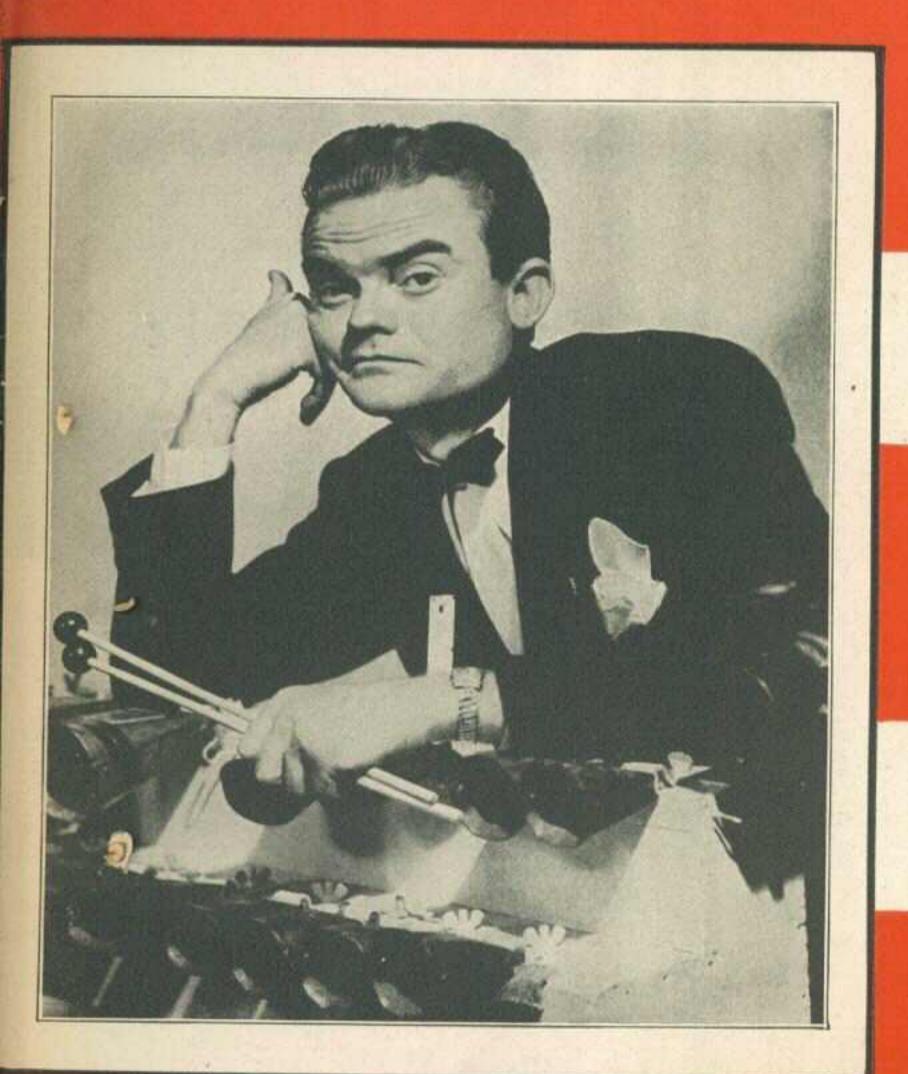


# BROADWAY IN WAX FOR U.S.



# **The Billboard Talent Cost**

# Index - - Chart No. 2

# MUSIC

RADIO

# Death Knell for Band Bits As Specialties in Films

SPIKE JONES Hitler's Face Was a Stepping Stone (See page 4)

# GENERAL NEWS

# HOMETOWN RADIO GROWS UP

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**Blackface Bert Swor Dies** on Eve of "Last Appearance" in Tulsa "Hey Rube" for G. I.'s

down the curtain here Tuesday (30) for ing rooms and one-night stands-made Bert Swor-"greatest blackface of them it difficult for him to perform without all"-who came out of retirement only coughing. two weeks ago to star in a minstrel show, co-produced by Swor and Hey strel men, rose to prominence in the Rube, Inc., Tulsa showmen's organiza- cra of Al G. Field, Honey Boy Evans, tion for non-profit entertainment for Sugarfoot Gaffney, Neil O'Brien, George servicemen,

paint near. The frail body of the 74- Field for 20 years and was featured in year-old trouper was found in his hotel room, sprawled in front of his battered old dressing room trunk. His death following a heart attack altered plans for the show, scheduled at Convention Hall December 9 and 10, but President Glenn las, his home town, Swor gave freely of Condon said the show will go on.

Swor discovered that chronic asthmaalmost an occupational disease with

TULSA, Okla., Dec. 4.-They rang early-day showmen, due to drafty dress-

Swor, one of the last of the great min-Primrose, Lasses White and other top-Swor died with the smell of grease flight minstrels. He starred with Al G. his own road shows, in New York attractions, vaudeville and over radio networks.

He taught his profession to three younger brothers, one by one, as they grew. To many a group of boys in Dalhis time and talent to aid "benefit min-During rehearsals, Condon disclosed, strels," popular in Texas in the '20s. With Lasses White, Swor would aid amateur groups in their efforts, often to the extent that dozens of such productions found the two professionals in the cast.

The three brothers Swor starred together in The Wizard of Oz in 1903, but run is still an S. R. O. nightly project, (See BERT SWOR DIES on page 11)

# BROADWAY IN WAX FOR U.S. "Oklahoma!" Album Points Way To Sell Main Stem **Attractions to Nation**

"Venus," "Yankee" and "Othello" for Platters

### By FRANK GILL

musical hits are waxing hot all over the and the tank towns. The "direct from nation. Via platter albums and radio, Broadway" sticks selling will grow to pops even before road units start out on folk already humming and strumming

Billboard

wer

demand for Broadway entertainment is being portions.

This new sales technique bids fair to change the whole road-show picture. By selling shows while their New York, music the magnet.

the name Broadway will no longer be

NEW YORK, Dec. 4 .- Broadway's top just a selling pitch in the smaller cities these shows are becoming out-of-town mean less in the future. Instead, with the Coast-to-Coast trek. Thus, the al- hit tunes from these shows, which they ready pyramiding road have learned from their radios, phonograph records and sheet music, No. 4 or 5 road companies will pull as readily as built up to record pro- original Broadway units or No. 1 road groups. They will be going to their local theaters to hear familiar pops, not to see a new show revolving around star names. In short, the trend in musical comedy drawing power is moving away hot off the main Stem from the stars and towards scores, with

> That "Oklahoma!" Velvet First hit to grab off the gravy from this new promotion is the Theater Guild's Oklahomal, the score of which, recorded by the stars of the Broadway company, is making disk sales history for Decca. Other big Broadway successes are due to follow after the new year. One Touch of Venus has been waxed with Mary Martin and Kenny Baker and will be released around January 1. Confabs are being held at the moment regarding platters of the refurbished version of The Con-(See BROADWAY IN WAX on page 14)

# **USO** Budgeted 40% for Abroad

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NEW YORK, Dec. 4.-Cumulative stress which USO-Camp Shows has been putting on offshore entertainment is borne out by figures from the org's New York headquarters.

As of December 1, 1942, CSI had 14 units overseas. On the same date, a year later, 45 troupes were touring the on showbiz talent via the induction lina, the States included in the Fourth offshore service installations. During route is making the army conscious that Service Command. A second session is 1942 27 units were sent abroad. The it is going to have to rely more heavily skedded to begin December 9 in Santa 1943 tally jumps the figure more than on its own personnel for entertainment. Monica (Calif.) for the Ninth Service fourfold to 110.

1943 was \$4,628,500, of which 10 per cent, such talent to train their army buddies or \$462,850, was allotted to overseas' ex- to put on their own vaude, minstrel and penses. The 1943-1944 budget is \$7,930,- dramatic shows. Schooling has already 000, of which approximately \$3,172,000 been started, since such training is virwill have been spent for the entertain- tually impossible after assignment to ent of the troops offshore, a jump to 40 overseas duty. per cent of the total.

350 performers scattered thru the off- lected enlisted personnel of ground, air shore theaters of operation, 65 units and service forces from military installawith a personnel of six actors in each. tions in the various Service Commands. This will add up to a grand total of The first five-day get-together at Fort about 750 entertainers which showbiz McPherson, Atlanta, was completed last has contributed to overseas tours since week (25). Enlisted students came from the first unit departed.

# At \$8,000,000, Latest Army Emphasis Now **On Own-Produced Showbiz** As Troupers Don Khaki

The result is a definite pitch by the Command area.

The total USO-CSI budget for 1942- Special Services Division toward utilizing

Method of instruction is by a series of By Christmas, Camp Shows will have conferences and lectures attended by se-Georgia, Alabama, Mississippi, Florida,

NEW YORK, Dec. 4 .-- Increasing drains Tennessee and North and South Caro-

The first confab will likely serve as a general pattern for future showbiz schoolings. Principal discussion stressed morale-perking by entertainment in staging areas and in remote posts and the practical utilization of the limited facilities usually at the disposal of troops.

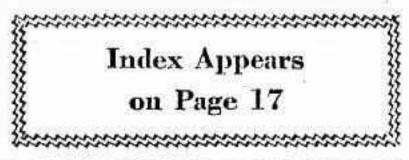
Classes featured lectures by show experts now commissioned officers of the Special Service Division, combined with special talks by civvy experts who were on hand to help start the studies in entertainment training. George Jessel gave pointers on the role of emsee at informal clambakes. Brian Aherne discussed ways and means of getting out more soldier-sponsored shows and the knack of overcoming the resistance of old-line commanding officers who rate thespian morale building with coddling. John Reed King, of Double or Nothing (See Latest Army Emphasis on page 11)

# May Whitty Pastes Gang Films in Senate as "Bad Influence" on Youngies

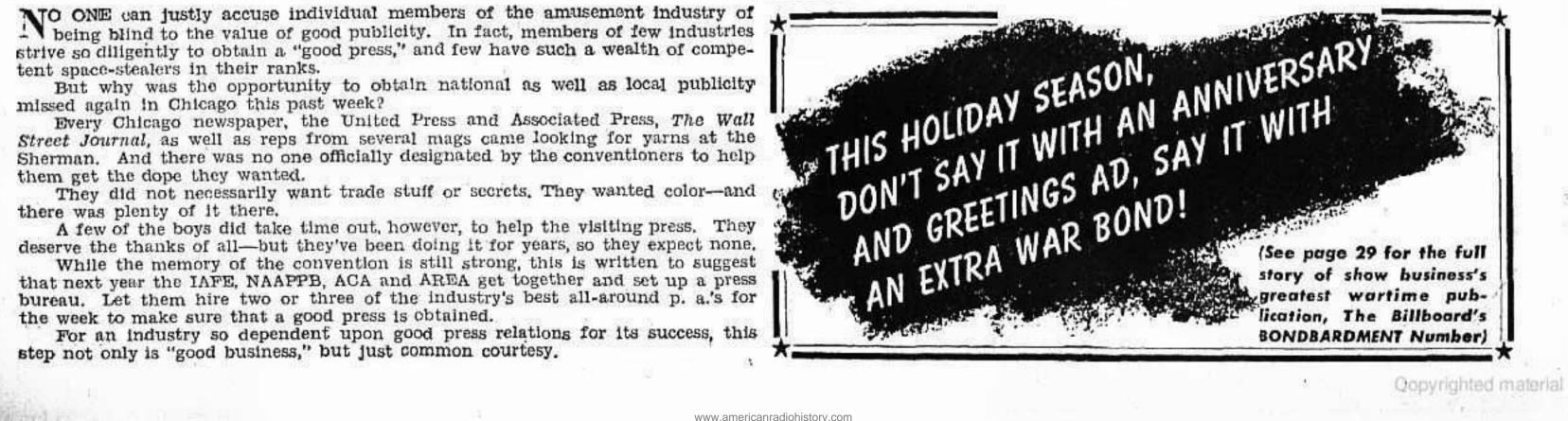
WASHINGTON, Dec. 4. - Dame May Whitty, English-born stage and screen star, came to town this week and took a healthy swat at gangster-type movies, which she declared wielded a bad influence on juveniles.

The actress appeared before the Pepper Health and Education Subcommittee of the Senate now probing the juvenile delinquency problem.

Altho she branded gangster films as "very bad" in their effect on younger people, she made no comment on the effect of similar subjects on the stage.



# Why Pass Up the Publicity? Editorial



**GENERAL NEWS** 

A JAP PRISON CAMP B'WAY

December 11, 1943

# Ingeniously Devised Shows Helped Internees Fight **Fatigue Says MBS Gunnison**

# Japs Crowded Up Front But Gags Went Over Their Heads -Shrill Music Deafened 'Em

can-who helped to put on prison camp heads." shows and revues, made a very worthwhile contribution to the war effort in the opinion of Royal Arch Gunnison, Mutual commentator and Collier's correspondent, who with his wife, Marjorie, returned home this week with 1,438 other repatriated internees on the Gripsholm.

The Gunnisons, who were trapped in Manila after the fall of the Philippines, spent seven and a half months in Santo Tomas concentration camp in the Quezon country, five months of "restricted liberty" in Shanghai and the rest of the time at another internment camp at Chapei, China.

"A lot of the internees sat around chafing because they weren't doing anything to help the Allied war effort," Gunnison said, "but those who took part in the shows did a fine job of battling concentration camp 'fatigue.'"

#### Professionals Take Over

special praise because "they took the despite their kibitzing on rehearsals, helm and worked ceaselessly to entertain their fellow prisoners." At Santo Tomas, formerly a university, but made into an internment camp by the Japs, the Carrolls and Harvey took the amateur talent they found and whipped it into good workable show material, he explained. "They almost made professionals out of some of their

NEW YORK, Dec. 4 .- Civilian war casts," he added, "and every week we prisoners of the Japs in the Philippines got a good show with plenty of wiseand in China-both British and Ameri- cracks which went right over the Japs'

> Gunnison explained that Nip officers and men, contemptuous as they appeared to be of Western culture, got a big kick out of the camp shows. As the number of Japs at shows increased they began shoving prisoners out of the way in order to hog the seats, and the internees gave up advertising the shows. The news passed around via word of mouth that a show would go on in the afternoon served just as well and kept a lot of Japs out.

#### The Jap Baldheaded Row

"We usually gave them the first four rows," Gunnison said, "so that they'd be right in front of the orchestra. The noise would drown out the gags, most of which they didn't get anyway. They run from 44 to 99 cents. Scale now is wanted music and dancing girls."

The only musical instrument in Santo Tomas was a piano, badly out of tune. Rehearsals were held in the corridors of He singled out three professional en- the camp. A section was roped off and tertainers-Billy and Chita Carroll, an the pony chorus rehearsed in full view of Anglo-American dance team, and Dick spectators who later became the audience Harvey, an itinerant comedian-emsec, for and greeted the final show as a novelty,

Hub Uncorks Record Bally To Herald Swoon's Arrival

this town by its collective car. The swoon each show, but they were only partly singer from Jersey arrived Wednesday (1) successful, Very few serious disturbto the trumpets of enough advance bally- ances were noticed, but the theater had green with envy. But the next day the .as well as half a dozen plain-clothes men. ink and paper really began to flow.

Every columnist in town, every movie writer, every critic, as well as representatives of every newspaper city department were there. Some papers had several staffers and a battery of pix snappers on hand. Thursday each paper had at least two stories and some had more.

Thursday was the day at the RKO Boston, where the school girls' Frankle opened for a week, and the papers again had a whole staff of writers on hand for the first show. Some even had a staff reporter in the theater all day. New stories appeared in every afternoon edition(4), each different, each by a new writer.

But it turned out that Frankie was oversold. Opening show brought out an audience of about 90 per cent of capacity (3,200). Maybe the upped prices scared some of the kids away. Ordinarily, prices 75 to \$1.10.

Sinatra will receive a flat guarantee of \$15,000 plus half the box-office receipts over that. Estimated that he will take away between \$25,000 and \$26,000. Total

BOSTON, Dec. 4.- The Sinatra has set were offered to get the kids out after hoo to make a Broadway show producer a detail of 10 uniformed cops on hand,

It's impossible to measure the amount of space garnered for opening day alone. Balt's Sept.-Nov. 261G, Beats All '42-'43 by 11G

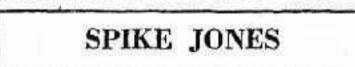
> BALTIMORE, Dec. 4.-Local legit season for the first three months (September-November) garnered better than \$261,000 for a total of 16 attractions, bettering by \$11,000 the entire 1942-'43 season which grossed \$250,000 for 19 attractions. Three-month total is an increase of \$81,000 over the corresponding period last season, when only one house operated compared to two this season.

Ford's, only house last season, drew \$217,000 for 10 attractions on this stretch, compared with \$180,800 for same number of attractions last season.

Sons o' Fun and Oklahoma led field varied for week-end, but it runs from with a \$31,000 draw each for a week's run.

Ford's weekly grosses (except where indicated) for the first three months were:

September-Arsenic and Old Lace



W/HAT would happen if a gun went off in W the middle of a Crosby ballad or if the cowbells clanged out a conga rhythm while a sax was dreaming up "Stardust"? The pursuit of this peculiar urge drove Spike Jones to assemble several radio music makers afflicted



with the same brand of mad were born.

It was a corny, novelty style, strictly for kicks, but when Victor took 11 out of 12 recordings, it began to look like a solid click. It was the turndown of the 12th plattering, however, that make juke box history. Spike came up with a substitute, a

little novelty tune written by Oliver Wallace for a Disney cartoon.

For the first time the birdaphone, more vulgarly known as the Bronx cheer, got featured billing on a standard recording. Three weeks later, Walt Disney changed the name of his cartoon to the song's title, "Der Fuchrer's Face," and overnight Spike and his Slickers found themselves a sensation.

Then things started to pop. In one week Spike signed air contracts for the West Coast Gilmore Oil show, "Furlough Fun," for Bob Burns's "Arkansas Traveler," and another for appearance in Warner Bros.' "Thank Your Lucky Stars." Last spring the Slickers worked in "Meet the People" for MGM, and are cur-

Today, Lindley Armstrong (Spike) Jones, King of Korn and Wizard of the Washboard, is solidly entrenched in "the house 'Der Fuehrer's tion ship took prisoners from China to the Jap hands and so remained in Face' built" in Beverly Hills, Calif., with Pat Jones (nee Patricia Ann Middleton) and little Linda Lee Jones, aged 4. Meanwhile, the City Slickers are well into their second year on the Burns show and "Furlough Fun."

The internees built a stage-30 feet long and 15 feet wide-in two parts on wheels. At first shows were held in the patio of the camp, then later moved into the main building. Footlights were fashioned from powdered milk cans cut in half and fitted into a gutter built onto the front of the stage. Candy wrappers were used for gelatines, and the electricians in the camp manufactured spots from cans. Both camps in which the Gunnisons were held were lucky in that the Carrolls were able to bring in several trunkloads of their own costumes, so the shows were well dressed, everything considered.

### "Everything's Lousy," Song Hit

Show songs were mostly lampoons of the prisoner committee or the Japs. Harvey's pet song was Cheer Up, Everything's Going To Be Lousyl to which he added new lyrics regularly and sold these ennui-and the City Slickers lyrics for 10 centavos each. Special shows were arranged for the children, which, supplemented by Mickey Mouse films by the Japs at frequent intervals, helped to keep the kids relatively happy.

> In Chapel camp the prisoners built a stage by roping together dining tables. The can footlights were attached to the stage. Again the Carrolls took charge of the shows and rehearsed them for weeks. "They were more amateurish here," Gunnison said, "than in Santo Tomas, but they were better rehearsed and gave more professional shows." Shows at this camp were given every two months, and since the hall held only 300 they ran for four nights at a time.

#### Shakespeare, Too

Poo Tung, Gunnison said, they went in an old sealskin fur coat, cut it up and ters Hugh Rennie, Leo Chalzel, Stephen for Shakespeare, heavy drama and music. made little rabbits for the kids. It was There were a number of musicians interned there and they were allowed to brought the Christmas spirit into the bring in their instruments. Those who drab surroundings of the internment Street. Watch on the Rhine, The Show were repatriated, however, had to leave camp. their instruments behind."

rently under a seven-year contract to Metro. the Gunnisons left, was called Repatri- first interview in the Savoy-Plaza after ation Revue, and featured as the hit song We're Goin' to Goa. (The repatria- get his wife, Chita (a Britisher), out of Goa in West Africa, the first stop.)

> the Japs provided. It was mostly propa- the war playing club dates, also stayed ganda such as the Fall of Singapore and behind. "He felt at home, even in a other films of conquest, with commen- prison camp in the Orient."

gross will probably top that of Eddie Cantor, who drew \$54,000 here.

Management has found that, despite inducements offered the kids to leave after seeing one show, about one third of each house stays over for a second show. And the kids in the first 10 or 12 rows stay for three or more shows. Daily attendance runs better than 17,000, and will hit 18,500 on the week-end. There were six shows Thursday and Friday; seven, plus rehearsal and broadcast, Saturday; six shows, rehearsal and broadcast Sunday, and six shows Monday thru Wednesday.

Reproductions of autographed photos

tary in Japanese and English. "Most of these films had the perfect March of Time technique," Gunnison said, "but much of the film was over-exposed." The Japs were flooding China with Nipponese films, dramas, comedics and propaganda. No forcign movies are shown in Japoccupied China except Nazi pix.

In Shanghai the Gunnisons and others who were living at the Palace Hotel under "restricted liberty" (the Jap term for it) were able for a while to listen to long-wave radio. To listen to shortwave in any place under Nip control is certain death.

#### Christmas Comes in Japan

Christmas in the internment camps, Gunnison recalled, evidenced the efforts of the internees to make the best of their conditions, especially where the children were concerned. "We made Christmas trees out of paper," he said, "and used the tinsel we could find for decoration." Men cut up necktles to and dolls the kids had forgotten and In another men's camp in China, at tried to freshen them up. Someone took a brave effort to be cheerful, and it

The Carrolls and Harvey are still in-The farewell show at Chapei, before terned, Gunnison told the press at his his arrival. Carroll, an American, couldn't Chapel. Harvey, who has been wandering What other entertainment there was around the Orient for some years before

(Boris Karloff), \$17,000; Junior Miss, \$13,000, first week, and \$14,000, second week; Gilbert and Sullivan Operas, \$14,-000.

October-Porgy and Bess, \$23,000; Outrageous Fortune, \$7,000; Blithe Spirit, \$20,000; Son o' Fun (Olsen and Johnson), \$31,000.

November-Oklahoma, \$31,000; Uncle Harry (Le Gallienne and Schildkraut), \$17,000; Tobacco Road, \$12,000; The Patriots (Walter Hampden), \$18,400.

The Maryland Theater drew:

August-September-A New Life (Betty Field), \$11,000.

October-Naked Genius (Joan Blondell), \$18,700; Manhattan Nocturne (Eddie Dowling), \$2,800; I'll Take the High Road (Jeanne Cagney), \$4,000.

November-Lady Behave, \$4,500; Get . Away Old Man, \$6,000.

# **Rep Style B'way** For USO O'Seas

NEW YORK, Dec. 4 .- The first Broadway drama fare for the boys overseas is being readied and troupe will leave shortly to join other USO-Camp Shows units on the offshore beat. Project is the brainchild of Nedda Harrigan, whose original idea was to form the nucleus of a stock company and draw on the local talent of spots played for necessary additions to casts. However, the notion has since developed into the formation of a complete three woman-three man unit which will offer a rep of cut versions of half a dozen popular legiters decorate the place, and women took toys in the European and African theaters of operation.

> The cast, headed by Miss Harrigan, ros-Chase, Jane Lawrence and Blanche Faye. They are already rehearsing streamlined scripts of Personal Appearance, Angel Off and Springtime for Henry. There will be no scenery and props, except such as can be picked up locally, and costumes will be limited to a minimum. Rennie is directing.

> Intended schedule is to keep on the move and reach as many installations as possible, like other CSI offshore groups. However, it is pointed out that the rep idea has tremendous entertainment possibilities in the event that they have to play one area for any length of time.



GENERAL NEWS

The Billboard 5

# **Texas Tax Revue** Way Up After '42 **Tangles in Court**

AUSTIN, Tex., Dec. 4 .- Night clubs, dance halls, skating rinks, theaters and other places of amusement paid the State of Texas \$123,939 in admission taxes during the 1942-'43 fiscal year just closed, a report by State Comptroller George H. Sheppard shows.

Total represented a sharp increase over the same type of revenue for the previous fiscal year, when the State suffered some court reverses on the amusement tax, which is 10 cents on each 1 cent of admission charges over 51 cents at dance halls, skating rinks, night clubs, theaters, operas and the like-as well as until the final curtain had dropped. on horse, dog and motorcycle and automobile races, which have virtually films, as conferencier, and a divertissevanished from the Texas amusement picture.

The amusement levy has been the cause of frequent disputes over whether any tax is due the State on admissions of various types.

In one attempt to collect \$13,000 from the smart Empire Room of the Rice Hotel at Houston, a court suit resulted and the State lost, the court holding that the establishment was maintained mainly as an cating place, that 80 per cent of its revenue was from food sales, and that it was not required to pay the admission tax, But Ringling Bros. and Barnum & Bailey Circus was required to pay admission taxes of \$23,000.

Due to these various lawsuits, at the end of the 1941-'42 fiscal year comptroller's records showed the State had collected but \$5,139 on admission taxes. However, \$80,020 was held in a suspended account awaiting court decisions, and a large portion of this amount later was awarded to the State. But the total Barto. collected did not even nearly approach the \$123,939 total for the 1942-'43 fiscal ycar.

# **Fischer Uncorks** a Fastie in San Fran; **It's Circus Vaudery Folies Bergere**

(Reviewed at Winterland, San Francisco, Tuesday Evening, November 30)

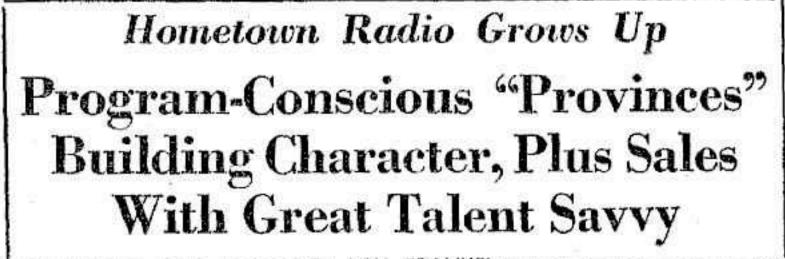
The first version of Folics Bergere to hit the boards in San Francisco justified the Clifford Fisher reputation by proving to be a fast-moving variety with some unusually good acts.

The producers apparently worked themselves into a frenzy over the routines, but the second portion was a bit spotty for all concerned. Acts were brought on with precision of the circus, the audience hardly being given time to think

Opened with Charles Judels, of the ment entitled .When Paris Sings Again, a costumery affair done in ballet style. The Cristianis, top tumblers and acrobats, followed, and were a sock with their tumbling and high-perch routines. On their heels came Truzzi, Grade-A juggler, who makes it tough for many others in his line. Shuffles up all of the old tricks and offers up some new gravitycircus.

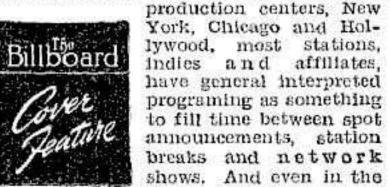
An unimportant sequence, called Little Farm in Normandy, dulled the proceedfarmerettes, First touch of comedy came in a travesty on ballet, after a lavishly costumed routine by several score of love-

Monroe and Grant, trampoline performers, sold their act at face value, as did the Pickerts, who dance expertly on stills. The Shyrettos and their bicycle act follow. Pair do some breath-taking stunts, especially the gal, Honey. Another Ringling act,



#### By LOU FRANKEL-

tions have long been off the beaten path that matched the local tempo and now in more ways than just location. They these efforts are beginning to pay off have been pretty persistent habitues of radio's backwash insofar as programing was concerned. Aside from the major sultation, comparison and co-operative



have general interpreted to fill time between spot announcements, station breaks and network shows. And even in the big production centers

there are many stations which have had the same programing philosophy.

True, there are exceptions, like WLW. defying touches. He's from the Ringling Cincinnati; WXYZ, Detroit, and KMBC, Kansas City, but by and large these exceptions prove the rule. And in some situations the stations that were progresings at this point, being a hodge-podge sive-minded about programs were coninvolving movable trees, farmers and tent to bring talent in from the major citics. This, while effective for a time, with the appearance of Barto and Maun was not the answer to prime local programing, since each station's primary objective was to build a niche in its comlies and chorus ponies who popped up munity. The bigger stations, those with from odd places in the building. It was sufficient funds and brains, in many slapstick all the way, with the half-pint cases managed to make a community im-Mann taking an awful beating from tall pression via their public service and network-fed shows. And almost every station had some sort of a personality program. But sustained and comprehensive program planning has been notice- Minnesota State Fair, hence knows perably non-existent. Then came the re- formers. ord drought and, after a transcriptionless year, the stations started stirring. Here and there around the country station managers hesitantly started looking opener, with a flock of live talent and into programing, into what had then been their no-man's-land.

NEW YORK, Dec. 4 .- Hinterland sta- For years they deliberately built shows in the form of acceptance from national advertisers. The job was done by coneffort. Program managers were brought together to compare ideas-thus, an idea that worked in one community was applied in others; to learn-thus the program men were brought into New York programing as something and drilled in a brief and intensive course in showbiz, and the RS sales crew was made program-conscious. Thus they sold programs and not just time. Proof of the pudding is in the success stories. These vary in style with the community, the program manager and the availability of local talent. In some areas the programs flow from one act into another, with the station-breaks being almost formalitles. In others, each program is a complete unit. But in every situation the objective is to build local acceptance and following in the time around the network program schedules. Now, having achieved this local acceptance, these programs are getting national sponsors, where heretofore they were mostly bankrolled by local firms.

#### Showbix Hepiness Helps

WCCO, Minneapolis, has Al Sheehan as program manager. He has a solid showbiz background. As head of the late WCCO Artist Bureau, Inc., he was the biggest talent booker in these parts. He is also director of attractions for the

# Lea Sez Anti-Fly Navy Man Got Gate

WASHINGTON, Dec. 4 .--- Chairman Lea, of the House committee investigating the Federal Communications Commission, black and white headdresses, with a Lady called an executive session of the committee this week to probe charges that a high-ranking navy officer had been fired because he opposed FCC Chairman James Lawrence Fly's policies. If the executive session of the group decides to take action; Fly and the unnamed naval officer would both undoubtedly be called to appear.

1

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who has opposed Fly on most points, well-known fact" that Fly had dominated put on the retired list because the officer had opposed Fly's policies.

Craven has had a busy week, appearing both before the Lea committee as well as the White-Wheeler committee hearing.

# **Delmar Gets USO Breather** For Wolper Musical Chore

NEW YORK, Dec. 4. -- Harry Delmar, USO-Camp Shows' production head, will go back to legit production during a five-week sabbatical from the service org. George E. Browne, convicted labor rack-He will stage and design the Dave Wolper eteers, climbed back into the limelight musical, Follow the Girls, starting some again this week as the defense opened its time in January, at the conclusion of case for the six alleged Capone mobsters Gertrude Niesen's engagement at the and one Newark union business agent Riobamba. Miss Niesen will hold down charged with conspiracy to mulet the the singing lead.

Revels, etc.) wanted a leave of absence Newark union agent, Louis Kaufman, from USO last year to do a two-a-day were denied by Judge John Bright. A vauder, but press of USO work prevented his taking leave.

He will return to USO in March.

# Henie Pretty Penny-204G At Indianapolis, 11 Shows

INDIANAPOLIS, Dec. 4 .- Sonja Henic and her Hollywood Ice Revue grossed \$204,784 in 11 performances at the fairgrounds Coliseum here. Engagement ended Sunday (28), following which the troupe moved to Detroit for a two-week run starting December 2.

125,000, not including 20,000 servicemen scribed Bioff's position in the phrase guests of the management.

Second portion ushered in a zebra number in which the chorus gave its best performance of the show. Girls were costumed in black and white with huge Godiva sequence fitted in, after which the Cristianis, on a second time, go into their horse act, one of the best in the business.

Ella Ardelty, another Ringlingite, did a trapeze routine which culminated with a headstand on the flying swing. Willie, West and McGinty were in there socking over their house-building act, familiar for T. A. M. Craven, member of the FCC many years on vaudeville stages.

Show closed with a semi-comic ballet told the Lea committee that "it is a which was nothing more than repetition of the first-half offering, with Barto and army and navy officers and had one Mann again spotted in a burlesque turn.

Folies represents a big investment, but will require some reshaping for complete Edward Murphy. success.

# **Kaufman Motion for** Dismissal in Film **Extortion Rejected**

NEW YORK, Dec. 4,--Willie Bloff and movie industry of \$1,000,000. Motions Delmar, an old hand at legit (Delmar's to dismiss the indictment against the similar motion, made a week previous, was granted in the case of Ralph Pierce, of Chicago.

> Another motion to dismiss charges against the seven defendants on the grounds that the three-year statute of limitations nullified the government's case against them, also fell thru.

Bioff, on the testimony of Herbert Sorrell, business agent of Painters' Local 644, used "tactics no one could use under the cloak of labor" to break a 42-day strike of 1,000 members of the Federation of Motion Picture Crafts. He resorted to newspaper ads declaring the Attendance here was a record-breaking strike illegal. Sorrell testified, and de-(See KAUFMAN REJECTED on page 15)

#### Living Talent the Answer

They started using live talent, trying to utilize their staff orks, trying to build program schedules that attracted and held listeners. WHN, New York, with its big, booming and expensive Gloom Dodgers program, was one; the Yankee Network, with its Yankee Tune Factory, was another, and KMBC's The Texas Rangers was a third. It was a deliberate attempt to build programs that pulled audiences and so were salable. Until then the idea had been to sell the time and let the advertiser do what he wanted.

Possibly the outstanding examples of the new programing technique is what has been happening at the station represented by radio sales. RS is the CBS station rep department. Only exceptions are WABC, which, since it is the prime program builder for the net, has comparatively little time for local shows, and WAPI, Birmingham, RS realized the importance of programing to give its stations local identity and personality. (See HOMETOWN RADIO on page 10)

Some of the bigger shows at WCCO are Sumrisers, Cleiland Card and Larry Haeg. Sunrisers is an hour-long eyeork, Lew Brock, an ex-vaudevillian, is the emsee. There are vocalists, instrumentalists, choristers and comedy. It's a 6 a.m. show with 14.0 rating. Clelland Card does comedy patter not unlike Arthur Godfrey that draws a 17.0 rating. And Larry Haeg, a local farmer, does a Farm Journal of the Air show that is so popular it got him elected to the State Legislature three years ago. KMOX, St. Louis, has C. G. (Tiny) Renier as program head. He has a vaude background as a performer. Since Missourians like

## **Piermont Bankruptcy**

NEW YORK, Dec. 4. - A petition in voluntary bankruptcy was filed Wednesday (1) in New York Federal Court by Benjamin Piermont, booking manager.

Piermont listed liabilities of \$3,266 and assets of \$100. He stated that he earned \$720, including expenses, in 1941 and that last year his income was \$2,835. He is currently employed by USO-Camp Shows, Inc., booking tabloid units,





#### The Billboard 6

# **RADIO-TELEVISION**

December 11, 1943

Communications to 1564 Broadway, New York 19, N. Y.

# POINT PRICE TAGS ST

**TCI Nixes Fancy** Billboard "Secret" Values **Selling Talent** 

NEW YORK, Dec. 4 .- Last week The Billboard released the first Talent Cost

popularity ratings in dollars and cents. about "prestige" values. And at least This week the trade started to scan and analyze the TCI. From ad men, station

men and especially talent men came a variety of reactions and a general overhauling of the sales approach of talent to radio.

A major talent agent gathered his staff and cogitated on the effect of the TCI on talent sales. His new bible will

be "cost per point." One network pro-Index designed to interpret program duced its alibi book and started talking ratings in the same cost bracket."

three ad agencies started questioning the workings of their radio department.

For the one thing that the TCI had done was to remove the hitherto tasty intangibles which have, in many cases, beclouded the use of talent by commercial radio. As one talent man put it, "From here on in it's not going to be easy to sell someone because she is pretty or has a big name or does things to the heart of the sponsor's wife. Nor can we expect to sell programs just because the talent may get a rating. Now we'll have to stand comparison with past

The TCI has had other major reactions. There was, for one, a general lookinginto of the working of the sundry publicity organizations since the Index demonstrated the value of publicity in getting a rating. There was also a tendency to wonder about letting name radio talent guest on other programs.

But possibly the biggest reaction to the Cost Index was the attempt, of almost everyone concerned, to correlate the cost. per-point-of-rating of their program to the ditto of the competitor's show. For the feeling is that sooner or later the sponsor will ask, "Why can't I get a rating as reasonably as does so-and-so."

