

FEB 28 1940

# The Billboard

The World's Foremost Amusement Weekly

MARCH 2, 1940

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Vol. 52. No. 9

MUSICAL ROOM  
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**BLUE BARRON**

And His "Music of Yesterday and Today"

Currently at the Green Room of the Hotel Edison, New York  
Broadcasting Weekly NBC  
Victor-Bluebird Records  
Exclusive Management: Consolidated Radio Artists, Inc.

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

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

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

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

## ARTISTS

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

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

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

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

## PUBLISHERS

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

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

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

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











































**Leon & Eddie's, New York**

Current show more than satisfies and there's enough live, novel entertainment to make patrons forget Eddie Davis is away vacationing.

Ray C. Phippen craves and leads a partner with his girl, genuine and lovable. Bobby Heaford stars the show and it has the usual ingredients of a genuine Leon & Eddie stage, audier and specialty. The 10-11 live provides the "how" of the show in more ways than one. Chits are good factors, the costumes are and act as a backdrop.

Then Carole does a couple of lively top numbers. Tallal, an Oriental-type looker, does some fancy wringing in plenty costume. Brenda and Arlene, two well-trained blondes, come for a spin, but not set routines, returning for a solo in a specialty.

Luiza Remondy, Marian Ferrara, two blondes with special styles in their act, make-up and simple lyrics are also, but in a manner to entertain. Their material and stage delivery put them out easily.

Paul and Faidetta, Sergio-Ann, burlesque burlesque dancing, but manage to get a lot more tricks in, including making good use of the ladies of the audience (not a bad way of making a free show). They show plenty of brains. Al Biegel on piano, Ed Kelly on trumpet, Tom Martin, a young bandleader who signs his arrangements in acceptant.

**Dario's Martingale a Stepping Stone for Acts**

NEW YORK, Feb. 24.—Dario, formerly of the dance team of Duro and Diana, and new owner of La Martingale, in a recent of the fact that his club is proving to be a stepping stone to better engagements.

Dario points to the fact that George Trapp followed his stay there with a long-term engagement at the Hamilton Hotel. "Hans" Mottel and Gene on the bill, has already had offers from the St. Regis Hotel and the Waldorf. Al Marlborough has been invited a bid from the Pevnik House of the Plaza Hotel and Fox Place.

Delivery. She did show thirteen arrangements of Yodel's "Joe and M" I've got it and a song which, Miss Mottel's "Poodle Peddle." Special is at the piano, doing his usual smart accompaniment.

Live show (it runs) ends with the boss deprecating the money dance, Hootie-o-Doo, and bringing swains to do a dance. It is a rollicker seen up to date. It is a rollicker seen up to date. It is a rollicker seen up to date.

As talk to keep them in for the 10 p.m. show, Edward T. DeWitt, who is the club manager, says that he is a young bandleader who does some top dancing, but is a specialty act, but in a specialty of club club. That's all, but the customer need not be afraid to see it—see it.

Let Martin leads the band for the live accompaniment and the dancing. He has arranged with Tom Mottel's band to own him this time.

Food and service excellent. Dorothy Graham is still the press agent. Paul Davis.

**Gay Wolf Tavern, Youngstown, O.**

One of the finest vaudeville acts to appear in this area in many years are the Black Brothers, a pair of knockabout clowns who easily rate the top billing of the Continental. Their current here was doing a lot of night club work, the pair doing a lot of night club work, the pair doing a lot of night club work.

There is a line of six easy-to-look-at cuties. Patrons of this spot have been ordered to steady their feet, but occasionally the management brings in a one-day attraction that draws extra business.

Lee Leiff and his boys provide music which has caught on well with patrons. Miss Meyers, resident singer, says the club will resume its policy of nightly entertainment. Since the holiday spot has been dark 30 days.

**Morrison Hotel, Cocktail Lounge, Chicago**

This is the home of the Casino Parties, which these past few years proved a really terrific in its management. It would shortly afterwards and has since been open only when special hotel affairs demanded. The club continues to be a good couple of years has been playing the Casino parties, who has been drifting in the Boulevard. The next week on Friday (23) an elaborate addition to the Cocktail Lounge has been opened.

beautifully designed to the modern trend by Harry M. Weisler. The room is filled with a fine selection of the lobby floor and has a table and bar capacity for some 200 persons.

Managing Director, Leonard Hicks appointed Barney Ross as manager. Ross, retired transferred lighted cash, in a recent drive in the loop and his presence will undoubtedly boost the cash register receipts. While only one act is scheduled for the night, there is an addition to Colburn who plays periodically, there is a strong possibility of showing Director, Leonard Hicks, in the near future. Because of the unusual size of the lounge, it can well stand alone as a club in the city.

Never a cover or minimum. Atmosphere is highly informal. Sam Humphrey.

**Merry-Go-Round, Dayton, O.**

Under the expert guidance and with the good help of "Moss" and "Pop" (George) Lantz, Dayton's only night club with a complete live show continues to attract capacity crowd week-nights and excellent business during the week. Monday is a party night, but everyone who can claim a bit of the carnival is introduced, no matter what the night.

Gene Taylor and his "Tenderloin" group has now in their second week and playing, Friday night, Tuesday night, and Saturday night. Instead to give them seventh, victory issue, with an occasional week and a couple of weeks. Monday is a party night, but everyone who can claim a bit of the carnival is introduced, no matter what the night.

The recent weeks the Varieties, one of six attractive girls, have furnished distinctive routines in pleasing style. Routine is not a complete change weekly. The girls appear in half a dozen costume numbers during the two shows each evening, varying from top to snare or orchestra.

This week they feature a visiting number in which colored girls, through an exciting routine, are made a good-natured display. Several of the girls do an original top and new number.

Duane Dean and his "Duke" is also in his second week. They are well received for their regular stage and other engagements. Dean is a good show representative of movie stars on a touring party to please his partner on the local tour. He is a good show representative of movie stars on a touring party to please his partner on the local tour.

They are the best show team seen here in a long time. Chick has now run his Harold Kelly's home races for nearly two months and the club still has its excellent popularity. The horses are used, with two (See NIGHT CLUB REVIEWS on page 23).

**Talent Agencies**

JOHNNY KING, Chicago agent, was in New York for a week looking up acts and making contracts with talent agencies.

LOUISE BALLENGER, of CMA, Chicago, set Lita and Gerry March into the exclusive Alvin Club, Chicago.

CHARLES ALLEN will continue as American representative of the Third Circuit entertainers. They received the circuit, indicates the circuit will continue in the line of the next circuit.

GEORGE E. DEBENSON, head of the Pauline Cocks agency, New York, was rushed to the hospital last week for an operation. ... DONALD LEE, assistant manager of the Pauline Cocks agency, New York, is wintering at Miami, Fla. ...

HAL G. HOOPER has opened his agency in Madison Avenue, New York, with a staff of writers and orchestra. ... HAY H. KIMMELAND, Berlin, has added to his staff three to take care of all club engagements.

**Syncope Club Bankrupt**

SYNCOPE, N. Y. City, Feb. 24.—An order was signed last week by Referee Ben Strohman adjudicating Club Irving a bankrupt after its president failed to file a reorganization petition. A reorganization petition was filed by the corporation, which permitted the club to continue pending satisfactory arrangements with creditors.

The club's operations listed assets of \$4,153.60 and liabilities of \$4,694.20.

**RKO-JL&S Deal In Chi Maybe?**

CHICAGO, Feb. 24.—Because of the tangle in the deal with the Wind at the Jones, Lantz & Shuster Circuit, there is a possibility that the deal will not go through. Reports are circulating that JL&S are awaiting negotiations with RKO to acquire the Palace and Wind going strong, reports are circulating that JL&S are awaiting negotiations with RKO to acquire the Palace and Wind going strong, reports are circulating that JL&S are awaiting negotiations with RKO to acquire the Palace and Wind going strong.

Johnny Green, Oriental executive, has been attempting to land some road-show type license for a show titled because of the latter's agreement to acquire the Palace and Wind going strong, reports are circulating that JL&S are awaiting negotiations with RKO to acquire the Palace and Wind going strong.

The Palace, in the meantime, has been getting by with that bill. That, however, does not close all doors for a possible deal. It is possible that the Palace can be turned into a profitable combo before mentioned. It is located in Chicago, where the deal has not been reached.

Phililly Niteries Line Up With TA To Curb Benefits

PHILADELPHIA, Feb. 24.—Alvin Corvill, head of the New York "Theater Guild," Richard Marx, head TA head; Tom Kelly, executive secretary of the United Brotherhood of Carriers and Warehousemen; and a group of local niteries Friday (16) signed, pending the TA will reduce 15 per cent of the TA. No opposition was expressed.

First of the rebels striking with the benefit are included Jack Lynch's Philadelphia Actors' Guild, the Philadelphia Publican's Guild, Sam Hiltner's Broadway Club, Calverton's Hiltner's club, and the Philadelphia Actors' Guild. They are expected to have all the clubs unions linked up within the next fortnight.

A meeting Thursday Corvill explained that the TA will reduce 15 per cent of the wage on every benefit clause, with 10 Philadelphia Actors' Guild benefits per cent of the TA take remaining in the TA. No opposition was expressed.

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WIS. DE LUXE CORP. 1932 No. 3rd St. MILWAUKEE, WIS.

**MELERO SISTERS**

**PAN-AMERICAN**

**FIESTA DANCETERIA**

Currently

**MELIA SHIELDS**

New York (Thanks to Richard M. Dickler)

Featuring Music and Songs that make for pleasant Latin American relations.

World's Largest Dance Lies

★ MELIA SHIELDS ★  
★ Personal Representative, ROXANNE, 800 Broadway, Radio City, N. Y. ★

**VIC ABBS' 4 CALIFORNIANS with ROBERTA**

Closed February 25th After a 12-Week Engagement  
**BALINESE ROOM, BLACKSTONE HOTEL, CHICAGO**

Opening March 8th  
**STUYVESANT HOTEL, BUFFALO**

Thanks to Music Corporation of America

(Shows are for current week unless otherwise noted)

A

Adams & Cole (Continued Over) NYC, 2.
Adams, Harry (Continued) NYC, 2.
Adams & Boney (Continued) Williams-Barth, Pa.

Allen & Anne (Continued) Clark NYC, 2.
Allie, The (Continued) Dayton, O., 2.
Allyn, Lela (Continued) Chicago, 2.
Allyn, Barbara (Continued) NYC, 2.
Allyn, Richard (Continued) Paris, San Diego, Calif., 2.

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(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

a—advertising; b—bullion; c—cafe; cb—cabaret; cc—country club; d—hotel; m—music hall; n—night club; p—amusement park; r—road house; s—stage; s—showboat; t—touring; w—warehouse

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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POLY JENKINS

THE BIRD THE FLOWERS
For book on address address permanent
JOHN SINGER, 4 W. 43rd St. N. Y. 2.

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

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Conducted by CHARLES WORTH Communications to 25 Opera Place, Cincinnati, O.

# CATTLE LOSS \$150,000

## All Cage Animals and Lead Stock and 2 Elephants Perish in Blaze

Big top, 9 cages, ticket wagon, several trucks and all props and harness destroyed when main building at Rochester, Ind., quarters burns—show will go out

ROCHESTER, Ind., Feb. 24.—Two elephants, all the lead stock and cage animals in the main cage, one ticket wagon, two Mack trucks and other trucks used by the advance, all props and harness, water cockshoes and work-jags' paraphernalia were destroyed in a fire at winter quarters of Cole Bros. circus here Tuesday night. Some of the animals killed were a lion named "Robbie Iron." Circus season before last. Managers Joe Adkins and Dick Terwed estimated the loss at more than \$150,000. It was one of the worst fires that ever occurred at a circus quarters. Everything burned in about an hour. There was a 40-mile wind, which was blowing right for the flames to sweep the main building.

The fire originated in the blacksmith and paint shop. Circus employees were at supper when it was discovered. They lost all their personal belongings in the blacksmith as they had elephants, tigers, snakes, horses, camels, mules, ponies and other animals to shoo. The animals wandered around the cages and were shot for several hours and then were loaded up. Residents joined in the fight for the animals. The bulls were led to a special railroad car as they were loaded up for shipment to other quarters at two-by-two.

One of the 11 elephants that escaped was struck by an auto and injured. A pony was led to safety but later was struck by an auto and killed.

The animals lost were two bulls, two horses, two llamas, two monkeys, two tigers, two lions, two camels, one mule, one hippopotamus, two leopards, a sacred Indian cow and two moulton and two ducks. The animals were taken to a pen. Some of the dangerous animals escaped.

Some of the wild animals and the ownership of the monkeys trapped in the burning building crossed the fire and escaped during flames covering the height of the fire.

The fire will have an effect on the circus falling to the road. Managers Dick Terwed and Joe Adkins saying the (See CATTLE FIRE LOSS on page 23)

## Butler Visits Bridgeport

BRIDGEPORT, Conn., Feb. 24.—Roland Rogers, Ringling-Barrett press agent, dropped into Bridgeport this week and visited his old-time friend, Matt DeLore, vice press agent of the old Buffalo Bill show, and his city manager of the Lewy Bros. show. Butler also was at the Lewy-Pell Theater a private, Broadway Hotel of 1940, in which he has been long professionally, as Jean Adams, appears.

## Engerer Framing One

NEW YORK, Feb. 24.—Capt. Ernest E. Engerer is putting the blame on another show to take to the road in May, playing New Jersey, New England and New York. Engerer, who is a member of the Engerer's Wild Animal Circus and outfit will use trucks. Work has started in Long Island quarters.

## "Jitterbugging" Eddie Nor

That showbugging bandmaster, Eddie Wonesker, had a funny experience when he was in London. He was directed the band with Polak Bros. Circus. On the second night of the engagement a couple from the audience, who were in the band stand during intermission and asked of Eddie: "Are you going to jitterbug any more tonight?" "No," he replied. "No," he said. "Yes" was the answer, "and we would like to have some more." Eddie Wonesker, who has been referred to as "jitterbugging," he feels that he has been about 25 years in the business and that he has been long he has been jitterbugging.

## Trofit Shrine on Closed Shop Basis With Exceptions

DETROIT, Feb. 24.—The Detroit Shrine Circus played under a contract with closed shop basis, with exceptions which both sides describe as "essentially a closed-shop agreement."

The agreement was a result of management of the Shrine Circus, the union's signature had little direct effect upon salaries but, incidentally, did not appear to act as already mentioned. The union, it is understood, did not feel that it could limit spots, closed shop in the present state of the membership, as it obviously could not provide substitute acts of equal caliber with one engaged in the case of Clyde Deity.

"This is the Shrine Circus of the circuit," said the Shrine representative. "The agreement is signed in a closed-shop agreement. For the 1940 circuit there was no special contract on contracts that were previously made. I haven't anything to do with future plans, as I have no right to make contracts for the future."

"I paid additional wages of \$40 or more, the union says, to every performer working for me had by agreement with the union and everything went along fine."

Typical of the business management of the Shrine Circus, which had no difficulty with bill against the circus to be paid by March 15, even the match of the money will not be received by individual ticket order for several months.

HELEN THOMPSON is showing well working the main-in on Polak Bros. Circus.

## H-M Scores in Milwaukee; First Shrine Show in Years

MILWAUKEE, Feb. 24.—The Hand-Made Circus, featuring Clyde Deity as his animal act, is showing at the Auditorium here this week under auspices of the Milwaukee Shrine Circus. This is the first circus the Shrine has shown in many years and it has been given a fine reception.

The opening night, when about 4,000 persons started out despite nasty weather, was devoted by Milwaukee Shrine to the Shrine Circus. The opening night had had during the past year. Attendance has been such night and intermission was interrupted by a capacity crowd on the last two days.

Moston performers of the circus, and the personal work has been in charge of Clyde J. Weaver, who has done a long job. Large blocks of tickets were sold in many big industrial concerns and many country tickets good for one admission on Tuesday or Wednesday night and millions on payment of \$1.00. The Shrine Circus is a department store. Many special promotional stunts were staged. W. Taylor handled special publicity for the management and arranged for the appearance of Deity and other stars on local radio. The Shrine Circus is a great selling job on banners, having 42 strings around the arena.



BEAT E. NICKMAN promises many surprises in the way of surprises for the opening and closing spots of Bud E. Anderson's Circus coming season. This will make his second year with that show as his equine director. Previously he had been with A. G. Barnes, Golden Trail, Seal Bros., Robbins Bros. and other circus circuses.

21,000 Pay To See Polack in Ciney

CINCINNATI, Feb. 24.—Engagement of Polack Bros. Circus at Music Hall here, Tuesday night, under auspices of Civic Temple Shrine, was a financial success, show playing to 21,000 paid admissions, which included 2,000 unadmitted children, according to George P. DeWitt, general chairman of the Shrine committee. DeWitt on Tuesday was the host of the Shrine Circus at their seven shows, and on Monday, the closing day, there was a heavy rainfall.

It was the first time in several years that the local Shrine had a circus. It will now become an annual event.

## Heyer Guest Director Of Detroit Riding Club

DETROIT, Feb. 24.—William Heyer has become guest equine director of the Oakland Hills Riding Club, prominent member of the city.

Heyer, who completed an engagement with his two high-school horses at the Shrine Circus here, will continue to fill special engagements.

## Shrine Circus, Akron, Resumed; Biz Starts Good

AKRON, O., Feb. 24.—First indoor circus here in several years opened to good business on Monday afternoon in Good-year Theater, auspices of Tabor Shrine. While not as productive as a program as the Rubber City has been accustomed to, it proved sensational and was replete with variety.

