breast for it was here that I met met Tom W. Allen and John Phillips, both of whom have both passed away, but not forgotten by the passing years. John used to have a good look with the original Wortham & Allen shows in three long years back. But now his own carnival. Tom operates a business commission for the Colman Hayden. At the moment, John is recovering from an illness at a local hospital and it is his former boss who visits him bedside daily consistently remembering to John's spirit by remembering him of the ever-mounting bill in the next word.

Representing the heroic, but overlooking death rates by making a gorgeous mistake in his breast. Tom managed to cook a smile from John who bankers to be about his bookings. Paid approximately 60. Tom proved there was plenty of sap still left in the old codger's gaily gaited legs. Both of whom were at Missouri World's Fair's recent party, concluding the regular season with a very impressive presentation of Coney Island. It is Tom's boss that he will live to perform an act of nature upon the grave of his many protégés.

I also visited the home of One in that St. Louis and found Charlie near a Chevrolet ignition. It is only other things in life were as easily obtained as

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HARRY LEWISTON WANTS

FOR SEASON 1940 WITH JOSEPH J. JONES EXPO
OUTSTANDING SIDE SHOW FEATURES

Frank, Seattle, Adm. Double in 60 Days who has made money for me and who will do the same for you. Write me today for details. Address Bill Spillman, Inc., 200 West 10th St., Seattle, Wash. 98104. Phone 215 20. High St., Columbus, O., Unit January 25th. Unit 424 4th St. Columbus, O.

a match from Charlie in the Arena building, back across the river again. I found Charlie smiling at me and his desk in The Billboard office and after finding that the eighth issue at Typical Park was being won by a man called the "Barber," upon whom we did wage a paltry \$1, and so to the bookies, where I found George Duff, Floyd Hines, J. H. (Larry) Hogan, Lee Long and Crawford Preston standing at the push-off window. It happened up when we found that Tom had bet on another horse, a critic's opinion of the show was about the impression "Central Town." Bill's the remainder of the week, we gathered the first money with a big bag of push and then made a few more notes. I then joined the critic and distributor at International Showmen's Association's classrooms. On the walls are pictures of the late Clarence A. Wortham, Jerry McGraw, Corville W. Henzelle and others who did much for show business. Thomas seems to forever still the argument that the carnival boys tradition. I thought an address by Morris Lipky upon the relative merits of various club members highly interesting. Morris, appointed to head a membership drive for the club, observed: "I can get a lot of members by simply inviting them to give me the money, but then, of course, many will take no action part in club activities." "It doesn't work," Lee Long's reply. "It's a chance. Just get the dough," and he made a round of applause echoed his words.

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EVERY KIND OF A "TENT" FOR ANY SIZE "SHOW"
Write to—Wm. C. Baker—Phone BAKER-LOCKWOOD 17th & Union, KANSAS CITY, MO.
AMERICA'S BIG TENT HOUSE
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140 4th Street, Waco, Birmingham, Ala.



THE MODERN HOME FOR SHOW PEOPLE
WRITE SIOUX TRAIL & BATTERY CO.
11TH & OAK, SIOUX FALLS, S. D.
"Buy Now On Our Easy Payment Plan"

Eli Co. Marks 20th Year in Jacksonville

JACKSONVILLE, Ill., Jan. 13—The Bridge Co., widely known manufacturer of Ferris Wheels, celebrated the 20th anniversary of the opening of its plant here December 31 by carrying out the last scheduled party of President Lee A. Sullivan, who recently has retired from the company. The year the 20 workers were entertained by officials and bonus checks totaling \$4750 were given among them. Always known to deal fairly with its employees, the company has had no labor dispute in its 20 years of existence. Founded in 1920 in Goodhue, Ill., by William C. Sullivan, father of President Sullivan, growth of the company was so great that a new factory site was needed and Jacksonville, Ill., was chosen. On December 31, 1939, Sullivan threw the first ball of the new mill, which is now in operation. Plant is equipped in representative every part of a Ferris Wheel except the framework and center.

PHILADELPHIA, Jan. 13—J. H. (Doc) Opler and wife are wintering at their home in Dickinson, Pa., where Doc is booked after the real estate interests in nearby Camp Hill. Spike showed, along time has returned from California where he would fill some engineering. Carl Letterson visited last week. Max Letterson is visiting here with his family.

Noel H. Wallace Bros. G. A. HOPKINSVILLE, Ky., Jan. 13—Charles H. Noel, who recently resigned as general agent of Farmers Union Mutual, said here that he would like to be occupied a similar position with Wallace Bros. Engineering Co., 124 S. Second St., Mary S. He'll also have charge of the local agents' department.

Lewiston Breaks for Ciney

CINCINNATI, Jan. 13—Paul D. Spagotto, of Harry Lewiston's World's Fair Parade, now playing Columbia, O., booked his organization for a booking at 625 Vine street here this week, he is returning for 1940. He'll have an office yesterday. It is slated to open on January 21, following its stay in the Ohio capital.

ALLEN HILL, secretary of Bryan County Free Fair, Durand, Okla., presiding at the annual meeting of the children's welfare on closing day of the season of Red River Dam Celebration in Durant. At left are local newsmen.

and is managing the matinee.—Owner, Clarence G. Amstrong Co.

COCKROACH and other game operators with Theaters State shows last season, the Fred Hainey report from Ocala Springs, Miss. that they contemplate joining an Eastern show next season.

JOE CALLEN, manager of Buckeye State Shows, rambled into quarters at Laurel, Miss., recently after a brief vacation and expressed optimism over 1940, predicting a satisfactory season for all in outdoor shows.

We expect an early opening. There are 100 seats in the hall, and I have 200 seats of a ball-balanced floor left to winter quarters.—*John Sweeney, P. O. Gate 6 Denver, Colo.*

WHILE VISITING his sister, Mrs. C. F. Henshaw, in Indianapolis recently, Roy H. Henshaw, general manager of Crystals 20 Big Shows, was the subject of a columnists' cut and biographical story in The Indianapolis Star.

AMONG the 55 bills introduced to the General Assembly at Frankfort, Ky., on January 9, was one to exempt carnivals to licensed entertainers, known and to impose an excise tax of 10 per cent of gross receipts on all carnival units and accessories.

MANAGEMENT of Great Wheelabout Shows reports a big season over all exposition. It has signed the winner of the Suburban Lion's Club as mobility performer for 1940.

LEE AND PRINCESS MARGUERITE WYATT, midget, are wintering in White Springs, Fla., where their children are attending school. They plan to return there next spring, where they will remain in J. H. Brown Show in Ohio, with their Midget Lucy Show.

AFTER TWO months with Rainbow Show, Mr. and Mrs. George A. Campbell of Barker Show, are en route to better organization's quarters in Charleston, S. C., from Memphis, Tenn. They, however, stop off in Hot Springs, Ark., for two weeks.

"WHO IS being fooled?" is a waste of time and money for honest exhibitors in terms "radio-plot" stories in local newspapers that they are luring the show to town, as the committee agreed and radio-plot hooked the act.

I. J. CLARK, operating a side show, Davis Wheel and several concessions, tried an experiment in the Territory at Madison, Ga., during Christmas week, but because of extremely cold weather, was closed after remaining open only three nights.

"JUST HAD word from Jackson, Tenn., that a new entrance from the show has been completed, possibly G. D.



WIDELY KNOWN side-show and museum operators, Mr. and Mrs. Carl J. Lutzler will inaugurate with Columbia and Wilson Shows in 1940. Each among reported arrangements with Mr. Wilson An presented his 20th Century Odieside Side Show, Illinois Show and Peep Show with the original "Keweenaw" which have been on Johnny J. Jones Exposition Tour, which will be shipped from De Land, Fla., where they are stored, to G. O. P. quarters in Fultonsburg, Va., where remaining work gets under way soon.

Made Work

YEAR AFTER YEAR a local dream time promoted a gasp that. Each time it turned out to be a total anticlimax. In fact, it occurred yearly. When a carnival manager who had had plans to make the promoter who he insisted on booking a show and putting on a fair, knowing that he never ever attended the carnival blossom, the dreamer—secretary claimed, "well, it's more of a business situation than an event. I make my money making the carnival to end from the time.

Scott, of Scott Shows, shows from Orlando, Fla., "Mr. and Mrs. Turner" had said my wife and I made all the hot spots here on New Year's Eve."

MORE often than not a small-gauge show comes with a big name and big reputation with a big act; that is, when the show money is reaped at the end of an engagement.—*Wm. McLeod.*

GENERAL AGENCIES signed in Macon, Ga., at various times show the Christmas holidays included L. Harvey (Dix) Cass, World of Mirth Shows; James C. Thompson, Dolson & Billie's World's Fair Shows, and J. O. (Tommy) Thomas, John J. Jones Exposition.

AFTER spending the holidays in Cincinnati, Mr. FRANK ANNETT has returned to her home in Hurts, Ky. for the winter. She reports her husband is working at Sulphur Springs Park.

IN 1938 and '39, Johnny (Doc) Long will rejoin the organization again in 1940. Long, with Arthur, Gilbert and Leonard Tracy, and Chief Long, Inc., Indian rope spinner and fire eater, is wintering in Chesler, Edward Shows, quarters in Laredo, Tex., and awaiting opening in Brownsville, Tex.

AFTER purchasing 50 feet of new lettering for the new lettering Dept. Equipment Dept. dubbed it "Newer." The "Newer" of the "United World." It appears, however, that a "Carnival" and the new with, "The Midway of Fortable Northern Lights."—*Whitney Cook.*

BIL DYER, of Hamilton Show, shows, who left the Coast recently and attended the Meet of America Showmen's Club Annual Banquet, and Ball in Kansas City, Mo., on New Year's Eve, escaped into Shreveport, La., quarters recently to look over the show there, and plans to return to Los Angeles in ample time for Pacific Coast Showmen's Association's annual Banquet and Ball at Hotel Etowah on January 24.

SPECIAL AGENT and press representative of W. A. Olin Show, A. B. Conroy, is wintering in Miami, Fla., with wife and nine-month-old daughter, Edna. With sons, Cliff, Paul and Mrs. Olin's parents, and brother, Jack Kusala, whose Royal Hawaiian Show is playing local Ritz Club and theaters. All will leave here in March for Erie, Kan., where the show is wintered again will have the Hawaiian Show.

OPERATES at a New Year's Eve party staged by Mr. and Mrs. Red Banner in

EVANS
MONEY MAKERS
as shown at their Exhibitors for
Lions and Sun Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY
Even Shooting Gallery has been proved and tested for thousands of people over. Every gallery is guaranteed and tested before shipping. It is set up, the setting for complete line of Ropes and Parts for all make of Shooting Galleries.

FREE CATALOG
Write for Free Catalog for the Midway, Write today.

H. C. EVANS & CO.
1570-30 W. Adams St., Chicago, Ill.



SONE OF THE 66 showmen who literally "twined the Big New Year's Eve at a pop party in the International Association of Showmen's Clubrooms in Memphis, Tenn., in the group are Mrs. Anna Jones Peterson, Mrs. and Mrs. Deo Long, Mr. and Mrs. George W. Davis, Mr. and Mrs. Leo Long, Mr. and Mrs. Francis L. Dwyer, Mr. and Mrs. Floyd Mason, Mrs. Brilliant Bennett, Mr. and Mrs. Anna Jones Peterson, Mr. and Mrs. Arthur G. Gaudin, Mr. and Mrs. William L. Adams, Mr. and Mrs. Baby Cobb, John Eustace, Mr. and Mrs. Farrell Jacob, Bobbie Burges, William Henry Moore, Don and Powell Looney, Ralph Schomberg, Morris Egan, Mr. and Mrs. George Jacobson, Marie Choate, Mr. and Mrs. Henry (Henry) Choate, Mr. and Mrs. Byron Tracy, Louis Zocco, Alvin Charnack, Norman and Patricia Williams, Mr. and Mrs. Kenneth Spitzer, Lloyd Steiner, Mrs. Kathleen Kiele, Harry G. Coleson and Mr. and Mrs. John Maher.

Tampa, Fla., but will make a string of Florida fairs with Mighty Moxious Shows.

MA AND ED RICKLES, Edwin Noe and Charles E. Scott, Ocala Valley Shows, who have been vacationing in New Smyrna, Fla., went to Orlando, Fla., on December 21 and spent a pleasant visit with Princess Olga and her sister, They have a fine show in Palm Beach, Fla., where they will winter.

NOW that carnivals had become a popular pastime as well as a vacation for men, how about putting the boys to work in getting something made for the old show? Even the toughest ride boy may be good at setting.

CHARLES A. DONFANTI cards from New Berlin, Pa., and Mrs. Dan Miller, CHEAK WADLER, BESSIE DIK and Peggy Wadler visited him, these recently. Donfanti will be pleased to leave soon for Weston Springs, La., to visit his mother, Mrs. Leona M. Donfanti.

RAY FRANKLIN, manager of Stella, three-armed organ, cards from Atlanta show that it recently closed a successful season. He is now in the hands of Tim Woodward's organization. He adds that Georgia shows will open March 15, 1940, in Atlanta, where he is wintering.

TALKER on Tracy Bros. Side Show



their home on Wales avenue, Sulphur Springs, Pa., included Mr. and Mrs. Bill Watson, Mr. and Mrs. W. J. Scott, Mr. and Mrs. Duke Dwyer, Mr. and Mrs. Arch Armstrong, Mr. and Mrs. Ed Senter, Mr. and Mrs. C. J. Patterson, Mr. and Mrs. Van Backus, Mr. and Mrs. George Collins, Mr. and Mrs. Ted Puzos, Mr. and Mrs. Crestall, Hank Zook, Edward Chamagne, George Hillside, Pete Oleskovic and Harry Montgomery.

AN ILLUSION show operator was very glib about his many optical presentations. Fastest of all for his production, the Showman was wanted to represent those kinds of mystery. The second was represented a trick from China. To decorate it properly he had secured a Chinese newspaper, letting on the big side takes from a large Chinese advertisement. When two Chinese who visited the show read the big lettering and gave word to Betty Leach the manager demanded to have

FIGHTING SCOOTERS
TOPPED THE MIDWAY
Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE
Streamlined Light-weight
Leads on one track
Price and Terms You Can Easily Meet.
Write for Details.
RISCH-WOLCO AMUSEMENT CO.
5443 Cottage Grove Avenue, Chicago, Ill.

SOL'S LIBERTY SHOWS
NOW BOOKING SHOWS AND ATTRACTIONS
FOR 1940 SEASON
Address: P. O. BOX 223, Carolanville, Mo.

GREAT LAKES EXPOSITION SHOWS
New Booking Attractions for 1940
Address: J. W. WINKLER, Toledo, Ohio
2847 Cheltenham Road, Toledo, Ohio

GOLD MEDAL SHOWS
NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940
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ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

CONSISTENT MONEY MAKERS
LOOP-O-PLANE-OCTOPUS ROLLO-PLANE
Leading All Sales for 1940
Write to American Inventors.

EYERLY AIRCRAFT CO., GALEN, OH.
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Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARK DEBELLE

Carnivalo Hidalgo, Mexico.
Week ended Jan. 13, 1940.

Dear Miss!—
With a season boasting a grand success, Ballyhoo Bros. arrived in Mexico, this fulfilling their promise of "The Florida water fountain" to their people. Up to now the only difference in the show was that the show did not find any more to be done over in this part of the country. This spot was not a secret not only from the bosses but from the show's entire personnel. The only reason for this would be to let the news out until the show was over the border in order to raise the price to bring a better trade over the line. It was a case of either the trade goes down or the price goes up.

Pete Ballyhoo spent many days in Mexico City getting the paper printed. He knew the town was near, but he did not see the committee. It was difficult for him to pick a title for the event. He considered "The Great Show," but that sounded a bit poor-mouthed. Next in line was "The Big Show." But that sounded too cheap. Then it dawned upon him that in order to raise the exhibition privileges he would have to pick a title that sounded more like a celebration than a show. He called it the Mexican Dollar Centennial.

After seeing the paper posted, he found the committee was not interested. He had been done in Spanish and neither he nor any of his people could read Spanish. The train was met by the largest crowd in carnival history. The local merchants and the army with about 1,500 troops with orders to move against the train. Seeing all of this the train left. Being all of this the train left. Being all of this the train left.

De the impression that the bosses were enlarging the Hokey Road ride for this show. The wagon traveling was slow but sure. We had only two days. When the midway was lighted up Wednesday night the natives were anxious to talk about. At least, that was all they did do—talk. One from one land something behind the other. They were anxious to talk about. At least, that was all they did do—talk. One from one land something behind the other. They were anxious to talk about.

What they told the prospective customers we will never know. But we do know that they didn't do 'em what it takes to be 'em. The top money show featured two Mondays and two Wednesdays. The show was the other showmen on the lot. Friday was Parade Day, that resulted in a parade being left on the show. Even the midway show featured an all-around show. When the show-house struck feature went low-headed, the manager caught a white horse and had the following read, "Mexico's only horse-and-dog show of the year."

The spot turned out to be a foreign introductory date that showed up the many millions to be ironed out. What we do know is that we made up in experience. We made up for the many heavy hearts with the smallest number of light heads. —MAJOR PRIVATEER.

P. S.: Please consider the above a new item and not a tricky thing. It is by a great agent who is seeing the country and can't see or find any mistakes. When we always.

WORLD'S FAIR

Address Communications to Cincinnati Office

Kortes' Unit Continues To Draw in New Orleans

NEW ORLEANS, Jan. 19.—Good crowds during the holidays caused Manager Hoy Clayton and his staff at Kortes' World's Fair Museum No. 3 unit at 620 Canal street here, to add three shows Christmas Eve and four on New Year's Eve.

Oriser has changed some of the acts. One act, Melrose, a musical comedy, was replaced by "The Great Show." Another act, "The Great Show," was replaced by "The Great Show." Another act, "The Great Show," was replaced by "The Great Show."

Another act, "The Great Show," was replaced by "The Great Show." Another act, "The Great Show," was replaced by "The Great Show." Another act, "The Great Show," was replaced by "The Great Show."

MINNEAPOLIS, Jan. 19.—Duesmen here for Kortes' No. 1 unit after the holidays was slightly off but Saturday and Sunday parties were good. The show's "Jack's" meetings were enlivened by a show on Jan. 19. The show's "Jack's" meetings were enlivened by a show on Jan. 19. The show's "Jack's" meetings were enlivened by a show on Jan. 19.

midjet lunch stand. Tommy Gibbons, former midwinter champion of the world, and now a sheriff in St. Paul, Minn., was with a delegation of 42 Minnesota law officials and 1000 other handcuff king an honorary member of the sheriff's association. Max Fretson and Helen Pomeroy acquired new acting partners for Christmas. Ben and Ben, former bander from Fremont, Ky., peering popular. Owner Pete Kortes left and took with him a big show. He is going to be a master technician with the p-a system. Doris and Thelma Patent, showgirls, made the winter's page in a recent issue of The Sunday Tribune.

Weather Fails To Hamper Lewiston in Youngstown

YOUNGSTOWN, O., Jan. 19.—Despite zero temperatures, business was good for Harry Lewiston's World's Fair Freaks here last week. Altho weather kept classes of the show, heavy newspaper and radio advertising resulted in large daily attendance. Show was filled to capacity New Year's Day to witness the public feeding of the big python. Local news photographers were on hand for the event.

Lewiston was confined to his bed for several days because of injuries sustained in a fall, but is back on his feet. The show is being presented by C. F. Priest, is proving popular as the No. 3 unit attraction. Bob White, power impersonator, was in clothing. Max Levine, baby clump, has a new trick to his routine. Under guidance of trainer Leola Young.

Hollywood Museum Folk Feted at Holiday Feed

MONTEGOMERY, Ala., Jan. 19.—Members of Hollywood Museum, showing at 121 Dexter street, were given a Christmas party at a midnight Christmas dinner at the Hollywood Museum. The party was a huge treat and table were seated in the center of the building. Following dinner, Charlie Rowe and called all around the table, which

P. S. McLAUGHLIN SHOWS

"New England's Largest Show"

NOW BOOKING FOR 1940

SHOWS: Will furnish paneled fronts, top and frame-up complete to showmen who have a show to put in zamo that will keep up with the standards of this show. *Girl Shows booked.*

WANTS: Unborn, Monkey, Metordroms, Fun House, Wild Animal Exhibit, Snake, Ten-in-One.

FOR SALE: 15 KW and 17½ KW DC Knickerbocker Plants with Hercules Motors. Price \$400.00 Each.

CONCESSIONS: Will sell exclusive Cook House, Diggers, Cantard, Photos, Candy Floss, Long and Short Range Callies, American Palmyra, Nails, Ball Games, Duck Pond, Penny Arcade.

RIDES: Any Ride that does not conflict. Octopus, Rollaplane.

This show plays choice New England territory—New Jersey, New York, Massachusetts, Vermont and New Hampshire.

Address All Communications

ROSS MANAGING, Business Mgr.

PHONE: LONGACRE 1564 BROADWAY
5-0120 NEW YORK CITY—Suite 804

P. S.—W. J. GIROUD and TOM CARSON ARE NOT CONNECTED WITH THIS SHOW.



The MUST Event of the Winter Season

THE INTERNATIONAL ASSOCIATION OF SHOWMEN

Presents SATURDAY NIGHT, FEB. 10
ST. VALENTINE'S MARDI GRAS and MASOQUERADE BALL

GRAND BALL ROOM, DE SOTO HOTEL, ST. LOUIS, MO.
Admission \$1.00 Per Person

TOM W. ALLEN, Chairman,
390 Arcade Bldg. St. Louis, Mo.



had been piled high with presents, and the party was then turned over to Bob Kesting, emcee, who sailed upon various members of the company for brief talks.

Then Santa Claus, in the person of Tex Collins, distributed the gifts. On the entertainment program were Don Taylor, Mrs. Babe Kesting, Barbara Hurling and Bob and Klio. Those in attendance included Johnnie Howard, Tex Collins, Joe Amode, Elsworth Byrnes, Bob and Babe Kesting, Jack and Barbara Hurling, C. E. Glover, Jack Tucker, Leo Todd, Don Taylor, Jessie and Perry Hanes, Elmer Smith, George and Iola Johnson, Maguire and Charles Smith, Raymond Horn, Maxine Pango, Thomas Ross, Marie the Champ, Jack and Klio, Glenn Hurling, Mr. Murphy and Mike and Agnes, Misses, Jeffrey Williams, Freddy Robinson, Mrs. Elmer Hanes, Mrs. Frank Howard, S. Hurling and Babe LaBarre.

Philadelphia Houses

PHILADELPHIA, Jan. 19.—Duesmen at Ralph Street Museum continued good. Attractions in the main ball last week were Neil Covey, comedy readings; Powell's physical culture exhibition; tennis, ball-tossing demonstration; Pomes tracks; Myrtles and Headlines Woman in pink. Dancing girls were in the main.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

James E. Strates

SAVANNAH, Ga., Jan. 13.—Activity got under way at quarters at the end of the holidays and crew is rapidly putting the show in shape for 1940. James E. Strates has a selected crew of 12 which is showing good results in assembling new equipment. Two new fronts and nine new wagons for additional rides contracted for 1940, are being built. James Yonka, in charge of construction, predicts all will be ready about two weeks before show opening. Clifford Ralysa, chief electrician, reports that all electrical and auxiliary equipment in the show, including the new front, has been painted green, with light green trim. Showstands will be remodeled. Bill Simon writes from Houston, he will arrive about February 1, to rebuild his Tilttop Show. J. J. Hinchey, in charge from Philadelphia, he will have a larger automobile show this season and will add two more lines. E. L. Beckman has his crew rebuilding the Bouncing and he's building a new front for H. Cliff Nelson in having a new front built for his Midgetown Show. Mr. and Mrs. James E. Strates spent a week in Florida, enjoying beauty and pleasure. Visitors included Mr. and Mrs. Jack Ralysa, Bob Mansfield, Mrs. Peggy Reed, Mel Dodson, Charles Laska, E. L. Beckman's brother, sister-in-law, and Earl Jackson. As quarters are open to the public, a number of local folks will on Sunday. James Klein and family arrived from Detroit.

DICK O'BRIEN.

Art Lewis

NOBLESVILLE, Va., Jan. 13.—At the parking of 42 wagons are suggested and will be in front of quarters and show has begun on wagon fronts. Christmas dinner, tendered quarters' folk by Owner Art Lewis, was highly successful with 43 attending. New York was celebrated in the evening. Charles Lewis recently purchased a new car. Earl O'Connell and family are here and he's building a new front for his motorhome. Russ Peck visited recently and purchased a motorhome and several wagons. Max Oulberg and Mr. Yonka and family, of O'Connell's show, are here. On Sunday, James Kibler, Mr. Gilman and Judy visited from Richmond, Va. Owner Lewis recently purchased a new golden color pillar. Visitors have expressed surprise over progress made in quarters here. A new light plant arrived and that case will be electrically lighted. Dinky Moore is expected in soon to begin negotiating his shooter. Paul Kadane letters that he will purchase a new front for 1940 twice, and will continue from top to bottom.

RAY PERBY.

Wallace Bros.

JACKSON, Miss., Jan. 13.—Bain and cold weather has held up work at quarters the past few days. Mr. and Mrs. E. S. Parrow, Eric von, Ernest, and Jack Omer visited Mr. and Mrs. Abe Franks and Mr. and Mrs. Edna Franks in Biloxi, Miss. Mr. and Mrs. Nick Malony and Harry Phillips motored from Memphis, Tenn., to visit Mr. and Mrs. Parrow in Jackson, Miss., and purchased two bengal tigers. Mr. and Mrs. Wally Hank also visited. Among those in quarters at present are Mr. and Mrs. Parrow, Frank and Bernice Mackay, Willie Malahay, James Zimmerman, Roy Koyon, Mr. and Mrs. Gordon Adams, Mr. and Mrs. Marshall Gibson, Mr. and Mrs. Bob Martin, Mr. and Mrs. Mack O'Donnor, Mr. and Mrs. James L. Reed, Willie Mitchell, James Hays, Dutch Maloney and Portia Conroy. Bennett Smith, while erecting the Ferris Wheel recently, sustained a broken arm, but he is doing okay. JOW

Penn Premier

STROUDSBURG, Pa., Jan. 13.—With the New Year's parties over, all have settled down to work here. New arrivals have been delivered and management is negotiating with an electrical company to furnish neon for the fronts this season. Miss America Show is almost finished and many changes are being made in the Midway and Athletic show. Manager and Mr. McEwen, who is wintering in Charleston, R. C., will make the Virginia, New York and Pennsylvania fair meetings. Manager Lloyd Bertus recently took a trip to West Virginia, Tennessee, Mississippi and Arkansas. While in Charleston, he visited with Mr. and Mrs. T. J. McEwen, of Royal Midway Show, and T. A. Fussell, Pennell United Shows. Before leaving, management made preparations for a New Year's party for the 14 in quarters. Russ Russell visited while on leave. CLOW SWINICKER.

J. F. Sparks

LAWRENCEBURG, Tenn., Jan. 13.—The winter has been unpropitious for the representative for 1940 and he and Owner Sparks have been active the past few weeks adding new rides and constructing some previous dates. These added recently include Larus County Fair and Livestock Show, Hendersonville, Ky.; Scott County Fair, Oneida, Tenn., and Walker County Fair, Jasper, Ala. Activity gets under way about February 15. Shows planned for about seven rides, including Twin Ferris Wheels. L. D. DOLLAR.

Buckeye State

LATHROP, Miss., Jan. 13.—With return of Manager and Mrs. Galter to quarters, winter hours have been lengthened in the "Tilt-Top" and Merry-Go-Round in the direction of Pat Brown, in evaluating the Tilt-Top and Merry-Go-Round. Outside work has been suspended temporarily because of the recent cold wave, but will be resumed with weather clearing. Superintendent Ross Crawford is feeding 10 hogs twice daily and has Father Wheeler as cook. J. E. Cephas is team cooper, with P. O. Day and James H. Smith as drivers. Fred and Mrs. Logan and Billie West will arrive here soon. Lorraine Wallace has erected a large steel arena in the rear of one of the fair buildings wherein her lions are exercised every afternoon. Training periods are a source of interest to many locals who come to the fairgrounds daily for the exhibition. Mr. and Mrs. Galter conducted business with pleasure last week on a short trip to the winter colony of Longport at Hiram, Miss., and Mrs. Galter tried her luck fishing for sea bass. Reported by an executive of the show.

Greater United

LAKEDALE, Tex., Jan. 13.—Buck Owens and crew of 10 have been working at top speed since December 26 to rebuild every show front and ride, and they are just managing to keep ahead of Bill Garbner and his crew, show artists, who are applying inordinate order machines on everything from the front arch to the end of the midway. Secretaries Pop Hill and Lowell Van Dyke left for Jacksonville, Fla., to pick up a new Ferris Wheel which Hill has purchased. The writer left on January 8 for Mexico City for a brief vacation and Manager T. George Look left for Kansas City meeting. PHILANK J. LEE.

Great Lakes

TOLEDO, Jan. 13.—Manager Al Wagner returned from a booking trip thru Indiana and Ohio and attended Indiana State Fair meeting, Indianapolis, and reports he booked several fairs in those states. Indiana and Ohio shows are open and work of retooling rides and equipment is under way, with a crew of eight under direction of John Davis. Manager Wagner has arranged for four new tents to be delivered April 15 from Freshair Trailer Co. He's also ordered a plant truck for the billposting department. A. O. Dwyer, former Milwaukee with Mighty Sheesby Midway, has been signed for the 1940 season. Shows will be open on the midway and in advance this year. Biting attractions

were signed to furnish three shows. They were, formerly with World of Merry Shows. Seven new fronts are under construction and will be striped in chromatic and features installed. Lighted Merry-Go-Round is being streamlined and Merry-Go-Round is being built and covered with chromium, with indirect lighting. Shows plan to take the road early in April. Great Theatre will present one of the Iron acts.

H. SMILEY.

Stella Barker

CHARLESTON, S. C., Jan. 13.—George Campbell and H. G. Starbuck drove up from Memphis and signed their contracts with the show for 1940. Arthur O'Neil is in charge of construction work at quarters and reports all will be ready for opening on March 30. Mr. and Mrs. Walter Japp and son, Archie, left for their home in North Dakota for the winter. Russ Collins, photo gallery operator, is visiting here, and Robert Wimbley and wife are wintering in quarters. Two new tents were added. Bud Nelson signed to take over the Athletic show for 1940. T. GREGORY MCMURRY.

NAS INSTALLS OFFICERS

(Continued from page 41)
election last Thursday night (4) at Cafe Loyale. After we under supervision of Anita Goldie, secretary. More than 70 attended, comprising an enthusiastic gathering which cheered and applauded an organization's new officers were officially presented to membership and guest roster.

There were roasting cheers, too, for winners of 1939 awards. Mrs. Margaret McEwen signed the trophy for outstanding greatest number of members, with Mrs. Ben Harold second and Mrs. Edna Laska third. Gifts were donated by David Packman, retiring president; Anita Goldie and Mrs. Howell. A tribute was paid Miss Packman in the form of an acoustic spelling out her given name.

Acceptance speech of Mrs. Midge Colton, new president, received aovation, as did the singing of Mildred O'Connell's "The Stars and Stripes" which visualized an appropriate interval.

The 1940 officers: Midge Colton, president; Margaret McEwen and Edna Laska, first and second vice-presidents; Anita Goldie, secretary; Magnolia Harrod, recording secretary; Ida Harris, treasurer; Peggy Holt, assistant treasurer; Lillian Tolson, chairman; Mrs. Ross M. Harrod, honorary chairman, board of governors; Dorothy Pickett, postmaster; Everett and chairman board of governors; Lillian Brooks, sergeant at arms.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 13.—Significa-

Subject reported a barrage of criticism in the local office of the Chamber of Commerce of New York State.

PAINTS-ENAMELS

BRIGHT CRANDY SYNTHETIC ENAMEL... PAINT EXCHANGE OF CHICAGO

OUJA BOTTLE

American Mental or Verbal Questions Via Ouija... \$150 CASH F. O. B. HANCOCK, MICH.

For Sale "BAT-EM"

POPULAR HOME-MAKING GENERAL GEAR... \$150 CASH F. O. B. HANCOCK, MICH.

MOOR CITY SHOWS

HOW MAKE AN ATTRACTION FOR 1940... V.C. HORWITZ

NEW 1940 CATALOG OF SCHULT TRAILERS



See the big story of 1940 Schult Trailers... Write today!

—New Series of— Legal Opinions

In the next issue will appear the 17th of a new series of legal opinions...

tive in restoring the earlier status of conditions which will not be useful to the country's benefit.

Los Angeles

LOS ANGELES, Jan. 19.—Turrential ratio last week made it tough for the many showmen...

Vernon Newsome, after taking treatment in a Tucson, Ariz. hospital, was taken by plane to San Bernardino...

Harry C. Rawlings is now selling apartment Show Exhibits in and out of town prospecting...

skip Providence came after a short stay and will winter in Porterville, Calif. Harry went on to Los Angeles...

SCHULT TRAILERS, INC. DEPT. 201 ELKHART, INDIANA

—went up from the beach. Donnie Binett is in town for short stay and will winter near Los Angeles...

St. Louis

ST. LOUIS, Jan. 19.—L. S. (Larry) Hagan, general agent American Exposition of America, is here in the interest of the...

John Francis, Greater Exposition Booth manager at the fair, was here when he attended Missouri State Fair meeting...

Mrs. Anna Jane Pearson came here with two tractors for the new year Mrs. Fernsey Hill, to attend Missouri State Fair meeting...

Texas Kidd Folk Tended Holiday Feed in Bay City

DAY CITY, Tex., Jan. 15.—Personal of Texas Kidd Folk celebrated New Year party...

ROCHESTER, N. Y., Jan. 19.—William Olick's Ideal Exposition Show opened the midway contract for 1940...

Baker-Lockwood Moves Into Larger Quarters in Kayce

KANSAS CITY, Mo., Jan. 18.—This city now possesses an even larger center for many goods for the outdoor attraction...

MO. TACKY PARTY

Those who were invited to the Charles T. Cook, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Leo Long, Mr. and Mrs. Pratin...

ZACHINSKI STAFF

made all free attractions of last year except the double repeating amusements...

HILDEBRAND COMBOS

separate units next season, one is shown as Hilderbrand's United Shows...

Special Agent George Morgan left Rochester, N. Y., Saturday at 10:30 with the booking crew...

Feed and Fun Area Rent Differential At N. Y. 1940 Expo

NEW YORK, Jan. 18.—While occupants in the Amusement Area at the World Fair are advised to pay 50 per cent of last year's ground rental, department in charge of concessions is asking 80 per cent of '39 average charges. Differences in charges between the two departments worked out and authorized their '40 progress separately and were approved by respective boards of tag operators.

It is understood that liberalization of exhibitors' rental and increasing percentages is due to Board Chairman James H. Connelley's increasing mood of leniency to help exhibitors, with every other phase of winter administration in charge of General Manager Edward A. Flanagan. U. S. N. returned to the board last year, but retained national authority. Party committees to make it tough for tag ops to win money under the tag take, on, contractors. Even the rentals have been reduced, if not the 30 per cent, the 20 per cent participation during operation is 12 1/2 per cent, notwithstanding help by students of the exhibition. The charges for juice, water, waste removal, etc. are added to the food and other seasons.

Fuzume's share of receipts is on an approved graduating scale based on gross in terms of take, with last year's box-office receipts figured in the P. C. count.

Midway Changed

Aside from cutting off the midway at a point just behind Sun Valley, with roller getting more and more freedom to move for greater inside capacity, now new developments are attending to the exhibition. The new papers are having an international party on the 19, and the Suite of the Dictionaire Hotel is on the 20, and the Suite of the Dictionaire Hotel is under Lincoln O. Dickey, Ohio-

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters!

Title of Show

Kind of Show

Is it Flat-car, Buggie or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1940 if definitely set

son has been meeting with midway operators last week, having been Tuesday. Several contracts have been drawn up but none discussed. Publicize Jump in the air, but the location will be switched either to a party opposite Henderson Restaurant, on the site of Astor Jay Bids, which may be transferred or removed entirely, or near Children's Field.

Things Heard and Seen Around R-B Quarters

By Willard J. Oakley

BARABOTA, Wis., Jan. 18.—Over 1,200, on December 31, saw the big fire-along Tuesday. Several contracts have been drawn up but none discussed. Publicize Jump in the air, but the location will be switched either to a party opposite Henderson Restaurant, on the site of Astor Jay Bids, which may be transferred or removed entirely, or near Children's Field.

Only one contract for engineers-creating at present. Brian still aside from engine's work, but the several groups seem out wages around at intervals.

All buildings now newly painted, and the sandy drive are covered with new shells, and new shrubbery and palms. The new show building. There is a new sign entrance at the main gate, and the new sign entrance at the main gate. The new sign entrance at the main gate.

WANT
Shows of all kinds. Will furnish complete outfit. Want operators. Winter Show, Indian Show, Circus, etc. Will furnish you with complete outfit. Will furnish you with complete outfit. Will furnish you with complete outfit.

FOR SALE

Many American state members, including...
115 and one World-Class International Tour...
See, too, last page.

\$1,000.00 CASH FOR ALL

J. ROBERT WARD

Gen. Del., Ft. Wayne, Ind., Week Jan. 1940.

PARADISE SHOWS

With back to the World's Fair...
Carnival, Circus, etc. Will furnish you with complete outfit. Will furnish you with complete outfit. Will furnish you with complete outfit.

MILER BROS.' SHOWS

Operating April 1940. Playing Industrial Centers Virginia, West Virginia, Pennsylvania, New Jersey.

Shows of all kinds. Will furnish complete outfit. Want operators. Winter Show, Indian Show, Circus, etc. Will furnish you with complete outfit. Will furnish you with complete outfit. Will furnish you with complete outfit.

Zimdars Greater Shows, Inc.

CAN PLACE FOR 1940 SEASON

(RIDES): Radio-Plane, Midway, Gun Cannon, Scooter. SHOWS: One-Ring Circus, Wild West, etc. Will furnish you with complete outfit. Will furnish you with complete outfit. Will furnish you with complete outfit.

CROWLEY'S UNITED SHOWS

Last Call—All People Contracted Acknowledge—Last Call

SHOW OFFERS IN PORT ARTHUR, TEX. LAST WEEK IN FEBRUARY.
See page 10. Will furnish you with complete outfit. Will furnish you with complete outfit. Will furnish you with complete outfit.

1939 Sales Taxes From Outdoor Shows In Iowa \$23,305

DREW MOONER, Ia., Jan. 13.—Outdoor amusements in Iowa collected \$23,305 in sales taxes in 1939, according to the report collected by the State Tax Commission. The take was on carnivals, circuses, celebrations, etc., and all the proceeds of fair except admissions on the latter.

The State tax figures showed that \$1,000 in 2 per cent rate was collected during the year on \$1,000,000 business in Iowa, which was reported in the report collected by the State Tax Commission. The take was on carnivals, circuses, celebrations, etc., and all the proceeds of fair except admissions on the latter.

The tax commission has 55 field men checking on shows at this time. The collection reported that many operators have been prompt to turn over a 2 per cent tax on all merchandise, which in effect means that the operators are giving the lucky winner an additional 2 per cent.