					COST I			anneren entre	), 1943.
PROGRAM HOOPE	RATING	PERF. TO DATE	NET NO. S		OPPOSITION	AGENCY	SPONSOR & PRODUCT	COST	COST PER POINT
Fibber McGee and Molly	32.4	373	NBC	128	Report to Nation—CBS Spotlight Bands—BLUE Amer. Forum—MBS	Needham, Louis & Brorby	S. J. Johnson (Floor Wax)	\$ 8,500	\$262.34
Bob Hope	31.2	250	NBC	131	Suspense—CBS R. G. Swing—BLUE Amer. Forum—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$352.24
Edgar Bergen	29.2	288	NBC	133	Jerry Lester-CBS News-BLUE That's Good One-BLUE Alexander-MBS	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$376.67
Lux Radio Theater	*25.7	378	CBS	122	Tel. Hour—NBC Counter Spy—BLUE Heatter—MBS G. Fields—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$389.11
Aldrich Family	24.7	187	NBC	128	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$161.94
Jack Benny	23.7	439	NBC	131	Shirer—CBS Sinatra—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$844.30
Frank Morgan- Fannie Brice	22.9	85	NBO	130	Roma Show—CBC News—BLUE Lum and Abner—BLUE Oursler—MBS Black Castle—MBS	Benton & Bowles	General Foods (Maxwell House Coffee)	\$ 9,500	\$404.80
Walter Winchell	22.1	533	BLUE	158	R. Digest—CBS M-Go-Round—BLUE Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$221.72
Mr. District Attorney	21.7	236	NBC	125	J. Carson—CBS Spotlight Bands—BLUE Soldiers W. Wings—MBS	Pedlar & Ryan .	Bristol-Myers (Vitalis)	\$ 4,000	\$184.33
Abbott and Costello	20.6	99	NBC	130	First Line—CBS R. G. Swing—BLUE Lulu—BLUE R. Clapper—MBS Carnegie—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$479.61
Screen Guild Theater	20.6	172	CBS	120	Contented Hour-NEC R. G. Swing-BLUE R. Clapper-MBS	Pedlar & Ryan	Ludy Esther (Face Powder, etc.)	\$10,000	\$436.89
Joan Davis- Jack Haley	°°19.9	20	NBC	. 67	Dinah Shore—CBS Spotlight Bands—BLUE Treasury Hour of Song— MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$ 7,500	\$376.82
Kay Kyser	***19.7	294	NBC	126	Moments in Music—CBS R. G. Swing—BLUE John B. Hughes—MBS Sunny Skylar—MBS	Foote, Cone & Belding	American Tobacco (Lucky Strike)	\$ 8,000	\$406.0
Burns and Allen	19.4	521	CBS	. 128	Mystery Theater-NBC Jury Trials-BLUE G. Fields-MBS	Young & Rubicam	Lever Bros. (Swan Soap)	\$ 7,000	\$360.3
Great Gildersleeve	****19.0	199	NBO	68	America in Air—CBS Green Hornet—BLUE Upton Close—MBS	Needham, Louis & Brorby	Kraft (Parkay Margarine)	\$ 4,500	\$236.84

\*Lux Radio Theater jumped two positions in the popularity rating due to a 2.0 increase. With usual seasonal downward trend starting to show, the Lux jump is even more noteworthy. Answer may be the broadcast of November 22, with Loretta Young and Alan Ladd doing China. Ladd had just been released from army and had solid news breaks; China has been in news right along. News breaks are reflected in upped ratings.

\*\*Davis-Haley slumped off 2.7 points-from 9th to 12th position-in the popularity rating. Since they follow the Bing Crosby show on NBC, and since the Crosby show disappeared from the

12 13

rating this week, it may be assumed that the Davis-Haley liability stems from the Crosby casualty.

(Bob Crosby has been substituting for his brother Bing. First of the "substitute" programs to be rated showed a 1.6 increase; again the publicity angle plus the patent desire of listeners to see what the brother was going to do. In this, the second rating of the program, the audience probably had no further interest in what Bob could do as compared to Bing, and they stayed away in droves. Result, the Kraft show fell right out of the "First Fifteen" with a rating loss of 4.4.)

\*\*\*Kay Kyser show runs from 10-11 p.m. (EWT). Since programs after 10:30 p.m. (EWT) are not rated on a national basis, so as not to upset the tolerances inherent in the Hooperating modus operandi, only the 10-10:30 portion of the show is rated. The 10:30-11 p.m. (EWT) slot drew an 18.4 rating.

\*\*\*\*Great Gildersleeve has been building steadily. Previous high was 18.8. Since his return this year, after summer vacation, the ratings were 10.7, 13.8, 14.0, 14.4, 17.3 and now 19.0. Average Hooperating, this report, was 10.3; last report 10.6; last year 11.2.

December 11, 1943

RADIO

The Billboard

# A.M. Hooperate in Twin Cities **Alters Picture**

# WTCN-Blue in Leap

MINNEAPOLIS, Dec. 4.-After years of third-place Hooper ratings for morning audiences in the Twin City listening area, WTCN-Blue has passed KSTP (NBC) to win second-place honors.

Last time KSTP was in second place for the 8 a.m. to noon ratings was for the July-September quarter in 1942.

Order of a.m. ratings found WCCO-CBS in first place with more than twice the figure of WTCN; KSTP, third; WLOL-Mutual, fourth, and WDGY and WMIN, indies, tied for fifth and sixth.

suddent burst of speed to get out in front of KSTP is the Blue's Breakjast Club program, one of the biggest morning network favorites in the Twin Cities,

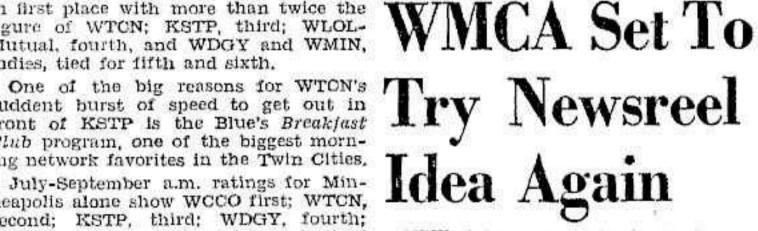
July-September a.m. ratings for Minneapolis alone show WCCO first; WTCN, second; KSTP, third; WDGY, fourth; WLOL, fifth, and WMIN, sixth. St. Paul ratings have the first three stations the WMCA is testing a plan whereby on a same, with WMIN fourth; WDGY, fifth, and WLOL in last place.

Afternoon and evening ratings, however, are different, with the last quarter afternoon showing KSTP in the first place slot; WCCO, second, and WTCN, third. Same line-up is true for evenings, while the Sunday Hoopers have WCCO first; WSTP, second, and WTCN, third.

# The "Unknown" St. John

PHILADELPHIA, Dec. 4.-Robert St. John, NBC commentator and author, used the facilities of KYW the other day for his network show. Bill Rambo, KYW news editor, introducing St. John to various staffers, was stumped to hear Ruth Welles, station's women's commentator, ask, "Are you joining our news staff, Mr. St. John?"

Ever the diplomat, St. John replied, "Only for today." One hour later it dawned on the flabbergasted Ruth that it was "the" Robert St. John she mistook for a new addition to the newsroom.



NEW YORK, Dec. 4.-Local Station go out with a portable mike and record-Total day's take will then be edited and cut to a 15-minute airing. Recent U.S. Gripsholm arrival with repatriated internees from Jap-occupied countries was one such test. WMCA staff was on the pier for six hours recording arrival and scenes. This was later cut into a

ALDRICH FAMILY TOPS NEW TCI **Crosby Show Drop Lowers** Other Thursday Eve Slots; Kay Kyser Back in First 15

Fitch Bandwagon Still "Good Buy" Despite 21st Rating

Index this week shows a marked variation from the line-up of last week. Major casualties are the Fitch Bandwagon and Bing Crosby programs with some fairly vital reactions resulting among the middle 10 of the 15 programs rated.

The disappearance of the Fitch Bandwagon was expected for, as explained In the index last week, this program edged into the rating only because Kay fit with better TOFs. Kyser was guesting. This week, with Joe Reichman's ork as the attraction, the program feil to 21st position.

It's still a pretty good value in relation to its cost, \$2,250, and rating 16.3 for a TCI of \$138.

Another surprise was the flop of the Crosby show. This one, with Bob subdefinite daily sked special newsmen will bing for Bing, who was vacationing, dropped 4.4 points in its popularity rating apparatus and pick up various events. ing. Not only did it depart from the chart, but it also had an adverse effect Thursday evening listening slot. Thus, the Joan Davis-Jack Haley show slid

NEW YORK, Dec. 4 .- The Talent Cost audience but on its past performance, which shows steady upward growth, this program should continue to build.

> Kay Kyser was expected back on the "first 15" and didn't fail. Here is one time the listener slot was working, for Kyser benefited from Mr. D. A. Now if Eddie Cantor, who precedes D. A., will come back on the top line-up, the entire Wednesday eve session may bene-

#### Jack Benny Continues to Slip

Jack Benny continues to slip off. This is nothing unusual, for Benny has fluctuated in past years. But at these prices it might be advisable for Benny's writers to come thru with some crisp scripts. Program is definitely not hitting on all cylinders. With a couple of strong scripts it can materially improve its standing.

TCI points up another weakness, i.e., on the programs following it in the overplugging for Uncle Sam. Bob Hope went to bat with a big audience edge from Fibber McGee and Molly, yet it down two notches on the TCI; and the lost some of its listeners. Only apparent

# Analyst Adams Tops

MINNEAPOLIS, Dec. 4 .-- Cedric Adams, WCCO-CES news commentator, is far ahead of any other local programer in Hooper ratings, Northwest survey indicates, Since Hooper discontinued its ratings after 10 p.m., Adams's nightly 10 p.m. newscast for Purity Bakeries is not being checked. Prior to that, however, he hit as high as 24 and 25.

The Hooper for his noontime news broadcast for Butternut Coffee is 17.6. Closest to him is KSTP's Sunset Valley Barn Dance, Saturday night program, with a 9.5. WCCO's John Raleigh, with 8:30 a.m. news, is 7.4, while KSTP's Main Street Minnesota show, from 12:15-12:30 p.m., has 5.

Household Forum, KSTP's opposition to WCCO's morning Kate Smith program, has quarter-hour ratings at 1.6, 1.7 and 2.5. WCCO's Darragh Aldrich, atternoon slot, is 1.8 and 2.2.

# WLW-WSAI Record **Interviews With Gripsholm** Arrivals

NEW YORK, Dec. 4.—Stealing a march on other outlets in its area, Cincinnati's WLW and WSAI established special headquarters here to cover the arrival of the S.S. Gripsholm with its 1,440 repatriated internees.

Based at the Ambassador Hotel, both stations recorded interviews with arrivals for the benefit of friends and relatives in the Midwest. WSAI interviewed residents of Cincinnati and immediate environs, while WLW took care of repatriates of other Midwest communities. Lines extended from the hotel to the pier, and station bases were deluged with phone calls from relatives of returning internees.

Handling the arrangements for the broadcasts were Howard Chamberlain, program director; Roger Baker, public relations director; William Barlow, publicity director; Milton Chase, night news editor; Gordon Graham, of the special events department, and Eldon Park, of the New York office, all of WLW.

The arrival of the vessel and subsequent interviews were covered nationally by the nets as well as WMCA locally.

quarter-hour program.

Plan is to produce a feature news program, and station is set to spend \$1,500 for the next four weeks in experiments. WMCA is well covered in straight news with New York Times newscast tie-up and Five Star Final news round-up in March of Time style. Leon Goldstein, director of news special events, is handling the new plan, and expects to come thru despite the fact that every radio newsreel idea to date has laid an egg.

**Radio's Future Has Everything**, Says FCC's Craven

# Pitch Is for "Fluid" Law

WASHINGTON, Dec. 4.- A vivid description of radio service in the postwar era was painted this week by FCC Commissioner T. A. M. Craven, who foresaw color television broadcasting "blanketing the country" and every telephone equipped with a visual attachment.

Craven's glowing account of radio's imminent development came when he was recalled to the stand Tuesday (30) to testify in hearings on the White-Wheeler radio bill.

These developments, however, were minor ones compared with one which Craven foresaw as being near at hand.

"The newspaper itself will be delivered by radio thru electrical methods of transmitting quantities of printed matter," he told the senators holding the hearings.

The descriptive sequence all led up to Craven's appeal to the Senate to help radio's development thru favorable legislation rather than choke the industry by unsound regulations.

The White-Wheeler bill was seen as "generally sound" by Craven, but he Fitch, also slumped two notches in the recommended that it be kept in such TCI. The audience had gone. state that it could be revised to accommodate future developments. Moreover, he said, Congress should not be blinded by today's "minor radio problems" and to its low talent budget, moved into enact legislation which may not have fourth place in the TCL Gildersleeve sound basis for regulating an industry really rates this spot, as it is the first over a long period of time.

# The "Best Buys" Index

Here's the way they stack up in so far as best buys, i. e., talent-cost-per-pointof-program-rating, are concerned. Last week covered "First 15" Hooperatings for the period ended November 15; this week covers the fortnight ended November 30.

Last Week

This Week

Fitch Bandwagon	\$143.98	
Aldrich Family		
Mr. D. A		
Walter Winchell		
Fibber McGee and Molly		
Edgar Bergen		
Davis-Haley		
Bob Hope		
Burns and Allen		
Lux Theater	421.94	
Screen Guild	429.18	
Morgan-Brice		1
Bing Crosby	442.47	
Abbott and Costello	465.12	
Jack Benny	787.40	

Aldrich Family	\$161.94
Mr. D. A	
Walter Winchell	221.72
Gildersleeve	236.84
Fibber McGee and Molly	
Bob Hope	352.24
Burns and Allen	360.31
Edgar Bergen	376.67
Davis-Haley	376.82
Lux Theater	389.11
Morgan-Brice	404.80
Kay Kyser	406.09
Screen Guild	436.89
Abbott and Costello	
Jack Benny	
135	1.1

hold its own.

Major beneficiary of the Kraft Music Hall debacle was the Major Bowes show on CBS, which grabbed most of the listeners Crosby lost. Heatter and Gracie Abbott and Costello, pulled back some of the audience but the damage had been are two reasons for this. done.

#### Shows Suffer Together

Thus would seem to be emphasized the one weakness in the listening slot theory which was analyzed in the last TCI. It's okay to try to build a definite audience appeal on one network on one evening, but when one of the skein of shows goes sour all the following shows suffer. Thus with the Fitch show falling off on NBC on Sunday night, the Edgar Bergen program, which airs after

Surprise newcomer is The Great Gildersleeve. This show finally hit the 19.0 mark, made the "first 15," and thanks show of the Sunday eye skein on NBC, graph will become obsolete, he predicted. a 4.9 rating. Gildy not only gets the

Abbott and Costello session, which fig- reason, as Hope usually improves on the ured to build, had all it could do to audience he gets from Fibber, is that the program this week was a full halfhour plug for Uncle Sam.

With Fitch off the list, the leveling out of both program popularity and TOI ratings becomes noticeable. It is still Fields, on Mutual, also garnered some of only comparatively minute, but there is these listeners. The Camel cig clowns, a definite lessening of what on a graph would show as ups and downs. There

#### **Over-All Ratings Off**

In the first place, the over-all ratings are down a bit, 0.9 from last year. Most probably this is because of the increase in the number of commercial programs. These are at an all-time high, 78% hours per week; a 101/2-hour increase. Thus, with more commercial shows available and the sponsored programs are the most popular programs-there is a slight tendency to even off.

The top 15 shows, as a general average, stick around the same level. The listeners are still there but the peaks flatten out. Proof of this is the rating of one year ago. High then, as now, was 32.4 and low, then as now, was 19.0. And most of the shows in the top 15 then are still in the same category.

But then, as now, there is always room The FCC commissioner had little en- and so gets the audience. Remember for a comer, with the answer still being couragement for Western-Union. Tele- the preceding show, a sustainer, has only entertainment. That and production savvy.



# **Merchants'** Association Disk Spinning Formula Point-of-**Sale Station Business Builder**

# Personals and Give-Aways Lend Personality to Shows

platter spinning session can have a per- session for Watervliet, Cohoes, Green Issonality of its own, Orange on the Air, sponsored by the Orange Merchants' As- Rock Island, for instance, would have sociation of Orange, N. J., has grown a session for Davenport, Ia.; Geneseo, Ill.; from a once-a-week shot to across the board at 11:30 a.m. over WAAT, Newark.

Mixed with the records are news and personals, the latter a growing air factor since newsprint has forced many a local paper to cut down on the plugs for Mrs. Murphy's socials, etc.

Added to the music-news-personals formula, the WAAT shindig has dug up a point-of-sale tie-up that has plenty of kick. The local merchants' association that foots the bill also puts up a daily "gift box," which goes to the person whose name is picked out of a hat. It's a sort of banknight on the air because you've got to go to the shops of one of the local merchants to drop your name in the box to get in on the drawing. However, since there's no consideration involved it's not a lottery within the meaning of the law and everyone has fun-and the sponsors build up store traffic, which while it may not mean too much during wartime is a must when business returns to normal with plenty of products to sell.

Formula is adaptable to any area with a marchants' group or even one without an association since an indie can create its own "merchants' association" for the purpose. It's especially adaptable to stations serving areas with many good size towns besides the major one, in the cal also elected Austin Grant, of WWJ,

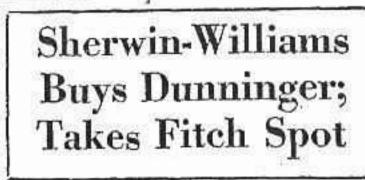
NEW YORK, Dec. 4 .- Proving that a Troy, N. Y., might well have a different land and Waterford, while a station in Bettendorf, Ia., and Kewanee, Ill.

Out of about 900 stations now operating there are only about 25 which are so located that they haven't at least three towns besides their own to cover, Approximately 250 have studios located in remote towns from which they broadcast regularly at least once a week, while 379 have "salutes" scheduled weekly to individual trading zones within their primary areas.

Platter sessions don't have to be grind slots. When planned they build business and with their personalities make their emsees names. WAAT's, of course, is Norm (Red) Benson.

# **Boaz Siegel New** AFRA Exec Sec'y

DETROIT, Dec. 4. - Detroit local, AFRA, has named Boaz Siegel as executive secretary, following the resignation of Clyde V. Notten, attorney, who held post for about two years. Siegel, an attorney, is a teacher in the Wayne University Law School, and was formerly both attorney and teacher for the United Automobile Workers.



NEW YORK, Dec. 4 .- The Dunninger show goes commercial January 5, bankrolled by Sherwin-Williams's Kcm-Tone and handled by the Warwick & Legler ad agency. The show which started experimentally on Philadelphia's KYW in March has been on the Blue Network since September. The show was sold by Dan Tuthill, of NCAC.

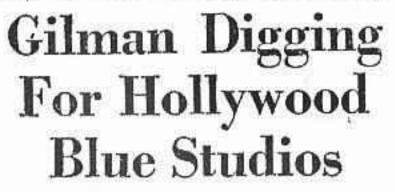
The mentalist's 70 stations will be upped on the sponsor pitch to 162. His time slot will be shifted December 15 from 10:30-11 p.m. Sundays to 9-9:30 Wednesdays, filling the vacancy left by the cancellation of the Fitch Songwriters' Bandwagon show.

# Flamm Has WNEW Yen; Bulova Nixes **Despite 2 Outlets**

NEW YORK, Dec. 4 .- Tentative offers from Donald Flamm to Arde Bulova for the latter's Station WNEW haven't got very far. Bulova says no, despite FCC ruling recently regarding dual ownership. The ruling means that Bulova will have to get rid of one of his two stations-WNEW or WOV-but to date he's cold to the Flamm offers to buy.

Flamm operated WMCA, local indie, until he sold same to Edward Noble, and is now suing for the return of WMCA. Flamm owns WPAT, Paterson, N. J.

officers are Paul Hughes, WWJ, vicepresident; Gilbert Shea, WXYZ, assistant At the regular annual election, the Io- vice-president; Barbara Kline, WJLB, secretary, and Sylvia Maguire, WWJ, fl-



HOLLYWOOD, Dec. 4 .- New site for Blue Network home is being made here by Don Gilman, Western Division chief of the web, following his return from Chicago, where he was given the go-ahead signal by Edward Noble, owner of the Blue. Search is being made for locations, so that everything will be ready when materials are released once again after the war.

First indication that the Blue would have its own studios here was made by Gilman. Deal between the network and KECA has a year and a half to run.

Noble is due to arrive here some time after the first of the year to go over the sites Gilman has picked out. At that time application will be filed with the Federal Communications Commission for FM and television transmitters.

# Blue Sales Pitch For Swing Frolics Audience on Job

NEW YORK, Dec. 4.-In its campaign to peddle Swing Shift Frolics the Blue Network is offering a "guaranteed" audience of half a million war workers. Thru the use of p.-a. systems in the war plants where it is piped, Swing Shift, aired Saturdays in the 1-1:30 slot, figures to reach the ears of the workers,

The show, billed as the war workers' own amateur hour, is heard in about 350 war plants, according to web salesmen. This is what guarantees, they claim, close to half a million listeners.

Besides the war plant angle the Blue sales' pitch plugs the recent publicity of Swing Shi/t, including the auditioning of contestants at the Skouras thea-

# makes the big difference

It is showmanship that brings 4,700 people to a performance of the "Chicago Theater of the Air."

No matter what type of show you usedaytime serial, music, drama or quizthe showmanship which WGN instills into the program is part of the "plus" which all WGN advertisers get.

No wonder WGN carries more retail, local and national spot business than any other 50,000 watt Chicago station.



220 E. 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO. Los Angeles 14, Cal.; San Francisco, Cal.



The Billboard 9

# **Star - Studded Christmas Specials Now Holiday Commercial Shots**

# Thompson Producing Elgin and Standard Brands' Shows

Latest one in the works is full-hour All from the Coast. Star Radio Show skedded for December 21 over CBS by Standard Brands, Inc. Show is a salute to and in behalf of the nation's haking industry.

About a year and a half ago Standard Brands backed a 13-week variety program to publicize the bakers' problems, titled CBS stations as can clear the 10 to 11 Star-Spangled Vaudeville. With government regulations in effect since last October 1 that riboflavin and other mincral and vitamin content be included in "enriched" bread-making, the intent of the pre-Christmas plug is to bring the public up to date on the subject.

considered productive commercials, yuletide socko ether-blasts have proved profitable investments in the past. Several large department stores thruout the moting and making the official presentacountry have given a Christmas Eve single an individual whirl. Programs were slanted from a "thank-you-for-your- Hollywood talent connections, so the protrade" angle and results were so successful that shelf stock was depleted by post- put in their hands. Christmas-week buying.

#### Elgin Setting Its Two Hours

cial" idea last year and J. Walter Thompson agency is readying another mammoth ever, won't have the fun of two agencies Elgin Christmas Show to be aired on the holiday from 4 to 6 p.m., also over CBS. Latest guestar names to be added to Thompson got both the Elgin and the the cast list are Jack Benny, Lena Horne, bakers' events. Cass Daley, Carmen Miranda, Adis Kuznctzoff and the Revuers. Bing Crosby, Bob Hope, Henry Busse and the Charioteers are also signed up. Robert Young will play host on the two-hour show and Lou Silvers will be responsible for the music. The pro-Christmas package dedicated to the bakers is not yet fully talent-set. But another potent array of top-flighters talents of Orson Welles as emsee and is already on the roster for airing over WABC and the Columbia net from 10 to 11 p.m. on December 21. Already skedded for appearance are Fred Allen, Edgar Thursday. Altho no time is skedded. Bergen and Charlie McCarthy, Bob definite plans are expected by the end Burns, Dorothy Lamour, Jose Iturbi, Ray Noble and Spike Jones with his Fuchrer's' Face City Slickers. The All-Star Show will originate both from New York and shots. Jack Johnstone directed.

1-80

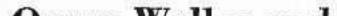
NEW YORK, Dec. 4 .- Elaborate one- Hollywood CBS studios. Allen and Iturbi time commercial spots are becoming a will be heard from here. Burns, Bergen part of the holiday season radio picture. and McCarthy, Lamour, Noble and Jones

#### Standard Brands Blank Check

More names will be added to the program during the next 10 days, according to the Arthur Kudner Agency, Standard Brands has opened the coin satchel wide for this one with orders to buy as many p.m. spot. It's a blank check for a skyhigh budget with at least 20Gs on the line for talent already set and probably half as much more coin to be spent before its final airing.

Another interesting angle in connection with the bakers' program is the While one-shooters are not usually combining of two separate ad agencies in its presentation. Kudner Agency handles Standard Brand products gaited directly to the breadsters and is therefore protion of the show. J. Walter Thompson also handles SB accounts and has close duction end of the program has been

It all sums up to the fact that they both work for Standard Brands and no matter who has the spending of the Elgin Watch tested the "holiday spe- dough, it's going to bake a big angel cake for the bakers. The "names," howhidding against each other for their services, which may be one reason why



# **IS TELEVISION READY?**



1 am Alec Electron. I know all about Electronics, Electricity, Radio and Television. I'm here now to bring you up-to-date on Television.

## 1. Is Television ready?

Yes: 9 U. S. Television Stations are broadcasting regularly. There are three in New York, including station W2XWV operated by DuMont, one in Schenectady, one in Philadelphia, two in Chicago and two in Hollywood. Wartime manufacturing restrictions retard Television's expansion today.

## 2. When will new Television Receivers go on sale?

New Television sets probably will be available within 6 months after peace in Europe. Many Television sets are in use today. Major prewar distribution was by five manufacturers, one of which was DuMont.

## 3. What will be the sizes of Television pictures?

Depending on the size of the Receiver, from about 8" x 10" up to approximately 20" x 24".

# **Orson** Welles and **Duke Ellington Try To Sell Mobilgas**

NEW YORK, Dec. 4 .- The combined Duke Ellington as music-maker were featured in a variety show audition held at Compton agency for Mobilgas last of the month.

Rita Hayworth and Jimmy Durante guested on the audition record as single

# NAB Prexy Salutes Bondbardment Issue

NEW YORK, Dec. 4.-Thruout radio as thruout all show business, The Billboard Bondbardment issue (December 25), which sets a new pattern for trade paper co-operation with the War Loan drives, has rated top huzzahs from all factors within the profession.

Typical of the reactions is that of the president of the National Association of Broadcasters, Neville Miller, who writes:

Many thanks for calling to my attention The Billboard "Bombardment" number, in which anniversary and holiday greetings will be replaced by special designed pages carrying the names of show business personalities and show business organizations who purchase extra War Bonds in amounts equal to or exceeding what would ordinarily be spent in greeting advertisements in The Billboard.

Your "Bondbardment" issue exemplifies the true spirit of show business. Show business personalities are doubly patriotic in time of war in that they not only devote their talents to morale building and the sale of War Bonds but dig deeply into their earnings as well. This nation has a great admiration for the men and women entertainers who brave the fighting fronts in order to bring moments of gayety, relaxation and a breath of beloved America to our armed forces, then return to this country and the fulfillment of their engagements whose proceeds in large measure are pledged to the purchase of War Bonds, war relief and other fighting projects. The Billboard "Bondbardment" number, in its conversion

of normal advertising income to War Bonds, furnishes the show business an opportunity to strike a centralized, intensified and resounding blow, as an industry, toward the winning of this war. On behalf of the radio industry, I congratulate you on this move. The entire entertainment industry should rally to your call, "This year, don't buy an anniversary and greetings ad, buy an extra War Bond!" Cordially,

NEVILLE MILLER.

4. What will be the sizes of Television Receivers?

Virtually the same as radio receivers-from the size of larger portables to wide-screen de luxe console models.

## D. What will Television Receivers probably cost?

The first models of Television Sight-and-Sound Receivers probably will range from \$200 to \$700.

## **0.** How far can Television programs be broadcast?

Today, the best reception is within 60 miles of the station. Engineers hope, by using improved equipment, to have Television networks cover the world.

7. Will Television carry news, sporting events and motion pictures into your bome?

Yes, Television can carry any scene that cameras can record, whether it be from the studio or from the field.

8. How perfect will Television pictures be?

Now, Television is as good as 16 mm. motion pictures; after the war it may equal theatre motion pictures.

# 9. Who invented Television?

Many engineers have made valuable contributions. It was Allen B. DuMont who brought from a laboratory curiosity to commercial reality the heart of the modern Television Receiver—the Cathode Ray Tube.

## 10. What part will DuMont play in post-war Television?

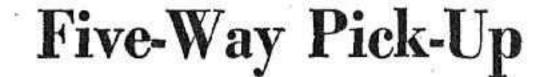
DuMont's Television activities will fall in three divisions: the manufacture of fine Television Radio Receivers; the operation of its own commercial Television Stations; and the manufacture of Precision Electronic Equipment for Television pick-up and transmitting stations. 3 of the 9 Television Stations now regularly on the air arc DuMont equipped.



Allen B. DuMont Laboratories, Inc., General Offices and Main Plant, 2 Main Avenue, Passaic, N. J. Television Broadcasting Studios and Station W2XWV, 515 Madison Avenue, New York, N. Y.



The Billboard 10



NEW YORK, Dec. 4.-Mr. Martin and Mr. Weintraub are doubling in brass by providing the Revion cast with pugilistic demonstrations during rehearsal, . . . Stephen Chase, Jane Laurin and Hedda Harrigan are overseaing with the USO next week. . . . Jean Ellyn nabbed a running part in The Sea Hound. . . . Bill Gray, who just wound up Free for All at Mutual, is set for a 15-minute matinee pitch on the same network. . . . Sandra Stewart, gal record jockey of WOV, has quit. She's now biding time at Blue.

Blue is audishing a 15-minute pitch combining John B. Kennedy's gab with Connee Boswell's warbling. . . . Kermit Schaefer, former promoter for Roger White, is producing army shows at Utica, Syracuse and Watertown, N. Y .... Blue's Ladies, Be Seated recently provoked a hair-pulling match which started in the elevator on the eighth floor, reaching its climax in the main lobby. . . . Teddy Behre and Doris Thurston, NBC pagettes, are not twins, but their resemblance is causing havoc on the third floor.

Guy Lombardo will switch to the Blue January 23, bank-rolled by Chelsea cigs. Time slot will be 10:30-11, Sundays, . . . Dick Fernald replaces Carleton Pearl at CBS press information. Pearl is army bound. . . . Harvey Bellaver, Barry Kroeger and Julie Stevens signed for Jed Harris's legiter, The World Full of Girls. . . . Howard Carraway now megging Archie Andrews at the Blue. He replaces Malcolm Meacham, who is working on a book. . . . Vince Markee, press agent for Ina Ray Hutton, has also signed Ella Mae Morse, the Cow-Cow Boogle gal.

Dayton Allen and Ken Delmar have written a play, to go into rehearsal soon on Broadway. Delmar will angel the show himself. . . . Cyril Armbrister, Blue megger, temporarily bedridden with influenza. During his absence Land of the Lost, The Sea Hound and Terry and the Pirates are being handled by Wylie Adams. . . . Charlotte Keane just completed Army Signal Corps film as typical American wife. . . Abby Lewis doing a running part on e. t., Our Quartermaster Home Front. . . . Eldridge Packham replacing Barb Fellows at NBC. . . . Karl Swenson and Judith Evelyn will probably be Mr. and Mrs. Miniver. Neither, however, has as yet been signed. . . . Kelvin Keech is doing the Kem-Tone hitch-hikes following the Metopera auditions show. . . . Mary Small will introduce the submarine service song-Take Her Down-on her December 10 Mutual show. . . . Mae McNair, former head of receptionists at CBS, is now assistant to casting director, Winifred Law. . . . Swing Shift Frolics shifts its time at the Blue to 10:30-11 starting December 17. CHICAGO, Dec. 4.-Fox DeLuxe Variety Ball for Fox Brewing Company will be heard 6:30-7 p.m. (CWT) Tuesdays on the Blue over Midwest stations. Show originates from WLW, Cincinnati, but will have no outlet in that city. Talent includes the Buccaneers and Dolly, Doris Day, Norman Ruvell; Betty, Jean and Mary. . . . WIND will broadcast the championship playoff between the Bears and Washington Redskins December 19. . . . Irna Phillips is changing the title of her NBC daytime serial Lonely Women to Today's Children. . . . B. A. McDonald and Gordon Hawkins, Philadelphia; Frank Webb, KDKA, Pittsburgh, and C. Herbert Masse, WBZ and WBZA, Boston, spent several days in Chicago conferring with the NBC central division local and spot sales department.

Saturday. . . . Herald-American has renewed Ulmer Turner, the Globe Trotter, for another 52 weeks on WENR. . . . Nancy Martin, Blue network vocalist, will be heard on a new 15-minute musical program, Hello Sweetheart, over a 38-station (Blue) hook-up, starting December 18. Sponsor is Gum Laboratories, Inc., Philadelphia. ... WMAQ sold two new 15minute shows last week. One is Music for Fun, sponsored by Eight-in-One Cold Tablets. It will replace Eddie and Fannie Cavanaugh's Gossip Club. The other is Guest Star Theater, Mondays, Wednesdays and Fridays for Belmont Four-Way Cold Tablets.

Manufacturers, department store executives and others met Tuesday (30) in the CBS studios in a gettogether sponsored by Arthur Meyerhoff & Company, agency handling the Wrigley show, American Women. It was a "womanpower" meeting, Speakers from the man-power commission and OWI told how women have been attracted to war work, and agency execs demonstrated how dramatic stories further the work. . . . Clarence L. Menser, NBC vice-president in charge of programs, addressed the public relations clinic of the U. S. Savings and Loan League Wednesday (1), giving a picture of wartime and post-war radio. . . . McKay Morris, legit actor, has been given the Abraham Lincoln role in the new Mutual air show Abe Lincoln's Story. . . . Julian Bentley, WLS news editor, is back from a two months' stay in Great Britain, where he made a series of broadcasts. . . . Dave King, WIND race announcer, vacationing in New Orleans. . . . Gordon Van Dover, emsee on the 1160 Club on WJJD, is laid up with a cold, and Sanford Dickinson and Don Doolittle are pinch-hitting.

# **Hometown Radio Grows Up With Accent on Talent**

(Continued from page 5) minute eye-opener that is loaded with both of these, plus news and market reports. It's a flowing-type of show with munity spirit. Pappy Cheshire-a Republic Pictures name-doing a local version of Cap'n Henry of Showboat fame. Program has a flock of hillbillies, singers, music, live ork, hymns and market reports. By major production standards it would be called corny, but for a 5 a.m. show it's what these listeners want. During the day the call is for big ork shows, with visiting name talent doing guest shots. A local brewery pays the bills. WEEI, Boston, takes its cue from Harold Fellows, the general manager. Here again the headman is an ex-vauder (Fellows was a two-act in the halcyon days), even the the titular program manager is Kingsley Horton, a salesman by training.

This station weaves its programs into units in the accepted procedure. Thus from 6-6:30 p.m. there is a market news show, with the prices coming via phone there is Bill Elliot, a one-time cop and now a singer, with a powerful following all thru these parts. There's also a twoact type of program, with Carl Moore and Ray Gardiner feeding music and laughs. Moore, an ex-vauder, hits the piano and the punchlines. Gardiner, station exec, plays straight and blows a sour trumpet. Then from 8:30-8:55 across the board there is a Coffee Club show, with Moore as emsee; Gloria Carroll, a vocalist, and the house ork. This show is good enough to go to the network three days a week.

#### Talent, Talent, Talent

At 5 p.m. there is another live show, this time with a gal emsee. But the over-all pattern is to get talent, build it, stick with it and make it a local must, value out of vaude people, like Russ

turnover among the listeners. In addimusic and hillbillies, Tiny uses a 90- tion, most of the audience had and has strong hometown ties that were not conducive to building into a strong com-

> So Martin Wickett was brought in as program manager. He also had a performer background. In addition, he had been a producer for Erwin Wasey, had been in the program department of WLW, and had handled music for the NAB prior to the formation of BMI. He found a supply of local dramatic talent, brought in a staff of writers and proceeded to build shows of just about every standard type. Thus listeners got programs that were familiar, the sort of things they remembered from their home stations, and the station started to build local acceptance.

Typical is the Stumpus program, a musical quiz using an organ, standard with most every station-"If I can't play the number requested, you win a buck." In addition, a daytime strip was built and, since the audience is so close to the govdirect from the Boston market. It's a ernment, all appeals are handled on one bible to local farmers, with sponsorship show instead of being scattered thru the taboo for the first 15 minutes. Last half schedule. This program is Washington is bank-rolled by Penn Tobacco. Then at War, an evening half hour once a week. Done in the Man Behind the Gun fashion, it plugs the outstanding war need of the week.

> Instead of just coasting on the network schedule, the idea is to combine audience taste, yen for familiar programs-with station strength-drama, writing and, to a lesser degree, music.

#### **Refreshing the Standards**

WBBM, Chicago, has Walter Preston, vet program manager who has worked all over the country, holding the reins. He has a flock of talent, plenty of music and specializes in putting a fresh switch on standard types of program. Another stunt he has is digging and building local talent, like Danny O'Neal, and getting WTOP, Washington, was a problem for Brown. KNX, Hollywood, has Hal Hud-

Road to Danger, NBC sustainer. adopted a new format this week to give it a special appeal to children and switched from Friday to

PHILADELPHIA, Dec. 4.-Ted Oberfelder, WFIL promotion director, is still locally homeless, commuting from New York. . . . Robert Mendte, former Eastern sales promotion manager for Canada Dry, joined staff of John Falkner Arndt agency. . . , Pfc. Frank Coleman, former featured vocalist on KYW's Flavor Lingers variety show for Esslinger's beer, spent his furlough guesting on the stanza. ... Change in plans returns Fred Moore to the WFIL engineering staff instead of going with Blackett-Sample-Hummert agency in Chicago to handle e. t. department. . . . Army bound are Jim Harvey, KYW announcer; Jack Markus, of the WFIL studio band; George Steinhardt, WFIL engineer, with the merchant marine getting Phil Kline, ad agency head, and Lester Sacks, WIBG engineer. . . . Ruth Welles's women's program on KYW gets renewed participations from San Girogia Macaroni, Herb-Ox Bouillion Cubes and Dr. Ellis's wave set and nail polish. . . . Charles Coulter DeKlyn, WIP night manager, once production manager in Victor recording department. ... Herbie Dexter, who left WPEN announcers to free-lance, joins WAAT in Newark, N. J., with staffer Peter Arnell getting his daily Man From Nevins bond giveeway show for the Nevins drug chain.