Details of the promotion were handled by Duke Drakenberg and Jack Miller, formerly of Cole Bros. Circus, with the assistance of Ben St. Bassett, of the stadium, who directed many of the activities. Adeline C. Lohman was responsible for the fine program, which contributed much to the success of the program. Most of the fine exercises were dramatic. The Shrine Circus, which contributed much to the success of the program. Most of the fine exercises were dramatic. The Shrine Circus, which contributed much to the success of the program. Most of the fine exercises were dramatic.

Unable to obtain the Akron, where games had been held, Good-year Theater was the only building available. House rules prohibited use of any stock on the stage. Children from many of the district institutions, newspapers and others were guests of the Shrine at the opening day program. A success program was well filled.

Patronage up until midweek was regarded as satisfactory by the committee, with indications that improved weather would induce heavier crowds for the last three days. A three-figure house was secured for the night performance. A 10-piece pit band led the show.

## The Program

No. 1. Devor Brothers, comedy acrobats. 2. Aerial comedy bars and trapeze. 3. The Great Tumbler. 4. The "La Laboratoire" circus line. 5. Nancy Duffell, aerialist, clowning with aerial rings. 6. Circus. 7. The Great Tumbler. 8. The Great Tumbler. 9. Art Hill, comedy artist. 10. Circus. 11. The Great Tumbler. 12. The Great Tumbler. 13. Circus. 14. The Great Tumbler. 15. Circus. 16. The Great Tumbler. 17. Circus. 18. The Great Tumbler. 19. Circus. 20. The Great Tumbler. 21. Circus. 22. The Great Tumbler. 23. Circus. 24. The Great Tumbler. 25. Circus. 26. The Great Tumbler. 27. Circus. 28. The Great Tumbler. 29. Circus. 30. The Great Tumbler. 31. Circus. 32. The Great Tumbler. 33. Circus. 34. The Great Tumbler. 35. Circus. 36. The Great Tumbler. 37. Circus. 38. The Great Tumbler. 39. Circus. 40. The Great Tumbler. 41. Circus. 42. The Great Tumbler. 43. Circus. 44. The Great Tumbler. 45. Circus. 46. The Great Tumbler. 47. Circus. 48. The Great Tumbler. 49. Circus. 50. 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**JEFF SPRINGER**, clown, will be in Hot Springs, Ark., for the winter season.

**JIM FLEMING** left his home in Cincinnati last Saturday for winter quarters at Reading, Pa., at Saratoga, Pa.

**JUDGE A. B. PALMER**, wintering in Clearwater, Ky., writes that he will return to Cole Bros.' Circus.

**HENDERSON FAMILY Circus** has been playing steadily in the middle business being good. Stock is being booked for the summer season.

**WARD HALLINGS**, vaudeo artist, in a tuberculosis patient at Julia Sanatorium, Rochester, N. Y., writes from friends will be appreciated.

**FRANK R. HILLMAN**, vaudeo artist and horse trainer, who is ill in the Los Angeles General Hospital, expects to be out shortly.

**Four points in plays and animal yards** is about as education as changes on this.

**CIRCUS acts** are to headline the night shows at John Weber's (Hudson) (Hight club) at the Central airport, Camden, N. J. First will be the Four Riders, from the B-B show.

**JACK S. SMITH** is handling publicity for Dillon-Knox Enterprises for the J. J. Johnson Circus to be held in Dayton and expects to remain with them until the outdoor season opens.

**CHARLES KLING**, who is in Louisville, Ky., last week for Polack Bros.' Circus, doing advertising, progress and business work. He will play parts and fair this season.

**MARTHA PRINCIPICK**, wife Walter and animal, entered B. Francis Hospital, Pittsburgh, February 22 for an eye operation. She expects to be able to resume work in April.

**OSBORN PICKETT** and Boba Strama have been playing in the circuit for two weeks and have four more weeks booked. They are producing, working outside and clowning.

**EDDIE HENDERICK**, who is wintering in Orlando, Fla., does not expect to be with a show this season. Will probably spend the summer at his home in Michigan.

**The kid show** is an important part of a circus. But it must have a good array of animals and live-stock manager. Unless this be so, a show would be better off without a live stock show.

**C. B. BROOKS** and wife, who have been wintering in Laredo, Tex., after closing with Russell Bros.' Circus, will shortly go to Emporia, Kan., where Brooks will take up duties as head leader with the Bud E. Anderson Circus.

**TUNN (EDDIE) STENSON**, manager of the Detroit State Circus, and Thomas Van Dine, Modern Pastimes, and Fred W. Smith, Modern Pastimes, are to give Society's People Farm at Port Lonsdale, Pa., in March.

**JERRY BARGS**, formerly with Ringling-Brosens Circus, writing page for the National Showmen's Association, at Lewis Lake Park, at the Lincoln 18, 11, 13 Town Hall, Bangs also wrote and directed the play.

**JAMES (MARQUEE REED) LALLON**, for

## Under the Marquee

By CIRCUS SOLLY

the past three years with Cole's Metal Shows, writes from Laredo, Ariz., that he doesn't expect to be on the road this season, so he has a job with an Arizona construction company out of Phoenix.

**Being plenty of shows for the money** might be a good policy to follow, but Solly believes that a snappy performance running as long as a half or not more than two hours will make a far better impression with the public.

**LARRY HENNE** is in Cincinnati presenting his novelty act at theatres and night clubs. He came from Detroit, where he had been playing for about three months. He visited the Polack Bros.' Circus when it was in the Queen City.

**BILL TURNER**, odd show manager of Barnum Bros. Circus, visited Los Angeles recently on business, ran several shows, then departed for Chicago and winter quarters of the circus at York, N. C., where the show will open early in April.

**LOYAL HENNEPICK** and Piccolini troupe have just signed two young actresses to play the season with the Newsweekers with the Piccolini are Roy Kohn and Bill Thompson, while those with the Loyals-Piccolini are Eddie Kohn and Evelyn Theodosia.

**CHARLES OUTBRET**, last year with Russell Bros.' Circus, has signed to play

in the band and do big-show announcing on Wallace Bros.' (Barrett) Circus. He has been at his home in Elmira, N. Y., working with dance bands since closing with the Russell show at Laredo, Tex.

**IN A RECENT issue** it was stated that Capt. Jerome Smith, past five years with Lewis Bros.' Circus, will be with another show this season, general superintendent and equitation director. Smith advises that he has not lined up with any show.

**BARNEY AND JIMMY ANDERSEN**, comedy comedians, who have been playing for years at the Elks club, who were special events for several weeks, have gone to Dayton, O., where they will appear in the Junior Chamber of Commerce circus at Memorial Hall.

**RITA MONTREIL**, equitation, who has been with Ringling-Brosens Circus, is in Los Angeles handling her own private club shows. She is still riding all horse shows, also teaching pupils. Miss Montreil also is raising Italian wire horse. She was riding with Frank R. Miller before he took ill.

**The wheelwrights** are now a terrific business to add to Jack Tork and others, but they have taken it as real business by going up to the shops. "The Show Must Go On."

**JOE HULLMAN**, winter circus business man, is going to try something new this

summer. Adopting a sort of Major Jones look, he is going to create a band of colored bands, including the Bluebirds and Minnie. He will have an animal and five human players and will call the show Joe Hullman and his Chocolate Dandies.

**SYLVIA CHRISTY**, visiting her brother and family, of the Aberdeen Show, in Cross, Tex., for a week, then will go to Dallas, Tex., where she has booked to play with the show. She will be with Ralph Charley. From the show she will winter to her home in Keosau, Ia., to await the spring work. Sylvia says Mr. The show is to be followed, with Louis, for the rest of the winter.

**Tolly would appreciate receiving data** on the original Bud Spencer, equitation director and rider, whose brother-in-law was Jim Hoffman, who died in 1937, who was he died at the age of 33 owned a half interest in a big department store at Louisville, Ky. The store, it is believed, was located in St. Louis.

**BLAVINS JOHNSON**, who has been working indoor dates and night clubs in Eastern Ohio the past two months, has left New Waterford, O., his headquarters for several weeks, but will be in indoor dates, including Milwaukee, Minneapolis, Indianapolis and the Chicago show. He will be in the winter engagements. Johnson will be with Klein's Attractions for celebrations and fairs the coming summer and fall.

**CAPT. HOMAN FROBER**, appearing at the Cleveland Grand Circus at the Cleveland Coliseum, who will be playing 20 by one of his Royal Grand figures. The show's cut ripped the back of the captain's neck while Frober was, dancing. (See UNDER THE MARQUEE on page 20.)

one cannot help noticing the long lines which support the powerful flood lights. The only objection to such lighting facilities that carnival features in the circus.

Elimination to such a degree would be an important improvement for many of our circuses. Having the public would no longer desire parking in cars on the circus lot. Patrons would actually expect to see the circus, not to see a tank cap and other accessories, and upon returning to their cars, circuses when possible should advise a free parking service. Interesting progressive customers that uniformed attendants would assist them in parking their cars. A safe parking structure is needed in future to encourage better business. That out-of-town location they may not be as bad as it is looked to be.

### Adolescent Problem

I can not emphatically actually to suggest the definite groups or plans for the circus by circuses any more the old, who-would-be-adolescent groups. However, I agree with others whose articles have guided these pages to the extent that there always will be children and always the first circus for some child, but circuses cannot accept the reality of children alone. Children do grow up, a child yet not a child in the adolescent. The necessary group during the adolescent is a potential problem child. This group, better known as "stragglers," involuntarily attend the circus, and it is their parents who always guarantee a safe circus, and these parents-in-law masses are who to watch.

Better shows show these a new and sophisticated circus or they will continue to have their little live-stock shows in the gin mills, dance halls and other booths spots instead of yelling to the bands, the circus, the circus, the circus in town.

Presenting a streamlined circus, but what is missing is offered in advertising only, but it is not the circus. The patrons who come expecting to see a streamlined circus fail to see the stream. The line is the fair as to be.

### Stumbling Blocks

The cost of operating a circus today is so high that it is almost impossible to operate the ENTERTAINING CIRCUS on page 20.

**NINES EUROPEAN CIRCUS**  
Playing All Week Round, Opening Show, Will Play Next Training Period and Day after for the National Showmen's Association at the Grand and Plaza. Also visiting Chicago and St. Louis. Shows every night, which is not but to be in the city. ROUTE 4, WAYNESBURG, OHIO.



**MRS. AND MR. JOHN CARLSON** and Nell Gilmore, right, pictured at Memorial Pier, Boston, Pa. The Carlsons, who are at the head of the water department, Johnnie has supervised the setting of a million of people. Jack is now a member of the national department. Mrs. Gilmore, who will this year serve her eighth season with the Big Show, is a member of the aerial ballet. Johnnie occasionally takes time off to play golf with one of his sisters.

## Renovating the Circus

By BILLY PAPE

Any enterprise would suffer the lack of patronage today if it employed high priced tactics.

Older folks and the younger set have adjusted themselves to our modern state of existence. The old side, too, would keep abreast of the times or else remain at the foot of the revolution which carries business upward and on to greater success.

Other industries maintain the same of departments, and they people the same merchandise, but they have progressed with the times, revolutions were made when necessary. Modernization today demands a complete change, not only a new dress to brighten the drab and familiar settings of old.

### Modernization Limited

In renovating the circus care must be exercised or we might discover an excellent show, but they have been swept of business. Circuses can take on an up-to-date slant without stripping the circus which made the show not only an American institution but a world-accepted amusement.

Even if circuses abandon the stage of "peering through a plate" back around its staves, or installing a revolving cocktail bar to create a center pole in the sawdust, they can and must

maintain the fundamental principles upon which the circus was founded.

Two of the mainstays of specialities, but if circuses, upon setting up and leaving town, arrive at the point of removing the activities of an excavation gang, or a crew of structural iron workers, then the odd, weird and unusual scenes of erection will be allowed to pass by a reverent maintenance crew of familiar mechanical equipment that the man on the street has observed in his day-to-day life. Creative modernization would be an essential undertaking, but carried to the point of making a complete prating the cart before the horse.

### Illumination Important

We know that circuses are being driven from desirable locations to the city limits and often set to the highway, but few shows are interested in the extent of voting the public will not patronize circuses exhibiting on low-lighted grounds, and consider undesirable. They'll come all right, but the question is, can they locate the circus out there in the dark?

Pay close to any reputable carnival and observe even on the darkest night, a lot that is as bright as day. In addition to a brilliantly illuminated midway

**NATIONAL SHOWMEN'S ASSOCIATION**

Fastest Growing Organization in Show Business.

**BENEVOLENT PROTECTIVE—SOCIAL** (Hospitalization and Cemetery Fund)

Dues \$10. Initiation \$10

Such Floor, Palace Theater Bldg., 1564 Broadway, New York City





## Movement Started To Bring Pari-Mutuels to N. Y. Fairs

State convention in Albany adopts resolution calling for change in bill following suggestion made by Commissioner of Agriculture—weather is blow to attendance

ALBANY, N. Y., Feb. 24.—Sprung discussion of pari-mutuel racing and its effect on fairs featured the 22d annual of the New York State Association of Commercial Agriculture in the New York Hotel Tuesday. Heavy weather and 40 or less impassable highways accounted for a drop in registry on the part of fair delegates, but attendance and interest turned out in record proportions. After luncheon and address by the speaker of the winter fair meeting in the East and the last major speaker JOHN W. Nelson, N. Y. Mayor, Commissioner of Agriculture and Markets, opened out an address on the importance of fairs to the Commonwealth with a recommendation that the clause in the DeWitt-DeWitt parliamentary bill pertaining to "meetings of speed and starting" be amended to include all fairs and thus enable the state's voters to participate on increased scale.

Director W. Edwin G. Smith, a past president of the association, hoped to see his legislation with a resolution seeking to have the commissioner's suggestion introduced and presented to the Legislature by action. He concluded his address with a confidence in the commissioner for his forward-looking attitude toward and sympathy for fairs, was adopted by acclamation.

Commissioner Nelson was followed by Director of Agriculture and Markets Frank Willard, of Albany, executive vice-president of the one-year-old United States association, and by J. W. PAR-MUTUELS on page 28)

## War Value of Annuals Given Stress in Ont.

TORONTO, Feb. 24.—Ontario Association of Agricultural Fairs, in annual meeting in the King Edward Hotel here on February 23 and 24, had the largest turnout in many years, representative from 248 fairs attending. General themes were war effort, and the important part that fairs will play in the fair promotion of better agricultural products.

Secretary J. A. Carroll, Toronto, reported, "It is doubtful if agricultural societies of the province ever staged more successful shows than in 1939. From our statistics reporting, over 90 per cent indicated increase in exhibitors and exhibits. Correspondingly there was not a corresponding increase in gate receipts, an about 65 per cent of societies reported a decrease in gate receipts. We do not doubt the declaration of war, just as fairs were opening, was a contributing factor in the decrease in gate receipts in 1939. In that year 27 societies reported an increase in gate receipts." (See WAR VALUE OF FAIRS on page 23)

## B-C Books Ind. and Wis.

CHICAGO, Feb. 24.—Sam J. Levy, Barnes-Curritan Fair Booking Agency, has reported that he has had the largest fair he has signed Indiana State Fair, Indianapolis, and Wisconsin State Fair, Milwaukee, and has had the largest afternoon and night grand-stand shows.

## Sun Contracts Ohio State

SPRINGFIELD, O., Feb. 24.—Bob Shaw, of the Ohio Sun Booking Agency, here, said the contract for all grand-stand attractions in the state of Ohio at the 1940 Ohio State Fair, Columbus, has been awarded to the Sun Booking Agency. The Sun Booking Agency here also has been awarded to the Sun Booking Agency for the 1940 Inter-State Fair, Cincinnati, Tenn.

WINING a visit to The Billboard Cincinnati office on February 19, Mabel Shaw reported she has had her State Show stock quarters on a farm in Wilmington, O., where she also spent the winter since closing the 1939 show. She reports all is being ready for opening in April. This marks her first winter in the North.

## Annals Lapse—But Stock in Fair Booms

FALLS CITY, Neb., Feb. 26.—Eighty-fourth County Fair Association here's stock is in a fair in 1939, but the stock is booming. Association owns 16-acre grounds, in the path of an oil boom, less than a mile from the first commercially profitable well in Nebraska. President Mack Hoover said he has been offered double what he paid for his fair stock.

## New Cavalcade Signed Up for GGIE

SAN FRANCISCO, Feb. 21.—Golden Gate International Exposition has signed its first major show for 1940, Annapolis, Cavalcade of the Nation, to be produced by Adolph Nelsson, director of last year's Cavalcade of the Golden West. About 150,000 to be spent, it is said, for entrance and other special sections. About 500 will dramatize oil and (See GGIE CAVALCADE on page 24)

## Hertel Held in South Texas

HOUSTON, Tex., Feb. 24.—Dr. H. H. Hertel, Goidale, was elected president of South Texas Fair Circuit at the annual meeting of the circuit, sections. About 500 will dramatize oil and (See GGIE CAVALCADE on page 24)

## Malone Quits RAH For Post With RCA

TAMPA, Fla., Feb. 24.—James L. (Jimmy) Malone, vice press publisher, announced here this week that he had tendered his resignation to Commissioner Ralph A. Hankinson and in 1940 will be (See MALONE JOINING RCA on page 19)

## Illness Is Fatal to Jacobs

MACON, Ga., Feb. 24.—Ed G. Jacobs, president of Georgia State Fair and Exposition here, who died at his home in Macon on February 23 of a heart ailment, had been in failing health two years. (Also he continued to head the state's fair, actively participating last year. Details in the Final Column.)