The commission also disclosed that one company showed 27 weeks in the State and that another came into the State in the first week of the year and still on September 15.

The proceeds from the sale of cotton candy for cents and hot dogs at old settlers' parties, reunions, home-coming and similar days were included in the tax yield.

Graff Ballet to Tour

CHICAGO, Jan. 13.—The Graff Ballet, with Graff and Kurt Graff as soloists, will make a winter tour through the Twin States this month. Max Graff's group made its debut in New York and has been touring in the South and East.

contents, and other's guide the slight sees across the old to the top. A second one hundred of red wagons to protect them from the sun. The many delays were caused by being built to load and unload the wagon on the road, an early return of baggage stock is expected. Some baggage stock is here now and more is to meet the demand at the end of the season. There were over 40 separate cases of wild animals in the shipment of Alfred Cowley's animal act, which arrived at quarters recently. The act consists of 10 people.

Big Crowd Attends Trout's Trailer Park Holiday Party

MEAD, Wis., Jan. 18.—Ole Trout's Trailer Park celebrated with a party here on Christmas. Festivities got underway at 7:30 p. m. and continued until 3 a. m. when F. Allen, an Santa Clara, distributed gifts to each child. Manager Al Tomberger then introduced Bob Salinger, who offered a prayer while Martin Luther was speaking those on the Christmas tree, were extinguished. Cowley then sang carols led by Mrs. C. F. Berglund. Prizes for best decorated trailers in

camp went to C. F. Berglund, Host M. W. Whitall, second C. F. Aldrich, third J. Turner, fourth, and J. W. Fink, fifth. The party was given by Paul Clark, who presented the prizes. An hour of entertainment was given by Alken again performing Santa Claus. Several celebrities representing indoor and outdoor shows were introduced by a sentence of more than 500.

Featured on the floor show were Alken, Whitall, Rully, Dowden, Mrs. Mildred Kuester and Mary Richardson. Mrs. Agnes Trout stepped to the table and offered holiday greetings. An orchestra furnished music.

West Coast Showfolk Do in's

By WALTON DE PELLATON

LOS ANGELES, Jan. 13.—With the holidays over all are looking forward to the Pacific Coast Showmen's Association annual banquet and ball to be held in the Riviera Hotel January 15. Because of Chairman Everett W. Clark and his assistant John Phillips, excellent showmen have joined over the top and a record-breaking crowd is expected. A flood of new and better operators has the scene of many party parties this winter. ... C. F. Zetter has received from

a recent operation. ... Mr. Bennett received from the Northwest and has taken an apartment for the winter. ... The Matthews Brothers of the West Coast are in the Riviera Hotel and are residing at Santa Monica Beach. ... Dec. Christmas and outdoor shows were featured by a sentence of more than 500. ... Charles Marshall, who was recovered and injured while riding a horse on the 15th day, has a local drug store. ... Showfolk wintering (West Coast Showmen's opposite page)

The Chronical of the Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-37 Opera Place, Cincinnati, O. the following data about yourself:

Name, age, place and date of birth; home address; number of years in amusement business; or if in allied

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection; date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, date; name and age of children if any; names and ages of other parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

Biographies

Wholesale

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

Salescard Workers To Push Card Deals for Organizations

Groups awaken to fund-raising potentialities of salescard promotions—time is ripe for alert operators—winter items aid in revival of large cards

CHICAGO, Jan. 19.—Faced with scheduled activities for retirement of debts and expansion of buildings and charitable work, fraternal organizations, church societies and clubs are calling more and more on promoters and salescard operators to help raise funds for their projects. With this in view, promoters and salescard boys are facing 1940 with the brightest prospects in recent years. The return of the famed lowball salescard as a means of increasing the coffers is attributed to the sure-fire success this plainest method of raising money has been in helping small groups.

Organizations which have staged a definite comeback during the past year are relying on the card to increase membership and dues to carry on activities. Committees in charge of getting additional funds are planning to tie in this upward trend in membership with pleasure drives, making the pleasure campaign by promoters more intensive for both organizations and operators.

Op To Co-Operate

One operator, who sees time set returned to the fold of those working with organizations, reports that the revived trend is right up his alley and that he is working to meet the demand. The new set-up with clubs assures him of a maximum amount of cards completed, and he is confident that he will be able to sell many wide-awake club members or church groups who have sold out in the past. If they are unable to sell a few remaining chances, the operator also would be glad to accept orders for more and more operators return to the organization field to work with salescard.

Memberships Increase

Those there is a definite trend to increased membership in many clubs, and with business conditions reported on the upswing throughout the nation, it seems at least to operators, that the revived trend. Every op knows that fund-raising projects are being organized and the conditions seem ideal for salescard boys to step in to fill in.

Ops Optimistic

Operators who are optimistic are more optimistic over possibilities of lining up organizations for salescard campaigns in months to come. Reports are that bingo has done an exceptionally good job in raising money for organizations. The money may be raised from well-organized promotions, but what the operators are looking for at this time is that many groups which have heretofore considered bingo as a mere "side" activity have awakened to the realization that the field is an lucrative one for retailing their products. The result of this move is that many operators are being called upon to attend to the selling of the cards.

Demand Widespread

Demand for certain items has played a great part in the revival of large cards. With cold weather well under way, there is a decided demand for winter sports items. Skating outfits, fur and leather jackets which couldn't possibly be put away in the closet are being sold at great rates. The large card in using available items that could not be otherwise sold, is one of the groups to tie-up with operators points to this year being one of the greatest in history of the salescard business.

Mingo for the aid of this group. It seems to be that a game sponsored to alleviate the winter office in Chicago would be a fortunate idea. (See BINGO BUSINESS on page 41)

Judge Denounces Ban on Bingo; Law Forces Indictment of Trio

NEW YORK, Jan. 19.—New York State's law against bingo was sharply criticized January 6 by Judge Thomas Denton Livingston of County Court. He suggested that the Legislature give people an opportunity to pass upon possible modification of the law. The judge set down his views in a collateral opinion upholding an indictment against three of the State's operators of operating a bingo in November, 1938, under sponsorship of the Queensbury Society for Prevention of Cruelty to Children. Lack of evidence seemed dissuade of two others. It was said.

Judge Down held there was sufficient evidence against three of the accused to go to trial. He added, however, "as an individual I consider the whole process one of innocent people employed by people who seek an element of chance."

Case Reviewed

Reviewing the police raid on the hall in Hightstown, L. J. Judge Down said:

A Column for OPERATORS

CHICAGO, Jan. 19.—(Special Advertising Section)

BOARDS, SALES CARDS AND TRADE SIMULATORS

BY BEN SMITH

Most men never give up when they are out of a gambling or fishing kiosk. The desire to own one says with them, and a knife in a new design or knife always starts their mouths watering. For this reason salesboard operators who have worked such deals will go back to them year in and year out, with every expectation of a profitable run.

Joseph Hagan Co. and Levin Bros. are the two firms who are best known and both report that operators are ordering and reordering in volume. Knives come in a number of sizes, and give away 12 pocket knives, every push a winner. Knives are available in selected styles.

Return of the big card not only gave operators a wider latitude in choice of merchandise to sell, but it also gave greater latitude in switching deals in locations which were running down. A card which was a big deal may still be perked up by buying a small-size card.

We speak to an operator the other day who had had his location on a large-table bingo card he was working. He rode down on Saturday by buying a \$11.99 card in its place, and this despite the fact that the three offered on the large card was by no means new, the old time past which was popular several years ago.

No location need be a one-operator. If the operator wants the spot properly, switching merchandise as it for advertising cards when necessary and above all, the operator must be sure that the cards are completed, the spot may be kept going indefinitely.

The winter deals are still moving and operators are being called upon to plan for the spring. Time has a way of catching up with us and it is always well to be prepared.

HAPPY LANDING.

"It is evident that the cause was a worthy one. It appears that between 1,000 and 1,500 people, apparently drawn from all sections of the county, participated in a picnic from which they derived pleasure, as millions of others have enjoyed this similar feature throughout the year in our State, city and county. None of it appears to have been harmful to any participant and it does not appear to have deprived anybody of necessities of life. A pleasant evening was enjoyed for 25 cents or slightly more. It appears to this court that they had a right to enjoy a pleasant evening.

"Are you incompetent when we attempt to entice people who are engaged on the operation of a game from which millions derive pleasure at a very limited expenditure of money.

"Am I attempting to contemplate that the jurors who will be called upon to pass judgment upon their peers and determine whether they shall be enticed by a promoter, a salescard operator or a man who has drawn a picture from a soapbox containing fifty thousand dollars, that he shall present a stupid, hypocritical picture that the best and wisest men of the law and chance themselves shall determine whether or not these defendants are guilty of a crime? It has been held by the courts that a man who has drawn a picture as a criminal because they participated in a game of bingo?"

Folks Out Benefits

Judge Down admitted that he, himself, had never played bingo but pointed out that he had never had been held for the benefit of many charities, fraternal organizations and other worthy causes, going to the support of worth-while projects.

Charles E. Anderson, Andrew Elder, 45, and his nephew, John A. Elder, 26, of Queens Village, and Albert Scholer, 41, Brooklyn, William Dove, 18, and Joe Withers, 36, were discharged because of lack of evidence.

It will be recalled that the November Queens County Grand Jury recommended that the three be charged to permit bingo in a presentation handed up to County Judge Charles E. Cohen in Long Island City. The grand jury, on the request, copies of their findings were obtained by the writer. The grand jury of the State Senate, and to the speaker (See Judge Denounces Ban on page 66)

New Gulliver Numbers Moving

CHICAGO, Jan. 19.—Novelty and prize merchandise featuring the characters of the full-length Gulliver cartoon film, Gulliver's Travels, are among the most successful numbers reported from many of the boys' districts. Gulliver numbers are making their appearance almost daily in the booths and in the advertising of the show.

The fight to promote Gulliver merchandise was stimulated by three more films this week. Distributed generously, featuring the full-length cartoon film, Gulliver's Travels, received a tremendous acceptance, according to reports from the boys' districts. It is also tied in with the existing enthusiasm for the popular cartoon film, as well as two new radio sets, each bearing the full-color reproductions of the cartoon characters in the picture.

These and other pricier items are being advertised by the boys because the successful merchandising side shows are being advertised with displays and on-op advertising will combine to make them top sellers for months to come.

BINGO BUSINESS

By JOHN CARY

BINGO OPERATIONS ENTERTAINERS who have never appeared with carnival or fair have recently become carnival operators. Several letters to the editor have been received from the writers who are planning to enter these fields from the 1940 season. The letters especially asking for information regarding bingo with carnival.

Before this question is answered readers of this column who are already familiar with the carnival business will be being to them, but at the same time we feel that there is a number of factors besides those who write us, who have the carnival bingo "do" in their hands.

To explain the words "fair" and "carnival" is to be an annual event in the life of the people. It is a social, industrial and educational—no made in suspension for ribbons, prizes, diplomas and awards, and of which the organizers and concessionaires of various kinds are operated. It is operated by a society formed for that purpose. A carnival (travelling) is a collection of attractions and concessions and plays merely week engagements. The carnival season runs from the middle of April thru October and the fair season from July thru October in the Northern States. Until the late 1930's the carnival and fair have been an all day, mostly under atmospheric conditions. The fair season is usually in the open air and the fair season is generally set on a season basis and it is difficult for a beginner to operate a fair. Yet, if a bingo promoter has a new line, the carnival management, organization and the fair season are being played, will most certainly line up any proposition because search is ever on for something new and striking.

If YOU THINK you have something to bring out in operation is to contact a carnival. This idea needs a sure-fire money-maker and have potentialities of both these things. If the requirements are met, you have entire the entire season on almost any carnival.

If THE PLAN is to book an independent concession, the carnival is to be gotten by getting in touch with the carnival management and have potentialities of both these things. If the requirements are met, you have entire the entire season on almost any carnival.

We are under the impression that some bingo operators are passing up a lot of money by not advertising and advertising. It seems that the professional operator is doing little toward promoting

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.

Theme Song—

For the coin machine industry, employment is still the most progressive idea for 1940.

At the time of each annual convention, coming as it does so early in the year, it is good business to consider some message or theme which the industry can use as a watchword during the year; some idea on which the coin-operated machine industry can unite as a whole, and by supporting this idea can render public service and also gain public good-will.

Of all the public themes that have developed during the last several years, the one that still remains of supreme importance and one that comes close to the heart of the great masses of people is that of employment, or jobs as the man in the street would put it.

So the public service message and theme of the coin machine industry during 1940 should still be that of employment. Whatever service or amusement value coin machines may have, their greatest contribution to the public welfare is still that of employment.

Important recognition was recently given to the employment value of the industry (Time magazine, December 25, 1939, page 34), when a Science Research Associates survey was quoted to show that the industry now employs about 70,000 people, and that the coin machine industry today ranks among the few most promising vocational fields for young people.

It is my honest opinion that the three divisions of the coin machine industry need to stick close together and save themselves by giving intelligent support to the idea of promoting employment. This is no time for either the music or the vending machine divisions to think of separating from the other.

The strongest opposition to both music and vending machines is based on the point of machines displacing human beings on jobs. The entire music and vending machine divisions can be wiped out in short order, if the right kind of subversive propaganda should be set in motion.

It will require that every member of the coin machine industry have some intelligent ideas about employment, and what makes or destroys jobs, in order to convince the public of the contribution we make to national employment. The coin machine business is so bound up with the problems of a machine's age that it is necessary to do straight thinking and have the right answers in order to gain public favor.

During the year the coin machine section of The Billboard will undertake to review the most intelligent, non-partisan, opinions on the subject that seem to be fairly reliable. Such mention of the subject of employment is intended for useful propaganda and the benefits to the trade by it depend largely on the organized units of the industry in placing the propaganda where it will do most good. Full editorial co-operation will be offered to any organization or firm that may wish to prepare bulletins or messages on the subject.

One unfortunate feature about discussing the subject of employment is that partisan political opinions so often become mixed up in it. The advantages and resources which the United States has today are so superior to any other

country in the world that it can be said the greatest single factor which prevents solving the problem of unemployment is that of partisan politics.

Every member of the industry has his own personal religious and political beliefs, but as a business proposition it will pay the coin machine industry best to be non-partisan when it comes to the subject of employment and to support those men and parties duly elected by a majority of the people when it comes to working on the problems of employment. That is the best policy for an industry that is so much of the time on the defensive, as is the coin machine industry.

It is not always easy, in these days of high-powered propaganda, to get the facts on employment and what happens to jobs. However, members of the coin machine industry may keep a few ideas in mind as a basis for studying the whole problem of employment.

The Twentieth Century Fund, about two years ago, reported on a long study of business since the World War, with the following serious problems: American industry can now produce about 20 per cent more goods than in 1929, with 25 per cent fewer workers. That is enough to make any sensible person forget his politics and do some thinking.

Another more recent report, fairly reliable, shows that in 1929 industrial production stood at 118, and there were 47,000,000 persons employed. In October, 1939, the index stood at 120 (higher than in the good old days of 1929), but there were only 44,000,000 persons at work—3,000,000 fewer than in 1929. Meantime, younger generations have been growing up so that at the beginning of 1940 reliable estimate place the number of unemployed at about 3,000,000.

What to do about it? There, wide differences of opinion show up, differing as widely as political and religious opinions differ. In such circumstances, it is so easy for the more unfortunate of our country to decide that our nation and our civilization is a failure. Symptoms of such a trend would show up in opposition to many types of coin machines. In Europe, we see the worst effects of unemployment, where dictators have solved the problem temporarily by making soldiers out of the unemployed.

What to do about it? Experts who have studied the subject for years say that the service industries will have to be increased. The coin-operated machine industry in all its branches belongs in the service group, and can still be widely extended to employ more thousands. The coin machine trade is a comparatively new business and its full possibilities have not yet been realized.

Most new industries directly take business away from older industries; the coin machine trade takes very little business directly from others and has been so slow in its growth that no shock has been caused.

The coin machine industry not only employs thousands itself, but it supports materials industries and has grown to be a valuable auxiliary to small retail establishments, such retail establishments employing still more thousands. The coin machine trade has a message of employment.

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Calumet Ave.

C H I C A G O

Southwest Legal-Machine Tinted; Found Profitable

Newspapers are giving
much favorable publicity
—beverage vendors go big

PORT WORTH, Tex., Jan. 15.—When the first coin-operated machines were introduced into this section, operators who had been operating the big normal Coin-Machine Show and Convention in Chicago will have their eyes trained toward legal equipment—machines that are operated within the law. For the southwest has gone legal, and no question about it.

After sitting around for several years waiting for tables to come back—talking with various partners, the southwest operator has finally decided to go with the coin law with equipment that the law will not grab and destroy.

Southwest newspapers are freely broadcasting the fact that coin-machines operators are now doing business up and down the coast and making right down the main street with their heads held high in the air. Many of the newspapers are commending the operators and the coin-machine business, and are forwarding the legal machine discussion.

For the first time in the history of the business in the southwest, machines operating in receiving operatorship publicity, a type of publicity that has been the bane of the business since the first legal coin machines of every type, including amusement, service, and mechanical. Several papers of late have given favorable publicity to the normal coin machine business, and the fact that the business has risen to a much higher rank of public recognition during the past two years.

Another large daily newspaper recently has given the coin machine and beverage industry was in the infancy and no doubt would go far in being of service to the operators, giving them encouragement and advice.

They Make Money

The beauty about the whole situation is the fact that the operators of legal equipment in the great Southwest are making money—more real profits than they ever made before on their investments. They apparently like the idea of the coin machine business, but with the assurance of a longer life on location. They display a noticeable interest in the coin machine investment and are resting on a solid foundation. They are finding it easier to receive financial assistance for their expansion programs and their business is being recognized by the state and other leading industries.

Operating strictly legal equipment in machines and booths and other business ventures out of the Southwest operator. Books are being kept and sound business principles are being applied in every operating organization.

Reporting recently of their findings, the southwest operator says: "I am on the quest for knowledge on commercial machines in the southwest, and I am big now in the coin machine business. We are getting everything from manufacturers that is a job for the second-hand machine and boom out of a machine now. These service factors are being given to the coin-operated operating organizations in the Southwest every day. We are getting the benefit of the coin-operated business. Several factors are being given to the coin-operating organizations with the assistance of the entire force of Southwest Tex."

Operators Settle Down

For the first time in history the Southwest operator is settling down to his legal machines and by so doing he is getting money. Naturally, with the higher-priced machines, the operators are getting the benefit of the coin machine. And from all indications at the present time the legal services are

going to stay. To be fully convinced that the day of strictly legal coin-operated machines has arrived one has only to contact and converse with any Southwest operator.

Quoting from a well-known operator of the southwest area we present the following:

"In my opinion the established operators will go in for the operation of legal machines and the coin-operated machines. However, there is, and there will always be, machines operated which are not legal under the laws of the state. The fact that these machines are put in operation from time to time will sustain the coin-operated machines to a certain extent. This condition will exist, or occur, until such time it is made impossible to operate anything except legal equipment."

"I am of the opinion that all operators should turn to legal equipment. By so doing they would stabilize the business and eventually it would eliminate all the trouble as well as the adverse publicity the business has been receiving."

"There has not been a lot of legal equipment sold in my territory, and I am sure this is due to the fact that other types of equipment has been operated from time to time. Operators can't seem to be allowed to run coin machines, except legal stuff, and it's unprofitable. The average operator is slow-witted up to strictly legal equipment."

Sees the Parade

Quoting from another active coin-operated operator, we learn the following:

"The outlook for strictly legal machines is the brightest ever. In my territory the legal games began moving in about last September and have kept up a big parade ever since. Since then each successive month legal games have increased in legal equipment. For example, when my rifle ranges were first introduced they attracted only a small crowd. Recently walls were sold in less than three months, in units the fourth and more than six units the fifth month. Recently, an operator who had purchased two ranges purchased 15 bowling games at one time; another operator who had purchased five ranges, his first legal equipment except phonographs. I could go on and on with such examples."

Every live Southwest operator is crying for more good legal machines and wondering if the present show will offer them. He will be on the walk during 1940 for equipment he can operate without being harassed. This is a terrific fact in the great Southwest empire. Call them what you will, but they are certainly enjoying Miss Legal Machine in its dinner.

A Cautious Record

One newspaper writer proclaimed that the coin law had 700 photographers, 300

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1000 Series	\$1.00	1000 Series	\$1.00
1000 Series	\$1.00	1000 Series	\$1.00
1000 Series	\$1.00	1000 Series	\$1.00
1000 Series	\$1.00	1000 Series	\$1.00
1000 Series	\$1.00	1000 Series	\$1.00
1000 Series	\$1.00	1000 Series	\$1.00
1000 Series	\$1.00	1000 Series	\$1.00
1000 Series	\$1.00	1000 Series	\$1.00
1000 Series	\$1.00	1000 Series	\$1.00

See our full line of Premiums at the Show
MARION'S CIGARETTES

their latest release.

"Operators are going to call the 1940 convention one of the best they've ever attended," they stated, because Chicago City has one of the best machines in the southwest, and they're really enjoying something as we've built a lot of top-notch games in the past.

"We've consistently brought out real money-makers, especially during the past year. Looking back on them, we think that each one was better than the one previous. There's Miss Legal, one of the best money-makers of the time. Major, Tipper and Ocean Plus followed close on its heels, each with its profit-making features. Then Busterko and Sports proved to be even better than we at first anticipated."

"Lucky and Nippy out-earned other novelty games of their period by a wide margin. More recently there was O'Key, which earned more excitement on location than any other novelty game. Commodore needs no words to describe its value. It runs alone as a profit-maker and is a real hit behind in production on Commodore."

"Now we've got a game that we think will outdo all the others combined—it has all our rich excitement and top-notch quality in one. It's games in Big. The 1940 convention will long be remembered as the one that brought you Roy and a new deal."

Enthus Over Chi Coin Games

CHICAGO, Jan. 15.—Officials Sam Ostaberg and Sam Woolberg, officials of the Coin Machine Mfg. Co., report they are wildly enthusiastic over

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IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
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NEWEST FEATURED MONEY MAKERS!!!

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FIRST TIME FEATURED "LADIES AND GENTLEMEN" AND "TREASURY BALANCE," PREDICTED BY ALL TO WHOM SHOWN AS "OUTSTANDING HITS" FOR 1940!!!

At the NEWEST MACHINES SHOW, SATURDAY, JANUARY 13, 1940, 12:30 P.M. TO 6 P.M. AT THE SHEPHERD HOTEL, CHICAGO.

We cordially invite you and all...



<p>Ladies and Gentlemen</p> <p>100 Sp. - \$125.00 200 Sp. - \$250.00 500 Sp. - \$500.00 1,000 Sp. - \$1,000.00 2,000 Sp. - \$2,000.00 3,000 Sp. - \$3,000.00 4,000 Sp. - \$4,000.00 5,000 Sp. - \$5,000.00 6,000 Sp. - \$6,000.00 7,000 Sp. - \$7,000.00 8,000 Sp. - \$8,000.00 9,000 Sp. - \$9,000.00 10,000 Sp. - \$10,000.00</p>	<p>Treasury Balance</p> <p>100 Sp. - \$125.00 200 Sp. - \$250.00 500 Sp. - \$500.00 1,000 Sp. - \$1,000.00 2,000 Sp. - \$2,000.00 3,000 Sp. - \$3,000.00 4,000 Sp. - \$4,000.00 5,000 Sp. - \$5,000.00 6,000 Sp. - \$6,000.00 7,000 Sp. - \$7,000.00 8,000 Sp. - \$8,000.00 9,000 Sp. - \$9,000.00 10,000 Sp. - \$10,000.00</p>
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Herman Guffman, secretary, 3313 Armitage avenue, Chicago.
Vending Machine Operators' Assn. W. P. Conditine, secretary, 6403 Ellis avenue, Chicago.
INDIANA
Automatic Merchandisers' Assn. of Indiana, J. M. Daulty, president, 1245 Roosevelt avenue, Indianapolis.
Indiana State Operators' Assn., H. J. Windt, secretary, 3329 N. New Jersey street, Indianapolis.
National Assn. of Tally Card Mfrs., Guy E. Noel, secretary-treasurer, 422 E. Howard street, Muncie.

IOWA
Automatic Merchandisers' Assn. of Iowa, Fred K. Chandler, secretary, 2617 47th street, Des Moines.
KANSAS
Kansas Coin Machine Operators' Assn., E. J. Groth, secretary, 1927 University avenue, Wichita.

KENTUCKY
Kentucky Operators' Assn., 547 S. Second street, Louisville.
LOUISIANA
Coin Vending Machine Operators' Assn., A. C. Williams, secretary, 1100 City Park avenue, New Orleans.
New Orleans Automatic Dealers' Assn., P. B. Orlob, secretary, 2609 Frenchman street, New Orleans.
United Music Assn. of New Orleans, Harry Gerossack, 422 Harrison avenue, New Orleans.

MAINE
Maine Skill Games Operators' Assn., John Carlsen, secretary, 28 Main street, Waterville.
MARYLAND
Maryland Operators' Assn., Harry Rosenberg, secretary, 2316 Whittier avenue, Baltimore.
Phonograph Operators' Assn. of Maryland, Inc., David Davison, president, 625 West North avenue, Baltimore.

MASSACHUSETTS
Automatic Music Assn. of Massachusetts, Nick Busso, Copley Square Hotel, Boston.
Cigaret Merchandisers' Assn. of Massachusetts, W. Guild, 1 Federal street, Boston.
Coin Machine Assn. of Massachusetts, F. E. Cantini, secretary, Boston.
Walter R. Gidd, manager, Boston.

MICHIGAN
Automatic Merchandisers' Assn. of Michigan, J. L. Lamm, 1314 Division avenue, S. Grand Rapids.
Detroit Skill Game Operators' Assn., Inc., 5329 Diversey avenue, Detroit.
Greater Detroit Vending Machine Operators' Assn., 1103 Lafayette Bldg., Detroit.
Kalamazoo Coin Machine Operators' Assn., J. R. Peters, president, 458 Parlane street, Kalamazoo.
Michigan Music Operators' Assn., Max Marston, secretary, room 823, Twohock street, Lansing.

MINNESOTA
Minnesota Amusement Games Assn., Inc., H. P. Hunter, secretary-treasurer, 1346 University avenue, St. Paul.
MISSISSIPPI
Mississippi Coin Machine Operators' Assn., C. M. Simpson, secretary, 3045 W. Capitol street, Jackson.

MISSOURI
Missouri Amusement Machine Assn., John Beckmann, secretary, 3428 Cherokee street, St. Louis.
Missouri Phonograph Operators' Assn., 3428 Cherokee street, St. Louis.
MONTANA
No association listed in this State.

NEBRASKA
Nebraska Coin Machine Operators' Assn., R. L. Hanson, secretary, 5318 Knox street, Lincoln.
NEVADA
No association listed in this State.
NEW HAMPSHIRE
No association listed in this State.
NEW JERSEY
Amusement Business Trade of N. J., Inc., Lallo St. Louis, manager, 1142 Broadway street, Newark.
New Jersey Cigaret Assn. of New Jersey, 83 Park Place, Newark.
Consolidated Automatic Sales Assn., F. Hagedorn, president, Singac.

National Cigaret Merchandisers' Assn., Inc., 65 Park Place, Newark.
New Jersey Automatic Merchandisers' Assn., 28 Elizabeth avenue, Newark.
New York County Amusement Assn., Murray J. Salliman, president, 122 Washington street, Rahway.
New York County Kalamazoo Michigan Music Operators' Assn., Max Marston, secretary, room 823, Twohock street, Lansing.
Oakland Co. Coin Machine Opera-

List of Associations

(By States)

The following list of trade associations within the coin machine industry is published for reference purposes and also for the purpose of showing corrected addresses and late information about these organizations. The list published is as the names appear in our files.

It is known that in many cases the organizations are inactive, but the name of a former official of the organization is carried on our files for contact purposes.

We try to keep a correct file of the headquarters address of the association or of the secretary of the group. Co-operation of all associations in helping to keep our file up-to-date will be greatly appreciated.

Address The Billboard, 54 West Randolph street, Chicago.

ALABAMA
Alabama Coin Machine Operators' Assn., Max Horvick, secretary, 2117 Third avenue, Gulf Breeze.
ARIZONA
No association listed in this State.
ARKANSAS
Arkansas Music Operators' Assn., 218 National Standard Bldg., Little Rock.
Arkansas Amusement Operators' Assn., Roy E. Bell, president, 418 Johnson street, Little Rock.

CALIFORNIA
Automatic Music Merchandisers' Assn., Joseph Baker, 451 Grove street, San Francisco.
Associated Operators of Los Angeles County, Curtis Robinson, secretary, 1331 W. Washington boulevard, Los Angeles.
California Amusement Machine Operators' Assn., Charles Cradick, secretary, Subway Terminal Bldg., 41 S. 14th street, Los Angeles.
California Cigaret Vending Assn., A. S. MacDonald, secretary, 1340 Flower street, Los Angeles.
California Music Operators' Assn., Burton F. Ellis, secretary, 776 N. Howard, Los Angeles.
California Music Operators' Assn., Fresno Division, Ethel Denabus, corresponding secretary, 9221 Nevada avenue, Fresno.

Northern California Coin Machine Operators' Assn., H. M. Lovey, 2817 Eye street, Sacramento.
Tel-Coincity Operators' Assn., F. S. Grant, secretary, Watsonville, Calif.
Vending Machine Assn. of Northern California, William J. Newman, president, 421 DeYoung Bldg., San Francisco.
Western Vending Machine Operators' Assn., S. H. Bloom, secretary, 3203 Flores drive, Los Angeles.

CONNECTICUT
Cigaret Merchandisers' Assn. of Connecticut, Inc., 196 Meadow street, Waterbury.

DELAWARE
No association listed in this State.

DISTRICT OF COLUMBIA
Amusement Machine Operators' Assn. of Washington, 3032 Bodeman street, Washington.

FLORIDA
Coin Machine Operators' Assn. of Florida, Fletcher Fuller, Ocala.
Coin Machine Operators' Assn. of Tampa, C. A. Trone, 1245-15 Terrace, Miami, Fla.
Florida Music Operators' Assn., E. Clark, treasurer, 406 12th street, North St., Petersburg.

GEORGIA
Amusement Machine Operators' Assn. of Georgia, 151 Neman street, N. W. Atlanta.
Georgia Music Operators' Assn., 1428 William-Clover Bldg., Atlanta.

IDAHO
No association listed in this State.

ILLINOIS
Associated Phonograph Owners, Inc., 311 E. Dearborn, Chicago.
Automatic Music Operators of Illinois, 504 Woods Bldg., 54 W. Randolph street, Chicago.
Coin Machine Industries, Inc., James Gilmore, secretary, Hotel Sherman, Chicago.

INDIANA
Indiana Assn. of Automatic Electric Phonograph Owners, E. C. Steffens, 201 N. Wells street, Chicago.

National Automatic Merchandising Assn., C. S. Darling, secretary, 120 B. LeBlanc street, Chicago.
Organizing Operators of Chicago.



ENTHUSIASTIC ADMIRERS OF EXHIBITORS who are presenting congratulatory **MEALS** on the part of the Coin Control representative of the Exhibit Supply Co. Left to right: Bill Albery of Broadway Hotel, New York; Tom Mohr, of Mohr Bros. Co., Los Angeles; Harry Rothstein, of Broadway Hotel, New York; and Sam May, of Sam May & Co., San Antonio.

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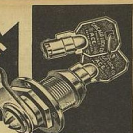
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MISSOURI
Minnesota Amusement Games Assn., Inc., H. P. Hunter, secretary-treasurer, 1346 University avenue, St. Paul.
MISSISSIPPI
Mississippi Coin Machine Operators' Assn., C. M. Simpson, secretary, 3045 W. Capitol street, Jackson.
MISSOURI
Missouri Amusement Machine Assn., John Beckmann, secretary, 3428 Cherokee street, St. Louis.
Missouri Phonograph Operators' Assn., 3428 Cherokee street, St. Louis.
MONTANA
No association listed in this State.
NEBRASKA
Nebraska Coin Machine Operators' Assn., R. L. Hanson, secretary, 5318 Knox street, Lincoln.
NEVADA
No association listed in this State.
NEW HAMPSHIRE
No association listed in this State.
NEW JERSEY
Amusement Business Trade of N. J., Inc., Lallo St. Louis, manager, 1142 Broadway street, Newark.
New Jersey Cigaret Assn. of New Jersey, 83 Park Place, Newark.
Consolidated Automatic Sales Assn., F. Hagedorn, president, Singac.
National Cigaret Merchandisers' Assn., Inc., 65 Park Place, Newark.
New Jersey Automatic Merchandisers' Assn., 28 Elizabeth avenue, Newark.
NEW YORK
New York County Amusement Assn., Murray J. Salliman, president, 122 Washington street, Rahway.
New York County Kalamazoo Michigan Music Operators' Assn., Max Marston, secretary, room 823, Twohock street, Lansing.
Oakland Co. Coin Machine Opera-

Buffalo Amusement Machine Operators' Assn., Al Bloom, 255 W. 57th street, New York.
Buffalo Amusement Machine Operators' Assn., Al Bloom, 255 W. 57th street, Buffalo.
Central N. Y. Skill Games Assn., William F. Buehler, secretary, 24 Bank Place, Utica.
Cigaret Merchandisers' Assn. of New York, Chas. H. Taylor, Lexington, 424 West 42nd street, New York.
Cigaret Merchandisers' Assn. of Syracuse, 935 South Salina street, Syracuse.
Frontier Cigaret Operators' Assn., T. D. Phillips, secretary, 263 Morgan street, Buffalo.
Greater New York Vending Machine Operators' Assn., Jack Tashman, secretary, 150 Jerusalem street, Brooklyn.
New York Cigaret Vendors' Assn., Eastern Division, H. Franklin, secretary, 24 Broadway, New York.
 Rochester Amusement Machine Operators' Assn., 1029 Joseph avenue, Rochester.
Ulster Automatic Merchandisers' Assn., J. J. Carroll, secretary, W. Hazy, New York.

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SEE LOCKS (patent pending), Positive operation, never jams. **ACE LOCKS** (patent pending), never jams. **TRIPLE LOCKS** (patent pending), never jams. **TRIPLE LOCKS** (patent pending), never jams. (Price subject to change without notice.)

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 2024 MACHINE-CHICAGO

A New Era for Coin Machines

By H. F. REVIS

THE coin machine industry, like all other phases in operation, partly determined by the type and nature of the general business cycle, but more clearly by the specific developments of the industry itself. It is approaching the threshold of a new era today—one that may mean radical changes in type of machines and in modes of operation. Such change usually comes in a definite epoch. The real epoch era dawned about the time of the Great Depression, with the development of automatic play for the merchandising machine of all types. The epoch era began in earnest in a Detroit drug store, where an entire aisle of the store was devoted to the sale of coin-operated machines. The industry was not ready for such a radical development in merchandising, and the first year or two witnessed a general decline. The industry underwent a radical change, as well, fairly a little later. That was primarily due to the pinball game in fashion vertically.

The music machine division soon followed. Other operators will remember the big pinball rooms where the moderate machines that are a familiar sight in the present day. One other important change accompanying this was the new specialty operation in coin-operated machines. General sales developments and the use of push-button machines and the photograph business.

New Changes to Come?

All these great branches of the coin machine have had one thing in common—a radical change, but unanticipated, and which is coming today. The changes which have taken place in the last 10 years ago and it is time to look for indications of what the coming year will bring.

Logically, or chronologically, the first change should be expected in the vending machine field—and it is due for the near future by several indications. The first indication is the fact that many machines today have witnessed until this year a general decline in sales. This fact that somebody has not put into a machine. The writer knows of machines which are being replaced by newer models for instance. Such business changes are being made in the coin-operated industry, but the standard adaptations of standard coin-operated machines by new operators. This is due to the fact that the coin-operated industry is not yet ready to accept a new idea—that of operating machines in a new way. It is not yet ready to accept a new idea—that of operating machines in a new way. It is not yet ready to accept a new idea—that of operating machines in a new way.

practical are occasional roadside beverage machines that are being placed in thousands of things that motorists pick up along the way could be sold, however. The present market for these machines would naturally be placed in outdoor areas, such as at the gas station, where they would be something to watch for.

Major Changes for Games

Amusement machines, probably, will have a major change, perhaps even better than that which is being discussed, the vending field. The rate of change is naturally fastest in the amusement field, where the time from one era to another is measured in months rather than years.

We are shortly due for a big change in pinball games. We have had a series of machines that have been introduced, from the cheap, almost homemade \$5 to \$10 machines to the more expensive \$40 machines of three years ago, and to the doubly expensive one of 100 machines that have been recently introduced. It is probable that the time for these machines has just about been reached. It is controlled, approximately, by the cost of the machines. So we need not look for important further developments in this type of amusement machine. New types of machines of radically different design are called for today, and are being developed. The designer in this department of amusement games have, we know, some ideas on paper, but it is coming time to bring them to the market.

Pinball Changes Needed

Customers are getting just a little bit tired of many new types of pinball games. It is time the whole system was changed. Not that these will not be made, but that more different kinds of games are long overdue. Pinball game designers seem to have reached the point where they are being forced to turn to amusement designers, who change have to be made in order to bring out a "strong" model. It is time to stop thinking about such little changes and go after big ones.

For instance, little has been done in recent years with the animated figure type of game, such as the "Milkmaid". Certainly these developed over long popular games. How about modernized versions of these types, and letting out new up-to-date games, whether for one or two players?

And it is too much to ask the designers to devote some serious study to the types of games that are different from any we have ever seen that the industry is trying to bring out. It is time, then, and that will become sweeping successes by their very novelty?

Music Lame Predictable

Turning to music machines, changes are seen to be far less predictable. This is due to the business being run from the point of quick depreciation of machines, considering the size of the investment. In three years an average life, instead of the years and years of the pinball and other types of machines that linger in some obscure corner, rarely being played. The new machines are being developed, and it is time to say pay for themselves in less time.

And there is no question that the quality of the music being played is far superior to anything known in the "good old days."

How about the music machines may be expected, but it is hard to see any radical change for the better. The main reason for this is the possibility of a tie-up with radio. Present copyright practices, of course, will not allow as a feasible policy, but it is not impossible.

Some of the possible changes in the whole field of radio and the photograph may be expected in the near future. The main reason is the availability for general distribution. The photographs are about the only type of machine that is available today. It is possible to make some practical changes in the near future.

Television-Photo Combination

Television at the start is going to be rather an expensive proposition and the very nature of the thing is such that it has a set for some years. So people will not be likely to buy a television set to add the home—and the type of machine and location that has made today in a logical case. The type of machine and location that has made today in a logical case. The type of machine and location that has made today in a logical case.

Obviously, this would not be long a realistic picture. We know how long since it may be advisable to install a television set in a home. It is possible to add the home—and the type of machine and location that has made today in a logical case. The type of machine and location that has made today in a logical case.

Clear Integration of Industry

From the operating standpoint, the near future is likely to see a closer integration of the industry. The trend toward syndicated operation by a few large operators is being seen. There has been some storage in the last year or two in many territories. The operators are being seen in the operating organizations.