WASHINGTON, Dec. 4.-Ruth Fosterling, formerly with Australian War Supplies, bowing in as continuity editor of WTOP, replacing Harriet Miller. . . . Arch MacDonald forgot sports and newscasting long enough to emsee Front Page Ball and introduce Gypsy Rose Lee to DC newswriters Thursday (2). . . . Fred Schweikher giving up production at WRC-NBC to report to the army December 6. . . . A rare thing is for a navy man to shift to civilian work, but that is what Harold Waters, former arranger for U. S. Navy Band, does when he takes over direction of

talent that meant anything to the Capital City. Problem simply was that Washington is strictly a town of neuter gender

a while. Under the old call letters, WJSV, son, long-time programer, as its showit had very little local identity. Arthur builder. Here the problem is to build Godfrey and Arch MacDonald, latter the shows that will fit the Pacific Coast web sportscaster, were about the only station of CBS. Here again there is a cornucopia of talent and the theme is to dig a little deeper into the kick and build a show that will pull all over the Coast chain insofar as talent and tastes are con- instead of only on KNX. They've built cerned. The reason is patent: Too much and sold a number of mystery shows,

#### 20-piece ork for WTOP's Top Tune Time, Ada Jane Clemens vocalizes.

WRC is city's first station hiring a woman engineer. Nonavailability of male dial-twisters forced Chief Engineer Don Cooper to hire Ermadean Metz for studio work. . . . Faith Cameron's Christmas, new daytime serial, bowing in over WTOP to continue thru Christmas season, ... Bill Zuckert, one-time DC actor and principal of CBS Workshop, Kate Smith Hour and Radio Readers' Digest, now with Seabees at Camp Peary, Va. . . . WRC chortling over a letter received from New Zealand DX Radio Association reporting reception of WRC news report on July 4. Also announcing with pride that Mary Mason, Home Forum director, this week marks completion of eighth year with NBC's local outlet. . . Mary McCarty, SPAR on duty in DC, is doing terrific job recruiting via airwaves for WACS, WAVES and SPARS, Besides urging enlistments, Mary sings a couple of tunes. . . . Mentalist Dunninger, current on stage of Capitol, shared radio interview on WMAL (Blue) Thursday (2) with Congressman Rowan and Martin Agronsky.

HOLLYWOOD, Dec. 4. - Vick Knight is working on the Amos 'n' Andy Show as "idea" man. . . . Art Baker, who never missed a show in his radio career, finished his "Notebook" chore and went home to eat. Imagine his embarrassment when he turned on his radio and heard the Horace Heidt show, which he was supposed to announce. He had forgotten all about it and a sub announcer had to be dug up. . . . Nelson Pringle, CBS news analyst,

returned from San Francisco confab with newsmen and Elmer Davis, of OWI. . . . Bert Lahr on Vine Street after subbing on the Duffy show for Adolphe Menjou, who was taken ill. ... Bob Burns looking fit after his operation. . . Ernie Bagge, of KNX, is the papa of a six-pound daughter. . . . Rosemary De Camp has been signed by Universal for The Merry Monahans. . . . Bill Fifield who walked off with third place in the 1943 O'Henry Short Story contest, has been signed by CBS as writer. . . . Jim West, head of radio here for Blackett - Sample - Hummert, trained out for Chicago and N. Y. on business.

Al Jolson in town for his role in Warners' Rhapsody in Blue. . . . Cliff Nazarro guesting on Abbott & Costello show. . . . Helen Musselman, formerly on One Man's Family, gets a one-shot on Red Ryder. . . . Sammy Kaye and ork in town for picture date in Song of the Open Road. Originations for the Old Gold Everybody's Inn will be from Columbia Square. ... Tom McAvity has been named by James Saphier to produce Corliss Archer for Anchor-Hocking Glass Company. Piece tees off over CBS on January 8. . . . Bob Moss, production head for the Blue here, trains out for N. Y. this week . . . Tom Hanlon has just finished writing and narrating the MGM picture of the Angott-White championship fight. . . . Flight Officer Ben Byers, formerly with the NBC publicity office here, has been reported missing after bombing mission over the Reich. . . . Hugh B. Terry, manager of KLZ, Denver, in town on business. . . . Vera Vague (Barbara Jo Allen) to wax her camp song, You Man, You, for Capitol Records.

The Whistler for one, a number of blg musical shows like Hollywood Showcase, a number of quizzes, amateur shows and dramas, and are always readying new ones. Right now they have a Jane Pickens quarter-hour Ladies in Waiting, with Ellen Drew, Jane Pickens and Patsy Moran coming up. WAPI, Birmingham, with Kimmy Willson, as program manager, is the latest addition to the radio sales type of program operation. This outlet is still building. It's still too soon to look for results, but it is adhering to the modus operandi that has clicked in other towns. WBT, Charlotte, N. C., is perhaps the most interesting story of the lot. They had practically no professional talent in the community and a peculiar audience problem. The Carolinas are one place that people do not leave and do not move into. They are mentally, morally, socially and economically self-sufficient. Cotton, tobacco and furniture are their industries, and folk music-not hillbilly-is the prime iavorite.

Carolinans want talent that they know, local people over out-of-staters. Announcers in these parts work seated, not standing. And stations have a maintenance problem because so much of the talent is local citizenry that comes in from the fields to do a show and then back to the plow.

#### Local Boys Make Good

To provide this type of performer, WBT has Charles Crutchfield, with long and varied small-station experience in this area. He is also an expert in folk entertainment and has recruited talent from all parts of the surrounding territory. Typical are two local favorites. One is Grady Cole, a farmer with a Will Rogers type of humor. He romps all thru the schedules with anecdotes, stories and farm news. The other is the Johnson Family, five chicken breeders and dealers paint uses and possibilities. who do folk tunes, hymns and instrumentals. They drive up to the station with a truckload of chickens, park the truck, go do their show and then back to work.

The over-all approach is to weld the station to local tastes, find, build and ing off if this list of national advertisers is any criterion: Ethyl Corporation, Wildroot, Nozzema, Groves, Vicks, Major B. Vitamins, Flex-o-Glass, Ponds, Ward Baking and Melville Shoe.

# RADIO REVIEWS

# "Metropolitan Auditions of the Air"

Reviewed Sunday, 4:30-5 p.m. Style -Musical. Sponsor-Sherwin Williams Co. Agency—Warwick & Legler, Inc. Station-WIZ (New York) and Blue.

For the ninth consecutive year the Met is seeking home-grown chirpers for its opera, with Sherwin Williams footing the bill. 'This year's opener follows the prescribed format, except that the two newcomers to the mike concentrated on arias from one opera, rather than picking odd ones from the long-hair roster.

Elizabeth Carron, of New Jersey, and John Brooks McCormack, of New York, were the hopefuls in this airing and confined their vocalizing to Puccini's La Boheme. Opening with the dust O soave janciulla from the first act, McCormack sequed into Che gelida manina to be followed by Miss Carron with Mi chiamano Mimi. McCormack's encore was Mattinata while Miss Carron's was One Kiss from Romberg's New Moon.

Met opera General Manager Edward Johnson made his customary initial program appearance and read a letter from a former opera house employee now in North Africa praising the auditions as "essential opportunities for talent . . . new voices to hear, new careers to follow, which will be so nice to come home to."

Initial plug was for the radio program itself, showing that in eight seasons, 29 singers have joined the Met roster and that since the Diamond Jubilee opening audition, alumni have sung 29 roles. Rest of the sales talk was woven around war angle for paint, with the stress on painting ships. However, with the Kemtone hitch-hike the broadcast segment really got down to selling the listeners on home

Wilfred Pelletier again batoned the ork, Frank Gill.

# "Lighted Windows"

the family the letter after they'd eaten one of her top meals. The letter was an appeal not to sell the homestead, for, said Ma, it was as much her family as the family itself. As she read the letter the production went to work backing it with sound, flashbacks and music. Why Pa and the kids, Jane, Bill and Red, didn't burst right out in tears no one will ever know, for the letter pulled out every stop on the emotional organ.

If anyone listening happened to have seen Channing Pollock's House Beautiful they no doubt got a kick out of hearing the two-hour appeal of that opery, that didn't make the grade, reduced to a fiveminute narration. If other listeners felt, as no doubt many did, that the "production" given the reading of the letter took the entire presentation right out of the realm of reality, they too were right. However, the great mass of tuners were impressed by the "beautiful" thoughts which Ma wrote in her letter, and many a Saturday a.m. housecleaning was wetted down with tears during the reading.

Lighted Windows has a threefold job to do. It has to sell the Aluminum Company of America to the nation of women. It has to sell a post-war America reestablished in homes, with women as the focal points around which homes revolve. In other words, it has to prepare women for their return from the factory to the home. And it has to sell aluminum as a product. It's a big job, and the women in factories won't hear it. Those who are at home at 11:30 a.m. don't have to be sold on home. So the stops are being pulled out for naught. Joe Kochler.

# **AFRA Gets Hike** For Effectsmen, Gabbers, Actors

NEW YORK, Dec. 4.-Except in the Reviewed Saturday, 11:30-12 a.m. case of WNEW, where negotiations are thority and consequent lack of responsistick with local favorites. And it's pay- Style - Drama. Sponsor - Aluminum still in progress, the American Federa- bility when a boner is pulled. tion of Radio Artists has concluded successful contract renewals on behalf of NBC sound effects men and WMCA announcers, actors and singers. New contract for net's wind-andthunder lads ups the monthly pay check by \$60 to \$65. The boys don't get the extra pay for commercials which they asked. The over-all raise takes the place of extra flat fees. Agreement will run to October 31, 1944, so that it will terminate simultaneously with the current AFRA master contract with NBC which winds up on that date. WMCA has agreed to an 18-month pact which includes a lusty hike of announcers' commercial fees, which have been notoriously low with indies in the past. Actors and singers also come in for a push-up of \$2.50 per program.

### 11 The Billboard

# **CBS** Planning "Cabinet" on Programing

NEW YORK, Dec. 4.-Columbia Broadcasting is milling a streamlined set-up for its program department. Idea is to correlate the web's long-range programing plans with current operations.

If the new set-up goes thru. Doug Coulter, CBS v.-p. for programs, would have five aids each riding herd on a separate phase of programing. Tentative subdivisions would be talks, news, music, variety and stories.

Dr. Lyman Bryson figures to get supervision of all education and public service shows; these would include Pcople's Platform, School of the Air and Transatlantic Call. Paul White would continue to ride herd on news shows, but only news programs. Bob Landry would handle dramatic programs, including scap operas. James Fassett would oversee musical shows, and there is talk of bringing in a new exec to supervise the variety shows.

Thus the program director or producer would report to the subdivision head and so free Coulter for policy matters. Under the old set-up CBS Prez Paley had active charge of all programs, and Doug Coulter had Davidson Taylor as an executive assistant. Now with Paley and Taylor overseas for the OWI, the road is clear for the reorganization.

If it goes thru, the revision will give programing the air of a military general staff. Coulter would be chief of staff. with Bryson, Landry, White, Fassett and one other as his aids.

The revamp figures to have one additional plus to the network. Henceforth there would be no overlapping of au-

Radio sales in New York and on the Coast has doubled its program sales; elsewhere program sales have tripled. Results are the answer, and these are the results.

# BERT SWOR DIES

#### (Continued from page 3)

Bert Swor—whose father before him was a Tennessee minstrel-literally grew up in theater. He saw his first show in Lebanon, Tenn., staged by his father. Swor's most precious possession was a cane, handed down from his showman father, to whom it had been given by show by offering the "Alcoa Air Map of Stephen Foster, the composer.

of show business, is doing war work at the North American Aviation Company typically smooth fashion that usually near Dalla's.

12 to begin rehearsals for the Hey Rube of Basil Loughrane. Unfortunately, the show here. He spent his last night in mother, Ruth Matteson, and the dad, Tulsa making recordings, with other Eric Dressler, altho both swell performmembers of the Hey Rube cast, in the ers, seemed confused in their characterstudio of Station KTUL. There is a pos- izations. The confusion will no doubt sibility that the recordings will be used clear up as the series progresses, and they in the show. Swor had rehearsed hard, Condon said, adding that he "had set his scripting, wants, or what Alcoa wants; heart on making his final show the best since obviously the play itself is set to he'd ever done."

the body to Dallas for services and burial. Beside his widow, he is survived

Company of America (Alcoa), Agency -Fuller, Smith & Ross. Station-WEAF (New York) and NBC.

There was a great deal of to-do about how "different" this Saturday a.m. show was going to be, with "connectives" replacing commercials and a good will job replacing the selling of product. After removing the many layers of hooey, Lighted Windows came thru the loudspeaker as another daytime serial. A middle-class One Man's Family, with a pitch for family roots and a piece of good earth. The so-called connectives were almost the same as the Alcoa black and white ads. They told of the 95,000 Alcoa family of workers and how they were a piece of the family presented in the broadcast. They box-topped the the World," free for the asking, selling Swor's widow, herself from the ranks the map twice during the half hour.

The program itself was done in the marks the production jobs of Trans-The minstrel man left Dallas November american, especially under the direction know what Charles Robinson, who is sell the great mass of listeners on the Members of Hey Rube will accompany American way of life, as Alcoa sees it.

The climax of the first episode was a statement of Ma's philosophy, which she by two brothers, John and Jim Swor, had spent an entire day writing in the form of a letter to her family. She read



# WNEW SWINGS AWAY FROM JIVE TO SWEET

NEW YORK, Dec. 4 .- WNEW, local indic, continues its shift away from the jitterbug audience. Outlet was first to beam its programs to the swing fans. Recently it started revamping programs to stress shows and soft-peddle hot and pop recorded music.

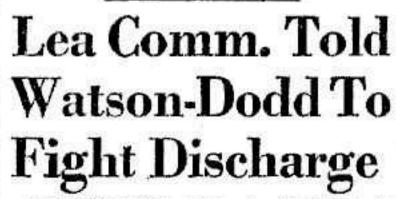
This week it launches a half hour of Latin music, with Don Aires doing a latin emsee and chatter. And next week it starts to curtail its one-time popular Dance Parade-records of bands playing around town. Replacement will be an 11 p.m. to midnight session of semipop tunes. For this station that is like playing opera or symphonic music.

# LATEST ARMY EMPHASIS

(Continued from page 3)

radio show, and Pfc. Jonas T. Silverstone, who used to be counsel for the American Guild of Variety Artists, explained the ins and outs of an audience participation show. Scripter Arch Oboler talked about the writing angles. Practical demonstrations of initiative in improvising stage entertainment with sketchy facilities were also given.

The War Department has recognized this form of recreational activity as most beneficial, according to one of the commissioned theatrical experts. In isolated combat zones, where 90 per cent of the troops' time is spent in anxious hours, entertainment not only builds morale but sustains it after all other elements are lacking. This is the basic idea behind teaching the boys how to make their own fun.



WASHINGTON, Dec. 4 .-- Goodwin B. Watson Jr. and William E. Dodd Jr., discharged Federal Communications Commission employees who have been the center of a bitter controversy since last spring over alleged subversive activities, popped up again in the news this week when it was disclosed that FCC had permitted the two employees to remain at the desk for a week after their discharges in order to bring about a constitutional test of Congress's right to can them.

According to testimony brought out before the Lea Committee investigating FCC, an arrangement was worked out between FCC and the Department of Justice which would give the two employees an opportunity to test the validity of the congressional rider which bounced them out of their jobs,

Watson and Dodd were accused by the Kerr Committee-a subcommittee of the House Appropriation Committee, which had investigated Dies Committee charges against numerous Federal employeesof holding "subversive" views,

The story on the FCC-Justice arrangement was told the Lea probers by FCC Commissioner T. A. M. Craven and Counsel Charles R. Denny Jr.





12 The Billboard RADIO-MUSIC

December 11, 1943



# WEEK ENDING The Billboard Music Popularity Chart DECEMBER 2, 1943

# SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WEAF, WABC and WOR) for the past week. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically.

Compilation is based upon data supplied by Accurate Reporting Service, with plugs per tune omitted by The Billboard.

Title	Publisher
BESAME MUCHO	Southern
CANDLELIGHT AND WINE (F)	
DON'T BELIEVE EVERYTHING YO DREAM (F)	
FOR THE FIRST TIME	Shapiro-Bernstein
номе	Am. Academy of 1
HOW SWEET YOU ARE (F)	Remick
I DUG A DITCH (F)	Feist
I'LL BE HOME FOR CHRISTMAS	Morris
I'VE HAD THIS FEELING BEFORE (F	) Santly-Joy
LITTLE DID I KNOW	Lincoln
MY FIRST LOVE	Dorsey
MY HEART TELLS ME (F)	Bregman-Vocco-Co
MY IDEAL	Paramount
MY SHINING HOUR (F)	Morris
NO LOVE, NO NOTHIN' (F)	Triangle
OH, WHAT A BEAUTIFUL MORNIN	IG (M). Crawford
OLD ACQUAINTANCE (F)	Witmark
PAPER DOLL	Marks
PEOPLE WILL SAY WE'RE IN LOVE	(M)Crawford
PUT YOUR ARMS AROUND ME, H	
SAY A PRAYER FOR THE BOYS C THERE (F)	OVER Southern
SHOO SHOO BABY (F)	
	10 Contra 10 Con

# NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. While two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal: Atlanta: Cox Prescription Shop; S. H. Kress. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Beston: The Melody Shop. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Buffalo: Whiteman Song Shop; Broadway Music Shop. Butte, Mont.: Dreilbelbis Music Co. Chicago: Hudson-Ross; Sears-Rochuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop, Dallas; S. H. Kress. Denver: The May Co.; Century Music Shop; La Salle Music Shop; Charles E. Well's Music Co.; S. H. Kress, Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Houston: S. H. Kress, Jacksonville, Fla.: Butler Record Shop. Kansas City, Mo.: Music Box. Long Island: Temple of Music Stores. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City; S. H. Kress. Louisville, Ky .: Stewart Dry Goods Co. Memphis: S. H. Kress. Miami: Richards Store Co.; Burdine's, Inc. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Newark, N. J.: Record Shop. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Galety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Pittsburgh: Volkwein Bros., Inc. Baleigh, N. C.: James E. Theim; C. H. Stephenson Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. Salt Lake City: C. Z. M. I. Record Dept.; S. H. Kress. San Francisco: S. H. Kress. Scattle: S. H. Kress. Springfield, Mo.: L. E. Lines Music Co. St. Louis: Acolian Co. of Missouri; Famous & Barr. St. Faul: Lyon & Healy. Tuisa: S. H. Kress. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc. Wichita: S. H Kress. Youngstown: B. H. Kress.

номе	Am. Academy of Music		Wichita: S. H Kress. Youngstown:	8. H. Kress,
pener wan de la terra revela conservator en la terra de la revela de la terra de la terra de la seconda esterna I	1	NATIONAL POSITION	POSITION	SOUTH
HOW SWEET YOU ARE (F)		Last This Wk. Wk.	Last This	POSITION Last This
I DUG A DITCH (F)	22	1 1. PAPER DOLL	Wk. Wk. 1 1. Paper DollMills Bros.	Wk. Wk. 1 1. Paper Doll-Mills Bros.
I'LL BE HOME FOR CHRISTMAS	24 CT	MILLS BROTHERS	2 2. Pistol Packin' Mama	- 2. My Heart Tells Me
I'VE HAD THIS FEELING BEFORE (F		Decca 18318	-Bing Crosby-Andrews Sisters	2 3. Pistol Packin' Mama
LITTLE DID I KNOW	0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.	2 2. PISTOL PACKIN' MAMA —BING CROSBY-	6 3. Sunday, Monday or Al-	-Bing Crosby-Andrews
MY FIRST LOVE	2000 9920 962 9 <b>2</b> 8	ANDREWS SISTERS	4 4. Pistol Packin' Mama	9 4. People Will Say We're in
MY HEART TELLS ME (F)	Bregman-Vocco-Conn	Decca 23277	-Al Dexter 3 5. People Will Say We're in	3 5. They're Either Too Young
MY IDEAL	Paramount	3 3. PEOPLE WILL SAY WE'RE IN LOVE	Love-Bing Crosby	or Too Old
MY SHINING HOUR (F)	Morris	-BING CROSBY	7 6. My Heart Tells Me Glen Gray	8 6. I'll Be Home for Christmas
NO LOVE, NO NOTHIN' (F)	Triangle	Decca 18564	9 7. Oh, What a Beautiful	-Bing Crosby
OH, WHAT A BEAUTIFUL MORNIN	IG (M). Crawford	7 4. MY HEART TELLS ME -GLEN GRAY	- 8. People Will Say We're in	7 7. Oh, What a Boautiful Morning—Bing Crosby
OLD ACQUAINTANCE (F)	Witmark	Decca 18567	Love—Frank Sinatra	8. Don't Cry, Baby
PAPER DOLL	Marks	4 5. SUNDAY, MONDAY OR ALWAYS	10 9. I Heard You Cried Last Night—Harry James	10 9. Put Your Arms Around
PEOPLE WILL SAY WE'RE IN LOVE	(M)Crawford	-BING CROSBY	- 10. Sunday, Monday or Al-	Mc, Honey-D. Haymes
PUT YOUR ARMS AROUND ME, H	ONEY	Decca 18561	ways-Frank Sinatra	6 10. Sunday, Monday or Al- ways-Bing Crosby
(F)	Broadway	6 6. OH, WHAT A BEAUTIFUL MORNING	1 1. Paper Doll-Mills Bros.	1
SAY A PRAYER FOR THE BOYS C	OVER	-BING CROSBY	2 2. Pistol Packin' Mama	-1 1. Pistol Packin' Mama
THERE (F)		Decca 18564	-Bing Crosby-Andrews Sisters	Sisters
SHOO SHOO BABY (F)		10 7. THEY'RE EITHER TOO YOUNG OR TOO OLD	3 3. People Will Say We're in Love—Bing Crosby	2 2. Paper Doll-Mills Bros.
SPEAK LOW (M)		-JIMMY DORSEY	8 4. Blue Rain-G. Miller	4 3. People Will Say We're in Love-Bing Crosby
STAR EYES (F)	2	Decca 18571	5. Oh, What a Beautiful Morning-Bing Crosby	5 4. Boogle Woogle —Tommy Dorsey
SURREY WITH THE FRINGE ON TO	OP Crawford	- 8. PEOPLE WILL SAY WE'RE IN LOVE	- 6. They're Either Too Young	8 5. Rhapsody in Blue
THE DREAMER (F)		FRANK SINATRA	or Too Old	10 6. My Ideal
THEY'RE EITHER TOO YOUNG OF	2	Columbia 36682	4 7. Sunday, Monday or Al-	-Billy Butterfield
OLD (F)	Witmark	8 9. BOOCIE WOOCIE —TOMMY DORSEY	9 8. Victory Polka	7. Put Your Arms Around Me, Honey-D. Haymes
VICTORY POLKA	Chappell	Victor 26054	-Bing Crosby-Andrews Sisters	8. My Heart Telis Mo
WHEN THEY ASK ABOUT YOU	Berlin	- 10. I'LL BE HOME FOR	6 9. Boogie Woogie	
WHITE CHRISTMAS (F)	Berlin	CHRISTMAS -BING CROSBY	Tommy Dorsey 10. My Heart Tells Me	
		Decca 18570	-Glen Gray	-Kay Armen
This compilation is based upon their 15 best selling songs of the Fischer, Inc.; Gamble Hinged Mus Jenkins Music Co. Los Angeles: M Yurk City: Music Dealers' Servic	REGIONAL SHEET M n reports received from the following e past week. Atlanta: Cable Piano sie Co.; A. C. McClurg. Detroit; G Morse M. Preeman, Inc. New Orlean e, Inc.; Ashley Music Supply Co.	Co. Chicago: Lyon & Healy; Carl Frinnell Bros. Kansas City, Mo.: is: G. Schirmer of Louisiana. New Phoenix, Arlz.: Dawson Music Co.	Following list of most po on sales reports from Rainb	HIT PARADE pular records in Harlem is based now Music Shop, Harvard Radio
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December 11, 1943

**RADIO-MUSIC** 

NAB GOES ON THE OFFENSIVE

The Billboard 13

# **Bobby Hackett Gets Paul Brenner Dates**

NEW YORK, Dec. 4 .- Bobby Hackett, house trumpeter at NBC, who has been playing college dates with a 14-piece band for Music Corporation of America for the past month, opens a series of Saturday night dances at Mecca Temple here for Paul Brenner, disk jockey at Station WAAT here.

Brenner, who calls his dances "Paul Brenner's Dancing Partles," has been using names like Jan Savitt and Shep Fields, but thinks he can carry a lesserknown band. Brenner has been plugging Hackett's jazz records on his disk program.

# **WIBG Plugging House Band Units**

PHILADELPHIA, Dec. 4.-Marking the first time that a local radio station has made a serious try at selling its house musicians to sponsors, WIBG is giving plenty of programs and promotions to the orchestra and various smaller units created from the ork led by Eric Wilkinson. Clarence Fuhrman's band at KYW handles two commercial shows weekly, but all others depend on outside dance dates for extra coin.

WIBG sales staff is out peddling the full Wilkinson house band, the Rittenhouse Trio (strings), Organ and Strings, the leader's organ solos, and Lou Morrison's plane ramblings.

# Eddie LeBaron Puts In **Draft Board Appearance**

# Even the Pluggers Showed

NEW YORK, Dec. 4. - Shep Fields was bedded with a fever and his band had to open its engagement at the Park Central Hotel here Thursday (2) without him. Martin Block, who took over the show's emsee chores for the night, cracked: "This is the first time a band leader has failed to show up for his own opening."

# **Metopera Milestone Gets Big Air Skeds**

NEW YORK, Dec. 4 .- Metropolitan winner. Opera Company is celebrating its Dia-Program is an e. t. and aired locally over kid brother, BMI. WJZ at 11:30 p.m. Tuesdays.

future to plush listeners.

# ASCAP on the Defensive, **Believes Radio's Interest** In BMI Is Motivating Force

formed by the NAB to lead the organiza- and assistant; BMI was represented by tion into a new, aggressive position on Sidney Kaye, Carl Haverlin and Merritt music problems, will try for its first Tompkins; C. M. Finney and Walter Redk. o. by aiming a blow at ASCAP's chin. dick did the selling job for AMP, and Chances are, tho, there'll be plenty of Leonard Callahan and Gus Hagenagh feinting and clinching between the con- spoke for SESAC. testants before the NAB calls on the Department of Justice referees to pick the

The polite reason for the bout is the mond Jubilee this year by heavy air question of "interpreting the consent plugging on three different weekly pro- decree" so that differences of opinion grams. Latest of these is Metropolitan on whether or not a radio station with Opera, U. S. A., which, the listed as a an ASCAP per-program license shall pay Blue Net sustainer, actually has all the the Society for station breaks, news recarmarks of a sponsored show, since the ports and other incidental features that interim plugs are pitched to the sale of frequently supplement a musical show. a Met book for \$1 and to boosting the But any kid in the street knows that Met's stock as a longhair music shrine. NAB is picking the fight because of its

The real business of the music com-Other standard plugs for the opera mittee's meeting was buried in a facade house are the Saturday afternoon opera of "purposes" which included such reabroadcasts, with Texaco footing the bills, sonable points as preparing for better and the Metropolitan Auditions of the music education, coverage and programs. Air on Sunday afternoons, with the The various licensing orgs in the field Sherwin-Williams paint company as were invited to present their views and sponsors. The former this year is high- suggestions to members of the commitlighting the post-war world hitch-hike tee and the various orgs lost no time in a series of special talks, selling the dispatching their top men for the selling job. ASCAP sent John G. Paine and

NEW YORK, Dec. 4.-Music committee Herman Greenberg, its general manager

### ASCAP Gets an Earful

However, the new "aggressive" tack was reserved for ASCAP's appearance on Thursday (2), the final day of the twoday meeting that took place here at the Hotel Roosevelt. At that time, subjects the committee had rehearsed on Wednesday-the consent decree, auditing and per-program vs. blanket licenses-were played out for the benefit of Paine and Greenberg.

They were informed that ASCAP's definition of a "completed" program (for which the Society wants full payment if ASCAP music is used), differs from the broadcasters' understanding of the term. To ASCAP, a completed program is everything used within the 30-minute period between station breaks, as dictated by the FCC. To NAB, a program may be completed within 15 minutes, if that is the station's normal operation, and a regularly scheduled five-minute news report, or a five-minute OWI transcription reduces that 15-minute pro-

LOS ANGELES, Dec. 4.-Eddic LeBaron took his preliminary army physical here this week, after being charged in New York with violating the Selective Service Act.

Band leader claimed he never received a notice to report for induction, as he moved around the country frequently. and offered to enter the armed forces at once when the charge was made.

# **Himber East Again**

NEW YORK, Dec. 4.-Richard Himber plays his first date in the East tonight at Manhattan Center here, after about a year on the road. Himber plays the RKO Theater, Boston, week of December 9, a Coca-Cola shot December 17, and a string of one-nighters in New England before he opens at the Capitol Theater here December 23.

# **Bill Burton**, **Producer**

band and vocalist manager, is eying independent film production, and has an original story by Selby Knight, The Stars Are Bright, to feature Helen Forrest. Burton is currently negotiating for film rclease.

# Ina Ray Hutton Gets Pix

NEW YORK, Dec. 4.-Ina Ray Hutton has been pacted by Columbia to do a film starting in April. Deal was set by Charlie Yates of Frederick Bros.

## Correction

Due to a clerical error in last week's Music Popularity Chart, People Will Say We're in Love was listed as the No. 1 national sheet music best seller. No. 1 spot rightly belonged to Paper Doll, which led all other tunes in the East, Midwest, South and West Coast.



# Platter Shops Now Buying Air Time; Own Jockey Sessions Sell Out 'Auditioned' Disks

# "For Free" Air Credits for Records on Way Out

NEW YORK, Dec. 4. - Retail music the local CBS outlet, WERC. merchants, who since broadcasting began have "loaned" recordings to stations in return for a credit line, now are buying time to play the records they want to sell.

Several reasons have been advanced to explain why they're shelling out coin for something they got for nothing all HOLLYWOOD, Dec. 4. - Bill Burton, these years. First, stations are now buying records for their libraries and are making enough dough not to need the platters "for free." Second, credit lincs have falled to leave their impress on the buying public, hence the platter-selling emporiums want to do a direct selling job for their music shops. Third, free plugs are being cut from the air and can't be bought for platters in many locations, so the record shops have to pay or else.

> However, the switch is not an unalloyed ache to music merchants because they're discovering that playing a record on the air saves them from having to play it for buyers in the shop. "In many cases," states a St. Louis record shop, "we find that the day after we've played a platter on the air and plug the actual record number, we sell as high as 50 copies of that record without having to figure on tying up a booth for the customer to hear the disk." There'll always be some platter fans who want to hear the actual record before they buy, but since most of them buy on the fly these days, it's a plus for them to "audition" them on the air.

### Three Dealers in Erie Buy Time

In Erie; Pa., three record shop have purchased air time with the most conpany. They've spent their money over music.

Warren has maintained its present advertising plans for over a year. This includes a daily spot plugging the name and place and two half-hour programs. The two half hours go on Wednesday and Sunday evenings at 10:30 and 7:30, respectively. Programs are made up of recorded music selected from the store's stock and include semi-classics, musical comedy and some heavier music. Their present plan calls for mixed but balanced programing, keeping the name before the public and building up their "Record Bar" as a community center for all types of recordings.

#### 24-Hour Sell-Outs

They're building up an unbeatable case history for commercial record air advertising. Manager W. M. Schuster, of Warren Radio, states flatly that, given a sufficient record stock, he could play any one popular number, advertise the price and sell out his stock in 24 hours. He emphasized that this applied only to popular music and that the classical works did not show direct results. However, after seven years of straight newspaper advertising with a budget running from \$2,500 to \$3,000, it was found by check that the firm name had not been sold to the public in general. Upon opening the new "Record Bar" department advertising was swung to radio and one year's study plugging has shown public recognition of startling proportions. Street checking showed a jump up from less than 20 per cent firm recognition to better than 60 per cent following the radio drive.

Latest commercial platter program is sistent buyer the Warren Radio Com- featuring a half hour of recorded Polish

#### gram to 10.

Otherwise, argued the NAB-ers, ASCAP's U per cent rate on a perprogram basis offers no inducement weighed against the 2% per cent rate for blanket contracts. Furthermore, NAB protested ASCAP's auditing system which, it was believed, was designed to harass station managers into surrendering to the Society's blanket deal.

#### ASCAP's Side of the Story

John Paine is aghast at the turn the Society's relations with NAB have taken. He is of the opinion that the NAB committee is trying to create issues where none exist. According to the Society's files, only 12 out of the 800 stations audited have protested the ASCAP demand for payment of station breaks at the 15-minute interval. Paine insists that NAB is trying to make it an industry issue and is of the belief that NAB-BMI affiliation is behind the move.

NAB's interest in the industry-owned music licensing agency has never been concealed. And according to some who are close to the operation, NAB would be out of its collective mind if it didn't do whatever it could to build BMI.

#### BMI in Dollars and Cents

The boys who are handy with a pencil figure that the broadcasting industry .saves over \$1,000,000 because of BML This is how they reach that conclusion:

In 1939, radio paid ASCAP \$5,200,000. In 1942, the total dwindled to \$2,960,000, providing the broadcasting industry with a \$2,250,000 balance, less than half of which is spent on fiscal operation of Broadcast Music, Inc.

Going back to the very beginning, the same statisticians claim that it cost broadcasting only \$1,000,000 to create their own music agency, less than onequarter of what they saved by not paying ASCAP anything at all during the first 10 months of 1941, when ASCAP music was pulled from the airwaves.

It is generally recognized that every time ASCAP is weakened, BMI is the gainer; and every BMI gain strengthens radio's hand in its bargaining relations with ASCAP.

The newly formed music committee, meeting for the first time this week, lost no time in announcing that within a few days it will present the Society with a brief defining its interpretation of the consent decree. Unofficially, it added that if it is not satisfied with ASCAP's response, it will seek vindication from the Department of Justice.



The Billboard 14

# "Payola" Still Steaming Up **Pluggers' Union; Small Pub** Says Set-Up Violates NLRA

NEW YORK, Dec. 4 .- The "payola" is dent for the songpluggers' set-up to the union is aware that some members are still paying for plugs and the new board firm. will continue the policy of clamping down on all offenders.

One songplugger maintains that the "payola" racket is as rampant as ever and claims that if O'Connor regularly made the rounds of band spots and then checked a professional manager's plug list at the end of the week, he could tell exactly who was paid for plugs and how much.

Some of the finger-pointers are reviving the issue because they are anxious to bring back listing of songs on The Sheet "Time"-Sinatra Suit according to the number of performances on the air instead of the present listings in alphabetical order. Louis Bernstein, firm advocate of numerical listings, was dissuaded from resigning his position on the board of the Music Publishers' Protective Association a month ago, altho he strongly protested the board's approval of the alphabetical method.

Refusal to comply with the union's policy on payolas is being hinted at by some smaller publishers, who believe it is necessary to put it on the line in order to meet competition from major pubs with important picture scores.

One small pub, who persistently refuses to join the union and claims he will pay for plugs when and if he cares to, contends that the National Labor Relations Act prohibits employers and employees from belonging to the same union, and therefore the songpluggers' union has no jurisdiction over him.

still the subject of heated pro-and-con truckdrivers' and plumbers' trades, where discussion among members of the Music owners of firms who want to work at Publishers' Contact Employees' Union, their trade must be union members. John O'Connor, union president, denied O'Connor pointed out that altho there is having said that the bribery problem is no way of forcing a publisher to join the getting out of hand again, as quoted in union, he can be prevented from employanother trade paper, but stated that the ing union members or from securing employment as a songplugger with another

> AFL headquarters here, which chartered the contactmen's union, states that the NLRA has no bearing on the songpluggers' set-up. AFL spokesman declared that the union was chartered as a means of protecting the entire trade, and if a publisher works as a songplugger he, too, comes under union jurisdiction.

# **RKO Drops Fox in**

NEW YORK, Dec. 4 .-- RKO-Radio Pictures, which is seeking a permanent injunction restraining Time, Inc., from releasing a March of Time short featuring Frank Sinatra, filed a stipulation in New York Federal Court Wednesday (1), dropping 20th Century-Fox as co-defendant. Attorneys for RKO expect the case to be tried next week.

RKO, which has Frank Sinatra under exclusive contract until 1945, claims Time was aware of Sinatra's contract when the film short was made and was refused permission to use it by RKO. Film company states that Time threatened to release the short anyway, and RKO brought suit claiming unfair competition.

RKO charges that the release of the March of Time short, Music at War which shows Sinatra singing at a WAVE training station, might destroy the singer's first major film, Higher and Higher, produced by the studio at a cost of \$685,000 and skedded for release on December 24.

## **Oklahoma Score Scores**

NEW YORK, Dec. 4 .- For the first time within memory a \$5 record album is outselling single disks going at 35 and 50 cents. A number of large retail record stores in this city list the Oklahoma album, sung by Decca with the original legit cast, as their top seller for this week.

# FTC Restricts Use of Names on Instrument Ads

WASHINGTON, Dec. 4.-Use of a band leader's name as endorsement for a particular brand of musical instrument will not be permitted unless the ork leader actually plays the instrument, according to the trade practice rules now being laid down by the Federal Trade Commission for the musical instrument industry, which FTC states does a business of \$80,000,000 annually. Rules further provide that if a leader is paid for a testimonial, that fact must be indicated. Hearings on these regulations, which were made public by FTC this week, will be held here on December 16.

FTC rules also prohibit testimonials by musicians who are looking for publicity thru the use of their names, nor can an instrument be advertised as having been designed by a prominent ork leader unless he actually did design it. Government agency also nixed the practice of paying off a musician to play a particular instrument at a public performance.

Other trade practice regulations rule out advertising that an instrument is reduced from a fictitious price and label as an unfair practice "bait" ads, which mislead customers into believing that a larger supply of products is available than actually are to be had at the stated price.

# Broadway in Wax for U.S.

(Continued from page 3) necticut Yankee, tho in this instance the Broadway show personnel may not be used.

The new style of selling by wax is not being restricted, however, to musicals. Plans are afoot-still in the talking stage as yet-to imprint some of the top speeches from the Guild's production of Othello, the b.-o. record-breaker for Shakespeare with Paul Robeson as the draw. This album undoubtedly will have a more limited appeal out of town, but the terrific rush to see this version of long-hair drama may have its echoes in the sticks and suggests that there may be a wider yen for this album than there were for previous Shakespearean disks by Maurice Evans, John Barrymore and other top Bard thesps.