RE-ELECTION CAME on a matter of course to those officials of Louisiana State Association of Fairs at the annual meeting in Monroe on February 23. William E. (Bill) Birch, (left), secretary-manager of Louisiana State Fair, Baton Rouge, and L. A. Burns, (right), president of the association, were elected the annual meeting to order on February 16 in the Virginia Hotel here. Fairs represented numbered 28 and about 100 delegates and attractions were present. Attractions and show people were present in larger numbers than in previous meetings, 25 fairs being represented, with a list of them appearing on another page.

George Holland, secretary of Monroe and West Monroe Chamber of Commerce, welcomed the delegates and reported was by W. M. Whittington, Registrar. After appointment of an auditing committee, M. M. Sover, New Verbe, Dr. A. B. Lafargue, Sulphur, and Joe H. Jones, Ferriday, and a resolutions committee, L. A. Burns, Thibodauxville, C. C. Bell, West Monroe, and B. P. Reine, Many, a report of the date committee

## Larger Louisiana Appropriations To Be Sought by Strong Committee

held in 1939, was discussed, led by W. M. Birch, Baton Rouge, chairman, P. O. Benjamin, Sulphur, and L. A. Burns. Bills were made by R. P. Reine, Charles B. Howland, L. A. Burns and P. O. Benjamin on the necessity of increasing appropriations for fairs in the State. It was unanimously voted that the president appoint a committee of 25, which will be in a position to secure increased appropriations for all fairs. An amendment to the Social Security Act, effective in 1940, was read, inasmuch as it applies to fairs, with certain classes of fairs being accepted.

Prof. Kneemann, Barnes-Curritan Fair Booking Association, Atli Bros., Thibodauxville, Thibodauxville, Co. and Cliff Liles, Fair Amusement Co. told of conditions of fairs in other States, which, they pointed out, should have a bearing on success of 1940 Louisiana fairs. Messages of regret were sent to Commissioner Wilson with wishes for a speedy recovery, and to Mrs. J. Reine, with wishes for a speedy recovery. It was also made to be (See LA APPROPRIATIONS on page 24)

## Bright Miss. Outlook Seen

Entertainment stressed at annual meeting in Jackson—Booth, Dean re-elected

JACKSON, Miss., Feb. 24.—It looks like a "fair" year for Mississippi. This was the 23d annual meeting of the Mississippi Association of Fairs in the largest hotel here on February 15. Largest crowd in history included the all-day audience, the evening banquet.

H. K. Booth, secretary of South Mississippi Fair, Lafayette, was re-elected president, and K. O. Shuler, Coahoma, was elected to the first vice-presidency. Nelson Glasgow, Coahoma, was named second vice-president, J. M. Dean, Jackson, who has been secretary of the association since it was organized in 1927, was unanimously elected for re-election. Mabel L. Stone, secretary-manager of Mississippi Free State Fair, Jackson, was re-elected to the executive committee, as was W. H. Sanford, Jr., Philadelphia. Legislative committee was also re-appointed. Mayor Walter A. Scott, Jackson, chairman; R. H. Schuppert, and Wyatt Jones, Neshoba County Fair, Macon.

Conditions Afore Fetter  
Citing recent attendance at fairs last season, added to his report, Booth's outlook, including discovery of oil and extensive State-wide prospecting for fairs (See MISSISSIPPI IN 1939, on page 20)

## Rutter 50 Years Member in York

YORK, Pa., Feb. 24.—John H. Rutter, for the 50th year secretary of York Inter-State Fair here, is celebrating the 50th anniversary of his becoming a life member of the association. He is the author of a feature article in The York Dispatch of February 3, in which a history of his career was given.

Secretary Rutter has the oldest membership of any member of the board of managers, having become a life member in 1890 when he was 21 years old. He was elected a fair manager in 1905 and has been a board member since 1906. One year he served as secretary, having served as corresponding secretary, vice-president and on all committees except finance.

During his first year as a manager Secretary Rutter was in charge of the machinery department. The next year he served as corresponding secretary in charge of concessions, serving in that capacity 6 years. Later he returned to management of the machinery department, heading that department from 1911 to 1925 as vice-president until he became secretary.

## Coliseum Rodeo and Night Stand Revue Set in Detroit

DETROIT, Feb. 24.—Policy of a 60-acre rodeo at the 1940 Michigan State Fair here, as reported recently in The Billboard, was this week confirmed by Dr. Livewood W. Ervey, fair manager. However, advance ticket sales will be conducted through county agents, board members and other county agents, which has been the policy for several years. Admission for children under 14 will be 10 cents.

A rodeo to stage 10 shows will be held in the Coliseum, Dr. Ervey said, instead of before the grand stand as planned. He said a revue will be booked for the night show, that the grand stand had had a revue scheduled for the night. Fair promoters will equip the farm machinery exhibit to attract a new spot of several recent fairs. (See DETROIT on page 24)

RALPH H. C. Martin County Agricultural Fair, Inc., Williamson, has received a charter from the secretary of state here to issue, maintain and operate an agricultural fair. The fair program are given as W. H. Gray, W. E. Dehn, H. L. Spotts and others of Williamson.





# American Recreational Equipment Association

By R. S. UZZELL

Charles N. Brewster, secretary and treasurer of W. F. Mangels Co., celebrated, with Mrs. Brewster and a large



**Here's 1940's Best Buy!**  
**LUSSE BROS., INC., AUTO-SHOOTER RIDE**  
 MAKE UP LAY-OUTS by setting 1000 GLASSBOSS and POP UP your medals with POPULAR and PROFITABLE AUTO-SHOOTER RIDE.  
**ORDER NOW to secure Early Spring Delivery.**  
**LUSSE BROS., INC.**  
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 1908 Chestnut St., Philadelphia, Pa.  
 53 Lincoln St., London, W.C. 2, Eng.  
 Write for Catalogue and Price without obligation.

party of old friends, the 50th anniversary of their wedding last week. That is a long journey together and it has all been spent at Coney Island, N. Y. This year's old vacation has spent his life at the Island. He remembers when the population was only 800 and it was beyond the farms of Brooklyn, reached only by stage or boat. Originally he was a builder and came to Margate as such when an old veteran club builder was building the Ticker on Jumbo Park, Coney Island, in 1897.

So satisfactory was the arrangement that Margate took him into the firm. That he could remain with and satisfy the sterling character of Margate is testimony enough of the spiritiveness of our venerable friend Brewster. More a one of the old guard of whom we are justly proud, reliable, dependable, faithful and always a straight shooter. These qualities have endeared him to us and with him many friends through the industry. He is a former member of the American Museum of Public Recreation, having paid the \$1,000 in cash. More is a man who has helped to make history at Coney Island in the outdoor amusement business. He not only kept up his part of the work in the Margate factory but did his part well when they operated extensively at Coney. May he have many years with us yet.

### N. E. Interest Cross

Wallace St. Clair Jones, he of horlog machine fame, passed thru New York on his way to Washington, D. C. So in celebration of the New England meeting in Boston in the Margate Hotel on March 13, Cy Bond writes from Boston that the group went to the printer on February 23. L. D. Pelissier, of Mountain Park, Holyoke, Mass., in a long call announced the thing and he would be at the New England meeting. When a street railway president leaves his business to go to the meeting in the New England meeting it must be worth while. These people lend dignity to one themselves.

With rain on the snow over a wide area, there is a flood menace hovering over the large river valleys. The Connecticut, Ohio and Mississippi can create havoc when they go to high flood stage. At any rate, our people in those areas are not going to be caught unawares.

### Trier is Colored

There are some attractions being presented for the New York World's Fair. The man interested in working with a well used automobile by way of rebuffs the encounter. One can never see the late bird may get the latest work. However, one gets a building all ready to use that was used by attractions that failed to stick.

We should not like to see George F. Trier at Port Wayne, Ind. get out of park business. He is colorful and always has some good ideas on an amusement park subject. He is quoted repeatedly and has often spent his winters in Florida. Let us wish him it be could be content to fish for an entire summer.

### Will Improve Yankee Lake

YOUNGSTOWN, O., Feb. 24.—Extensive improvements are planned at Yankee Lake Park and ballroom on near-by Woodfield, said Mayor Paul Clark. About 80,000 will be spent in modernizing the ballroom, one of the largest in the district, installing a modernistic band stand, ceiling, redecorating and new appointments. Midway buildings will be erected, including a modernistic playground. In May the park will go on a six-night-a-week operating schedule. Policy of mid-breakfast operation and names is planned for summer.

# LUSSE BROS., INC.

Manufacturers of  
**AUTO SHOOTER CARS,  
 WATER SHOOTER BOATS**  
 and Amusement Devices

## Announces RAYMOND LUSSE

Has Succeeded His Late Father  
**ROBERT LUSSE**  
 As President of the Company  
 Effective February 14, 1940.

Mr. Raymond Lusse has been Vice-President of the Company since 1925. Associated with it since 1918 and its active head since 1938.

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Instant Record of Every Payment

Money-Meters always collect over admission, with instantaneous audit by patron. No investment for equipment. Tryal installations. Write for Bulletin. All or ask representative to call.

# MONEY-METERS, INC.

WARREN ST. DETROIT, MICH. PROV. R. I.

# FOR SALE OR LEASE

Thompson's Park, Detroit, Mich. 1000 Seats. Seats, Danes, Flies, Baseball Diamond, Concrete Ball-Field. Five days from Detroit, Mich.  
**Owner: Stanley J. Foss**  
 18300 Fairview Ave., DETROIT, MICH.

# WANT

Refer Rating Book and Other Bills for Summer League. Receipts Older Park 150 Miles. Write Ken Paul, Write.

# CHEZ PAREE, Luverne, Minn.

# FOR SALE

High (8) Water Cycle, good condition. Will sell for \$100.00. Write Ken Paul, Write.

# THE LACE LUMBER COMPANY

BUCKEYE LAKE, OHIO

# WANT

4 or 5 Make Bills for Park in booming mill town, showing from \$50,000 people. Will lease, lease or sell. Also wish to lease the Park. Write Ken Paul, Write.

# FUNNY STUNTS

**DONKEY BALL GAME**

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**COASTERS — THE CUDDE-UP — CARROUSELS — MILLS**

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**PHILADELPHIA TOBAGGAN COMPANY** 130 East Duval Street, Coreshaw, Phila., Pa.

For Dark Rides, Pretzels and Laif-in-Dark. 100 New Reasonably-Priced Seats. 100 New Figures for Fronts of Buildings.  
 Prices Reduced—Redesigned for 1940. Perishable and Compact.  
 Ideal for Carnival at Park.  
 The Magic Carpet, Tilted Room and Funny Seats. Complete Equipment and Plans. Compositors, Blowers and Air Valves.  
 The New Water Ride for Parks. Seats on Wheels—Strip Chutes. Beautiful—Thrilling—Popular.

# NOTICE FOR SALE TRIER AMUSEMENT PARK COMPLETE BUILDINGS AND EQUIPMENT

Highest and Best Cash Offer. Retiring from the Business. Wonderful Opportunity and Bargain for Someone.

- ROCKEET 18 Cars and Building 20x30
- LARGE DANCE PAVILION, 15x12x12, 3 Floors, 18 Fans, Other Equipment.
- MINIATURE ELECTRIC TRAIN, Engines, 3 Coaches, complete Truck, Conductor, etc.
- POINT TRACK, complete 2 Busses, 1 Motor, 1 Motor, 1 Motor, 1 Motor, 1 Motor, etc.
- CRYSTAL MAZE 44 Plate Glass Mirrors, Building 20x30
- LEAF BEACH SIDE, 11 Cars, Motor Engine, Truck, Platform, etc.
- MYSTERIOUS MACHINERY, complete building 10x20
- PENNY ARCADE, complete with 20 Machines, Conch, etc. Excellent condition.
- LARGE CASINO BUILDING, 1000sq. Feet, and Men's Washroom, Toilets, Wash-strecks, Dress Rooms, 1000sq. Feet, etc.
- SQUARE DANCE PAVILION, 10x20, fully equipped.
- COFFEE HOUSE RESTAURANT, 60x30, fully equipped.
- 2nd CORN AND POP BUILDING, 30x25, fully equipped.
- SINCO BUILDING, 40x20
- GAMES BUILDING, 60x20
- BASE BALL PAVILION, 20x20
- FOUR LARGE PICNIC PAVILIONS, 60x18, with Tables, 25 other Picnic Tables.
- 150 or Over FABE BENCHES, CHAIRS.
- 3 TOLLIT BUILDING, 10x18, with 4 Toilets, etc.
- SHOCK SHOP, 10x10
- STORE BUILDING, 10x15, with Tools, Materials, etc.
- BEARS AND CAGE—compartments modern 2nd Class. THREE YOUNG BEARS.
- SWINGS, SLIPS, PLAYGROUND EQUIPMENT, DRINKING FOUNTAINS, ELECTRICAL EQUIPMENT AND MANY OTHER ARTICLES.

Further Information and Inspection, Wire, Write or Phone (Right reserved to reject any and all offers.)  
**TRIER AMUSEMENT PARK, INC.** Phone E 1227  
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# ROCKET SHIPS • MIDGET AUTO RACE

Most beautiful steel racing cars ever built. These modern, sleek cars of minor path stainless steel have increased speeds 2 to 5 times.  
 Heavy duty, super-powered, high speed cars on a brand new track. Costed \$83,000.00 at N. Y. World's Fair. Third-Action—Sp. W.

# LAFF IN THE DARK • STRATOSHIP

The funny, wild, startling dark ride. Attractive cars, fun seats. Put that old building to profitable use.  
 A thrilling complete ride with air turning completely over. Small seats, low operating cost. Moderately priced.

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BLAVER FALLS, PA.

# Cash In on America's Fastest Growing Sport SET UP AN ARCHERY RANGE!

EVERYONE LIKES TO SHOOT WITH BOW AND ARROW. LOW COST — SURE WORKMAKER.

# PARKS—BEACHES—RESORTS—RINKS

Buy now! Free to stimulate public interest. Arrow tournaments. 10,000 new groups—Great new business—Almost new no previous! High price 500.00.

# CARNIVALS

Amusing range cost 1000 — easily portable — fast money — 40% profit.  
 Write for Catalog  
**NOBLE ARCHERY RANGE**  
 Sole Agent: BERTHA GREENBURG, Hotel Kimberly, 74th St. & Broadway, New York.







Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associate, Communications to 25 Opera Plaza, Cincinnati, O.

## Coast Showfolk Set Orange Show Migration Date

LOS ANGELES, Feb. 24.—Members of Pacific Coast Showfolk's Association and Ladies Auxiliary were mapping plans here this week for a winter migration to the Orange Show, which is being featured by National Orange Show and County 20 Big Shows to be grounds of both in the Bernardino, Cal., on PCA Day on March 16.

Migration is slated to assemble at Mount Royal and Valley Boulevard near Lincoln Park, at 8 a. m. on the day of the event. Cars will be available to take care of several hundred members. All will leave at 9:30 with a sound track from Crafts' shows and a motorcade trail from the State Highway Department scattering visitors to the grounds.

Clyde N. Crafts and Roy E. Lindgren for many years have been conducting a wonderful reception on PCA Day. Mrs. N. Crafts and Roy E. Lindgren, and Harry Calhoun, chairman, and his assistants, Claude Gooding and Charles Blakey, are leaving nothing undone to make the 1940 migration one of the most colorful in the showfolk's history. An event regular weekly meeting on February 19 all members able to attend were requested to attend. Executive Secretary Lew Johnson or the Executive Secretary.

A special feature will be the circus performance presented by Jack Joyce, who is touring in conjunction with Crafts' 20 Big Shows this season. Secretary-Manager William Mierke, National Orange Show, is conducting a traveling grand-stand show at which members of the party will be his guests.

## Endys Add Three to Staff

MIAMI, Fla., Feb. 24.—Added to the staff of the Eady Show, known this week as Florida's 20th Annual Show, John W. Wilson, sound engineer and press with the show, and Harvey Bolton, scenic artist, who will have charge of show's artists. Kofin formerly was secretary of Johnny J. Jones Exposition, while Wilson was secretary of David B. Eady, who has taken over the show. Pat Bolton is artist at the exclusive Eady Show, Miami Beach, Fla. Edward David B. Eady, who has been advised here recently. Plenty of good novelties and it's covered with plate glass. The show is expected to be the best ever held in his home for the past five weeks, is expected out soon.

## String in Eastern Canada Signed for Conklin Shows

CHICAGO, Feb. 24.—Frank R. Conklin, of the Conklin Shows, while in Chicago this week announced that the Conklin Shows are to be signed for the 1940 fairs at Peterboro, Napawan, Louisiana, Lindsey, Hampton and Bradford.

Show also has Valleyfield, St. Hyacinthe, Sherbrooke, Quebec City and several signed and status pending.

## Pool To Have Show Again

HOUSTON, Feb. 24.—Harry B. Poole, former partner in operation of Poole & Schantz Show, is planning to return to the show business this season. He had been out of the show business for some time. His new tent will be known as Poole & Schantz Show and will open on local fairs before playing celebrity. Quarters have been secured at Lindsey and Hickey street, where equipment purchased from English Amusement Co., will be rebuilt. Several rides are to be added.