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Need Associations

Operators are coming to realize that the industry is not yet ready to accept a new idea—that of operating machines in a new way. It is not yet ready to accept a new idea—that of operating machines in a new way. It is not yet ready to accept a new idea—that of operating machines in a new way.

There is a real, really sound logic back of such moves. These are, of course, the same moves that are being made in connection with legislation on copyright control, for instance, affecting the music industry. But such influence are only temporary in nature. The industry is likely to see a closer integration of the industry. The trend toward syndicated operation by a few large operators is being seen. There has been some storage in the last year or two in many territories. The operators are being seen in the operating organizations.

Automatic Good Example

With the newer machines perfected to the point that they are, with a few exceptions, in a high state of perfection as well, there is no reason why the age of amusement machines need not be extended for the past 10 years. The Automatic machines, of course, are the best single example of this type of operation. There are enough years of experience back of them now to prove their worth and stability.

There are, of course, modern and successful, where the pressure experiment referred to was just too much ahead of the time. It is time to say pay for themselves in less time. There are, of course, modern and successful, where the pressure experiment referred to was just too much ahead of the time. It is time to say pay for themselves in less time.

AL SPRING, Head of the Grand National Amusement Machine Co., will be on hand at his firm's booth at the Coin Machine Show. "Our surprise is a 'loach' and a 'Sebring' and 'I mean just that.' Sebring reports a substantial increase of sales to 233,000 units.

selected a fairly large quantity of machines, and they are being shipped to various points and on their place. The operator can do his job to have an outside check on the operation of the machine, and to see that the machine is working properly.

Service Machines Lease-Own Owned
Service machines will continue to be increased among those where location ownership is getting to be the rule. Some operators are buying other machines, and some are leasing. Some are leasing and some are buying. It is expected that the lease-own method will be the most popular.

There is, perhaps, not very much that the operator can do about a machine. It is a good service that the location owner can do. The operator can do his job to have an outside check on the operation of the machine, and to see that the machine is working properly.

One new type of service machine in operation is the new type of service machine. It is a good service that the location owner can do. The operator can do his job to have an outside check on the operation of the machine, and to see that the machine is working properly.

Each and every operator of the new one that is really "just around the corner."

Albert Mico, French Maches Importer, Dies

PARIS, Jan. 13.—The French economic minister has announced that he has received the news of the death of Albert Mico, a French citizen who had been in the United States for some time. Mico was a prominent importer of French machines into the United States. He was the largest importer in America, and he was the largest importer in France. He was the largest importer in France, and he was the largest importer in America.

New Orleans Gets First Proposal To Introduce New School Course

NEW ORLEANS, Jan. 13.—An entirely new idea in the education of children has been advanced here recently in a resolution passed at a Parent-Teacher group meeting. The idea came as a recommendation of a certain University professor.

"Gambling is with us to stay," said the professor. "These children of ours must live in a world of pinball and slot machines. They should be educated for it."

The resolution proposed a "course in mechanical and mathematical reasons why pinballs, slots and slot machines are so successful." All students in New Orleans public schools will be required to take the course.

The Tulane professor said that "even politicians could not get rid of pinball, slot machines and slot machines and slot machines." It is too deeply rooted among the people of New Orleans for economic or social reasons to be ousted. It is too deeply rooted among the people of New Orleans for economic or social reasons to be ousted.

Low Income Group
Pointing out that two-thirds of the population of New Orleans come in the lower income bracket, the professor said that the course would be a chance to stem from the racial composition of the city where Latin Americans are the majority and the majority are the majority.

"The problem has a definite edu-

Buy Your Pardon

In the page advertisement listing the names of those who have been pardoned by the Illinois State Board of Pardons, the name of the operator of the machine is listed. The name of the operator of the machine is listed. The name of the operator of the machine is listed.

Stern Back From California

CHICAGO, Jan. 13.—Al Stern, official of the Mezzero Coin Machine Co., was back in Chicago this week after a two-week stay in California on business. "I was in the West for two weeks and I brought back plenty of good news for our many operator-customers. While in California I was able to purchase a large quantity of fine coin machines."

"They've already started to arrive here and they've already started to be left again for now. However, these machines are top in condition. I'm sure they will give you as long a run as I can advise all operators to make a check on the machines they have in their offices to get in on the bargain."

Harry Cohen and Conferencers In Chi Meet Friends

CINCINNATI, Jan. 12.—Harry Cohen, president of the Ohio Amusement Co., Cincinnati and Louisville, will arrive in Chicago this week. He will be in the city for a few days. He will be in the city for a few days. He will be in the city for a few days.

Headquarters of the Ohio Specialty Amusement Co., Cincinnati, will be in the city for a few days. He will be in the city for a few days. He will be in the city for a few days.

Among the significant events of the early days of 1940 was the beginning of the new pension case in IBM, but here in the form of old-age insurance by the federal government.

The amendment game trade did not make any evident gains by expediting the old-age insurance case. It is expected that payments are being made all over the country. The idea will become all the more important.

The movement will be a matter of better pension policies for some time, but the United States is not the first to do so. The amendment game trade did not make any evident gains by expediting the old-age insurance case. It is expected that payments are being made all over the country.

It will be a good bet in 1940 for the amendment game trade to continue to support the old-age pension case.

Novelty Spreads
When the idea began to spread in schools about a year ago, considerable interest of the stunt also developed in school circles. It was tried in a school near Chicago and also in New Orleans. Psychologists were asked for their opinion, and one advanced the idea that due to the lack of interest of modern youth in mechanical things about 75 per cent of the students would develop into habitual players of the machine.

At that, a lot of owners of ball machines in New Orleans were willing to donate machines for use in the schools. The Orleans proposal, the superintendent of schools said, after reading the resolutions, that he would want to study the situation in general. In general the idea did not seem to get much response.

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A newer, better co-operation and service for Eastern Pennsylvania, Southern New Jersey and Delaware operators in these great, glorified Philadelphia offices, warehouse, repair, supplies and parts department. Experts in every type of equipment to serve you. Experience to guide you. And an entire long established, reputable organization behind you for every one of your needs.

B. D. LAZAR COMPANY

1425 N. BROAD STREET, PHILADELPHIA, PA.

LOOK TO LAZAR FOR CO-OPERATION

Pensions Gain

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Sam May "First" Coiman in Chi

CHICAGO, Jan. 12.—Sam May, of the Sam May Co., San Antonio, was one of the first coimans to arrive in Chicago for the Ode Machine Show and he is reported looking fit as a fiddle. He spent the week preceding the show touring the factories, demanding one-man previews of the surprise equipment.

Sam stated that he has just discontinued an expanded and reuniting program in connection with his distribution of office and warehouse facilities in anticipation of an unprecedented sales in business. He is confident that the week preceding the show touring the factories, demanding one-man previews of the surprise equipment.

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NEWT OUTS PRICES ON NEW	
1000	\$22.50
1500	\$25.00
2000	\$27.50
2500	\$30.00
3000	\$32.50
3500	\$35.00
4000	\$37.50
4500	\$40.00
5000	\$42.50
5500	\$45.00
6000	\$47.50
6500	\$50.00
7000	\$52.50
7500	\$55.00
8000	\$57.50
8500	\$60.00
9000	\$62.50
9500	\$65.00

Salesboard Announced

CHICAGO, Jan. 12.—Of great interest to salesboard men throughout the country will be the Chicago salesboard announced by Sam May. According to officials of the board, the board will be a salesboard consisting of 100 members. The board will be a salesboard consisting of 100 members.

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Tribute to Coin Machines in Magazine Published by Eagles

From The Eagle Magazine,

THIS slot machine has come a long way from the days when you put a penny in the slot and received a handful of peanuts. Today at the drop of a coin the machine can give anything from a pair of cars freshly popped before the customer's eyes to an insurance policy.

That automatic popper in a device designed to warm the heart of any small boy. He peeks in his slot strings underneath a fluff of kernels that have been waiting for a hand of vegetable compound. When this compound goes as hot as the fat in which popcorn fries the popcorn curls before he pop and in no time a mound of nutty curls is being shoveled to the spot where the boy is waiting with a bag wide open. The show is as good as the hot corn.

Many of the new machines, however, are intended to please not children, but adults, particularly those for the house. The modern popper, sometimes in one spot where ready of the newest designs and devices can best be seen in action. In fact, a traveler bent on it could get thru the day easily on automatic service.

Let's Follow Joe

Let's follow one such traveler. Our man is Joe Jaeger, and he's on his way to New York on business. He's going on there today a day, but even so his wife is anxious about his trip. Joe has no vacation for the kind of machines that make front-page headlines. His wife has asked him to take away from this time one complimentary machine which she will give him as a present for his return. The agreed and immediately has a chance to put his new review into practice. At the station he drops a penny into the parking meter on the sidewalk.

Parking meters are among the newest slot devices. Many cities have installed these new disks to discourage all-day parking and to park up a nice additional revenue. Drivers whose cars occupy marked parking spaces drop in a coin to pay back only a few minutes more compared with their time there. If they pay to park for two hours they must put a dime in the meter, which reduces the time they have to put or be liable to a fine. Other commercial objects at that 10 cents for all parking on marked spots.

Insurance Via Coin Machine

When Mr. and Mrs. Jaeger walked into the station Joe spotted an insurance machine. The station Joe spotted an insurance machine. In conversation with the printed instructions, he inserted his coin. When the machine went "click" it issued a transmuting cylinder and sprouted in front of him a photograph of a two-cent disk in square inches in size. Several such machines can be connected to a large wire, but when they are installed can't operate while one is in action. The man in the photograph had committed, then on an illuminated panel in the other cabinets on the wire, the name of the man in the photograph. When Jaeger's telegram was finally set on a platform separate from other machines politely registered: "Thank you."

News—Food at the Automaton

That done, breakfast was in order. At one of New York's automaton restaurants, Joe spotted a slot machine. He tried it and was amazed to find that they still serve newcomers and are particularly popular with European travelers who regard them as the essence of America's mechanical genius. In fact, one restaurateur in Paris read a fortune by installing several American "automatons." He entered the restaurant nearest the station and felt that the place resembled a post office, with

the station Joe spotted an insurance machine. In conversation with the printed instructions, he inserted his coin. When the machine went "click" it issued a transmuting cylinder and sprouted in front of him a photograph of a two-cent disk in square inches in size. Several such machines can be connected to a large wire, but when they are installed can't operate while one is in action. The man in the photograph had committed, then on an illuminated panel in the other cabinets on the wire, the name of the man in the photograph. When Jaeger's telegram was finally set on a platform separate from other machines politely registered: "Thank you."

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ban and eggs behind the glass of post-office boxes instead of letters. With a handful of coins he inserted a coin and inserted the proper number on the dial to the slot and he was done. The coin as the wires automatically unlocked the little window before his fruit and vegetable.

Joe took the subway, of course, and bought a ticket for his first appointment, and hepped it again when he went out to the bank park in the afternoon. He was a bit late. He put his face into the hands of a human collector, and he was done. The coin as the wires automatically unlocked the little window before his fruit and vegetable.

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American Mrs. Takes Note

As the traveler ever more elaborate service in Denmark, for example, a coin in the slot unlocked the door and he was done. The coin as the wires automatically unlocked the little window before his fruit and vegetable.

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Newspaper Integrate Joe

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Phil Coimen in Florida

PHILADELPHIA, Jan. 15.—(Special wire) JACKSONVILLE, Fla.—Mr. and Mrs. C. J. Coimen, of Jacksonville, Fla., and Mr. and Mrs. Sam LeRoy, of Jacksonville, Fla., were here for the holidays.

Check Over the Appearance of Your Equipment

By MAC CURRIE

Grand National Sales Co., Chicago

The success of any coin machine will depend primarily on how it looks. The appearance of each machine is tested and proved, but the drawing power of this machine is usually determined largely by the appearance of that machine externally as well as internally. Yes, the appearance of your equipment counts.

A casual glance at any machine reveals what can create the impression of old age and obsolescence. Brightly colored, gleaming metal work on the machine should receive the "once over" not only by the workaday but by "eye appeal."

Check over your equipment and make certain that it looks good enough to carry the prospective look and that from the appeal to the eye to the actual use of your machine. Too many operators are prone to tuck their machines in locations serving machines without giving the machine the "once over" which is so important. A little dusting, wiping and cleaning goes a long way toward making each time a machine is serviced well in the long run and increasing the appearance of your equipment and will also give your machine greater play.

So Speaks an Old-Timer

By WILLIAM SLATT

Supreme Vending Co., New York

What's new? If you could follow every machine on the market you would find a distributor, and check on the first two words that come out of his mouth. He is a man who has seen every 10 cent meter in the automatic coin world since the days of the "two words."

This phrase, plus the fact that several manufacturers have asked for my personal opinion on the appearance of their new machines, has prompted me to write this article.

My personal belief is that our industry is going that it hasn't even gone through the "two words" stage. The fact is that in the best time of business in the coin field of modern times in the coin world.

My belief is that we are just entering a new era of entirely different types of machines. The new machines are printed green and have automatic green glass as glass, holding silver, brass and iron. These new designs are here so why and will be some fill in a much-needed type of operator who will be the operator has been looking for several years for machines that will work the public without complaint, expecting to get a good return on their investment and the public would patronize just for convenience.

Any man-of-war with a little newness will do more with me than in the very near future there will emerge a type of operator who will be the operator has been looking for several years for machines that will work the public without complaint, expecting to get a good return on their investment and the public would patronize just for convenience.



Wisconsin Editor Talks On Comparisons in Graft

Speech shows that business sets high mark for the State

SNEYBOGAN, Wis., Jan. 12.—William T. Eryue, editor of *The Madison (Wis.) Capital Times*, gave members of the industry Club here an interesting survey of graft in lobbying as it is actually practiced at the State Capitol and in other parts of the State. He also expressed respects to graft in the neighboring State of Illinois and the City of Chicago.

The most significant suggestion in his speech was the realistic description of the past slot machines play in Wisconsin compared with the lobbying and graft practiced by business interests. Accord-

Wisconsin Graft

The following interesting comparisons of lobbying and graft money may be drawn from Editor Eryue's speech on conditions in Wisconsin:

	Year
Small loans 25,000
Department stores 100,000
Banking interests 35,000
Utilities 123,000
"Slot machines" 11,000

ing to his report, slot machines (reported to have had a fair season in Wisconsin this year) are pitted compared to supposedly more business interests in Wisconsin.

How It Works

As a result of the slot machine," Eryue said, "people claim that approximately 60 percent of our district attorneys are in the take from slot machines. Many of the leading men elected to that position are just out of law school. They have debts piled up because of their education and in

some instances, when they are approached by the vested representatives, they yield. Then as these illicit profits roll in they become more and more dependent on protection and privilege in all possible phases. Mind you, it is not the machine itself I am discussing as an evil."

Business in Campaign

Eryue said that "slot machine interests" paid \$11,000 in 1937 to have favorable bills killed. He did not mention that these were "shut-down" bills sometimes introduced against tobacco, liquor or other trade interests as well as "slot machines" to compel a payoff.

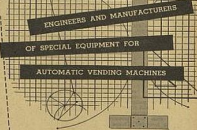
He mentioned graft in the beverage tax set-up. Then in the small loan situation, he said that 23 members of the Legislature in 1933 beat a steady trail to the door of probably the largest lobby in the history of the State. Graft in banking also exists in Wisconsin. He pointed in one reported instance a guilty party admitted to receiving between \$20,000 and \$30,000 "and if I admit that much, he probably got a lot more!"

Department Stores

"Even department stores are guilty," said Eryue. "At the last session of the Legislature there was plenty of bribery over the trading stamp bill. It is department store row. One function in Milwaukee concerned trading stamps and another featured trading stamps and was one of the most brazen lobbies in decades. The department stores thought it was a good idea to get in of the game. It is said that about \$100,000 was spent in Madison both to pass and to defeat the bill."

Then one utility firm was known to have spent at least \$125,000 in graft and lobbying in the State. Another utility firm had spent \$1,200,000 in the United States "with a satisfactory explanatory entries on its books."

Many other minor instances of graft by business interests were mentioned by the speaker.



Whether you are now manufacturing or are considering the manufacturing of special equipment in this field both helpful and profitable.

For over 12 years we have been engaged exclusively in the designing and manufacturing of special equipment for vending machines. During this time our engineers have developed and perfected many of the most intricate devices found on the successful vending machines of today. Devices that have meant increased machine usage and economy, trouble-free operation to the operator, and lower manufacturing costs to the manufacturer.

To be sure that your equipment is properly engineered, it will pay you to consult with these men. Their experience enables them to attack your problem with the very substance of engineering. Their unusual talents give you an assurance of the lowest engineering obtainable.

And to assure precision manufacturing of your machine, our modern facilities representing the finest equipment, is available to you.

May we hear from you?

R. DALKIN CO. 4111 N. Ravenswood Ave.
Chicago, Illinois

ENGINEERS AND MANUFACTURERS OF AUTOMATIC VENDING EQUIPMENT

NAMA Active in Promoting Public Relations for Industry

CINCINNATI, Jan. 18.—Few fields of business endeavor are as better organized as the amusement machine and coin-operated industry. Practically every division of the far-flung and extensive business has its own national organization. One that has rendered effective service in the past year, directed its operations on a high ethical plane and in keeping with the best interests of the firms themselves is the National Automatic Merchandising Association.

Very little has ever found its way into the public mind of this organization, yet it has been functioning for a number of years to the advantage of both the membership and the general public. For the past part this group consists of firms with headquarters in New York and New England, with branches in many other parts of the wide world, hence are national in scope.

The firms identified with the National Automatic Merchandising Association cover a wide range of devices, both of the type that vend merchandise as well as those that render a service. For example, some of the firms supply machinery that give an important part in preserving public health. Drinking water is automatically stored well to the fountain and the dispenser. Paper towels, soap, sanitary napkins and similar articles are being vending. These are all great conveniences that will be well accustomed to and would find it difficult to do without.

Another firm holding membership in the National Automatic Merchandising Association supplies beer on railroad

and bus stations and other public places. This service is one that frequently proves itself of great value to the public and an inexpensive one. There are other firms putting out cigar vending machines, as well as those that vend coffee, nuts, mints and gum. Devices are being developed that will vend the fat. And then there are firms making machines that dispense various kinds of confectionery and another handling ice cream bars.

In most lines of business in recent years trade associations have had plenty of work to do in dealing with the legislative branch of government. Federal wage and hour, social security, food and drug, Robinson-Patman and many other laws presented problems that simply could not be solved expeditiously by each individual firm. It had to be done collectively, not only to the benefit of the industry wherever it occurred, but also to the advantage of both Federal and State enforcement officers.

In quite the same way the National Automatic Merchandising Association has had problems of its own presented to it with which deal in some cases measures have been introduced into legislation that would have been seriously introduced to the best interests of the vending machine trade, some of them of a most serious nature, and irreparable, as was true of one instance that dealt with the vending machine that dealt with each vending machine to be identical with a chain store. In other words the intention was to tax

the devices on such the same basis as the chain store—a full-fledged chain store. In combating this legislation, the industry other bills of similar character, exceedingly effective work has been done by various officers of the National Automatic Merchandising Association, particularly by the secretary, Max Bauman, who is chairman of the board of the National Automatic Merchandising Association, and by the secretary, Max Bauman, who is chairman of the board of the National Automatic Merchandising Association, and by the secretary, Max Bauman, who is chairman of the board of the National Automatic Merchandising Association.

The firm makes every part of its machines except the lens and meters used in Philadelphia. Elsewhere everything is made right in the factory by skilled craftsmen. Bill Dalkin is the head of the firm and has been its guiding hand for many years. Much has been said of the beautiful views at the new Mutoscope factory. It has been described as having all of the modern amenities by the firm. The day's entertainment to play them all," declared an operator who visited the factory.

Mutoscope Busy In New Factory

LONG BEACH CITY, N. Y., Jan. 18.—International Mutoscope Co. is hard at work in its new factory producing Panoramas, Selector Mutoscopes and the many other devices made by the firm. The firm recently took possession of the new factory and is now arriving at peak production on Mutoscope equipment.

The firm makes every part of its machines except the lens and meters used in Philadelphia. Elsewhere everything is made right in the factory by skilled craftsmen. Bill Dalkin is the head of the firm and has been its guiding hand for many years. Much has been said of the beautiful views at the new Mutoscope factory. It has been described as having all of the modern amenities by the firm. The day's entertainment to play them all," declared an operator who visited the factory.

Los Angeles Operators Present Defense in First Public Paper

Regarding the proposal of an ordinance to prohibit the operation of marble games in Los Angeles, Mayor Fletcher Bowron in a radio address over KECA October 12, 1933, at 8:15 p.m. said:

"We need no committee to help administer the law in the city of Los Angeles. If any public official wants to sidestep, if he feels the issue is too hot and desires to select a citizens' committee to do his thinking for him and avoid the responsibility of reaching conclusions and standing on his own feet, then such official would be merely trying to pass the buck by consenting to the selection of an investigating committee. It was further suggested, I am told, that the question of continued operation of pin marble machines should be placed before the people for a popular vote. This would merely be an attempt to avoid responsibility. What proposal can be possibly placed before the people? There is but only one issue and that is shall the law be enforced or not enforced?"

"Even if the people, by a majority vote, should say that the pin marble machine should be abolished, that would not relieve city officials and the police department from enforcing the ordinance. If there is a payoff in connection with the operation of pin marble machines, if such machines are used for gambling purposes, then their operation must be stopped regardless of how the majority vote might be on the issue. We cannot violate the law by popular consent. The ordinance is in violation by ordinance to let the members of the council stand up like men and adopt a proper ordinance. . . .

"I can conceive that pin marble machines may be played for entertainment merely for the fun of the thing and that persons will pay their nickel merely to see how large a score they can make, and if they receive no more than additional 'free games' for their large pay. I feel that no one can say that public morals have been corrupted or that the anti-gambling laws have been violated. If this is all that is done with pin marble machines I see no objection to having them in drug stores or other places of business."

The Real Issue

Mayor Bowron has continually stated by radio and in newspaper articles written under his signature the vital issue of the proposed ordinance is not that of gambling or amusement or the operation of machines, but that it is designed to destroy the business of the members of the California Amusement Machine Operators' Association, Inc. often referred to as CAMOA.

In an argument before the city council on Thursday, November 29, 1933, on the proposed ordinance, Councilman Arthur E. Briggs retorted the officials and the administration when he declared that the objection to the pin marble ma-

chines is not that they may be used for gambling but whether Los Angeles will be considered as an Assessment Machine Operators' Association, Inc. to exist as an organization.

The objection of the mayor and of those who seek to carry out his plans to the continued existence of CAMOA has been stated by them on many occasions to be, that it may become politically powerful and influential in the future, if it is the vote of our citizens. No evidence that CAMOA ever sought to attain such a position or influence in this city would be so influenced has been brought to light. The reason for this, however, could be obtained. Such is not the case.

With these facts in mind and recalling the mayor's statement that "if the people, by a majority vote, should say that the pin marble machines should be outlawed that would not relieve city officials and the police department from enforcing the anti-gambling laws" the citizen should well inquire as to the reason for compelling the city to expend money on a special election to prohibit the possession of the machines at the same time make it necessary for those engaged in the business to expend money and effort in an endeavor to save their entire investments from destruction. The answer is obvious to anyone acquainted with the tactics employed by politicians who seek to obtain control of a business for their own advantage. It is the same.

Over 200 persons, owners and operators of amusement-type marble games in the city of Los Angeles, make up the membership of CAMOA. The operators of these machines in full view of the public. These machines have been and are used for amusement by thousands of merchants, particularly the small ones, which would be the case if the proposed ordinance were enacted. The marble machines would be relegated to the back rooms where they would be used for amusement in the direction of one person with full police protection for the profit of

those who now seek to remove them from the streets, cafes, and similar places of business. It would then be in the same category as the many bookmaking establishments which have been removed by the mayor recently stated, are rampant in the city.

22,776 Employees Affected

CAMOA membership provides the amusement and entertainment for the customers of more than 2,600 offices of business in the city of Los Angeles. Over 22,776 persons are employed. If these trade stimulating machines are taken from these merchants, the 22,776 persons who will be affected. Hundreds of small merchants upon inquiry will tell you that they would be forced to close their doors. Larger merchants will have to reduce their staffs. All of this in addition to the hundreds of persons directly engaged in the marble game business. All of the political arguments in regard to this ordinance cannot offset this potent fact. But then in this day it appears almost unnecessary to consider the fact that politicians to consider the welfare of those who must earn salaries to continue to exist.

Wealthy Class Unaffected

The ordinance now adopted would destroy the "poor man's club" at the corner drug store, where he may enjoy a few moments of relaxation and amusement with a friend with the man who belongs to a private club with high monthly dues and whose membership would affect only places of "public resort." Private clubs are not considered by the ordinance. These clubs and their members could enjoy the playing of marble games without restriction. The ordinance is designed to restrict the things used in violation of various sections of the Penal Code and the Municipal Code, a business subject to abatement. Under the ordinance church basars, theater bank night, screen and similar functions, any amount of money may be used for amusements are all subject to being abated as nuisances. Some persons seeking abatement of the proposed ordinance may attempt to deceive the public into believing that such things will not be affected, but any lawyer upon reading its provisions will tell you otherwise.

CAMOA Membership and Rules

Inasmuch as the mayor and his supporters have stated that the issue is the operation of machines and that it is only proper that you should know something of its members and the rules under which they conduct their business, these members are all residents of Los Angeles. Most of them have had to acquire their citizenship. They are vitally interested in your welfare. They subscribe to a strict code of ethics and the maintenance of their business. Since their incorporation five years ago they have maintained a strict rule against playing their games. Any merchant who refuses to comply with this rule is removed from CAMOA membership.

CAMOA does not operate all of the marble machines in Los Angeles. More than 700 belong to persons who are not members of CAMOA. Anyone with good moral character who is in the marble business may become a member of CAMOA. Merchants may own their own machines, and many of them do. A merchant who is not a member of CAMOA is in his place of business any lesser than he desires. He may have it removed merely by indictment. All citizens are requested to ask their neighborhood merchants for verification of these facts. It is the duty of every citizen. The stage is set for the taking over of the marble game business by those who publicly state that it is

THE LIFE SAVER

OF THE COIN
MACHINE
INDUSTRY IS
A NON-COIN OP-
ERATED LINE OF
MACHINES

DISPLAYED AT
BOOTH 86
Mezzanine

Floor
SHERMAN
HOTEL

Coin Machine Show
Jan. 15-16-17-18

SMALL PRICE-HUGE PROFITS

BILL FREY, Inc.
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\$19.75
Patented
U. S. Pat. 2,350,000
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Patented
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U. S. Pat. 2,350,000
May 2, 1945
Patented
U. S. Pat. 2,350,000
May 2, 1945

RAE, S. S. Znd, Philadelphia, Pa.
Sole for List New and Used Winding Machines.

S. C. Editors Discuss Games

The following balanced editorials appeared in South Carolina newspapers following the recent decision by the State Supreme Court on the legality of pinball games under the 1926 State license law:

"—THOSE PINBALL MACHINES. With a coin somebody tell us what is the meaning of all this mind-changing business with reference to the pinball machines in Spartanburg County? Wednesday night of this week someone was making a quick gather-up to keep them from being taken in by the law.

"It is not argued whether or not the machines should be allowed to open one day, it is confusing to say the least, for the machines to be legal one day, illegal the next, and win and win again. Every so often, for the past few years, this agitation arises with the operation of pinball machines. And the same is true of 'bank nights'—right they're legal, next night they're illegal, and then a change in the law by which such matters are supposed to be controlled.

"Please, can't some court render a decision that will be binding for a spell and let the public know if it is all right to put one's pin one's coin in the machine to make the little ball go round?"—Spartanburg (S. C.) Tribune, December 8, 1933.

"THE PINBALL DECISION. The Supreme Court of South Carolina apparently found the question of the legality of the 'pin tables' a hard nut to crack.

"The court split three to two on the issue as to in whether or not they are in conflict with the State law against 'gambling devices' the fact that there is a large element of chance in the way the balls roll in these devices and that rewards of some sort may be won by high scores moved the majority of the court to hold them legal. The opinion of the dissenting justices held that the machines themselves are not a 'gambling device' and should not be condemned because there may be some wagering by individuals. It is the law of the state that the operation of pinball machines, betting on games of pool, football and other contests, such 'gambling' being the illegal acts of individuals for which the game or device itself does not deserve to be condemned.

"Both the majority and minority opinions are highly interesting as an illustration of an effort to apply judicial logic to reach a yes or no answer with respect to a device which, we suppose it is safe to comment, seems to have been devised to avoid the legal and moral issues of the illegal under the wording of the South Carolina statute.

"But since the question was presented the court was obliged to make an answer, and now that the answer is given, it is the duty of every citizen to do his part. The only means by which these devices might be legally operated would be thru revision of the statute."—Greenville (S. C.) News, December 9, 1933.

Record Guide Recording Artists in 1939

Guide tabulation for year shows many facts about records, artists

NEW YORK, Jan. 12.—A survey made by The Billboard of its weekly feature, the "Record Buying Guide," during the past year unearths some enlightening facts concerning the popularity of current recording artists. Probably the most striking thing to be evolved from the general mass of facts, figures and totals, which is the natural result of such a survey, is the amazing lead held by Glenn Miller in the matter of number of mentions in the Guide during 1938. Miller, whose rise to the peak of the band field was begun as he reached during the past 12 months, garnered the rather startling total of 138 mentions (on 25 songs) for recordings that were listed either as "Going Strong," "Coming Up," "Possibilities" or "Operators Special." His nearest competitor in the orchestra field was Guy Lombardo, with 57 mentions on 15 songs. The position of actual runner-up to the Miller mark must, however, go to Bing Crosby, who without the aid of a band, rolled up a total of 74 mentions on 24 numbers.

Groups of Artists

A total of 84 recording artists found listings in one section or another of the Guide during the year, with that figure broken up into 85 bands, eight vocal groups and 18 individual singers. Twenty names of the total 84 were popular enough with the patronage of the nation's automatic music machines to achieve 30 or more mentions throughout 1938. Following Miller, Crosby and Lombardo, the leaders were the Andrews Sisters, with 45 mentions; Artie Shaw, 35; Larry Clinton, 30; Bob Crosby

and Kay Kyser, both with 47; Benny Goodman, 46; Sammy Kaye, 43; Horace Heidt, 42; and Glenn Gray, 40. The remainder trail down to the 20 mark, with 64 gathering unto themselves between one and 20 mentions over the year.

The top number of mentions scored by any artist on any one song was 16 and by a peculiar coincidence this figure was won up by three groups. The Andrews Sisters achieved it with "Well, All Right," Glenn Gray made it with "Santitas Berenada" and—as if anyone had to be told—Will Glaze and the Musette Orchestra reached it with the immortal "Beer Barrel Polka." Closest competition to this trio in the matter of continuous popularity of one particular song was Glenn Miller and his smash recording of "In the Mood," which stuck it out for 13 mentions in 1938 and still among the blue-ribbon winners this week. In point of time each mention of course, signifies one week, 16 mentions therefore indicating a four months' tenure in one section or another.

Phonograph Build-Ups

Besides bringing Miller to the fore as not only a great favorite with the public but a powerful music machine attraction as well, the past year developed as standpoint recording successes the four Ink Spots, whose enormously popular disk, "I Don't Know What Time It Is," shined them firmly as stellar lights in the entertainment picture, and the Orrin Johnson Band, who with their recording of "Oh, Johnny, Oh," sent his stock soaring skyward and has made it the "I Don't Know" of the year in the country today. The music machines were also largely responsible for skyrocketing Artie Shaw into a fame which he found odious enough to forego, at least for the time being, "Begin the Beguine" was the record which Glenn Gray has the photographs to thank for his return to popular favor, his recording of "I'm Gonna Get You" and "Santitas Serenade" having been patent enough to put the band back in the band realm from which it had been slowly slipping for a couple of years prior to that pair of hit disks.

These were not the only successes scored by recording artists that went to prove the contention now firmly held by the majority of the music trade, which contention is simply that the country's music machines at least equal, if not surpass the importance of radio as a builder of both artists and songs.

Biggest Record Market Is Phonos, Says A. P. Wright

NEW YORK, Jan. 12.—Listing what he considers the five best tunes and records of the year 1938, A. P. Wright, writer, Associate Press staff writer, says that there are two major reasons why the record business in 1939 was 100 per cent better than in 1938. "The first," he says, "is that there are now some 350,000 deep-niche automatic phonographs which were sold in the millions of records annually."

Second reason, he declared, was that

RECORD BUSINESS

An Industry Grows Up

A Guest Editorial by M. G. (MIKE) HAMMERGREN, Sales Manager, *Rudolph Wurlitzer Co.*

During the arid years of prohibition great strides were made in the recording and reproduction of music, due largely to advancements in the radio and broadcasting fields.

Certain farsighted manufacturers were fully aware of this situation and when repeal came recognized the opportunity it offered to provide this new market with a product of outstanding merit. They began the manufacture of automatic phonographs, since any that had been made before in tone, selectivity and serviceability.

Thousands of men in all walks of life also saw an unusual opportunity for profits by operating such phonographs in taverns and restaurants. They knew that very few people could afford to belong to expensive clubs or to pay high prices for entertainment. They were convinced that the community tavern or restaurant would be one of the bright spots in the lives of most people—and that good music would add to happiness of millions of people who would seek diversion in such places.

And so a new industry was born.

As has been the case in other industries that have sprung from a great new opportunity, thousands of men with small capital rushed in to reap a harvest. Many of them stretched their capital to cover the cost of operation on so many phonographs as they could buy—put all their profits in excess of money made in the sale of the machines into stallations into the down payment on more phonographs.

They had the wrong perspective. They saw a business that was rich quick. They gave no thought to sound business policies and practices.

These men got by while the field was relatively virgin. It was clear sailing as long as they could pick and choose their locations and place their phonographs in so-called "hot" spots.

But as the field became more competitive many of these opportunists realized that they had expanded too fast—had not made proper provision for depreciation—had failed to follow the same sound principles that are essential to success in any other business.

Fortunately most of these pioneers were able to change their thinking before it was too late. Out of it all has emerged an industry in which those engaged in it can consider it a substantial business performing a valuable service to the community.

Today as they view this business in its true perspective, with all the "get rich quick" factors removed, they see a far greater opportunity for profits than any other business in which they might be engaged.

With this new perspective in the automatic music business has come a new appreciation of business principles, an understanding of the necessity for knowing costs, for keeping records, for setting up necessary reserves for depreciation and replacements, for maintaining high standard of service and for sound competitive practices.

Today every successful music merchant knows that he can't give locations more than they should rightfully get and still remain in business. He knows that he is far better to get acquainted with his competitor and arrange things so both can make a profit than to engage in ruinous price-cutting tactics.

The more substantial element in the automatic music business are the aware of the responsibility they have to the public. They fully appreciate that the form of entertainment they are providing touches the lives of millions of people—that parents bring their children to taverns and restaurants that have phonographs. They know that the parents and the children consequently they will not furnish or permit suggestive and risqué numbers to be placed on their phonographs. They know that the parent will do more to demolish this business if he have the public associate automatic phonographs with questionable records.

So the automatic music business has grown up and with it has come a better opportunity—a safer, safer opportunity for every man and woman engaged in it. Fewer men are engaged in it, but those who are engaged will more people employed, higher wages and better farm price, all of which will mean a greater harvest of nickels in the cash box.

"Pioneers nowadays not only know where to look for the best spots, they know the individual phonograph, microphone, etc.," says Wright. "I know the best spots," says Deak and Lombardo.

Wright's resume of his tunes and records was as follows: 1. "For Sacred Paws," 2. "Bark of the Dog," 3. "The Three Little Pigs," 4. "On, Jonathan," 5. "On, On, On."

"More frequently than you think," he reports, "just one song or one record will lift an orchestra from nowhere to the top. Hal Kemp was a struggler until he made 'For a Dime With an Angel.' I had a record that was a success before the big time. Larry Clinton's strange and recording of 'I'm Gonna Get You' was one of the best records of 1938, as sung by the Andrews Sisters, sold half a million copies. I had a record that was so good that I lifted Artie Shaw to stardom. And Moonlight Serenade came out because we took notice of Glenn Miller."

FRED MILLER, president of the Milt Novelty Co., Chicago, is looking back over the past few years and sees many reasons why the business is so good. "The first reason," he says, "is that there are now some 350,000 deep-niche automatic phonographs which were sold in the millions of records annually."

Second reason, he declared, was that

Orchids Again!



**WURLITZER'S
THE WINNER**

WURLITZER'S THE WINNER FOR 1940

WITH THE

Most Beautiful Phonographs Ever Built



MODEL 700



Above: Buttet Switches Are Good
Wurlitzer's Most-Desirable Coin Switch is positive power driver, fool-proof. No lost plays—the line cord is pulled from the socket. Location refunds are a thing of the past. Coin drops on non-driven wheel which



Right: Hi-Speed Service Set-Up — You service all last year's Wurlitzers from the front — change records — make collections — read the Play Meter all from the front.
No need to move Console from wall. Galle doors swing wide. Parts are instantly accessible, readily removable. Unit assembly construction robust service on location. Record changing has been made easier. Counter Models, despite their compactness, are designed for HI-SPEED SERVICE, too.

Featuring

GLAMOUR LIGHTING

The Ultimate In Eye Appeal

WIDE-RANGE ADJUSTABLE TONE

A New Triumph In Ear Appeal

MOTO-DRIVE COIN SWITCH

Greatest Advance Ever Made In Coin Equipment

HI-SPEED SERVICE SET-UP

Revolutionary Contribution To Economical Servicing

PLUS

Visible Record Changers, 24 Record Console Models
And Many Other Exclusive Features That Make

WURLITZER THE WINNER

In Play Appeal And Profits

firmly rolls it against
and over 1, 2 or 5 con-
tact fingers depending
on coin denomination.
Weight or thickness of
coin plays no part.
Here, unquestion-
ably is the greatest con-
tribution ever made to
efficient play registra-
tion—and it's Wurlit-
zer's alone!



*Also Inven-
ted Magnetic
Pick-Up*—Simpli-
fied and
Pick-Up requires
no adjustments,
results in better
tone, longer use-
ful life. Oil damp-
ing eliminated.
*Left: Finest
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its kind.



MODEL 800

WURLITZER'S THE WINNER

WITH

Two Sensational New Counter Models

MODEL 71 → A COUNTER MODEL PHONOGRAPH WITH CONSOLE MODEL FEATURES

Here is a Counter Model Phonograph alive with Console Model features. It offers the sensational play appeal of Glamour Lighting. It boasts a cabinet finished on four sides and equipped with piano-type keyboard.

This brilliant instrument has Wide Range Adjustable Tone that accurately reproduces every instrument in the orchestra. It carries all the Wurlitzer improvements in Pick-Up and Tone Arm design that mean longer record and needle life. It has Wurlitzer's revolutionary Moto-Drive Coin Switch, 5-10-25 cent Magnetic Coin Equipment, Mechanical Record Selector and Standard Play Meter.

Here, as on the Console Models, Wurlitzer's Hi-Speed Service Set-Up offers amazing accessibility of all parts for quick, economical servicing. See the "Seventy-One" in action. Hear it play and you'll say, "Wurlitzer's The Winner in the Counter Model field."