#### 60,000 Albums a Week

As an example of how the idea is snowballing, almost without effort, there's the case of the Oklahoma! album, initial venture in the new selling scheme. Decca, with the ink hardly dry on the Petrillo contract, saw possibilities in this phenomenal musical and recorded six platters using the cast. Issued to the trade Monday (November 29), sales to dealers have already topped 60,000 in the East and the peddlers are yelling for more. This album is setting a dizzy pace and Decca and the dealers claim it's the biggest thing they can recall in selling show disks. Nearest approachand it's way below these figures-was Showboat, whose tunes swept the country in 1927. A more recent fair seller was the Porgy and Bess album, which didn't do any harm to the touring company of this Gershwin folk opera. But it's not in the Oklahoma! class. The Rodgers-Hammerstein score has 'em all topped, with talk already around that sales will reach the half-a-million figure without much trouble in 1944. Sheet music sales of the Oklahoma! tunes are right up there, with over a million copies already sold over the counters.

O'Connor disclaims knowledge of any such NLRA clause, and points as prece-

# **New Year's Dates** Plentiful, No Bands

NEW YORK, Dec. 4 .- New Year's Eve dates are flooding the booking offices here, but virtually no name bands are available to fill them. MCA has set Jan Savitt and Jan Garber for private parties, GAC has only Bob Allen to offer and William Morris has none.

New wrinkle in New Year's business is the number of colleges planning for New Year's Day, among them Cornell, Bucknell, Middlebury and the University of Syracuse. Cornell, which is getting Jan Savitt, is the only one to find a band. Middlebury is offering as high as \$2,000 for its dance, but as yet the date is going begging.

# Shavers Playing With Scott For Capitol Theater Date

NEW YORK, Dec. 4.-Charlie Shavers is sitting in with the Raymond Scott band at the Capitol Theater here, while a substitute holds down his trumpet chair with John Kirby at the Riobamba nitery for the run of the theater date.

Shavers is reported to be getting \$300 a week from Scott for the two-week booking.

# Weeks Gets Herbeck Band

HOLLYWOOD, Dec. 4.-Ray Herbeck, who reports for induction in three weeks, has turned his band over to Anson Weeks in Houston. Band will be billed under Week's name. Since both Herbeck and Weeks have managerial contracts with Frederick Bros., there is no switch in booking.

# **Gordon to William Morris**

NEW YORK, Dec. 4.-Gray Gordon was released from his contract with General Amusement Corporation this week and switched to the William Morris Agency. Gordon moved over to GAC from Music

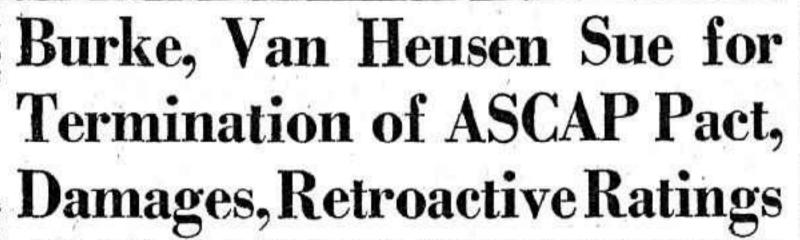
# 2 BG One-Nighters

NEW YORK, Dec. 4.-Benny Goodman will lay off December 12, the date he was skedded to play a government workers' dance in Washington. He will play a colored dance in that city the following day, however, and the Palomar, Norfolk, December 14. Goodman plays a Coca-Cola shot outside of Washington December 15, opening his theater tour the next day at the Hippodrome, Baltimore,

# **Chuck Foster Back**, **Reorganizing Band**

NEW YORK, Dec. 4.-After all the unsuccessful attempts at keeping Chuck Foster's band together with its leader in the army, the outfit will be reorganized with Foster once more in front. Foster received a medical discharge from the army this week. The band will be reorganized in Chicago, but probably won't get started until the first of the year.

Gloria Foster, the band leader's sister, will join the outfit, canceling her plans to leave tomorrow (5) for Puerto Rico to sing with Roy Fox, English maestro, at the Hotel Condada.



and Jimmy Van Heusen, "A" and "B" tain they merited Double A classificawriters in ASCAP, respectively, renew their fight for reclassification into the Double-A bracket this week by instituting suit against the Society in U.S. for being kept in what they term im-District Court here, seeking immédiate proper classifications. termination of their contracts with ASCAP, a general accounting and dam- for reclassification into the Double-A ages, in addition to retroactive reclassification.

Writers charge that ASCAP breached their contracts when it "inadequately and improperly performed its conditions of agreement" and therefore demand that all small performing rights revert to them. I. J. London, attorney for the writers, pointed to ASCAP's statement in connection with the BMI-Marks suit that performing rights are vested in the Society by virtue of songwriters' agreements, as the basis for Burke and Van Heusen's contention that rights should revert to them.

The sult further attacks the clause in ASCAP's by-laws prohibiting retroac-Corporation of America in the past year. tive reclassification, labeling it uncon-

NEW YORK, Dec. 4 .- Johnny Burke stitutional because the songwriters maintion for a long period before the suit was brought.

> Burke and Van Heusen also demand \$25,000 and \$15,000 damages, respectively,

The two writers raised their demand bracket several months ago but were turned down by the Classifications Committee, the Board of Appeals and the Board of Directors, the last being the highest body within the Society to which they could appeal. Van Heusen originally had a "C" rating but was boosted to Double-C when the case came before the Classifications Committee. Board of Appeals affirmed Van Heusen's upped Double-C classification. However, under date of October 5, London received two letters signed by ASCAP Prexie Deems Taylor, one stating that the Board of Directors affirmed the appeal board's decision and the other advising that Van Heusen was being boosted to the "B" bracket.

#### **Record Dealer Field Day**

Local dealers are having a field day with the new album. Some are featuring it as the centerpiece of their windows, building the window dressing scheme around the album with photos of the play scenes. In The Billboard best selling chart two top New York stores have given the album No. 1 spot as a seller. Presumably the same will hold true in Chicago, where the only road company of Oklahoma! is playing to standees nightly. Direct tie-ups between the show and the album are a natural. and Guild spokesmen claim they don't have to do anything about it; the plug comes automatically. 'They're willing to give this album their blessing while still retaining the ban on anyone and everyone using tunes from the show on vaude stages. They're not any too happy about some radio renditions of the tunes, but they can do nothing but shrug their shoulders. It's all promotion both in and out of New York. They prefer their own album, however.

The album is a boon to platterjockeys who are already spinning it and undoubtedly will spin even more in the future. Martin Block, ace jockey of 10cal indie WNEW, whose program has a big local following, did the 45-minute album Friday evening (November 26). Result was he was deluged with mall asking where the disks could be bought and begging for a repeat. He did the album again Monday morning (29) and the mail still keeps rolling in. It's in his sked for future airings.

This is all apart from scattered plugging of the show's tunes-notably Oh, What a Beautiful Morning; People Will Say We're in Love and The Surrey With the Fringe on Top-by radio bands and singers in the past and at present, Early in the run of the show Andre Kostelanetz featured excerpts in his Sunday p.m. Coca-Cola airings and has since repeated single tunes from time to time. Other bands on top and secondary shows have highlighted these tunes until they are sung and whistled from one Coast to the other.

All this Broadway promotion is built around one show and one recording company, with other shows yet to be proven as big hits on platters. If and when the other major disk companies settle their (See Broadway in Wax on opposite page)

# Booker on a Tight Rope, or Who's Going to Pan Band **Gold in War Factories?** By CARL CONS

CHICAGO, Dec. 4 .-- The one-night operative. Some desperate band manbooker today is walking a tight-rope, agers have actually been forced to sneak juggling plate glass and chewing a cigar musicians into washrooms of passenger in his mouth-the lighted end.

Promoters won't pay big-band dough for little-known bands. Little-known bands won't play except for big-band dough. Big-name bands just won't play.

So the one-nighter business, one of the richest sources of income for bands for years is dwindling to a week-end business. Yet, many boom towns, full of war-worker money and soldiers hungry to dance go begging while taverns and taprooms do standing-room-only business.

Several bookers report today, that promoters depended so much on name bands in the past, that now many have lost their nerve and are holing-in-forthe-duration rather than take a chance on cleaning up with some of the good younger bands. They declare that the resentment often shown by some promoters toward name bands who won't play their dates at any price should be exchanged for some good old-fashioned shrewd promoting on the good-butlittle-known bands.

Many promoters do not seem to realize that the armed forces has thinned the ranks of the big-name bands to the point where those remaining are kept more than busy just skimming-thecream on the film and theater bookings. Others, on the verge of induction refuse to go thru the hardships of canceled accommodations, standing on trains for hundreds of miles and other transportation problems.

#### Transportation Aches

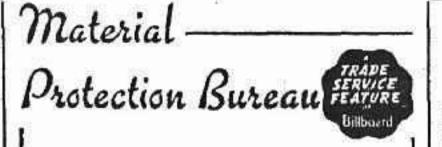
A headache with no aspirin in sight. is the transportation problem. The key to increased prices for the territory band, it is also the crossword puzzle for the one-night booker. Reservations have to be made long in advance. But promoters can't book months in advance. Passenger agents who used to solicit bookers and band managers for business have, 17, making stops in North Carolina, South in many cases been transferred to handling troop movements. New railroad personnel is not interested in more business today and is generally non-co-

cars to get the band on the train. On several occasions, musicians who have paid sit-down prices for standing-up accommodations have been removed to wait for later trains. These delays cost them money and embarrassment in canceled engagements.

#### No More 25c a Mile

Two years ago, a band could charter a bus for 25c a mile, and they could transport the entire band, equipment, driver and baggage right to ballroom entrance. Today, in addition to train fare, a half dozen cabs are required to cart the personnel and instruments and baggage to and from the station and engagement. Cabs fares often go as high as \$5 per load. Getting cabs is a problem. Paying cabs is a problem. And paying red-caps to even touch a piece of baggage is now in the category of collective bargaining. Add to these doubled costs in transportation expenses, the general incréase of salaries to musicians of from \$35 to \$50 per week, and the higher cost of even good unknown bands becomes obvious.

Bands that previously booked for \$300. now need \$500. The \$500 bands must get \$700, and so on. But thar's gold in them thar war factories, and the promoter who faces the situation and does a little cost-plus engineering on his own problems can multiply his assets. If he doesn't, a good part of the amusement industry will suffer, while the promoter pulls in another notch on his belt, and the musicians wait to be inducted.



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Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter signed by you asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building. New York City. It is important that your letter requesting registration be signed by you.

Upon receipt, the packet will be dated and filed away under your name.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

# KAUFMAN REJECTED

(Continued from page 5)

"his jurisdiction was with producers." He also testified that Bioff offered him a sugar-coated bribe of \$56,000, which he refused.

Lew C. G. Blix, former official of Local 37, IATSE, in Hollywood, was another witness who stated that Bloff and Browne were both unpopular with union members after the latter discovered that instead of a 10 per cent wage boost they actually lost money. He supported defense contention that funds paid to IATSE officials by various producers were actually bribes for aid in suppressing union demands. This practice, he said, eventually split the union membership in two. Joseph M. Schenck, former chairman of 20th Century-Fox Film Corporation, was represented by Blix as backing Bloff to win the NLRB election in 1939. Two union officials, Everett Glen Sweeney, vice-president of the Chicago Projectionists' Local 110, and Joseph B. Basson, former president of New York Local 306, testified that Browne sabotaged his own union by stopping negotiations of the Chicago local for restoraand BOBBY SHERWOOD skedded for tion of a 20 per cent wage cut. Basson Coca-Cola shots the week of December 6, stated that upon notice from New York . . . JIMMIE LUNCEFORD playing a film exhibitors of a threatened 50 per string of one-nighters in the East and a cent wage cut, Browne twice turned

# ON THE STAND

Reviews of orchestras playing hotels, night club and ballroom locations and onenighters,

# **Tommy Ryan-Blue Barron**

(Reviewed at Hotel Edison, New York)

TT IS now about five weeks since 'Tommy Ryan checked out of the Sammy Kaye band to pick up the reigns of the Blue Barron band, left leaderless by Barron's induction into the army. To the casual listener, it is still music "styled the Blue Barron way." However, there are already indications that Ryan has ideas of his own and is beginning to put them into practice.

To begin with, three riff tunes have been added to the book. Not worldshaking news but a hint that Ryan is planning to broaden the scope of the band. As it stands, the rhythms are still strictly icky-ick-ick, but the riff items need only a more pronounced beat to make them welcome to customers who like to cut an occasional rug.

Again, it took Kaye 41/2 years to drop most of the Mickey tricks he had cultivated; Ryan has dropped many of Barron's in 41/2 weeks.

In spite of Ryan's prominence as a vocalist, the band he is fronting features three other male singers-and two of them are tenors as well. Ryan sings about two songs per 30 minutes; Dick Mack, one of the two trombonists, sings the same number; others going to Mert Curtis and Cliff Grass, two of the four saxists. Rest of the instrumentation is two trumpets and three rhythm.

The Barron name is highlighted for selling purposes and the change in frontmen should not hurt the drawing power Elliott Grennard. any.

NEW YORK, Dec. 4. - Mal Hallett opened a two-week run at the Palomar Ballroom, Norfolk, Thursday (2), followed by three weeks at the Flagler Gardens,



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Adelaide



# McShann on One-Night Tour

NEW YORK, Dec. 4 .- Jay McShann is lined up for a one-night tour thru the South from January 14 thru February Carolina, Georgia, Florida and Virginia.

# **ORCHESTRA NOTES**

#### Of Maestri and Men

OMMY DORSEY, LOUIS ARMSTRONG. DUKE ELLINGTON, TONY PASTOR

week at the Apollo Theater, New York, his requests for permission to strike. starting December 31, before he opens a four-week run at the Tic Toc Club, Boston, January 9. . . . CARMEN CAVAL-LARO into the Frolics Club, Miami, December 7. . . . RUSS SMITH replacing AL TRACE for a week at the Hotel Dixie, New York, while TRACE plays at Loew's State Theater, that city. . . . JUSTINE STONE moves from the Roosevelt Hotel, Washington, to the Lincoln, New York, for the New Year's Eve holiday. . . . HAL of the project. MCKUSICK and FRANCES COLWELL are new additions to the DEAN HUDSON outfit. McKUSICK was formerly with LES BROWN and WOODY HERMAN, and MISS COLWELL, originally with HUDSON. has been working as a single. . . . VIR-GINIA MCCURDY is the new vocalist with MAURICE SPITALNY at the William Penn Hotel, Pittsburgh, replacing ELAINE BEVERLY. . . . SANTY RUNYON, saxist with the Chicago Theater orchestra, Chicago, for 10 years, has formed his own outfit, which plays its first date at the Hamilton Hotel, Chi, December 4. . . . HOWARD MCCREERY, band leader, JERRY ALBRIGHT, saxist, and LEO WIL-LIAMS, drummer, all of Fort Worth, have been inducted into the army.

# **BROADWAY IN WAX**

(Continued from opposite page) . differences with Petrillo, there's likely to be a new field for their wax wareshit tunes from hit shows for the hinterlands, sold as packaged albums. That is, of course, if Decca in the meanwhile hasn't managed to grab off all the cream

In any event the road will profit, Broadway will profit, the Guild, Decca and the Chappell Music Company (sheet music purveyors) will profit from the current sales phenomenon-and the gravy will be thick everywhere.







# ON 管體配 RECORDS

Reviews of the latest record releases, Paragraphs in heavy type are designed for operators of automatic phonographs. Key: FT - Fox Trot; W -- Waltz; VC -- Vocal Chorus; V---Vocal Recording. By M. H. ORODENKER-

### BING CROSBY-ANDREWS SISTERS (Decca 23281)

Jingle Bells-FT; V. Santa Claus Is Comin' to Town-FT; V.

This pairing of holiday standards, as packaged by Bing Crosby in combination with the Andrews Sisters, adds up to one of the better platters of the year. Sides are socko all the way, both musically and as merchandisers. Not since Glenn Miller's instrumental of a few years back has there been such delightful rhythmic doings for Jingle Bells. With Vic Schoen setting the stage both in arrangement and instrumental background, and taking it at a lively tempo, a piano jingle rhythm for the introduction brings on Bing for the starting chorus, followed by the verse strain. The Andrews gals, halfing the tempo yet keeping in step with the set rhythm, come in for the next chorus. In the same style, but with the band boys blowing hotter licks, Crosby carries on for verse, Maxine Andrews joining in duct for the chorus. The Schoen boys in sock ensemble with clarinet with clarinet piping hot, take over for a chorus with the quartet of voices for a hesitation out-chorus that completes the side in ultra-sock style. Equally exciting is the rhythmic treatment set for the Santa Claus Is Comin' to Town evergreen. The band ensemble riff rhythms setting the stage at a medium tempo, Crosby, assisted by the Andrews, takes the opening stanza. The girls, getting the toy-tinkling rhythms for the background, get a second chorus under way, with Crosby sharing the stretch with them. The Schoen boys, on a Dixieland beat, whip out the starting half of a third chorus, with the foursome on again at the bridge to finish out the side with a rhythm release capped by one of Crosby's standard vocal riffs.

# Arthur Schwartz, Filmer, Waves Bye-Bye to Legit

# Believes Band Bits, Specialties Are Doomed

NEW YORK, Dec. 4.-Arthur Schwartz, sical numbers. who trained west Thursday (2) to begin work at Warner Bros.' studios as a pro- bands in his films for Warner, despite ducer, left behind some pithy observa- the current band craze, unless the band tions for the music trade to ponder. plays an organic part in the script. Co-To wit:

The flow of filmusicals will be siphoned

with folding money have and fade. a chance to spend it on more durable objects like refrigerators, vacuum cleaners and automobiles. When that time comes, the party will be over; a picture will have to be more than a setting for singers and

bands if it hopes to pay off, it will have ten rows-and been promptly forgotten. to be good besides!

Specialty acts may be done for long before that time arrives, and so long as bands continue being used as specialties, their decline is being hastened.

On the other hand, while films will provide a greatly reduced market for songs, they also provide the greatest medium for the projection of a good song.

And altho the number of filmusicals will be greatly curtailed, Hollywood is wide open for crackerjack music men who care to sit behind a desk and function as producers.

#### Schwartz Sez Specialties Smell

Schwartz is convinced that extraneous specialties intrude on the plot, impede action and halt story development. It is his firm belief that novelty numbers, desirable for the spice they inject, must be done by the picture's principals. The only exception are omnibus productions where a studio throws in its top stars, that one doesn't have to have a songand even then the specialties are being done by the principals. Astaire-Ginger Rogers flickers was pointed to as the prime example. Given a song or dance, romantic or comic, Astaire and Miss Rogers were able to carry writing go by the boards just because it as a team or individually, carrying the he is in an executive position. He exstory forward at the same time. Judy Garland and Mickey Rooney are another ners, supplying the music for one himteam equipped to handle all specialty self and bringing in writers for the assignments, and in the film Cover Girl that Schwartz produced for Columbia Ira Gershwin for his film at Columbia Having already launched a cow-cow Rita Hayworth and Gene Kelly, or Kelly and Phil Silvers were tossed all the mu- he will consider.

Schwartz is determined not to use incidentally, band leaders themselves are beginning to question the value of picoff as soon as customers ture deals that call for a tune or two

#### Songwriters' Heaven

Having seen what Thank Your Lucky Stars did for his own score, Schwartz is convinced that a smart film presentation can showcase a good tune the way a legit revue never could. If Schwartz's They're Either Too Young or Too Old had been done on Broadway, it would have amused the auditors in the first

A song is harder to spot in a screen story because, as Schwartz put it, you can't have the dialog read "but I love you . . . you're so big and strong . . ." with a horn note cuing the soprano for her aria, You're So Big and Strong, as it is done on the stage. However, a flash of the hero's torso, with the gal popping her eyes in admiration, will do the trick without the horn note.

#### Filmdom Can Use Music Mon

Because of their knowledge of entertainment values and production ideas, Schwartz believes experienced music men are a cinch for film producers' berths. Buddy DeSylva proved that at Paramount, Arthur Freed turned the trick at MGM, and Schwartz did it at Columbia before he made the Warner deal.

Billy Rose has been producing legit shows for years, and Richard Rodgers is currently sponsoring his Connecticut Yankee, but Schwartz is of the opinion writing past to nil the bill. He thinks a band leader like Fred Waring has am-Success of the long string of Fred ply demonstrated his business acumen and executive ability, besides having established his flair for showmanship. Schwartz is not going to let his songpects to do two pictures a year at Warother. His selection of Jerome Kern and gives some idea of the kind of writers

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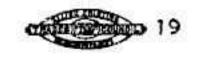
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Something new in the way of popular holiday tunes, it's merely a question as to how fast the music machine operators can get both of these sides set in their machines before the coins start raining in. It's a cinch that it will be a heavy shower until the holiday season wears itself out.

#### ELLA MAE MORSE (Capitol 143)

Shoo-Shoo Baby-FT; V. No Love, No Nothin'-FT; V.

cavalcade of enthusiasm for her boogie style of singing, Ella Mae Morse is surefire to skyrocket even further with her super-sultry chanting for these two topical tunes that threaten to crowd out the hit parade leaders in short order. For Phil Moore's Shoo-Shoo Baby, which will get added attention in the forthcoming Three Cheers for the Boys movie, Miss Morse gives this low-down lament of the sailor boy shoving off to the high seas a real low-down delta twist. Taking it at a moderately slow tempo with the short verse sung out of rhythm, Miss Morse gets a terrific riff background styled by Dave Matthews, with Dick Walters's band doing the cutting. Muted trumpet piping hot gets a second chorus under way, with Miss Ella taking it over at the bridge to take it out. A unison riff run by the band, topped by Miss Morse's lyrical lick, polishes off the side in excellent groovy style. The grooves are cut as deep and lowdown for No Love, No Nothin', the Warren-Robbin ballad from The Gang's All Here movie. A torcher, with Miss Ella's effective throaty thrushing, the opening chorus has the song sold like a million. Continuing at the moderately slow tempo, the band ensemble picks up the second stanza, giving way to King Guion's tenor sax to take it to the halfway mark, where Miss Morse takes over to complete the chant.

Again the operators will have to double up on their orders to make the most of both of these sides. "Shoo-Shoo Baby" is already nearing the top of the heap, and Miss Morse's offering should pile up the nickels that high, not forgetting the increased attention being gotten by the "No Love, No Nothin'" ballad that figures on booming just as big,

#### BING CROSBY (Decca 18570)

I'll Be Home for Christmas-FT: V. Danny Boy-FT; V.

the disk ban and the re-issue of so many

of the holiday standards, it's a certainty the singers who dominate the disks. that Walter Kent's and Kim Gannon's Moreover, it gives the first listen on wax I'll Be Home for Christmas, now that for Kitty Kallen, who makes a most fait has Bing Crosby starting it off on the vorable impression for her first platterwaxes, will be the White Christmas bal- ing with the Dorsey aggregation. Parlad of the month. Tucking at the heart ticularly effective is the lyrical lilt Miss strings, almost tearing them down, the Kitty applies to the hit tune from Thank ballad theme strikes home all the way. Your Lucky Stars, Arthur Schwartz's And Orosby tackles the lyrical magic and Frank Loesser's They're Either Too with such sympathetic appeal as only he Young or Too Old. Side serves as a showcan. The guitar and muted strings of caser for the new Dorsey canary and gal John Scott 'Trotter's, orchestra set the stage, carrying on for the background effectiveness, as Crosby gives out for the tempo, followed by an ensemble bugleopening chorus in song style out of call riff that steps the tempo up to a tempo. Trotter gears his gang for the livelier clip, as Miss Kallen carries on moderately slow tempo, with the fiddle for the chorus. Band ensemble, with obbligatos sparking the background, as Jimmy's alto sax on the release, gets a Crosby carries the second chorus in strict second chorus under way, with Miss tempo, retarding on the tag to take out Kallen picking up the last half and the side. Danny Boy, Fred E. Weatherby's standard song, is also for Bing's Don Raye's and Gene DePaul's Star Eyes vocal capacities, giving the familiar folk ballad from I Dood It gets a bit of that ballad excellent treatment. Following Amapola twist by the Dorsey tunethe same pattern as the plattermate, Crosby chants the opening chorus out of tempo in song style, picking up the last half of another chorus in the moderately slow tempo to complete the side with a lyrics in the starting chorus. Band enretardo finish.

Virtually everything that comes off the waxing presses with a Bing Crosby label spells click for the music box operators. And it is especially true for this first recording of "I'll Be Home for Christmas," which shapes up as the natural hit of the yuletide season.

### IMMY DORSEY (Decca 18571)

They're Either Too Young or Too Old-FT; VC. Star Eyes-FT; VC.

For his first post-Petrillo pressing Jimmy Dorsey doubles two of the more famillar and desired screen dities of the In spite of its late starting because of day. The band itself is in tip-top shape, packing plenty of rhythmic urge behind

gives out with all she's got. Stars off the side singing the verse at a moderate the patter release to carry out the side. smithies. Taken at a moderate tempo with a light beguine beat embellishing the forthright background rhythms, Bob Eberly applies the romantic urge to the semble, holding fast to the same tempo, bridges with a rhythmic interlude that sets the stage for Miss Kallen's rhythm singing of a second chorus to compete the side.

It's been a long time between Jimmy Dorsey disks for the music machine operators, and with the song material for these sides on the preferred list it means both sides will serve the phono purposes exceedingly well.

#### 10 STAFFORD (Capitol 142)

Old Acquaintance-FT; V. How Sweet You Are-FT; V.

Having established herself in singing circles as featured singer with the Tommy Dorsey band and as the pivot piper with

the Pied Pipers, it's indeed a familiar woice and certainly an excellent one that Capitol spotlights on its label for a solo builder-upper. The little gal's pipes are big enough to stand right up there with the best of them. For her platter preem on her own, Miss Stafford impresses no end with two screen ballads that loom exceptionally big. With fine musical accompaniment turned in by Paul Weston's band, it makes for an all-round vocal dish plenty toothsome in the taking. Major interest is centered on Old Acquaintance, the title song of Bette Davis's latest celluloider. Rich in melodic and lyrical appeal, Miss Stafford's singing makes it sound all the more appealing, getting the first chorus off in the slow tempo, backed by the rich and velvety strings of the Weston music makers. The ensemble takes over to get a second stanza under way, with Miss Jo picking it up again at the last half to finish out the side. How Sweet You Are from Thank Your Lucky Stars gets similar vocal and instrumental treatment. Taking it at a moderately slow tempo, Miss Stafford takes the opening chorus for the already familiar ballad. The Weston strings lead off a second chorus for the first eight bars, with Miss Stafford picking it up at the bridge to sing out the side.

Altho a new name on the records, it's a familiar voice, and Jo Stafford's association with Tommy Dorsey is going to mean almost immediate attention from the phono fans. And while "How Sweet You Are" is the more familiar ballad, operators should not lose sight of the rich hit possibilities of "Old Acquaintance," which should manifest itself before the year runs out.

#### JAN GARBER (Hit 7069 and 7070)

Shoo-Shoo Baby-FT; VC. They're Either Too Young or Too Old-FT; VC. My Heart Tells Me-FT; VC. No Love, No Nothin'-FT; VC.

Having established the Hit label during the drought that found the Peter Pipers, Allen Miller's and Willie Kelly's cutting Petrillo's corner down, the recording company now takes a righteous step forward in snaring Jan Garber for its first AFM-condoned waxing session. Long associated with the saccharine style, Garber has recently thrown such caution to the winds and has wound up with a new aggregation that goes heavy on the rhythm, with plenty of power and body

(See ON THE RECORDS on page 67)



# **Batch of Openings Delays** Seasonal Decline; Scott, "Girl Crazy" 78G; MH 100G

NEW YORK .- Stem houses are beginning to feel the pinch of holiday shopping and income tax season, but decline is not too evident, as business is ahead of this time last year. Giving a lift to the Street is the batch of openings this week. Capitol, Music Hall, State and bow of a new pic and two acts at the Paramount staved off any serious drop in revenue.

The Capitol (4,627 seats) opened Thursday (2) with Ray Scott's ork, Al Dexter, Jackie Miles and Bea Wain, along with Girl Crazy, and is calculated to produce a hefty \$78,000. If this bill had preemed at a more propitious time it is possible that the figure would be infinitely higher. Wednesday saw the closing of the three-week stay of Lawrence Welk's band, Yvette, Truth or Consequences and Sahara, which bowed out to \$54,000 after knocking off \$57,000 and \$75,000.

The Music Hall (6,200 seats, \$94,403 house average) bowed with What a Woman and stage bill featuring Cardini. Expectations run to \$100,000. Last week, with the fourth session of *Claudia* and stageshow, with the Walkmirs and Lucienne and Ashour, exited to \$94,000

after taking in \$94,000, \$104,000 and \$112,000.

The Paramount (4,664 seats, \$55,687 house average) let go of the film, I Dood It, substituting No Time for Love, which got infinitely better breaks in the press. Jan Murray also bowed on this bill, Woody Herman's ork and Marion Hutton stay on. Expectations run to \$70,000. Last week, with previous layout, take was \$58,000, which topped prior stand's \$55,000. Initial gross was \$80,000.

Roxy (5,845 seats, \$50,067 house average), with the third leg of the Ritz Brothers and Guadalcanal Diary, is heading toward \$87,000 after clicking with \$93,000 and the opening \$96,000.

The Strand (2,758 seats, \$39,364 house average), going into the second stanza fine \$50,000 after opening to \$58,750.

house average) opened Thursday with Al Trace ork, Patricia Bowman, along with the first run of Cross of Lorraine. Looks liko \$31,000. Last week, with Henny Youngman, Helen Parrish, Paul Martell's ork and The Heat's On, knocked off Frankie Masters and orchestra turned in Joc Wong. Pic, Find the Blackmailer. \$39,000.

# Hutton, Sweethearts Spitalny Cops 45G Just Fair in Philly

PHILADELPHIA .-- The gals hold up all the stage honors this week, and to fair returns. Earle Theater (seating capacity, 3,000; house average, \$22,000), for week ended Thursday (2), hit an even \$20,000, with Ina Ray Hutton for the band draw. Considered okay in view of the light marquee values. Ella Mae Morse, Kim Loo Sisters and Walter Dare Wahl supported. Fired Wife on screen.

Fay's Theater (seating capacity, 2,200; house average, \$10,000) just hit under house par with \$9,600, for week ended Thursday (2), with an all-girl revue. The International Sweethcarts of Rhythm on tap, with Jackie (Moms) Mabley in support. You're a Lucky Fellow on screen. House darkens for three weeks because of dearth in available sepia names. Re- help, lights December 24 with Ethel Waters.

# **Barnet OK in Omaha**

DES MOINES .- Charlie Barnet and band, the first stage attraction at the Paramount Theater (1,600 seats) here since last winter, grossed \$7,500 for a of Casa Loma ork, Willie Howard and four-day stand starting Thanksgiving Northern Pursuit, is giving out toward a Day. Take was considered good, with capacity crowds on Thursday and Sun-Loew's State (3.327 seats, \$22,856 day. Pic, Submarine Alert, very weak.

# Masters 18G in LA

a fair \$18,000 at the Orpheum here for House seats 2,200 and has 75-cent top.

# In Chi Holdover; Blackstone Big 24G

CHICAGO,---Business kept up well during the week ended December 3, the school holiday week-end starting off the session with top-heavy houses.

Chicago (4,000 seats) had the Phil Spitalny band unit for a second week, plus True To Life (Paramount) on screen, and closed okay to the tune of \$45,000. Spitalny takes the major credit for both weeks, the opener having grossed \$62,000. On Friday (3) house had a surprisingly weak opening with Charlie Spivak and band, which closed a month's run at the Sherman Hotel the preceding night. The picture, Swing Shift Maisic, is of little

Oriental (3,200 seats) fared big with Blackstone's magic show plus Borrah Minevitch's Harmonica Rascals and Arthur Blake, Closed with a profitable \$24,000. Fut share of biz was attracted afternoons, when the mothers brought their kids to see the magic feature. On screen, Kenny Baker in Doughboys in Ireland, which helped.

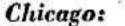
Oriental, too, had a weak opening Friday (3) with a vaude layout topped by Jane Withers and Dick Buckley. On screen, Ted Lewis in Is Everybody Happy?

week ended Tuesday (30). Also on the LOS ANGELES. - Stageshow headed by bill were Anita Jakobi, the Chords, and

BURLESQUE NOTES

### NEW YORK:

PRIMROSE SEMON, held over at the Red Mill nitery, turned down offers to return to the stage, not inclined toward out-of-town dates. . . . CHARLES H. AL-LEN has booked Tommy (Bozo) Snyder for a USO unit which opened November 29 at Fort Leonard Wood, Mo. Contract. guarantees six months' engagement. Lee



ARTHUR BLAKE holds over at the Chez Paree thru the run of the current show, having postponed his Riverside, Milwaukee, date to make it. He will play the State, Hartford, Conn., December 24-26 and open December 28 at Paul Young's Romany Room, Washington, for two weeks, . . . CALLAHAN SISTERS are introducing a new tap routine at the Rio Cabana here, designed by Harry King, the dancer. ... VINCENT GOTTSCHALK closed a 22-week run at the Sherman Hotel's Panther Room Thursday (2).... DAVE O'MALLEY is the local rep for the Riviera, new spot which opened in St. Louis Friday (3). . . . THE SHER-WOODS, dance trio (two femmes and a boy), in from Detroit to work this area. . . . JACK SHEA, the mad auctioneer, moves into the Sherman Hotel Friday (10), following a week at the Chase Hotel, St. Louis.



REAU newest booking office in town set up by Reginald Rosevear Jr. and Don G. Raymond.

SONNY MARS making his local bow as Carroll's emsee. . . . EDDIE BLACK resigned from the Bernie Landis booking agency to return to showbiz as an actor.

make his first Hollywood night club appearance at Florentine Gardens. Harry Richman will play theaters following his current run at Florentine Gardens.

MARJORIE GARRETSON continues at Eddic LeBaron's Troc on the Sunset Strip, Hollywood. . . . YVETTE DARE replaces Noel Toy in the show at Hollywood Casino. . . . DANNY MORTON has been signed for a term deal at Metro and goes into Thirty Seconds Over Tokyo. . . . THE STARDUSTERS, vocal group formerly with Charlie Spivak's ork, seb by Frederick Brothers for an untitled musical following its appearance in Trocadero at Republic. . . . YACHT CLUB BOYS, currently at Slapsy Maxie's, San Francisco, dickering thru Frederick Bros, for a part in Hollywood Cantcen at Warner Bros. WHITEY ROBERTS, Ellsworth and Fairchilds, Jimmy Wakely and Salty Holms on the show at the Ramona Room, Hotel Last Frontier, Las Vegas, Nev. . . . YACHT CLUB BOYS held over at Slapsy Maxle's, San Francisco, . . . UNA MAE CARLISLE and the Scat Man (5), set for the Swing Club, Hollywood, to open in late December. . . . THE STAR-DUSTERS, singing group formerly with Charlie Spivak and his orchestra, move over to Republic studios after making Slightly Terrific at Universal for Trocadero, . . . CLARENCE ELLIS continues at Club Alabam, Los Angeles. Now in ninth week. . . . MYRA TAYLOR, singer formerly with Harlan Leonard's band, to play Lincoln, Million Dollar and Burbank theaters in Los Angeles. ... LES LAMAR AND POPPY, West Coast act, playing in the Washington (D. C.) area,

Royce with the same unit triples as straight man, emsee and in his own act. . . . SCARLET KNIGHT, formerly in Western niteries and burly houses, is making her debut on the Hirst circuit and in the East. Featured in the Binder-Rosen unit that also has another burly first-timer in Marlow, gymnast, who works carnivals in the summer. . . . CELIA HEALEY, wife of comic Harry Seymour, recovering at her Astoria (L. I.) home from a broken arm sustained in a fall. . . . JIMMIE COUGHLIN, comic, was out of the Jack Mann unit on the Hirst wheel during Union City and Philadelphia weeks of December 5 and 12 thru illness. Thy Fuller was called from his Pine Bush tavern to pinch-hit. . . BETTY MONTGOMERY danced for the Merchant Seamen's Club of the American Theater Wing November 28. . . . STEVE MILLS reopened at the Casino, Boston, last week. Hap Arnold left a fortnight before and Nadine Waltz a week later.

LOIS DEFREE, Louise Stewart, June Marsh, Charles Guyette, Benny Moore, Charles Harris and Harry Bentley among other burly principals pictured and storied in November 27th Collier's Weekly in a three-page illustrated article by Harry Henderson and Sam Shaw captioned, in quotes "Burlesque Is Dead." . . . MIDWEST circuit houses, for the most, experiencing a dearth in chorines, employ instead as many as seven strip principals. . . . LEE FORD, formerly Leona Alford, doubling as chorus producer and in specialties; Helen McCree, emsee, and George B. Hill, book producer and co-comic with Jo Jo Jordan, are in stock at the new Civic Theater that opened recently i lulu. Ops are E. K. Fernandez a DeCenzic. Other openers were S Gonzales, Al Baldwin, Nudine, Hayes, Betty Wade, Kim Sist Valentine, We Hie and Compan ette Gomez, Young Twins, Sonn Marring Sisters and the Valentin Stage manager is Fred Crosby, includes Addie Costa, Archie Gr Bolder and Bing Glaso.



### Philadelphia:

MOLLY PICON set to open an indefinite engagement at Joe Toll's Swan Club, starting December 20. . . . MAX BEH-MAN reopens his Latimer Club, midtown intimate nitery. . . . PVT. BEENIE LANDIS, medically discharged from the army, resumes his theatrical booking business association with Eddie Black, . . . HAPPY FELTON and Shirley Wayne take over the leads at the Shangri-La. . . PROFESSOR BACKWARDS an added starter at Jack Lynch's.

. . JACKIE GREEN an added starter at Frank Palumbo's. . . . CHARLIE RAY winds up a five-year run at the Poweiton. Cafe as singing emsee. . . . LEON YOUNG has installed a week-round show policy at his Erin Cafe. . . . RUTH HANEY, local dancer, forced on the sidelines to recuperate from an attack of pneumonia. . . . RAY SNEED JR. leaves the local scene for the Esquire Club, Montreal, Canada. . . . JOHN BARRY goes to the High Hat Club, Tampa, Fla.