## Allen Is Middleton Pilot

DANVILLE, N. Y., Feb. 24.—Fred Allen, Syracuse, has been named general manager in management of Earl Middleton Show for 1940. It was learned at quarters here that the show will again have long-range gallery with the tidbits.

## Showfolk Ready for Opener in Mineral Wells

SWEETWATER, Tex., Feb. 24.—E. J. Tidwell Showfolk are getting ready for the 1940 season. The showfolk are open the 1940 tour at Palo Alto Live-Stock Show and Borden on Monday. This is quarters which work was completed. The showfolk are expected to be ready for the 1940 season (See Tidwell Show Ready on opp. page).

## Dust Storms, Cold Hurt Hilderbrand's Inaugural in Indio

INDIO, Calif., Feb. 24.—Dust storms and cold weather hurt attendance and bank spending almost all at Hilderbrand's Inaugural Show. The 11th annual four-day stand at Riverside County Fair and Indian here, which opened in Indio, Sunday, in poor business. On several occasions a heavy blanket of dust covered the grounds with such a fog that it was impossible to witness the horse show and rodeo. The showfolk had good business, but few attractions, especially Hilderbrand's Hippodrome, were popular. The horse show exhibits in the big top were augmented by groups of singing serenaders, featuring Spanish love songs, by the accompaniment of string instruments. Mildred Sparks, with her Hilderbrand from her home in Alabama after a local trip across the continent.

Mr. and Mrs. Bob Richardson's cook-house proved a success for visitors. Mr. (See HILDBRAND'S SHOW on page 41)

## Novel SLA Spring Fete Features Set

CHICAGO, Feb. 24.—Entertainment committee of the Showmen's League Spring Festival has lined up a number of novel features for the event. Shows are being kept under cover as a surprise. One of the features that is expected to get plenty of laughs will be a race on tracking horses. The "novels" to be used have shown surprising aptitudes in tooting rules around and members who boast of ability as equestrians will. (See SLA SPRING FETE on page 40)

## Denecke Sponsors Showfolk Get-Together in San Antonio

SAN ANTONIO, Feb. 24.—Showfolk convention attended the gala Showfolk Get-Together staged at the R. C. Rhyne Club here sponsored by W. C. (Rhyne) Denecke. Music was furnished by a local orchestra, while entertainment was provided by guests. Mrs. Alice Wilson's rodeo outfit was well received. Exhibitions of the latest dance routines were presented by Mr. and Mrs. McVie, and (See DENECKE SPONSOR on page 40)

## Burke Adds 2 Ariz. Dates

BELLEVILLE, Mont., Feb. 24.—Jim Schwick, general representative Frank Burke Shows, said this week that he had contracted the organization to play the 1940 annual at Globe, Ariz., celebration. Only one carnival a year is permitted to play each city.

## An \$18.78 Word

CALICO, Calif., Feb. 24.—While exhibiting here recently was Crafts' 20 Big Shows, John (Pop) Hagdon, well-known Washington, D. C., exhibitor, contracted a severe cough. Heaving it was caused by the excessive amount of alkaline water which is a part of the country is noted. Hagdon paid little attention to the ailment until he was taken to a hospital and given medical attention. The boy seemed to be getting better, but he was a well-known Mexican physician. He was given correct diagnosis of such roughness of the throat and the doctor advised there was no immediate cause for alarm, gave Hagdon a prescription and started a box of 400 Mexican pesos, equivalent to \$1 to United States currency. He then handed out a piece of paper and told him to go to a night shelter of "Parron" (See HAGDON'S COUGH on page 40)

## PCSA Folk Visit Sally Rand's Show

LOS ANGELES, Feb. 24.—More than 300 members of the Pacific Coast Showmen's Association and Ladies Auxiliary attended a dinner party at the Capulet Theater here on February 16 to honor Sally Rand, member of her stage attraction. Mrs. Rand, president of the PCSA, was the guest of honor. Mrs. Rand gave a good-will message to the members of the PCSA. She made highly complimentary remarks by Mrs. Rand about the PCSA.

Food and drink were served by her attraction. She spoke of the value of the gold membership card presented to her recently by the Ladies' Auxiliary. After the dinner party, Mrs. Rand gave a stage and visited with the cast, which included Bert Meena, Mickey King and Alvin (See RAND'S VISIT on opp. page)

More than 300 of the party then returned to the club's rooms, 628; each Grand avenue here, for a midnight snatched at which Harry Hargrove played host. Those present prepared the lighting of club's new neon sign, which has been erected that morning.

## Crafts Winter Unit Gets Fair Results in Calexico

CALICO, Calif., Feb. 24.—Crafts' 20 Big Shows' Winter Unit closed a week's playing state here. Harry Hargrove and VFW Post samples on February 18 to his business. Located downtown Calexico, the showfolk from Mexico which got good passage from Mexican folk. Because of a devoted season, the showfolk were very successful of the week but averaged up to expectations for the stand. Post is worth a bit more than the showfolk. The showfolk to 19 cents last year and 28 cents in previous years. One-half of the gross business done at all attractions was Mexican money, some taking the peso at (See CRAFTS WINTER UNIT on opp. page)

## Zachonis Add Four Dates

WHEELING, W. Va., Feb. 24.—Bert Rosenberger, general agent of Zachonis Bros. Shows, said this week that the show has added a fair and show convention date to its 1940 season. List includes the showfolk's convention in Newport and Morehead, Pa.; Wheeling County Convention and Dedication, Appa, Pa.; and Kittanning-Pord City (Pa.) Fair.

## Ebensburg Fair to Gooding

BETTSBURG, Pa., Feb. 24.—E. Gooding, owner of Gooding Greater Shows, announced here yesterday that his organization had been awarded midway contract for the 1940 Cambria County Fair, Ebensburg, Pa.



PRESENTATION of the first good-will banner for 1940 by Pacific Coast Showmen's Club was made at a recent meeting in the spacious clubhouse, South Grand avenue at Wilshire boulevard, Los Angeles, where Mel Smith (left) handed over the emblem to Orville N. Crafts, whose Crafts 20 Big Shows got underway in California, Calif., on February 12. Members are guests to members and member shows each year in the order of their openings. Photo furnished by Harry Chapman.

## Gruberg To Launch New Show in Philly

PHILADELPHIA, Feb. 24.—Plans for launching Max Gruberg's new World's Famous Shows at 10th and Rapid streets in April are making rapid strides in Pennine Perry Bridge car barn quarters here. Crew of 20 is building equipment, with Lew Allen designing new frame. Harvey J. Williams is chief electrician and builder, with Bill and Robert McVie and Jimmy Cohen electric carpenter work. Mr. and Mrs. Norman Wolf will manage the French Casino and Jack Manton will have charge of the Children of Galtan show. Frankler and Jack Manton have the fall of science and (See NEW GRUBERG SHOW on page 40)

## Horwitz Signs O. F. Gregg

DETROIT, Feb. 24.—O. F. Horwitz, owner-manager, Motor City Shows, revealed here this week that he had contracted O. F. Gregg, of the Peoria Circus, to present his Hyacinth circus act as show at the attraction in 1940.



SOUL OF THE MEMBERS of the committee is charge of the St. Valentine's Carnival and Midwayride Fair in the State Hotel, St. Louis, on February 19 by International Association of Showmen. Officers: President, J. E. Givens, floor committee; Harry A. Moore, male committee; Sunny Sarnel, ticket committee; P. E. Waugh, chairman door committee; Baby Dobby, ticket committee; and Harry G. Coleson, price committee. Standing are Sam Nelson, chairman donations committee; one of the entertainers; Francis J. Deane, ticket committee chairman; Paul W. Allen, general chairman; Tom Francis, reception committee; Dr. J. M. Boat; Ben Kyle, show panel; a guest; Lou C. Long, show committee; Charles T. Goss, chairman, reception committee; Fred L. Hesse, publicity committee; and at extreme right are two of the performers.











various street advertising stands are being featured. Counter plans is used occasionally for sky-line ads.

**WELL-KNOWN** carnival concessionaire on the Pacific Coast, Gus Wheeler, who two years ago operated a jewelry store in Los Angeles, N. M., about a year ago, where he's now operating a jewelry store and loan office.

**ALTHO** advised by physicians he would be unable to work for a year, in an accident, Alro, is building several new concessions for 1940, reports this week. Franklin was secretary of Buffalo's Concessionaires Show last year.

**F. C. CLARK** is in Indianapolis building a new indoor arena, which he is operating with Miller Amusement Enterprises for 1940. Alro has been off the road several years. Clark has operated shows since 1914 and was with the World State Shows in 1932.

**SPECIAL AGENT** with Goodman Western Shows the past two seasons, Joseph A. Borena has been re-engaged in the territory. He is currently employed as cashier in the pari-mutuel betting department at the Illinois and Tropical Park race tracks, Miami, Fla.

**IN A LETTER** from her home in Harwood, S. D., Mrs. John Lindo asks that someone contacting whereabouts of her brother, Tom Arnold, have him contact her immediately, as his mother is seriously ill. Arnold is said to have been with Midway Shows last season.

**IT HAPPENED** 1939: Manager and Avial Chaperone "We saw you and a quarter here. The lot is too for you." 1940: Manager of same rank to now P. "—So were to back track that we see you. We had one of our best weeks there last year."

**MIL AND MRS. PAUL FAHREN** report from Hot Springs, Ark., that they have visited with Mr. and Mrs. J. W. Laughlin, owners of West Coast Shows, at Hot Springs, Arkansas and Mrs. Laughlin is showing a great deal of improvement since arriving in the Spring City.

**MR. AND MRS. T. J. TIDWELL** and daughter, Peggy, went to San Antonio recently, where they visited the quarters of Texas Exposition and Western States show. With them were Mr. and Mrs. C. C. Tidwell, who had previously visited at Sweetwater, Tex., and were returning to their region.

**NED E. TORIL**, Wisconsin De Luxe Corp., has returned to his Milwaukee headquarters at the location in Florida, where he went on money making trips and visited many showfolk. He was represented by Gene Erickson, C. Henry Teat and Avering Co., who returned to his Chicago home recently.

**BILL COOK** and Pete Thomas, Western States Shows, spent several days in Sweetwater, Tex., recently with members of The Big Show. While there they watched Blackie Brown, champion trainer, pit Queen the show's

**Noting It Down**

A SMALL MIDWAY OPERATOR was known, unfortunately, for his lack of a short paper. Highly when he paid his colored helper he would hand him a quarter and say, "Now, you know it's for the money, you know winter's coming." This went on for days and weeks. On closing night of the season after the equipment had been stored the boss called the colored by hand for the final payoff. When he handed out a quarter, saying, "Now, Sam, don't forget it for winter, you know winter is here." Sam pulled the coin around in his hand for a moment and then, looking up at the employer, asked him for another quarter. "Why, Sam," exclaimed the boss, "haven't I paid you in full today? I do hope you've got no more of a temper to try to give me any more trouble. Now, if you wouldn't try to take advantage of the offer I've been so good to you?" "No, no, no, sir," Sam, he finally replied. "I'd like a fifty cent bill with to take advantage of you but to show that an appreciation what you has done for me. Ah wants to see on the air for two bits, knowin' you as an show and knowin' if an show you two bits you want him appreciate else to take main place next spring."

psychology, thru several stiff drills, feature of which was a head carry.

**BEFORE LEAVING** Hot Springs, Ark., for Pasadena's United Shows at Little Rock, Mr. and Mrs. Roy Goldstein, concessionaire, were guests at a farewell dinner in their home in the home of Miss J. Neal. Mr. and Mrs. F. W. Pratt, of Pasadena's Shows, also attended the party.

**MANAGEMENT** of the Great Pea Head Show and the new season they kept the G. S. on the pay roll after the fair started so that they are in stable territory and figured he might be of great value to them—make be was—Tap-Live Larry.

**AMONG RECENT VISITORS** to Art Latta Show's Norfolk, Va., quarters were Oscar C. Buck, O. C. Buck Exposition Shows; Jack Shapiro, Triangle Printing Co.; Bill Robinson, manager, Exhibition; James E. Stratos and William C. Powell; James K. Stratos; Bill Holt, Harry Hovland, and Hank Dwyer.

**FLORIAN ROCKWOOD** recently won a scholarship to Cleveland College for an essay, I Created a Job, in which she gave The Billboard call credit for her own show, conducted by The Cleveland Plain Dealer, Mass. Rockwood is taking three hours a week.

has been free for about a month. This is the house down of HOWIE HUGEL, who expects to leave his monkey division on Frank Goodner Shows, it's wintering on my father's horse base."

**WHILE** the train was being unloaded the party on one of our baggage wagons got pretty badly involved and the wagon had to be towed. It was a loss to the office, but as it had already been used three weeks we didn't think much of it.—Gib & Finner Shows.

"**DOUBT** very much that the midwest will be given by my connections until the fair season starts," says Harry Alwood from Terre Haute, Ind. "Plan to open a lunch stand on a highway and sell specialties at the location. Have been looking for a suitable spot while waiting Social Security records this winter. H. H. Brown is no longer with me."

**BETTY LAM SHOWS** NOTED by J. W. Conover, Concessionaire is slated to open in Illinois in May and plans call for the shows to be managed and carry their own free attractions, which was the policy when they were known as Diamond State Amusement Co. Show plans to play Iowa, Illinois, Missouri and Arkansas.

**NEED JERRY FINE**, whose husband has operated a cookhouse on Perry Point, (see MIDWAY COMPAN on page 43)



**THE CAROLAN MYSTER**, Pie and Dot ("between us we weigh a heck of a lot") of a Valentine's Day party at a New York hotel following taking of their signatures on a contract which will manage this season. Left to right, are George Pitt, Frank Worth office; Flo Carlson; C. F. (Red) Miller, show's general agent; Dol Carlson, Mrs. Herman Bently and Dolly Curtis, dancer.

Poetry Workshop for an hour on Monday and English for two hours on Tuesday.

**HUGH (HAINY) HOWARD'S** Ohio Show, which is playing Tennessee, Ohio and Kentucky circuits, recently signed Marie Gillespie, former press agent for King's Greater Shows, to handle all press and bookings on the water front. He'll handle the front of the show on Miller Show's Shows for 1940.

**STILL ENGAGED** with Harry Lovett's World's Fair Freaks is Earl P. Meyer, who will handle those quarters with the main when it opens on Johnny J. Jones Exposition. He plans to spend a three-week vacation in Florida before rejoining the museum, where he also presents a kindergarten act with Madeline Zircin.

**RETURNING TO DOG AMUSEMENTS** about the C. S. Moseley on February 10 were Reuben Brown and Jerry Josephine, after a two-year stay in the West Coast and New Zealand with Greenhugh & Jackson Amusements. They last appeared at Continental Exhibition, Wellington, N. Z.

**BOOKED** with Patrick Crowder for 1940 in the York, Pa.-Frank Canada, Inc. Zerkow, head of the unit, is playing St. Louis night clubs and advises that Washington Pitt, daughter of Vera, was graduated from a Birmingham, Ill., high school last month. For the past four years she has spent her summer vacations doing serial work with the unit.

**FORMERLY WITH IVINS BROS.** SHOWS, Sherry Baeber comes from Marquette, Minn.; "Gordie", the magician, was in town recently. Bud Hamilton

**EVANS MONEY MAKERS**  
 Make your Amusement the LIVE SPOT  
 Base on THE EVANS AT THE MIDWAY  
 For the Latest and Best

Amusement Equipment

**PADDLE WHEELS OF ALL KINDS \$7.50 UP**  
 Long Beam Shaking Galvanometer for 25 miles. Wheel of very small size. Colorful. The Midway, White 100ft!

**H. C. EVANS & CO.**  
 1520-1530 W. Adams St., Chicago

**FLYING SCOOTERS TOPPED THE MIDWAY**  
 Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE  
 Streamlined - - - Light-weight  
 Runs on one tank  
 Price and Terms You Can Easily Meet  
 Choice Park and Carnival Locations Available  
 Write for Details

**BISCH-ROCCO AMUSEMENT CO.**  
 5445 Cottage Grove Avenue, Chicago, Ill.

**CONCESSIONS—Get New Quick Profits—Small Investment Rent Motor Scooters**

Be Sure It's a **ROCK-OLA**

In rental requirements you need the sturdy durability of this De Luxe unit.

**\$7950** Additional discount in quantities

ORDER YOUR TRIAL MODEL TODAY

Send ONLY \$10.00 Cash—Shipment Will Be Made Balance C. O. D.

**ROCK-OLA MFG. CORP., 800 N. Kedzie Ave., Chicago, Ill.**

**CONSISTENT MONEY MAKERS**

**LOOP-O-PLANE - - OCTOPUS ROLLO-PLANE**

Leading All Sales for 1940  
 Write for Descriptive Literature

**EVERLY AIRCRAFT CO.**  
 8418th Ave.  
 AVENUE K, KLINE, Bldg. M.  
 WASHINGTON, D. C.  
 LUCAS BROS., Ltd., Chicago, Ill.





















## Wholesale

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

## 700 Giftware Lines Seen At Two New York City Shows

Hotel Pennsylvania, Gift Center shows run concurrently—American-made goods featured—dates for display at Philadelphia changed to March 25-29

NEW YORK, Feb. 24.—More than 700 lines of giftware were displayed at the New York Gift and 225 Fifth avenue shows, held concurrently this week at Hotel Pennsylvania and Gift Center. While the shows featured highest priced items, many items on display were considered adaptable to the price field. Retailists at both shows were impressed with American-made products and those from neutral countries. Special emphasis was laid on Franklin products received in this country before outbreak of war. Mexican items proved quite popular and many items were featured by firms handling them. American-made china and glassware is said to have increased in demand and much attention was focused on pottery items from southern regions.