← MODEL 41 THE SMALLEST COMPLETE AUTOMATIC PHONOGRAPH EVER BUILT

Another Wurlitzer triumph! Smallest automatic phonograph ever built yet it sparkles with big phonograph features! Glamour lighting! Cabinet finished four sides! Visible Record Changer and Mechanical Record Selector! Wide Range Adjustable Tone! Hi-Speed Service Set-Up!

This brilliant little beauty plays 12 records — is furnished with Magnetic Coin Equipment — can be easily carried into any location. An excellent testing model to prove, in advance, profits that might be expected from installation of a larger Wurlitzer.

Think of the profit possibilities with the Model 41 in soda parlors, lunch cars, small counter type restaurants, bars, cocktail lounges — on the bar of locations that also have a larger phonograph! Costs so little to buy and operate — it's a guaranteed big money-maker.



A GREATER MODERN VENDING COMPANY

FIRST AGAIN . . . with America's newest, most beautiful, streamlined offices, showrooms, repair, parts, supplies, warehouse and general offices . . . to serve you better, faster, easier . . . to assure the finest cooperation . . . to usher in a **NEW ERA OF LEADERSHIP** . . . to keep **WURLITZER Music Merchants OUT IN FRONT ALL-WAYS!!**



The new, grand offices offer Modern Music Merchants greater convenience, speedier service and quick results.



In the private office of Harry Rosen both Carl Johnson and Joe Daniels are in conference with him regarding delivery of the last batch of records.



The private office of Nat Cohen is in discussion with Wurlitzer designer Paul Feller regarding the new, 1940 models.

THE MEN BEHIND THE GUNS



IRV SOMMER



HARRY ROSEN



NAT COHN



The beautiful, new, streamlined showroom features a brilliant, fluorescent lighted display of the new, 1940 Wurlitzers. Present are Wurlitzer and Modern offices.



The new, new Record Dept. carries a complete stock of every record used by Music Merchants. This department is now double its former size.



Five parking for Modern Music Merchants at Broadway and East Houston St., while visiting Modern's new office.



The Parts & Supplies Dept., where every single item a Music Merchant needs is carried in stock.



The pleasant Waiting Room where Modern Music Merchants can relax while completing their business arrangements.



Luncheon on the Grand Opening Day was a very festive occasion.



A ROBBERY PROOF
IS ALLOWED BY
LITINER

"The World's Largest Automatic Music Sales Agents"

MODERN VENDING COMPANY

656 Broadway, N. Y. (All Phones: GRamercy 7-4100) • Southern Branch: 822 Fifth St., Miami Beach, Fla.

Chicago Simplex Distributing Co.

INVITES YOU

to inspect

THE NEW 1940

WURLITZER

REG. U. S. PAT. OFF.

AUTOMATIC PHONOGRAPHS

MODELS 700 - 800 - 71 - 41

WHILE IN CHICAGO

Also Your Hosts in Suites 1801-3-5

Bismarck Hotel

CHICAGO SIMPLEX DISTRIBUTING CO.

2430-38 SOUTH PARKWAY, CHICAGO

MILLIONAIRES

Maybe You Won't Be, BUT—
YOU'LL ROLL IN NICKELS

WITH THESE

6 • NEW • SWELL • TUNES

V-741

SAILORS ASHORE
WHISTLING PEE

By the Popular CLAMÉ MUSETTI ORCH

V-742

RED HEAD—JUMPKA
LAUGHING JUMPKA—JUMPKA

In the Style of the LEON STEWER ORCH

V-744

OOMPAH-PAH
FUNNY FACE

Played by the Delightful MONTMARTRE ORCH

SEE YOUR LOCAL RCA VICTOR DISTRIBUTOR AT ONCE!

Listen to these selections in the RCA-Victor rooms at
the Hotel Sherman during the Coin Machine Operators'
Convention in Chicago.

STANDARD PHONO CO., INC.

168 WEST 213D STREET

NEW YORK CITY

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, each of the 30 most important phonograph operating centers in the country. Recordings listed without an asterisk are those that have appeared on this list before for one or more weeks and have this time again established success that they require no further explanation.

All the Things You Are. When a song like this lovely Jerome Kern ballad becomes a national favorite it's a heartening sign indeed that the public has the musical intelligence to appreciate a really fine melody and an excellent vocal. Amazingly separate reports received this week: Mr. Antonino has heartily accepted this number in all its phases—as it comes over the air, in the sheet-music form and particularly in its recording incarnation. The song is destined to become a permanent favorite for every territory and has definitely become a requisite for any machine. Tommy Dorsey, Artie Shaw and Frankie Marshall have the most favored disks.**The Little Red Fox.** This actually dissimilar number from the one above keeps it company in peeping up into the blue-ribbon class. Its performance all the nation's radio stations the past seven days leaves no doubt that all operators ought to be doing very well with it. Its popularity in a great many spots is due, of course, to the fact that the Kay Kyser picture, from which it comes, is being shown in many theaters. It's playing around the hinterland now. But the reason doesn't matter, only the result, and the result is decidedly in favor of one making money on this tune. Kyser's record leads the list, with some mention for Hal Kemp and Van Alderson.**Seasider.** (10th week) Frankie Masters, Freddy Martin, Sonny Goodson, Guy Lombardo.**Oh, Johnny, Oh.** (10th week) Orrin Tucker.**In the Mood.** (7th week) Glenn Miller.**Yodelin' Jive.** (4th week) Andrews Sisters—Sing Crosby.**Stop, It's Wonderful.** (3rd week) Orrin Tucker.**Careless.** (2d week) Dick Jurgens, Glenn Miller.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are gaining in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard in at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Chatterbox. This appealing number is growing apace, and, as one report accurately describes it, "practically strong." More or less a companion piece to *Little Red Fox*, being out of the same matrix, the novelty of this song may lift it to the same heights reached by *Chatterbox* or, probably some, it's Kyser again this time, trailed by Dick Jurgens, Sonny Kay and Guy Lombardo.**The Man Who Comes Around.** Continuing its rapid scaling of the heights is this novelty number, with only Tommy Dorsey's recording making anything in the boxes at the moment. This gives indications of being another one of those one-week hits like Orrin Tucker's "Yodelin' Jive" in excruciating case make something of the name similarity (too) Oh, Johnny.**Eleahle in the Moonlight.** The career of this particular part of the Gulliver's French songs has been decidedly erratic and it's anybody's guess as to whether or how this number is going to wind up in the boxes. It spends one week striding forward, the next finds it slipping back and the third sees it making progress again. This week it happens to be the latter, with the song showing up on the majority of reports. At least one thing has been certain through its history thus far—Benny Goodman and Dick Jurgens are the only ones providing favored phonograph disks.**Faithful Forever.** A late starter out on the Gulliver score is this ballad, which may turn in a surprise by surpassing in machine popularity its slightly antecedent companion somewhat above Glenn Miller's score with the winning record so far, followed closely by Tommy Dorsey.**Confesses Say.** The title of this novelty romantic number is so to be found in his dictionary, and it's very doubtful if the singer is easy to find out what it's all about, who cares? At least they're dropping the nickels fast. It might be good, like the other here, for operators to have the reports indicate that those machines playing it are doing all right with it. Guy Lombardo has the only favored disk so far.**Indian Summer.** This one's getting enough attention to rate it a shot in this department. It is revived Victor Herbert melody, as recorded by either Tommy Dorsey or Glenn Miller. The song is attracting such attention on the air and over the sheet-music outlets, too, so you'd better get it under the needles.

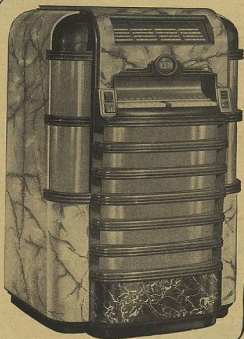
POSSIBILITIES

Recordings listed below have not 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 upon radio performances, as well as on reports from music audiences as to the relative likelihood of their staying at or up as on the judgment of The Billboard's music department.

Woodpecker. To judge from the increasing interest in this Will Gillie follow-up to his memorable *Away, Bared Point*, one will be continually needing it in a very short time. Be prepared on this by all means.**At the Balalaika.** Merit attention to this song from the picture, *Salute*, which is being shown in general theatrical outlets, has been based even by its publishers. Here is another tune that looks almost certain to be in demand on the country's pianos.**Blues on the Beach.** This one had any luck with Woody Herman's Woodchopper's Tune—and plenty of operators did—shows is another one from the Herman crew in the same vein, Owen Kean, the disk domain, to look out-banking.**Woolly Mammoth.** Orrin Tucker made it, and Orrin Tucker recorded it. That ought to spell profit for operators all coasting in on the Tucker Oh, Johnny. Another new number from Orrin and his band, with the name in its phonograph career.**Between 18th and 19th on Chestnut Street.** This novelty song has been dormant since its recording appearance several weeks ago, but there may be a growing interest in the number. Watch out for it, if you might find it necessary soon.

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

PRESENTING



Mel·o·tone

A Phenominal Achievement in Beauty and Simplicity

It's here — the thrilling new and entirely different automatic phonograph — it's MEL-O-TONE. A sparkling new beauty never before attained in any machine — graceful and dignified, yet charmingly fresh and distinctive. A brilliant tone, unequalled for richness and quality — and a mechanism so simple, so fool-proof that it definitely opens an entirely new avenue to efficient and profitable phonograph operation.

However, these are only a few of the highlights on MEL-O-TONE. To get the complete story see MEL-O-TONE at the Show — at your distributors — or write for illustrated literature.

Distributors: A few territories are still available on MEL-O-TONE. We suggest that you wire or write today to avoid disappointment.

HERBERT CORPORATION

600 N. Albany Avenue, Chicago, Ill.

HERE THEY ARE! PENNY PHONOSSM Sensational NEW MODELS FOR 1940!

So beautiful — so modern — you'll get locations instantly — on street and indoors — you'll get ten countless spots denied to others. Deming upon dozens of new features! Engineering so advanced there's nothing even to approach penny phonos. Read these amazing facts:

**THIS GORGEOUS NEW
DE LUXE MODEL**
has both 5c and 1c Chutes!



Gain Hats of what others see you! And more — so this probably gorgeous new amusement to enjoy the finest new device of Great, Bounded Income and Delicious — so beautiful it's a show by itself! And still — best of all — in this investment has nothing new in its operation. Can be installed on any 14-in. or 16-in. play for added location.

**THIS NEW IMPROVED
STANDARD MODEL**
Turns Pennies into Dollars
Faster than Ever!



Into this 1938 new standard model we've put improvements that improve even as a woman's inspection will show. With but 4 moving parts — (no moving mechanism raising and lowering tone) — and 10 more records on a single record facilitating all record-changing mechanism in 1/2 a minute's handling to the fine model that's becoming sales records close to cash.

Whichever model, whatever you're planning on, **DON'T BUY ANY AUTOMATIC PHONOGRAPH** until you've seen — and heard — and gotten the facts about penny phonos — the instrument that's really revolutionizing the amusement industry. It's a whole show in itself!

**BOOTHS
225-26**

At the National Coin Machine Show
HOTEL SHERMAN
CHICAGO — JAN. 15-16-17-18

For Name of Your Nearest PENNY PHONO
CINEMATON CORPORATION
107 NORTH MIDLAND AVENUE
HOUSTON, TEXAS, U.S.A.

APMA Hits Smutty Disks

Asks co-operation in maintaining phonograph business on high plane

CHICAGO, Jan. 12.—The Automatic Phonograph Manufacturers' Association has addressed a request to all phonograph operators that they refrain from using objectionable records or placing attachments on automatic phonographs.

"The automatic phonograph industry has been built into a successful industry as a highly favored service, attractively and conveniently presented to the public," the bulletin said. "The industry generally has carefully avoided whatever might damage good music conveniently and attractively presented as the requirements for public patronage of the industry, and we believe it is for the best interests of the industry to continue on this basis."

The bulletin released by APMA was addressed to all operators of automatic phonographs. Headed: "Use of objectionable records or gambling attachments would endanger your business." The message follows:

"Most operators realize, we believe, how quickly the use of suggestive or obscene records on automatic phonographs in the industry and result in heavy competition at best, if through prohibition not only of the records or the attachments but of the phonograph as well.

"This letter, therefore, is just a reminder so that you may know our attitude. We feel that the use of other obscene records or gambling attachments would be a serious threat to the industry and that the operator who is likely to be so serious that an operator who continues such use cannot continue on a good credit risk.

"Your attention is called to the provision in most conditional sales contracts prohibiting the use of any gambling attachments, or attachments not approved by the phonograph manufacturer.

"If any objectionable records come to your attention, or you learn of the use of any gambling attachments to phonographs, you are requested to report the details promptly. Please send such reports to the association office."

The letter was signed by the five manufacturer-members: The John Gable Mfg. Co., Miami, Fla.; Beck-Orla Mfg. Corp., J. P. Weisberg Corp. and the Strophon Wurlitzer Co.

Greetings

to MUSIC MACHINE OPERATORS from

DECCA

and these Top Notch
DECCA Nickel Nabbers...

<p>BING CROSBY PAUL WHITEMAN EMMY DORNEY WOODY HESMAN HENRY BUSSE FREDDIE "Satchel" HITS MILY BERTH HARRY MORLOCK RUSS MORGAN BOBZY SYDNE TERRY SHANE LOUIS FITZGERALD ELLA ARMSTRONG HILLS BROS.</p>	<p>GUY Lombardo BOB CROSBY CLARENCE CLARY JAN SAVITT EDD ROBERTSON TEDDY POWELL BOB SMYKE EVERETT HOAGLAND TED LEWIS FRITZ NEWMAN TED WELME CLYDE MCCOY FRANK YOUNG INK SPOTS ANDY KIRK</p>	<p>JOHNIE SISTERS ANNIE BISHWELL MAIRIA BURNIS JUDY GARLAND BOB HOPE SHIRLEY BORG RAY HENNEY FRANCES LANGFORD FRANK LUTHER MERRY MACS MARY MARTIN BOB POWELL RUDY VALLEE ARTHUR GODFREY MAE QUESTEL</p>
---	--	--

... operators use more DECCA records because DECCA artists get MORE NICKELS!

OVERNIGHT SERVICE

There are 21 DECCA branch offices set up to give you overnight delivery on all DECCA records. They carry full stocks to insure efficient handling of your orders.

<p>NEW YORK, N. Y. 619 West 54th St.</p> <p>BOSTON, MASS. 24 Beulah Ave.</p> <p>PHILADELPHIA, PA. 2122 Arch St.</p> <p>PITTSBURGH, PA. 4333 Hamline Ave.</p> <p>CHARLOTTE, N. C. 21 "O" St. N.W.</p> <p>WASHINGTON, D. C. 1117 Hubbard St.</p> <p>CHICAGO, ILL. 317 West Hubbard St.</p> <p>ST. LOUIS, MO. 1315 Market St.</p>	<p>DETROIT, MICH. 442 East Lafayette St.</p> <p>KANSAS CITY, MO. 1408 McGee St.</p> <p>CINCINNATI, OHIO 228 East 2nd St.</p> <p>CLEVELAND, OHIO 1814 East 21st St.</p> <p>ST. PAUL, MINN. 1913 University Ave.</p> <p>NEW ORLEANS, LA. 317 Canal St.</p> <p>ATLANTA, GA. 131 Central Ave. S. W.</p>	<p>MEMPHIS, TENN. 632 Madison Ave.</p> <p>DALLAS, TEXAS 628 East Ave.</p> <p>HOUSTON, TEXAS 1815 Dallas Ave.</p> <p>LOS ANGELES, CAL. 108 East 17th St.</p> <p>SAN FRANCISCO, CAL. 33 Solloway St.</p> <p>SEATTLE, WASH. 3131 Western Ave.</p> <p>San Francisco The Cannon Co. Ltd. Larkin, Montreal, Quebec</p>
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AT THE SHOW:
BOOTH 207
ROOM 930

DECCA RECORDS INC.

50 WEST 57th ST.
NEW YORK

BE SURE TO VISIT OUR
BOOTH AND ROOM AT
THE CONVENTION —
HOTEL SHERMAN —

THE BAND THAT GAVE YOU THAT SENSATIONAL MONEY MAKER

"ANGRY"

NOW GIVES YOU 2 NEW TUNES TO FILL YOUR COIN BOXES

T. HILL

AND HIS ORCHESTRA

ON VOCAION



JINGLE BELLS
JOLLY GOOD FELLOW
No. 5248



AULD LANG SYNE
I'LL KEEP ON LOVING YOU
No. 5275

ANGRY
IN LOVE WITH LOVE
No. 4957

DOODLE DEE DOO
DREAM GIRL
No. 5060

EVERY LITTLE MOVEMENT
MAMA'S GONE GOODBYE
No. 5128

CASH IN FOR BIGGER PROFITS WITH AMERICA'S BIGGEST BAND LEADER!

New Wurlitzer Phono Coin Switch

NORFOLK, VIRGINIA, N. Y., Feb. 18.—No feature found on any 1940 Wurlitzer automatic phonograph has been more enthusiastically received than the Moto-Drive coin switch, expert Wurlitzer officials. This is standard equipment on Models 800, 700 and 71. It was developed and patented by Wurlitzer and eliminates battery switches entirely, according to B. C. Hainbaugh, chief engineer of the Knudolph Wurlitzer Co.

"With Moto-Drive it is impossible for plays to be lost due to the line cord being pulled from the socket," says Hainbaugh. "Should this happen, the location owner simply plugs in the line again. The play is registered and the machine starts to play."

"The vital part of the Moto-Drive coin switch consists of three contact plates—one for each coin denomination. The coin drops upon a motor-driven wheel which forcibly rolls it against each over contact finger. These contact fingers register the number of plays. The quarter plate has five contact fingers. The dime plate has two fingers and the nickel plate has one. Neither the weight nor the thickness of the coin play any part in the registration.

"The entire coin mechanism of the Wurlitzer is generally improved. The coin entry slide in both console models are more rugged than formerly and more brilliantly lighted. There is also an improved magnetic coin selector, offering a stronger magnetic field and more accurate sizing of coins. This equipment also incorporates a built-in spring level, which enables the owner to adjust to set the selector on an even keel.

"Still another point of improvement is a perfected magnetic switch. This will operate on any line voltage variation encountered in the United States without the need of a transformer or light. Furthermore this magnetic switch requires but a minimum of power for positive operation."

AMERICA'S Sensational ORCHESTRA

JOHNNIE McGEE

AND HIS ORCHESTRA PLAY ON

VARSITY 8122 DON'T MAKE ME LAUGH

VIC LAD LOE

HOT LIPS

VARSITY 8126 LUDAN BLUES

WANT BACK IN 1939 A.D.

ON THE ISLE OF MAY

V. V. C.

V. V. C.

V. V. C.

V. V. C.

V. V. C.

V. V. C.

Varsity
RECORDS
DUBBLES YOUR
TAKE!

P. S. Still the BEST SELLERS

1939: "You Had to Go and Leave It to the Army"

1937: "The Rascal Meant to Keep It"

"The Man Who Comes Around"

United States Record Corp.

1720 BROADWAY, NEW YORK, N. Y.

LEADERSHIP!

FROM EAST TO WEST . . .
NORTH TO SOUTH
OR OVER LAND AND SEA—

OPERATORS
BUY—

AN AUTOMATIC
PHONOGRAPH
NEEDLE WITH
2000 BETTER PLAYS

SEND FOR
SAMPLE 35c

THE ELDEEN CO.

174 W. WISCONSIN AVE., MILWAUKEE, WIS.

SEE US AT THE SHOW — BOOTH NO. 345

Advertise in The Billboard—You'll Be Satisfied With Results.

ATTENTION! MUSIC OPERATORS

HIGHEST PRICES PAID FOR
YOUR

USED RECORDS

IN LOTS OF 1,000 OR OVER

Write for Prices, Giving
Approximate Quantity.

M & A RECORD CO.

303 Fifth Ave., N. Y. City, N. Y.

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs



For Every Make and
Model. Made in
U.S.A. **\$10.25** each
plus postage. **\$12.50** each
plus postage. **\$15.00** each
plus postage. **\$17.50** each
plus postage. **\$20.00** each
plus postage. **\$22.50** each
plus postage. **\$25.00** each
plus postage. **\$27.50** each
plus postage. **\$30.00** each
plus postage. **\$32.50** each
plus postage. **\$35.00** each
plus postage. **\$37.50** each
plus postage. **\$40.00** each
plus postage. **\$42.50** each
plus postage. **\$45.00** each
plus postage. **\$47.50** each
plus postage. **\$50.00** each
plus postage. **\$52.50** each
plus postage. **\$55.00** each
plus postage. **\$57.50** each
plus postage. **\$60.00** each
plus postage. **\$62.50** each
plus postage. **\$65.00** each
plus postage. **\$67.50** each
plus postage. **\$70.00** each
plus postage. **\$72.50** each
plus postage. **\$75.00** each
plus postage. **\$77.50** each
plus postage. **\$80.00** each
plus postage. **\$82.50** each
plus postage. **\$85.00** each
plus postage. **\$87.50** each
plus postage. **\$90.00** each
plus postage. **\$92.50** each
plus postage. **\$95.00** each
plus postage. **\$97.50** each
plus postage. **\$100.00** each
plus postage.

ELDEEN MANUFACTURING CO.
174 W. WISCONSIN AVE., MILWAUKEE, WIS.

WANT TO BUY

Wants of Amusement Operators in New York
City or Vicinity. Cash paid. Best offers in
this column of machines and best details in
this column. **509 120, The Billboard,**
1644 Broadway, New York 19, N. Y.

MUSIC OPS!

★ Have a swell time at your convention!
BUT don't forget to hear how swell
these recordings of

★ **FRANKIE** (Sambo Sorenson)
★ **CARLE'S SHADOWS**

★ sound in the new 1940 model phones.
★ Hear SHADOWS at these booths—Be sure to
order SHADOWS from your distributor when
★ you get back home.



AT THE COLUMBIA BOOTH
Hear SHADOWS as recorded by
HORACE HEIDT on COLUMBIA
AL DONAHUE on VOCALION
PATRICIA NORMAN on

VOCALION ★

AT THE DECCA BOOTH
Hear SHADOWS as recorded by
GLENN GRAY and his
Casa Loma Orchestra

AT THE RCA VICTOR BOOTH
Hear SHADOWS as recorded by
ARTIE SHAW on BLUEBIRD
(His last recording)

JEWEL MUSIC PUBLISHING CO., INC.
1674 Broadway New York, N. Y.

WELCOME
PHONOGRAPH OPERATORS!

JOHN KIRBY
AND HIS ORCHESTRA

VOCALION RECORD HITS

"Royal Garden Blues" "The Turf"
"Blue Skies" "Pastel Blues"
"Dawn on the Desert" "Opus Five"
"Rehearsing for a Nervous Breakdown"

NOW ON FIFTH MONTH AT
PUMP ROOM, AMBASSADOR EAST, CHICAGO
BROADCASTING NBC 6 NIGHTS WEEKLY

"NICKELS, 'YOU CAN'T ESCAPE FROM ME'

when I'm in any coin machine," records

ERSKINE HAWKINS on Bluebird record B. 10540

Thorner Joins Penn Coin-o-Matic

PHILADELPHIA, Jan. 18.—Penn Coin-o-Matic Co., distributor, recently announced appointment of Jerome J. Thorner as Philadelphia office manager. The appointment became effective January 1. Thorner for many years has been affiliated with various phonograph firms.

In his new position Thorner will supervise the sales and promotion of phonographs and handle all the firm's advertising. He will also cover the area covered by the company's distributorship network, working from both the Philadelphia and Baltimore offices.

Thorner's first step in his new position was to arrange for a special showing of 2500 phonographs at Penn Coin-o-Matic headquarters January 8-10.

Dave Margolis and Joe Mann are promoters of the firm, who distribute phonographs and equipment in Southern New Jersey, Eastern Pennsylvania, Maryland, Virginia and Puerto Rico.

REVIEW OF RECORDS

(Continued from page 12)

BAND makes its Bluebird bow with a corking entry of sax-bomb whistles. *Mr. He's Making Eyes at Me, and How, How, How.* Musicians give only half-flight frustration, but it's Miss Mercer that makes the war perk up. Cal goes out in the best of Harmon-Kelley fashion, only instead of being downright celestiac, she has a greater degree of double entendre in her pipes, which the song asks for. There's no picking between the two tunes, who's got that desirable quality that gives sex to both sides.

Not so essential is the proven of Leslie Harvey on the Varsity platelets. Taking two oldtimers, *As Long as I Live* and *Peg of My Heart*, the piano-master fails to give them new class until his interpretation has done his prize-winning scintillate on these trivial sides.

Also making his bow for Varsity is Jimmy Mundy, former Benny Goodman arranger, with a barrel barrel, *I Leave it to You*, and a bit of Harlem joy, *Little Old Lady From Delmore*. Mundy makes no pretensions to greatness nor is it a great band despite the apparent mutual capabilities of Mundy. Mundy talking more than any comic band knocking around the Harlem corners. Only interesting moments are those when Madeline Green vocals. Cal is a Benny Goodman discovery and was originally slated to sing with the swing master. Pipes the words of the hot temperature and temperature.

Novelty Needing

WHILE half of the recording artists are cutting the oldies, the other half must be banking on the newbies. In the least that's what comes out of the record Bluebird release.

Shep Fields, if he finds the buying public in the buying mood for another shocker, may take a certain hit in *New Name Tobe*, a formidable try by Harold J. Brown, the Fox and Neagle composition. It's up to the acceptable Rhapsody standard. The plot, platformers give smart spruce a new re-orientation. *Le Secret (Secret)*, the accordion ripples outstanding.

Blue Burton couples a couple of novelties, making *Confession* deep and *I Want My Name* easy to take, both melodically and lyrically. And among the harmonies, the *Four King Riders*, with Alvinio Day's OK, make for a fetching

croquet vocalizing the traditional Irish Washerwoman, backed with a fiery melody for *In the Mood*. The cowbells also come thru smoothly, blending their three-part harmonies for *The Beautiful Brown Bess*, hip-over bidding with a ballad hit from Earl Carroll Vanities. *The Sterlit Jover*.

Dance Disks

FOR rolling up the carpets and a whirl around the redoubt of Tony without the sharing of leases, the *Excelsior* are definitely as dashed out *Flourish* Broadway on Victor for the aforementioned. *The Starfish Flour*, coupled with a *Busy Value* traditional, *Deep Night*, Jack Leonard sings both songs, involved on the latter by the cover-winner *Swinging Song* titles, which doesn't make sense at all on this particular side.

On the same label, Sammy Kaye introduces the latest in the cycle of "savage" songs, this time giving *The Gusho* *Fernando*, with *Gumbo*. Back with a shaker's waltz, *As 'Round and*

FREDDIE FISHER'S SCHNICKELFRITZ BAND



"STILL THE BIGGEST NOVELTY RECORDING ATTRACTION"

Exclusive DECCA Artists

Select These HITS for Your Machines!

- ✓ COLONEL COON
 - ✓ TIGER RAG
 - ✓ HOT TIME IN THE OLD TOWN TONIGHT
 - ✓ HORSEY, KEEP YOUR TAIL UP
 - ✓ OLD HANK, and many others
- WATCH FOR NEW RELEASES
- OLD VIENNA, *NEW ARRIVAL!* *Colonial, D.*
PAULINE, *NEW ARRIVAL!* *Colonial, D.*
 M.W., *GENERAL AMUSEMENT CORP.*
 New York CHICAGO Hollywood
 Butte, Pa.

1940 WILL BE A PENNY PHONO YEAR!

See your nearest PENNY PHONO dealer
 CINEGRAM CORPORATION
 1400 High Road - Hollywood, California

Tips on
Money-Making
Records

DARN THAT DREAM

The new top-notch money-maker for 1940

By Eddie DeLange and Jimmy Van Housen

- BENNY GOODMAN Columbia • PAUL WHITEMAN Decca
 TOMMY DORSEY Victor • AL DONAHUE Vocalion
 RICHARD HIMBER Royale • BLUE BARRON Bluebird
 BREGMAN, VOCCO and CONN, Inc., 1619 Broadway, NEW YORK

12th WEEK AND GOING STRONGER THAN EVER "SOUTH OF THE BORDER"

Bluebird Record No. B-10376 By

SHEP FIELDS

and his Rippling Rhythm Orchestra Featuring Hal Derwin
The History of a Hit:

ON OCT. 14—hot off the release sheets, Shep Fields recording of **SOUTH OF THE BORDER** was listed in The Billboard's Record Buying Guide as a "possibility".

ON OCT. 21—Shep Fields recording of **SOUTH OF THE BORDER** jumped to the "Coming Up!" classification in The Billboard's Record Buying Guide.

ON OCT. 28—and for 12 weeks since then Shep Fields recording of **SOUTH OF THE BORDER** has been listed in The Billboard's Record Buying Guide as "Going Strong".

WATCH FOR THESE NEW SHEP FIELDS RECORDINGS

soon to be released by Bluebird. Try them on your machines!
They're real money makers.

NOW READY:

Mean, Mean Tekel B-10546

Secret B-10546

Boy Scout in Switzerland

B-10403

TO BE RELEASED

Jan. 29th:

The Hot Grotto

If I Could Be the Dummy

on Your Knees

TO BE RELEASED

Feb. 5th:

Burn, Burnwood, Burn

World'd Could I But Kiss

Thy Hand, Oh Babe



A NICKEL-GETTING NAME

Record-breaking grosses piled up by Shep Fields on personal appearance dates, plus his proved popularity over the air, stamp his recordings as established customers. Buy them. They'll make money for you!

currently
**STRAND
THEATER**
NEW YORK

Greetings!

OPERATORS!
HERE ARE THE LATEST
HOT DRINKS BY...
AL DONAHUE
and his *Crochet* the
"THE BAND EVERYBODY
IS TALKING ABOUT"

- ★ WITH THE WIND AND THE RAIN IN YOUR HAIR
- ★ BARN THAT DREAM
- ★ PINCH ME
- ★ ON A LITTLE STREET IN SINGAPORE



"Rosed We Go, getting elaborate vocal treatment as well." But for the rummy three-quarter time scuttling, it's Abe Lyman on Bluebird with the w. k. That Naughty Wailer, making for an encore with The Debutante Wailer.

For the disk sides from the Fred Astaire-Beverly Sills Broadway Melody of 1936 (Tikler, Rayne) takes the road with Richard Himber doing Tony of the Cole Porter ditty, I've Got My Eyes On You with J Concentrate On You and Between You and Me and I happen to be So Lame. Himber does right by the score as it is, but on the time hearing it doesn't sound as if composer Cole did right by the song. Save for the Concentrate song, which has all the earmarks of a Porter-his best, the other titles have nothing to distinguish them from everyday Tin Pan Alley ditties.

DEAR MUSIC OPS

We are proud to have been able to produce for you such an outstanding money maker as "South of the Border." We hope that our new tunes will be as successful as those which will do as well for you.

Thanks for your loyal support.

Sincerely
Shep Fields

AMERICA WANTS MUSIC FOR A PENNY!

Just why you will pay for it see your nearest PENNY PHONO dealer.

See your dealer or write CINEMATONE CORP. 137 N. Highland Ave. Hollywood, Calif.

TO MUSIC MACHINE OPERATORS A HEARTY WELCOME

From

DICK TODD



BLUEBIRD RECORDS

"To You, Sweetheart, Aloha"
"After All"
"The Gaucho Serenade"
"Blue Orchids"

1940 BARGAIN PHONOGRAPH PRICES

Wurlitzer 555	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-A	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-B	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-C	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-D	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-E	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-F	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-G	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-H	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-I	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-J	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-K	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-L	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-M	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-N	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-O	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-P	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-Q	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-R	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-S	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-T	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-U	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-V	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-W	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-X	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-Y	\$125.00	Wurlitzer 515	\$115.00
Wurlitzer 555-Z	\$125.00	Wurlitzer 515	\$115.00

DAVEN SALEN CO.—Wurlitzer Factory Distributors
505 LEXINGTON AVENUE, New York 17, N. Y.

The Last "Word" in Your Letter to Advertisers, "Billboard".

ON VOCALION RECORDS

Drop round to the
COLUMBIA RECORDS BOOTH
to hear these new
VOCALION Releases

currently

Breaking All Records at
THE MEADOWBROOK
Cedar Grove, N. J.

MIRABEN LITE-UPS add 1940 GLAMOUR TO YOUR OLD PHONOGRAPHS



YOUR WURLITZER 610 completely reconditioned as above with plastic top in cream \$24.50
Markets only as above, No. 610 M-1. \$19.50



YOUR WURLITZER 24 completely reconditioned as above with new top black and in cream \$22.50
Markets only as above, No. 24 M-1. \$17.50
Sole only \$ 9.50



YOUR ROCK-OLA IMPERIAL 80 completely reconditioned as above \$24.50
Markets only as above, No. 80 M-1. \$19.50
Sole only as above, reconditioned with genuine back \$ 9.50
ALL PRICES F. O. B. CHICAGO
Write for Details

MIRABEN COMPANY
822 Milwaukee Ave., Chicago, Ill.
Phone, MAinstreet 2283

What the Records Are Doing

THE CONVENTION ISSUE finds this column shortened considerably because of the lack of space. However, it is expected that the column will become longer in succeeding issues and there will be room for the many letters which operators have written. If you have anything you wish to discuss on any phase of the phonograph industry, write to The Billboard, Record Column Editor, 24 W. Waukegan street, Chicago.

Brooklyn

To the Editor:

I have been a steady reader of this column for quite sometime and I want to take this opportunity of thanking The Billboard for the many benefits I have derived from reading it.
I live in New York we find Oh, Johnny, Oh by Orrin Tucker as the best hit-and-to date none of the other listed singers seem to put it over the way Benjie Baker does, while the Andrews Sisters come pretty close.

South of the Border is still going strong, especially so with Danny Kaye. What the music machine operators could do now is to find hit such as the floor, Burred Police, Music, Gora "Dance" and "Round or Bel Me" Bert De Mott. It is time to think back to them and remember the pix they get.

In general, the we find the going numbers go best in non-accusate and low crowd parlors, but that standard, smooth accented numbers go best in the bars and grille.

We never notice any remarks regarding Alan Janna. He is really fast too. We use his records a lot and are not a bit sorry. Any number he has made so far has been pretty successful for us. Perhaps it is because he is on a higher priced record, but you can't see the make-up the difference in cost.

Trusting you will find the above information of some service, and again taking this opportunity of thanking you for the valued help your outstanding, I beg to recommit. Very truly yours,

CHARLES BACHS
Union Automatic Music Co.

IN BROOKLYN

they're looking for another "Beer Barrel Polka" and in Jersey they ask only of the United States that it give Mezzos common another "Swingin'" as it is known in Mezzo. Undoubtedly, every operator would welcome another disk that would do so well. Mezzos' Operator Bachs is not saying that "they" can't find another "Beer Barrel" but is saying records that aren't commonly used and is successfully merchandising them.

Detroit

To the Editor:

Business in the music machine field has been exceptionally good since the mid-30s, and this has been not only my experience but that of many other

operators with whom I have talked. This has been very encouraging and personally, I am anticipating an outstanding year. I expect to add several new machines and am really interested at this time in the new 1940 models.

I am still doing a good business with South of the Border by Jimmy Dorsey and Oh, Johnny, Oh by Orrin Tucker, the latter, I would say, holds the lead in popular demand in recording today. In the mood, recorded by Glenn Miller,

is bringing in lots of niches. Other favorites are "It's a Wonderful World" by Jan Savitz, Louis Jordan's "Jumpin' Blue Boogie, Corville for Two and Rock-A-Ride in the Moonlight. The latter is likely to be an outstanding number. Recordings by Dick Jurgens, Glenn Miller and "Ory" Lumbard, of this locality, "Swingin' in the Moonlight, seem to be equally popular.

HARRY D. RYTHEL,
Rhyrie Amusement Co.

AS MENTIONED

In the above letter, business for phonograph operators has shown a dotted picture since the first of the year in most parts of the country. Current interest of phonograph operators is directed to new models and new phonographs. What 1940 will see in the way of new developments in the automatic phonograph industry cannot now be guessed at. This current news will not part of the story with the certain benefiting to all of the annual CMA Machine Show. Now to the 23rd to forecast your predictions for the budding year of 1940.

MUSIC OPERATORS' NEWS

EXTRA EXTRA

MIRACLE POINT
prices now
lowest in
Phonograph
Needle history.

New semi-automatic machinery
previously imported. **Special**
order Greater production
at big savings in cost.

Sensational New Prices

1 to 11 Needles.....	20c Each
12 to 50	15c Each
100 and over	10c Each

Money-back guarantee. From your
dealer or at direct.

M. A. CERETT CORP.
2047 N. 24th St., Milwaukee, Wis.

ADJUSTO PHONOGRAPH COVER **NEW IMPROVED PORCELAIN BASE**

This is an actual Photograph of the same cover, on the top and the smallest Corset Type Phonograph manufactured.

An Adjustable-Size G-Type Cover—Fully Water-Proofed and Really Padded

\$9.00
each

For All Corset Model PHONOGRAPHS
Precision built. Strong.
T.S. steel.

3 1/2" x 1/2" (wide above that
P.S. 10 1/2" x 1 1/2" x 2 1/2" x 1 1/2")
19 1/2" x 1 1/2". Base is of
Gutta Percha. The
Bumpers on the bottom
to prevent slipping on
floor and to level the stand.

\$9.75
EACH

Western Missouri and Kansas Distributors For
WURLITZER PHONOGRAPHS
CENTRAL DISTRIBUTING CO.
487 W. DOUGLAS ST., WIGGITA, KAN. 102 W. LINWOOD BLVD., KANSAS CITY, MO.

ATTENTION!
MICHIGAN OPERATORS
OF PHONOGRAPHS AND GAMES

See Me for Highest Dollar on Your Used
Equipment and Earliest Terms

B. J. MARSHALL

MICHIGAN ROCK-OLA DISTRIBUTOR
AT ROOM 1625, SHERMAN HOTEL
Permanent Address
5726 WOODWARD AVE., DETROIT, MICH.

NAT CONN, of Modern Vending Machine Co., New York, Manufacturing the Coin Machine Show. Conn will be on the extension floor, room-1625 at his firm's ex. cabinet.

PROFIT BY DOUBLE ACHIEVEMENT!



1 HE'S THE Winner

Of Orchestra World's 1939 Achievement Award... Of Downbeat's 1939 Popularity Poll. (Greatest number of combined votes in the latter.)

2 HE'S THE Winner

Of nickels in coin machines... Bluebird Records give you all his newest hits to pull in the fans.

GLENN MILLER'S Newest Bluebird Records

- B-13493—Indian Summer
Farewell Blues
- B-13527—Oh Johnny, Oh
Johnny, Oh!
Chickadee
- B-13214—Savino Savanado
Moonlight Serenade
- B-13483—Blue Moonlight
My Prayer
- B-13445—Fanchal Souver
Bluebird in the Moonlight
- B-13453—Gone You
Speaking of Heaven
- B-13448—Can I Help It?
I Got Got a Letter
- B-13432—Out of Space
To Many Times
- B-13422—Mellowly Melody
(Why Couldn't It Last)
Last Night?
- B-13416—in the Mood
I Want To Be Happy

Don't forget—the same people who voted Glenn Miller into first place in these important polls are your best customers. They're the people who come to the places where they can hear the newest hits of their favorite bands. And they'll spend money to hear them! Let Glenn Miller carry you with him to Fortune. Keep his newest hits on Bluebird Records in your machines! And remember, Glenn Miller is but one of the many top-flight band leaders recording regularly for Victor and Bluebird Records.