## Miami:

GEORGE BROWN and TOM ASHLEY. operating the Mayfair, have engaged legal talent. . . . CRAWFORD ADAMS, "the Great Rubinoff," has been added to Mother Kelly's. . . PAGE AND JEWETT, unicyclists, new at Club Bali. . . . PRO-FESSOR BACKWARD and Juen Burnette, singer, at Jimmie's.

### West Coast:

SING LEE SING TROUPE, Hollywood Cover Girls, and Baro and Rogers are featured on the current show at the Ramona Room at the Hotel Last Fron-THE HEAT WAVES, formerly a male tier, Las Vegas, Nev. YACHT CLUB comedy trio, now has a fem, Lyn Reyn- BOYS, recently at the Ramona Room, olds, joining Don Bruce and Alan Dodd, will pick up Slapsy Maxie's, San Fran-... MAE HENRY made an associate in cisco, and Florentine Gardens, Hollythe Dumont-Maxim booking office. . . . wood. Act will also do a picture stint CROSS AND DUNN share lead with for Universal. . . . DR. GIOVANNI cur-Happy Felton in new Shangri-La revue. rently featured at Jack Fry's Band Box . . CREATIVE ENTERTAINMENT BU- in Hollywood. . . . WILLIE HOWARD to

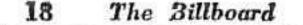
### Here and There:

SAUL GRAUMAN established a record by staying five weeks at the Trocadero Club, Evansville, Ind. He has moved on to open at the Club Madrid, Louisville, for two weeks before going east to play theaters.

. . . GUY KIBBEE has signed a personal management contract with Frederick Bros.

······································	In This Issue	h	en e
Bands & Vaude Grossea	Night Clubs	Roriews, Legit       28         Night Clubs       19         Orchestrag       15         Radio       11         Records       16         Vaude       21         Rinks-Saters       44         Roadshow Films       30         Rootes, Acts       25         Carnital       56         Dramatic & Musical 25         Ice Shows       25         Sponsored Events       37         Vaudeville       18-27         Vending Machines       68	Under New Ownership FOLLIES THEATER 337 S. Main St. Los Angeles 13, Calif. Performers and Chorus Girls Write or Wire





NIGHT CLUBS-VAUDEVILLE

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December 11, 1943

# Longhairs Invade Cafes, Vaude **Bookers Like Virtuoso's B.O.** Appeal; Comb Opera, Ballet Lists for Pop Field Dates

vaude and nitery fields these days. With ments. the Roxy's exhibit of the Alice Dudley Dancers, and pacting of Irina Baranova, of the Monte Carlo Ballet Russe for the next show, the Metropolitan Opera's Annamary Dickey at the Wedgwood Room of the Hotel Waldorf-Astoria, the classical field is making strong indents on Broadway entertainment.

In this instance, according to bookers, there's something more involved than the talent shortage. Naturally the use of concert people takes up an important slack in rounding out bills, but the primary object is the fattening of grosses to which the classical practitioners contribute handsomely.

Bookers are discovering that when a name associated with concerts is brought in, they get some trade that usually goes to Carnegie or Town Hall. Bookings such as Grace Moore's recent trip to the Roxy was instrumental in bringing about a greater take than would have ordinarily been the case.

The situation is not entirely new, as longhairs have made periodic invasions into vaude. But as a result of the current trend toward the virtuoso school, it is calculated to be an important item in the pop fields.

Pics, Radio Lay Groundwork

NEW YORK. Dec. 4.-Longhairs are the season's barnstorming sessions to becoming an important item in the make room for the big money engage-

#### Vaude Has Concert Appeal, Too

Again many longhairs are on a play-orpay arrangement and get their incre even if they don't work. Consequently it matters little if they are idle. This, too, will be overcome when concert bureau operators realize they are missing out on huge incomes under that arrangement.

When vaude and nitery dates are an to date for an act in this room. essential part of a concert artist's itinerary, the longhair impresarios need to include three instead of four shows have no fear of a talent shortage. They can always call on vaude and nitery people to fill their halls. Duke Ellington, Eddie Condon, Paul Draper and Paul urban night club at Lansing, Mich., was Adler, the Cafe Society concerts haven't done badly by at the Carnegie Hall box loss was estimated at \$20,000. Spot was office.

# **Bloody Business**

CHICAGO, Dec. 4.-When Bill Talent, juggler, was seriously ill at the American Hospital here recently, Ray Conlin, ventriloquist, rushed to give him a pint of blood which speeded the patient's recovery. Now Talent has added a new feature to his act. You've guessed it-ventriloquism.

# **Ross-Reiss** Act to Chi Derby for \$850

CHICAGO, Dec. 4 .- Al Ross and the Reiss Brothers, comedy trio, are opening at Sam Rinella's Brown Derby Friday (10) for an indefinite run at \$850 per week. This is one of the best salaries

Simultaneously, policy will be changed during the trio's run.

DETROIT, Dec. 4 .- The Hay Loft, subdestroyed by fire last Saturday. Total operated by Clayton Wright.



# **Vaude Dates** Click in Pa.

# More Time on Way

ERIE, Pa., Dec. 4.-Following a fourweek trial run at Warner's Columbia Theater, flesh shows are due to become a permanent part of the local amusement picture. Stage units are built around a line of 14 girls, directed by Dolly Nutter, and four standard acts. Opening number by the line usually titles the week's presentation and features one or two of the girls in short specialties.

The unit is produced weekly by Anton Scibilia and plays three days in Erie and three in Johnstown plus a Sunday midnighter in Sharon. Plans are under way to move the Sunday night to Erie due to transportation and favorable reception here,

Show caught included the Lockwells, skaters; Danny Murray, musical soloist; Ray and Harrison, and Wally Rand, emsee.

Opinion of the producer is that straight vaudeville acts are the drawing card. Novelty acts, hokum connedy and standard material are receiving good receptions. The risque patter leaves the audience cold. The shows are receiving better receptions in Erie than in Johnstown. Theater couples with B pix at 50 cents plus tax. Remaining four days are split two each with repeat A and top B pix.

George Overholt is musical director. Local pit men are used in each town.

Films, radios and the popularization of classics are credited with doing the spade work in popularizing the longhair material. Hollywood has made many important films featuring concert artists, while Tschaikowski for a while was the most important composer in Tin Pan Alley. As a result, the general public learned that operas and ballets were palatable. Now that it is spreading to number of free shows is Yvette, who upon vaude and niteries, it may be as readily accepted as other popular turns.

However, there are several difficulties in getting a steady stream of longhairs. The first is the classic objection to doing the standard number of vaude shows per day. The divas are cognizant of the superior dough in working vaude and would like to take advantage of it, but many will not take the risk of straining their tonsils even for that kind of money. But most come thru vaude dates unscathed.

Another difficulty is the sandwiching in of vaude and nitery dates between tours. As tours are planned in advance, an artist is booked solidly for most of the season, and consequently cannot find time to fill in vauderies. However, as greater acceptance of playing for the masses comes along, this will be overcome, according to vaude bookers, as spots will be left open when mapping

# Yvette to Undergo Op for Vocal Strain

and nitery performers are doing these extra-curricular activity. days is causing serious concern among buokers.

completion of her engagement at the Capitol, Wednesday (1) entered a hospital to submit to a throat operation. Strain upon Yvette's voice, caused a film to grow upon her vocal chords, which affected the flexibility and caliber of her voice. Consequently, surgeons will scrape the voice-box to remove the growth.

As a result Yvette had to cancel an engagement at the Capitol, Washington. So far there have been few serious casualties, only other known havoc was wreaked upon Jimmy Durante, who was forced to cancel, also out of the Capitol, because his tonsils wouldn't give with the Durante style. Jackie Miles substituted for the duration of Durante's stint there.

However, greatest worry by managers and bookers is the fact that with headliners doing as many as 15 free shows weekly, many shows are late in starting clear conscience.

NEW YORK, Dec. 4. - The unprece- and performers are not often at their dented number of benefits that vaude best after knocking themselves out with

While performers themselves are partly to blame because they just can't re-Latest casualty because of the vast fuse any worthy cause, and there are enough of them these days, bookers lay the greater part of the blame upon themselves for not policing the no-benefit edicts which are the rule in most houses. However, if things keep up as they are, they feel that strict measures will have to be taken for their own protection.

They also feel that division of author, ity on benefits between Theater Authority and United Theatrical War Activities Committee is also to blame. Performers rarely bother to check to see if the affair has been okayed. Consequently the house managers and talent setters feel that talent should again be reminded to perform only at free shows that get official sanction. This would conform to UTWAC's policy of husbanding performer resources so that the efforts of any individual artist would not be wasted in the wrong direction, and at the same time allow the vauder to say no with a

#### Shows Due in Allentown

PHILADELPHIA, Dec. 4 .- Popularity of vaude shows continues to grow in the Eastern Pennsylvania territory. On the heels of the return of vaude to Reading, Pa., at the New Penn Theater, comes word that stage presentations are due to return to near-by Allentown, Pa., at the State Theater there. Allentown's most popular vaude house a decade ago under the name of the Orpheum, State has since been playing double features. Like Reading, Allentown is expected to be a split week, with local agents being sounded out on booking the house.

#### Springfield Continues Big

SPRINGFIELD, Mass., Dec. 4. -Vaudeville, which is enjoying one of its greatest booms here, has brought the Court Square Theater its best business in history, House Manager Gerald Finnegan said today.

The demand for vaude is tremendous, said Finnegan, with each week's threeday split bill drawing capacity houses.

The Court Square has recently boosted its prices and the Broadway, the city's other vaude house, has cut its prices somewhat, bringing them both to the same 40-50 level.

The Broadway has changed its midnight show from Friday to Thursday so it no longer conflicts with the Court Square.

# Hartmans Switch Chi Vaude Outlook Still Spotty Date to Blackstone **PH** Gets Hildegarde

NEW YORK, Dec. 4 .- The Hartmans are switching their usual Chicago stand from the Palmer House to the Blackstone Hotel where they are pacted for sometime in January. With this engagement they will get the highest dough ever paid them in that town. Contract calls for \$2.100 weekly.

Hildegarde, now at the Persian Room of the Plaza, shifts to the Palmer House January 13. She will be replaced by John Hoysradt.

Music Corporation of America did the agenting.

HOLLYWOOD, Dec. 4 .- Reg D. Marshall has moved his agency to new quarters in the Cross-Roads-of-the-World section. Agency is making a specialty of small combos and night club performers.

DENVER, Dec. 4 .- Vaude has given ground here before the increasing wartime problems, plus the well-known inclination of Denver theater fans to "sit on their hands."

Both Curtis Street houses that were using combo programs have just about dropped flesh completely, concentrating on films only. Inability of the houses to get sufficient acts forced them to retrench after both earlier this year increased their use of vaude to seven days a week. Previously the Tabor had used one week of combination programs each month, while the Isis had been using flesh three days each week. The latter house has now dropped vaude entirely.

The Tabor last week used Dave Elman's Hobby Lobby, and that apparently is the last, as Manager. Frank Culp expects to revert to films only. Culp re-

ported average business only on Benny Meroff's Funzafire earlier this month.

Even during the days of the old Orpheum Circuit, Denver audiences were notorious for their poor response to acts. On many occasions it still requires a stooge to get applause started.

The Denham and Orpheum still continue to be on the lookout for good units. However, wartime travel problems have made suitable companies hard to find. In addition, those that are booked usually leave town with the major share of the gross.

Only one house has done anything to minor development. The Paramount has begun using frequently its house organist or outside singer.

# In Denver; Cool Audiences LaCongaTrying Names; Enoch Light Tees Off

NEW YORK, Dec. 4.-Enoch Light has been set to open at La Conga Monday (6) to inaugurate a name-band policy for the spot. The club, while undergoing many changes of entertainment formats in the last few years, has always stuck to Latin bands for the dances. This is the first time that a non-Latin name is the feature on the bandstand. However, increase the use of flesh and this was a relief sessions will be by Machito's rumba ork.

Also opening - that night will be teamed with a local planist and a local Jackie Gleason, late with Artists and Models.

Hotel Waldorf - Astoria,

Wedgwood Room,

New York

Talent policy: Dance and Latin relief

bands; floorshows at 9, 12 and 2 a.m.

Management: Lucius Boomer, hotel

managing director; Ted Saucier, pub-

With its usual discernment, this Park

Avenue spot has selected two acts that

fill the needs of this room to the satis-

faction of clientele. By pairing the

soprano from the Metropolitan, the

Wedgwood Room achieves a bill of high

divas from the realm of longhairs and

being on the Met pay roll has a guaran-

teed set of pipes. She is equally at ease

with pop tunes and operatic arias, get-

ting elegant palms for such diverse items

as Do It Again and the Musette Waltz

from Puccini's La Boheme. The latter

was her sole excursion into the classics.

the rest of her numbers being How Sweet You Are, Besame Mucho and Speak Low.

fanciers gave out with vocal accolades.

rcturn visit here, the Hartmans did four

dance teacher rib, a bolero, a burlesque

This layout replaced the Frank Sinatra-

Joe Cohen.

violin bit. Their reception was solid.

Volkoff and Milada parlay.

dance incentives excellently.

Opening night audience was converted into virtually a claque as several opera

its topnotch standards.

Fridays, Saturdays and holidays, \$2.

# NIGHT CLUBS-VAUDEVILLE

# NIGHT CLUB REVIEWS

a farewell scene in their Evansville, Ind., home town. Still accompanies herself at the piano.

Val Irving dips into suggestive song selling, but they go in this room, particularly in this show. Of the Harry ment: Eddie LeBaron, manager; Dan Rose school, only younger and with more Jensen, headwaiter; Wilson Heller, punch, he creates an informal atmoslicity. Prices: Weekday cover, \$1; phere with his unorthodox emseeing and nonsense hits with most of the people on the bill.

Carter and Kathle carry on with Noll and Nolan novelty and musical comedy routines, emphasizing a cute appearance (particularly the girl). Followed the Hartmans and Annamary Dickey, lyric opening line parade and did okay with bands and a floorshow with a name or three brief numbers.

entertainment caliber in keeping with parade on the floor in opening and clos- the Troc is synonymous with high prices. Garretson gets off with a song about ing sessions to suggestive patter delivered However, he also wants to keep the drafting girls and follows it with a show Miss Dickey, making a supper club by Miss Brooks. Girls are okay on the rowdies out. He is torn between two cor- tune medley. No One Gave the Bride bow here, is one of the sexier looking eyes, but that's all.

Red Manning and Don Chiestra still alternate on the bandstand.

Sam Honigberg.

# The Drum, Miami

Talent policy: Show and dance band. Shows at 9 and 11. Management: Ward F. Macklin, Prices from \$1.50.

This spot, situated almost at the city line near Coral Gables, is making a bid Paul and Grace Hartman are probably for big biz with a clever variety of acts the foremost pair of dance satirists on headed by Jackie Small, a singer who is the vaude and nitery circuits today, headed for big things. Knows how to Their humor is literate and purposeful select pop songs and puts them across and execution is tops. Making another the way people go for them.

Carol Chapelle is another songstress numbers, including their by now classic with a style all her own, and does nicely.

DeCastro and Gloria, a duo from across of a musical comedy routine, and Paul's the border, give out with a well dressed " adagio and ballroom dancing number, that drew a good hand.

Nadine is a hoofer that taps her way Leo Reisman's ork and Mischa Borr's thru and can hold her own with the best. reliet outfit supply the show backing and A hard worker and well liked.

Betty Hill plays the accordion and is received enthusiastically,

Betty Morgan, billed as champion drum "A Helwva Good majorette, whirls a mean stick, and rounds out a good bill.

# Trocadero, Hollywood

Talent policy: Two dance bands and floorshows at 10 and 12 p.m. Managepublicity. Prices: Cover \$1 and \$1.50 Saturday and Sunday; dinner, \$3.50 and no cover; drinks, 60 cents up.

Eddie LeBaron took over this swank spot several months ago and has built it into one of the top night places on the in pulchritude. Pat Patrick and Virginia Sunset Strip. Altho he features two The models, in abbreviated niftles, false impression held by the public that

## 19

rect impressions of night club operation.

LeBaron heavily bills the two band --Garwood Van and his own-the latter featuring Chuy Reyes at the piano. Entertainment by bands is continuous from 8:30 p.m., affording patrons any type of music they want. LeBaron, of course, specializes in Latin-American rhythms.

Show, which runs 30 minutes, opens with Alex Morrison, Patricia Morrison's brother, taking the mike from Van's violinist-vocalist and reverses the Strip Polka lyrics to Put It On. The Dorothy Fox Manhattan Charmers, six eye-catching femmes in short wardrobe, are on with their hat boxes to sell a nice deal Wilson are key terpsers.

Marjorio Garretson accompanies hertwo, LeBaron is still laboring under the self at the spinet with Van's rhythm and string sections lending background. Miss



Talent policy: Shows at 9, 12 and 2:30; dance band; rumba unit. Management: Becker and Schneider, operators. Prices: Minimum, \$2.50; dinner, from \$1.75.

**Colony Club, Chicago** 

Nan Blakstone tops the new show, featuring the holdover of Val Irving, new emsee-comic in these parts; Carter and Kathie (formerly Noll and Nolan), and a line of models, introduced by their mentor, Nilah Brooks.

Blakstone is at home in a cafe with her naughty and novelty numbers. She is, first of all, a fine performer, with a selling delivery that is acquired only thru experience. She was surprisingly effective in a clean, dramatic talk-song specialty of a soldier and his family and

Your Singing Host OZZIE ROSS Currently MOOSE CLUB, Erie, Pa.

SEYMOUR SHAPIRO, 32 W. Randolph, Chicago

MAL . AA

MYSTIC CRAIG Justions in Mayic THEATRES . CLUBS . HOTELS Direction: ROGER E. MURREL 137 W. 48th St., N. Y. C.

DIFFERENTI UNUSUALI SOPHISTICATEDI

CURRENTLY USO TOUR

Tommy Nunez and ork are still playing at this spot with Jack Gardner at the organ for cocktail hour.

Biz is good. L. T. Berliner.

# **Club Stevadora**, Detroit

Talent policy: Dance and show band; floorshows at 7:30, 9:45 and 12:30. Management: Eddy Shepherd, manager. "Definitely big possibilities.. Prices: Admission 75 cents, \$1 on Saturdays and Sundays; dinners from \$1.50; drinks from 45 cents.

A well-balanced 75-minute show in a spot run by a former actor who normally emsees himself. Three numbers in each show are revue style ensembles by the five Stevadorables, produced by Pearl Magley, well costumed, with some effective novelty work.

Mary Ann James, petite blonde blues singer, opens up with Hallelujah and Summertime, but soon shows a variety of other styles, including rhythmic patriotic numbers. She has a cute style and an appealing high plaintive voice in many passages.

Yvonne and Victor, acro team, get some unique effects with Indian and Faustian costumes, presenting adagio in a ballet interpretation, and presenting a fine Apache number as well. Their sound showmanship pleases.

Chiquita Hutchings presented her Humanettes, small string marionettes, working in evening gown on a low platform in full audience view. Her little inebriate planist wins friends quickly, and the Sambo dance number has some very clever manipulation.

Johnny LaBel, tenor, gives with a string of Victor Herbert and similiar ditties, with a strong clear voice and pleasant manner that especially delights the femmes.

Rickey Mason, who also pinch hits as emsee for Eddy Shepherd because of the latter's illness, presented his own crazy magic turn, with plenty of naive misses and a line of patter that kept the house amused, aided by his unique pantomime and facial expressions. Each series of faux pas is cleverly climaxed by some good straight magic.

Hank Finney's band supplies the music, doing well with some difficult show scores, with Cy Ray subbing for Finney and doing a good directorial job at the piano.

Haviland F. Reves.



(to the Personal Manager in general and Ronald Aaron Gerard in particular)

SINCE I took over the problem of Managing, Directing and Presenting NAN BLAKSTONE approximately two years ago MUCH HAS BEEN SAID, amongst the Trade, NOT in my favor by any means. And perhaps a little IN my favor. Now today with the work, money and time I have spent on Nan resulting in such topflight critics as Earl Wilson of the N. Y. POST calling her in print "MORE DEVASTATING THAN DWIGHT FISKE! I HAVE BEEN READING A LOT ABOUT HER. BUT SHE WAS NOT OVERSOLD" . . . and Joseph Dinneen of the BOSTON GLOBE heralding Nan as "A CURIOUS COMBINATION OF FRANCES FAYE AND HILDEGARDE" . . . and famed Mary Harris of the WASHINGTON POST headlining with "NAN IS SETTING THE OLMSTED CLUB ON ITS EAR. SHE'S SHARPER'N A BOXFUL OF TACKS!" . . . and Leonard Mitchell and James Brahms, proprietors of the Olmsted, where Nan returns December 25th, wiring her after her glitteringly successful opening there November 12th—"WASHINGTON LOVES YOU AND SO DO WE." . . . I find myself as her manager and director in a most interesting position.

It seems that a large number of bookers and agents in this business—resentful of Nan's enormous rise in prestige, demand and salary—are trying a NEW sort of Old Army Game. For I am finding MYSELF, not Miss Blakstone, PRESOLD, as it were lately, before she opens. Especially in rooms she has never played before. By this I mean I am described to the buyer or boss as intolerable, difficult as to contracts and prices on this artist, certain to demand that a cafe or night club practically be redone before I will permit her to appear, etc. etc. All of this, of

course, is a deliberate and malicious falsification of fact.

The trick is to extole Nan's very obvious values to any club what with her sparkling new material, breathtaking wardrobe and superb musical arrangements, etc. But beyond that to frighten the buyer or boss to death that

> she is being personally managed by a veritable madman.

Nan can be worth THRICE what she is paid if she is given a decent break as to lighting, rehearsal with band, correct piano and 'mike' setup—and above all—publicity and advertising. Therefore I like to have everything necessary to her success in her contracts, not for myself nor for Nan BUT FOR THE BOSSES, so that we can all be sure they will GET THEIR MONEY'S WORTH.

These are plain facts and certainly not unreasonable nor frightening. Yet somehow because some of the boys in the business today have knocked Nan Blakstone in the past and cannot logically turn tail now she is riding high, they are treacherously using me as an excuse to attempt to keep her out of some of the clubs which WOULD be buying her today at the time of her GREATEST VALUE and reaping the golden harvest of a Blakstone booking EXCEPT for these men



who claim to admire her personally but now knock me. Nan Blakstone is at this writing again a Freelance Artist AVAILABLE THRU ANY REPUTABLE AGENCY. In several ways I WISH THIS WERE NOT SO, as it results very often in great confusion not only to me but amongst the many splendid men who ARE 100% FOR her in the booking business. But perhaps no one agent or agency possesses the necessary large outlet for Nan Blakstone. I have yet to find this out, and in the meantime I only ask for a fair, square deal from EVERY agent and booker, For on ANY job BLAKSTONE WILL DELIVER WITHOUT QUESTION—fairly, squarely and always brilliantly. As for me, I am not an Ogre and I don't wear horns. I AM FOR MY ARTIST AND I AM 100% FOR ANYONE WHO PLAYS NAN BLAKSTONE ..... So Don'T Leta Be Benatly Made Sincevity.

Permanent Address Care J. B. Jacobsen 170 Broadway, New York City

Konald aanon

Current Address Hotel Sherman, Chicago After December 25th Hotel Willard, Washington, D. C. FIRST OPENED NOVEMBER 12TH, RETURNING DECEMBER 25TH

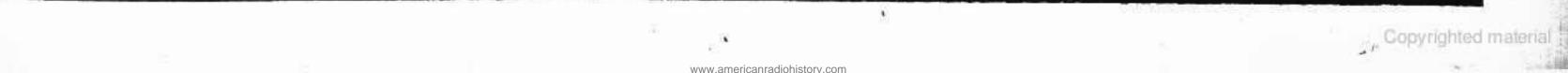
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THE NATION'S NO. 1 CAFE STAR IN THE NATION'S NO. 1 ROOM

CURRENTLY CHICAGO'S SMOTHIGHT CLUB The Coloney





# NIGHT CLUBS-VAUDEVILLE

#### 22 The Billboard

Away is her highlight with the patrons waltz number and follow it with two in going strong for the hot lyrics. Some faster time. Routine is marked by butof These Days a la Sophie Tucker is a terily spins with the wind-up being an mistake Miss Garretson makes. By unsupported shoulder turn. Making a throwing this tune in, she definitely nice appearance, team is exceptionally spots herself in copyist class. Her material is good along with smart renditions to any predecessors. Since she can stand

dance team, take over for a Viennese plenty for the money.

well fitted for the spot.

Morrison warbles San Domingo with and she doesn't have to take her hat off Miss Fox's Charmers again on for a neat dance routine. Latin American costumes on her own, more tunes with smart lyrics add to the flash and make the turn a nice

Sam Abbott.



# Donegan Breaks Film Personalities At State in January **Color Line at** Chase, St. Louis

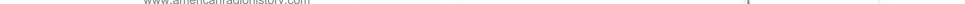
LeBaron, with this show line-up, gives manager of the Chase Hotel Club here, has set the first colored act ever to play his floorshows. Dorothy Donegan, booglewoogle planist who started her rise to

December 11, 1943

### NEW YORK, Dec. 4 .- Jesse Kaye, Loew booker, has set two film acts for the State Theater for January. Grace Mac-Donald, of Universal, goes in January 13, ST. LOUIS, Dec. 4. - Harold Koplar, while Ben Carter, 20th Century-Fox, assisted by Manton Moreland, holds down a spot on the January 27 bill.

Both deals set by the William Morris





# **NIGHT CLUBS-VAUDEVILLE**

# VAUDEVILLE REVIEWS

# State, New York

(Reviewed Friday Evening, December 3).

The current bill has some hard sledding, being bogged down by several bad spots. At show caught, the layout was still in process of flux, which was indicated by the announcement of the opening act coming over the mike, while succeeding acts went on without any intro.

Fair business is indicated by attendance at show reviewed. Fic is the first run of Cross of Lorraine, the preem value picks up in speed considerably. of which is lost by simultaneous openings in 10 Loew houses thruout the city.

The first two acts went off better than the rest of the program. The standard turns of Maysy and Brach and Buster Shaver and Olive and George getting customary returns from well-presented act. acts. Maysy and Brach went thru their unicycle and juggling routines to get the house in an applause-giving mood, while Shaver plus his lower-case performers, Olive and George, bowled over the assemblage with everything they offered, from their cute ballroomology to their Mae West take-offs.

However, the sag started with the Little Tough Guys (2), who got into the audience's bad graces with their gross display of bad taste and poor material. Leader of the duo loused himself up proper when he complained of the absence of an emsee to give them a buildup, and then proceeded to complete the job with gags that didn't get over too well. Other half of the team, besides aiding in gag delivery, gave out with song in an acceptable manner. Closing minutes, however, were better, and they milked sufficient applause to do a speech. The act has been doing well all over the country, according to reports, but a vastly improved act is needed here.

Patricia Bowman, again working as a single, does her usual tasty ballet job, with a modern number and a contrast between a country dance and a booglewoogie strip-tease. Latter, a new item in her repertoire, is a cleverly conceived affair which rated and got a good hand.

Sandwiched between Miss Bowman's numbers are Jerry and Jane Brandow, a youthful tap duo. Open with a musical comedy-style tap, after which Jerry does a fine tap on a miniature set of stairs, rating a strong mitt. But as the turn is presented here, in an attempt to make it look like the team was paired with Miss Bowman, it appears to be a stage wait between the ballerina's turns. Bill Ames, making his bow here, gives out with some nice impressions that (Reviewed Friday Evening, December 3) have vocal fidelity, for which he gets spontaneous hands. However, his ma- headline this all-sepia show, opening terial could be better written. Standout with a stretch of the cacophonous live was his take-off of commentators. turing Red Maddox. Outfit is making a numbers. return visit here and presents an en-

is okay and goes over well. Toni Arden, new vocalist with the ork, looks and sounds well. Did Shoo, Shoo, Baby, and Night and Day to a good hand.

Joe Cohen.

# **Oriental**, Chicago

(Reviewed Friday Afternoon, December 3)

One of those infrequent five-act vaude bills, topped by Jane Withers, film moppet. First half is slow, but second half

Cappy Barra Boys (4) open with their straight harmonica act and when caught stayed on too long (condition has probably been corrected). A few comedy touches are employed, which go well, engaging two of the lads who carry the

Nelson Sisters (2) repeat here with their sock bar rigging novelty. The girls look good and have a distinct feature which is great sight stuff. Their acro and control tricks are big, and the girls relain their feminine appearance thruout.

Four Franks are doing one of their last dates as a foursome. Originally it was thought that the two men would go to the army and break up the act. However, Bennet was classified 1-A-L (limited service), and Perry, 4-F. Act will now give way to two singles, Perry, and Ollie, the blond comedienne. As caught here, act is still fast and showy, but it is obvious that Ollie is given more of the spotlight to ripen her future single.

Dick Buckley, another repeat, looks better than ever with his audience participation turn. Uses four men for his Amos 'n' Andy skit, and keeps one of them for the closing hat changing hllarity. The guy has picked up considerably in timing and polish and reaps laughs by the acre.

Jane Withers closes. She should have been spotted earlier, for it is a tough spot to be in. Girl looks her high school age, but should modify her verbal mannerisms to go with her new personality .. Over-enthusiastic, almost childish, announcements, fit her no longer. Act consists of three songs, done mostly in a comedy vein, and closes jitterbugging with a kid from the audience. Biz off when caught end of first show opening day. On screen, Ted Lewis in Is Everybody Happy? Sam Honigberg.



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From the management and enthusiastic audiences at the

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# **Paradise**, Detroit

Erskine Hawkins and his 17-piece band that enthralls the house from the start. Closing is the Al Trace corn ork, fea- He later swings into more melodious blue

Hawkins's band gives about half the





# NIGHT CLUBS-VAUDEVILLE

pressive Tuxedo Junction. Hawkins's has a good tonal range, is effective in much rather have had a straight number he hated the piece. own sessions on the trumpet, and the glissando passages, and sings expressively. here minus the corny clowning. massed force of his band, 14 strong in brass, win the audience, nearly all colored. Individual players are featured, notably the able planist. Jimmie Mitchell, of the sax section, proves a pleasing romantic tenor on Paper Doll and others.

Featured attraction is Bobbe Caston, demure singer of novelty ballads, with a cute prosy style of sotto voce passages,

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Effie Smith, blues singer, has good rhythm control that gets the house clap- nolds, Dick Morgan and Jerry Bowen in ping in unison. Has a plaintive touch a neat bit of clowning and hillbilly vothe crowd liked. Mason and Vigal do a calizing. Rey puts the show away with pitching with some pretty good acmarriage agency blackout, burlesque a special on Alabamy Bound. Maestro's style, with the aid of a girl, who serves as an effective foil.

Kay and Carroll, mixed juggling team, feature Indian club work, with very effective routining. They get a volunteer from the audience, and pass clubs in back and front of his head to knock a cigar out of his mouth. The man has a nice transfer of a 12-inch ball from one cane to another supported in his Haviland F. Reves. mouth.

# **Music Hall, New York**

(Reviewed Thursday Afternoon, Dec. 2)

Current stage spectacle comprises literally everything in the deck. It is titled Accs High with the Music Hall Corps de Ballet featured in a spades sequence, the Glee Club taking care of the diamond suit, Cardini as a solo stand-in for all 13 clubs and the entire company pitching for a grand slam in hearts headed by the Rockettes. It is less elaborate in production than some Music Hall shows, but Albert Johnson's cleverly simple card sets are imaginative and the Van and Montedoro costumes are colorful eyecatchers. For the most part it adds up to good, fast entertainment.

Ballet sequence is the weak link of the show. Groupings are novel with gals turned out to look like spade queens off the pasteboards, but routines are sluggish and of a sameness which wears thin. Satirical trio, danced by Hilda Eckler as the spade queen with Nicholas Daks and Rudolph Kroeller as the king and jack, respectively, is no great help either. Kroeller's leaps and twists, however, draw him a smart hand. Not much imagination has gone into any of this.

The Glee Club is effective in a sort of streamlined, turn-of-the-century minstrelsy, led smartly by George Young as a thinned-down Dlamond Jim Brady. Chants range from Man Who Broke the Bank at Monte Carlo to The Bird on Nelile's Hat. Solo and unison chirping clicks to a fine reception. Outstanding in the diamond division, however, is the tapping by Dorothy Keller. 'The young lady has everything and her wind-up to a flash finish is socko with the customers. Effective production is also given Cardini's sleight-of-hand routines. Something, of course, is lost with any eyebeater act in house as big as the Music Hall, but Cardini is smart to include a variety of small mechanical details which tickle the audience almost as much as his virtuosity with the pasteboards and the cigarettes. He is a solid selection for a solo spot on the bill. The finale in the heart suit is the colorful smash of the show. The Rockettes in by-colored tights perform one of their best drilled numbers against a throne containing heart royalty. Gene Snyder's dance direction has spirit and punch. Also featured are the Hollywood Blondes, trio of roller-skating femmes, who offer a top-flight medley of whirls and volplanes on a 10 by 10 mat. Trio. is smooth and sells an excellent brand of boxwood acros. With ballet helping out, show builds to a strong finish. Screen feature is What a Woman with Rosalind Russell and Brian Ahearne. House near capacity at show caught. Bob Francis.

guitaring is an asset to the show along Carlson's drumming put the kids in the are mediocre. aisles. Rey's emseeing was quite good.

dancing, featuring flips and cartwheels. Andy Russell, now singing on his own after a stretch with Rey's ork as drummer, does a neat vocal job on All or Spanish, and My Heart Tells Me. Using numbers done by Frank Sinatra, Russell gives opportunity for comparison. It is good. Charlie Kemper offers good burlesque comedy with his skit about army induction, George Haggerty lending good support. Kemper drags out some old lines but presents them well.

Dolly Dawn found strong vocal competition on the show but did better than well, considering. Sells a terrific song, and her I Heard You Cried Last Night wowed 'em. Follows with Strip Polka, singing to a sailor in the front row. Winds up with Paper Doll in fine fashion and to good applause, Sam Abbott.

# **RKO-Boston**, Boston

(Reviewed Thursday Afternoon, Dec. 2)

Well, 1t's happened. Frank Sinatra came to find out. Others came to boo, the house. but they were pretty sheepish about it. The skeptics came to be shown. The hard guys, newspaper folk, et.al. came to away cheering.

you like the voice or can't stand it; doses, the "Voice," in person, has the or has been perhaps in any day.

at the close, winding up with an im- notably on I'm Going Home to Joc. She a tram special, but the patrons would nally Pistol Packin' Mama, sung as the

At the opening show Sinatra got only Pistol Packin' Mama features McRey- fair support from Jan Savitt's boys. They seemed not a little awed by the "Voice," but after a time they were right in there companiments. The Savitt band is ideally suited to the Sinatra, as the strings (7) with the sax playing of Vito Musso, and harp flatter his voice. Arrangements

Show starts off with a Carmen band Dollie Bell turns in a neat bit of acro number and jumps right into Buddy Welcome's fancy versions of Shoo-Shoo Baby and Short, Fat and 4-F, a dull piece. The Three Welles turn out some routine acrobatics. Marty May's familiar act, Nothing at All, a tune in English and impersonating singers, gets wild laughs. But it's Sinatra the kids come to hear. And they squeal and cheer until you think the theater will tumble down in a heap of dust.

> Pic was Falcon and the Co-Eds. Biz at opening not quite capacity. Bill Riley.

Capitol, New York (Reviewed Thursday Evening, Dec. 2) The Pistol Packin' Mama man, Al Dex-

ter, may attract the curious, but it is Jackie Miles, Bea Wain and Raymond Scott band who will entertain.

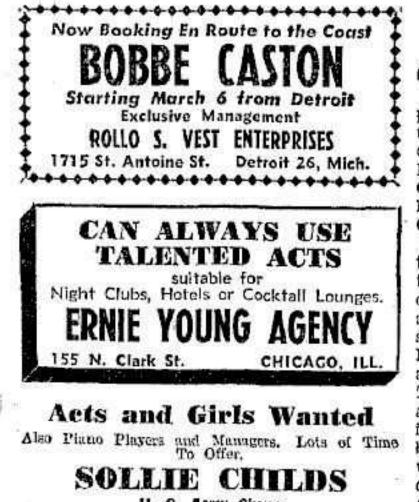
Scott brought in a full-sized band reinforced by two bass players (one on fiddle, the other on tuba) and Charlie Shavers on trumpet, borrowed for the occasion from John Kirby at \$300 a week. The extra bass goes unnoticed but Shavers earns every dime, featured often and decame to town and the girls nearly livering each time with beautiful solos. swooned away with the expected As a whole, Scott sells musical values ecstatic rapture. While they swayed in sans showmanship and the show caught their seats, the boys wondered. Some found plenty of appreciative listeners in

Opens with an over-long but nicely done riff tune at an easy-to-take tempo, and follows with a popular medley of scoff and heap scorn. But they all went Cried.Last Night, Paper Doll, Pcople Will Say and Victory Polka, Presented in The "Voice" does that to you. Whether simple but tasteful arrangements, each won applause at identification and the whether you can take only a little or potpourri received a nice hand. Also whether you like it in big lugubrious scored with I Get a Kick Out of You.

Scott's current band-within-a-band is biggest audience appeal there is today, y-clept the "Secret Seven" and like his previous small groups, employs more You can't blame all this on one of men than are mentioned. 'The "Seven" the cleverest, high-pressure publicity are five saxes, trumpet and four rhythm, campaigns in history. That is no more with Scott at the piano. Did one of the a tenable theory than the one that the least known of Scott's originals, Power-Jackie Miles repeated every one of his old gags but it didn't matter the least. audience acting as if every word was a revelation. The guy undersells every bit but he sells every punch line for a million laughs.