Weekend Fair shows for this year at Flushing Meadows attracted much attention. While many of the items were an ordinary, average quality, new items to new members. Now, note this year is termed toward novelty for most cities. Items like the Typing and Pen case, One With Five Wind screens, etc., are on the giftware market. Available in this line are ash trays and ash cans.

Stuffed Toys Seen

Stuffed toy and doll manufacturers were on hand with some clever items. Many of them were aimed at Easter time. One company complained they were unable to show large lines this year because of Easter's early appearance. However, the company has a line of dolls designed for Easter trade and Ben T. Mabel reported that the chenille bunny was proving one of the fastest sellers. His firm had ever brought on the market. Bantam Products Co. was making the new Poney Little Toys. Oscar, the elephant, was making new friends, and the piggy squirrel and the sheep with a (1) coat were introduced. For the Easter trade line there is offering china, dolls and business. A special line being made for promotion with the new Poney Little Toys.

Plenty of Lamp Shows

Price ranges, especially those in the lamp show, subshow, shows, proved to be a range of all shows. The Pennsylvania Company, the H. H. Hirschman, firms showing lamps included Admiration, Progress, T. Lewis, Dan Co. Glass, Waverly, Lamps, Mir. Co. and George V. Bassett & Co., Inc.

Older novelties worthy of special mention included jewelry, perfume, charm bracelets, fringe tables and ash trays. Thomas Long Co. offered a complete line of decorated wood jewelry and novelties in various designs for giftware trade. Edward Dewan Co. showed a new line of decorated wood jewelry and novelties. Packed eight in the metropolitan portfolio. Packed the same way are novelties with boxes printed on them. T. H. Hirsch Co. displayed a line of ash trays. One line included valentine trays with china figures and ceramic trays with painted figures and ivory novelties. Novelties also were exhibited. McDonald Products Co. showed Dull-It, an ash tray with boxes printed on them. T. H. Hirsch Co. is to be printed on chairs, coats or bed post. H. A. Ewell Jr., exhibited items of new design. The company is associated with Easter. A special basket filled with small rocks for growing the imported seeds. The seeds are said to be seen on an outstanding price item, as was the Cardstock, which also held both seeds and flowers. The company is associated with solution for growing flowers without soil and was reported as one of the outstanding lines.

Mexican Lines Featured

Leo Kord Importing Agency displayed new Mexican items, among them being miniature kitchens and cupboards. In the case of the miniature kitchen, see (See GIFTWARE LINES SEEN on page 55)

## Chenille Spreads' Popularity Up, Operators Report

CHICAGO, Feb. 24.—Range and subshow operators, as well as other operators awaiting the Easter trade, are reporting big demand for chenille beds.

Women have always had a warm spot in their hearts for chenille spreads. Because they come in such a large variety of colors and designs, housewives prefer them to any other kind of bedspread. They are made of 100% cotton or unbleached muslin and add richness to rooms. However, the biggest attraction is that the spreads wash easily, do not have to be ironed and wear indefinitely.

A report from a large operator says he is finding it profitable to stage chenille bedspread nights again. Spreads are displayed across the stage and make a nice setting.

Subshow workers are now passing up a good bet, either, as reports indicate that indicate spreads are also making cash for them. The boys are finding good demand among women willing to buy and try women for small board deals offering again.

While the trader has some good things to offer, it is expected that chenille bedspreads will again supply necessary items for many operators during this season.

By JOHN CARY

ANGLO BUSINESS

AGAIN we are hearing the familiar cry from big operators that they are all their work and for new lines for merchandise prices. It is impossible to keep novel and attractive prices displayed on stands and it is often true that good merchandise is hard to find. They found they eventually lose their novelty and the problem starts all over again.

Those who keep steady to The Billboard's Popular Items column, however, are often appalled at numbers that have the real story to tell.

There is no doubt that films have had and will continue to have influence on the merchandising line at big shows. Every operator remembers the Charlie McCarthy and Mow White trends, and now films are definitely on the way to a new high. The trend, lamp designs in GWTW motif are reported, gaining popularity through the country. It is said, we think, to predict that when this picture has been exhibited a little longer more and more large operators will be finding the use of merchandise and the picture profitable.

Another which will soon be released, is another case in point. Merchandise dealers are already planning to introduce items that are connected with this film.

The small-time reformer is still trying to use bingo as a stepping stone, but he isn't getting far. For every cry against the game, there are a thousand people who are in favor of it.

Recently there was some agitation against bingo at Madison, Wis. Here in the winter a faithful reader and writer sent to a local newspaper: "If an writing you in regard to District Attorney Madison's proposed of the clean game of bingo that he has

## Huge Boston, Philly Mdse. Shows Planned

BOSTON, Feb. 24.—There will be a large increase in the number of exhibition days and floor shows, instead of a single one as in the past. Added space is necessary to handle both new exhibitors and increased space requirements of former exhibitors. It is said. Indianapolis is to a splendid array of personalities, operators and exhibitors that will ease the situation of price and gift lines from a wide territory. Major lines slated for exhibition include home novelties, toys, pottery, glassware, woodware, stationery, carnival novelties and leather and metalware.

The Philadelphia Gift Show, at the Hotel Benjamin Franklin, will occupy two floors and run three days, instead of a single one as in the past. Added space is necessary to handle both new exhibitors and increased space requirements of former exhibitors. It is said. Indianapolis is to a splendid array of personalities, operators and exhibitors that will ease the situation of price and gift lines from a wide territory. Major lines slated for exhibition include home novelties, toys, pottery, glassware, woodware, stationery, carnival novelties and leather and metalware.

Dishes Reported Staging Comeback

NEW YORK, Feb. 24.—Because of exceptionally low prices and attractiveness of patterns, dishes are staging a comeback into the limelight. Chintz, crocheted, crocheted, rings and subshow operators, operators and exhibitors who work business and color to women palaces have been featuring dishes for some time. The variety and attractiveness of these work business and color to women palaces have been featuring dishes for some time. The variety and attractiveness of these work business and color to women palaces have been featuring dishes for some time.

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Ann Arbor Grotto
Circus a Success

ANN ARBOR, Mich., Feb. 28.—The
Grand Grotto Circus, held February 23-24,
was a big success, reports Frank Wickham,
manager. E. C. Wilson, who managed the
show, gave one of the finest
floor circuses ever seen here.

Among acts were Will Hill's elephants,
Oleg, Billy Bells' Barn, Madeline Bernard's
Circus, and many others who have been given
a contract for next year's show.

A party was given for the showfolk after
the final performance.

FOR SALE

Loop-Plane and Penny Arcade Machines,
25 to 50 good condition.
Write Warren for more
Have opening for three men Showers, they
will make money with my 8440.
Will book Outcrop and Tilt-A-Whirl.

Oliver Amusement Co.
1417 Gaither Street, St. Louis, Missouri

CARNIVAL
FOR SALE CHEAP

Best known and most successful
concessions of a Major Show, 6 Show Girls, 2500
Circus, 10000000. To be sold complete, \$100,000.00.
To be sold complete, \$100,000.00.
To be sold complete, \$100,000.00.
To be sold complete, \$100,000.00.

SIDE SHOW PEOPLE

COLEMAN BROS.' SHOWS

Opening only in APRIL at Middletown, Conn.
Ringside and show people wanted.
TICKET SELLERS that can sell and walk, talk,
and act.
H. H. HALL, P. O. Box 244, Middletown, N. J.

FOR SALE - TWO LIGHT PLAINS

Hemlock Motor - General Electric Generator,
500 to 750 W.
One set of a 2000 cc. 1000 cc. 2000 cc.
Price \$10,000.00.
M. A. PRIBNER,
424 Cedar Ave., Philadelphia, N. J.

METRO SHOW WANT

All shows, with and without an Act and Dress,
and all other shows, wanted.
M. A. PRIBNER,
424 Cedar Ave., Philadelphia, N. J.

INSURANCE
Charles A. Lenz

"Domestic Insurance Man"
4718 Insurance Exchange, CHICAGO

1940 CHEVROLETS

- TRUCKS AND PASSENGER CARS -
Semi-Trade Delivered
Write CHAS. T. COSS
410 STANDARD CHEVROLET CO.,
East St. Louis, Ill.

HUGHEY & GENTCH SHOWS

SUCCESSOR TO BLYTHE BROTHERS' SHOWS
WENT SHOWS with or without top, Mounted Shows with Band, Sides and complete equipment
in organized units, or bare top for Fair or Pleasure Show. No Bad Shows carried. Will take one
show, 20000000. 20000000. 20000000. 20000000.

CRYSTAL EXPOSITION SHOWS

Opening April 15th. West Longbridge, Connecticut. Will sell the X on wheels. Will sell on Kent
Square Gallery, Boston, and Longbridge, 1841 Union St. on top but not building top only. Shows
what you don't see. Crystal Exposition Shows. No Bad Shows carried. Will take one
show, 20000000. 20000000. 20000000. 20000000.

ROUTES
(Continued from page 26)

Washington, The Harry's New Year (Chas.
Hawkins, Harry's New Year) NYC, 20.
Marion & Gordon (Helen NYC, 20.
Meyers, Mrs. (Helen NYC, 20.
Meyers, Mrs. (Helen NYC, 20.
Meyers, Mrs. (Helen NYC, 20.
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NONCHALANTS
WITH CARL CARROLL'S 'VANITIES'

THIS WEEK, BETHELY, MOCK
Direction—Mack Corporation of America.

Nonchalants Shows (Helen NYC, 20.
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DRAMATIC AND MUSICAL

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The VANDERBIT BOYS

WEEK OF FEB. 20TH
FAYS THEATRICAL, PHILADELPHIA, PA.

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(Hint Circuit Shows)

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CARNIVAL
(Shows are for street work with as few
as possible, no parade, possibly
making points are listed.)

H. & E. Am. Co. - Springfield, N. C.
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CIRCUIS AND WILD WEST

Circuit and Wild West Shows
Circuit and Wild West Shows
Circuit and Wild West Shows
Circuit and Wild West Shows











# 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.

# Summer Travel

Creates many new locations, boosts spending of money

In the business world greater attention is being given to the trade and business created by travel than ever before in history. In fact, the concerted promotional efforts to encourage travel indicate that the summer of 1940 will surely set a record in travel.

The business value of this encouragement to travel is of special interest to American trade as never before, because the war abroad has made it practically essential that people travel in the Americas.

The coin machine trade always has an opportunity to cash in on general trade trends, and the travel business, with all the promotion and publicity given to it, should certainly attract attention from all sections of the automatic industry. Some of the biggest opportunities that have come to the coin machine trade in the past have been gained simply by taking advantage of trends in the general and social life of the country.

Perhaps no general trend has ever before had such proportions as the travel vogue and, fortunately, it is a movement in which the music, vending and amusement sections of the industry can share. All other lines of business are planning to share in the great travel movement, so that it is timely for the coin machine trade to begin to cultivate an intelligent optimism toward the coming summer.

There is a lot of promotion being done to encourage travel this coming summer. While much effort was expended during the past several months to encourage winter travel, the great volume of effort will be spent on encouraging summer travel.

The newspapers probably carry the bulk of travel publicity and are a common medium where all can study the ideas and territories that are most prominent for tourists. Members of the trade can follow the travel columns of the papers and gain many ideas as to what is going on in the travel world.

The brightest spot in all the travel vogue is that money is spent more freely by people on the go than at any other time. Figures released by the government and other agencies on travel last year indicate a volume of spending that is almost unbelievable. One would think there had never been a depression, considering how much money tourists spend. Fortune magazine and other authorities have recently shown that business was much better in the last few years than the gloom psychology had indicated. The effect of all this is going to be to encourage people to travel more and to spend more during this year unless some unforeseen discouragement happens.

It will be the privilege of every operator to catch some of that money being spent by people who travel.

The operator will be interested in territories helped by travel and also in locations that share in the tourist traffic.

As never before, travel will be nationwide. In a sense it will cover the Western side of the world, and manufacturers of machines can begin to think optimistically of an eventual stimulus to export sales. The operator can begin to count on much larger areas and a far greater number of

locations to feel the good benefits from travel money. In the past it has been customary to think of only certain well-known summer tourist areas as really having any traffic to be worth while for machines. It may be predicted that the regular summer tourist areas will not suffer loss in traffic, and that travel on a national scale will bring more business in ever-increasing territories.

The regular plans of catering to summer tourists are well known to the trade. We received a number of reports last year which indicated that arcades can and are being improved so that they cater to larger crowds. The arcade is a standard way of bringing coin machines to summer crowds, and this line of business is improving. Manufacturers catering to the arcades have introduced many new machines. Last year some interesting reports came in about operators that have mobile arcades or concessions to follow the fairs, indicating there are always new ideas for catering to summer traffic.

It is not easy to mention the variety of locations helped by summer travel in a short article. In a later review we hope to present a rather complete survey of all the possibilities for capitalizing on tourist traffic. The picture should be encouraging to all branches of the trade. Meanwhile, as suggested, it is a good idea to follow the publicity being given to the whole travel movement. It will be a good tonic just to see how enthusiastic the business world is about the subject.

One trend brought about by travel in the location field is an increase in the number and also the variety of spots catering to tourist trade. There are chains of locations being set up, but the great majority of locations are small shops and are owned or managed by individual proprietors. Both types of locations need coin-operated machines of various kinds. A modern development is that of carefully planned drive-in centers. Some of these are elaborately planned and have many sections, shops or what not where machines can be placed. Another lesson being learned by those who cater to tourist traffic is that places can be enlarged and made more profitable. This is an aid to coin machines, because it means more room for machines.

While the new types of locations may be expected to welcome coin machines more readily, still the staid old travel locations may be obtained by good salesmanship. A suburban station in Chicago's Loop has almost become a coin machine center. The well-known Northwestern station in Chicago has for years had a variety of coin-operated machines. On Western railways coin machines may be seen in many stations. The old and the new spots will become more alive under the stimulus of summer travel this year.

Many operators themselves will no doubt join the summer trek and will see places far and near. It should be a part of the inspiration of life and business to enjoy travel at times. Whenever an operator goes about he has the opportunity to observe what other operators do and to gain ideas of how to make his machines more satisfactory in service to the great traveling public.



**PROTECT YOUR EARNINGS**  
with EXHIBIT'S SLUG EJECTOR

PRICE **76¢** Actual Monthly profit on one table based on one table with 400-750 coin credit **ORDER NOW!**

EXHIBIT SUPPLY CO. 1112 W. 144th St. LAKEWOOD, OHIO

**Guaranteed Values**

**PHOTOGRAPHS**

3 Western 21's	.....\$42.50
3 Western 21's	.....\$42.50
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**NOVELTY GAMES**

Free Play	.....\$75.00
Free Play	.....\$75.00
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**Specials**

2 Eastern 21's	.....\$125.00
2 Eastern 21's	.....\$125.00
2 Eastern 21's	.....\$125.00

**AUTOMATIC TABLES**

3 Western 21's	.....\$28.50
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**AUTOMATIC AMUSEMENT CO.**  
1100 Franklin St., Everett, Ind.

**HEADS OR TAILS**  
THE FIRST REALLY DIFFERENT COUNTER GAME IN 50 YEARS!



**R & S SALES CO.**  
9 BUTLER ST., MARIETTA, O.

**Keeney Super Six Still Going Strong**

CHICAGO, Feb. 24.—According to J. H. (Jack) Keeney, head of J. H. Keeney & Co., the recent Keeney five-game table, the Super Six, has exceeded all existing records for literary success of the year.

"It surprises even us," said Jack, "to see how strongly Super Six continues among the wasted new games. After many weeks of promotion and sale, Super Six is still on the production line. However, this favorable condition is easy to understand when one checks the popularity of the game on location. Reports from operators advise that crowds continue to gather around Super Six wherever it is in operation, and they further state that the exciting game is enjoying its far beyond expectations.

"Many operators are even reordering on New Super Sixes, a fact that indicates that few of them are being displaced on location and further proof of its strong grip on players. It wouldn't be surprising if Super Six continued well into the year, and with the widening of operating opportunities in resorts and outdoor amusement spots," concluded Keeney.



"A DIAL IN HAND IS WORTH TWO IN THE AIR" Photo taken just before the party guests were released at the Rock-Ola plant to start their 300-mile trip to the Keeney Vending Co., Philadelphia, standing, left to right: A. C. Connon, Fred Franz, Leo Robinson, E. Halverson, Art Wolman, Cliff Zoberg, E. Booth, Frank Brunst. Front row: J. Leonard, W. E. Hall, J. F. Webb and J. A. Near, all of the Rock-Ola staff.

**Sicking's Opening Pulls Many Coinmen**

CINCINNATI, Feb. 24.—Inked with more than 50 Novel tables are with practically every type of coin-operated device an exhibit, Sicking, Inc., this town's oldest coin machine firm, headed by William Marmer, vice-president and general manager, and Ben Goldberg, president, formally opened its new and spacious quarters at 1014 street and Central Parkway Thursday (22).

Coinmen from Cincinnati and surrounding territory thronged the new plant all day to gander the stupendous quarters, glimpse the new machines and to purchase of the Sicking hospitality. Located on one of the city's main thoroughfares, only a few blocks from the center of town, the new Sicking quarters stood up to attract the finest coin machine operators in the Middle West.