Use RCA Radio Tubes and get more operating hours per dollar. We will be glad to welcome you at our Exhibit and in our Rooms in the Hotel Seagram, January 15, 16, 17, 18.

Trademark "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc. For best results, use Victor Needles.

IT PAYS TO USE VICTOR & BLUEBIRD RECORDS

Victor Division • RCA Mfg. Co., Inc., Camden, N. J. • A Service of Radio Corporation of America

Herbert Corp. showing Mel-o-Tone

CHICAGO, Jan. 19.—"At the show a photograph takes the place with the operators of the phonograph industry," the Herbert Corp.'s new automatic phonograph, the Mel-o-Tone," declare officials of the firm.

The spectacular beauty in greatly improved," they declared in describing the new instrument. "A cabinet composed of solid wood or Mexican onyx, the Mel-o-Tone has a fine marble finish and an entirely new, revolutionary, gorgeous grille and a special illumination by means of colored lights glowing into transparent casing, and the intriguing illuminated and recessed instrument

is used with gleaming ivory selection keys... all ideas to make Mel-o-Tone an object of sensational splendor.

"Mel-o-Tone's rich, magnificent tone is really a treat to the ear. Each selection is rendered with all the zest and professionalism of the original artist. The simplicity of the original mechanism is definitely an engineering achievement.

"The varied pick-up head eliminates record twist and distortion, and due to the unique design of the record-changing mechanism, the records are never removed from the spindle and are supported on full force in individual concealed record covers at all times, eliminating all record warping.

"Records play within eight seconds from the time coin is dropped. Mel-o-Tone has a 16-record capacity and is equipped with a positive automatic coin sing rejector.

"The large modern plant of the Herbert Corp., covering an area of over four city blocks and equipped with the latest production machinery, is operating at full capacity on advanced orders."

Frank Merle, sales manager of the company, said: "It certainly has been gratifying to see the tremendous interest that has been built up over Mel-o-Tone. All advance indications point to one of the biggest receipts ever given to any new phonograph."

"Full Speed in Forty," Modern Vending Slogan

NEW YORK, Jan. 19.—"Full speed ahead the Modern way for Forty," is the slogan of the Modern Vending Co. for the new year. According to Nat. Column House and Harry Rosen, heads of the "world's largest automatic record

sales" organization, there is no doubt that 1940 will be the biggest record machine sales year in history.

Modern has opened elaborate, modern offices for the display of its music machine line. They have also engaged retail, supplies and parts departments as well as general offices in order to meet business demands. Modern also reports that they have arranged surprises for operators attending the Coin Machine show in Chicago.

U. S.
MINTS 6
TIMES MORE
PENNIES

—Then check, according to latest statistics, that's why it will pay you to use your money "FISHY" PROPHO dealer or else.

GENERATOR CORPORATION
107 North Michigan
Indianapolis, Ind.

MR. MUSIC OPERATOR

here's the **ONLY NEEDLE**
RECOMMENDED BY EVERY
PHONOGRAPH MANUFACTURER

the Standard Elliptical
2000 PLAY

PERMO POINT NEEDLE

Don't jeopardize your phonograph investment of several hundred dollars by using old, worn-out or inferior needles. It doesn't pay! To maintain tone quality and high volume use only **PERMO POINT** Needles.

Be sure you see and hear Permo Point's sound demonstrations in Suite 1014 at the Convention. They will show you the importance of needle performance to tone quality.



FREE! Permo Point Needle Service Charts for every one of your phonographs. Send for them now. Permo Point Needles, Inc. for them in Suite 1014.



PERMO PRODUCTS Corporation
METALLURGISTS AND MANUFACTURERS - 6415 Ravenswood Ave. - CHICAGO, ILL.

THE TOP LINE FOR THE TOP SPOTS

Complete Line of 1940 Model

Seeburg Equipment

THE SEEBURG CORPORATION AGAIN LEADS WITH NEW STARTLING ADVANCEMENTS IN PHONOGRAPH INDUSTRY. VISIT EITHER OF OUR CONVENIENT SHOW ROOMS

NOW ON DISPLAY:
CADET COMMANDER CONCERT MASTER

Many New Features, Including:

DUAL SPEAKER, SOUND DIFFUSION, ELECTRIC SELECTORS, JEWELL BASES, WIRELESS REMOTE CONTROL, which is simplicity in operation. ATTRACTIVE WALLMOUNTS.

Greater Earnings Than Ever Before Known in
Phonograph Industry.

NOW IS THE TIME TO START IF YOU WANT TO REAP THE RICH HARVEST OF THE FUTURE.

SOUTHERN AUTOMATIC MUSIC COMPANY
241 S. 2nd St. 312 W. Seventh, 610 Massachusetts Ave.,
LOUISVILLE, KY. CINCINNATI, O. INDIANAPOLIS, IND.

THE HOUSE THAT CONFIDENCE BUILT

MORE PROFITS FROM EVERY LOCATION!

BEAUTIFUL CABINET STANDS for new Row-Data and Whurlitzer. These new pleasure models look flashy complete. Cabinet is of sturdy all-wood construction in light and dark wood finish with elegant chrome trim.

DE LUXE AUXILIARY SPEAKER. Can be used with any type of phonograph. Beautifully finished in wood with plastic illuminated control. Equipped with 8-inch speaker.

Pat. Pending Write for Prices on
Full Details and Specifications.

175 Dupont - Baltimore, O. O. D.

ART CABINET SALES CO.

Wholesale for All Phonograph Supplies
2925 Prospect Ave. Cleveland, O.
300 East Chrysler at South 223 Col. Marling Show.

\$14.95
Largest selection at
right extra cost.



Complete Model
\$9.95

Distributors Show New Whurlitzers

NORTH TOMAWANDA, Jan. 13.—Distributors of the Whirlitzer Co. in the United States and Canada celebrated "National Whirlitzer Day" January 9-10 in the United States and January 10-11 in Canada. By displaying for the first time the 1940 Whirlitzer automatic phonographs thousands of music merchants eager to see the new Whurlitzers attended the distributors' showings and were able to be amazed at the beauty of the Whirlitzer phonographs and their many mechanical innovations.

"Whirlitzer certainly is the winner this year," was a comment frequently heard from enthusiastic music merchants.

The distributors' "National Whirlitzer Day" displays introduced the two all-in-one models—Models 800 and 700 and the two counter models TI and AI. All attractively displayed in a specially built setting covering several feet and topped off by the slogan, "Whirlitzer is the Winner" in the background. Merchants eagerly captioned the features of the new models, including glamour lighting, side-range, "one-touch" tone, high-speed service set-up, improved pick-up and visible record change—music merchants were enthusiastic over the fact that tactically switches had been eliminated from the coin mechanism on both counter models and the larger counter model Whirlitzer. It was agreed that the new one-touch coin switch was one of the greatest advancements in coin registration ever made.

Music merchants unanimously indicated the improved and simplified pick-up. Based at the factory so that no adjustments are required in the field, this feature results in longer record and needle life as well as better tone.

Royal enthusiasm was expressed for the quick, easy manner by which these phonographs are serviced. Counter models need not be moved from the wall for servicing—grille door-opening wide and all parts are instantly accessible and readily removable. Counter models are equally attractive in this respect.

Most favorable comments greeted the Whirlitzer Commander Model AI, not only because it is the smallest automatic phonograph ever built, but because of its beauty and the fact that like the larger Counter Model TI it carries 12 records and is finished on all four sides. It is so small that a music merchant can carry it into a location and set it in a few minutes, thus saving the distributor for later installation of a larger Whirlitzer.

Distributors everywhere reported "National Whirlitzer Day" a big success with their display rooms thronged with excited music merchants.

Unanimous opinion was that with the increased play appeal offered by the new Whirlitzer recordings were sure to reach new high levels.

Many music merchants stated their keenest appreciation of Whirlitzer's

A FORTUNE IN PENNIES IN 1940

—invest the few pennies in the purchase of PERMO POINT Needles in order to receive the profits for hundreds of Whirlitzer units merchants.

modernization plan to their operations. Under this plan they will trade in their older Whirlitzers for 1940 models, place these instruments in a new, best location, move their other instruments right down the line.

According to Whirlitzer officials, the modernization plan has already produced a substantial increase in average profits for hundreds of Whirlitzer units merchants.

Distributors Celebrate

The following Whirlitzer distributors celebrated "National Whirlitzer Day" with displays of the new 1940 models: Arkansas: Music Co., Arkansas; Atlanta: Georgia Distributing Co.; Baltimore: Modern Vending Co., Miami Beach, Fla.; Boston: South Co., Greenboro, N. C.; Bronx: Novelty Co., Pleasanton, S. C.; Denver: Music Co., Mason, La. 2; Ft. Worth: American Co., New Orleans; Kansas: Springdale Music Co., Lawrence; Penn. Coin-o-Matic Co., Baltimore; Commercial Music Co., Little Rock, Ark.; Commercial Music Co., Dallas; Commercial Music Co., Houston; Commercial Music Co., San Antonio; Automatic Music Co., Memphis, G. & B. Amusement Co., Nashville, Tenn.; Commercial Music Co., 708 North Broadway, Oklahoma City, Okla.

Eastern Whirlitzer distributors observed "National Whirlitzer Day" with displays at: Dallas: Art Novelty Co., Albany, N. Y.; J. H. Whirlitzer, Buffalo; Modern Vending Co., New York; Davis Sales Co., Syracuse, N. Y.; Ithaca Automatic Sales Co., Boston; Penn. Coin-o-Matic Co., Philadelphia; Banner Specialty Co., Pittsburgh; Benjamin Sterling Jr., Scranton, Pa.

Midwest distributors held their "National Whirlitzer Day" displays in the following centers: Triangle Music Co., Cleveland; Sicking, Inc., Cincinnati; Guaranteed Distributing Co., Indianapolis; Chicago Simple Distributing Co., Chicago; Melville Lewis and Specialty Co., Detroit; Saxon Novelty Co., Milwaukee; Purple, Indianapolis; Music Co., Chicago; Mai Wal-Hill Novelty Co., St. Louis; Amsa Novelty Co., Minneapolis; and the Whirlitzer Music Co., Des Moines.

West Coast and Pacific Northwest distributors for Whirlitzer held displays at: Bellevue: DeLuxe Delores, San Francisco; Whirlitzer Corporation, San Francisco; General Musical Instruments and Supply Co., Tributes Co., Spokane, Wash.; Western Distributors, Los Angeles, and Pacific Distributors, Portland, Ore.

Showings in Canada in connection with "National Whirlitzer Day" were conducted by: Delta-Vision, Ltd. in Montreal, Toronto, Winnipeg, Miami, Canada; and Vancouver, B. C., and Montreal, N. B.



JORGE ALDUCIN, MILLS PHONOGRAPH DISTRIBUTOR IN MEXICO, stands at the extreme left. With him, left to right, are: ARTH SHAW, Manager, W. Monson, Mills Service, represented by the Whirlitzer Co. logo, being King of Mexico, Bill Beard, and George Munson, who is represented with the Throne of Music and its Royal qualities.

Modern Vending Opens New Offices

NEW YORK, Jan. 15.—The new offices of Modern Vending Co. were the magnet which hundreds of music machine owners who visited them here, gave on Monday, Tuesday and Wednesday of the past week. Crowds came to inspect the new Modern offices and to view the "Wurlitzer models."

The new offices are the latest word in beauty was the opinion of all who viewed them. Machines which saw up practically the entire city are installed in packed, without loss of lighting space or ventilation. Record department has been done in new striking blue and silver metal panel units supplying the decorative notes. Pleasant lighting adds to the beauty of the room, the comfort of the eye. Miss Sobotzberger is in charge of this department, assisted by Mrs. Hoffman.

The showroom for the new Wurlitzer phonographs is a masterpiece of design in blue drapes, a heavy blue carpet of textured lighting effects and a ceiling which the new machines are displayed, giving the record department an almost complete renovation. The city of Cuba, Irving Sussner and Harry Berman, are in charge of this department. New details are being taken care of the increased business, record department is under the guidance of Herb Johnson.

Leading Wurlitzer executives on hand to get up during the three-day showdays included Mike Hammenberg, Carl E. Brown, Paul Miller, Gray McLaughlin, Neil Peering, Joe Darwin and Bob Brown.

The large number of orders that were placed for the new Wurlitzer models at this point, in fact, 1940 will be the biggest year in the history of a music machine for Wurlitzer," stated Sussner in Cuba. "We have prepared for it changing and streamlining our offices to scale up to furnish with maximum efficiency."

Press-Brew Holds Pre-View Display

NEW YORK, Jan. 15.—An enthusiastic gathering Saturday and Sunday, Jan. 13 and 14, at the offices of Press-Brew, 435 West 133rd street, in Manhattan, for a preview of 1940 phonograph records. According to promotional press service men and those who visited into his offices and showrooms on both days would carry early orders of the morning. A battery of waiters served refreshments to the guests.

Among those attending were Bob Whitaker, J. Albert, Bill Winer, John A. Murphy, George E. Archer, Ed Jack, Jack Keeney, Mr. and Mrs. Jack Moran, Alexander to Klumppeter, Joseph, A. Singer, H. B. Collins, Victor Pierce, H. Wilson, A. Goetz, Michael Verman, Morris Cohen, Charles G. Hertz, M. Herman, Max Klein, Michael B. Manzo, Frank Paretti, Webster E. Powell, Nat Weaver, Clarence Weeks, A. C. DeSantis, H. W. Berman, Max Green, John Marino, D. Segal, B. Goldstein, H. Knobel, Howard E. Wallace, Charles De Corros, Abe Bernstein, Charles

Beroff, Sam and Gilbert Engelman, Max Silver, Everett Wallace, Harry Weaver, Fred Linn, Carl William Froopoo, Leslie E. Shamber, L. Forester, M. Hirsch, William R. Vagel, A. Goldberg, R. Johnson, J. R. Lawrence, J. G. Pirsch, J. Haka, Ed Wolfman, Michael Green, P. Danin, Marky Bernz, Jerome Lima Kalser, Harry J. Danz, Joseph Plaza, Philip J. Wurtz, Norman Carpano.

Gerard J. Brown, Charles Lichtman, Nat Rosen, Harry Dalton, Mrs. Harry Nelson, Herman G. Hertz, J. W. Weisberg, Irving S. Rappaport, Sherman Friedman, Henry H. G. Green, Herman Weiss, Mrs. H. J. Gross, Stearns Rogers, M. J. G. Green, M. J. Green, William J. Albert, G. W. Gordon, Julius J. Friedman, H. L. Sanders, Harry Assa, Fred Meyer, Johny Pader, Louis P. Rosenberg, Joe Green, Joseph Kopylov, Mrs. F. Levy, Edward Massie, Mr. and Mrs. Ed. Marky, Bernard Levy, John Mirero, Leo Farnow, Ernest Charles Goldberg, J. Neal, Donald Noonan, J. M. Van Wyck Jr.

H. C. Campbell, Jack Bond, Joseph De Leo, Nancy F. Kahan, C. Levy, Louis Tartaglia, Thomas Cassidy, Irwin H. Friedman, J. G. Hays, Fred Fox, John DeMoss, Joe Mandel, Joel Friedman, Chas. Telesnik, J. P. O'Connell, D. J. Anderson, Max Kromer, Nathan Benak, G. T. Last, N. S. Peterson, John R. Keay, Edvin Keay, Frank Wass, George O. Gorman, Leo Lubliner, J. J. Truitt, D. C. Oulster.

Andrew Rittzu, Harry Brody, John E. Doozy, J. M. Johnson, J. H. Babbie, J. H. Babbie, George G. Bradley, George Halperin, F. DeOrsini, C. DeGandi, Eudaid Kahan, Ralph R. McConnell, M. D. Scheraga, A. M. M. Faris, R. Faris and George Doran.

Philadelphia

PHILADELPHIA, Jan. 15.—Phil Frank, head of the Automatic Sales Co. won't let the new discograph machine review in the largest in the city. He has just

contacted two dealers, buying up the routes of Edie Bally and Al Rosenthal. With the addition of these holdings he now has the best deal.

Operating a high class coin tan set, Ben Lerner, Bill and Jack Gross, who have just returned from a two-week trip to Florida. Unfortunately they returned during the severe cold spell of the season. The pressure of business together with the loss of business from the necessary preparations to attend the big show in Chicago kept their return imperative.

Jack Brandt, secretary of the Philadelphia Amusement Machine Association, has waited long to make his announcement. Mrs. Brandt presented him with a six-point set, with Morris, shortly before the holidays. It is his best hat and the cigars are still glowing.

It appears that the Philadelphia delegation to the Chicago show will be the largest in years. Coordinating Tom Perkins, financial secretary of the Philadelphia Amusement Machine Association, and Frank Hammersed, business manager of the Phonograph Operators' Association. The combined representation of both groups will reach over the 160 list.

Max Duestrock reports that the show has not yet started in fact, with the greater patronage than anticipated. The initial games and the music machine are just as busy as the race.

Mike Specter and Frank Kagle of Astorino Amusement Co. are looking for larger quarters. Frank Kagle says that the new spot has already been selected but wasn't reveal its location until all the necessary signatures are affixed to the lease. However, he insists that it will be in the heart of the city and will contain more floor space than any other showrooms in town.

Could it be that Lynn Brown is preparing to set a ring on the finger of the prettier girl working for a leading firm of operators? Lynn won't say "yes" or "no" but his big smile when approached on the subject.

Possibilities Section Picks 5 Records That Soar to Stardom

NEW YORK, Jan. 13.—It is so accepted axiom in the music publishing business that anyone who can predict his song accurately and with unfolding regularity would be worth his weight in gold to a song publishing house. To borrow a well-known phrase, there is no such animal as a free lunch. No plans of sales and retain publications set going again to perpetuate another noted quotation.

Being fully aware of the hazards of entering out on limbo (see "Lucky Star" files), the publisher set tall added under to its "Record Buyer's Guide" section by the name of "Possibilities," wherein the editors of the "Circle" have seen and are attempting to predict the future value to music machine operators of the newest songs and records available.

The predictions are based upon certain standards, such as radio performance, stage success and the "publishers' reports" as to the relative importance of the particular songs in their catalogs even basic standards have a way of collapsing under the weight of the "Circle" ratings. The "Circle" says it's the patrons themselves who make or break a song on the music scene.

The Record Speaks

Since the "Possibilities" section was inaugurated with the August 26, 1939, issue, 11 songs listed are now listed in it. Twenty-eight of these songs remained "Possibilities," but 50 went on to "Stardom." The potential first printed out in the "Circle" six months. Of the 20 most important songs first printed out in the "Circle," 10 wound up in the "Circle" during the past year, and then enormous successes like "South of the Border," "In the Mood," "Scatterbrain" and "My Prayer." The remaining 10 appeared for a number of weeks ranging from 10 to under two weeks, indicating that they were exceedingly profitable even if they never made the top 10.

However, of these 10, two are exceptions. "The Man Who Sold the World" You Are, The Man Who Cones

THANK YOU..

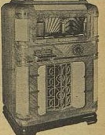
... for enclosing our new 1940 remodeling of Wurlitzer Models 24, 616 and 412 — THE FINEST IN AMERICA. If you weren't present at our Booth in New America's leading music week Wurlitzer gave us about the beauty of our remodeling work. Write for Circulars and Complete Details TODAY! YOU CAN BUY WITH CONFIDENCE FROM

I WANT TO MEET YOU AT BOOTH 110

SIGNED Seth Sachs, PRESIDENT



Wurlitzer 24. Completely Remodeled in Modern Style. Includes New Design Grille, Chopped Front Panels, New Cabinet. Price \$129.00. Base — \$65.00. Complete Set of Parts, Including Dummy Keys and Heavy Duty Rev. Pad. For SALE. Completely Remodeled to Show. \$117.50. Complete Set of Instructions Sent With 10 Parts. Write for Circular, Model LIST OF "Amen 24" PARTS TODAY!



Wurlitzer 616. Completely Remodeled of Our Factory. Only \$29.50. Dummy Key. Price — \$19.95. 616 Parts (Without Dummy Key) For SALE. Complete Remod. — \$19.50.

TERMS: 10% Down with All Orders. Balance in 30 Days. P. O. Box 5, BOSTON, N. Y.

ACME SALES CO.

175 CONEY ISLAND BLVD.
Brooklyn, N. Y.
(Tel. DEway 5-2757)

NEW YORK CITY SHOWROOMS AND DEPOT—625 TENTH AVE.
(Tel. BRogers 3-8180)

JACK MITCHELL, of the George Formby Co., has done a grand job of selling phonographs.

LEAVING SOMEBODY in attendance at the show. His first Modern Phonograph was the latest. Modern is located 20 New York.

ROCK-OLA

IMPERIAL-20
RECORDS
WITH ILLUMINATION
(AS ILLUSTRATED)



\$89.50

WITH
ILLUMINATED
GRILL—ONLY

\$79.50

NEWEST GRILLS
FOR 616-716 WITH SIDE LOUVERS
(AS ILLUSTRATED)



\$136.66
COMPLETE

412—Made With
3-Gal. Plastic and
Oily Fuel

Only \$94.5

1140 COMES FOR 616, 716, 412—\$69.50
ALSO WRITE FOR COMPLETE LIST OF
1000 PHONO AND CIGARETTE MACHINES.

GERBER & GLASS
1216 DIVERSEY BLVD., CHICAGO
ASK US AT BOOTH 45 DURING THE CONVENTION

**Miss., Northeastern Ark.,
West Tenn. OPERATORS**
NOW ON DISPLAY



HEINZ NOVELTY COMPANY
644 MARSHALL, MEMPHIS, TENN.

BE WISE: MODERNIZE

ADD STYLE, BEAUTY, FLASH AND COLOR
TO YOUR P12 OR 412 WURLITZER

Complete illumination set offered for the first time.
These remodeled machines are holding top positions in
competition with the latest models.

(EASY AND QUICK TO INSTALL!)
The assembly that we furnish is very strongly built from
wood that closely matches the old cabinet. Will become a
part of factory built appearance. With full instructions
for installing.

Complete Top Panel and
Lighting Kit
\$12.95

Money Back Guarantee.
One-Third Down,
Balance C. O. D.

MANUFACTURED BY
MUSIC MACHINE CO.
222 12TH STREET AUGUSTA, GA.

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



STANTON, P.A. CHAMBER OF COMMERCE recently sponsored a "house production" display in the lobby of the Chamber's building, Jefferson second floor. Recent addition to record manufacturing field, in shipping around for a method in displaying its records reviewed suggestions from operators that they use an automatic photograph. The suggestion was readily accepted. In picture above are Ben Sterling (standing on photograph) and A. F. Quackenbush, president of the Chamber of Commerce and chairman of the board of directors of the record firm.

Editorials of 1939 and General Comment on Coin Machine Trade

The editorial selected as the best editorial of 1939 appearing in our coin machine section was reprinted on the regular editorial page last week.

The editorial entitled, "Democracy," appeared in *The Billboard*, February 11, 1939. Due to the very nature of world conditions today, this editorial has been given precedence over others that might have a more direct relation to the coin machine trade.

Only enough comments from readers did not permit the selection of a "best editorial of the year," judged by reader response. Comments on editorials were usually general in nature and did not refer so much to any special editorial. So, under the circumstances, the editor made his own pick as to the "best editorial of 1939."

If there is a class second to the editorial on "Democracy," it would be the editorial called "Boasters," which appeared in *The Billboard*, January 21, 1939.

Propaganda

The purpose of many of the editorials is naturally that of propaganda for the coin machine industry. The propaganda editorials that were most widely commented on by the trade during the year were the following:

"High Pans," *The Billboard*, October 24, 1939
"Free Play," *The Billboard*, June 28, 1939
"Marked," *The Billboard*, March 18, 1939
"Figures," *The Billboard*, April 29, 1939

Opinions Vary

One of the most interesting things to an editorial writer is the variety of impressions that readers get from editorials.

Oh, more interesting still, is how a

writer's best-intended editorials often miss the mark for which they were intended—or go entirely unheeded by readers.

The editorial, "How Sicker" (*The Billboard*, July 8, 1939), in perhaps one of the strongest propaganda pieces of the year for the amusement games trade, it also has a permanent value, and being listed as an editorial in the conservative *New York Times*, it should carry a lot of weight.

The editorial, "Grand Jury" (*The Billboard*, April 22, 1939), was no doubt the most powerful indirect defense of the amusement game trade in all its history. Yet the only evidence of the use of this potent legal argument was the appearing on the editorial in full in a small city newspaper in West Virginia several months later. Some operators had evidently given the newspaper to reprint the editorial, or maybe it published it as an advertisement.

The editorial, "Content" (*The Billboard*, August 5, 1939), brought quite a response from church circles and seemed to be of most interest to people outside the coin machine trade.

Newspaper Comment

The best editorial directly commenting on the coin machine trade to appear in a general newspaper during the year was that entitled "Some Like Pinball," which appeared in *The Los Angeles Chronicle*, December 18, 1939. It was an unusually effective commentary on the Los Angeles vote on pinball games.

The best cartoon featuring a coin-operated machine to appear in a general newspaper was that of two old men playing a pinball game and one turning to the other and saying:

"Don't it, Lydia! Quit jiggling the machine!"

The cartoon was a King Features syndicated cartoon and appeared in many newspaper ones in the country. Several readers clipped it and sent it in to us. Of those newspapers that contributed "bold crusades" that constituted the most serious opposition against the machine game during 1939, probably *The Minnesota Commercial Appeal* was the most

1940'S BIGGEST MONEY-MAKER

Will be "Made by a Rock-Ola" — your first and best money-maker. Write for complete information.

CINEMA-TONE CORPORATION
1151 N. W. 10th St., Hollywood, Calif.

inscrutable offender against reason. Several political shams engaged in lineups against the games, but *The Commercial Appeal* continues to lay a price in journalism to indorse in such proceedings. The Memphis paper, however, redressed itself in a way by debating photographs against political attack.

The *Times Herald* probably performs the most valuable service as a newspaper in the coin machine trade. From a long pastering angle, by its reports on the lineups of the Florida Anti-Slot Machine Association and its resistance in the game had wanted. The *Record*, under its previous ownership, had been "taken in" by the Amnberg interests and the anti-slot group that proposed to reconvert Florida churches.

It is not possible to review all the mentioned given in the press of records and the line of the coin-operated photograph. *Fortune* magazine through the line in the illustration, but did not speak as complimentary of the attitude of the photograph—calling them "poorly set machines."

These magazines were most generous in its reference to the industry as a whole during the year. And, generally, in its beauty and unusual style, its comments were favorable to the machines under discussion.

The *Saturday Evening Post* published an editorial service in *Amusement*, "Nickels," during the year. Almost 300 pages was given to a review of the industry which, in order to get a sensational element, followed the newspaper's "stunt" approach.

Average prominent percentages mentioned during the year by the press as well as the *Amusement* magazine, probably the most prominent to be reported as a devotee of the game.

JAMES A. GILMORE, secretary-manager of Coin Machine Industries, Inc., had the job of heading the day-to-day affairs in preparation for the Coin Machine Show and Convention. Recent months passed him appearing to keep up with the affairs of the show. His best annual conviction the industry has ever held.

Pardon Us for the Rush...

In the annual coin machine convention issue each year "The Billboard" makes an effort to publish news items for all advertisers as far as possible, even omitting important general news for this year. But late advertising and late advertising change often compel changes of an entire page plate of the last minute, which makes it impossible to replace all publicity.

But what we cannot handle in the convention issue we try to include in the post-convention issue—one of the most important of the year. In order to get this issue to its readers in six days after the show the editorial and mechanical staffs put in considerable overtime in order that the January 27 issue may be out exactly on schedule.

TORR 20474-SO. 68 PHILA., PA.

3/8 BALL GUM ASSORTED COLORS
\$10.95 PER CASE
Transit-Proof Case
PEANUT & GUM VENDING MACHINES

New, Street From Factory
\$2.40 AND UP
Over 60,000 Sold

"King Jr."
\$3.95
Ea.

Model, 4 1/2 x 1 1/2 inches for all the quarters. Jeweled picture on back, picture on front, 11 cents of gum, 11 cents of candy. Model, 4 1/2 x 1 1/2 inches for all the quarters. Jeweled picture on back, picture on front, 11 cents of gum, 11 cents of candy.



\$ PROFITS GALORE \$
From the No. 43 Perfection Penny
TARGET PRACTICE AND BALL GUM VENDOR



Operation, 17 1/2" x 10 1/2" x 10 1/2" inches. Weight, 15 lbs. Price, \$10.95. Model, 4 1/2 x 1 1/2 inches for all the quarters. Jeweled picture on back, picture on front, 11 cents of gum, 11 cents of candy.

Model, 4 1/2 x 1 1/2 inches for all the quarters. Jeweled picture on back, picture on front, 11 cents of gum, 11 cents of candy.



SPECIAL de LUXE
4 1/2 x 1 1/2 x 1 1/2 inches. Weight, 15 lbs. Price, \$10.95. Model, 4 1/2 x 1 1/2 inches for all the quarters. Jeweled picture on back, picture on front, 11 cents of gum, 11 cents of candy.

TORR 20474-SO. 68 PHILA., PA.

LUCKY CHARMS
65¢ Per Gross

Quantity Price on Demand
Over 100 Different Numbers
SPECIAL
LARGE DIAMOND EYE SCULS
\$2.50 Per Gross

KARL GUGGENHEIM, INC.
88 Union St. NEW YORK CITY

AMERICAN MERCHANDISE

Tobacco Convention Will Discuss Cigaret Venders

CHICAGO, Jan. 13.—Cigaret vending machines may assume unusual importance in the discussions at the eighth annual exhibit and convention of the National Association of Tobacco Distributors meeting at the Palmer House here January 17-20. The NATD convention is exchanging the courtesy of admitting its guests with the 1940 Coin Machine Show so that operators interested in cigarette machines may visit the tobacco convention also. The tobacco convention has arranged for some important trade group conferences and at least one of these conferences will relate to cigaret machines.

During the 1938 convention the cigaret machine group gave considerable attention to the overhead costs in operating cigaret machines.

The second question listed for round-table discussion at the tobacco convention this year is as follows:

"Are cigaret vending machines capable of withstanding the constantly growing onslaughts of State and city imposts and other tax levies?"

Probably no question of more general interest to cigaret operators will be proposed than that of taxes. Other conferences will consider the relation of the tobacco trade to candy sales and so on.

Legal Proceedings

Probably serving to bring cigaret vending machines still more into the realm of discussion at the tobacco convention this year will be a consideration of two important legal proceedings. The tobacco convention proposes a three day discussion of the complaints made against eight cigaret manufacturers by the Federal Trade Commission. One of the points of complaint was that they favored cigaret machine operators in price concessions. It is expected that this discussion will have impor-

tant effects on future tobacco policies.

A New York tax case appeal is now before the United States Supreme Court, and a manufacturer of cigaret machines is party to the case. The case will come up for discussion at the tobacco convention has not been announced, but in the multitude of questions facing the tobacco distributors they will probably consider some points in this case, too.

An unusual entertainment program has also been planned for the tobacco convention. The special cigaret machine concert is scheduled for Thursday, January 18, at 3:30 p.m.

Further information about the tobacco convention will be available to attendants at the 1940 Coin Machine Show by inquiring at the coin machine convention headquarters or at the convention booth of The Billboard.

Dalkin Predicts Good Vender Year

CHICAGO, Jan. 13.—A Dalkin, president of the A. Dalkin Co., engineer and manufacturer of special equipment for automatic vending machines, predicts great opportunities for vending machines in 1940. The firm has specialized in this type equipment for more than 12 years and Dalkin may be considered a qualified authority.

"Everyone associated with the coin machine industry has been deeply with the rapid stride being made in the vending field," he declared. "The American public is becoming more and more accustomed to making their purchases in the automatic and coin-operated manner."

"This has led to greatly increased interest in vending machine manufacturers of new and good. They are displaying a willingness to co-operate with meretricious manufacturers in investigating the possibilities of adapting their products to this type of merchandising."

"Because of extensive experience and the wide recognition of the engineering abilities of my associates, I am confident many of these manufacturers are contacting us to assist them in the development of vending equipment. Judging from the tremendous increase in inquiries received by us, I am sure that 1940 will see many new ideas in vending machines as well as increased popularity of the present machines."

Pan To Show Latest Candies

CHICAGO, Jan. 13.—All of the most recent introductory items as well as old stand-bys will be on display at the Pan Confection booth at the Coin Machine Show, according to William Bechtel, Pan official. Pan's display, it is expected, will attract attention for years, since the firm utilizing the varied sales of candies in glass tubing to produce its interesting exhibits.

Be attendance at the Pan Confections booth will be H. R. Murphy and Bechtel. An invitation has been extended to all operators to drop in and discuss their candy problems and to become acquainted with the products which Pan Confections makes for bulk vending and bar vending machines.

Experienced
OPERATORS
WILL TELL YOU IT
PAYS TO BUY . . .

Northwestern
BULK VENDING EQUIPMENT

DELUXE



The world's finest and most modern bulk venders—preferred by those who want only the best and most profitable equipment, plus the biggest value for their investment. Vends all products—Slug operation—In-a-door machine—And many other features found only in Deluxe.

MODEL 39

An operator's ideal all around, all purpose, all product bulk vender. Designed and built to meet every operating requirement. Slug ejector—Easy servicing. Also available in a money-making Bell model featuring every tenth play free.



33 BALL GUM



Get more profit from your present locations. Place the popular 33 Ball Gum Vender alongside your peanut and confection machines. Vends either 3 1/2 inch or 1 1/2 inch gum, one ball for 1¢. Striking sales appearance.

NEW MODEL 40


Northwestern presents the new Model 40—most all product slug vender built with the rugged and permanent dependability of all Northwestern products, but priced along with the cheapest. See it at the Show, or write for complete details.

THE NORTHWESTERN CORPORATION
105 East Armstrong St.,
MORRIS, ILLINOIS

Northwestern



C. A. BLAKE
 6115 HUNYBURST AVE.
 LOS ANGELES, CALIF.
 ... covers the entire Pacific Coast and Far West states.



CHARLES L. DUKE
 228 E. BAY ST.
 GAYNESVILLE, GA.
 ... covers your thoroughout the entire Southeast from Virginia to Florida.



DON L. HARTZELL
 630 FIFTH AVE.
 NEW YORK
 ... for the entire Metro-politan New York City area, including Weather-ly Company, North River Jersey and Long Island.



ROBERT BLINK
 8811 WEST WILSON ST.
 PHILADELPHIA, PA.
 ... serving Pennsylvania, parts of Southern New Jersey, Baltimore and Washington, D. C.


Get Acquainted
 with your "Du Grenier Man"

LET HIM INTRODUCE YOU TO THE CIGARETTE MERCHANDISER THAT IS STEALING THE SHOW

Du GRENIER'S
CHAMPION

ACCLAIMED BY EVERY CIGARETTE MACHINE OPERATOR WHO HAS ALREADY SEEN IT AS THE CHAMPION MONEY-MAKER FOR 1940!! IT'S THE HIT OF THE SHOW!
 SEE THE "Champion" AT BOOTHS 95 and 96

Du GRENIER SALES CORP.
 International Bldg., Rockefeller Center
630 FIFTH AVE., NEW YORK



WALLY RIPPLE
 ... has many serving operators in Texas and the Southwest, hasn't had time so yet to establish headquarters.



LESTER L. PAUL
 630 FIFTH AVE.
 NEW YORK
 ... for the past 10 years serving the operators in New York State.



R. R. PAUL
 1706 FENWOOD BLDG.
 DETROIT, MICH.
 ... serving operators in Michigan and Northern Ohio.



JAMES H. MARTIN
 2700 LAKES SHORE DRIVE
 CHICAGO, ILL.
 ... all the New England states from Connecticut to Maine.

IT'S NEW, NOTHING LIKE IT—A GOLD MINE FOR OPERATORS—OVER 100% PROFIT TAKING PENNY SNAPPY BREATH LAVES—KILLS THAT LIQUOR BREATH FOR ONE CENT



A ROUTE OF THESE MACHINES issues a handsome income.
Penny Snappy Flavors
 Hit the color of Liqueur, Brandy, Gin and Rum. These are available in 100 different flavors, each in its own little bottle, each in its own little package and wrapped in a beautiful colored foil.

The machine uses a different flavor, 25¢ per 100 in each tin. Machine is compact, is compact, weighs 18 lbs., double 7 in. Machine is the greatest in a very nice metal cabinet which is black and chromium plated throughout.
 In First and Get Exclusive Territory
 BY DIRECT FROM THE MANUFACTURER
\$5.00 Machine for Only \$15.00
 The Price. Mail \$10.00 for Bureau Material. In a Free Box of Samples for you to try.
AMERICAN PRODUCTS COMPANY, INC.
 17 N. TAYLOR AVE., ST. LOUIS, MO.

CHARMS
 FOR VENDING MACHINES
 NEW STANDARD ASSORTMENT
 50¢ PER CROSS POSTPAID

JAPAN IMPORTING CO.
 10 Grand Ave., San Francisco, Calif.

SAVE ON STANDS
 PENNY-SNAPPY COUNTESS
 MACHINES
 THE ANGLE MORE SURE ACTUAL
 QUALITY
AT \$3.25
 AND UP. WHITE
ATOMATIC
 6420 N. Palmdale, CLEVELAND, OH.

Breath Pellet
Tip to Venders

CHICAGO, Jan. 12.—"Now is the time to cash in on the breath pellet business," declares H. F. Burt, head of Automobile Cleaners, makers of bulk vending equipment. "Breath pellets run about 15,000 to the pound, and our King Jr. vander is set to vend approximately 60 for a penny. The machine holds 2½ pounds of breath pellets."
 "You can reap the benefit of the tremendous amount of national advertising which has and is being done to put over a clean dirtless breath purifier."
 "Another angle which should appeal to every operator is the fact that there is little or no competition on this item. Every tavern, bar, restaurant, hamburger and barbecue stand is an ideal prospect and will welcome a 10-cent breath purifier in preference to the 10-cent carded item."
 "Because of King Jr.'s compact size, modern and distinctive appearance, most locations will allow it to be placed in the most advantageous spot which, in turn, brings a greater return to the operator."
 "For large profits, clean and infrequent service, we urge every operator to investigate this wide-open and highly profitable field. Don't say that we didn't tell you."

LUCKY CHARMS
 An Attractive Variety of Lucky Charms, Gummy & Whiskered Gummy Bears, Gummy Bears & Gummy Bears.
 25¢ 100's \$3.00
 50¢ 100's \$3.00
INDIVIDUAL CHARMS
 100's of 100's \$3.00
LEAD TOYS
 1,000 Assorted \$1.50
 2,000 Assorted \$2.50
 25¢ 100's \$2.50
 50¢ 100's \$2.50
EPSTEIN NOVELTY CO., INC.
 115 Park St., New York, N. Y.