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U. S. Army Shows BAKER HOTEL MINERAL WELLS, TEXAS

**Orpheum**, Los Angeles (Reviewed Wednesday Afternoon, Dec. 1) Alvino Rey turns in a bang-up band performance, using 16 men, including the maestro, and Frankie Carlson on drums. On the bill with Rey are Dolly Dawn, Andy Russell, Dollie Bell and Charlie Kemper with George Haggerty. Fic, You're a Lucky Fellow, Mr. Smith. Comfortably filled house for opener.

Following the theme and a bit of guitar language, Rey band (eight brass, three reed and five rhythm) goes all-out on After You've Gone, and follows with a neat arrangement of Idaho, with the sidemen clowning the vocals in spots. Peggy McCall, Rey's thrush, won favorable applause with her warbling of They're Either Too Young or Too Old and My Ideal, with Rey's versatile guitaring featured on the latter. Maestro brings Stringy, an electrically controlled vent doll, to the front to "sing" My Buddy and My Bonnie Lies Over the Ocean. A good turn. Bob McReynolds, tram man, does a good bit of blues singing and

"Voice" rides the crest of a wave of an- house, and meant nothing. other great American fad, like miniature golf and handles. The "Voice" has something of near universal appeal, and the week's engagement at the RKO-Boston (first of a three-week theater tour) and the coming RKO picture may tell whether the "Voice" has staying powers. From the looks of things here, it seems safe to predict just that.

The things which put the "Voice" combination of the most affecting things in showmanship. Only one other Crosby, of course. But he's taken years' learning. The "Voice" is soundly placed, accurate and skillfully controlled. Command of every graduation of tone quality and quantity is there. Quality itself is sometimes a trifle flabby, but firmness will come.

Like Crosby, the "Voice's" greatest asset is complete relaxation in singing. It's to powerful fortissimo. In the process the voice never becomes hard, never loses Its soothing quality.

The employment of protamento (sometimes painfully overdone) and the use of the appoggiatura (delaying the entrance of a principal note on the preceeding tone) are the particular mannerisms of the "Voice." And these are what make the girls squeal until you think they will pass out with ecstasy.

Combined with these affecting vocal tricks and mannerism are the dreamy. breathless quality imparted to every song (they're all slow ones), and the soulful, forlorn gestures which altogether are both popular art and showmanship.

That is Sinatra, whose engagement here has generated more excitement and newspaper copy than any theatrical event in memory. Songs offered are the usual ones, each whispered at first with famillar bedroom intimacy, and then developed to a minor dramatic climax. In order they run: Dancing in the Dark, medley of Paper Doll, She's Funny That Way and All or Nothing at All, then The Song Is You, another medley of Peo-Morning, then Embraceable You and fi-

Bea Wain, billed from Your Hit Parade, got over in her familiar fashion with Too Young or Too Old and two tunes identified as Hit Parade specials, White across, visually and vocally, are a unique Christmas and Besame Mucho. Closed with Stormy Weather to a fine hand.

Ladd Lyon pleased with a short handcrooner has better vocal equipment, balancing turn, pulling his assistant from the audience for a "lesson," Got some laughs from the "tyro's" nervousness, later identifying him as a pro. However, boys canceled every good impression by pulling a corny, pointless gag for an exit bit, departing in dead silence.

Al Detxer and his five-piece cowboy band laid one of the largest eggs ever a priceless thing. Control is evinced in witnessed. Opened with Rosalita, also the sureness and flexibility with which recorded, followed with a stale solo by the voice rises from a soft, caressing tone the troup's banjoist and concluded with the Pistol opus. Dexter is a dead-pan who mumbles his lyrics in such an intilstinguishable manner, the reaction will probably even hurt the sales of Crosby's waxing of the ditty. Miles tried to pull the thing out of the trough by calling for audience participation, which failed, and Scott's boys swung one chorus but nothing helped.

Film, Girl Crazy, house comfortably Elhott Grennard. filled.

Chicago, Chicago

(Reviewed Friday Afternoon, December 3)

Charlie Spivak, after a month at the Sherman Hotel, moved in here with a typical band show, featuring instrumental stage numbers and two acts which have been with plenty of ork units before-Pops and Louie, and Pat, Henning.

Spivak is still a reserved, almost apologetic emsee, but makes up for that deficiency with his sweet trumpeting. And how that guy can blow! The arrangements are tailor-made for his style of band, and they are beautifully exeple Will Say and Oh, What a Beautiful cuted by the boys. Of particular note are the brass and reed sections, which



# NIGHT CLUBS-VAUDEVILLE

# December 11, 1943

come to the front with some sharp and the act together. commercial musical designs.

Spivak favorites -- White Christmas, One o'Clock Jump, among others-get their featured innings and net nice response. His vocalists hold their own. Dick Baldwin baritones a couple of tunes well, and Irene Daye, tall and goodlooking blonde, shines with her fortright salesmanship of several pop dittles. The girl looks promising. One distraction at opening show was her bold-looking gown, which didn't fit her personality. The boys might be paying more attention to her, but it won't do her act any good.

Pops and Louie rate among the top colored boy teams. Their trade-mark is reserve and a style of polished nonchalance, Most competitors knock themselves out with hot songs and dances, These boys do them smartly and wind up with a better reception,

Pat Henning drew big laughs with his ever improving comedy turn. He is a performer from the word go and doesn't loss his audience a minute. His impressions, with original comedy effects, hold

(Routes are for current week when no dates are given)

Adair, Yvonne (Leon & Eddle's) NYC, nc. Adler, William, Ensemble (Rainbow Lounge)

Allen & Kent (Central) Passaic, N. J., t. Amazing Mr. Ballantine (National) Louisville

Alphand, Claude (Blue Angel) NYC, nc. Arnaut Bros. (Capitol) Washington, t.

Ballew, Julie (Show Box) Scattle, nc.

Bayliss, Gene (Riobamba) NYC, nc.

Belmore, Barbara (Ball) Phila, nc. Bernards (Blue Angel) NYC, nc.

Berry Bros. (Strand) NYC, t. Bizony, Bela (Coq Rouge) NYC, nc.

Blackstone (Riverside) Milwaukec, t.

Blake, Arthur (Riverside) Milwaukee, t. BlaKstone, Nan (Colony) Chi, nc.

Bolster, Norm (Showhoat) Cleveland, nc

Bates, Peg Leg (Orpheum) Minneapolis, t.

Belmont Bros. (Lido) South Bend, Ind., 6-

NYC, cl.

9, nc.

leans, nc.

10-16, t. Ames, Bill (State) NYC, t.

Pawlucket, R. I., 1-11.

On screen, Swing Shift Maisic. Biz off end of first show. Sam Honigberg.

# Paramount, New York

(Reviewed Wednesday Evening, Dec. 1)

Stage layout is virtually a holdover, with Woody Herman's ork and Marion Hutton continuing, but surrounding acts and pic have been pulled, latter because of dwindling takes. Replacements are Jan Murray for Paul Winchell, and Red and Curley for Marion Daniels on the stage bill, while new flicker is No Time for Love vice I Dood It.

This is Murray's first date at this house, and unless the army declares otherwise, will probably be earmarked for further engagements here. Murray whipped across some fast gags to set himself solid with the crowd and went into his Laugh, Clown, Laugh routine and exited to a fast Russian dialect number. He did well enough to return for a beg-off spiel.

Red and Curley, sepai terp twain, alternate with some well executed taps

at a single skin set-up. They impress plause such tricks can get. favorably, but their talk could be edited to give the act more speed.

Waitees in the lobby at show caught. J. C.



# **Oriental**, Chicago

(Reviewed Friday Ajternoon, Nov. 26)-The annual tour of Blackstone here has come to mean a peak business week. The school-holiday opening was the biggest the house has had in months. Augmenting the show are Borrah Minevitch's Harmonica Rascals, featuring little Johnny Puleo, and Arthur Blake, the mimic. Both acts have been recent features at the Palmer House.

Blackstone consumes the first half with a series of big sight and intimate tricks, employing several male and female assistants, in addition to kids from the audience. Some of his disappearing fomme feats lose effect because he uses too many of them which are similar in execution. Also, not enough of them are built up from the musical and producand a drum duet with both banging away tion standpoints to stimulate the ap- in Ireland.

Generally, the, Blackstone is a showman. His bits of humor do not detract from the mystery and are a definite entertainment asset. Before his act is over he proves that he could do magic-bar and pickpocket turns as well.

Arthur Blake follows with a series of caricatures, most of them commercial enough to pass a smart Palmer House audience and please the mass Oriental turnout as well. Building the act around a Hollywood Canteen idea, he sells several sharp satires on film celebs, among them Frank Morgan, Jimmy Stewart and a biting take-off of Bette Davis. Winds up with Carmen Miranda, Mrs. FDR and finally FDR himself. Went big opening show.

The Harmonica Rascals close and give the deserved spotlight to funny Johnny Puleo. He takes the act out of the stock harmonica pumping department with perfectly timed and seasoned laugh bits. Do hoke and straight musical work, and most of it leaves room for Pulco's nonsense.

On screen, Kenny Baker in Doughboys S. H.

Explanation of Symbols: a-auditorium: b-bal	•ATTRACTIONS rchestra Routes, See Music Department) room; c-cafe; cb-cabarel; cc-country club; p-amusement park; ro-roadhouse; re-res-	<ul> <li>Rapps &amp; Tapps (Madrid) Louisville, nc.</li> <li>Red &amp; Curley (Paramount) NYO, t.</li> <li>Reilly, Betty (Glenn Rendezvous) Newport, Ky., nc.</li> <li>Remos, Paul (Straud) NYC, t.</li> <li>Renald &amp; Rudy (Glenn Rendezvous) Newport, Ky., nc.</li> <li>Richey, Jean (Earl Cavroll Theater) Holly- wood, rc.</li> <li>Ritter, Eileen (Earle) Washington, t.</li> <li>Robertos, The (Copley Plaza) Boston, h.</li> <li>Robbins, A. (Beverly Hills) Newport, Ky., cc.</li> <li>Robinson, Ann (St. Regis) NYC, nc.</li> </ul>
<ul> <li>Ferrerii Trio (Faddock) Wheeling, W. Va., nc.</li> <li>Fields, Benny (Greenwich Village Inn) NYC, nc.</li> <li>Fiske, Dwight (Versailles) NYC, nc.</li> <li>Floretta &amp; Boyette (Roxy) Salt Lake City, t; (Last Frontier) Las Vegas, Nev., 10-16, nc.</li> </ul>	9-15, t. Lucille & Howard (USO Show) Ohau, Hono- lulu, T. H. Lucas, Nick (Roosevelt) New Orleans, h.	Robinson, Al (Village Barn) NYC, nc. Rocco, Maurice (Zanzibar) NYC, nc. Rolando (Havana-Madrid) NYC, nc. Rosc Marie (La Martinique) NYC, nc. Rosini, Paul (Saks' Show-Bar) Detroit, nc. Rosita & Dino (Greenwich Village Inn) NYC, nc.
Flowerton, Consuelo (Spivy's Roof) NYC, nc. Fuller, Fluerita (Cat & Fiddle) Cincinnati, nc.	Lynne, Mimi (Cat & Fiddle) Cincinnall, nc. Lyon, Ladd (Capitel) NYC, t.	S NOT SALE AND A REAL OF SALE
Ģ	M	Samuels, Three (Palace) Cieveland, t. Scott, Hazel (Cafe Society Uptown) NYC, no.
Jalanie & Leonarda (Troika) Washington, nc. Jailus, John (Show Boal) Cleveland 26-Dec. 9, nc. Jardner, Grant (Papiano's) Salt Lake City 1-11, nc.		Scott, Margaret (Pierre) NYC, h. Semon, Primrose (Windmill) Bronx, N. Y., nc. Shaver, Buster (State) NYC, t. Shea & Raymond (Latin Quarter) NYC, nc. Silver Ovelones (Idle Hour) Charleston S. C.

Baldwin & Bristol (Walsh's Theater Club) Field ne Fisk

Gar 1-.

Gay Blades, The (Edgewater Beach) Chi, h. Mardoni & Louise (Jefferson) St. Louis, h. Blanche & Elliott (French Casino) New Or-Gill, Jeffrie (Bellerive) Kansas City, h.

Gory, Gene, & Roberta (Kitty Davis Airliner)

Marlyn & Martinez (Daly's Terrace Room) Newark, N. J., 3-9, nc.

Silver, Cyclones (Idle Hour) Charleston, S. C.,

ne. Sinatra, Frank (RKO-Boston) Boston, t. Sloan, Estelle (Latin Quarter) Chi, nc. Smart, Doris (Am. Legion Club) Columbus O., 1-13, nc. Solar, Willie (Village Barn) NYC, nc.

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Pers. Rep. Allen Rupert, 461 Audubon Ave., N.Y.C. Current Beeking Aquarium, New York City.

Bond, Angle, Trio (Aquarium) NYC, cl. Boran, Arthur (Gayety) Montreal 10-16, t. Bowman, Patricia (State) NYO, t. Brandows, The (State) NYC, L. Brisson, Carl (Blackstone) Chi, h. Buck & Bubbles (Central) Passaic, N. J., t., Buckley, Dick (Oriental) Chi, t. Burns, Betty (Bismarck) Chl. h. Burton's Birds (Masonic Temple) Cincinnati 4-24.

Capp, Marjorie (Romany Room) Washington, nc.

Cappy Barra Boys (Oriental) Chi. t. Cardini (Latin Quarter) NYC, nc. Carlisle, Charlie (Bowery) Detroit, nc. Carroll, Deane (Palumbo's) Phila, no. Carroll, Earl, Vanities (Stanley) Pittsburgh, t. Carter & Moreland (Albee) Cincinnati, t. Castle, Paul (St. Regis) NYC, h. Caston, Bobbe (Paradise) Detroit 3-9, t. Charlo & Dupree (Latin Quarter) NYC, nc. Claire, Jan (Monaco's) Cleveland, nc. Clark, Coleman (Carman) Phila, t. Colby, Marion (La Conga) NYC, nc. Coley, Worth & Marcla (Orpheum) Minneapolis, t. Columbus & Carroll (Hollenden) Cleveland, h. Conn, Irving (Monte Carlo) NYC, nc.

Cooper, Una (Latin Quarter) NYC, nc. Corday & Trian (Versailles) NYO, nc.

Cortez & Marquiz (Glen Park Casino) Williamsville, N. Y., nc. Cortez, Florez (Te Pee) Coral Gables, Fla., nc.

Cristiani Family (Latin Quarter) NYC, nc.

#### D

Dainty, Francis (Bellevue) San Francisco 8-14, h.

Daniele & Danice (885 Club) Chi, nc.

De Oroff, Ann (Astor) Montreal, nc.

DeMay & Moore (Glenn Rendezvous) Newport, Ky., nc.

Del Rio, Diane (Klity Davis) Miami, nc.

Dennis & Sayers (McVan's) Buffalo, nc.

Desmond, Dot & Buddy (Coccanut Grove) Buffalo, uc.

Dickey, Annamary (Waldorf-Astoria) NYC, h. Dombey, Ken (Puritas Springs Park Rink) Cleveland, p. Drakes, The (Capitol) NYC, t.

Drayson, Danny (Albee) Cincinnati, t. D'Rey, Phil (Cafe of Tomorrow) Chi, nc. Duncan Sisters (Folies Bergere) NYC, nc. Dunninger (Capitol) Washington, t.

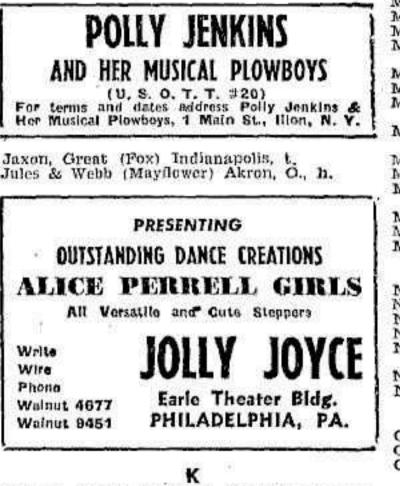
Emerson, Hope (Ruban Bleu) NYC, nc. English, Ray (Palace) Columbus, O., t.

Fabian (Oat & Fiddle) Cincinnati, no. Pay & Gordon (Statler) Boston, h. Faye, Joey (La Conga) NYC, nc. Fernandez & Castro Sisters (Beverly Hills) Newport, Ky., cc.

Miami Beach, Fla., nc. Grey, Marguerite (Jimmy Kelly's) NYC, nc. Glover & LaMac (Mayflower) Akron, h. Guyse, Sheila (Stardust Inn) Washington, nc.

Harden, Dan (Park Plaza) St. Louis, h. Hartmans (Waldorf-Astoria) NYC, h. Hartnells, The (Blackhawk) Chi, re. Haviland, Hal (Gadsden) Gadsden, Ala., 9, 1; (Pantages) Birmingham 10-12, t. Hawthorne, Irene (Versailles) NYC, nc. Henning, Pat (Chicago) Chi, t. Howard, Mary (Casablanca) NYC, nc. Howard, Willie (Strand) NYC, t. Hume, Elayne (Essex House) NYC, nc. Hutton, Marion (Paramount) NYC, t.

Jardiniere, Mile. (Cat & Fiddle) Cincinnati, nc.



Karson, Maria, Musicales (Plains) Cheyenne, Wyo., h. Keep 'Em Smiling (Gadsden) Gadsden, Ala., Paddock, Jean (Romany Room) Washington,

9, t; (Pantages) Birmingham 10-12,

Keller, Dorothy (Music Hall) NYC, t.

Kidoodlers (Enduro) Brooklyn, cl. Khn Loo Sisters (Central) Passaic, N. J., t;

(Capitol) Washington 9-15, t. Kramer, Stan (Chin's) Cleveland, cl.

Kurtis Marionettes (Blackhawk) Chi, re.

Lane, Muriel (Henry Grady) Atlanta, h. Lazaro & Castellanos (Leon & Eddie's) NYC, nc.

LaZellas, Aerial (Army Camp Shows) Leesville, La., 12-18.

Lee, Bob (Wivel) NYC, re.

LeRoy, Harry (Trouville) NYC, ne.

Lester & Irmajean (Madrid) Louisville, nc.

Lewis, Ralph (885 Club) Chi, nc. Louis & Cherie (Monico's) San Francisco 6-

16, nc.

Mathews, Steve & Dorothy (Eau Claire) Eau Claire, Wis., 1-11, h.

Maurice & Maryea (Park Plaza) St. Loius, h. May, Marty (RKO-Boston) Boston, t.



Maysy & Brach (Earle) Washington 10-16, t. Mazzone & Abbott (Latin Quarter) NYC, nc. Merrill, Joan (Latin Quarter) Ohl, nc. Merry Macs (Palace) Cleveland, t. Miles, Jackle (Capitol) NYC, t. Miller, Glenn, Singers (Palace) Columbus, O., t. Mills, Buster (Snow St. Cafe) Providence, nc.

Minevitch's Rascals, (Riverside) Milwaukee, t. Moke & Poke (Boulevard) Elmhurst, L. I., N. Y., nc.

Montoya, Rita (Greenwich Village Inn) NYO, nc.

Moore, Muriel (Monte Carlo) NYC, nc. Moreno, Consuelo (El Chico) NYC, nc. Morris, Doug (Maple Leaf Gardens) Toronto; (Forum) Montreal 12-18. Morrison, Patricia (Albee) Cincinnati, t. Murtah Sisters (Walton Roof) NYC, nc. Murray, Jan (Paramount) NYC, t.

N

Nash, Marie (Earle) Washington, t. Neal, Ginger (Snow St. Cafe) Providence, nc. Nelson, Morris (Cat & Fiddle) Cincinnati, nc. Nelson Sisters (Oriental) Chi, t. Nichols, Les (Hudson) Union City, N. J., t; (Globe) Boston 12-18, t. Niesen, Gertrude (Chez Paree) Chi, nc. Novellos, The (National) Louisville, t.

0

Olive & George (State) NYC. t. Orla, Nina (St. Moritz) NYC, nc. Ovettes, Great (Scruggs Dept. Store) St. Louis Lamb-Yocum Ice Parade (Ben Franklin Hotel) until Dec. 24.

nc.

Page, Diane (Charlie's Inn) Mlami Beach, Fla., nc.

Pelly, Ruth (Romany Room) Washington, nc. Pops & Louie (Chicago) Chi, t.

Akron, O., nc. Pupi Dancers (Havana-Madrid) NYC, nc.

Quitsie (Showboat) Cleveland, nc.

Rae, Marjorie (Helsing's Vodvil Lounge) Chi, cl.

South, Eddle (Lindsay's Sky Bar) Cleveland, cl.

Sporn & Dukoff (Hollenden) Cleveland, h. Stewart, Phyllis (Cafe Society Untown) NYC, nc.

Sumner, Helen (Ivanhoe) Chl, rc. Suns, Three (Piccadilly) NYC, h. Sydell, Paul, & Spotty (Central) Passale, N. J., t.

Therrico, Henri (Latin Quarter) NYC, nc. Thompson, Helen (St. Regis) NYC, nc. Tones, Three (885 Club) Chi, nc. Tracey & Baker (51 Club) NYC, nc. Tudell, Julio & Jean (Bismarck) Chi, h.

Van Hill & Walker (Jeff's) Miand nc. Vance, Tarl (Glenn Rendezvous) Newport, Ку., нс. Vine, Billy (Latin Quarter) NYC, nc.

Wain, Bea (Capitol) NYC, t, Wallis, Ruth (Belmont Plaza) NYC, nc. Walters, Cy (Blue Angel) NYC, nc. Warren, Annette (Carter) Gleveland, nc. Watson, Beity Jane (Pierre) NYC, nc. Wayne, Justine (Elysee) NYC, h. Wells, Three (RKO-Boston) Boston, t. West, Jack & Jane (Villa Madrid) Piltsburgh, nc,

(See ROUTES on page 56)

# ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.

Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.

Henie, Sonja, Hollywood Ice Revue (Olympia)

Detroit, Mich., 5-16. Ice-Capades of 1944 (Maple Leaf Gardens) Toronto, Can., 6-10; (Forum) Montreal 12-18

Ice Follies of 1944 (Madison Equare Garden) NYC.

Phila.

Lewis, Dorothy (Statler Hotel) Cleveland. Stars on Ice (Sonja Henle & Arthur Wirtz) (Center Theater) NYC.



Page, Buddy (Central) Passaic, N. J., t.

Parks, Bernice (Bowery) Detroit, nc. Parrish, Adele (Latin Quarter) NYC, nc. Pastimes, The (Edgewater Beach) Chi, h. Perry, Pam (Cat & Fiddle) Cincinnati, nc.

Price, Evan (Bellerive) Kansas City, h. Princess & Willie Hawalians (Wagon Wheel)



# Communications to 155 N. Clark St., Chicago 1, Ill.

# Slim Market for Acts in **Cocktail Field; Post-War Possibilities Are Bright**

CHICAGO, Dec. 4 .- Attempts to relieve a postage-stamp stage facing a bar, the the unit shortage situation with vaude- room itself presents an attraction theaterville and nitery acts are meeting with restaurant picture, smartly decorated. only mild success in this area. Primary Frank (Tweet) Hogan, who has been reasons are the similar shortage of acts booking the spot for the past two years. in the variety field which permits the has bought dozens of acts and even enuse of only poor second and third choices veigled such standards as Judy Starr, for the cocktail rooms and the physical Harry Cool, Nick Lucas, Jack Herbert to limitations of the bar and cocktail lounge stages, built to accommodate only small peated (Miss Starr reopens there Decemmusical outfits.

Notable exception in this case is Helsing's Vodvil Lounge here, which, in reality, does not rate itself as a cocktail lounge. Altho the entertainment is presented on

play it. Most of them have already reber 9).

Jack Terman has made several attempts to use acts in his Silhouette Club, but the conditions are against such a policy. Room is too noisy and few acts can work the type of stage at hand.

Post-war possibilities for acts in lounges are better than at present. When operators can, once again, build and remodel, many of them will enlarge their stages to permit act performances. The boys admit that more variety is needed in the rooms, and acts will supply that need.

# They Still Come in Philly

PHILADELPHIA, Dec. 4. - Year end finds four more stations set up locally for the cocktail combos. Harry Lynn adds to the central city sector with his new Copacabana, lighting up on December 8, policy calling for name units. Orsatti's, formerly the Old Grad, also in the downtown stem, brings in a unit for the first time. Until now using only a plano pounder, newly decorated spot gets into the swim with Rita Joyce and Her Men of Rhythm. Sam's Cafe, pop nabe nitery, becomes now Sam's Musical Cafe. changing entirely from floorshows to a N. J., nitery, has joined Music Corporamusical bar policy. Gem Cafe, nabe tav- tion of America to work in the cocktall ern, also goes musical for the first time department. Under the Wintz regime, with the Morris Mosely Trio on tap.



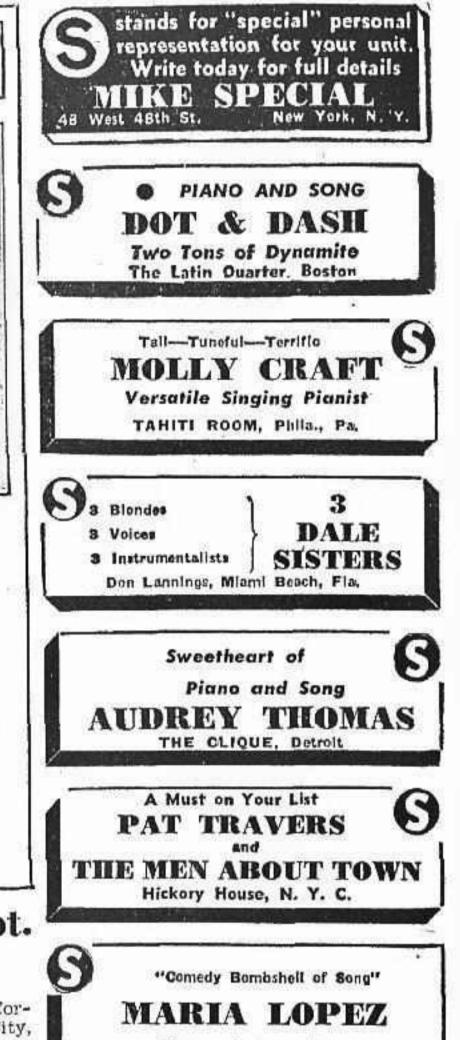
# **JACK STEPHENS**

JACK STEPHENS, versatile organplano entertainer, received his degree in music from the Iowa State University and since then has been featured in many leading cocktail lounges thruout the Middle West. Jack has his own special Hammond organ equipment finished entirely in white which makes for a flash appearance.

He plays the organ and piano simultaneously with special musical arrangements, giving the impression of a regular "big-little" band. Stephens is now headlining at Johnny Perkins' Playdium in St. Louis. Booked and managed by Frederick Brothers Music Corporation.

# MCA Cocktail Dept. **Adds Julie Wintz**

NEW YORK, Dec. 4.-Julie Wintz, former operator of the Top Hat, Union City, the Top Hat operated with name band and act policies, and consequently he is figured to know the selling end of the talent business as well.



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BRILLIANT PIANIST-SINGER An Ideal Entertainer for Class Spots LeROY GENTRY currently McCARTHY'S, Milwaukee Direction PHIL SHELLEY Chicano 64 E. Lake Street

# **Induction Costs Him Date**

EVANSTON, Ill., Dec. 4.-The Del-Shore Club here has lost the services of Erskine Butterfield, colored planist, who had to remain in New York to report for induction December 11. Butterfield was scheduled to open a run December 2 at \$250 a week.

# **DiFlavio Stock Climbs**

CHICAGO, Dec. 4 .- Don DiFlavio, plano-voice of the swooner school, has hit the grade in the East following a long spell locally, working hotels and cocktail lounges. He is now winding up a run at the Mount Royal Hotel, Montreal, and starts a date at the Copacabana, New York, December 9.

holding over at the Trocadero, St. Paul, thru January 15. In the past six years, unit has had only one line-up change.





# **Off the Cuff**

### EAST:

BETTY KING returns her plano-vocals to the Hotel Majestic Music Bar, Philadelphia. . . . MAXIE KENDRICK, manager of Irvin's Wolf's 500 Cafe, Atlantic City, left December 7 for the army. . . . FRANK DAWSON, former manager of the Plaza Hotel, Camden, N. J., now in the same capacity at Mort Casway's Music Village, Philadelphia. . . . FOUR KINGS AND A QUEEN leave the eastern stands to help preem the new Musical Bar in Cleveland on December 8. . . THREE CATS AND A CANARY new at the New 2toh Century, Philadelphia, with Tommy Cullen's unit holding over. . . . JEAN CARLO brings her piano-vocals to the Fort Pitt Hotel, Atlantic City. . . . BILL AKIN and His Continental Four CLAIRE PENNY, piano-vocals, added to the array of talent at Murray's Rhythm Bar, Philadelphia. . . . COOKIE WIL-LIAMS and His Melody Maniacs re-open Andy Augustine's the Pelican in Bethlehem, Pa. . . . GARY TRIO new at Lou's Chancellor Bar, Philadelphia, alternating with Parker and Kirk. . . . FOUR BLUES featuring Jewel Paige at DuMond's, Philadelphia. . . . PAT PAIGE brings her piano-vocals to Maxine's, Philadelphia. . . . ANN RUBERT new piano-vocal feature at the Ovalon Bar, Wilkes-Barre, Pa. . . JOHNNY WILLET TRIO new at Hank Collins' Midway Bar, Philadelphia. . . . STEVE BERNARD TRIO at the Circlon in Allentown, Pa. . . . THREE MUSICAL CHAPS new at the College Inn's Musical Bar, Philadelphia.

ZEB CARVER, corn combo, signed with Consolidated Radio Artists, will go into Jack Dempsey's, New York, replac-



# NIGHT CLUBS-VAUDEVILLE-COCKTAIL COMBOS

into the Rose Room, Newark, December band and makes a striking personality 10. . . HENRY DAYE has been added up front. He is active thruout each set, to Pat & Dom's, Newark. . . . KIETHLY QUARTET held over at the Monteleone Hotel, New Orleans, until after New Years. . . . HARDING AND MOSS, featuring Billie Joyce, now at the Dixie Hotel, New York, are being screen tested by 20th Century-Fox. . . MILT ROBIN-SON ORK comprise the week-end entertalnment at Prendergast's, Brooklyn,

### WEST COAST:

GENE RODGERS, former Erskine Hawkins' planist, now doing solo plano-singing at the Hollywood Swing Club, Hollywood, has been signed by Andrew Stone for his Sensations of 1944. Film will spot. Fats Waller, Dorothy Donegan and Rodgers in a sequence. . . . IVY, VERN AND VON, the Three V's, set for the Hollywood Sing Club, beginning December 16. They will alternate with Burns Campell. . . . ALLIEN LAIR is playing Sunday matinee at the Palm Springs Tennis Club. . . . THREE BROWNIES to move out of Randini's, Los Angeles, after several months. . . . OLLIE JACK-SON TRIO in Clovis, N. M., for four weeks. Set by Reg D. Marshall Agency.

#### MIDWEST:

20

THE NOV-ELITES (3) have moved from Chin's Restaurant, Cleveland, to the Brown Derby, Washington. . . . STEP WHARTON starts at the Downbeat Show Lounge, Sloux City, Ia., December 10. . . . THE FOUR CLEFS move into the Beachcomber, Omaha, Christmas night. . . . THREE ACES AND A QUEEN start at the Falme, Minneapolis, December 13.



## Lonnie Simmons

(Reviewed at the Garrick Lounge, Chicago)

Colored quartet of the Louis Jordan school, dishing out hot raythms in unorthodox fashion. Simmons, sax-clarinet man (who also doubles on piano), for-



musically and vocally, and keeps his men at a high working pitch.

Outfit has been together some 18 months and has a good chance of clicking in intimate rooms, away from the cocktail field. The music is arranged to fit the boys' style, and library has pops, standards, novelties and two-plano pieces (such as Dark Eyes) which feature Simmons and his regular keyboard man, Sonny Thompson. Ike Day handles the drums a la Krupa, while Dolphus Dean slaps a mean bass.

Vocally, the boys have some original novelties with listenable patter background. In all, unit is the type that can build trade once it firmly establishes itself in a room. Sam Honigberg.

## **Burns Campbell**

(Reviewed at the Swing Club, Hollywood)

Burns Campbell and his sepian group of six moved into the Swing Club following Louis Jordan. While Jordan is a hard man to follow, Campbell's group is adding new followers to boogic-woogie and jive at the spot. Campbell's bass playing and clowning are big assets and because of them, principally, the sextet fills the big niche cut by the illustrious Jordan.

Campbell's combo goes in mainly for fast stuff, with the boogie-woogie and jive being the ultimate goals. Since the patrons here want this type of music, the group fits well. Leader's bass slapping blends well with the planology of Laura Crosby, who gets featured billing. Arrangements are by the bass playing leader, Tommy Ross, trumpet, and Bill McGee, sax, and sparkle with good harmony.

Outfit is strong on vocals, with plump Yvonne Smith warbling the lowdowns. Gives out on the hot ones and still does a sweet job of those of curtailed tempos. Campbell vocalizes novelties and his antics add to the selling of the tunes. Lyrics by the Jive Trio, including Camplate patrons especially.

section. Most of the selling is done by pear. Campbell, who well knows his trade after 10 years in the business, but he could use more support from his sidemen. Sam Abbott.

# Sam Honigherg Joins Frederick Bros. in Chi

CHICAGO, Dec. 4.-Sam Honigberg, associate editor of The Billboard, is leaving the paper this month to join Frederick Bros." Artists Corporation. He will work in the act department, succeeding Freddy Williamson, who is leaving to go on his own.

Honigberg has been with The Billboard over 10 years, having started as correspondent in Pittsburgh. He has since worked out of the New York and Chicago offices as associate editor. For the past year he edited the night clubs-vaudeville and cocktail combos departments.

# D'ArtegaVaudeTour

NEW YORK, Dec. 4 .- Five weeks of theater dates have been lined up for D'Artega's all-girl ork to be played upon completing their Paramount pic assignment, You Can't Ration Love. Starting point is the Orpheum, Omaha, December 17, to be followed by stands in Wichita, Kan.; Kansas City, Mo.; Chicago and Milwaukee.

Possibility exists that the ork will make its local preem at the Strand or Roxy.

# **Colorado Rink To Produce** Icer; Hedy Stenuf at Helm

COLORADO SPRINGS, Colo., Dec. 4 .--Broadmoor Ice Palace here will produce shortly after the first of the year. . . . an ice show for the holiday season under LEON LONG, colored trixster, infos that direction of Hedy Stenuf. Spec tabbed Holiday Ice Revue will go on for three VIRGIL THE MAGICIAN, after winding days starting Christmas and will feature pro and am talent in that area.

Les Hamilton, formerly with Ice Follies merly worked with the Ella Fitzgerald bell, Ross and Miss Smith, appeal to the and now stationed at Lowry Field, Denver, will be in the cast. There is a possibility Crew makes a nice appearance, and that Skippy Baxter, who at the time of his the showmanship injected by Campbell induction was with Stars on Ice, will get makes the group outstanding in this permission from army authorities to ap-

# MAGIC

### By BILL SACHS

OTIS MANNING opened Monday (6) in the Patio of Hotel Netherland Plaza, Cincinnati, for a week's stand with options, which usually means at least three weeks. . . . MAL AND MAXINE LIPPINCOTT are in Kansas City, Mo., visiting with King and Hazel Felton, and may headquarter there for the winter, playing dates within a 50-mile radius. ... JONTAY (John Taylor), Philadelphia magus, is recovering from a strep throat which nearly put him away for keeps. . . . OZZIE WELLS is presenting his wizardry at the Cash'n'Carry Cafe, West Collingswood Heights, N. J. . . JOAN BRANDON defles the liquor shortage with her magical bar at Neil Deighan's, Pennsauken, N. J. . . LESTER LAKE (The Great Marvelo) last week began his third season of holiday kiddle shows for Coca-Cola at the Shrine Temple Building in Cincinnati. . . . ANDY FUR-LONG, Philly fooler, has signed to make an offshore trek for USO right after the first of the year. . . . LEWIS GERBER, who has been working out of the profession in Cincy the last several months. goes back to conjuring for a living this week. . . . FABIAN was a magic-desk visitor last week during his engagement at the Cat and Fiddle, Cincinnati, for the Pete Iodice office. Fabian came to Cincy from Fort Worth, where he spent a week's vacation with his wife, and plans to be in the Detroit area around New Year's, heading back to New York he's working toward the West Coast. ... up a tour of Oregon, Washington, Idaho, Nevada and Northern California, is doubling back in Oregon and Washington on return dates. On November 22, Virgil played the well-known McArthur Court on the campus of the University of Oregon at Eugene, grossing \$1,350 in paid admissions, with still another 1,000 students being admitted on their studentactivity tickets. Mr. and Mrs. Rolland Hamblen, who have recently purchased a new home near Eugene, caught the show at the U. of O. . . . L. O. GUNN, well-known West Coast magician and manager of a USO-Camp Shows unit, writes from San Francisco: "Can't tell you where I'm going, but it's a sixmonth tour this time. Just missed Russell Swann. His health is improved. He was stricken ill in Alaska and a medical examination revealed a very serious illness. I bought the Christmas Special issue of The Billboard and will take it with me for others to read, as I know they'll enjoy reading it as I always do. I had the opportunity to go to my home in Los Angeles for three days recently, and found that someone had robbed my store. Police have a good clew, as the burglar left some of his personal belonging behind."

Karson s Musical FEATURING THE PERSONABLE,

EFFERVESCENT MARIA AT HER OWN HAMMOND ORGAN-SOLOVOX! And Her "Klever Kibitzing" Held Cheyenne, Wyo. PLAINS HOTEL Over Personal Mgt. DICK STEVENS, MCA, Chicago



Music Corp. of Amer.



If You're Important to the 'Cocktail' Entertainment Field TUNE-DEX Is Important to You!