Modern in every respect, the quarters are tastefully decorated in robin egg blue, with a cream-colored ceiling. All made more attractive by effective lighting. To the left, as one enters, one located the private offices of Messrs. Marmer and Goldberg, with the staff members being housed in an office to the right of the entrance. Center of the floor is given over to a vast display of pin games, coinless, ray rifles and sundry machines. Separate displays are arranged for bell machines, counter games, vending machines, carnival equipment, novelties and radios and weather phones. The parts department office is also located on the main floor.

Off the main room are located a spacious workshop and shipping and receiving quarters. To the rear of the building is located a large parking lot for the exclusive use of Sicking coinmen. In the construction of a new front to the building, provisions were made for several attractive window displays. A

moderate sign runs across the entire front of the building.

On Thursday evening, Messrs. Marmer and Goldberg were hosts to the visiting manufacturers' representatives and friends at a dinner at the Duvier Press Club. Among the factory representatives present, reported Marmer, were Ernie Preeling, Harry Payne, Ed Waggler, Fred Barlow and Leonard Branson, of the Buffalo Whittier Co.; Leo Kelly, of Bally Mfg. Co.; Al Douglas, of the Doral Co.; James Johnson and E. Marley, of Western Photo, Inc.; Sol Silverstein, of Chicago Coin Machine Mfg. Co.; Harry Hoops, of Baker Novelty Co.; Dick Kenney, of J. H. Kenney & Co.; Dick O'Neil, of H. G. Brass Co.; Art Cooley and Vince Shay, of Mills Novelty Co.; John Christ, of Exhibit Supply Co.; Seymour Row, of Continer Mfg. Co.; and Lou Goldman, of Gardner & Co. A surprise guest was Harry Hosenfeld, manager of the Pittsburgh branch of the Bussler Specialty Co.

During the day, 15 prizes, consisting of various types of machines, were awarded to the visiting operators.

**Largest Distrib Pick a Winner**

NEW YORK, Feb. 24.—"When big things like this happen, it's really news," said Sam Cohen, executive of Monarch Vending Co., subsidiary of Monarch Amusement Mfg. Sales Co., of New York, New Jersey and Florida. "Our company has selected Gottlieb's Knee-Ball-21's as the outstanding winter among legal coin machines, and last week we concluded arrangements with the factory to become exclusive distributors in our territory."

"It's the greatest legal amusement game in all coin machine history," said Cohen. "One has long been clamoring for just such a winner, and we are happy to bring it to them. An exclusive

**SKEE JUMP**  
A new kind of game...  
OPERATOR'S \$15.00 PRICE

**Scientific GAMES CORP.**  
21 Steuben St., Brooklyn, N.Y.

Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00
Mills 21's Blue Front	.....\$24.00

**MONROE VENDING COMPANY**  
2818 South Grand, Monroe, Louisiana

distributors in the States of New York, New Jersey, Connecticut and Florida, have placed the largest order on record, which makes it possible for us to purchase immediately in quantity to our entire territory. Arrangements have been made with the factory for delivery on a scale never before attempted with coin machines. In addition, of course, we will get Modern's unequalled service, so that your complete satisfaction is absolutely assured."

**Monarch's Sales Up On Mills' Machines**

CHICAGO, Feb. 24.—M. Stern, Monarch Coin Machine Co. official, reports increasing interest and growing demand for Mills' Empire and Thruze of Music photographs from operators in Maryland, Illinois, Northern Indiana and Western Michigan, territory served by Monarch.

"Aside from the fact that Mills instruments are tops in looks and performance," said Stern, "there is good reason why our customers are buying more Mills machines. As an incentive to get more acquainted with the many possibilities of Mills photos we have offered liberal advances on other coin-operated equipment in trade on Empire and Thruze of Music photographs. To say that this offer has been widely accepted is putting it mildly.

"It makes it still easier for Monarch customers to enjoy the pleasure of operating Mills instruments we have set up a time payment plan which enables operators to rent or purchase machines over a 15-month period."

**Baker Games In Big Favor**

CHICAGO, Feb. 24.—Harry Hoops, vice-president of Baker Novelty Co., Chicago, represented the company at the opening of the new spacious display rooms at Sicking, Inc., Cincinnati, Thursday (22).

"The success of the industry and many operators' success our end and the event was undoubtedly a very big one," said Hoops.

"Our congratulations to Sicking for the splendid showing it has made and for the new quarters, which are among the finest in the industry. Baker's products, too, came in for considerable comment and aroused great interest, particularly Baker's Fun-A-4-A free-play novelty and Pick-a-Pack outdoor sign game.

"From all parts of the country the demand for our machines is tremendous and big shipments are being made right along. In fact, extra equipment had to be put in at the factory by the Western Union to handle the volume of orders coming in. It's great to find your product so highly rated and well received wherever you go."



NETE MALROFF, Wisconsin operator, helps the beautiful girls pick their favorite faces on a Mills Throne of Name.

## Monarch SPECIALS

**FREE PLAY GAMES**  
MECHANICALLY PERFECT — BEAUTIFUL APPEARING

GEM		CHICAGO		SOUTHERN	
1000	1000	1000	1000	1000	1000
1000	1000	1000	1000	1000	1000
1000	1000	1000	1000	1000	1000
1000	1000	1000	1000	1000	1000
1000	1000	1000	1000	1000	1000

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

## Moloney Proves Dandy Suspense

CHICAGO, Feb. 24.—Ray Moloney, president of Billy Mfg. Co., has long been known as a dandy pin game player. Recently playing a game on Billy's Dandy Dandy, he proved the count made his work as easy as to concentrate the features of a particular game.

The first ball, according to George Jenkins, Billy sales manager, who reported the incident, dropped into the double-score pocket. "This was an encouraging sign," Jenkins explained. "Because any score Ray might make there after would automatically be doubled. The second ball trickled down the board to a side 200 hole. Ball number three took a short cut into a side 200 hole, and the fourth ball, after flitting with the opposite two hole, dived into a side 100 hole.

"Then—with only one ball remaining—the score was a big round zero. It actually Ray still had a chance to win in seven different ways. He could win by palling the 100, 200, 300 hole or any other score," Jenkins explained. "Because his last ball in the 300, 390, 1,000 or 1,300 hole landed in the center of the board. Contrary to all predictions on the part of bystanders, the final ball went into the outside. But Ray certainly succeeded in showing the tantalizing suspense which accounts for Dandy's popularity on location."



NEVER A "BLUE" COLLECTION DAY WHEN YOU USE THE

**→ GOPHER SLUG EJECTOR ←**

WRITE FOR CATALOG  
Termites Are Gone! For Live-While Distribution

**PRICE . . . \$12.50**

**USED PINBALLS**

Gold Medal (Yarn)	...	\$20.00
Grandstand (Yarn)	...	25.00
Golden Rule (Yarn)	...	25.00
Thimble (Yarn)	...	25.00
Head Pin (Yarn)	...	25.00
Harmony (Yarn)	...	25.00

**USED WURLITZERS**

888	...	\$175.00
884	...	150.00
889	...	150.00

**COIN-A-MATIC AMUSEMENT CO.**

Minneapolis Distributor,  
MINNESOTA ASSEMBLING CO.,  
1316 Marlett Avenue, Minneapolis, Minn.

## PHONOGRAPH OPERATORS

Here's an Easy Way To Dispose of Last Month's Record Hits!

Last month's hit records are as dead as the proverbial door nail! For smart operators here's found a way to turn this liability into BIG PROFITS! Buy records for one dollar and resell them for ten. Complete built-in amplifier and speaker, self-starting motor, crystal pick-up, and the whole in a "package" and sell phonographs and last month's records at a handsome profit. You'll turn 'em over in 30 days!



**MODEL**  
\$9.50

**SALESBOARD BINGO PREMIUM OPERATORS**

PICK A hot number! Bring into the "Big Changes" with our Electric Phonograph. Packed for Profit to you!

Model P51 (In carrying case)	...	\$19.95
Model P52 (In carrying case)	...	19.40
Model P53 (In carrying case)	...	19.40

Other models as low as \$4.95. Write or visit for complete description of units to COMPLETE

**PLAYLATH SUPPLY COMPANY**  
14 WEST 17TH ST. DEPT. BB-1 NEW YORK, N. Y.

## Four States to Eastern Distrib

CHICAGO, Feb. 24.—Arrangements were made this week whereby Modern Vending Co., subsidiary of Modern Amusement Mosaic Sales Co., was appointed exclusive distributor for Chicago's Blue-Bell-Blue for New York, New Jersey, Connecticut and Florida, reports D. Gilliland & Co., 261 Cedar, Modern executive, who was in Chicago to personally conduct the arrangements, played a large card.

Dave Gottlieb was extremely enthusiastic. "This is a case," he said, "where the power of a famous name, like Modern Vending, has been joined with a great industry, like Blue-Bell-Blue, for the benefit of the industry. We are proud to announce that Modern Vending is now exclusive distributor for Blue-Bell-Blue in their territory. The record-breaking order which they placed is proof of their faith and confidence in the phenomenal hit, based upon their long experience, knowledge and sound judgment. Their customers are treated officers, large stock and installable service will put Blue-Bell-Blue within quick reach of every operator in the East."

## Demonstration by Music Patrons Against Curfew Ban on Phonos

(From The Kansas City Journal, February 21)

COLUMBIA, Kan., Feb. 24.—"There'll be a hot time in the old town tonight" is a popular ditty revised. Columbia Inc., its local distributors recently were granted the right to stay in the groove after 9:30 P.M.

The Brown Ladies Club, located within the restricted zone, let a group of high school dancers play the phonographs past 10 P.M. Citizens appeared and arrested Joe Averill, husband of Mrs. Iva J. Averill, the operator, and took him to jail.

Big cops and big officers had no time in showing just what they thought of the street demonstration. Large placards which bore the title "Without Intention" were were hurriedly made and a dummy named "Mary Maxwell" was assembled. The demonstrators proceeded up to the Cherokee County Courthouse and the square, where they staged a demonstration. They even invaded the court of Police Judge C. C. Coe and had to be chased.

Averill was found guilty in Police Court and fined \$100. However, he opposed to District Court, contending his wife, and not himself, was the operator of the street organ.

The case still is pending in District Court.

Mrs. Averill recently filed with attorney a temporary injunction against enforcement of the ordinance, stating "The city of Cherokee does not possess the legislative powers of State or Union" and maintaining the ordinance was unconstitutional in that it composed multiple acts, which it was to be held the same distance from the square in an opposite direction.

Efforts to quash the hearing was filed by City Attorney Dale Maxwell, son of Mayor Ed Maxwell, when it was learned that the Kansas Attorney General had advised that the city of Cherokee was not a municipality.

After a little more than two hours of argument by Raymond Scott, of Joplin, attorney for the plaintiff, and City Attorney Maxwell on behalf of the council, Judge Downrock issued a temporary injunction against enforcement of the ordinance.

The council for Mrs. Averill asked the council telling the people to get to bed at 9:30 at night and not to rise until 9 o'clock the next morning. Attorney Scott said "Either you break the law or you break the law."

their people what they can listen to and when, and that's what your Co-sophias Huter and Shilin's are trying to do."

A hearing for a permanent injunction is expected to come up at the next regular term of court, at which time all points of the case will come before the court.



REPRESENTATIVES ARE SENT TO VISITING MUSIC MERCHANTS and their wives at a special preview of 1940 Wurlitzers. The affair took place at the Western Music and Specialty Co., Detroit.



**IMP**

Greether's

Blue Bell  
Wurlitzer  
Music  
Game  
Co.

**MIDWAY COUNTER GAME**

**\$12.50**

**CARTON OF 6, \$67.50**  
1/2 Dozen With Order, Balance C. O. D.  
**OHIO SPECIALTY CO.**  
712 E. BRADSHAW, LOUISVILLE, KY.

## Favorable Decree On Counter Game

HARRISBURG, Pa., Feb. 24.—Dauphin County Court February 10 ruled that mini-vesting machines giving free plays for winning combinations are legal in the county and dismissed a charge against a defendant accused of setting up and maintaining illegal gambling devices.

Judge John E. Fox said that so long as the free plays are not "cashed in" there is nothing illegal about the machines. "The statutory test is that petitioner's evidence must be such as to satisfy the court that the machines were employed and used for the purpose of unlawful gaming," the court said, in dismissing a charge against Paul King, of Union Deposit, Pa.









**Before You Buy  
CHECK THE ADVANTAGES**

**"COLUMBUS"  
VENDORS**



**MODEL  
"ZM"**

Just the machine every operator needs for vending no-chores in combination with small candies. "ZM" mechanism will not crush merchandise. Attractive porcelain finish or green or red enamel.

**MODEL  
"M"**

A small, attractive game and collection vendor that commands instant attention. Merchandise available either regular South or Jumbo packs as well as small candies and other novelties. Can be had in regular enamel finish or attractive porcelain.



Don't Delay! Enjoy Thrilling Income and Bigger Profits For Less in 1940 With Location-Tested "Columbus" Vendors. Write for Free Catalog and Liberal Trade-In Offer.

**RAKE**  
S. S. 22ND ST., PHILADELPHIA, PA.

**CMA NEWS**

(Continued from page 67)  
of American Music Association of New Jersey. Frank Harwood, of American Music Operators' Association of Philadelphia. H. H. Kink, of American Music Operators' Association of New York. William Tobacco Co., I. Rosenfeld, of Actor-Play Theaters Co. M. Kaufman, of National Match Co. National Distributing Co.  
The extension program included a winter dance and dancing at the Hotel New York. Kink, daughter of Philip Kink, of Phil Kink Cigarette Machine Co. Dick Marshall Vendors played the dinner and the dancing.  
The entire CMA membership worked diligently to make this a big event, one in which special thanks for an enjoyable evening are due include Michael Lassat, chairman of the advertising and publicity committee, and the addresses: John O'Brien, Ed Drevick, Harry Zink, Irving Appel, John Rodriguez, Henry Hoffmann, Bernard Malinin, Harry Kelenberg, Charles W. Stange and Walter W. Harnik.  
The banquet committee was headed by John Harnik. He was assisted by those who also served on Lassat's committee, James V. Chetty, manager, Hotel Pennsylvania. Harry Mack headed reservations at the door.

**Sales Mount on  
Western's Trio**

CHICAGO, Feb. 24.—Don Anderson, sales manager for Western Products, Inc., says that sales of Western's late DeLuxe release, Trio, are climbing steadily.  
"The various features that make Trio the most popular operation are apparent in the sales reports now," said Anderson. "Not the least among these money-making factors is the three-way method of playing, which provides operators with a player who will win several combinations, on high score or on a combination of symbols and high score. The three ways

**Buy-the-Board  
Idea Is Clicking**

CHICAGO, Feb. 24.—The new "buy-the-board" feature, introduced in Baby King, Co.'s Sport King multiple payout game, is proving popular with operators, says, according to George Jackson, Baby King sales manager.

"Actually," Jackson explained, "the 'buy-the-board' feature was our idea, but the players," he said, "are the ones who really provide a viable record of coins played, and every one of the 30 pockets is a sure winner. We designed the feature as a kind of futuristic repeat play. But the public had other notions about the feature. So we see players pranking one another another into the chute—without shooting the ball—just to push the coin indicator up 40."

"Theoretically there is no limit to the number of extra which may be played at one time on Sport King. Because after the player has 'bought' the board he can deposit additional coins for better odds and the selection lights remain lit at all times. So for the biggest prize I've heard about was 25 cents at a week. The coin-indicator stood at 77, the player puts in 25 cents to get the 74, and the additional coins do change odds," Jackson said.

**Western Baseballer  
Enjoys Upped Play**

CHICAGO, Feb. 24.—As major league baseball playing centers western into winter, a sharp increase in play is being met on location featuring Western's Deluxe Baseball, according to Don Anderson, sales manager.

"The increasing interest in our national game is becoming evident in the sudden surge in orders that have reached my desk during the past few weeks," said Anderson. "Operators advise us that our console baseball game, consistently profitable during the winter, is already showing a marked pick-up in receipts, and they attribute it to the publicity attached to the arrival of public enthusiasm in baseball. As a consequence they are preparing to cover as many locations as possible with Western's game, not only because it is a big money-maker, but because it is a legal game practically everywhere."

"We anticipate the rising demand for Western's Deluxe Baseball, taking our cue from the activity that occurred at this time last year, and we have keyed our production to take care of all orders without a day's delay."

le to provide a fascination and excitement during play that isn't duplicated by any other game now being marketed. Another reason why Trio affords plenty of location attraction is the simple and original design of the playing field along with a colorful logo background. And a third reason why operators are fast adopting Trio into most of their locations is the low price at which the game is offered."

Anderson advises that Trio is also available with odds in the backboard, the reels featuring ball fruit or war symbols. This model is known as high play, and is also priced modestly, said Anderson.



PORTION OF CROWD attending the grand opening of the new display rooms of National Coin Machine Exchange, Chicago, February 17.