PAN CANDIES

QUALITY—SERVICE

No. 1—HARD SHELL CANDIES FOR BULK VENDERS
No. 2—CHARMS
No. 3—CANDY FOR 5¢ PACKAGE VENDERS

SEE OUR BOOTH NO. 59
 OR
WRITE FOR COMPLETE PRICE LIST
PAN CONFECTIONS-CHICAGO
 248 W. 59th St. Chicago, Illinois
 248 W. 59th St. Chicago, Illinois

USED CIGARETTE MACHINES

National Model 8-20-8 Columns (incl. 1000)	\$85.00	Home-Kittling, 8 Columns (incl. 1000)	\$10.00
National Model 8-20-8 Columns (incl. 1000)	\$75.00	Home-Kittling, 8 Col. (incl. 1000)	\$10.00
National Model 8-20-8 Columns (incl. 1000)	\$75.00	Home-Kittling, 8 Col. (incl. 1000)	\$10.00
National Model 8-20-8 Columns (incl. 1000)	\$75.00	Home-Kittling, 8 Col. (incl. 1000)	\$10.00
National Model 8-20-8 Columns (incl. 1000)	\$75.00	Home-Kittling, 8 Col. (incl. 1000)	\$10.00
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National Model 8-20-8 Columns (incl. 1000)	\$75.00	Home-Kittling, 8 Col. (incl. 1000)	\$10.00
National Model 8-20-8 Columns (incl. 1000)	\$75.00	Home-Kittling, 8 Col. (incl. 1000)	\$10.00

NATIONAL VENDING MACHINE SALES CO.
 2910 EUCLID AVE. FACTORY REPRESENTATIVES CLEVELAND, O.

Tell the Advertiser in The Billboard Where You Get His Address.

Reasons For Cigarette Taxes

By WALTER GUILD, Boston

This article is a digest of a brief presented in Boston as an argument against a special tax on cigaret machines as a sales tax. It has fundamental applicability for the better economic value of cigaret machines in merchandising cigars.

CIGARET taxes became an important national subject in 1939. This was due to the passing of new State taxes on cigars in a number of States and also to the passing of a local cigaret tax in such cities as New York. The reciprocity with which State after State imposed such taxes brought the subject into the limelight for considerable discussion.

The Federal tax on cigars had been in effect for years and a business or occupational tax on places that sell cigars at retail was also well known. The spread of local and State taxes on the pack of cigars raised the question of what is reasonable, or what limits should be imposed in the taxes imposed on cigars.

In the wake of cigaret taxation there was also the suggestion to tax cigaret vending machines. This fac-

tor raised the question as to what are reasonable limits of taxing the sale of cigars.

During the last few years modern machines for dispensing cigars had come to fill an important part in the sales of cigars to the public. These have been placed in the most favorable circumstances. By far the major part of the cigaret machines had been sold by the owner, and the counter sales were not profitable. Many, many locations carry cigars simply to accommodate customers. In these circumstances the cigaret vending machine was a real help to the dispenser of cigars. It should have spread until there are now 125,000 to 150,000 machines in the United States according to conservative estimates.

Taxation Waves

It was to be expected that when new sources of revenue were needed by the various branches of government that the taxing power would reach out even to cigaret machines. To develop a new source of revenue of cigaret machines in our commercial system, it is easy to overdo the amount of taxation. Due to the widespreadness of selling by machine, many legislative bodies and people in general are in ignorance concerning the real value of vending machines in our business system.

For that reason it is important that the advantages of the modern cigaret vending machine offers to retailing to the public and to the tobacco industry be given full consideration. The purpose of this article is to suggest all these advantages.

We want to tell you of the economic function of the cigaret machine. We want to give you facts, not an infant industry. The cigaret machine has spread from Coast to Coast because of public acceptance. To the buyer of cigaret machines have given increased convenience and added availability. To the seller of cigaret machines have provided a helpful, simplified manner of selling. In busy restaurants, for example, the cigaret machine stands in line waiting for the cashier to hand them a pack of cigars. They simply depend on the machine and obtain their favorite brand instantly.

Real Sales Help

In such instances the clerk behind the counter is unable to keep up with the machine. It must be remembered that nobody is paid to sell cigars alone. Nobody's work or job is ever supplanted by a cigaret machine. Instead, the machine relieves the clerk of a portion of the job of accommodating customers, and then more attention can be devoted to more important duties. There are always articles which require actual selling on the part of sales help, but cigars, as presented by the machine, is not of that theory. It has been proved in thousands of locations over a period of several years.

For the Proprietor

To the location owner or proprietor the cigaret vending machine offers an opportunity to earn a legitimate profit. Cigaret machines should be the only effective combatant of the cigarette stores which are not only overstocked on cigars, but also covering overhead on cigars. Each store offers the product at a retail price at a loss, which their accounting departments charge to advertising. So, these dollars are kicked around so that price-appeal will induce customers to come into the store.

This type of merchandising creates a difficult situation for the thousands of small establishments which are the backbone of the country's retail distribution. The effect of such merchandising tends to force down the price wherever cigars are sold. Where cigars are handled as an accommodation at the average restaurant, the owner is forced to sterilize money in merchandise and to develop a new source of revenue of a product on which he cannot even cover his overhead.

In fact, the average machine is invaluable, for it stabilizes the price of cigars at a figure which allows for a fair and profitable margin. Those who know that cigaret machines sell at one standard price throughout the territory, in contrast to the other.

Well-Known Leaks

Since the profit margin on cigars must always be low, and the total taxes high, the cigaret machine leaks in the retail handling of cigars which even tax officials should be interested in trying to eliminate as far as possible.

Years of experience has proved that the cigaret vending machine as the seller of cigars to avoid losses which characterize the sale of this product over the counter. The losses are nationwide, typical of the cigaret business everywhere. It is no reflection on the thousands of clerks who handle cigars, it is just a condition that has happened due to the set-up of cigaret selling. For convenience the common losses may be designated as: outright theft, omitted charges, employee consumption and credit losses.

Outright theft of cigars is common. In the event of robbery the cigaret machine is usually one of the first things taken. Shoplifting of cigars is more common than is supposed. Omitted charges happen most often in restaurants, where it is easy to overlook a pack sold to a customer during a meal. Employee consumption is common everywhere. When one pack is taken without being paid for, it is estimated that the four packs must then be sold to merely pay the cost price of the one which disappeared. In addition, there are the common leaks, and others, are well known in the retail field. Yet, due to the universal demand for cigars, most establishments try to carry them, even at a loss.

Stops the Leaks

The cigaret vending machine eliminates these losses, for the machine serves as a cash register for cigaret sales. Machines protect a store from robbery or shoplifting by providing what might be considered a steel safe. Machines eliminate the possibility of omitted charges and credit sales, as the money must be deposited in order to get product. Machines prevent employees from helping themselves.

Finally, the cigaret vending machine offers all these advantages plus one more of infinite importance. In many instances, without cigaret

machines, the average small business place could not offer its customers the convenience of cigars on the premises.

The majority of the 150,000 cigaret machines on location over the country have gone into establishments that had already found it unprofitable to handle cigars. The machine insures better methods of sales.

Loss Into Profit

For a small establishment an adequate cigaret inventory requires \$50 to \$75 in stock all the time. Obviously, the man who is buying making a living from his little business cannot afford to tie up so much money when the probabilities are that he will lose on the investment. Such a man is handicapped by this situation.

EXTRA PROFITS

GET YOUR SHARE WITH AMERICA'S LOWEST PRICE PRECISION BUILT VENDORS

Thousands of operators have attained Ten times the profit of the average vending machine by using our precision built vendos as an important business.

NOW

In the time it takes to start a pack of machines, you can start a profitable business. We are now offering our vendos at an extraordinary opportunity. **25% OFF!**

Send us \$10... and we will ship you a pack of our precision built vendos. This is our lowest price. We are now offering our vendos at an extraordinary opportunity. **25% OFF!**

FIELDING MANUFACTURING CO.

CLINTON STREET A. JACKSON, MISSISSIPPI

MAKE MORE PROFITS WITH "SILVER KING"



Five Cigs. 10 Cigs. 20 Cigs. 30 Cigs. 40 Cigs. 50 Cigs. 60 Cigs. 70 Cigs. 80 Cigs. 90 Cigs. 100 Cigs.

\$5.50

ONE SAMPLE SILVER KING... **\$6.50**

Special... **\$8.45**

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like his larger competitor, wants to offer his patrons convenience and accommodation, but he cannot do so, and the business is being constantly threatened. The cigar merchandising machine relieves the pain from the inventory investment, gives worry and bother and sends him to escape on fair terms with his competitors.

The slow but steady pace by which cigar machines have found their way into thousands of locations throughout the country have an important economic function.

To Tax or Not To Tax

At a time when cigar taxes are being added, a special tax is also proposed for cigar machines. Such a tax is proposed because some people are not fully acquainted with cigar machines and the services they perform.

The facts are that cigars are already taxed heavily. The consuming public pays these taxes without complaining. The tobacco industry accepts taxation to the full extent it is able to bear. But taxes that extend to the machines on the basis of selling cigars will defeat the purpose for which it is intended.

It is recognized that revenue must be raised to support the various functions of government. But taxation can be extended to the point that it reduces revenue instead of increasing it.

Government agencies that seek revenue by taxing the various methods and points of sale of cigars, as cigars themselves furnish such a large revenue.

The use of cigar machines will greatly increase the points of sale and increase the revenue of the government. But to discourage the points of sale by taxing such things as such machines, the tax does not add the volume of revenue.

It should be understood clearly that whatever advantage cigars themselves have in the sale of cigars, the cigar machine business is not characterized by great profits, but by a moderate profit. Many machine men know that many machines are a real loss money. Only by the use of machines can they realize an average over a large number of locations in apparent profit shown per machine.

For example: an operator may have 100 machines, 40 of which are showing a profit of \$1 each, and the other 30, \$6 each. This operator's total monthly profit therefore is \$200 or an average of \$20 per month.

But the fact is that 80 machines actually earn only \$1 per month, and the other 20 machines have overhead is added those 60 machines will show a loss for the operator's business.

Many details could be given as to the actual operating conditions of cigar machines. Standard accounting practices are used by many firms in the business, so that reliable records are maintained. Cigar machines are owned and operated as a small business, and the profits are distributed to the owners and extend to small locations that need all possible help.

As it is placed on the machine as well as the majority of the machine operators will be driven out of business. Machines can increase the sale of cigars and thus increase the total volume of revenue by making cigar sales profitable in establishments where they would otherwise be unprofitable.

Cigarette Merchandisers' Associations

New York is deserted this week as most of the CMA members are in Chicago attending the Coin Convention. The members will look over the new models of cigar machines and make a report to the CMA upon their return to Chicago. While rumors of new machines drifted through the city, the hope never existed until the last minute that some manufacturers would really bring out new ones this year. Conveyed that the lobby will be really modern, improved and streamlined. It was also looking forward to seeing them at the show.

Among those who are at the show are Matthew Peckoff, manager, Sam Yelton, James Gosh, Max Wain and Larry Berlin. Gosh is Peckoff's representative, in Chicago, Dr. Williams, George Glavin, William Wines and P. Evana. Howe's group is made up of James Hill, Carl O. Brown and H. S. Greene. Representing DuCharme are Lester Post, Robert Klins and Donald Harlow.

The action of Senator Thomas C. DeWitt, Republican, of Newburgh, N. Y., to end the 3-cent State tax on each pack of cigars and the proposition of the New York Legislature, which, enacted recently, is containing a lot of attention among these CMA's retail and wholesale tobacco dealers. CMA members in the State have banded with the other cigar and tobacco men, and have already requested of the State tax bill amendments. The proposed changes in the bill have been sent to Senator DeWitt and letters have been sent to Senator DeWitt and letters have been sent to Senator DeWitt and letters have been sent to Senator DeWitt.

The cigar machine business in New York is now recognized as big business and it is hoped that the bill will against the removal of the State tax will be passed and that when the joy comes upon for consideration.

Jersey Talks Banquet

The committee in charge of the New Jersey State Fair, are to hold a banquet on Jan. 10 in the ballroom of the Hotel New Jersey, Newark, N. J. The purpose of the banquet is to discuss the situation for the big event. The attending the session were John Skowronski, secretary, and James H. Meyer, assistant secretary. On the board of directors are F. J. Conroy, Jr., W. F. Fitzer, T. H. Rosenberg and G. Cohen.

The banquet's look came up for discussion and reports on ticket sales were heard. An appropriation for entertainment was made and it was said that this amount was substantial to secure a show on the highest terms for the event. While final arrangements are yet to be made, it was said that the committee is being held up and to such a point as to include the one of the biggest events in the history of the organization. In the order to continue work on the plans, James Fitzer, manager, is remaining at the show, looking up the show in Chicago.

At the regular meeting of the association last night, the report for the coming year will be named. It was reported. The new officers for the coming year were named. It was reported. The new officers for the coming year were named. It was reported. The new officers for the coming year were named.

Reports have been forthcoming over in Jersey and has been presented by the treasurer and auditing committee were heard recently. The financial status of the organization was in such good condition that the top managers made the appropriation for the banquet show.

The cold weather is being welcomed by some members of the association who are anxious to get out and see the show. Several of the boys are winter sports season. They are looking forward to spending the week-end at winter sports resorts.

The boys are also so interested in this form of getting there in a hurry, that they are taking advantage of a winter drive. Of course, he still retains his position as skipper of the good ship called "Tax" it is in dry dock and he is clearing the channels. He has been a busy winter sports season. They are looking forward to spending the week-end at winter sports resorts.

Pip of a Show For Convention

CHICAGO, Jan. 12.—The annual banquet will be followed by a big floor show of 15 acts with Chick Frazier to be the greatest show in the history of coin machine conventions.

Eddie Hoed, as chairman of the entertainment committee, has been backed over by M. Fleckel, of Reginald Veebers & Co. backed all the talent for the finale of the coin machine show.

Eddie Pebody will be the luminary star, and every act is high in the show world. The convention management advised all delegates to get tickets early.

Form New York Cig Vendors Assn.

The New York Cig Vendors' Association, Eastern division, has been organized to unify the vendors in the State for their common good, thus organized.

So that we will be able to serve actively and effectively our State legislation such as recently has proved such a problem to us, and further, that un-defending and co-operation among the cities be extended to a degree impossible by any other means.

I would appreciate it very much if you would join our list regarding the above association in your next issue.

Also I would appreciate if you would state that we will welcome all communications from all similar associations.

(Signed) JOHN J. GREY, JR., President.

Office of the association is located at 7 Broadway, New York, N. Y. Other officers are: H. McKean, vice-president; J. H. Franklin, treasurer; H. Franklin, secretary, and Miss S. W. Myers, assistant secretary. On the board of directors are F. J. Conroy, Jr., W. F. Fitzer, T. H. Rosenberg and G. Cohen.

Treat Ops Right—They'll Reciprocate

PHILADELPHIA, Jan. 13.—Operators are being kept right at Active Amusement Machine Corp., declares Joe Ash, head of the division, who says the company is doing it this because we have adopted a policy of absolute honesty regarding every machine we handle. We tell our customers exactly what the machine may be expected to do for them.

By consistently adhering to this policy we have won the backing of operators. As F. J. Conroy, president of the company, we feel that it has been more than made up in the friendly feeling that operators now have for our firm.

"Today we are doing a greater business than at any other time. We attribute this to the fact that we have followed this policy. Operators get the most profitable equipment and are being very generous to Active to purchase more machines."

John Nelson of the Nelson Malle Co. claims Chicago Coin's Commission one of the best machines in the world. Nelson reports that the machines are getting heavy play and may be just what's needed to take care of recent slump.

SPECIAL DE LUXE



Winds everything. Features Revolving Frank. Plays in Chicago. Works streamlined design. Automatic return.

NEW LOW PRICES:

4 in. x 4 in. \$2.00
4 in. x 4 in. \$2.75
4 in. x 4 in. \$3.50
4 in. x 4 in. \$4.25

Also on sale: Victor V. C. D. WHITE FOR PRICES on catalogue, Victor, Chicago, Ill., Dept. 100.

VICTOR VENDING CORP.
4783 Fullerton Avenue, Chicago

Des Moines

DES MOINES, Jan. 12.—Dave Pfliger, operator of Iowa Amusement Co., was forced to cancel plans for the big Chicago convention at the last minute because of a major operation. Hospital attendants reported his condition good and Pfliger expects to be up and around shortly.

Fishall operators estimated that approximately 2,500 machines are on installation in this area. The target number never to appear in the area.

Business is reported as 25 per cent off, with operators unable to explain why. Cold weather had expected to see heavy turn-in on night spots and other slow locations, but so far it has not materialized. Favorite hotel spots also showing in the slump.

John Nelson of the Nelson Malle Co. claims Chicago Coin's Commission one of the best machines in the world. Nelson reports that the machines are getting heavy play and may be just what's needed to take care of recent slump.

Michigan, Wisconsin & Minnesota Operators ATTENTION

NATIONAL CIGARETTE & CANDY MACHINES

STILL LEAD THE FIELD FOR 1940

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for the
LATEST NOVEMBER 1939
PREMIUMS AND OFFICIALS

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MISSISSIPPI SERVICE NOVELTY CO. 155 E. Pearl St. 807 DuSard St. JACKSON, MISS. MONROE, LA. <i>Distributors of</i> WURLITZER AUTOMATIC PHOTOGRAPHS IN LOUISIANA AND MISSISSIPPI Celebrating Our 10th Anniversary 1940	W. B. NOVELTY CO. 3000 N. GRAND BLVD. ST. LOUIS, MISSOURI Branch Office: 3225 GRIMM PLAZA KANSAS CITY, MO. <i>Distributors for SEEBEE PHOTOGRAPHS in Missouri, Southern Illinois and Wyandotte County, Kansas.</i> A Large Stock of Second-Hand Coin-Operated Machines on Hand at All Times. Write for Our Latest Price List.	Pioneer Vending Service 461 SACKMAN ST. BROOKLYN, N. Y. <i>Distributors of</i> "TOFFEE" & "CRACKLE" Miscellaneous Vendors All New and Used Vending Machines of All Types. Also Supplies . . . Milk, Candy, Soft Cream—Regain.	NORTH CAROLINA LAMBRY NOVELTY CO. 215 S. POPLAR ST. Phone 2-1332 CHARLOTTE, N. C. Complete Line of New and Used Equipment. Distributors for All Leading Manufacturers.
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All American Made (Manufacturing for Disney,
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Distributors of Coin-Operated Machines.
A complete line of New and Used Pin Ball
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MACHINE MANUFACTURERS
Exclusive South-City Distributors for
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MILWAUKEE, WISCONSIN

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Evens Has Big Bowling Alley

CHICAGO, Jan. 13.—A new era of operating property has been opened to operators by the ingenuity of Evans engineers," declare officials of the H. C. Evans Co. "For years, an automatic, coin-operated, regulation-size bowling alley has been a dream. Now it is a reality. Evans' new Automatic Regulation-Size Bowling Alley provides the perfect answer—and puts operators in the lead in on the bowling scene of the nation."
"This ingenious automatic alley is a triumph of the engineering skill of Evans engineers," said H. W. Dickel, president in comment. "The alley is regulation size, with every regulation feature, including regulation pins, balls and bowling—yet it is portable and can be moved from place to place. In fact, it takes only about an hour to set it up for operation."
"Evans' patented 'Automatic Pin Bow' pins plus knock-out pins, resinets them, and returns balls, like an automatic wind. In addition there is an automatically regulated register that shows all pins knocked down, frames by frame. The entire equipment gives operators all the action of the most expensive alley with a fraction of the cost. It represents a

Wisconsin Cont'd

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178 W. WISCONSIN AVE.
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"MASTRO POINT"
An Automatic Phonograph Needle With
2,000 Better Plays

SEE IT AT THE SHOW—BOOTH 245

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79, Mitchell 4410
MILWAUKEE, WISCONSIN

JACOBS NOVELTY CO.

219 UNION ST.
STEVENS POINT, WIS.
ILLUMINATED PHONOGRAPH CRILLES

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A. S. HOOE
APT. 144
MAZATLAN, SIN. MEXICO
Atlixo, Bafallou, Odaxote, Mex's and Boy's
Bets, Bifallo, Coin Paros, Cigarette Co.,
made from Genuine Alligator, Iguana and
Tropical Snake Skins. Their Oddities Inter-
nationally Popular.

safe, sound and entirely legal investment
for years of enjoyment.
"This new Evans creation is but one of the new bets introduced at the Evans booth at the show. In addition, you'll see Evans' new real-play golf sensation, Strip and Dock. This competition Ten Strike is destined to duplicate the phenomenal success of Ten Strike. In this machine our engineers have prepared a machine that actively plays golf so realistically it's almost surprising."
Evans also displays several Departmental Store Merchandisers; new 3840 model Ten grams; the original bowling game the new 1940 Lucky Lucie, original five-balls-in-one game; as well as a number of others—every one an acknowledged top-notch hit.

Four-Five-Six Baker's Newest

CHICAGO, Jan. 13.—Baker's Four-Five-Six, a new five-ball novelty game with a new percentage arrangement idea is sweeping the industry, announces company officials. The point is a balance of activity, and even with doubled production prices they have a difficult time "keep up with customer orders."
"Four-Five-Six introduces a brand new trend in amusement tables," explained Harold L. Baker, president. "The game

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ONE-BALL AUTOMATICS
Bally Double 10-20 \$ 2.50
Bally Double 15-20 " 3.00
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Bally Double 45-50 " 6.00
Bally Double 50-55 " 6.50
Bally Double 55-60 " 7.00
Bally Double 60-65 " 7.50
Bally Double 65-70 " 8.00
Bally Double 70-75 " 8.50
Bally Double 75-80 " 9.00
Bally Double 80-85 " 9.50
Bally Double 85-90 " 10.00
Bally Double 90-95 " 10.50
Bally Double 95-100 " 11.00
Bally Double 100-105 " 11.50
Bally Double 105-110 " 12.00
Bally Double 110-115 " 12.50
Bally Double 115-120 " 13.00
Bally Double 120-125 " 13.50
Bally Double 125-130 " 14.00
Bally Double 130-135 " 14.50
Bally Double 135-140 " 15.00
Bally Double 140-145 " 15.50
Bally Double 145-150 " 16.00
Bally Double 150-155 " 16.50
Bally Double 155-160 " 17.00
Bally Double 160-165 " 17.50
Bally Double 165-170 " 18.00
Bally Double 170-175 " 18.50
Bally Double 175-180 " 19.00
Bally Double 180-185 " 19.50
Bally Double 185-190 " 20.00
Bally Double 190-195 " 20.50
Bally Double 195-200 " 21.00
Bally Double 200-205 " 21.50
Bally Double 205-210 " 22.00
Bally Double 210-215 " 22.50
Bally Double 215-220 " 23.00
Bally Double 220-225 " 23.50
Bally Double 225-230 " 24.00
Bally Double 230-235 " 24.50
Bally Double 235-240 " 25.00
Bally Double 240-245 " 25.50
Bally Double 245-250 " 26.00
Bally Double 250-255 " 26.50
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National Coin Machine Week

By JACK NELSON

Vice-President, the Rock-Ola Corp., Chicago

THE growth of the coin machine industry has reached a peak that warrants consideration of a special promotion in the form of a National Coin Machine Week. Almost every other industry has sponsored a week of some kind to promote its product. The Army has its National Defense Week, so let's have a national coin machine week.

It is proposed that during National Coin Machine Week, a certain week each year when all of us in the business and allied with the industry, as well as thousands of merchants throughout the nation, are shut to the public and to the entire world—USE COIN-OPERATED MACHINES.

Because of the far-reaching benefits to everybody concerned, the coin machine industry and its products lead themselves better to a plan of promotion of this kind than almost any other industry. We all know of the promotion of the California Orange Grower Association and its efforts to sell more oranges, and we are all familiar with National Restaurant Week, when all the restaurant owners get together for their sales promotion plan.

The florists' association has done a fine job in celebrating Mother's Day and Father's Day, and this profession has extended in such a large scope that it now benefits haberdashers, department stores and almost every other business. National Cherry Week is another promotion, and then there is Apple Week and National Furniture Week, hundreds of other businesses regiment their efforts once a year for the purpose of promoting their own industries—why not the coin machine industry?

Would Cost Publicity

National Coin Machine Week is something that not only we coin machine men can promote but only our own business and the coin machine industry, but also the millions of business throughout the nation. Such a promotion could be made so powerful and so effective that a co-operative, non-solicited effort by those directly interested in the business that it would contribute to the building of only good will and friendships toward the coin machine industry by the public, by newspapers and other publications. With something to write about, like a National Coin Machine Week, newspapers would be more than willing to give favorable publicity.

For example, the campaign of National Coin Machine Week could be planned far enough ahead so that newspapers throughout the country would be supplied with special cartoon strips showing how far-reaching the coin machine industry is in the everyday life of an average person. This cartoon strip could probably

bring out the following details in a series of comedy nature that would be interesting and effective.

Appropriate Cartoon

The cartoon could start by showing the activities of a business man, starting with the early morning when he places a nickel in the telephone booth to call his office. The next frame would probably show the same gentleman depositing a dime in the coin chute at the "El" or subway station to pay his fare to the office. The next cartoon could show a view of the elevated or subway platform with the man on the front, the business man, depositing a penny in a gash machine or a weighing machine before getting on the train. And upon arrival at the office, after a few hours' work the deposit of a dime in a self-start vending machine as another coin-operated service, or perhaps later in the day some candy is obtained from a coin-operated machine.

At this point perhaps in the next frame of the cartoon it would show the same gentleman depositing his coins at the Automat, getting a coin-operated lunch. After lunch he plays an amusement game for relaxation. And in the afternoon an ice cream bar will be vendored from an ice cream machine. On the way home he again deposits his coins in the "T" or subway station. And the last frame could show an after-dinner party in a cafe, with the patron dropping coins in the phonograph and in a cigar vending machine, thus ending a perfect coin machine day—the modern, new way of living.

Better Information

This is only one of many ideas that could be prepared for promotion of this kind. Special newspaper publicity stories could be secured much easier when a united front in the form of a national week such as National Coin Machine Week is presented. Newspapers are not inclined to give the coin machine industry favorable publicity, but a great deal can be done if the campaign that is detrimental to the industry because of the lack of better information. Properly presented and presented, National Coin Machine Week would promote good will and public acceptance that could not help but reflect itself in the columns of our daily newspapers. It is not too late to plan a program of spot announcements that could be developed to tie in with newspaper publicity.

Recently a survey was made by the sponsors of National Furniture Week by the National Retail Furniture Association. A few days following National Furniture Week a questionnaire was sent to all of the participants. Among some of the



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Mills Mystery Like Brand	31.00	Rock-Ola Tom Mix Ray Gun, Ready for Location	30.00
Peop Bands (Like New)	12.00	Self-Starts (Like Brand New)	4.50

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Phone 1925

PORTSMOUTH, VA.

THE FOUR MURKINERS is the title that might be appropriately given to the above feature—for the reason that each of the four men shown playing Western's Baseball each day, at noon-time, in Chicago's Sherman Hotel lobby for the past 17 months.

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- ★ **ZITO'S DOGS** Nationally famous cartoon series now sold in post card form through the Motoscope Novelty Card Vender.
- ★ **1940 HOCKEY** Many new features that continue the steady popularity of this great 2-player game.

question asked was: "Did your business show an increase during National Coin Machine Week?" Satisfyingly, the answer was "yes" to the question. The same condition exists in other industries, and the fact that the National Coin Machine Week-wide work does more to promote business on a nation-wide scale than does any other idea.

Suited to Industry
As stated above, the coin machine industry especially lends itself favorably to the promotion of special events. The benefits to be gained would be going to the operator to be put in the proper manner. It is essential to the distributor, as well as the manufacturer, to co-operate in a National Coin Machine Week would afford to secure minimum of dollars worth of favorable publicity, and I feel sure all of us who have been in the business any length of time realize the need for this kind of sales promotion. Thus the most of newspaper publicity, as well as special cartoons on National Coin Machine Week, and other advertising material to be placed in the location and on the machines, posters, signs, and so on, to the industry can be secured.

an important part in its daily work and play.
Now is the time for the coin machine industry to rise up and act as a united force will on a nation-wide basis thru a National Coin Machine Week. The industry has developed into a major economic factor. The coin machine business is the backbone of the amusements industry today. Some say progress has been made in the past year. The fact is the public has now realized its importance by patronizing coin machines everywhere.
Now I suppose some readers are saying: "Fine! A great plan. What should we do something about it, HIT where is the financial assistance coming from to put the plan across?" Well, let me say that there are ways to finance the proposition, and if you are interested I shall be glad to explain this phase of the plan further in addition articles. The time is ripe for national acceptance and public support that can be secured only by a united effort to gain this support thru the public by the production of National Coin Machine Week.

TRIED-AND-TRUE WINNERS

Don't make the mistake of passing these up. These famous machines are established winners and their universal appeal will maintain their money-making record for years to come.

PHOTOMATIC • **BANG-A-JAY**
RED TOP CRANE • **PUNCH-A-RAG**
SELECTOR MOTOSCOPE and many other time-tested moneymakers.

If you're not coming to the Show, wait immediately for illustrated literature and detailed information on all these profit pullers!

Lucky Strike New Genco Game (New Game)

CHICAGO, Jan. 15.—An innovation in specialty games has just been introduced by Genco, Inc., which has stirred up tremendous enthusiasm. It is called, The new game is called Lucky Strike and is a 100 pin bowling game. The new game is reported to be exactly like the old game of bowling.
The game consists of three frames of bowling, with strikes and spares and individual pins hit being recorded by what is known as eye of the most ingenious engineering feat.
"Accuracy" in bowling, the player shoots to hit all 10 pins with one ball. An the lighted pins are hit, the light goes out and the ball is shown in the lighting background. There are two ball holes on the playing field, a ball thru either of which puts out all 10 pins and needs a strike. If the player makes a strike, the ball he receives two extra balls, just as in real bowling. If he catches a ball with a spare and gets a ball he is credited with a spare and gets one extra ball. The score is recorded from the lighted pins on the playing field, the same fascinating action and thrill as the he was actually seeing "on down down" and a Genco player is describing the game.

INTERNATIONAL MOTOSCOPE REEL CO., INC.

44-01 11TH ST., LONG ISLAND CITY, N. Y.
STILLER 4-3600. CABLE: MOTOSCOPE, N. Y.

Breaks Down Ill-Will
Look what public support did for the newly manufactured with their National Daily Week. Everybody knows there used to be a strong element of dissatisfaction among operators. Now, however, I believe all of us realize that there is no longer any serious control, and steady sales are greater today than five years ago. Let's not forget that national week has been held. Boy Scout Week, Fire Prevention Week, Ice King and Santa Claus Week and like promotions are effective. Now, let National Coin Machine Week be equally effective as coin machines are becoming so necessary to business today. The effort behind a promotion of this kind, however, is probably to be expected, and the success of the week will. The public would be proud to accept these promotions, because of the fact that the coin machines play such

BADGER NOVELTY CO.

Exclusive Rock-Ola Distributors
In Wisconsin and Northern Michigan

Sales Representatives: Northern Wisconsin and Northern Michigan, Bill Patton; Central Wisconsin, Bill Cody; Southern Wisconsin, Leo Wood.

Visit Our Special Showing at the Sherman Hotel
Suite 1555 and 1557

BADGER NOVELTY CO.

2546 N. 30TH ST., MILWAUKEE, WIS.

Rock-Ola Dinner Hails '39 Success

CHICAGO, Jan. 15.—On December 20 the Metropolitan Room of Chicago's Lake Shore Athletic Club was the setting for Rock-Ola's annual dinner. The affair was in celebration of a successful one-year and in anticipation of the coming year.
Over 600 Rock-Ola key employees and their families were entertained by the company. Cocktails were served at 6 and dinner at 7. Following dinner bingo was played by everyone under the direction of J. F. Webb, vice-president.
There followed the presentation of a check by representatives of 10 outstanding agents gathered from Chicago's leading night clubs and theaters. The presentation of the check to the vice-president, made the appreciation of any acts possible thru his satisfactory cooperation and assistance in the show business.

Following the dinner show, everyone adjourned to the refreshment room while tables were cleared away for dancing. The show was presided over by Rock-Ola's LUXURY Lightship photographer Danvers had the pleasure of the 100 latest hits and the quality a best of selection. The inspiring highlight of the evening was the presentation of a check by David O. Rockola, president.

JANUARY CLEARANCE

FREE PLAY GAMES

Music \$20.00	Missy 2-2-10	Missy Dancer or Fruit Ball \$70.00
Ball 25.00	Missy 2-2-10	Missy Dancer or Fruit Ball 70.00
Band 30.00	Michigan, Ontario, Belling Phone 25.00	
Bank 35.00	New York, Jersey, Ill. or Pa. 35.00	
Chickadee 40.00	Rock-Ola, Phonograph, Pie Act 15.00	
Chickadee 45.00	Rock-Ola, Phonograph, Pie Act 15.00	
Chickadee 50.00	Rock-Ola, Phonograph, Pie Act 15.00	

1939 Warner Brothers, Republic, King & Co., Flight, King, M.G., Spangler, King & Co., 12.50

COUNTY GAME
New York, Jersey, Ill. or Pa. \$10.00
New York, Jersey, Ill. or Pa. \$10.00
New York, Jersey, Ill. or Pa. \$10.00

1939 Warner Brothers, Republic, King & Co., Flight, King, M.G., Spangler, King & Co., 12.50

1939 Warner Brothers, Republic, King & Co., Flight, King, M.G., Spangler, King & Co., 12.50

1939 Warner Brothers, Republic, King & Co., Flight, King, M.G., Spangler, King & Co., 12.50

1939 Warner Brothers, Republic, King & Co., Flight, King, M.G., Spangler, King & Co., 12.50

HEE JONES, advertising manager of *Billy Mag. Co.*, acted as chairman of the publicity committee for the Rock-Ola Dinner. He, who was responsible for the flood of newspaper publicity throughout the country.

STILL THE BEST

Rock-Ola \$20.00	Rock-Ola \$20.00
Rock-Ola 25.00	Rock-Ola 25.00
Rock-Ola 30.00	Rock-Ola 30.00
Rock-Ola 35.00	Rock-Ola 35.00
Rock-Ola 40.00	Rock-Ola 40.00
Rock-Ola 45.00	Rock-Ola 45.00
Rock-Ola 50.00	Rock-Ola 50.00
Rock-Ola 55.00	Rock-Ola 55.00
Rock-Ola 60.00	Rock-Ola 60.00
Rock-Ola 65.00	Rock-Ola 65.00
Rock-Ola 70.00	Rock-Ola 70.00
Rock-Ola 75.00	Rock-Ola 75.00
Rock-Ola 80.00	Rock-Ola 80.00
Rock-Ola 85.00	Rock-Ola 85.00
Rock-Ola 90.00	Rock-Ola 90.00
Rock-Ola 95.00	Rock-Ola 95.00
Rock-Ola 100.00	Rock-Ola 100.00

H. C. PAYNE COMPANY
312 BROADWAY NASHVILLE, TENN.

Games may come and
Games may go . . . but
Western's new Deluxe

BASEBALL GOES ON FOREVER!

1939'S PROVEN BIG MONEY MAKER



1940'S BIGGER MONEY MAKER!

It's LEGAL!

It's EASY TO BUY!

Western's Time Payment
Plan Available to All
Responsible Operators.

WESTERN PRODUCTS Inc.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

IOWA and ILLINOIS Operators ORDER EXHIBIT'S GREAT BOWLING GAME and "CONGO"

10x5 BALL MULTIPLE COIN FREE PLAY TABLE
from the
for QUICK DELIVERY

D & S NOVELTY COMPANY
1005 BROADWAY - ROCKFORD, ILL.

Here Are America's Finest "Better Machine Buys!"
FREE PLAY GAMES SPECIAL

52250
Each

45000
Each

62500
Each

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Keeney's Games Biggest Surprise

CHICAGO, Jan. 18.—"The biggest surprise of the year is the Keeney presentation of new equipment for 1940," says Bill Ryan, newly appointed sales manager of J. H. Keeney Co. "We have surprises for every type of coin machine operator—photograph, legal equipment, free game, counter and counter game operators alike."

"There's our new Anti-Aircraft Machine Gun. It's thrilling, spectacular and it's legal. This machine, we believe, will prove one of the most popular ever placed on any location."

"For the photograph operator we have a new realistic attraction wall here which is adjustable for from 12 to 24 seconds. So sensational is the wall that its full value and beauty can only be appreciated when one sees it. The big thing about this machine is that it may be used in conjunction with any photograph."

"The free-play field we have something that will keep them all—1940 Biggie Six. When the Keeney factory produced the Six last year it was destined to become one of the biggest money-makers on location. It was predicted by Jack Keeney, and his prediction certainly proved a fact."

"In the counter game field Keeney has a machine that is different from any other counter game ever made. Its name is Call Shot and it is a new type dice game with eight-way play. It's going to be the hottest game on counters. Last, but not least, is Keeney's 1940 line of big money-making machines. When operators think of machines they inevitably think of Keeney—the leading manufacturer of coinops. For a better 1940, operate Keeney—all the way."

Western Games Keep Sales Up

CHICAGO, Jan. 13.—"The past week has been one of the best pre-show weeks that Western has ever known," declared Don Anderson, sales manager of Western Products, Inc. "Generally business drops off during this week, but this year the reverse is true. Our business has actually gone forward and we think we know the reason. Probably the most important reason is our new deluxe Baseball machine."

"This machine, as everyone knows, has been and is one of the biggest selling and biggest earning amusement games ever offered. To tell you again of its appealing, play-boosting features would only be telling you what you already know."

"Our new legal counter machine Congo, is breaking them over when it comes to sales. A true amusement idea has been incorporated in this sensational game and had a great success of 100% from every section of the country. Looks like we'll have to stop up production to satisfy the needs of our customers."

"Our new legal counter machine Congo, is breaking them over when it comes to sales. A true amusement idea has been incorporated in this sensational game and had a great success of 100% from every section of the country. Looks like we'll have to stop up production to satisfy the needs of our customers."

"Our new legal counter machine Congo, is breaking them over when it comes to sales. A true amusement idea has been incorporated in this sensational game and had a great success of 100% from every section of the country. Looks like we'll have to stop up production to satisfy the needs of our customers."