# **AGVA Scales Up** 10% in Philly

PHILADELPHIA, Dec. 4.--New year will find the local performers sharing in the theatrical prosperity being enjoyed here on a higher scale with an increase in wage scales. Effective January 3, local AGVA boosts scale for one-night and split-week engagements by 10 per cent. And at the same time, all Class D niteries will be boosted to Class C, reclassification meaning that the performers at such spots will have their salaries upped approximately 15 per cent.

Wage hikes are based on performers being indie contractors and not subject to wage ceiling regulations, similar stand taken by the musicians' union here when scales were successfully hiked after Labor-Day this season,

# **Two New GAC Spots**

NEW YORK, Dec. 4 .- Chez Aml, Buffalo, and the Blue Mirror, Newark, N. J., will be booked by General Amusement Corporation, with Harry Santley handling the accounts under Harry Kilby, GAC cafe department head. The Newark spot plans a steady diet of names, Gus Van headlining the first show under the GAC booking regime. Phil Brito will follow.

# **Tony Pastor Goes Uptown**

NEW YORK, Dec. 4.-Tony Pastor's nitery in the Village, like the Cafe Society Downtown, will have a Midtown branch after December 17 when they open Pastor's Uptown on a 52d Street site.

Initial show will be topped by Bee Kalmus and Jeannie Blanche, with Guy Martin producing the lines.

Jack Edwards, of Frederick Bros., is booking the initial show.

Actors, Tooters Exercise For Legwork Service-It's For a Pretty Penny, Too

NEW YORK, Dec. 4 .- It's not news any more when Joe Blow's band doubles on the swing shift at the local Lockheed, but when a firm engaged in war work actually prefers to hire performers -for part-time jobs at their own convenience-that's a new wrinkle, even for show business. Eastern States Messenger Service, ministering to war plants in New York, Philadelphia, Newark, N. J., Bridgeport, Conn., and vicinity, boasts about a dozen legit actors, musicians, etc., on its pay roll. For 40 cents an hour (60 cents overtime) show people convoy small precision instruments to plants where they are needed.

It is not unusual for application cards on file at Eastern to read: Last employer: Eddle Dowling. Sometimes the firm loses out to the exigencies of a pre-Broadway road tryout. Recently an employee left to join the Theater Guild's Innocent Voyage company. Performers work for Eastern during whatever free hours they have available, but they work every day.

William St. Willis, who started the organization 12 years ago, is an old Equity member himself. Current manager, John R. Bradish, is a theatrophile, too. Idea of employing show people grew out of the depression, when some unemployed musicians got jobs as messengers. Now that the company is doing war work, however, the onus is removed.

In addition to war plants, the Service handles many theatrical accounts, toting copy to printers for such orgs as NBC. Mutual, Schirmer's Music Company, Loew's, Inc., New Opera Company, Jed Harris and American Federation of Radio Artists.

Radio actors, incidentally, must be in the heavy sugar. Two help-wanted ads in Stand By, AFRA magazine, brought no response-probably, the management believes, because the nature of radio work is such that performers have no fixed free hours,



Claude H. Long

(KID LONG)

2398 S. W. 41h Street, MIAMI, FLA.



## LEGITIMATE

Communications to 1564 Broadway, New York 19, N. Y.

# **Dailies** Rave 'Carmen' With No War Slant

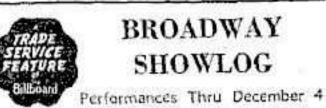
NEW YORK, Dec. 4 .- With no war angle to influence their reviews, local critics went overboard this week (with one exception) for Billy Rose's Carmen Jones, which got the biggest adjectivesplattered raves of the season. They let out all the stops on this one, hailing it as ace commercial theater and predicting tremendous biz for the future.

The notices differed markedly in tone from the previous top-of-season praise which went to Moss Hart's Winged Victory, the air corps show. This production, geared to the war and with the entire cast in uniform, culled handsome kudos, most of it pitched to the emotional sock the show projected due to the fact of war. In fact, the patriotic angle was the most heavily emphasized here, with bouquets for the writing and playing. But the big stress was timeliness of the show, which hit the heart as well as being corking entertainment in its own right.

The lone dissenter was Wilella Waldorf, of The Post.

# **Adrian Will Have Myerberg Tell It** To Judge on 'Belles'

NEW YORK, Dec. 4 .-- Henry Adrian, producer of Victory Belles, is determined to keep his much-panned opus going as long as possible. Having lost a motion (November 27) to keep Michael Myerberg from throwing the show out of the Mansfield Theater by November 28 to make room for Janie on a prior commitment, Adrian has moved the show into the Ambassador and will open Sunday (5) in an attempt to recoup his losses so far.



# SHOWLOG

Dramas

Ì	Opened	Parfs.
Ì	All For All Sept. 29	78
ł	(Bijou) Angel StreetDec. 5, '41	838
ł	(Colden) Another Love StoryOct. 12 (Fulton)	64
Ì	Arsenic and Old Lace., Jan. 10, '41	2,068
	(Hudson) Doughgirls, The Dec. 30, '42	400
Į	(Lyceum) Get Away Old Man Nov. 24 (Cort)	15
	(Cort) Harriet (Miller's)	118
	Innocent Voyage, The, Nov. 15	25
١	(Belasco) Janie (Mansfield)	523
	Kiss and Tell. Mar. 17	312
	(Biltmore) Lady Behave! Nov. 16 (Ambassador)	23
	(Ambassador) Life With Father, Nov. 8, '39	1,729
	(Empire) Lovers and Friends Nov. 29	8
	(Plymouth) OthelloOct. 19	56
	(Shubert) Outrageous Fortune,Nov. 3	38
	(48th St.) Three's a Family May 5	249
1	(Longacre)	0.0584
1	Tomorrow the World. Apr. 14 (Barrymore)	276
1	Two Mrs. Carrolls, The. Aug. 3 (Booth)	147
	Winged Victory Nov. 20 (44th Street)	18
	Musicals	

### musicals

(1997) A R R R R R R R R R R R R R R R R R R	
Carmen Jones Dec. 2 (Broadway)	A
Connecticut Yankee, A. Nov. 17 (Beck)	22
Early To BedJune 17 (Broadhurst)	202
Oklahomal Mar. 31 (St. James)	295
One Touch of Venus Oct. 7 (Imperial)	71
Something for the Boys. Jan. 7 (Alvin)	387
Star and Garter June 24, '42 (Music Box)	611
What's Up?Nov. 11 (National)	29
Ziegfeld Follies, The Apr. 1 (Winter Garden)	288
(Revivals)	annen)
Merry Widow, The Aug. 4 (Majestic)	135
RosalindaOct. 28, '42 (46th Street)	379
and the state of the	

## OPENINGS BROADWAY

# BROADWAY

(Opened Thursday, December 2, 1943)

# CARMEN JONES

A musical comedy based on Meilhac and Hatevy's adaptation of Prosper Merimee's "Carmen." Libretto by Oscar Hammerstein 11. Music by George Bizet, with new or-chestral arrangements by Robert Russell Bennett. Staging, lighting and color scheme by Hassard Short. Libretto directed by Charles Friedman. Settings by Howard Bay. Cos-tumes by Raoul Pene duBois. Choregraphy by Eugene Loring. Choral direction by Robert tau. General manager, Robert Milford. Press representative, Wolfe Kaufman. Production stage manager, B. D. Kranz. Presented by Billy Rose.

Corporal Morrell ......Napoleon Reed Cindy Lou., Carlotta Franzell or Elton J. Warren Carmen ......Muriel Smith or Muriel Rahn Sally .....Sibol Cain T-Bone .....Edward Roche Drummer .....Cosy Cole Frankie .....June Hawkins Dink .....Dick Montgomery Husky Miller ......Glenn Bryant Soldiers: Robert Clarke, William Woolfolk, George Willis, Elijah Hodges Sibol Cain Dancing Girl .....Ruth Crumpton Sawyer Bullett Head ...... Melvin Howard Viola Anderson, Lee Allen, Carmine Brown, William Archer, Mirlam Burton, Sibol Cain, Clarice Crawford, Ruth Crumpton, Robert Clarke, Anne Dixon, Marguerite Duncan, Ed-wina Divers, Richard DaVaultier, George Dosher, William Davis, Awilda Frasier, Elijah Hodges, Melvin Howard, Clarenco Jones, Elsie

factory, now becomes Carmen Jones, also a floozy, who is helping to make parachutes for the air corps in a converted gasper plant. Don Jose, the Spanish soldier who deserts the army for love of Carmen, only to be jilted, is now Joe, an M.P. corporal who goes a.w.o.l. to Chicago and gets the gate. Escamillo, the ace bullfighter who gets Carmen away from Don Jose, is now Husky Miller, champion pug who also wins the gal. Both jilted swains kill their gals in the finale; Don Jose outside the bullring, Joe outside the ball park where Husky is Shaw. Orchestra conducted by Joseph Lit- fighting. Micaele, Don Jose's faithful girl friend, is now Cindy Lou, who follows Joe thruout the play.

With the aid of John Hays Hammond Jr., an authority on Negro talent, Rose ers, players and dancers, and as a whole the troupe does well by the music and libretto, even if the quality of some of the leading voices is nothing to shout about. Muriel Smith, the Carmen on opening night, projected her role vividly both vocally and dramatically. She had power and poise in pipes and did a handsome job with her numbers. The Cindy Lou of Carlotta Franzell, which got top reception of the evening, was an earnest effort which missed, on the musical side, by a thinness of tone and some rough phrasing. Luther Saxon's Joe made up in voice for what he lacked in thesp technique. Altho his upper register was harsh and forced, he sang his role with feeling and restraint. His acting, stiff and awkward in the early scenes, eased somewhat before the finale. Glenn Bryant's Husky Miller was physically just right, but his voice lacked the power to put over Stan' Up and Fight (the Toreador Song) with the punch it needs. The chorus, showing the results of good training, formed a strong background for the principals, Edward Lee Tyler and Dick Montgomery, as Husky Miller's hangers-on, had some good comedy moments.

Eugene Loring's arrangements in the Kennedy, Fredye Marshall, Theresa Merritte, two main dance sequences have fire, color Vivienne Mussenden, Maithe Marshall, Bertha and sly humor, The cafe ballet is hot and sly humor. The cafe ballet is hot Powell, Alford Piere, Fred Randall, Chauncey Reynolds, Edward Roche, Randall Steplight, Andrew Taylor, Harold Taylor, Audrey Van-terpool, Ethel White, George Willis, Robert Woodland, William Woolfolk, Howard Carseen around here in a long time. Expertly lighted to bring out all their best features, they provide the perfect background for Pene duBois's magnificent cosson, Richard James, Dorothy McNichols, Vera tumes, which are striking examples of color blending, The orchestra under Joseph Littau's practised baton handled the score with smoothness and vigor and aided the musical success of the evening very materially. Opera devotees who are certain to be lured into the Broadway Theater to see the negroid Carmen, will recognize the top arias, even under their new American lyric format. The Habanera becomes Dat's Love; the Sequidillas, Derc's a Caje on the Corner; The Flower Song is now Dis Flower; the Card Song changes to Dat Of Boy and the famed quintet is now Whizzin' Along De Track. Rose has backed his principals with alternates, and the plan is to present a different player in each of the three major parts each night. Murial Rahn is the other Carmen Jones, Napoleon Reed takes over Joe in turn and Elton J. Warren is

December 11, 1943

Thursday (2) Adrian bought special ads headed "Reward to the Public," offering tickets at a 50 per cent reduction for those who brought the ad to the box office. Scheme of two-for-one ducats is to accommodate those who wanted to see the show but couldn't after the forced closing at the Mansfield. The offer holds good until December 12,

Meanwhile, Adrian stated that he will sue Myerberg for damages due to the closing at the Mansfield despite the American Arbitration Association's ruling that Adrian's lease of the theater could not be terminated until after the play's fifth week. Belles played only four weeks less one day. Myerberg was on the West Coast at the time of the closing, and Norman Stein, house manager, maintained that Adrian had failed to pay \$2,750 in rent guarantee for the November 20-28 stretch. Adrian held he was not obligated, and Stein refused to let the skedded Sunday matinee go on. Adrian would not stipulate the amount he is asking in damages, but it will be in the high five Albert Einstein, Bert Lytell, president of figures, it was indicated.

# "Tobacco" Swell 5G in Springfield; Theater May

SPRINGFIELD, Mass., Dec. 4 .- Tobacco Fund. Road drew a corking \$5,000 (estimated) for four shows (Monday thru Wednesday) at the Broadway. Manager Gerald Germaine said the house, a vauder, might go into competition with Playgoers of Springfield, local legit outfit bringing shows to Court Square Theater. On basis of Tobacco strength, Germaine said he had been offered anything he wants. He Faust took \$2,926 for one performance turned down third company of Blossom recently, and Philadelphia Opera Com-Time, which the Playgoers has since pany drew \$3,885 for two showings. Manskedded for later this month.

# Blore To Vacate "Follies"

NEW YORK, Dec. 4 .- Eric Blore leaves Ziegfeld Follies some time during Christmas week to return to the Coast for film commitments.

Follies No. 2 comic spot. His departure of Stubs, information booklet on capacileaves the show's second-string funny- ties and layouts of Stem legit theaters. man berth a second time without a tenant. Is directed to frat-lodge agents and char-The Shuberts, Alfred Bloomingdale and ity orgs who buy out whole houses for Lou Walters are huddling on a successor, benefits.

# **Dinner To Mark** Yiddish Art 25th

NEW YORK, Dec. 4-Some 200 figures in theatrical and literary circles are sponsoring a 25th anniversary celebration of the Yiddish Art Theater. Quartercentury mark will be touched off with a testimonial dinner to Maurice Schwartz. org's founder and director, at the Hotel Commodore, January 13.

Prominent on the list of sponsors are Actors' Equity; Reuben Guskin, president of the Hebrew Actors' Union, and James E. Sauter, chairman of the United Theatrical War Activities Committee, Lou Schneider is serving as treasurer of the anniversary committee. At the request Compete With Playgoers of Schwartz, proceeds of the dinner will be turned over to the National War

# "Family" \$4,876, B'port

BRIDGEPORT, Conn., Dec. 4. - Klein Memorial drew well with Three's a Family on Friday and Saturday (26-27), grossing \$4,876 for two evenings and one matinee. aging Director Perry Rodman has many bookings lined up, including Marching With Johnny (CIO), San Carlo Opera Company and the National Symphony Orchestra.

NEW YORK, Dec. 4. - Lenore Tobin, head of Shubert's New York Theater Party Blore replaced Arthur Treacher in Bureau, has published a second edition ter, Urylee Leonardos, Inez Matthews,

DANCERS: Valerie Black, Al Bledger, Posie Flowers, Tony Fleming Jr., Audrey Graham, J. Prioreau Gray, Frank Green, Erona Harris, Mabel Hart, Sheldon B. Hoskins, Rhoda John-McNichols, Betty Nichols, Frank Neal, Joseph A. Noble, Bill O'Neil, Evelyn Plicher, Edith Ross, J. Flashe Riley, Randolph Sawyer, Randolph Scott, Royce Wallace. Dorothy Wil-liams, Edward Christopher.

CHILDREN: Albert Bailey, Robert Bailey, Ray-mond Brooks, William Jones, Joe Green, Gil-bert Irvis, Richard Granady, Oliver Hamilton. Arthur Rames, Robert Smith, LeRoy Westfall, Carlos Van Putten, Delano Vanterpool, James Holman.

MUSICAL NUMBERS: "Dat's Love," "You Talk Just Like My Maw," "Dere's a Cafe on the Corner," "Stan' Up and Fight," "Whizzin' Away Along De Track," "Dis Flower," "If Only You Would Come Away;" "Dat OI" Boy," "My Joe,"

Billy Rose has dropped a blockbuster on Broadway with Carmen Jones, his revitalized and modernized sepia version of the oldie standard Metopera pop, Carmen. Here are all the ingredients, deftly blended for sure-fire sock mass entertainment. Brilliantly staged and lighted by the counterpart Cindy Lou. Hassard Short, and costumed extravantly by Pene duBois, Carmen Jones hids fair for a mighty long run both here and beyond the Hudson. It can't miss because it has the original score unchanged for the music lovers, and a 1943 plot and dialog for the topically-minded theatergoer. As a matter of fact, Bizet's rhythmical score will be sold far faster by Rose than by Howard Johnson's high-priced chirpers down the street.

The new show puts a Hammerstein in competition with the Met for the second time. Oscar Hammerstein II has done a nifty job with the libretto which, in his hands, emerges not as a stodgy ham melo. but a crisp, credible and entertaining story which, however, parallels very closely the original Meilhac-Halevy adaptation of Prosper Merimee's novel. Hammerstein has given the show an American locale, south of the Mason-Dixon line, and has blended Negro dialect with slang The result is exhilarating entertainment. Main Stem.

Frank Gill.

# THE PLYMOUTH (Opened November 29, 1943) LOVERS AND FRIENDS

A comedy by Dodie Smith. Staged by Guthrie McClintic. Settings and costumes by Motley. General stage managers, Gertrude Macy and C. W. Hobbs. Company manager, William Tisdale. Stage manager, Edward P. Press representative, Willard Dimond. Keefe. Presented by Katharine Cornell and John C. Wilson.

Rodney Boswell Raymond Massey
Stella
Agnes
Lennie Lorrimer
Martha Jones Anne Burr
Edmund Alexander

When players of the callber of Katharine Cornell, Carol Goodner, Raymond Massey and Henry Daniell team up in a touches to the Spanish rhythms of Bizet. play, the result is expected to rate well within the drama's upper brackets. There In fact Bizet, by Hammerstein out of Rose, is no fault to be found with the teamromps home in the top money on the work at the Plymouth. It is of a high order and succeeds in making a mediocre Carmen, the sultry gypsy hip-swinging script-which is giving Dodie Smith's trollop who works in a Seville cigarette Lovers and Friends all the best of it-



# LEGITMATE

# December 11, 1943

passable most of the time. Here and there it endows with a solid punch. How the Dodie Smith conversation piece would fare in lesser hands is something rather dreadful to consider,

It is possible that Miss Cornell felt that it was time to give playgoers a glimpse of Cornell in something more upto-the-moment than Chekhov and Shaw and so embarked upon the production of the Dodie Smith opus as co-producer and star. There is no question but that Lovers and Friends adequately serves such a purpose. While it's a tepid and uninspired triangle comedy, it affords Miss Cornell an opportunity to shine faultlessly in various moderately emotional sequences and to prove herself once more a fine technician. Massey and the others help out, but what there is of Lovers and Friends is 90 per cent for Miss Cornell.

The Smith narrative spans the period between the last war and the present one, and except for a prolog and epilog set in Regent Park, the action takes place in a London drawing room. Rodney (Raymond Massey) marries Stella (Cornell) on a rebound from a love affair with her friend Lennie (Carol Goodner). Twelve years pass and Rodney falls in love with an unbelievable little vixen, Martha (Anne Burr), who is secretary to playwright Edmund (Henry Daniell). Rodneys wants a divorce and Stella agrees, provided that they wait six months to be sure it's the real thing. Meanwhile, Stella takes an acting job in Edmund's play and at the end of three months discovers that she loves Edmund. He loves her, too. Then Rodney discovers that Martha is a nasty little liar and that he doesn't love her after all. This is bad all around, because Stella had just promised Edmund to marry him and be in the American edition of his play. However, the epilog in 1943 finds Stella, Lennie and Rodney back in the Park, and it develops that Stella and Rodney have stuck it out together and that Lennie is married to Edmund. None of it seems very important by that the end will probably confuse other auditime, but they all are very happy about ences as much as it did the opening night the whole thing.

ance thruout. He is at his best in the pretty pedestrain final curtain. John prolog. Whatever humor is in the lines Root has mounted the show tastefully. falls to Carol Goodner, as a tartish actress who always picks cads for her affairs, and Daniell in the role of a slightly stuffy playwright. Both are excellent. Anne Burr's smug little hell-cat is good, too, altho we don't grow anything like Martha over here. Despite script drawbacks the show looks good for a substantial run. Care has been lavished upon production details and Guthrie McClintic's direction is fluent and polished. With a co-star combo like Cornell-Massey backed with fine support, Lovers and Friends should bld for strong b.-o. pull. Bob Francis.

# Dentistry, Nee Painless, Now Pained-10G's Worth

WASHINGTON, Dec. 4 .- A Sons o' Fun joke backfired here when a customer brought suit against operators of the show for injuries he claimed were received on the stage of the National Theater during one of the acts.

The customer is a local dentist, Dr. Michael J. Harris, and he went to District Court to ask damages of \$10,000.

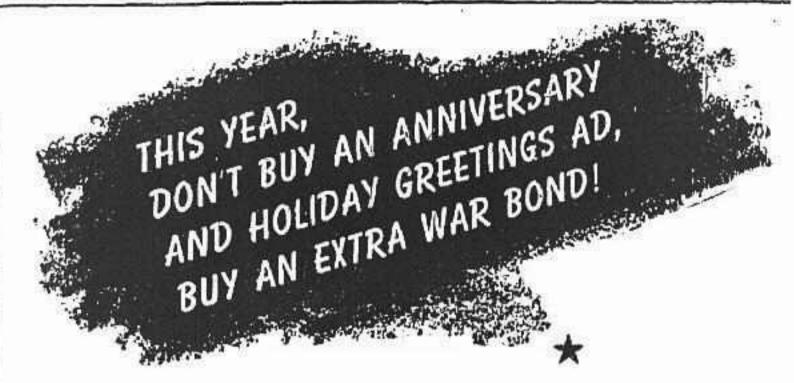
Chief injuries, he claimed, were a chipped ankle and a broken bone in his foot. These were recelved, according to his charges, when he was "negligently and carelessly assaulted" and thrown to the floor.

Among the defendants named were Select Theaters, Ole Olson, Chic Johnson, the National Theater and Shubert, Inc.

time at the Cort, even tho there are a few good laughs around. Some of that Saroyan philosophy is going to throw them.

Saroyan continues to be the most tantalizing playwright around these parts. Between sessions of mental gamboling and surprise effects, he occasionally rings the bell for writing scenes that pack a sock emotional wallop. There are also scattered high comedy moments, but both are too widely interspersed either with Saroyanisms or so-so sequences.

Get Away Old Man is uneven, sometimes formless writing. The very short first act, shorn of Abbott's comedy accents, is dull and meaningless. The second stanza gets the bulk of the play's best, tho the series of rapid tableaux at throng. Act 3 reaches its peak very early Massey turns in a good sound perform- in the proceedings, then lapses into a



# **ANNOUNCING THE BILLBOARD BONDBARDMENT NUMBER**

A crucial war year replacement for The Billboard's traditional Anniversary and Holiday Greetings Number

ACH year for more than forty-five years during the Christmas-New C. Year Holidays The Billboard has published a special Anniversary and Holiday Greetings Number. In this number outstanding stories and articles by leading show business authorities were featured along with comprehensive reviews of the year in every branch of the show business. In this number, too, hundreds of acts, band leaders, singers, radio networks and stations and show business organizations bought advertising to congratulate The Billboard on its anniversary and to extend season's greetings to the show business at large.

In this crucial war year, however, The Billboard is replacing its traditional Anniversary and Holiday Greetings Number with a special BONDBARD-MENT Number. This number will carry a complete SHOW BUSINESS AT WAR section which will feature articles by show business leaders and by editors of The Billboard on the great part the personalities and organizations in show business have played and are continuing to play in the drive toward victory.

# CORT THEATER

(Opened Wednesday, November 24, 1943)

# GET AWAY OLD MAN

A play by William Saroyan. Staged by George Abbott. Settings by John Root. General manager, Charles Harris. Company manager, Joseph C. Cohno. Press representativos, Phyllis Periman and Marian Byram, Stage manager, Robert Griffith. Presented by Coorge Abbott. Edward Boglav

Patrick HammerEdward begiev
Harry BirdRichard Widmark
Rose Schornbloom
Bon Manheim
SamGlenn Anders
Correspondent of The N. Y. Times. Edwin Hodge
Martha HarperBeatrice Pearson
PianistSula Levitch
Bernice FitchJoyce Mathews
Messenger
Doctor Thor
· · · · · · · · · · · · · · · · · · ·

Broadway with another quickie (allegedly written in six days) in which he goes thru cember 1) in Federal Court in connechis mental trampoline act for the benefit of his coterie of fans. There's a marked difference this time, however, in his attitude toward his subject matter. Gone are homa, skedded for release soon. the beautiful people in the best of all and delivers a few haymakers at Hollycomedy isn't dominant - and George copyrighted by Hammerstein on Novem--Get Away Old Man is angry and bitter. in rehearsals.

Those conversant with the author's prearmy writing session on the West Coast (and who isn't?) know exactly at what he is aiming his barbs. But, in dropping sweetness and light from his outlook, Saroyan has dropped from his best form. This show is not first-class Saroyan, but because it is handled with his customary tricks, it will sit well with his followers. As for the general neutral theatergoer, proposed increase on taxes attached to things get pretty confusing much of the admissions.

All the bouquets for what's entertaining in the show don't go to Abbott, however. The cast-or at least some members of it-garners a few choice posies, notably Glenn Anders, who turns in a deft comedy portrayal as Sam, and hits the jackpot in his one dramatic scene. Richard Widmark in the leading role works efficiently to get everything he can out of his part. Edward Begley, making amends for his Land of Fame showing, does a very competent job as Patrick Hammer, the picture panjandrum, alternating between egotism and self-pity. William Adams, as Ben Manheim, Hammer's right-hand man, turns in a very skillful bit of characterization. Beatrice Pearson manages most of the while to appear as ineffectual as her role demands, while Joyce Mathews handles the shrewish movie queen well, Sula Levitch-a typical Saroyanesque character-gets his shares of laughs as the studio planist. Mason Adams and Jerome Thor make the most of their small parts. F. G.

(Show closed Saturday, December 4. Printed for the record.)

# New Oakie Vs. Old Okie

NEW YORK, Dec. 4 .- Complying with a court order obtained by Republic Pictures last month, the Theater Guild. Oscar Hammerstein II and Richard Rodgers, producers, lyricist and composer, re-William Saroyan has bounced back onto spectively, of the hit musical Oklahomal, filed a bill of particulars Wednesday (Detion with their suit to restrain the film company from using the word "Oklahoma" in a movie titled In Old Okla-

The bill revealed that the word "Oklapossible worlds as he lets his hair down homa" was first announced March 16, 1943 in all New York dallies and that the wood and its master minds. When the libretto and lyrics of the musical were Abbott sees that it is as often as possible ber 19, 1942. The name was also used

# Hampden, Dowling Appeal

WASHINGTON, Dec. 4.-Walter Hampden and Eddie Dowling, representing the legitimate theater, appealed to the Senate Finance Committee this week to drop the The Billboard Bondbardment Number will not carry Anniversary and **Holiday Greetings advertising!** 

The Billboard urges every show business personality, every show business organization, to spend the same or a greater amount of money than they would be spending for an advertisement in The Billboard's Anniversary and Holiday Greetings Number for an extra War Bond. Checks or money orders for the purchase of these bonds, made out to the Treasurer of the United States, will be collected by The Billboard. The Billboard will handle the purchase of the War Bonds, and, of course, the bonds will be delivered to the original purchaser.

All buyers of bonds in this special Billboard BONDBARDMENT drive will have their names listed in specially designed pages in the SHOW BUSI-**NESS AT WAR section of the BONDBARDMENT Number of The Billboard** with the following legend:

"The show business personalities and organizations whose names appear on these pages purchased EXTRA War Bonds in amounts equal to or exceeding money they would ordinarily have spent for anniversary and holiday greetings advertisements in this issue of The Billboard,

"Checks for the Bonds have been turned over to the United States Treasury, and Bonds are now being delivered in person and by registered mail to the purchasers.

"To all these Show Business Bondbardiers The Billboard expresses sincere thanks for their good wishes on its anniversary, and for all of them The Billboard extends the season's best wishes to everyono in the great amusement industry and its allied fields."

The Billboard considers it a privilege to forego the thousands of dollars in revenue which it normally derives from the advertising of its good friends and clients in the traditional Anniversary and Holiday Greetings Number. There is a deeper satisfaction than that brought about by a financially successful special number in the thought that our friends and clients will say it with extra bonds this year and that the special BONDBARDMENT Number will serve as one more indication of the wholehearted, unselfish contribution of show business to the victory effort.

> The Billboard's BONDBARDMENT NUMBER has the full approval of the War Finance Committee of the TREASURY DEPARTMENT of the United States



THIS YEAR, DON'T BUY AN ANNIVERSARY AND HOLIDAY GREETINGS AD, BUY AN EXTRA WAR BOND



# **ROADSHOW FILMS**

# Communications to 155 North Clark Street, Chicago 1, 111.

# ANFA Meeting In N. Y. To Discuss **Current Problems**

NEW YORK, Dec. 4. - Allied Non-Theatrical Film Association will meet Wednesday, December 8, at the Hotel Sheraton, New York. It will be a dinner meeting, open to all members and prospective members,

William K. Hedwig, president, has urged that all voting members attend because of the numerous important subjects up for consideration. Following is a brief resume of some of the subjects which will be discussed:

(1) Washington representation with government agencies; (2) exploration of post-war industry potentialities; (3) close check on censorship and legislation by State and federal governments; (4) fair trade practices; (5) set up taxation and licensing investigation; (6) reten-



Tire, gas restrictions will keep pacple home. We furnish everything: talking picture projector and finest pictures, Cash in on this big opportunity. Write Now! Southern Visual, Dept. 1950 Memphis, Tenn. 8.1,

tion of legal counsel; (7) set up an interchange system on credit and complaint information; (8) registration of copyrighted films; (9) public relations, and (10) exchange of information on technical developments and improvements.

Also anticipated at the meeting is a report on the program set up by the new ANFA library committee.



WHEN WORK IS DONE, released by OWI. Sylacauga, Alabama, was a typical town crowded with war workers. This film shows how the people of that community got together and provided amusement and recreation for the thousands of people who had come to work and live there, to make them feel that they were a part of the community life. Prints of this film have been purchased for the Bureau of Motion Pictures by the Recreation Division, Federal Security Agency, Running time, 9 minutes.

BLACK MARKETING, released by OWI. A dramatization of an actual case taken from the files of the Office of Price Administration, typical of hundreds of other cases, this film shows just how the black market operates and how it is defeated by co-operation of the public with the OPA and local law-enforcement officials. The film contains an object lesson and a plea and local law-enforcement officials to prevent violation of ceiling prices and rationing laws. Running time, 11 minutes.

with a serious labor and tool short- haffey de luxe-trimmed top. age at a time when the greatest out-

put of farm products possible is

needed. This is an account of how

the farmers of Lancaster County,

Pennsylvania, are managing, by work-

ing longer hours and co-operating

with their neighbors, to meet this

OWI. Those who see this picture

will know much more about the

women in the Coast Guard service

and their contributions to the war.

It will be of special interest to young

women about to enlist for military

service, and you should endeavor to

book it for such groups. However,

because it is a fast-moving informa-

tive picture, it will also be interesting

to others. Running time, 6 minutes.

Films for December

WASHINGTON, Dec. 4.-During

the month of December, several

campaigns have been set up by the

Office of War Information. They

are for the conservation of travel

facilities and safeguarding of war

On the subject of transporta-

For the security of war informa-

tion the following are recom-

mended: Safeguarding Military

Information, All Hands (British).

Dangerous Comment (British) and

These are all government films

(except those marked British) and

are available from commercial de-

Now You're Talking (British).

tion, OWI urges the showing of

Right of Way and Troop Train.

information.

positories.

need. Running time, 11 minutes.

COAST GUARD SPARS, released by

# REPERIOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

# **Bisbee Ends Best** Season But Says **Tour No Pushover**

COLLIERVILLE, Tenn., Dec. 4 .--- Bisbee's Comedians concluded their 1943 season here last Saturday night, the under-canvas trek being the best ever hung by the show, running 34 weeks on three-day and week stands. Altho business was of the highest order, operating a tent show this season was anything but a bed of roses, said Manager J. C. Bisbee, Drafting of musicians and actors, scarcity of working men and tire and gas rationing made it virtually a nightmare, he stated.

All equipment was moved this week to the show's winter quarters in Memphis, where work on painting and renovating in preparation for next season will start in a few days. Show is slated 1944.

Personnel of the Bisbee organization this season comprised J. C. Bisbee, owner-manager; Mary Bisbee, secretarytreasurer; Rube Brasfield, Eleanor Brasfield, Boob Brasfield, Neva Fisher, Ossie Johnson, Lola LaRue, Leo Lacey, Maxine Lee, Clif and Mabel Malcolm, Joe and Herbert.

Paul Herbert was called to the navy in September and the team was replaced Johnson received his induction notice during the show's final week.

A new 10-ton truck, with van-type semi-trailer, was added this season, giving the show five trucks, four semi-

there to the Bijou Theater in Lansing, where I was musical director for 20 years. In 1924, when the theater burned and Curley Burns lost his big shoes in the fire, I joined Hagenbeck-Wallace Circus as air calliopist with the band. From 1934-'36 I was with Cole Bros.' Circus. I am now retired in Lansing and get The Billboard every week. On the road I went under the name of JOSEF RIX. Frank Hagar.

# Rep Ripples

WOWARD R. BRANDT, of the Gordon-I.I. Howard Company, Kansas City, Mo., is another of the old-timers to come thru with a batch of rep news to aid in keeping the old column perking. He shoots the following . . . RAY AND MARGIE BASH are located in Kansas City, Mo., where both are employed at the Liberty Theater. . . . FRANK MYERS, well-known actor and agent, is employed at the same house. . . . ROSS MCKAY to resume under canvas early in April, and Herbert Walters, formerly partnered in the operation of the Herbert Walters Comedians, now have their individual moving picture circuits in Kansas, with both reporting business good. . . . DORO-THY HAINES, daughter of George and Janet Haines, who operated the Haines Comedians, is engaged in commercial lines in Kansas City, Mo. . . . FRED Georgia Hoffman and Paul and Dixie STEIN, former rep and stock trouper, is now credit manager of the Columbian Electric Company, Kansas City, Mo. He is also active in entertainment work with by Turner and Noreen Depenbrink. Rube the Shriners there. His wife is the for-Brasfield was called up by the army in mer popular leading woman, Blanche July, but received a medical discharge Cook. . . ED AND LUCILLE WARD, of several months later, returning to the the Princess Stock Company, are refor public co-operation with the OPA Bisbee roster late in October. Ossle ported playing schools in Louisiana to much success. . . . JERRY BRUCE is engaged at the Picadilly Room of the Pickwick Hotel, Kansas City, Mo. . . . EDGAR JONES, who operated the Edgar Jones Popular Players for many years, is now FARMER AT WAR, released by OWL trailers and two rolling light plants, manager of the Fox Orpheum Theater, The farmers of America are faced Show this season played under a Ma- Marion, Ill. . . . OWEN (DOC) HITCH-LER, for many years with Ed C. Ward, Ted North, Verba Cross and other Midwestern reps, is now manager of the Regent Theater in downtown Kansas City, Mo. TIED NORTH SR., leaves Milwaukee this week-end to spend the holidays with his family in Los Angeles. En route west he expects to stop a few days in Kansas City, Mo., for a visit with his good friend, Howard R. Brandt. . . . DELL AND FLORENCE PHILLIPS are back with Earl and Joey Gregg's old-time meller troupe, now enjoying a successful run at Club Casa Manana, Boston. Mr. and Mrs. Billy Charles are also back with the Gregg company, and look for an allseason's run in the Hub. . . . THE BAL-FOURS, forced to check their circle stock around Duluth, Minn., a few weeks ago, due to the 10-inch snow which hit that section, have resumed. However, it may not be for long, as Val has been told that he may be called up for the army around December 30. . . . JACK AND NONA HART' have sold their property in Foreman, Ark., and moved to Ohio. . . . HUBERT NEVINS and Dick Lauderback will spend the holidays at their respective homes, following the close of the Passion Play they've been with all season. . . . FREMONT TURGEON reports good play for his school and hall show in the Fort Smith, Ark., area. . . COLLIER'S COMEDIANS are said to be getting fat in Western Tennessee. . . . show operator that was used by Gil. N. W. (NAP) GILMETTE, assisted by Louis Chase, ex-rep and vaude performer, has a school show operating in Rockingham County, New Hampshire. . . . RALPH BLACKWELL typewrites from India under date of November 20; "I'm still in Special Service, and nightly I take a truck and trailer, equipped with a 16mm, projector, and give the boys their movies. Johnny Finch, the ex-Billroyer, is still with the Red Cross here, and working out plans and painting scenery for the stageshows we put on here." . . . RUDY HOFF, the ex-repster, is back wielding the baton over his band time rep shows and players. I was in crew at the Barrel of Fun nitery, Pensacola, Fla., after attending funeral services for his father who passed recently in Dubuque, Ia.

# December 11, 1943







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THERE is a striking familiarity about some of the bills played by the old 10-20-30 shows, and some of the bills presented today. Tobacco Road has for its locale the hills of Georgia, and relates the doings of a family of dirtstarved farmers, while back in the '90s several rep shows played a bill called Tennessee Hills, which also got much of its novelty from the cussin' and doin's of such characters in the neighboring State.

The present-day Life With Father had a counterpart 40 years ago in Must Have Been Father, and later in A Poor Married Man. Rebecca From Sunnybrook Farm has had much success in late years with both professionals and amateurs, but way back in early rep days Justin Adams, who wrote many rep bills, fashloned a play called Little Maine Girl, which he used with the Crowell Rep Company, and also sold to other 10-20-30 shows. This was before Rebecca had even appeared in book form.

Gold in the Hills has been wowing them on floorshows, as well as in amateur circles of late years, but the writer recently modernized a bill for a school Roberts, and also Ethel Tucker, in their rep shows, years ago, and the same pace and punch is there when you wish to step it up into the tempo used in playing Gold.

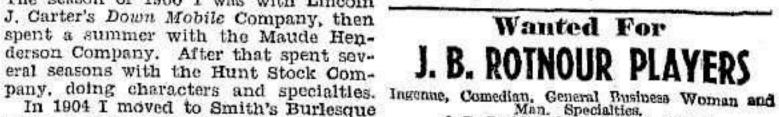
Plays are new to the younger generation; hardly ever to the older.