**HARD SHELL CANDIES** FOR BULK VENDORS



**PAN CONFECTIONS-CHICAGO**  
220 E. 54th ST. Chicago, Illinois  
ESTABLISHED IN 1904  
220 E. 54th ST. CHICAGO, ILLINOIS



**MERCHANDISE**  
Virginia Jumbo PEANUTS CHARMS  
Spanish Cashew Nuts  
Pistachio Nuts  
Queens-Tulip  
Candy - Boston Beans  
Rainbow - Jelly Beans  
Pectin Hearts  
Bridge Mix, Etc.  
Ball Gum 1/2-3/4  
Spot - Ringed - Twirl Wrapped  
Stands - Brackets  
Write for New Low Prices  
220 CLEVELAND ISLAND AVE. BROOKLYN, N. Y., BR. 6272

**CLEARANCE SALE**  
USED CIGARETTE MACHINES — LOW PRICES

MATERS-4 COLUMNS—CHROMIUM FRONT	\$19.50
NATIONAL 6-26	22.50
NATIONAL 9-30	25.00
MILK-S-COLUMNS—PRACTICAL MTM	40.50
MULLIFLIER, ROCK-OLA, WILD PRIZES, Parolite Mounting, Low Price, Write for Details	
<b>BABE KAUFMAN</b> CHICAGO	250 W. 54th St., N. Y. C.

**First Reports on  
Lancer Optimistic**

CHICAGO, Feb. 24.—Lancer, new Kabinet game, is sure to be an instant hit with players and operators, the firm announced. First location reports are phenomenal, it is stated.

"This game, our high score game has magnetic action at the heart of the playboard that creates terrific hot second suspense," stated an exhibit official. "The tremendous appeal of the vibrant neon sets button that score advances when the ball toward the 1st layer of 5-8 special scoring member bumpers breaks up immediate play instead that possible with each game played."

III, other times thousands and people the ball toward the 1st layer of 5-8 special scoring member bumpers breaks up immediate play instead that possible with each game played.

"The low illuminated low-rolls old spring bumpers are sensitive and trouble free. The scoring balls—new slant type—give perfect performance with the big play that Lancer is getting on location."

"Lancer is available for all pin-ball territories, as it can be operated on a suitable way to win piece or in strictly high score territories as a straight high score game. When operated on a straight high score game the special when III bumpers become 2,000 scoring bumpers when III, the change is made by a simple plug adjustment."

"The demand for Lancer has already presented an unprecedented production problem, but big quality shipments will be made daily as the increased production schedule continues to function smoothly," the firm reports.



**ADVERTISE IN THE BILLBOARD**  
—YOU'LL BE SATISFIED WITH RESULTS.

# MUSIC MERCHANDISE

## \$640,974 in Music Machines Exported to 34 Lands in '39

88 per cent of total exports go to common in North and South America—Mexico best customer, Canada next—War affects phono exports less than other coin machines

NEW YORK, Feb. 24.—The rapid rate at which the automatic phonograph industry is expanding beyond the confines of this country is seen in the fact that coin-operated in 34 foreign countries paid \$640,974 for 3,589 music machines in 1939. Average price per machine was \$178.52 excluding freight. Although definite figures are available, it is estimated that more than 90 per cent of the machines sold abroad were used. There are but a few of the startling facts relative to how important the automatic music machine industry is becoming in the export world revealed by the statistics obtained from the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce here.

This department first recognized the importance of the music machine business this past year when it began keeping a separate check on its exports for the first time. Heretofore music machine exports were included in the next largest category statistics. Consequently, it is impossible to track 1939 figures up against any for previous years. The breakdown of sales by countries, however, shows that the export market is destined to become more and more valuable to the industry as operators, location owners and the public, evidence that this percentage will show a substantial increase during 1940 is seen in the number of machines that went south of the border in the closing months of 1939. Cuba, next to Mexico, was the leading Latin American phono consumer, with a total of 290 machines. Panama, Colombia, Brazil, Venezuela and the U. S. took enough machines to sow the seeds for a future sales boom.

Boon of phonos in Mexico is due in a large measure to promotional efforts of those American firms who have been cultivating this market. In addition, so mechanical changes have to be made in the equipment for it to operate on Mexican current. What's more, import duty is only 10 cents in U. S. currency per kilo (kilo is approximately 2½ pounds). At this rate, duty on a Westing 616 would be approximately \$13.

### War Effect

Last year, when phonos began to be featured in the editorial and advertising columns of foreign trade journals, it was felt by many commentators that the time had come for England, Australia and the other big consumers of other coin-operated equipment to go heavily for phonos.

ported up until the time war was declared.

Whether due to the war or to seasonal conditions, however, exports of phonos did fall off from a 450 per month average during June, July, August and September to 247 machines a month for the balance of the year. Fifty per cent of the sales were chalked up during the summer. February proved to be the worst, only 27 machines being sold during its 28 days.

## Sample Calcuttone Needle Proves It

PAVETTIVILLE N. C., Feb. 24.—Joe Calcuttone, of the Vending Machine Co., this city, is testing it with his Calcuttone

## Exports of Automatic Phonographs in '39

Complete breakdown as to quantities, values and destinations:

Destination	Quantity	Value	Destination	Quantity	Value
Belgium	1	\$ 570	Netherlands W. Indies	4	620
Finland	37	8,580	Australia	39	4,282
France	11	3,750	Philippines	42	6,894
Germany	3	770	Switzerland	2	328
Netherlands	15	2,380	Argentina	11	1,073
Sweden	28	3,930	Brazil	18	3,817
Taipei	109	34,711	Colombia	21	3,550
Canada	1,092	198,370	Venezuela	21	2,439
British Honduras	2	370	West Indies	3	105
Costa Rica	7	1,265	China	1	33
Guatemala	13	3,034	Union of South Africa	15	3,833
Rep. of Panama	35	6,103	New Zealand	3	307
Cuba	290	485	Monrovia	5	2,148
Salvador	19	4,715	Jamaica	3	312
Mexico	1,062	276,462	Roanoke	2	246
Morocco	6	2,122	British Oceania	4	717
Other B. W. Indies	6	1,132			
Cuba	290	62,052			
			Total	3,589	\$640,974

Heretofore high tariff rates plus the many mechanical changes necessitated by the difference in electrical current, operating difficulties, etc., had caused operators in these lands to concentrate exclusively on pin game and vending machine operations.

Of course, the war dashed these hopes, but the figures show that the war had much less effect on phono exports than on pin games, vending machines and other types of coin-operated equipment which suffered an approximate 50 per cent drop last year.

Up until September 1 only 180 phonos had been sent to England; France had taken 15; Finland, 37, and Australia, 8. In fact, total consumption of all Europe amounted to only 11 per cent of all phono ex-

ports during these days to every port that improves about getting better tone from phonos.

"We developed one of the largest supply businesses in our history with Calcuttone phono needles," says Calcuttone, "and as we stated towards the end of last year we felt we would more than exceed our 1938 mark with the sales we would make in 1941."

"Every inquiry we receive from an operator asking about better tone for his phonos—we simply slip him a sample Calcuttone needle and let him try that in his machine. It has never yet failed to bring us the kind of response we look forward to getting. Operators agree that the Calcuttone phono needle is the finest that money can buy. What's more, they also agree that it is one of the best needles that they ever used from a servicing standpoint."

## Carrier Pigeons Announce Opening

CHICAGO, Feb. 24.—Nine carrier pigeons arrived by express at the Mack-O-Mat Corp. yesterday, announcing the opening of the Keyphone Vending Co., Philadelphia, which has been conditionally incorporated in its own cardboard shalter.

Each pigeon, it is reported, was accompanied by an express of the Mack-O-Mat Corp. and was accompanied by a check in full for the purchase of the corporation. The Keyphone Vending Co. has an office and service department at 1811 Spring Garden street, Philadelphia, February 23.

Instructions for returning the birds were as follows: "This bird must not be detained . . . release at once or it will lose its way back. Release it if you do not keep overnight. To handle, add bird with both hands around body. If you will attend, showing of new birds, you will determine from pigeon's leg and release bird."

So at 3 p.m. sharp the pigeons were carefully released from their shalter by the express man, Release O. G. G. The birds upon gaining their freedom, all straight up toward the sky and circled around for the bearings of their new home for their best chance in Philadelphia. In a few seconds they were lost to sight on their return flight.

I. F. Webb, Mack-O-Mat vice-president, said, upon releasing his bird: "I hope it follows instructions. I would like to attend of the release of the birds. The good feed. Whether the bird follows these instructions or not, we want to give it the best of luck. We will also, congratulations to the Keyphone Vending Co. for the month's most unusual story."

## Miraben Stresses Plastics Value

CHICAGO, Feb. 24.—The Miraben Co., Chicago, of phonographs, is announcing to sales operators the importance of plastics as used by the firm in retailing old model phonographs.

"The type of plastic we use is of the finest grade that money can buy," stated Ben Lutsko, "We don't stint on material. We have learned that the operator who has learned that he should up against the hard usage it gives even in a tavern location."

In addition, there is nothing more beautiful than a phonograph can feature than the proper advice plastics in the proper location. We have made this part of our study of the machine we rebuild and it has proved more than worthwhile.

"Operators have come to mean a great deal to the phono division of this industry. But the proper type of plastic in the correct color and finish makes anything else in a light-up job and this is what we are stressing in every phase of work when we come in contact," Lutsko added.

## Reese Made Asst. Gen'l Sales Mgr.

NORTH TOWAWANDA, N. Y., Feb. 24.—Miss Hennessey, general sales manager of the North Towawanda division of the Revolver-Warrior Co., announces the appointment of Spencer Reese as assistant general sales manager of the same division.

Prior to joining the Revolver-Warrior Co., Reese was West Coast district manager for the Revolver-Warrior Co. During the past 15 years his efforts have been concentrated in sales, distribution and field distribution activities.

Hennessey advises that Reese, because of his personality, knowledge of distribution problems and business ability, will prove of great value to the Revolver-Warrior organization in the co-ordinating of factory work with distributors and retail organizations.



SPENCER REESE, GENERAL SALES MANAGER, Miss Hennessey, grants his new assistant general sales manager, Spencer Reese.

THE POWER OF A


 A MODERN PRODUCT  
 IS ALWAYS A  
 WINNER

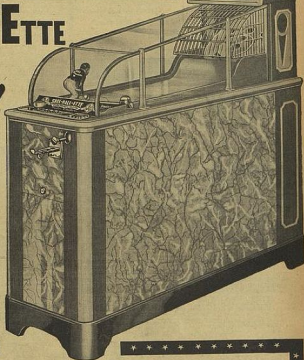
GOOD NAME

*World's Largest Distributor*  
**PICKS THE WINNER!**



# SKEE-BALL-ETTE

*it's*  
**Terrific!**



ABSOLUTELY THE GREATEST  
 LEGAL AMUSEMENT GAME IN  
 COIN MACHINE HISTORY! . . .

EXCLUSIVE DISTRIBUTORS

New York  
 New Jersey  
 Connecticut  
 Florida

## MODERN VENDING COMPANY

NEW YORK  
 656 BROADWAY

NEWARK, N. J.  
 1060 BROAD ST.

MIAMI BEACH, FLA.  
 822 FIFTH ST.



New and Brilliant Records in Fox Trot Tempo  
The American and Latin-American Hit

# "SAY" "SI"

Bigger Even Than "Rancho Grande"

ANDREWS SISTERS—Dessa No. 3013  
WOODY HERMAN—Dessa No. 2979  
LOUIS PRIMA—Variety No. 8170  
GLENN MILLER—Bluebird No. 10622

THE SMOOTHIES—Bluebird  
No. 10616  
OZZIE NELSON—Bluebird  
No. 10293

GENE KRUPA—Columbia—To Be Listed Soon  
Victor and Vocal Records Now Being Made  
Latin-American Discs in Congo and Rumba Tempo Also Available

## Other Important New Records

A LITTLE CAFE DOWN THE STREET  
WAYNE KING—Victor No. 26480

I WAS WATCHING A MAN PAINT A  
FENCE  
CLYDE MCGOY—Dessa No. 2995

BELLA BAMBINA  
TERRY BRAND—Dessa No. 2997

WILLIE, WILLIE, WILL YAY  
HOOPER HOFF 15115—Vocalion  
No. 15119

STRANGE FRUIT  
FINE AND MELLOW

Both Sung by BILLIE HOLIDAY — Commodore No. 526

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RCA BUILDING • RADIO CITY • NEW YORK

## NOW NEW UNEQUALLED CLARITY ON LONG LIFE MATERIAL

Just hear... this *Operatic Special*

8198 MY LOVE'S A COUNTRY GAL—Vocal F. T  
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John Ryan with Orchestra

Two popular tunes with a new twist—  
8197 GABRIELE—P. T.  
FAITHFUL FOREVER—P. T. — Gulliver's Travels  
Vocals by Phil Harris and Phil Orincho

United States Records Co., 170 Broadway, N. Y. C.

**UNIVERSITY**  
RECORDS  
DUPLICATE TAPE

### 1940 BARGAIN PHONOGRAPH PRICES

Wurlitzer 888	\$225.00	Wurlitzer 914, 412, International Drill & Tool	\$175.00
Wurlitzer 884	\$225.00	Wurlitzer 888 & 889, Improved with Synchron	\$175.00
Wurlitzer 880	\$225.00	Wet Box and Automatic, \$268.80 Extra.	
Wurlitzer 876	\$225.00	Extra, 100 per cent	
Wurlitzer 872	\$225.00	600, 418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 868	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 864	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 860	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 856	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 852	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 848	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 844	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 840	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
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Wurlitzer 832	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 828	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 824	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 820	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 816	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 812	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 808	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 804	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	
Wurlitzer 800	\$225.00	418, 211, 200, 200, 200, 200, 200, 200	

All Machines Professionally Refurbished, Thoroughly Cleaned, Taped and Synchronized.  
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USED MACHINES IN GOOD CONDITION

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RECORDS

MUSIC OPERATORS

"THE BOAT SONG"

ON THE GOLD STANDARDS. New Catalog on Request.

RADIO RECORD CO.

1088 Broadway, New York City

## Seattle

SEATTLE, Feb. 17.—The ASF and World-War III Co., Ashbury, Ok., is being brought back to everyone's attention in Seattle by new popularity of the record on numerous automatic phonographs.

New pinball machines such as Polaris of 1940, placed in Ben Farris' recreation center by H. L. Westphalen & Co., are getting a fine play. Several other Ben Farris machines have been installed recently by the Westphalens.

## 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 20 leading phonograph operators in each of the 20 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under the heading "Going Strong" and have thus become such established success that they require no further explanation.

In the Mood. (Thirteenth week). Glenn Miller.

Carolee. (Eighth week). Glenn Miller, Dick Jurgens.

All the Things You Are. (Seventh week). Tommy Dorsey, Artie Shaw, Frankie Marshall.

Indian Summer. (Fifth week). Tommy Dorsey, Glenn Miller.

At the Ballata. (Third week). Owen Tucker, Victor Silvester, Abe Lyman.

You'd Be Surprised. (Second week). Crisp Tucker.

### COMING UP

Recordings listed below are those which operators report are set yet to get together money-makers but which do not as yet appear as automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least 20 leading phonograph operators in each of the 20 most important phonograph operating centers in the country.

The Gacha Sonatas. Continuing the nice pace it set a week ago, this is being played on its merry journey, and presently is hovering on the line between small hits and goodly success. Another week will probably tell the tale as to whether it will cross the border into the domain of really solid hits or remain as merely a profitable item that all operators should be playing. Glenn Miller, Harry Belafonte, Tedd and Frankie Mowers have the most-in-demand discs currently.

Dam That Dream. This is another ballad that continues to do well for those who have it in their machines, although in this instance it is extremely doubtful if the record will ever be played again. For this, and the others like it, stood ahead very prominently. This type of song, however, seems to get just as far and no further—a profitable thing, and certainly one that cannot be overlooked, but still one that does not quite make the absolute success class. In this case Dick Jurgens, Glenn Miller and Kaye Dutton contribute the best liked phonos versions.

In an Old Dutch Garden. This is still a third of the set of number typed by the two directly ahead of it, H. H. Goo Goo and Prezzi, has enough stuff in it from a novel standpoint to head the list, and that note is apparently recognized by the buying public. For this, and the others like it, stood ahead very prominently. This type of song, however, seems to get just as far and no further—a profitable thing, and certainly one that cannot be overlooked, but still one that does not quite make the absolute success class. In this case Dick Jurgens, Glenn Miller and Kaye Dutton contribute the best liked phonos versions.

Carolee. Say. The list of this kind of song seems to be endless this week. All that applies to the foregoing three numbers applies here as well. After a week of struggling against heavy odds, the time has managed to make half rest in the music boxes to a good enough degree. Guy Lombardo, Frankie Marshall and Kaye Krav do the honors by this one.

The Man Who Comes Around. Life on a no-no way would be practically paid correct if you are a devotee of this novelty number but has had, starting off like a forest fire some weeks ago, it reached a certain point of popularity, then slipped badly for a couple of weeks, returned some weeks and now begins to taper off once more. Tommy Tucker has had the only recording that has meant anything in the return of the number's hectic recordings. Probably the best way of looking at the disc now is to keep it around under a watchful eye and take it out the first minute it shows it's not earning its keep.

Between 18th and 19th on Chestnut Street. At The Man Who Comes Around has its in-and-out, this one upholds the banner of the novelty song in the current record field. The Bing Crosby-Carolee record did it doing very well, and Chester Burdett's recording rather strong competition to the formidable combination of Bing and Carolee. Either recording should be in your machines right now.

Tanaka Junction. As this department expected, it didn't take long for Glenn Miller's swelled disc of this to get going, now it was released. It is a real treat, when the record is played, and it is a real treat. That operators had better be prepared for a big thing here. Nothing new to the point can be said now than a repetition of that statement.

### POSSIBILITIES

Recordings listed below are set as set about any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon record performance, sheet music sales, reports from music publishers as to the relative importance of such sales in its ratings as well as on the judgment of The Billboard's music department.