GUARANTEED VALUES

PHOTOGRAPHS	
5 Machine 8" x 11".....	\$ 40.00
1 Machine 8" x 11".....	28.00
1 Machine 5" x 7".....	15.00
1 Machine 4" x 6".....	10.00

GAMES	
10x5 Ball Multiple Coin Free Play Table.....	\$48.00
10x5 Ball Multiple Coin Free Play Table.....	38.00
10x5 Ball Multiple Coin Free Play Table.....	28.00
10x5 Ball Multiple Coin Free Play Table.....	18.00
10x5 Ball Multiple Coin Free Play Table.....	8.00
10x5 Ball Multiple Coin Free Play Table.....	8.00
10x5 Ball Multiple Coin Free Play Table.....	8.00
10x5 Ball Multiple Coin Free Play Table.....	8.00

COUNTER GAMES	
1 Machine.....	5.00
1 Machine.....	4.00
1 Machine.....	3.00
1 Machine.....	2.00
1 Machine.....	1.00
1 Machine.....	1.00
1 Machine.....	1.00
1 Machine.....	1.00

AMUSEMENT GAMES	
1 Machine.....	1.00
1 Machine.....	1.00
1 Machine.....	1.00
1 Machine.....	1.00
1 Machine.....	1.00
1 Machine.....	1.00
1 Machine.....	1.00
1 Machine.....	1.00

AUTOMATIC BALLS	
1 Machine.....	12.00
1 Machine.....	10.00
1 Machine.....	8.00
1 Machine.....	6.00
1 Machine.....	4.00
1 Machine.....	2.00
1 Machine.....	2.00
1 Machine.....	2.00

WESTERN PRODUCTS, INC.
1005 PHOENIX BLVD., ROCKFORD, ILL.

Flock to See Exhibit Games

CHICAGO, Jan. 13.—Operators and exhibitors from all sections of the country flocked to the display rooms of the Electric Supply Co. during the past week. It is reported, however, the admission showing of the new Exhibit Bowling Game and Congo, one of five-ball multiple free-play games.

After viewing and playing the bowling game it is reported that operators are all in agreement that it was "the most interesting and outstanding game of this type they had ever seen," according to John Chered, sales manager.

"Great continuation!" In addition to furthering the free-play appeal it also has the suspense feature of a pitball game. This, together with the new, directional signaling ball control and the daily sent weekly high-score feature means considerably better player appeal. It is available in novelty or free play.

"Congo also came in for considerable praise by operators present. This is a one-ball or five-ball multiple free play game. Game and time units can be obtained, regardless of winning strategy effected by bumpers, flashes winning consolation, ball return speed. In the field, Congo is a high, tense suspense."

"It was a fast action, mirror-image playing field. It is housed in a meshwork steel cabinet with illuminated lettering front and back. Cabinet sides are studded bumpers on the playing field makes the game most attractive."

"Production has been stepped up so that reasonably prompt shipments are being made, regardless of the large volume of orders that have been received for both games. Prompt delivery will be made on all orders placed at the Cost Machine Show."

Fuse Heads Milwaukee Firm

MILWAUKEE, Jan. 13.—A newly-formed organization known as the Fuse Heads Distributors' Club has been organized here to distribute coin machines. Offices are located at 131 E. 19th St., Milwaukee, Wis. Miss Fuse, who is well known throughout the State.

News reports that she will have a complete line of coinops in a photograph, as well as parts and supplies.

RAY MOLONEY, president of the Billy Mfg. Co., is vice-president of Coin Machine Industries, Inc. Moloney was active in efforts to "normalize" for the Coin Machine Show. He carries on Irish Suede.

A BIGGER AND BETTER MIKE MUNVES CORP.

With over 15,000 extra square feet of floor space added to our warehouses; with the largest stock of perfectly reconditioned machines of every type in the East; the largest sales of any distributor in the Metropolitan New York area; with new and better facilities; enlarged departments; the same famous super-service and co-operation it will mean that you never pay you to deal with Mike Munves. Write today for our new 1940 Price List—operators call it "Our Greatest Money-Saver."



MIKE MUNVES
"A Square Deal for Every Operator Since 1912"

MIKE MUNVES CORPORATION

593 TENTH AVE., NEW YORK
(Cable: "MUNMACHINE" U.S.A.)

NO REASONABLE OFFER REFUSED

PAYOUT TABLES	NOVELTY GAMES
1 Queen	1 Orange March
1 Whizzer	1 Bull
1 Racer	1 Tug
1 Jumbo	1 Ruler
1 Bullseye	1 Ruler
1 Bullseye	1 Ruler

SLOTS

1 Wildcat	1 Ruler
1 Wildcat	1 Ruler
1 Wildcat	1 Ruler
1 Wildcat	1 Ruler

90-90-90'S

1 One Shot Jackpot	1 One Shot
1 One Shot	1 One Shot
1 One Shot	1 One Shot
1 One Shot	1 One Shot

MARIETTA SERVICE CO.
215 Montgomery St. MARIETTA, OHIO

SHOW SPECIALS

FREE PLAY	NOVELTY
1000s \$18.00	1000s \$18.00
1000s \$18.00	1000s \$18.00
1000s \$18.00	1000s \$18.00
1000s \$18.00	1000s \$18.00

FOR SALE

1-BALL

1 Standard	\$20.00
1 Heavy Duty	\$25.00

CONSOLES

1 Exhibit	\$45.00
1 Exhibit	\$45.00
1 Exhibit	\$45.00

ATLAS SPECIALTY CO.
700 SOUTH 3RD WEST
MILWAUKEE, WIS.

UNLIMITED CAPITAL

Available to established manufacturers and light operators...
PERRY SMITH, 215 South Adams St., Peoria, Ill.

National Set For Big Season

CHICAGO, Jan. 13.—"Realizing that operators want to see what's new in the operating field, we are preparing to have the latest hit releases on display at our showrooms, together with as fine a stock of reconditioned games, real money-making equipment as money can buy," declare officials of the National Coin Machine Exchange, Chicago. "We have spared neither time nor money in acquiring the season's best bets. Visiting operators can pick out the cream of the pack and have the games in their homes towns the next day."
"Our president, Joe Schwartz, will be on the floor greeting old and new friends. He stands in too large of too small for us to see it thru to successful consummation."

Eight State Legislatures Meet

CHICAGO, Jan. 13.—Eight States leave regular sessions of the legislature meeting this year. Seven of the eight are already in session, following is a list of the States together with the dates:
Kentucky.....January 2
Louisiana.....May 13
Mississippi.....January 3
New Jersey.....January 3
New York.....January 5
Rhode Island.....January 3
South Carolina.....January 9
Virginia.....January 10.

The NEW and BETTER GUESSING SCALE OPERATES AUTOMATICALLY

WHAT DOES THAT MEAN?

It does not require electric current or batteries to operate. It is built without springs which insure accurate weight.

REQUIRES LITTLE FLOOR SPACE 15 X 25 INCHES

Stands only 50 inches high without the mirror top sign, with the mirror top sign it is 65 inches high.

NON-CLOGGING COIN CHUTE

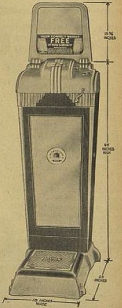
When you pull the handle down the chute will open and any paper, toothpicks or bent coins will fall out, this eliminates trouble calls.

NO SPRINGS BALANCE WEIGHT

TERMS: \$10.00 down, balance monthly.

30-DAY MONEY BACK GUARANTEE

Write for Special Prices
WATLING MANUFACTURING CO.
4640-4650 W. FULTON ST. CHICAGO, ILLINOIS
Est. 1889—Tel., Columbus 2770
Cable Address, "WATLINGITE", Chicago



BADGER'S RECONDITIONED LEGAL MACHINE CORGS.

All Guaranteed Ready to Operate. 1/3 Cash With Order, Balance C. O. D.

Seaburg Children Game	\$19.00	1/3 Cash With Order, Balance C. O. D.	\$50.00
Seaburg Eye-Test	25.00	Black-Ball, De Lavers, 12 Ft.	25.00
Baby Eagle Eye	25.00	Wattling Shoe Ball, 36 Triple Score	25.00
Rock-Ola Teen Mile	45.00	Magical Game Pie, New	25.00
Rock-Ola Teen Mile	45.00	Rock-Ola World Series	25.00
Rock-Ola Teen Mile	45.00	Western Diamond	25.00
Rock-Ola Teen Mile	45.00	Rock-Ola World Series	25.00
Rock-Ola Teen Mile	45.00	Davall's U-Ball-5, 14 Ft.	25.00
Rock-Ola Teen Mile	45.00	Cassey's Baseball, 14 Ft.	25.00
Rock-Ola Teen Mile	45.00		

Write for Badger List, Listing Over 500 Reconditioned Machines.
BADGER NOVELTY COMPANY
2546 N. 20TH STREET MILWAUKEE, WIS.

Get your FREE COPY of THE GAMCO MESSENGER THE ORIGINAL JAR GAME AND TALLY NEWS Write Today for the LATEST Operating Ideas
GAM SALES COMPANY Manufacturers Only
1515-21 SOUTH ADAMS ST., PEORIA, ILL.

CONVENTIONEERS

You Are Welcome At Our Showrooms

OUTSTANDING CONVENTION BARGAINS
BRAND NEW FREE PLAY GAMES
STONER'S CLIPPER . . . \$44.50

In Original Cases
Investigate Other Brand New Free Play Cessout Bargains

Reconditioned Phonographs

Seeburg Rex \$109.50	Wurlitzer P12 \$34.50
Seeburg Royal 124.50	Wurlitzer 412 44.50
Seeburg R15 (15 Records) 69.50	Wurlitzer 616 87.50
Seeburg Gen 157.50	Wurlitzer 616A 92.50
Seeburg Regal 179.50	Wurlitzer 24 134.50
Seeburg Master (1939) 169.50	Rack-Ola Menarch (1938) 129.50
Seeburg Model A 29.50	Mills De-De-Mi 29.50
Seeburg Model B 32.50	Mills Swing King 29.50
	Mills Dancester 29.50

SPECIALS!!

"LATE MODELS"
WESTERN BASEBALL (with registers) . . . \$74.50
ART TARGET MODEL F (latest model) . . . 19.50

Hundreds of Free Play Games—Paytables—Cassios—Slots—Counter Games on Display for Conventioneers—Be Sure To Visit Our Showrooms.

TERMS: 1/3 DEPOSIT — BALANCE C. O. D.

CABLE ADDRESS: ATNOVCO

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)

1901 Fifth Ave., PITTSBURGH.

Associate Office: Atlas Automatic Music Co., 2952 E. Jefferson St., Detroit, Mich.

Exhibit Expects Heavy Arcade Biz

CHICAGO, Jan. 13.—According to Percy Smith, the Exhibit Supply Co. is exhibiting a big arcade machine and supply business during 1940. "We will make at least six new amusement devices during 1940 specifically designed for arcades," he declared, "and expect to register them in the 1940 Coin Machine Show."

"Due to our manufacturing and engineering facilities the new arcade machines we are offering surpass all previous efforts in novelty, satisfactory mechanism and easy finish."

"Many new series of original subjects are being added to our line of cards, now making this the biggest and finest selection ever offered to the thousands of owners of Exhibit slot machines."

"Our plan is to exhibit in Turkish style display signs with cards retained in full increase in card sales for our customers. We will continue to furnish many new and beautiful display signs during the show."

"See these new machines as well as other Exhibit Supply products in the booth in the Coin Machine Show."

Groetchen's Imp Startling Curiosity

CHICAGO, Jan. 13.—"Groetchen has something new that will take the country by storm," declares Karl Klein, of the Groetchen Tool Co. "Orders are piling in on the telephone, by airmail, telegraph and even by distribution in person, for Groetchen's startling new counter game, Imp."

"Imp is a new counter game that is the acme of perfection in appearance and mechanical engineering. It has three feet, symbols for which may be obtained with cigaret, frank or number pool. Each play yields a ball of gum to the player."

"It is finished in a classy Mahogany or Maple-Laminate finish in colors which give ideal weathered-in appearance. There is a hinged, shutter-type reward sign and the new rotary coin chute leads four coins for successive play."

"See Imp at the Coin Machine Show and after you see it you will try it. Its a jewel which you will want to own in location—in fact, you'll want to bring several on each location. For a fortune in '40, concentrate on Imp."

Lock Sales Show Big Popularity

CHICAGO, Jan. 13.—W. C. Shinn, president of the Chicago Lock Co., here, said that the sales records of his firm are a shining testimony to the value of its locks for all types of coin machines.

He said that the company has 7,000 Ace locks on bulk waiting machines and that firm is hard in its praise of the service given by the locks.

Game manufacturers also was the Ace locks in large quantities. Due to the

ATTENTION, COIN MACHINE MEN OPEN HOUSE

A RED HOT ITEM!



\$3.45

2 and 3 1/2 Size American
Patent Machine, in Bronze
or Silver, Yellow Top
Case Size 10 1/2 x 10 1/2 x 10 1/2
175-200—\$1.00 Retail

Write: Chicago

Tucker-Lowenthal, Inc.

8, N. WABASH AVE., CHICAGO, ILL.

OPERATORS!

GET ON OUR MAILING LIST!

MILWAUKEE COIN MACHINE CO.

1442 W. Ford St. L. S. Am., Milwaukee, Wis.

investment and value of games, the best of locks are needed, Shinn said, in order to protect the money deposited in the machines.

Many thousands of the Ace locks are also in use on parking meters, and because of the public location of these meters it is essential that the best of lock protection be had, he said. About 80,000 Ace locks are used in the Chicago area on automobiles, which gives motorists a good reduction in their insurance rates.

U. S. Mints Struck Off \$7.4 Mil Coins in 1939

WASHINGTON, Jan. 13.—The United States mints struck off \$74,000,000 more during 1939, almost two and a half times as many as in 1938 and a total equal to what was struck off in 1939 and in 1938.

The value of the 1939 output was \$88,200,000. October and November saw, respectively, the largest and second largest number of coins produced in any one month since the founding of the mint in 1792.

The \$60,000,000 nickels produced during 1939 were all Jeffersons, which have succeeded the Buffalo nickel since April 9, 1936.

Dace Robbins at Show

BROOKLYN, Jan. 13.—Shortly before leaving for the Coin Machine show in Chicago, Dave Robinson, head of D. Robinson & Co., revealed that he was interested in installing water in the paytable games and amusement machines in the East. Robbins also declared that he was looking forward to the greatest occasion of all time.

He also revealed that he was interested in financing the manufacture of new and original coin machines.

SEIDEN'S SHOW SPECIALS

Seiden's "Chicken Game" RAY-O-LITE Case \$179.50

1-BALL PAYOUTS

BULLY GRAY STAINS \$ 32.00

BULLY TRIPLE-BOWNS 99.00

PAGE MAKER 110.00

GRAND NATIONAL 108.00

PHONOGRAPHS

Wurlitzer 612 \$ 28.50

Wurlitzer 610 69.00

Wurlitzer 610, with-in 89.00

Wurlitzer 24 184.00

All of the Machines Illustrated on this Page

Can Be Seen on Our Floor!

DO NOT DELAY! ORDER TODAY!

SEIDEN DISTRIBUTING COMPANY

1102 BROADWAY ALBANY, NEW YORK

"I'M LOOKING FOR NEW EQUIPMENT"

We are ready to increase our present operation of over 2,000 machines with new equipment. At the same time you are interested from a sales standpoint due to the fact that the locations we now have prepared to receive new machines will be of tremendous help in establishing sales. To those parties who have equipment to which they are interested in increasing, please contact us at the World Building, where we will be registered at during the Coin Machine Convention.

BRANCH OFFICE:

2111 86th Ave.,

Brooklyn, N. Y.

SUPREME VENDING CO.
557 ROBERT AVE., BROOKLYN, N. Y.



WM. BLATT

"I'LL MEET YOU AT THE SHOW!"

I'm looking forward to the opportunity of personally greeting everyone throughout the country with whom I've been doing business. Your cooperation in this service and business has made this a wonderful year, so if I don't find time to see you in person, let me see you at the Show where I'll be registered at the moment!

Ire Orenstein



Hercules Machine Exch., Inc., 1175 Broad St., Newark, N. J.

A CORNER OF THE TRIMMING DEPARTMENT OF THE BRONX, modern woodworking shops of H. C. Trump & Co. Here the handsome wood that goes into the strike cabinets is trimmed and perfectly finished before going to the assembling shops to be built into cabinets.

OHIO SPECIALTY CO.

CINCINNATI, OHIO

LOUISVILLE, KY.

NOW SHOWING AT SHERMAN HOTEL-SUITE 1578

"ROCKOLA" PHONOGRAPHS

AND

"ROCKOLA" TEN PINS

Operators Welcome!

Come Up to Suite 1578 and Visit With

CHARLIE ROSEN

JACK HUDNALL

HARRY H. COHEN

OHIO SPECIALTY CO.

USED PHONOGRAPHS

Every instrument guaranteed good condition both mechanically and appearance of cabinet.

THESE ARE THE PRICES—YOU PICK 'EM, WE SHIP 'EM

Wurlitzer Model	Invaluable Deposits on Any You Select	Price
Wurlitzer Model #12 1935, 12 Records	\$ 24.00
Wurlitzer Model #22 1935, 12 Records	24.00
Wurlitzer Model #412 1936, 12 Records	35.00
Wurlitzer Model #612 1935, 16 Records	35.00
Wurlitzer Model #218 1938, 16 Records	35.00
Wurlitzer Model #16 1937, 16 Records	35.00
Wurlitzer Model #18A 1937, 16 Records	35.00
Wurlitzer Model #20 1937, 16 Records	35.00
Wurlitzer Model #20 1937, 16 Records	35.00
Wurlitzer Center Model No. 1939, 12 Records	110.00
Excelsior Standard 1940, 20 Records	110.00
Excelsior De Luxe 1939, 10 Records	110.00
Excelsior Center 1939, 12 Records	110.00
Cabinet With Wooden Base and Extra Doors	\$16.00
Melcor	15.00
Colspan Cabinet	44.50

TERMS: 1/3 Deposit With Order, Balance C. O. D.

12 W. COURT STREET, CINCINNATI, O.
713 E. BROADWAY, LOUISVILLE, KY.



RED HOT
PRICES
ON
JAR DEALS
OF ALL KINDS

The most sensational Jar Deal of the year! (Shown in Jar Deal) — 100¢ Jar of 100¢ Operator's Jar Deal — at Block Station (Over)

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES

115 HAMM BLDG., ST. PAUL, MINN.

Scientific To Appoint Distribs

BROOKLYN, Jan. 13.—With these new skill games now in production, Scientific Games Corp. has announced that it is ready to appoint distributors and jobbers. The games currently featured are Tivoliator, counter game with 24 features like Jump, a console skill game, and Scientific's Bowling Alley, a 12-hole bowling game on which the player rolls the balls himself.

Max D. Levine, president of Scientific Games Corp., is in Chicago for the Coin Machine Show, and he will appoint white there. Scientific Games Corp. is an exhibitor at the show.

OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly presents The New Marshak Coin Shaver.

The result of 32 years of originating and developing Coin Chests.

4 Marshak Wires Are Standard.

Marshak Adjustment.

Steel All Working.

Wide Support.

This new shaver having only 7 principal parts assembled with 2 screws is truly the industry's most perfect shaver. No parts in check. Simple, rugged and adjustable.

See Shavers Steel Confined Locks Work Perfectly.

The Front Guard Stops Chattering.

Steps Slowing Steps Beating Up or Down, Steps Driving, Steps Forcing and Rejects all Off Size Checks, Takes money easy.

The Shavers operate positively work. Thousands in use working perfectly.

This outstanding shaver has been tested by over 900 operators and pronounced THE BEST. Adjustable to take or reject worn or lumpy checks. No parts in check, simplicity and ruggedness of construction. Available for 1, 2, 10, 15c and 25c coins. With front guard or with side support, as without either. Also furnished with excelsior and separator.

MACHINES IN EXCELLENT CONDITION AT BARGAIN PRICES

SLOTS	PHONOGRAPHS
48-50 8-10c Blue Fronts	10-1000 Wurlitzer
20 to 25c Green Fronts	5-1000 Wurlitzer
50 to 60c Blue Fronts	10-1000 Wurlitzer
50 to 60c Q. T. Blue	10-1000 Wurlitzer
40 to 50c Blue Fronts	10-1000 Wurlitzer
10-1000 Arch's Long Games	10-1000 Wurlitzer
10-1000 Frank Time	10-1000 Wurlitzer
4-6-8-10c	10-1000 Wurlitzer
10-1000 Liberty Bell	10-1000 Wurlitzer
12-1000	10-1000 Wurlitzer
FREE PLAY GAMES	10-1000 Wurlitzer
5-1000	10-1000 Wurlitzer
4-1000	10-1000 Wurlitzer
1-1000	10-1000 Wurlitzer
TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft 815 at Lading.	

J. H. WINFIELD CO.
1122 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
Pinball and Free Play Machines on hand
at all times.

BARGAINS—MUST GO

Scientific (Three models) \$19.00
Wurlitzer #12 (Three models) \$15.00
Wurlitzer #22 \$12.00
Wurlitzer #412 \$9.00
Wurlitzer #612 \$9.00
Wurlitzer #218 \$22.50
Wurlitzer #16 (Lighted top and grill) \$20.00
Wurlitzer #18A \$20.00
Excelsior 1939 (Lighted top) \$20.00
Excelsior 1939 (Deluxe cabinet) \$20.00
Wurlitzer #12 (Three models) \$19.00
Wurlitzer #22 \$15.00
Wurlitzer #412 \$12.00
Wurlitzer #612 \$9.00
Wurlitzer #218 \$22.50
Wurlitzer #16 (Lighted top and grill) \$20.00
Wurlitzer #18A \$20.00
Excelsior 1939 (Lighted top) \$20.00
Excelsior 1939 (Deluxe cabinet) \$20.00

Write for Catalog and Prices Today!
Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.

Write for Catalog and Prices Today!
Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.



JACK KEISER, Chairman of the Board, Scientific Games Corp., is in charge of the promotion of the new Marshak Coin Shaver. Keiser is the man responsible for the many successes in the program, has been featured the most in the coin machine industry.

WESTERHAUS AMUSEMENT COMPANY

3616 DARWIN AVENUE, CHEVIOU, OHIO

DAVAL

RECOGNIZED AND ACCLAIMED WORLD LEADERS IN COUNTER GAMES BRING YOU TWO NEW POWERFUL MONEYMAKERS . . .

JIFFY

PROVEN! THE BIGGEST MONEYMAKER FOR 1940!
ON DISPLAY AT BOARDS 52-53
1975
CHICAGO

ON DISPLAY AT BOARDS 52-53

Gottlieb Presents Latest—Big Show

(New Game)

CHICAGO, Jan. 13.—"There or no show, Big Show wins go on," says Dave Gottlieb, president of D. Gottlieb & Co. "That's why we couldn't wait another day to introduce Big Show, our new remarkable free-play novelty. This hit is a natural as a coin-operated game to the Gottlieb Bowling Alley."

"These two machines make the greatest parlay of the industry. Big Show has an array of innovations that has won the unanimous approval of the experts."

Gottlieb officials say that Big Show tops everything they ever produced in winning possibilities. The game offers four separate ways to win by both means by completing sequences of 1 to 10, by sequence of 1 to 7 and by a special channel which awards free game when it is.

An outstanding new idea that instantly won players' approval in tests, they state, is the new scoring charted, which, whether 10 or not, awards 2,000 points for the first ball being struck, 3,000 for the second, and so on up to 3,000 points.

Other hit features are a provision of two three-color optical cameras that add life to the ball action, new merry clicking that sounds off points as they are made, and a rocking clown, doing his tight-rope stunts on the backboard, in central position as points are made.

Five-in-One Latest Mills Game

(New Game)

CHICAGO, Jan. 13.—"In building Five-in-One we followed the same principle and kept the same ideas as in building One-Two-Three. It is built for long life and long-time player appeal. The five-ball feature adds should prove an even greater money-maker with a much wider appeal," declares Harold Feltz, Southern division manager for the Mills Novelty Co.

"The backboard is entirely new in design, light-up and changing odds. An added five-ball feature is that by the player the reward read lights up two winning combinations to be made with that particular ball. If the shot is successful the player receives the reward. As the shot and succeeding balls are shot different combinations are lighted up on the backboard.

"Colored is attractive in green, blue and silver colors. Playing field is all chrome, set into a handsome appearing wooden top, decorated so that it fits in with the bright attention-getting colors in building the cabinet. A new type of brightly lighted bumper are used in the chrome playing field."



EX-RAV

ON DISPLAY AT BOARDS 52-53
TOKEN PAYOUT GAME
3450
CHICAGO



THE DAVAL CO., INC.
2043 CARROLL AV. CHICAGO

TWO NEWCOMERS in Booth-Old are Edward Nelson, of Saginaw, Mich., and Tom Pitts. Nelson gives Booth-Old as a challenge for Northern Michigan. He has already received several points of Tom Pitts. "Reactions from both customers have been exceptional," Booth-Old declares.

WHAT DO YOU NEED?

NEW — USED

- CONSOLES! — FREE PLAY GAMES?
PHONOGRAPHS? — BOWLING GAMES?
PAYOUT GAMES? — COUNTER GAMES?
RAY-GUNS? . . .

YOU'LL FIND EXACTLY WHAT YOU NEED AT MONARCH'S "LITTLE SHOW!"

Here Are a Few Sample Bargains

CONSOLES		FREE PLAY GAMES	
Electrol. Language, Mighty Word (Great Model)	\$7.00	Mr. Olive	\$24.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50
Radio Logic, Latest Model	\$10.00	Happy	\$7.50

See thousands and hundreds of other rare values at the huge Monarch Display Rooms and Warehouse. Ask about them at the Show—Booth 109!

BUYERS! MAKE YOUR HEADQUARTERS AT
MONARCH COIN MACHINE CO.
1731 BELMONT AVE. CHICAGO
(3200 North — 1700 West)

PROVEN!! THE BIGGEST MONEYMAKER FOR 1940! TEN STRIKE

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

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

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



FOREMOST DISTRIBUTORS OF THE MIDDLE WEST

SEE ALL OF THE LATEST COIN MACHINE HITS AT THE SHOW THIS WEEK—THEN ORDER WHAT YOU WANT FROM US. We'll Have Them All — Ready for Immediate Delivery DUE TO OUR CENTRAL LOCATION (In the Heart of America) WE SAVE YOU BOTH MONEY AND TIME

- We Are Distributors for Products Manufactured By:
BALLY MFG. CO. ROCK-OLA MFG. CO. H. C. EVANS & CO.
FACE MFG. CO. EXHIBIT SUPPLY CO. CHICAGO COIN M.A.
SIMCO, INC. D. D. THOMPSON CO. CHINE MFG. CO.
IRONON CORP. D. COTTLE & CO. CANTONER, TOOL CO.
NORTHWATER CORP. BUCKLEY MFG. CO. AND MANY OTHERS.

"Deal With Carl — Always a Square Deal"
Carl Heesler, Proprietor
UNITED AMUSEMENT CO.
3410-16 MAIN ST., KANSAS CITY, MO.

SMITH'S NOVELTY SHOP
145 EIGHTEENTH STREET, WHEELING, WEST VIRGINIA
Manufacturers of
TIP BOARDS & BASEBALL TALLY CARDS
Exclusive Territories to Agents

COMPARE

Mills
1940 Throne of Music



- ✓ FOR PRICES
- ✓ FOR PERFECT TONE
- ✓ FOR RUGGED CONSTRUCTION
- ✓ FOR SLUG-PROOF MECHANISM
- ✓ FOR SPEEDIER SERVICING
- ✓ FOR POSITIVE PIANO KEYBOARD ACTION
- ✓ FOR GRACEFUL BEAUTY OF DESIGN
- ✓ FOR ALL-AROUND PROFITS

Plus THE SERVICE and COOPERATION
YOU RECEIVE FROM THE GEORGE PONSER
ORGANIZATION . . . "A FRIENDLY FIRM."

GEORGE PONSER

519 WEST 47TH ST., NEW YORK • 11-15 E. RUYON ST., NEWARK, N. J.
1001 E. FAYETTE ST., SYRACUSE, N. Y. • 754 BROADWAY, ALBANY, N. Y.

FANTASY

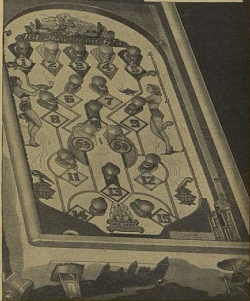
by STONER



Look it over—everything you
could hope for in a stand out
game. Glamour, thrills and
pleasure of that "crème class"
appeal—No sure to see Fantasy
before you buy any
game.

Novelty and free play
combination

\$89.50



NOW READY! Stoner's BEST FANTASY

RUSH YOUR ORDER TODAY! WE
ARE EXCLUSIVE DISTRIBUTORS!!



Herman S. Budin

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone
BK 3-2140

New Mills Table Uses 1-2-3 Idea

CHICAGO, Jan. 12.—The new Spinning Reels, automatic pay table, will miss automatic pay table history in "Big" street Chicago tonight. Western Division manager of Mills Novelty Co. "Provisionally all table operators, those handling automatic pay tables as well as free play games, saw a wave of the remarkable record being up by the famous 1-2-3, not only in earning power but in popularity.

"What could be more natural than to stay by the time-proven 1-2-3 principle and endeavor to further increase its player appeal and consequent earning capacity?"

"Spinning Reels does exactly that. The potential earning capacity is exactly three times that of the regular 1-2-3.

SINGLE JACK POT SLOTS, \$10.00 ea.

**MILLS TABLES AND AMUSEMENT MACHINES
EXHIBITOR—\$10.00 EACH
Send \$5.00 with order
LEHIGH SPECIALTY CO.
100 and Green St., Philadelphia, Pa.**

Added to this increase in potential earning power there is one more important feature—rapid action. It takes less time to play a game on Spinning Reels than it does on the regular 1-2-3, and with the new lightning speed payout unit no other automatic pay table in the field today can approach its speed of performance."

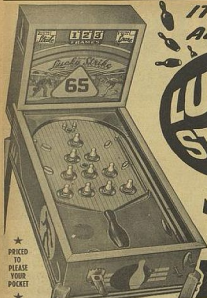
New Sinking Quarters Are Nearing Completion

CINCINNATI, Jan. 12.—The close of the week saw the completion of the interior remodeling on the new quarters here recently leased by Sinking, Inc. Work on the exterior of the building will start immediately.

Before letting the work of designing and erecting Bill Maurer, vice-president and general manager visited various cities to inspect coin machine showrooms fitted for their modernity and attractiveness. Upon his return to Cincinnati Maurer outlined plans which he says will make Sinking's new showrooms the talk of the coin machine industry.

The new quarters will be located at 14th street and Central Parkway, a few minutes from the heart of the city. Parking space for stalling operators is provided in the rear of the building.

**IT'S BOWLING 'EM OVER
ALL OVER THE COUNTRY!**



★
PRICED
TO
PLEASE
YOUR
POCKET
★

LUCY STRIKE

**A PHENOMENAL MONEY MAKER
A MECHANICAL MIRACLE**

**GENCO'S
TABLE MODEL BOWLING GAME!**

**PLAYS AND SCORES JUST
LIKE REAL BOWLING! ALL
THE THRILLS AND ACTION
OF ACTUALLY TOSSING 'EM
DOWN THE ALLEY!**

3 Frames—Records Strikes and Spares and Individual Pin Hit. Player can hit all ten pins individually or get them all at once by putting ball through either of two skill holes, at top or middle of playing field. Scores exactly like bowling; all ten pins hit with the first ball or a frame is called a "strike" and player gets two extra balls. If he hits all ten in two balls it's a "spare" and he gets one extra ball. **FREE PLAY CONVERTIBLE! LUCKY STRIKE IS THE RAGE OF THE AGE!**

RUSH YOUR ORDER! WIRE-PHONE-AIRMAIL FOR DETAILS!

**GENCO-INC. 2621 N. ASHLAND AVE.
CHICAGO**

A BASKETBALL TREAT

ANOTHER OF CONTAINER'S COLORFUL CREATIONS Not Just Another Board, But an Unusually Interesting Basketball Play.

2600 HOLES—GOAL SHOTS	
Takes in 2,600 Holes @ \$2	\$132.00
Plus Out (Average)	73.32
PROFIT (Average)	\$ 34.64

**'THE OPERATORS' MANUFACTURER'
CONTAINER MFG. CORP.**

1825-1933 Chestateau Ave., St. Louis, Mo.
MEET US AT THE COIN MACHINE SHOW, BOOTH NO. 137



MICHIGAN VALUES

FREE PLAY GAME

Airbeer	\$43.50	Cashier	\$54.00	Skorobet	\$37.50
Airport	\$45.00	Fish Fishing	\$26.00	Speedy	\$30.00
Aviation	\$42.00	Flash	\$38.00	Springer	\$33.00
Baseball	\$25.00	Knock-out	\$20.00	Start-Up Game	\$35.00
Battling Champ	23.00	Headliner	37.50	Topper	55.00
Box Sissors	25.00	Golden Ball	35.00	Vibrator	45.00
Beckman	41.00	Lot-o-Pop	45.50	Variety	47.50
Chomp-Plays	23.00	Lucky	45.00	Victory	35.00
Chief	18.00	Pick-Up	25.00	Village	60.00
Chip	45.00	Rebound	52.00	W. 20	35.00
Climax	33.00	Rebound	52.00	WARANTEED A-1	

1/3 Deposit, Balance C. O. D.—C. E. Flint

AUTOMATIC AMUSEMENT CO.

320 E. FIFTH AVE., FLINT, MICH.

Cohen Visions Good Game Year

MINNEAPOLIS, Jan. 13.—William (The Splicer) Cohen, of Blunt Sales Co., editor-in-chief of publication. However, in reviewing 1939, he said: "We made 1939 a banner year for operators by introducing and popularizing the five-ball free-play game in our territory. We look forward to a bigger and better business for these popular games in 1940.

"Our outstanding achievement was to introduce the first Pace slug ejector Deluxe Ball. We also introduced Surstraps in collaboration with my good friend Ed Pace. Operators who have climbed on the band wagon have the results—and there's still hope for those who haven't improved if they use the new improved 1943 slug ejector Rocket, Barstoga and Pace Heat machines.



J. W. (JACK) KEENEY, head of the firm which bears his name, expresses his appreciation for operators for a good year's business in 1939.

"Our sales force, repair and shipping departments are larger. In addition, we have taken additional territory in the Great Lakes Region, contacted it with a tunnel and installed cased and cased departments.

"The year 1940 will be an even better year because of a number of new items that are new from the bottom up. We look for greater things to come from the Service of Pines, Honey, Clinton, Du Croyer, Kidstat, A. H. Z. David and others. As always, our policy of a wider and wider money back will prevail thru the year of 1940."

WANTED

CASH WAITING

THE FOLLOWING ARCADE MACHINES

All America Game	Victor (Gambit)
All Baseball	Archer
Blue Ball (Kick)	Baby Basketball
B-W-W (Free)	Billiard 3-Way Grip
W. S. 1 (Basket)	Bill (Free)
W. C. F. (Foot Gun)	Bill (Free)
W. S. 2 (Basket)	Bill (Free)
W. C. F. (Foot Gun)	Bill (Free)
W. S. 3 (Basket)	Bill (Free)
W. C. F. (Foot Gun)	Bill (Free)
W. S. 4 (Basket)	Bill (Free)
W. C. F. (Foot Gun)	Bill (Free)
W. S. 5 (Basket)	Bill (Free)
W. C. F. (Foot Gun)	Bill (Free)
W. S. 6 (Basket)	Bill (Free)
W. C. F. (Foot Gun)	Bill (Free)
W. S. 7 (Basket)	Bill (Free)
W. C. F. (Foot Gun)	Bill (Free)
W. S. 8 (Basket)	Bill (Free)
W. C. F. (Foot Gun)	Bill (Free)

BOX 340, 406 Broadway, Cincinnati, O.

CHICKEN SAM **\$159.50**

1938 SKILL TIMES **79.50**

BROWN PACES **45.00**

BLACK PACES **45.00**

1937 SKILL TIMES **45.00**

1938 KY. SKILL TIMES **49.50**

MILLS RIGGS **24.50**

5c MELON BELLS **44.50**

5c & 10c BLUE FRONTS **27.50**

(Also 1938 Green and Yellow Year Models)

SILENT SALES

635-637 E. W. Washington, B. C.

See "LEAD" in 2nd AM of the afternoon

IMPORTANT NOTICE! DEE & BEE DISTRIBUTORS

ARE NOW LOCATED AT
125 ELIZABETH AVE., NEWARK, N. J.

Dave Engel, Manager

BOWLING ALLEY • BIG SHOW



SMART
MONEY
still going on

BOWLING ALLEY!

Simple as a-b-c!
3 ways to score!
FREE PLAY
\$99.50
(Convertible)

IMMEDIATE
DELIVERY

With
BOWLING ALLEY,
the Best Parlay
of the Convention!

BIG SHOW

Unanimous
Selection
of the Experts!
4 WAYS TO WIN!
FREE PLAY
\$99.50
(Convertible)



STILL IN
PRODUCTION
DE LUXE
GRIP SCALE
GREATEST
QUALITY
GAME

D. GOTTLEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

Export 940 Coin Machines in Nov.;

Valued at \$81,016

WASHINGTON, Jan. 13.—Exports of coin machines during the month of November, 1939, totaled 940 machines valued at \$81,016. Biggest purchaser of 80 machines of machines was Canada, which took 500 machines for a total value of \$41,328. A breakdown shows that this included 60 photographs, 50 automatic vending machines and 434 amusement devices.

Mexico was second in the value of machines imported. It took 193 machines valued at \$20,102. Of the 193 machines, 183 were automatic photographs valued at \$2,882.

Other countries taking machines were as follows:

Ireland—Eleven photographs valued at \$1,188.

France—Two photographs valued at \$1,100.

8315, four vending machines valued at \$345, 19 amusement devices valued at \$2,103.

Cuba—Ten photographs valued at \$226, 10 amusement devices valued at \$4,001.

Polynesia—One photograph valued at \$71.

Australia—Four photographs valued at \$200, 04 amusement devices valued at \$6,323.

South Africa—One photograph valued at \$258, 20 amusement devices valued at \$1,910.

Belgium—Four vending machines valued at \$1,712.

Netherlands—Eighteen amusement devices valued at \$891.

Portugal—Three amusement devices valued at \$62.

Jamaica—Seven amusement devices valued at \$60.

Cuba—Eleven amusement devices valued at \$978.

Texas—One amusement device valued at \$50.

HONG KONG—One amusement device valued at \$132.



WONDER 3 BAR JACKPOT F-5280

1025 holes—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$1.80½ EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at \$2.28 ½
1200 hole F-5275-Horsetail at . . . 2.58
800 hole F-5270-Pocket Dice at . . . 1.63 ½
720 hole F-5275-Pocket Jack at . . . 1.30 ½
600 hole F-5205-Royal at 1.32

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6250 Harvard Ave., CHICAGO, U. S. A.

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

FREE PLAY GAMES

Day Game	\$28.50
Prize	28.50
Pat.	18.00
Chassis	18.00
Amusement	20.00
Chassis	20.00
Pat.	18.00
Chassis	18.00
Pat.	18.00
Chassis	18.00
Pat.	18.00
Chassis	18.00

NOVELTY PLAY

Big Game	\$15.00
Chassis	15.00
Pat.	15.00
Chassis	15.00
Pat.	15.00
Chassis	15.00
Pat.	15.00
Chassis	15.00
Pat.	15.00
Chassis	15.00
Pat.	15.00
Chassis	15.00

WHOLESALE BARGAINS

Luxury Basketball	\$85.00
4-6 Hole	\$85.00
A.B.T. CHALLENGERS	\$11.50
Quality Game	\$11.50
A.B.T. MODEL "M"	\$23.00
Quality Game	\$23.00
F.O.D. P.O.B. Machine	\$23.00

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.