Sweet Palato Pine. Out of the score of the new Ring Crosby picture, The Road to Singapore, comes this most probable hit tune. Chances are that the song itself will be a success, and with Crosby recording it, that should put it in the bag as far as operators are concerned.

Row, Row, Row. If the record-droppers are looking for still another one in the novel vein as Oh, Johnny, but different enough in actual lyrics and melody, Mitchell Ayres' disk may answer the purpose. This could be a nice phone hit if it does it 444-4-4.

Give a Little Whistle. Along with When You Wish Upon a Star (about which operators have already been warned in this space), Whistle, in comparison to the score of Walt Disney's Pinocchio, will likely carve out a pretty distinguished career for itself as a real tune network. Keep it in your eye, and particularly with Queen of Stars, in mind.

I Love Me. Another oddie, this time dug up by Gray Gordon and recorded by him in a manner that should have little trouble eliciting in the boxes. The vocal by This Guy on a basically attractive tune, and the features of the score that should make it a real hit.

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

















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FOR OPERATORS —  
THAT'S WHY IT'S BEEN  
A SELL OUT!

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CHICAGO, ILL.

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GROETHE'S 3 REEL CIGARETTE MACHINE WITH  
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CONSTRUCTION—PRECISION BUILT—HAMMER-  
LOID—SMOOTH VELVET FINISH—NOISELESS OPERA-  
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In 1940 It Will Be IMPOSSIBLE To  
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GERBER & GLASS

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CHICAGO, ILL.

## Wisconsin Center Of Bingo Talk

MILWAUKEE, Feb. 24.—The week of February 19 almost set a record for public discussion of the question of gambling in the State. Newspapers led the discussion, probably one-third of the papers in the State commenting pro and one on the subject.

The present high wave of discussion of gambling is the aftermath of the recent State Superior Court decision which declared bingo to be illegal even though operated by church and charitable organizations. This decision brought the churches into the midst of the discussion and has served to give it white heat.

The discussion really began last summer when considerable agitation was waged about slot machines in the state's tourist areas. It was said that more newspapers and more civic organizations came out openly for licensed amusement games and bingo than ever before. But the opposition is strong and a wordy battle has followed since.

Milwaukee also became the center of one of the most extensive discussions about bingo perhaps ever held in the United States. Church leaders and newspapers took a leading part. The present high tide of talk about bingo, slot machines, gambling, etc., is a continuation of the subject that gained momentum last summer.

## License Is Voted In Halifax, N. S.

HALIFAX, N. S., Feb. 24.—After interminable discussion covering two months, the law and privilege committee of the city council has approved a plan to license slot machines.

## Toy Pistols May Rival Pin Games

CHICAGO, Feb. 24.—Howard Vincent O'Brien, independent columnist for The Chicago Daily News, devoted his comments, February 19, to what he considers rather silly opinions about the causes of juvenile crime. He especially criticized sociologists, jurists and select committees of women's clubs, which pretend to be experts on the subject, and then in a recent report say that the toy pistol is the cause of crimes of violence among the young.

"Obviously," O'Brien suggests, "now all that is needed is to remove the toy pistol and we can close our prisons."

Then he quotes from an authority on crime the following: "By and large it is our opinion that toy pistols and crime are about as closely associated as turkeys and hot peppers, and we think it would be of greater credit to civic groups if they spent their time in seeking to eliminate such real and obvious sources of crime as poverty, malnutrition, parental incompetence, broken homes and the myriad of other factors wherein the correlation with criminality has been shown to be high."

Must Be Dramatic

O'Brien then suggests that the reason teachers, women's clubs, jurists and other "experts" try to pin juvenile crime on such things as toy pistols is that they must have something dramatic to get the public excited. Poor and hungry children will not excite, but headlines can be had by pinning crime on some object like toy pistols. Perhaps that explains why certain people try to blame pinball games for juvenile crime.

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1st Gummer Best  
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BROOKLYN, N.Y.







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Under the patent laws of the United States any manufacturer, distributor, jobber or operator manufacturing, using, vending or operating a game apparatus embodying the patented features of the above referred to patents or any resemblance thereto, is liable under such laws to a patent suit for injunction and an accounting for damages and all profits.



## NOTICE!

The ROCK-OLA MFG. CORPORATION has been duly licensed to manufacture and sell under the herein referred to patents. H. C. EVANS & CO., Inc. By R. W. Hood, Pres.

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H. C. EVANS & CO., Inc.

By R. W. HOOD, Pres.

## NATIONAL'S VALUES

### NOVELTY GAMES—FREE PLAY

Wily 5-8-8, 8mm. .... \$19.00	Prizeless .....	\$20.00
M. Claps .....	Amuse .....	\$20.00
Yours .....	Amuse .....	\$20.00
Trotter .....	Amuse .....	\$20.00
Wally .....	Amuse .....	\$20.00
Wily 5-8-8, 8mm. .... \$19.00	Amuse .....	\$20.00
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Wily 5-8-8, 8mm. .... \$19.00	Amuse .....	\$20.00

### COUNTER GAMES

Golden Trip .....	5HT, Model .....	\$21.00
Great .....	5HT, Model .....	\$21.00
Fort King .....	5HT, Model .....	\$21.00
Great .....	5HT, Model .....	\$21.00
Great .....	5HT, Model .....	\$21.00
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Great .....	5HT, Model .....	\$21.00

### SLOTS

Wally 5-8-8, 8mm. .... \$44.00	Wally 5-8-8, 8mm. .... \$44.00
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### PHONOGRAPHS

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### NATIONAL COIN MACHINE EXCHANGE

1411-15 Diversey Blvd., Chicago, Ill.

## Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Feb. 24.—In a chatter column The Sunday Independent played up the fact that 100 pigs are a good bet for marksmen. The article reads: "Ray guns, the newest amusement game brought into the valley, are a good bet for marksmen. A well-aimed shot at the bullseye of 50 feet will cause the colored marker to buzz and run in the opposite direction, give Mergo is one of the best in this set, and had the darky shouting around in circles round-swinging eight sets of 13 above. . . ."

HARTFORD, Pa., has completed plans for the installation of 504 parking meters. It is expected they will be erected before Easter.

Since the installation of the penny parking meters hasn't worked out so well in Plymouth, Pa., the borough council decided to install nickel meters and returned the meter bids to the factory to be adjusted. Nickel meters are used in Wilkes-Barre and in Pileston City.

## London

LONDON, Feb. 14.—Annual general meeting of Amusement Operators Association, body representing operators of rides, games and coin machines in Great Britain, met at the Grosvenor Hotel, and past chairman P. L. Morrison (Polehouse Pier) and Walter Stevens (Stevens Amusement) additional vice-pres. Committee for 1940 was led by President (Marble Arch Sports Garden), George Booth, Charlie Goss, Charles Lawes, Philip Strain, W. Green, Charles Dinkin, Charles Shaw, H. Goldstein, Wilma Witkin, Stealing and Charles Saunders.

Other Dalton, who at his death in October was managing director of Brighton Palace Pier, left \$250,000, Machine operating under this way to foundation of the nation, most of which will benefit the children of the pier. Dalton was a newspaper editor Dalton to invest in a few falling boys, the income from these he used to buy coin-operated ma-

chines. One of the first to operate slots in England, he soon covered every machine on the pier which later he was to control.

Stanley Automaton has produced the first British bumper of the war era. Named "Mermaid," it has metal rods of the kind favored by exhibitors, bumpers with switches which add 1,000 when lights are on, a return ball switch and repulsive ball pins. When prize score is reached, machine automatically plays a photograph show, six of which are carried and changed in bookback. Producers are revealing first batch for operating on own class of show.

Being his youngest son, Bob, for distinction while out of secondary school in 1938, when the boy was driving his father, "Mr. Arthur Harrow," has been awarded \$2,412 in King's Beach Division.

Shortage of netlines for bumper and other machines has forced three London distributing firms to place orders for manufacture.

## GUARANTEED

EVERY MACHINE GUARANTEED PERFECT REGARDLESS OF PRICE!

### FREE PLAY GAMES

Wily 5-8-8, 8mm. .... \$14.00	Wily 5-8-8, 8mm. .... \$14.00
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3 Mills 5-8-8, 8mm. .... \$20.00	3 Mills 5-8-8, 8mm. .... \$20.00
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TERMS: 1/3 Confirmed Deposit With Order, Balance C. O. D.

THE VENDING MACHINE CO.  
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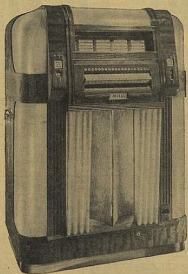


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 Howard Sales  
 Jack Fugitt  
 Mills Sales  
 Smith's Automatic  
 Wellcome Music  
 Evergreen Novelty  
 Northwest Amusement  
 A. F. McFee  
 Kentucky Gum  
 Jaffries Amusement  
 Sam May  
 Mint Vending  
 O. & M. Distributing  
 Joe Calcutt  
 Dixie Music  
 Bill Frey  
 Friedman Amusement  
 South Coast Amusement  
 Triangle Music  
 Arthur Flake  
 Heinz Novelty  
 Homer Dodge  
 Martin & Lindelof  
 Central Illinois Sales  
 Northwestern Music  
 Midstate Specialty  
 Vic Manhardt  
 Markapp  
 Monarch Coin  
 J. M. Abraham  
 Clinton Vending  
 Mayflower Novelty  
 Indiana Distributing  
 Modern Music  
 Acme Jobbing  
 C. Charle  
 Al Paire  
 Ray Bigner  
 Olive Novelty  
 Smiles Radio  
 M. Fields  
 Quebec Coin Machine



# BALLY TRIUMPH

## now smashing Bally Reserve records

Daily TRIUMPH collections actually equal former weekly novelty earnings in same locations! Test operations, week after week since January Show, prove long-life appeal of sensational "BUY-BACK" FEATURE! Remember . . . TRIUMPH is a regulation 5-ball novelty or free-play game—not reserve-type or multiple—yet earnings exceed best Bally Reserve records by three to one! Be first in the "BUY-BACK" boom—order TRIUMPH now!



EASY CHANGE FROM NOVELTY TO FREE PLAY

# SPORT SPECIAL

## FREE-PLAY "BUY-THE-BOARD" MULTIPLE

### Operate as ONE-SHOT or 5-BALL game

All the high-speed money-making features, precision engineering and de luxe style of Bally's famous pay-tables . . . plus trouble-free 4-MULTIPLE FREE-PLAY COIN-CHUTE and the new sensational "BUY-THE-BOARD" FEATURE with earning capacity at least triple average multiple profits! Rush SPORT SPECIAL to your free-play multiple spots now!



TABLE OR CONSOLE

# BALLY ALLEY

## earns \$5 to \$35 daily profit



Actual reports from operators coast to coast prove BALLY ALLEY earns \$5 to \$35 daily—thanks to REALISTIC bowling thrills, BOWLER'S GRIP Ball-Throw and FULL PLAYER CONTROL over aim, "English" and SPEED. For steady profits, freedom from legal worry—order BALLY ALLEY now.

### GUARANTEED

mechanically right and built to insure trouble-free performance. For your protection, here's a 5 in. the guaranteed bowling game.

# BULL'S EYE

## RAY-GUN TARGET GAME



New SKILL-BONUS feature proves repeat play from all types of players—amateurs and sharpshooters. BULL'S EYE is designed to produce quick profits now and be your mool-ticket machine for months after month. Hit the Bull's eye of big, steady profit—and freedom from legal worry—by ordering BULL'S EYE now.



SPORT KING • GOLD MEDAL • GRAND NATIONAL • DANDY

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE CHICAGO, ILLINOIS



# SKEE-BALL-ETTE

ALL THE LEADING DISTRIBUTORS  
ARE GETTING ON THE BANDWAGON!

*it's  
Terrific!*

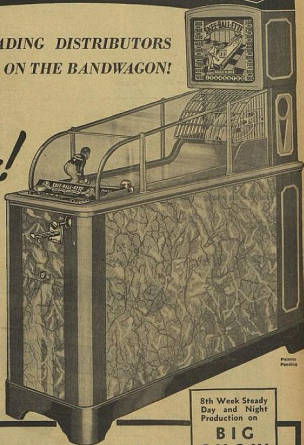
that's putting it  
mildly

**GREATEST  
LEGAL GAME  
EVER BUILT!**

Very Few Territories  
Are Available

**IMMEDIATE DELIVERY**

See Your Distributor!



Patent  
Pending

**HIGH SCORE—WEEKLY HIGH SCORE  
NOVELTY OR FREE PLAY** (Convertible)

8th Week Steady  
Day and Night  
Production on

**BIG  
SHOW**  
and Still Going  
Strong!

**D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.**



Left to right, M. F. Rubin, Advertising Manager of Rock-Ola Manufacturing Corp.; Frank O. Soren, District Manager of Rock-Ola Manufacturing Corp.; Rock-Ola, Inc. representative; and a group of business friends and associates who showered us with flowers.

## THANKS A LOT!

WITH A SINCERE EXPRESSION OF GRATITUDE I WANT TO THANK THE MANY FRIENDS WHO MADE MY OPENING A GRAND SUCCESS.

**Thanks** to the many operators who attended and made the opening a reality.

**Thanks** to the host of business friends and associates who showered us with flowers.

**Thanks** to Rock-Ola for giving us the Chicago distributorship of the photograph of '40.

Most Gratefully Thanks to All!

Joe Schwartz

Our showrooms are your showrooms. Here are the operators' music headquarters of Cook County

**NATIONAL COIN MACHINE EXCHANGE**  
 1411-1413 DIVERSEY BLVD. CHICAGO  
 Distributors of Rock-Ola Luxury Lightup Phonographs

ROCK-OLA

# ten pins 1940 Model

More . . . ZIP . . . ACTION . . . STRIKES . . . SPARES

More of everything that makes Rock-Ola's 1940 TEN PINS the liveliest cash producing game to strike the public's fancy. TEN PINS for '40 combines fast action, greater accuracy, increased player control and gives operators a sound investment with immediate and long range consistent earnings.

HIGH SCORE MECHANISM FOR GREATER INTEREST

Rock-Ola's TEN PINS for '40 introduces a new high score unit that enables players to earn up to 150 score in five frames. Other features designed to stimulate play and keep interest at a high pitch are more speed . . . extra points for strikes and spares and greater variety of shots. Start getting that extra TEN PINS revenue from your locations now.

Order from your local Rock-Ola distributor today

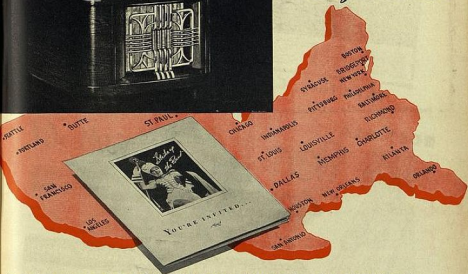
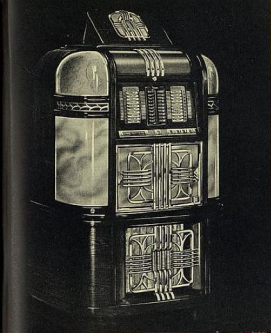
See  
 the Sensational  
 1940 Ten Pins



ROCK-OLA MFG. CORPORATION  
 800 N. KEDZIE AVE., CHICAGO, ILL.

The  
Nation's Operators  
Have Proclaimed

It's  
**ROCK-OLA**  
for '40



## COAST-TO-COAST DISTRIBUTOR SHOWINGS HAVE CONFIRMED **ROCK-OLA** LEADERSHIP

First the National Coin Show, then Distributor showings throughout the country's metropolitan areas—everywhere there is a unified thought, "it's **ROCK-OLA** for '40". The phonograph accepted by seasoned operators as the best money-maker for 1940. Perfect in every detail—designed to stimulate play and minimize service. Many startling and amazing features for the first time on any coin-operated phonograph. The 1940 Rock-Ola family of Luxury Lightup Phonographs greets the entire industry with unsurpassed value and the most outstanding profit opportunity ever offered to phonograph operators.



# WURLITZER'S THE WINNER

## WITH MAKE-YOUR-OWN COLOR ILLUMINATION IN PILASTERS OF MODEL 700



**"ANY COLOR ILLUMINATION  
OR BLENDING OF COLORS  
CAN BE OBTAINED BY  
INSERTING COLORED  
BULBS BEHIND PLAIN  
ONYX PLASTIC PILASTERS"**

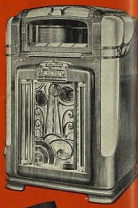
MODEL 700

Another outstanding, money making Wurlitzer feature! Another reason why Wurlitzer Music Merchants are winning new locations with Wurlitzer's 1940 Console Model 700—"Make Your Own Illumination" in the pilasters.

Here's an opportunity to match the color scheme of the location—to give the location owner a crowd-pulling Wurlitzer Phonograph with brilliant color illumination tailor-made to harmonize with the decorations in his place of business.

With 24 records, Wide Range Adjustable Tone, Visible Record Changer, Moto-Drive Coin Switch, Hi-Speed Service Set-Up, plus its distinctive interpretation of Glamour Lighting, no wonder the Model 700 is lining up new, big money making spots for Wurlitzer Music Merchants everywhere. The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

*A Name Famous in Music for over Two Hundred Years*



# WURLITZER

**AUTOMATIC  
PHONOGRAPHS**

**SOLD ONLY  
TO MUSIC  
MERCHANTS**