NINE OF 12 BEAUTIFUL MODELS, who are standing at the Mills Beauty Co., on Tuesday, January 16. They are known as the Mills Beauty Chorus.

COIN OPERATED

I. L. MITCHELL & CO.

OUR PRICES ARE LOWER!

Write for Our Complete List of Guaranteed Results Fix Games.

PHONE: GLENWOOD 2840.
1070 Broadway, BROOKLYN, N. Y.

MACHINES AND SUPPLIES

The Last "Word" in Your Letter to Advertisers, "Billboard".

Foot Control



SUGAR KING

A NEW CONSOLE BELL BY GROETCHEN

Strike up the Band and cheer! For here comes the King of Consoles, a thrilling combination of the greatest profit features, a game which will make you "heavy sugar" during all of 1940.

SUGAR KING is a Light-up Console, beautifully styled in the best modern manner. Powered by the reliable, all-mechanical Columbia mechanism. Absolutely foolproof in operation, it performs dependably under all conditions.

Its flickering lights dance merrily over the magic mirrors. They reproduce the fascinating playing action of spinning reels, and when they come to a final stop, a typical bell combination is shown.

Fully automatic payout, including jackpots or odd awards into concealed coin drawer; fruit or cigarette symbols.

You will marvel at the remarkable new foot pedal action which Groetchen has pioneered; it has been pronounced as the cleverest innovation in years of bell machine history.

SUGAR KING rates tops as your 1940 investment. Cover the "cream of your locations" with Sugar King, enjoy full Bell machine profits with full security which comes from operating the distinguished console known Sugar King.

Look!



GROETCHEN Tool COMPANY
126 N. UNION STREET • CHICAGO

Boost YOUR Killy Game Fees Aid Health Program

WITH

POKER KITTY

A definite payout based with 130 winners to keep players shooting! Easy-to-open, easy-to-read Poker Hand tickets. Striking color combination stands out in any location.

No. 1402 1400 Males
Takes in.....\$70.00 GROSS \$32.25
Definite Payout... \$7.50 PROFIT

PRICE EACH \$5.92
Send for Catalog of Other Money Makers

HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Illinois

WANT USED COUNTER MACHINES
ZEPHYRS DEUCES WILD SEVENS GRAND
PICK-A-PACKS KOUNTNER KINGS
Specially Qualified and Lowest Price in First Letter.
BOX D-48, Care of The Billboard, Cincinnati, Ohio.

You can ALWAYS depend on JOE ASH — ALL WAYS



JOE ASH

- ... for all the latest and best machines.
- ... for the finest second-hand machine buys in America.
- ... for service that has won the acclaim of all operators.
- ... for friendly and honest dealings and complete co-operation.
- ... for prices that SAVE YOU MONEY!!

ACTIVE AMUSEMENT MACHINES CORP.

100 North Franklin Street, Philadelphia, Pa. Phone: Market 2556.

PITTSBURGH, Jan. 13.—Pittsburgh's city treasury announced that the first two days of 1940 brought \$4,504 in license fees for pinball machines. One-fifth of the fund will be used to finance the city's participation in the health drive.

City leaders expect to raise \$25,000 eventually from pinball taxes to finance the city's participation in the health program. An accounting of the money used by the health department from pinball taxes is to be made public.

In 1938, with a lower tax, approximately 3,000 machines were licensed. No estimates are available on how many machines will be in operation during 1940.

Pinball operators have been objecting, it is reported, to the form of license stamp being issued by the city. These stamps are small which must be pasted on the machines and each machine in operation must have the stamp, otherwise, it is confiscable.



GEORGE POWER is presiding over the Power booth at the show. Above he is shown at his desk in his New York office.

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.

226 N. Washington St., Philadelphia, Pa.

Five free Play Games—All for \$97.50

Wagon	King	Victory	Quality
Roller	Becky	Star	Star
Play	Play	Play	Play
Play	Play	Play	Play
Play	Play	Play	Play

Send 75¢ Deposit With Order.

LEHIGH SPECIALTY CO.

216 & Green St., PHILADELPHIA, PA.

Better Than a PUNER-BOARD!

OK-B

OK-B

OK-B

OK-B

OK-B

OK-B

OK-B

OK-B

OK-B

OK-B

OK-B

OK-B

Looking Back and Looking Forward

It was almost 10 years ago when we entered the coin machine field—10 years that passed rapidly . . . but perhaps saw more development than any other industry in the same length of time. These of us who have kept on our toes and kept pace with the changes are now in a more stable position than ever before . . . and those of us that keep looking ahead and building for the future will be able to review some real progress in the years to come.

A decade ago we were interested in Ballyhoos, Bingos and 5-Star Finals. Then along came battery games, light-up games, Pace's Races, payout tables, Consoles, Shooting Machines, Cigarette Machines, Skee Balls, Bowling Alleys, Ray Shooting Machines and many others.

NOW LOOKING AHEAD our interest in Music and Cigarette Machines is keener than ever. We are interested in new models, replacement cabinets. Automatic Libraries, Drink Vending Machines, Amusement Equipment.

**WE ARE INTERESTED IN ANY EQUIPMENT THAT WILL
HELP US REALIZE OUR AIM—
BUILDING FOR THE FUTURE**



Babe Kaufman

WE WANT TO BUY FOR CASH

PAYTABLES, COUNTER GAMES, SLOTS, PHONOGRAPHS AND NOVELTY FREE PLAYS

★ 25 BRAND-NEW GAMES IN ORIGINAL CABINETS AT REDUCED PRICES! ★

THOROUGHLY RECONDITIONED GAMES

CONSOLES	FREE PLAY	COUNTER
Tribe Entry	Varsity	Eye-a-Card
Gallop	Champion	Mr. Chips
Business	1-2-3	Twinkle
Trackless	Avalee	Push-On
		Hippy

Immediate Delivery on All New and Latest Games. Your Used Equipment Accepted in Trade.

GRAND NATIONAL SALES CO. 1384 N. Ashland Ave. CHICAGO, ILL.

FOR REAL PROFITS! WORLD OF SPORTS

Most sensational board ever put out by any manufacturer. Board filled with exciting symbol tables, representing all sports. Ray of the ball, that brings steady play and fast action. Winning combinations repeat from 12 to 192 times, 137 winners in all.

Board Takes in 2,600 Coins @ 5¢ \$130.00
Rays Out, Average 75.75

Average Profit \$ 30.24
Yield Basic, Easily Attached, Gold-Plated Protector
Over Jack Pan.

AJAX MANUFACTURING CORP.

119-125 N. 4th Street, Philadelphia, Pa.
Write for 1939 Catalogue.

3000 Series	EACH	\$17.50	2 Bally Basketball	EACH	\$10.00
5000 Series	EACH	\$15.00	3 Kamek's Truck Trail	EACH	\$10.00
6000 Series	EACH	\$15.00	2 Rummy King	EACH	\$12.00
EXTRA! Rebound	EACH	\$8.50	1 Topk	EACH	\$6.00
Western America	EACH	\$7.50	1 Bally Blue Point	EACH	\$6.00
Western America	EACH	\$7.50	2 Bally Blue Point	EACH	\$6.00
3 Bally Game	EACH	\$7.50			

SOUTHERN VENDING MACHINE CO.

528 CRAWFORD ST., DANVILLE, VA.

Relates Growth During Past Year

BALTIMORE, Jan. 13.—It's been a great year for McGinnis," says Roy McGinnis, head of the firm bearing his name. "We have enjoyed one of the greatest sales years in our history. The year 1939 has seen us rise from an unknown firm to our present status. We have worked hard to please everyone and have developed a nation-wide business on reconditioned equipment. We have made it our business to introduce some of the best games that Baltimore has ever had."

"What's more," he continued, "with 1940 already here we have many plans we are going to put into effect which we believe will prove of unusual benefit to our customers."



HARRY B. STOVER, head of the Stover Corp., Aurora, Ill., whose equipment has won in Florida. The year 1939 saw many hit games (coming from the Stover factory), Judging from contemporary reports, Stover's Chubbie, was one of the most popular games of the year.

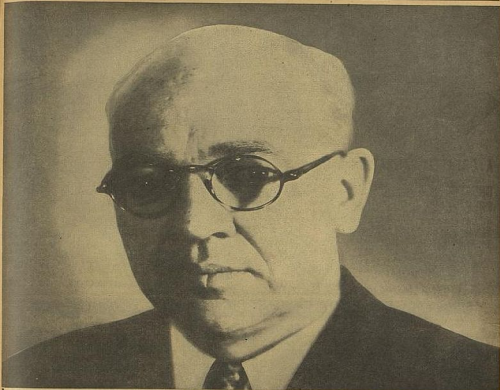
DOUBLE

THE PROFITS YOU'VE
EVER EARNED..
QUIETLY



SICKING, INC.
1822 FREEMAN AVE., CINCINNATI, O.

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



**YOU SHOW TRUE FORESIGHT
WHEN YOU BUY BALLY PRODUCTS**
THE GREATEST PROFIT PRODUCTS OF YESTERDAY -- TODAY -- TOMORROW

Eastern Regional Manager for Bally Mfg. Co.

JOHN A. FITZGIBBONS

453 WEST 47TH STREET, NEW YORK
362 MULBERRY STREET, NEWARK, N. J.

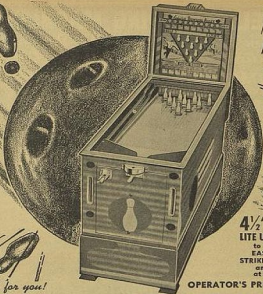
Exhibits BOWLING GAME!

A GREATER SENSATION
with
GREATER PLAYER APPEAL
FREE PLAY • HIGH SCORE

DIRECTIONAL SPINNING BALL
CONTROL . . . STRIKES . . . SPARES
SPLITS recorded on SCORE BOARD
FAST BALLS . . . SLOW BALLS . . . ETC.

DAILY or WEEKLY HIGH SCORE
SPOT UP on SCORE BOARD
for REPEAT PLAY

Order NOW! It means more PROFITS for you!



4 1/2" HIGH
LITE UP TEN PINS
to BOWL at.
EASY TO SEE
STRIKES — SPARES
and SPLITS
at a Glance

OPERATOR'S PRICE \$189.50

AT THE SHOW • BOOTHS • 228 • 229 • 230 • 231

EXHIBIT
OOZOO



1 or 5

**BALL MULTIPLE COIN
FREE PLAY TABLE**

Double and Triple Odds. Sequence of winning symbols effected by bumpers — flashes winning combinations on back panel.

Convertible 1 to 5 Ball Game by merely reversing plugs. BIG ODDS — winner possible on each ball. A FAST PLAY GAME for "Fast Play Players".

PLUS

FAST ACTION MIRROR
METAL PLAYING FIELD
MAMMOTH SIZE CABINET WITH ILLUMINATED LOUVRES ON SIDES AND BACK BOX
3 COIN MULTIPLE
TRIPLE ODDS
COLORFUL NUMBERED BUMBERS

OPERATOR'S PRICE...\$159.50

The Operator's
Choice To-Day!

See it at the Show!
or Order from your Distributor

MOSELEY VENDING MACHINE EXCHANGE, INC.

Now Serving Operators of the South With Over-Night Deliveries From Two Large Convenient Warehouses

RICHMOND, VA.

00 BROAD STREET

CHARLOTTE, N.C.

425-427 SOUTH TRYON ST.



H. F. MOSELEY
President

The Charlotte Warehouse and Side-room has better than 15,000 square feet of floor space and is equipped with both freight and passenger elevators. It is the largest building in the South devoted entirely to the distribution of phonographs and all kinds of machines, games and supplies. The Richmond Warehouse has 11,000 square feet and is also equipped with freight elevator.



FACTORY DISTRIBUTOR FOR

A. B. T. MFG. CO.
BALLY MFG. CO.
BAKER MFG. CO.
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CHICAGO METAL MFG. CO.
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COMPANY
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MILLS NOVELTY CO.
PAGE MFG. CO.
WESTERN PROD. CO.
BUCKLEY MFG. CO.

"If it is new, we have it. We sell all over the world and serve the South over night."

SPECIAL BARGAINS IN USED EQUIPMENT AND FLOOR SAMPLES

Subject To Prior Sale

All orders must be accompanied by 1/3 certified deposit

F. O. B. RICHMOND, VA.

FREE PLAY NOVELTY	CONSOLES
5 Champions \$37.50	2 1939 Dominas
5 C. O. B. 59.50	Majer Model \$165.00
4 Pick 'Em 59.50	3 Skilllines 97.50
2 Black Out 49.50	
5 Vegas 49.50	SPECIALS
5 Chevron 42.50	8 Jennings Cigs Rols, Mod.
8 Headline 42.50	V Straight Set Sample \$62.50
	Lot of 5 55.00
COUNTER GAMES	16 Evans Galloping Dominas.
20 Challenge Targets \$17.50	1938 Model, 3-mil Odds
6 Penny Pucks 7.50	Dram 2200-2563 72.50
10 Deluxe Grip Tasters, New	5 Seeburg Ray-o-Lite,
6 Red, White and Blue 21.00	Chicken Sam 155.00

F. O. B. CHARLOTTE, N. C.

FREE PLAY NOVELTY	REGULAR NOVELTY
2 Chevrans \$22.50	1 Rink
2 Double Feature 22.50	1 Chubbie
1 Cowboy 37.50	1 Strip & Go
1 Liberty 25.50	1 Pyramid
5 Box Scores 17.50	1 Major
1 Victory 90.00	1 Robin Hood
2 Bureks 45.00	1 Gun Club
1 Contact 22.50	1 Bally Royal
1 Audion 29.50	
1 Chubbie 22.50	SLOTS
AUTOMATIC PAY and CONSOLES	1 Mills Handled, 25c. \$62.50
1 Mills 1-2-3 CP \$57.50	1 Mills Red Front, 10
1 Zeta 17.50	Future Pay 35.00
	1 Mills Blue Front, 10c. 35.00
	1 Pace, 10c 20.00

\$15.50

REFERENCES: The Central National Bank of Richmond, Va.; American Trust Co., Charlotte, N. C. and Dun and Bradstreet.

TERMS: The above machines are F. O. B. Warehouse and are offered subject to prior sale. Prices on used machines are effective Jan. 20, 1940.

WATCH FOR NOTICE OF GRAND OPENING OF OUR CHARLOTTE OFFICE

MOSELEY VENDING MACHINE EXCHANGE, INC.

00 BROAD STREET, RICHMOND, VA.

425-427 SOUTH TRYON STREET, CHARLOTTE, N. C.

OFFICE PHONE: 3-4511-2—NIGHT 5-5328

OFFICE PHONE: 3-8463—NIGHT 3-6964

WIRE AND COIN CLEARANCE

IMPORTANT!!

THIS IS THE GREATEST SALE WE HAVE EVER HELD! OVER 1,500 MACHINES MUST BE CLEARED AWAY!! ACT QUICK! PHONE, WIRE OR MAIL YOUR ORDER NOW. EVERY MACHINE GUARANTEED PERFECT REGARDLESS OF PRICE! ALL MACHINES SUBJECT TO PRIOR SALE!!

FREE PLAY GAMES

Mills 1-2-3	\$99.50	Steer Davy Jones	\$42.50
Chicago Coin Major	59.50	Exhibit Arctic	42.50
Exhibit Control	59.50	Exhibit Flash	42.50
Billy Soap	59.50	Exhibit Airbase	42.50
Billy Variety	59.50	Billy Specter	34.50
Billy Jack-Lo	29.50	Billy Chevro	29.50
Billy Champion	59.50	Billy High-Lo	29.50
Genie M.C. Chica	59.50	Exhibit Zip	29.50
Exhibit Golden Gate	59.50	Exhibit Pyramid	29.50
Chicago Coin Lucky	59.50	Chicago Coin Major	24.50
Chicago Coin-a-Bill	59.50	Billy Double Feature	24.50
Chicago Coin Sports	59.50	Chicago Coin Major	24.50
Billy Venice	59.50	Exhibit Control	24.50
Billy Venice	59.50	Davil Box Score	19.50
Chicago Coin Ocean Park	59.50	Davil Liberty	19.50
Davil Follow-Up	59.50	Genie Step & Go	19.50
Genie Gang	59.50	Genie Bubbles	19.50
Davil Tropic Thrust	59.50	Genie Risk	19.50
Chicago Coin Basketball	47.50	Davil Time	19.50
Chicago Coin Sports	47.50	Davil Time	15.50
Exhibit Lot-o-Fun	47.50	Genie Kiosk	12.50
Exhibit Country	47.50	Genie Fair	12.50
Exhibit Concert	47.50	Genie Nation	12.50
Exhibit Bandstand	47.50		
Billy Headliner	42.50		

NOVELTY GAMES

Billy Soprano	\$17.50	Exhibit Flight	\$10.00
Chicago Coin Major	17.50	Exhibit Baseball	10.00
Exhibit Control	17.50	Genie Rookery	10.00
Chicago Coin Trophy	17.50	Genie Musical	10.00
Davil Double Feature	12.50	Genie Double Action	10.00
Genie Risk	12.50	Billy Now Rocket	7.50
Genie Step & Go	12.50	Billy Perambulator	7.50
Genie Risk	12.50	Billy Always	7.50
Genie Step & Go	12.50	Billy Bumper	7.50
Genie Risk	12.50	Billy Bumper	7.50
Billy Zephyr	10.00	Chicago Coin Neck	7.50
Chicago Coin Snappy	10.00	Chicago Coin Neck	7.50
Chicago Coin Snow Bowl	10.00	Genie Baseball Wild	7.50
Chicago Coin Snow Bowl	10.00	Genie Rookery	7.50
Davil Top Kick	10.00	Genie Rookery	7.50
Davil Top Kick	10.00	Genie Rookery	7.50

GUARANTEED SLOTS

Mills Vest Pocket Bell-Single	\$ 27.50	Mills 10c War Eagle Bell	\$ 35.00
Mills 1c Melon Bell Three For	100.00	Cottrell Columbia Jackpot Bell	43.50
Mills 1c Cherry Bell	39.50	Mills 1c Experimental Mystery Bell	40.00
Mills 1c Pear Fruit Mystery Bell	39.50	Mills 25c War Eagle Bell	35.00
Mills 2c Banana Bell	47.50	Mills 25c Orange Bell	35.00
and \$2.00 for 25c play machines!		Mills 1c O.T. Bell Laurel Model	34.50
Mills 1c Future Pay Mystery Jack-	59.50	Play 1c All Star Comet Mystery	39.50
pot Gold Vendor		Play 1c All Star Comet Mystery	39.50
Mills 1c Future Pay Mystery Jack-	59.50	Play 1c All Star Comet Mystery	39.50
Vendor with Whistler's Bell	49.50	Play 1c All Star Comet Mystery	39.50
Mills 1c Day Front Register Golden	59.50	Play 1c All Star Comet Mystery	39.50
Vendor	27.50	Play 1c All Star Comet Mystery	39.50
Mills 1c Scatterer Jackpot Fruit	27.50	Play 1c All Star Comet Mystery	39.50
Vendor	27.50	Play 1c All Star Comet Mystery	39.50

COUNTER GAMES

A.S.T. Model F Target	\$14.50	Genie Cigarette Machine	\$ 6.50
Davil Penny Club Lottery Bell	12.50	Chicago Club House	6.50
Davil Penny Club, Original Model	12.50	Crestolite '21'	6.50
Davil Penny Club, Original Model	12.50	Genie Cigarette Machine	6.50
Huckley Cent-A-Pack	9.50	Keweenaw Spinner Wheel	14.50
Exhibit Select-Ten	6.50	Centissimo	6.50

TERMS: To speed delivery 1/3 certified deposit must accompany all orders. We ship balance C. O. D., P. O. or Fayetteville, N. C.

Dear Friends:

We have made arrangements with the leading manufacturers to have the new games you will see at the Show shipped to us right from the display floor.

Write or Wire us for immediate delivery!!

BY JACQUET

1 BALL AUTOMATICS

1 Billy Grand Stand	\$99.50	2 Western Hay Day	\$22.50
1 Billy Yachtworks	75.50	3 Billy Golden Wash	12.50
11 Mills New Style 1-2-3 Tables	78.50	3 Mills Pool Table	12.50
1 Keweenaw Crane	69.50	2 Pioneer Trail Chances	12.50
2 Western Duke Kings	48.50	1 Billy Propagator	10.00
1 Billy Solace Prizes	48.50	1 Billy Propagator	10.00
2 Western Duke Kings	48.50	1 Billy Propagator	10.00
1 Billy H. G. King	48.50	1 Billy Propagator	10.00
1 Billy H. G. King	48.50	1 Billy Propagator	10.00
10 Billy Prizes	22.50	1 Billy Propagator	10.00
11 Billy Arlington	22.50	1 Billy Propagator	10.00

PERFECT CONSOLES

1 Billy Tracer	\$ 17.50	1 Keweenaw 1937 Trunk Times	\$ 47.50
1 Exhibit Yachtworks	27.50	2 Keweenaw 1938 Trunk Times	87.50
1 Keweenaw 1937 Trunk Times	49.50	1 Keweenaw 1938 Trunk Times	87.50
1 Keweenaw 1937 Trunk Times	49.50	1 Keweenaw 1938 Trunk Times	87.50
1 Keweenaw 1937 Trunk Times	49.50	1 Keweenaw 1938 Trunk Times	87.50
1 Keweenaw 1937 Trunk Times	49.50	1 Keweenaw 1938 Trunk Times	87.50
1 Keweenaw 1937 Trunk Times	49.50	1 Keweenaw 1938 Trunk Times	87.50
1 Keweenaw 1937 Trunk Times	49.50	1 Keweenaw 1938 Trunk Times	87.50
1 Keweenaw 1937 Trunk Times	49.50	1 Keweenaw 1938 Trunk Times	87.50

MISCELLANEOUS

1 Billy 2c Buffalo Dice Machine	\$ 17.50	1 Mills 25c Snake Eyes Dice Machine	\$45.50
1 Billy 2c Bonus Dice Machine	17.50	1 Mills 25c Snake Eyes Dice Machine	\$45.50
2 Gretchen Metal Typers Like New	172.50	1 Mills 25c Snake Eyes Dice Machine	\$45.50
		1 Mills 25c Snake Eyes Dice Machine	\$45.50

PHONOGRAPHS

14 Mills Du-Ra-Mi-12 Records	\$ 48.10	1 DeLong Regal-10 Records	\$45.50
12 Model "14" DeLong-15 Records	72.50	1 Model "24" Waltzettes	\$45.50
3 Model "18" DeLong-20 Records	135.50		

REFERENCES: Dun & Bradstreet, any bank in Fayetteville, N. C., or your own bank.

THE VENING MACHINE COMPANY

205-15 FRANKLIN STREET-FAYETTEVILLE, N. C. Cable Address: COINSLOTS

*I
T* Chicago Coin's

ROXY

*4 Ways
to Win!*

FREE
GAME

\$99⁵⁰

More Action — More Play than You've ever before seen in a coin game!

WE GAVE YOU IN '39

☆ **COMMODORE**

☆ **O'BOY-NIPPY**

☆ **LUCKY-SPORTS**

☆ **BUCKAROO**

☆ **OCEAN PARK**

☆ **TOPPER-MAJORS**

☆ **MIAMI**

CONSISTENTLY THE GREATEST
MONEY-MAKERS OF THE YEAR!

WINNERS
WINNERS
WINNERS
WINNERS

*Chicago
Coin*

MACHINE MFG. CO.
1725 DIVERSEY
CHICAGO, ILLINOIS

Mills Newest!

TOP FLIGHT NUMBERS THAT MAKE MONEY THE YEAR 'ROUND



Mills Five-in-One. This is a straight five ball, free play table, for use in novelty territory. Pantomime One, Two, Three reels. Possible for player to make a free play score on each of his five shots for 5c.



Spinning Reels One Shot Multiple. Multiple coin chute, allowing player to play either 5c, 10c or 15c and double or triple regular awards. One, Two, Three reels. A money-washer!



Mills New Free Play One-Two-Three. The same old One-Two-Three that's outlasted 'em all in '39. Dressed up with new Free Play wall incorporated in regular light box and snazzy illuminated plastic bumpers. One slot for 5c.



Jumbo Parade Novelty Bell. A brand new two reel bell of sensational earning power. No payouts illuminated scoreboard. Even lights get a special equipped with slug-proof coin chute.



Jumbo Parade Cash Payment Bell. Here's a slug-proof Bell that matches the appearance of the Jumbo Free Play Bell, but works strictly as a cash payment model. Illuminated scoreboard and reels, flashy design.



Mills Four Bells. The only four-way console equipped with Mills Mystery Bell mechanism, and receiving a mechanical spin of the reels. Each slot is slug-proof.



New Mother of Pearl Throne of Music. After looking over all other makes just before the show, the operators stepped over to Mills distributors and placed their orders on this beauty.

Resolve to make the biggest money of your career in 1940. The way to do it is TIE UP WITH MILLS. Whether you are an old and honored customer or a man who has never bought a nickel's worth from us, please remember we got to be the largest concern in this business by welcoming all operators, new or old, small or large, into the Mills family. The closer you work with Mills in 1940, the more money you will make—it's safe and smart to deal with the largest in the business!

Mills Novelty Company

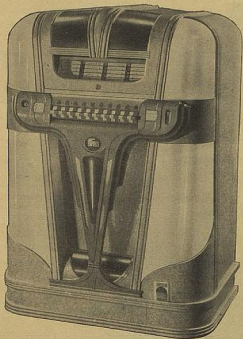
4100 Fullerton Ave., Chicago, Ill.



Mills New Wall Box. Does everything every other wall box can do and many things no other wall box can do. A mechanical and electrical masterpiece that makes all other boxes look old-fashioned!

A Clean Hit for '40!

SWING—PUNCH—PEP—LIFE—YOUTH—“BOX OFFICE”



MILLS NEW

EMPRESS

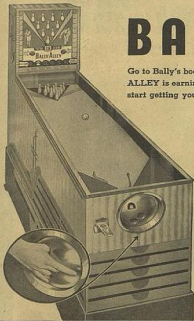
PHONOGRAPH

Jitterbugs, music lovers, nickel drappers, and all ye who live for and by means of music, here is the master of the 1940 situation! A phonograph with the life and power to captivate the public, hypnotize the location and throw all other makes in the shade. Tone: clear, clean, unmistakable; unharmed by noise or interference. Design: flamboyant and brassy; loud but beautiful. Big feature: four inches narrower than Throne of Music. Illuminated keyboard, 20 record selector, two-toned keys. Five dazzling cabinet and color combinations. Order this week for immediate delivery!

See the \$35-a-day bowling hit!

BALLY ALLEY

Go to Bally's booth . . . play BALLY ALLEY . . . see for yourself why BALLY ALLEY is earning \$5 to \$35 daily net profit. Then order BALLY ALLEY and start getting your share!

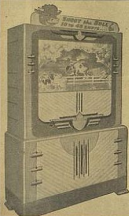


BIG REPEAT PLAY INSURED BY 5-POINT REALISM

Only BALLY ALLEY has all these realistic bowling features, insuring continuous repeat play and biggest collections in amusement-game history:

1. **REALISTIC WOOD PINS** that scatter and fly out of sight when hit.
2. **BOWLER'S GRIP** ball control (see circle inset at left) with realistic 3-finger holes and the "real feel" that eliminates all make-believe.
3. **FULL PLAYER CONTROL** over aim and "English" permits Hook-Shots and other bowling tricks.
4. **SPEED CONTROL** allows player to bowl a slow curve or crashing cannonball shot.
5. **OFFICIAL SCORING** system with extra points for STRIKES and SPARES.

VOLUME PRODUCTION NOW insures quick delivery. IMMEDIATE PROFITS! Order BALLY ALLEY today!



BULL'S EYE RAY GUN TARGET GAME

New SKILL-BONUS feature insures REPEAT PLAY from ALL type of players—amateurs and sharpshooters. BULL'S EYE is designed to produce quick profits now and be your meal-ticket machine for many months to come. Hit the bull's eye of big profits—and freedom from legal worry—order BULL'S EYE today!

NEW *Bally* HITS BOOTHS 19-20-21-22

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO, ILLINOIS



**EVANS'
STARS OF
1940**

**HEADLINERS THAT
HAIL PROSPERITY!**

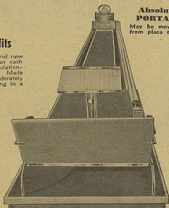
**EVANS' AUTOMATIC
REGULATION DUCK PIN BOWLING ALLEY**

Magic Key To Rich New Profits

A SENSATIONAL new idea that opens a brand new era of operating prosperity! Now you can cash in on the bowling craze of the nation with regulation-size fully-automatic, coin-operated BOWLING! Made as convenient, dependable, operating and so moderately priced, you're in line for years of money-making in a brand new field!

Never before has anything like it been offered. Every bit automatic. Patented "Automatic Pin Boy" clears fallen pins and resets pins like a wizard. Automatic, unfalling ball return. Automatic register shows all pins knocked over. All the action of the most expensive alleys . . . at a fraction of the cost!

Entirely portable—may be taken up or put down in less than one hour. No worries about location changes. Operates on standard electric equipment. Brilliant illumination adds to its flash. Has regulation features throughout, regulation-size pins, regulation balls, regulation back-stop. Sturdy, heavy construction throughout. Built of maple and plywood. Alley surface of heavy battleship Inlucorm. Built to last a life time.



**Absolutely
PORTABLE**
May be moved
from place to place.



Available in 30-foot, 40-foot and 60-foot lengths. Choice of two models, coin-operated or manual operation.

Here is something entirely new in safe, legal money-making investments! Be first to step into this big-time opportunity!

Fully Covered by U. S. Patents 2,181,884 and Other Patents Pending

SEE THEM AT THE SHOW!

Evans' stupendous array of new organizations for 1940 is your best insurance for big profits!

BOOTHS 29-30 37-38

**ANOTHER GOLD
STRIKE FOR
OPERATORS!
100% Legal**

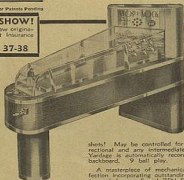
Fully Covered
by Patents
2,181,884
2,114,699

Imitations Prove It
Can't Be Equaled!
100% Legal.

**Evans'
1940 TEN STRIKE**

The more it's imitated . . . the more operators pick Evans' TEN STRIKE as the sure bet! Over 4 months' proven performance on locations all over the country establish it as the absolute "top" of the industry — unapproachable by any imitation! Its amazing earnings started the bowling game mania. Be smart! For your locations choose the original . . . Evans' TEN STRIKE . . . and go places in 1940! See the new 1940 model with added refinements! It's your ticket to prosperity!

Realistic patented Manikin Player . . . under control of player. Every bowling play possible. Realistic Pin Action . . . no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."



**EVANS'
STOP & SOCK
Hit of the Show!**

HERE'S a worthy companion to Ten Strike. Another "real-play" sensation, going to top place! Another 24-hour a day money-maker that will give you a new hold on prosperity. Based on the nation's GOLF craze! The manikin golfer actually hits the ball through the air towards the nine hole targets at end of fairway. All shots entirely under control of the player. Life-like action! Perfect stance! Perfect swing! Real skill

shots! May be controlled for 4 directional and any intermediate shaft. Yardage is automatically recorded on backboard. 9 ball play.

A masterpiece of mechanical perfection incorporating outstanding feature of famous Evans' TEN STRIKE.

The cabinet is a revelation of beauty . . . most unique streamline design ever devised for a coin game. Made of high-grained hardwood, natural finish. Chrome trim and fittings throughout. It's a beauty—an ornament to any location! Operation entirely under plate glass.

Don't wait! This sensation is destined to repeat the success of Ten Strike! Order Stop and Sock NOW—before the rush!

Fully Covered by U. S. Patent 2,181,884 and Other Patents Pending

Nationwide Sales of **ROCK-OLA** *Luxury Lightup* PHONOGRAPHS

SOLD BY THE GREATEST DISTRIBUTORSHIP ORGANIZATION IN THE INDUSTRY

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Birmingham Vending Company
1117 7th Avenue, South
Birmingham, Ala. (Tel. 3-3183)

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Northwest Sales
3144 Elliot Avenue
Seattle, Wash. (Tel. Outlook 9440)

Arizona

Bennett's Music Company
124 West Washington Street
Phoenix, Arizona (Tel. 3-2454)

Arkansas

Standard Automatic Music Co.
232 W. 7th Street
Little Rock, Ark. (Tel. 40384-7924-5240)

Canada

P. & H. Coin Machine Exchange
129 Dundas Street, West
Toronto, Ontario, Can. (Tel. Adelaide 9712)

Roxy Specialty, Inc.
793 Faneuil Drive, West
Aurora, Ontario, Canada

Colorado

Denver Distributing Company
1381 Arapahoe Street
Denver, Colo. (Tel. Cheery 4800)

Connecticut

Supreme Amusement Co. of New England, Inc.
1021 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3264)

Florida

Warren Fitch
St. Alban Hotel
Jacksonville, Fla.

Georgia

Edgar I. Woodfin
1705 Midway Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1316)

Idaho

J. H. Ryter
77 S. 2d East, Salt Lake City, Utah
(Tel. Winch 3382)

Standard Sales Company
777 South Post Street
Spokane, Wash. (Tel. Maine 4944)

Illinois

John Baker
520 Wabasha Avenue
Terre Haute, Ind. (Tel. Crawford 5593)

Gausset Sales Company
444 South Schuyler Avenue
Nashville, Ill. (Tel. Main 395)

Ideal Novelty Company
3518 Market Street
St. Louis, Mo. (Tel. Outlook 9072)

N. A. Montie
1017 Fourth Avenue
Milwaukee, Ill.

National Coin Machine Exchange
1403 Drexler Blvd.
Chicago, Ill.

Indiana

John Baker
520 Wabasha Avenue
Terre Haute, Ind. (Tel. Crawford 5100)

General Sales Company
706 South Columbus Street
Fort Wayne, Ind.

Frank Wircel
426 Massachusetts Avenue
Indianapolis, Ind. (Tel. Lincoln 4244)

Iowa

A. A. Becker
3241 Shiloh Street
Cedar Rapids, Iowa (Tel. Circle 3672)

La Beau Novelty Sales Co.
1008 University Avenue
St. Paul, Minn. (Tel. Nassau 2824)

Kansas

Marian Company
305 West Douglas
Wichita, Kan. (Tel. 3-9435)

Kentucky

Carl A. Hooper
145-91 S. 5th, Louisville, Ky.
(Tel. Wobch 450-3-Edmore 4009)

Louisiana

Sam Gerzifich
117 Canal Street
New Orleans, La.

Louisiana Amusement Company
222 Canal Street
New Orleans, La. (Raymond 1730)

Maine

Maline Automatic Service
111 Tullay Avenue
Bangor, Me. (Tel. 655)

Maryland

The Hub Enterprises
85 South E Street
Baltimore, Md. (Tel. Colmar 3429)

Massachusetts

Supreme Amusement Co. of New England, Inc.
1021 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3264)

Mexico

Navarro Automatic Company
Aguilera Street 55
Mexico City, Mexico, D. F.

Michigan

Edward Hein
509 James Avenue
Saginaw, Mich.

King Pies Games Company
228 Main Street
Kalamazoo, Mich. (Tel. 4014)

Ben J. Marshall
1720 Woodward Avenue
Detroit, Mich. (Tel. Temple 1-4111)

George J. Miller
299 Delta Street
Flint, Mich. (Tel. S-3477)

Minnesota

La Beau Novelty Sales Co.
1008 University Avenue
St. Paul, Minn. (Tel. Nassau 2824)

Mississippi

United Novelty Company
324 West Harvard Avenue
Biloxi, Miss. (Tel. 187-102)

Missouri

Ideal Novelty Company
1218 Market Street
St. Louis, Mo. (Tel. Outlook 0073)

United Amusement Company
1410 South Street
Kansas City, Mo. (Tel. Valentine 2323)

Montana

H. B. Brink
822 East Front Street
Butte, Mont. (Tel. 9124)

Nebraska

M. C. Edwards
185 West Lighted Avenue
Bedford, Cal.

Nebraska Novelty Company
320 E. 8th Street
Spauld, Nebraska (Tel. 3537)

New Hampshire

Supreme Amusement Co. of New England, Inc.
1021 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3264)

New Jersey

Intestate Coin Mach. Sales Corp.
348 W. 5th Street
New York, N. Y. (Tel. Circle 7-8284)

Universal Amusement and Dist. Co.
120 Newark Avenue
Passaic, New Jersey (Tel. Pullman 488)

New York

Theo. L. Andersen
4423 Fulton Street
Buffalo, N. Y. (Tel. Outlook 7182)

Intestate Coin Mach. Sales Corp.
348 W. 5th Street
New York, N. Y. (Tel. Circle 7-8284)

Rev. Amusement Company
710 South College
Syosset, N. Y. (Tel. S-3092)

Square Amusement Company
701 Broadway
Albany, New York

New York

Mosley Vending Machine Esh.
90 Broad Street
Richmond, Va. (Tel. S-3128)

Ohio

Ed. George Novelty Company
17, 29 1/2 Avenue
Alexis, Ohio

Mutual Sales Company
121-123 East Third Street
Cleveland, Ohio

Art Nagel
2923 Prospect Avenue
Cleveland, Ohio (Phone 451-17)

Chip Specialty Co.
15 W. Court Street
Cincinnati, Ohio

Oklahoma

Boyle Amusement Company
320 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5631)

Oregon

Coast Amusement Company
1032 West Grande
Portland, Ore. (Tel. Broadway 1517)

Pennsylvania

Keystone Vending Company
124 Spring Garden St., Philadelphia, Pa.
(Tel. Seaverson 1430-Route 3279)

B. D. Lazor Company
1025 Fifth Avenue
Pittsburgh, Pa. (Tel. Clair 7818)

Rhode Island

Supreme Amusement Co. of New England, Inc.
1021 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3264)

South Carolina

Edgar I. Woodfin
1705 Midway Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1318)

Tennessee

Earl Montgomery
2014 Union Avenue
Memphis, Tenn.

H. G. Payne Company
274 Broadway
Nashville, Tenn. (Tel. G-4543)

Texas

Fisher Bows
2026 S. Flower Street
Dallas, Tex. (Tel. S-4731)

Mans Van Ruydt
2926 Main Street
Houston, Texas

Stalle and Horton
1713 Loop West
Houston, Tex. (Tel. Forbes 4954)

United Amusement Company
310 South Alamo Street
San Antonio, Texas (Cathedral 1431)

Vermont

J. H. Riter
77 S. 2d East, Salt Lake City, Utah
(Tel. Winch 3382)

Virginia

Supreme Amusement Co. of New England, Inc.
1021 Commonwealth Avenue
Boston, Mass. (Tel. Longwood 3264)

Washington

Mosley Vending Machine Esh.
90 Broad Street
Richmond, Va. (Tel. S-3128)

Wisconsin

Bodger Novelty Company
1314 Elgin Avenue
Milwaukee, Wis. (Tel. Kilbourn 2030)

Wyoming

Denver Distributing Company
1830 Arapahoe Street
Denver, Colo. (Tel. Cheery 4822)

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