## Likes Old-Time Rep Yarns Lansing, Mich.

Editors The Billboard:

Read with a great deal of interest the recent letters and articles on oldrep many years. Worked in stock in Butte; Mont., at the Union Family Theater when Uncle Dick Sutton had 1t. The season of 1900 I was with Lincoln J. Carter's Down Mobile Company, then spent a summer with the Maude Henderson Company. After that spent several seasons with the Hunt Stock Com-

In 1904 I moved to Smith's Burlesque house in Grand Rapids, Mich., and from



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J. B. ROTNOUR, Richmond, Illinois, Geo, O'Brien, please write,



ARLINGTON-Mrs. Eddie, 70, known professionally as Nettle Bourne, wife of Eddie Arlington, prominent ex-circus proprietor and promoter and at one time owner of the 101 Ranch as well as a number of New York hotels, in New York November 29. At one time she was managed by Sam W. Gumperts, currently general manager of Hamid's Million-Dollar Pier in Atlantic City. An actress in stock companies and later on Broadway, she and her husband entrained from their Los Angeles home to Phoenix, Ariz., for the funeral of their son-in-law, Edward E. Van Sickle, banker, whose body was to be sent to New York for interment. Mrs. Arlington suffered a stroke en route and died shortly after reaching New York, where a funeral service was held December 1. Her husband stayed on in New York to establish residence with his daughter, Mrs. Edward Van Sickle. Deceased's husband was representative of James A. Balley in Europe and also piloted Robbins Bros.' Circus, among other shows.

BARBER-Dolly, 5, daughter of Mr. Pacific Coast Shows, in Monroe, Wash., widow. October 24.

BERMAN - Louis, 50, superintendent of Warner Bros.' Sunset studios, following a heart attack in Hollywood, November 30. Survived by his widow, Rose Berman, and two children.

BRYANT-Willard, 81, former musiclan, in Yeadon, Pa., November 23. He was a cornet player in the Detroit Opera House orchestra in the '90s. For a number of years he operated a music store in Detroit. Survived by his daughter.

CHADWICK - Joseph D., 79, former vaude actor, in Bellmawr, N. J., November 30. He had appeared for many years on the old Keith circuit with his wife and daughter in a comedy singing and dancing act known as Chadwick Trio. Survived by his daughter.

CONLIN-Lieut. John J., 21, in a plane crash in New Mexico November 25. He was the son of Raymond P. Conlin, former Detroit vaudeville booking agent. Survived by his parents.

DEIBERT - Helen, show woman and bingo operator, following a long illness at her home in Detroit, November 26. Survived by her husband, Edwin; two daughters, Betty Jean and Lenora, and a son, Richard E., in the army and stationed in the Pacific island area. He was flown back by the government prior to his mother's death. DOWDY-Sion (Pops), 65, cookhouse man, following a lengthy illness, at of Frank and Ethel Hurigan, following Walterboro, S. C., November 23. He was a brief illness in Deaconess Hospital, on the road for 38 years.

# The Final Curtain

until his retirement a year ago. Survived daughters. by his widow and two sons. Interment in Woodlawn Cemetery, Toledo, O.

Wheel foreman, from a heart attack, on the midway of the B. and H. Shows, Sumter, S. C., November 22. No known relatives. B. and H. Shows' personnel arranged services.

GAREY-James R., 82, actor and playwright, in Harlem Hospital, New York, Indian show, following a heart attack November 28. In 1880, he made his first at her home in Newtown, Conn., Nostage appearance with W. J. Florence in vember 30. In addition to her daughter Ticket of Leave Man. Recently, he was a stage director for stock companies and had served in Charles T. Blaney's producing organization. Services were held under the auspices of the Actors' Fund of America at Walter B. Cooke's Funeral Parlors, New York, December 3 with interment in the Fund plot in Kensico and Mrs. James Barber, manager of the Cemetery, Westchester. Survived by his

> GUNN — Thomas Patrick, 71, veteran character actor of bronchial pneumonia at his home in Brooklyn December 1. He made his stage debut in San Toy in support of James T. Powers and later acted in several George W. Broadhurst plays, and in Henry W. Savage and Selwyn productions. Besides spending several years in vaudeville and with the Crescent Stock Company, Brooklyn, he appeared as the sheriff in the original production and the two revivals of Show Boat. Recently he had been playing in radio sketches. He was a member of Actors' Equity and AFRA, and formerly belonged to the Lambs. Surviving are his widow and a daughter.

HARDING — Alfred M., former circus and rodeo showman, at his home in Sylvia, Kan., November 23. Survived by his daughters, Malu Burkhart, Peru, Ind., and Darlene Lasater, Newton Falls, O.

HARTNETT-Francis J., 53, former publicity director for the Atlantic City Convention Hall following a heart attack at his home in Washington November 22. Scram. Last spring, he aided in a War

ber 19. He was a resident of Detroit vived by his widow, one son and two

KERR-Charles H., theater manager, in a St. John (N. B.) hospital November GAINS - Samuel Morris, 49, Ferris 20. He had been active in management of theaters and in film distribution, including manager of Mutual Films, St. John. Survived by a son and a daughter.

> KESSINGER - Mrs. Nettle E., 73, mother of Edythe Sterling, former silent movie star and owner of Arizona Hopi she is survived by a son, Leonard E. Kessinger. Services at Lyle Hall Chapel, Danbury, Conn. Interment at Newtown, Conn.

KORN-Harry, 53, motion picture projectionist, from heart trouble at Tucson, Ariz., recently. He worked at the Madison Theater, Detroit, for the past several years. Survived by his widow and one son, Harold Korn, operator at the Monroe Theater, Detroit. Interment at St. Louis.

LISERANI-Mrs. Zella, 43, wife of Gino Carrado, motion picture character actor, in Van Nuys, Calif., November 27. Services at the Little Church of the Flowers, Glendale, Calif., December 1. Survived by her husband, two sisters, Mrs. Lela Hansen and Fern Sorenson, and a brother, Earl L. Sorenson.

MONTROSE - Frank (Senator Ayers), 69, veteran vaude actor, at Roosevelt Hospital, New York, November 28. He started in show business as a stagehand for David Belasco and later toured on the Keith and Proctor and Orpheum circuits at the same time as Sophie Tucker, Eddie Foy Sr. and the Howard Brothers. While in the real estate business in Florida in 1915, he was one of the first persons to sponsor a radio program. Coming back to vaudeville, he changed his name to 'Tom Casey and last year won first place on Major Bowes Amateur Hour with a song he wrote called Scram, Hitler, HEYMAN-Mrs. Estelle P., former con- Bond drive and sang his song at several

#### The Billboard 31

Richmond, Ind., November 27. He toured Europe with the American Ragtime octet and had the Rogers, Rotanne and Moore vaudeville act. Appeared in George White's Scandals and Hippity-Hop. Survived by his yidow, Mrs. Thelma. Rogers; three children, Ronald, Ricki and Larry, and his mother, Mrs. Ellen Rogers. Interment in Earlham Cemetery, Richmond.

SHERIDAN - Frank, 74, stage and screen actor, at his home in Hollywood November 24. He had appeared in films since 1929 and became ill a few days after being signed for the part of congressman in Woodrow Wilson to be made at 20th Century-Fox. Born in Boston in 1869 he went on the stage at 12. Upon completing his education he went to New York, where he appeared in several George M. Cohan productions and others including Paid in Full, Wild Flower and Three Faces East. He also appeared with Lillian Russell in Wildfire. Upon his arrival in Hollywood he first appeared in Fast Life with Clark Gable 23 years ago. Other pictures in which he played included The Ladies of the Big House, Public Defender, Washington Merry-Go-Round and The Leavenworth Case. He was frequently cast as the district attorney, a part he played in The Life of Emile Zola with Paul Muni in 1937. He was a member of the Masquers, Lambs' Club, the Friars and a veteran of the Spanish-American War. Services in Hollywood, with burial in Holy Cross Cemetery there November 27. Survived by his widow, the former Edna M. Carol.

SHEPPARD - Albert, 47, interpretative dancer, following a heart attack at Hahnemann Hospital, Philadelphia November 22. He previously played in vaudeville, known on the circuits as Dana the Great.

STALLINGS-Mrs. L. Tucker, mother of Lieut, Col. Laurence Stallings, of the United States Marine Corps, co-author of the dramatic success What Price Glory and author of the motion picture The Big Parade, in Atlanta, December 1. Another son and a daughter survive.

SULLIVAN-Mary E., mother of Paul M. Sullivan, orchestra representative, and widow of Dr. D. E. Sullivan, at Concord, N. H., November 27,

ELLERY-Robert M., songwriter, at the Naval Hospital, Pensacola, Fla., Novem- Hurigan, Interment in Buffalo.

# Bert Swor

Bert Swor, 74, veteran minstrel man and vaude performer, often spoken of as "the greatest blackface of them all," following a heart attack in his room in the Bliss Hotel, Tulsa, Okla., November 30. He had gone there from his home in Dallas to appear in and aid in producing a benefit show sponsored by Hey, Rube, Inc., made up of showfolk.

Bert Swor literally grew up in the theater, his father before him having been a Tennessee minstrel. He saw his first show in Lebanon, Tenn., staged by his father, and his most precious possession was a cane handed down from his showman father, to whom it had been presented by Stephen Foster, the composer.

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Swor, one of the last of the great minstrels stars, rose to prominence in the era of Al G. Field, Honey Boy Evans, Sugarfoot Gaffney, Neil O'Brien, George Primrose, Lasses White and other top-flight minstrels. He was featured with the Field show for 20 years, and later appeared in vaude, on the New York stage and on the radio. Bert taught the business to his two youngest brothers, Jim and John, and the three appeared together in The Wizard of Oz in 1903. The deceased also appeared for a time as Moran in the act of Moran and Mack, the Two Black Crows.

Funeral services at Weiland's Funeral Church, Dallas, December 4, with interment there. Surviving are his widow and two brothers, Jim and John,

cert planist and mother of Edward Hey- shows. He never fully recovered from man, songwriter, at Cedars of Lebanon the injuries of a fall which happened Hospital, Hollywood, November 26. Services in New York December 1. Survived by her sons, Pvt. Maxwell Heyman, Camp Kohler, and Edward Heyman.

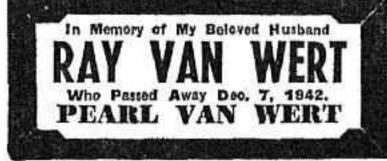
HURIGAN-Frank, 50, of comedy team widow. Buffalo, November 30. Survived by his Showmen's Rest, Chicago. wife, Ethel, and his mother, Mrs. R. RITTER-Mrs. Mary A., 79, mother of wife, Ethel, and his mother, Mrs. R.

November 20. He had formed and directed an entertainment troupe for tired vaudeville performer, following a army, navy and air force stations. Sur- lengthy illness at Smith-Esteb Hospital,

while he was working as a night watchman at a defense plant. He was a member of the National Vaudeville Artists and the Actors' Fund, Survived by his

RESTRICK - John W., concessionaire, at Cleveland November 21. Burial in

Harry Ritter, theatrical agent in Phila-JOSEY-Verner S., conductor of Cab- delphia, November 30, at her home there, inet of Melody program from Station Her husband also survive. Services and CHNS, Halifax, N. S., in a hospital there interment in Philadelphia December 2. ROGERS-Raymond (Duke), 51, re-



WAIZENEGER-Henry A., 80, Savin Rock concessionaire, following a long heart illness at his home in West Haven, Conn., November 26. Survived by his widow, Cora Stiles Waizeneger.

# Marriages

BANAN-WOOTERS-First Sergt. Harry Banan, nonpro, to Mary Lee Wooters, known in pictures as Mary Lee, former vocalist with Ted Weems's band, in Hollywood November 29.

BRADLEY-TAYLOR-Lee Roy Bradley, concessionaire with Hunt Bros.' Circus, to Miss Taylor, nonpro, of Charlotte, N. O., at York, S. C., November 24.

GIONFRIDDO-VASQUEZ-Pvt. Michael Gionfriddo, formerly on staff State Theater, Hartford, Conn., to Lucille Vasquez, nonpro, there recently.

HOWARD-RUSSELL - Royal Merwin Howard, nonpro, now in the army, to Muriel Lu Russell, former actress on Storyland program, WTHT, Hartford, Conn., there recently.

LIBURDI-LITZIE-George Liburdi, projectionist of the Rialto Theater, Bridgeport, Conn., to Virginia Litzie, known professionally as Penny Porter, show girl and singer there, recently.

LUFT-BARI --- Michael Sidney Luft, nonpro, to Lynn Bari (Marjorie Schuyler Fisher), film actress, in Los Angeles November 28.

MALLER-ADLER-Randy Maller, manager Warner Bros.' Strand Theater, New Britain, Conn., to Sylvia Adler, nonpro, in Brooklyn, recently.

MARCH-CASSELL-Frank March, concessionaire at the Troc Theater, Philadelphia burlesque house, to Gloria Cassell, nonpro, in Philadelphia November 25.

MILLER - LEVINSON - Jack Miller, agent with the Columbia Entertainment Office, to Irene Levinson, owner of chain of hotels in New York State, November 28 in New York.

NOBLE-BLYLER-Tom Noble, salesman for Warner Brothers pictures in Philadelphia, to Olive Blyler, nonpro, in Philadelphia November 24.

November 24, 1943

R. E. Griffith Theatres, Inc. Dallas, Texas

> Hotel Last Frontier The Ramona Room Las Vegas, Nevada



In Tribute to-

R. E. GRIFFITH



CARNIVALS Conducted by CLAUDE R. ELLIS. Communications to 25 Opera Place, Cincinnati 1, 0,

SLA HONORS WAR BUDDLES

December 11, 1943

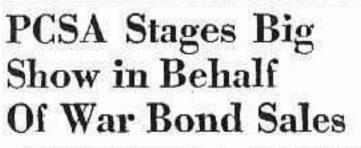
Its More Than 80 Servicemen Buckeye Showman Missed at Annual Fete in Chi; Skein of Patriotism Prevalent

Brilliant yearly get-together draws showbiz moguls to Grand Ballroom of the Sherman for post-prandial addresses and stageshow highlighted by stars

CHICAGO, Dec. 4 .- Permeated with the usual color and good-fellowship that is nurtured whenever showfolk gather for the purpose of frolic and tied up in a skein of patriotism in honor of its members now in the services of Uncle Sam, the 31st annual banquet and ball of the Showmen's League of America held in the Grand Ballroom of Hotel Sherman Wednesday night (1) proved another of those gala events that will linger long in the memories of its participants. Due to travel restrictions and with more than 80 of its members in the armed forces, the affair wasn't as

large as some of its predecessors from an attendance standpoint. However, those who attended, most of whom are en-gaged in the pleasant professional duty PCSA Stages Big of keeping America happy, entertained and up to par in morale, were ready on Show in Behalf this occasion to partake of their own tonic, and the results were excellent. It was a brilliant dine, show and dance festival.

Sam J. Levy, who for nearly 25 years, League festivities, is again deserving of hours. invocation, which was followed by the that figure. singing of the national anthem. Vincent



LOS ANGELES, Dec. 4 .- A show sponoff and on, has been engineering these sored by the Pacific Coast Showmen's Association at the Victory House at a pat on the back for a job well done. Pershing Square here spurred War Bond He mapped a succulent menu, and lined sales to new heights November 27. Under up a talent parade that had the ban- the direction of a committee, including queteers alternately laughing or wacking Harry Chipman, chairman; J. Ed Brown, palms all night. Lew Diamond's ork Jack Hughes and S. L. Cronin, a performentertained the early arrivals, played the ance running 4 hours and 50 minutes show stint and supplied the locomotor was given, with War Bond pitches being inducement for the trippers of the light made between acts. Club members ralfantastic later on in the evening. A huge lied to the cause, with John M. Miller report that grosses exceeded previous crowd remained for the after-banquet purchasing \$2,000 in bonds and Frank seasons by a large margin. Equipment ness in 17 years. The building was filled dance session which ran into the wee Messing \$10,000 slong with others mak dance session which ran into the wee Messina \$10,000, along with others making large purchases. Last year's PCSA Program got under way with Charles show reported sales of \$125,000 and the Hollywood. G. Driver, League chaplain, speaking the show this year was said to have exceeded Gottschalk, the honey-voiced emsee, who donated their services: Clowns With the water-front location out for Mexicans who predominate along the struck a patriotic note with an off-stage from King's Olympic Circus thru the the duration, the show was forced to use spiel spoken to accompany a series of courtesy of Art Concello; McConnell and slides projected on a screen. The idea Moore, jugglers; Louis Goebel's elephant, didn't measure up to last year's nifty "Bunny," with Slim Weisman, trainer; way of remembering the League's mem- Joe Brooks, tramp clown; Olga Celeste bers in the armed forces, but Gottschalk and her trained leopard; J. King Ross advance publicity, daily papers carried Potters, all stationed at Fort Bliss, Tex., again handled it splendidly in his dis- and his pick-out horse; George Perkins plenty of art work and press notices, and were called upon to handle the crowds. tinctive style. There followed the Liberty and his clowns; Jorgen M. Christiansen Frank Shull, of the advertising car, dis- Sweeney also assisted in the publicity Parade, with the walters carrying patri- and his Creolian stallions from Russell tributed paper, but gas rationing, poor



New Head of SLA

Floyd E. Gooding

**Crafts Grosses Big; Back In Quarters** 

SAN DIEGO, Calif., Dec. 4. - Despite the fact that not a single fair date and only one celebration was played, Crafts 20 Big Shows, which closed the season November 28 after a 15-day stand here,

# **ACA** Continues Its Reps in DC

CHICAGO, Dec. 4 .- Continuation of its public relations fund was unanimously voted at the 10th annual meeting of the American Carnivals Association, Inc., at sessions November 29 and 30 in Room 118 of the Hotel Sherman here during the outdoor conventions. Consensus was that a good job has been done by the ACA counsel in Washington since last February. Continued financial and moral support of the association's DC reps was pledged by carnival owners attending.

President James E. Strates and First Vice-President David B. Endy were reelected for second terms. Issy Cetlin. was elected second vice-president to succeed Max Goodman. J. C. McCaffery was elected associate secretary to succeed Art Lewis and Floyd E. Gooding Was elected associate treasurer to succeed the late J. F. Murphy. Max Cohen, Rochester, N. Y., was re-clected secretary-treasurer-general counsel, a post he has held since formation of the ACA.

Three new members were elected to the board of directors, Phil Isser, succeeding Izzy Cetlin; David Endy, succeeding Frank R. Conklin, and John Gecoma, succeeding William C. Fleming. Oscar (See ACA Holds DC Reps on page 37)

# Kortes Museum In **Run at El Paso**

EL PASO, Tex., Dec. 4.-Kortes World's Fair Museum opened in the First National Bank Building here November 26 for its third consecutive engagement,

has been moved to quarters at North

Program included the following acts, town, responded with only fair business. the 26th and Main streets lot, which proved fair for the spring engagement W. Lee Brandon, general agent, handled (See SLA Banquet and Ball on page 37) (See PCSA War Bond Show on page 36) (See Crafts Into Quarters on page 37)

to capacity on Saturday and Sunday. In this city, home of one of the oldest army posts in the country and with no The last stand, auspices of the Ameri- flesh entertainment except a few small can Legion, San Diego, previously an ace orchestras, servicemen were well represented. Then, too, Spanish people or border line react favorably toward this entertainment. Corp. Al Sweeney, of auto fame; Paul Oswald, former son-inbut did not make a successful fall date. law of Guy Dodson; Chubby Nectoux, and Lieut. Floyd Poster, of the Flying campaign using about 27 papers and nine radio stations including three in old Mexico.

> Visitors included Mayor J. E. Anderson and party headed by a group of city officials and Sheriff Felby with a party of county officials. Captain Bennett, provost marshal and group represented Fort Bliss, while Val Lawrence, manager (See Korles El Paso Run on page 57)

# GL Owner Buys Phillips and Lipsky Velare Property Join Out on a 50-50 Ear Rail Shows For Rail Shows CHICAGO, Dec. 4.-E. Lawrence Phil-

Morris to be manager and Lohmar general agent-St. Louis site for quarters

CHICAGO, Dec. 4 .- Al Wagner, owner of Great Lakes Exposition Shows, has purchased all equipment of the Royal American Shows that belonged to Elmer C. and Curtis J. Velare, co-owners of the RAS, consisting of a string of flatcars, coaches, Diesel light plants, light towers, fronts, stages, tents and wagons, and will take out a 30-car railroad show in 1944.

Cavalcade of Amusements is the title selected for the new organization. Wagner will dispose of all of his motor (Sce Rail Show for Wagner on page 36)

lips and Morris Lipsky are now copartners in ownership and operation of the Johnny J. Jones Exposition. Announcement was made during the outdoor meetings here this week. Phillips will be general manager and Lipsky will be manager of concessions.

WAGNER, WEER EXPAND

General Manager Phillips purchased a half interest in the concession end and Manager Lipsky purchased a half interest in the physical property of the organization. He has been a partner in the Lipsky-Paddock concessions with Harold (Buddy) Paddock for several years.

Ralph Lockett, formerly JJJ secretary, who served in that capacity last season with the Art Lewis Shows, will return to the Jones banner as secretary, and Bert Miner will continue as general superintendent. The site used for winter quarters in Augusta, Ga., has been purchased, largely as an investment, it was announced, and the deal does not neces-

#### CHICAGO, Dec. 4 .- J. C. Weer, who purchased former equipment of the Art Lewis Shows from James E. Strates several weeks ago, will open the new 20-car railroad show in Norfolk, Va., April 3. He contracted several fairs during the Chicago meetings, which will be announced later.

New 20-Car Org Is Staffed in Chi

While here he appointed R. C. McCarter, formerly with the Cetlin & Wilson, Shows and other carnivals, as general agent; Cash Wiltse, assistant manager; Ted Woodward, secretary; W. C. (Chick) Franklin, press agent, and Clyde Barrick, electrician.

Show will open with about 12 rides, 10 shows and 30 concessions, it was said. Owner Weer has been in carnival business 31 years, originally operating concessions, then owning his show, and for the past four or five years he has been operating rides.

sarily mean that winter-quarters location may not be changed in the future.

Repeats as Prez of ACA



James E. Strates



# of America Sherman Hotel

Chicago

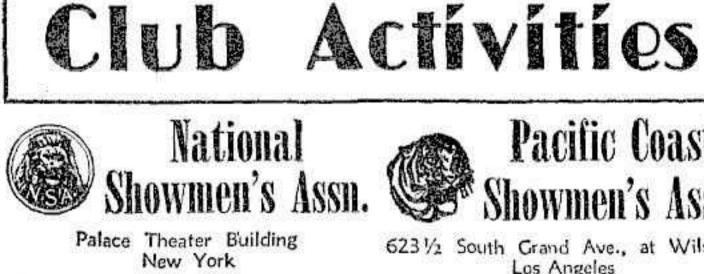
### Ladies' Auxiliary

Ladies' auxiliary held open-house convention November 26 to December 1, with Mrs. Delgarian Hoffman as hostess and co-workers Mrs. Lee Gluskin, Mrs. Lillian Lawrence and Mrs. Lillian Woods. Lunch and refreshments donated by members were served.

Lace tablecloth crocheted and donated by Elsie Miller, secretary, was on display in rooms. Books and two War Bonds, one donated by Veronica Campbell and the other given by the ladies' auxiliary, were sold. Chairman on books was Nan Rankine and Eisie Miller was co-chairmen. A beautiful crocheted purse, donated by Ethel Weer, was awarded Mrs. Bess Hamid, of New York City.

Night of November 30, at 7 p.m., installation dinner took place with Mrs. Lew Keller as installing officer in Crystal Ballroom of Hotel Sherman, Following were installed for year 1944: Mrs. Willlam A. Carsky, president; Mrs. Michael Doolan, first vice-president; Mrs. George Rollo, second vice-president; Mrs. Noble C. Fairly, third vice-president; Mrs. Nate Hirsch, treasurer, and Mrs. Robert from somewhere in Europe to prove that H. Miller, secretary. Invocation by Chaplain Mrs. Lillian Lawrence,

The following were present at dinner: Edith Streibich, emsee; Elsie Miller, Brother Jack Lichter for the Christmas Viola Fairly, Louise Rollo, Phoebe Car- packages that the NSA members sent sky, Ann Doolan, Lucille Hirsch, Frances Keller, Lillian Lawrence, Nan Rankine, Mrs. Edward Hock, Mrs. Marie Brown, packages. Past President Max Linderman Mrs. Al Latto, Mrs. Delgarian Hoffman, Evelyn Hock, Cora Yeldham, Mrs. H. Belden, Mrs. L. M. Brumleve, Ida Chase, Audrey (Peggy) Brand, Lena Schlossberg, Josephine Glickman, Rose H. Page, Frieda Rosen, Shirley Mendelson, Edna Burrows, Jane Reynolds, Alice Hill, Margaret Filograsso, Jeanette Wall, Ann Sleyster, Gertrude Granthan, Nellie · Byrnes, Mrs. F. J. Owens, Marge Kelly, Margle Freis, Mrs. M. Hall, Veronica in from his Massachusetts station. Corp. Campbell, Bertha M. Grubbs, Marie J. John W. Grant handling publicity for Broughton, Dorothy R. Schwartzkopf, the WAC's air corps recruiting campaign, Mrs. J. W. Woods, Mrs. Thomas A. Rankine Jr., Mrs. Mattie Crosby, Mrs. Simon son Camp at Goldsboro, N. C., for this Mossman, Mabel E. Davis, Mrs. T. Dud- purpose. gan, Mrs. Flash Williams, Mrs. Sunny Bernet, Pearl McGlynn, Mae Oakes, Maude M. Geiler, Clara M. Harker, Sigry H. Pelzman, Oscar Ratnoff, sponsored by Raymond, L. M. Linker, Claire Sopenar, Harry Rosen; Samuel J. Lipsih, spon-Billie Bunyard, Mrs. William Blencoe, Mrs. E. Sopenar, Mrs. Etta Henderson, Mrs. Inez Henderson, Zelda L. Meyers, Mrs. Max Goodman, Sadle Schwartz, Mrs. Hyman, sponsored by Eugene Gutman; Ralph Glick, Kathleen Glosser, Lorraine John F. Daniels, Ernest Felici, Charles Glosser, Edna Curtis, Mrs. Sam Gluskin, Viola Blake, Edna Stenson, Dorothy Flannigan, Josephine Woody, Dolly Mc-Cormick, Rose B. Lange, Emma Fink, sponsored by Joe McKee; Francis Mc-Leah Greenspoon, Flora L. Elk, Martha Donald, sponsored by Joe McKee; Elmer B. Weiss, Jean Dellabate, Mrs. Al Wag- W. Olsen, sponsored by James E. Strates; ner, Mrs. Norma Forrester, Mrs. Oliver Henry Harris, sponsored by Moe Silber-Barnes, Mrs. I. Brodsky, Mrs. Mildred man; Irving F. Quist, sponsored by Louis Bulleymont, Mrs. Virginia Benedict, Mrs. A. Rice; William Roe and Ernest J. War-Harriet Barnes, Lillian Butcher, Cornelia ner, sponsored by Gerald Snellens; Max Curtin, Helena Gamble, Ruth Murphy, Stone, sponsored by President Art Lewis, Mrs. Harry Gaughn, Mom Billie Wasser- and Al Weintraub, sponsored by Fred man, Louise M. Sweeney, Marie Zirzow, Fornier. Report just received indicates Emerence Doolan, Amella Brandenburg, that Brother Nathan House is in the Mrs. Celia O'Connell, Kathryn Doolan,



NEW YORK, Dec. 4 .- Now that the banquet is over and we all have time to breathe again, we have had a chance to ask some of the guests what they thought of it and the concensus is that it was a "humdinger," Virtually all of our guests from out of town have returned to their homes or went to Chicago for the conventions and the SLA banquet. Many are preparing for the annual trip to Miami, Brother Sam Lawrence arrived in town after storing the Lawrence Greater Shows for the winter.

Visitors included Kirby McGary, Art Eldridge, Frank Miller, Pat Valdo, Harry LaBreque, and Lew Dufour returning to town with Mrs. Ada, who is recovering from a number of major operations, and George Hamid.

Harry Moore, merchant marine, carded he is still in the land of the living. Letters are received almost daily from soldicr members all over the world thanking them. Jack is chairman of the veterans committee and has charge of soldier made a large contribution. The committee was increased to six members with Joseph McKee as chairman. Other members are Joe Weisman, Arthur Campfield, William J. Bloch, Max Linderman and Jack Lichter. Brother Harry Mirsky takes the management of a road show anticipating a run in Detroit. Pvt. Harry Koretsky hospitalized, but convalescing after a leg operation. Pvt. Joe Bevans John was removed from Seymour John-Following applicants were elected to membership: Salvatore Capronigri, Lee sored by Saul Salsberg; David L. Basinger, Robert Buffington, sponsored by Max Linderman; James Blizzard and Henry J. W. Miller and Lee Thomas, sponsored by Jack Gilbert; Arthur Gingress, sponsored by William Bloch; Saul Guttenmacher, Walpert, Betty Coe; floor committee: Dol-Rahway Memorial Hospital with a too infection. Don't forget annual meeting and club elections, night of December 22, Members who desire to vote must have a paid-up card.



LOS ANGELES, Dec. 4.-Final plans for the Pacific Coast Showmen's Association end-of-the-year events are being made, with only a few more days to go before these events are held. Memorial Day exercises at Showmen's Rest at Evergreen Cemetery will be held December 12, with Ted LeFors acting as chairman of the committee. The annual Charity Banquet and Ball will be held in the Gold Room of the Biltmore Hotel here evening of December 14, with Joe Glacy as chairman.

"Memorial Day services this year will have a military theme, for we want to pay homage to the many showmen who are now with the fighting forces," LeFors said. He also indicated that plans include the appearance of a military band. Speakers for the occasion are being secured and the program promises to be one of the most impressive ever held. In the past the services have been held in mid-afternoon, but this year they will start at 1 o'clock, LeFors said. Since Showmen's Rest is easily reached by streetcar, a large attendance is anticipated despite gasoline rationing.

The annual Charity Banquet and Ball is being resumed this year for the first time in two years. Glacy said that plans have been made to have one of the musicians headed by Monroe Jockers.

Attendance at the ball this year is limited to 300, with a large number of event will have to have tickets, Glacy will be able to be out again. Past Presisaid. In past years there has been no limits on attendance and the move will work a hardship on those who plan to wait until just before the event to secure their tickets. Ticket sales, usually held on the floor at the regular PCSA meetings, was omitted Monday night, which is an indication that Glacy is reaching his 300 limit. Glacy has announced his committee for the ball as follows: Executive committee: Glacy, chairman; Ted LeFors, Bill Hobday, George Coe, J. Ed Brown, Harry Fink, H. A. (Pop) Ludwig, Eddie Tait, Sam Dolman; men's reception commit--tee: LeFors, Coe, Ludwig; women's reception committee: Edith Bullock, Edith man, chairman; Joe Mettler, Hort Campbell, Walton dePellaton, Harry Phillips, Hunter Farmer, C. E. (Gandy) Moore,



KANSAS CITY, Mo., Dec. 4 .- Regular meeting called to order by First Vice-President C. F. (Doc) Zeiger and opened with the usual salute of the flag followed by reading of the minutes of the previous meeting by W. Frank Delmaine, who was pinch-hitting for Secretary G. C. McGinnis. Treasurer Harry Altshuler presented a report of the financial standing of the club. Roll call of officers was followed by balloting on petitions, and two new members, Hugh F. Keller and Edwin T. K. Venable, were admitted. Harry Sommerville and Robert R. Reynolds were reinstated.

Communication from Bill Wilcox, now in San Francisco, was read and he expressed a wish to be present at the New Year's Eve Ball but due to his employment he will be unable to atlend. A letter from Claude Ellis, of The Billboard, was read regarding the English Showmen's Club in London extending an invitation to showmen in the armed forces and now in that territory to pay the club a visit. All committees reported favorably, Acting President Zeiger stated that there would be a meeting of the board of directors preceding the next meeting to take action on several important matters, and also announced that December 10 would be Past Presidents' Night at the club and expressed the wish that all past presidents be present.

A storytelling contest was staged by President Zeiger and a prize, donated by Zeiger, and offered to the one telling the best story was awarded to Al (Deafy) Campbell, Past President L. C. (Curley) smartest floorshows ever presented along Reynolds gave an interesting talk and with a band of motion picture studio the meeting adjourned at 9:45 p.m.

President Noble C. Fairly attended the Showmen's League Banquet in Chicago. Secretary G. C. McGinnis is confined to the tickets already having been sold. his home and his physician states that Those wishing to secure admission to the it will be a couple of weeks before he

(See SLA on page 55)



#### 156 Temple Street Detroit

DETROIT, Dec. 4 .- Meeting of November 29 found most of the officers and a goodly share of members in attendance at the Chicago outdoor meetings. With 32 regular Monday nighters known to be in Chicago, Acting Chairman Oscar Margolis, second vice-president, expressed satisfaction at finding 48 members prescnt.

Ray Redman, of the press committee, who returned from a business trip to Washington, reported that every other week beginning December 13 there will be a "leading citizen" as an honored guest. First will be the widely known columnist Jack Pickering of The Detroit Times. It is hoped this policy will widen the scope of organization activities and

(See MSA on page 56)

#### Ladies' Auxiliary

The president's reception, held prior to the annual NSA banquet, was attended by about 100 persons. Thru the courtesy of the Hotel Commodore, we held the af-Henderson, assisted by the officers, the choice. entertainment committee, and a number of hostesses received the guests, including a large number of new members and older members from out of town, some of whom get in only at this time. vice-president, and Joe Mettler, fourth Among the new members were Sally vice-president. Eddie Tait was again Rand, Rose Bosco, Marietta Ware, Geraldine Hurd, Irene Carr, Glenna McCarter and Ann Mancusco. Mrs. Bertha Melville, Charlotte, N. C., made her first visit, as did Mrs. Jessie Glick, Baltimore, and Mrs. Claudia Donnini and Mrs. Zella Newman, years on the cemetery board. first timers, from their homes in Pennin several years, and we noted Sisters Marge Cetlin, Sadie Wilson, Bertha Cohn, Patricia Lewis, Julia O'Donnell, Vera La-Breque and daughter Barbara, Mabel

(See NSA on page 55)

(See PCSA on page 56)

# LeFors Nominated Prexy of PCSA

LOS ANGELES, Dcc. 4 .- Ted LeFors, West Coast showman, was nominated for president of the Pacific Coast Showmen's Association at the regular yearly nomination meeting in the PCSA clubroom Monday night. LeFors has served as first vice-president under Ed F. Walsh, incumbent prexy. When the ticket was presented to the PCSA membership by Harry Fink, chairman of the nomination committee, there was thunderous cheerfair in the Club Suite. President Blanche ing in affirmation of the committee's

> Other nominations on the ticket included H, A. (Pop) Ludwig, for first vicepresident; Everett W. (George) Coe, secoud vice-president; Hunter Farmer, third named to serve as treasurer, as was Charles W. Nelson for the secretarial post. Mike Krekos, general manager of the West Coast Victory Shows and a past president, was named to serve for five

Nominations will be posted on the sylvania. Sister Dode Allen, one of the club buildtin board for inspection by original 13 members; paid her first visit the membership, with the annual meeting and election of officers scheduled for December 27. While nomination has been tantamount to election during the more than 20 years the club has been organ-(See LeFORS NOMINATED on page 56)

dent Harry Hennies paid the club a visit on his way to Chicago. Reynolds and Art Signor stopped over en route to the Showmen's banquet. James M. Stone and wife are leaving for Paducah, Ky. Mr. and Mrs. Simons visited en route to Chicago,

Present at the meeting were W. Frank Delmaine, George Houk, P. W. Deem, George Elser, Chester L Levin, Al C. Wilson, Frank Capp, Sam Benjamin, Ivan Mikealson, Pete Callender, Morris Ventling, Buck Ray, Charles Elliott, Jack Sterling, Louie Loer, Lawrence Massey, Clay Weber, J. C. McBride, Tex Cummings, Al (Deafy) Campbell, Harley Everett, James M. Stone, Roy Cotes, Curley Clark, W. P. Turner, Art Signor, L. C. Reyuolds, Thomas J. Mooney, Carl Marrs and Glenn Scott. Club received \$25 from Past President Harry Hennies. F. M. Shortridge, who was in charge of the concessions at Riverview Park, Des Moines, attended the Chicago meeting. Chairman of the Banquet and Ball Committee advises that everything is ready for this annual event at the Reid Hotel on New Year's Eve to be preceded by the Ladies' Auxiliary tacky party, evening of December 30.



FOR SALE

WHITESIDE SHOWS





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# CARNIVALS

# Midway Confab

# (Communications to 25-27 Opera Place, Cincinnati 1, 0.)

WHO booked what?

ARNOLD AND LOUELLA SHAHEENS are located in Houston.

LOUIS J. BERGER will be back with Hennies Bros,' Shows next season as general agent.

FRANK J. KUBA, formerly with Myers frozen custard on the Gooding Shows, is in Veterans' Hospital, Dayton, O.

MR. AND MRS. (SPOT) BAYSINGER are located on their farm near Salisbury, N. C.

SHOWMEN who go broke at conventions have something to write home about.

ROGERS & POWELL SHOWS have engaged Jack Oliver as assistant manager for the 1944 season.

T. A. (RED) SCHULZ has assumed the management of Rex Ingham's Wild Life Show at Goldsboro, N. C.

THE B. SEAMONS, concessionaires, are leaving Richmond, Va., where they have been wintering, to spend the holidays in Miami.

W. T. STONE, former owner of the shows bearing his name, is operating on Route No. 1 between Richmond and Petersburg, Va.

ers of the World's Fair Muscum, made the annual showmen's meetings in Chicago and returned to their museum, now in its second week at El Paso, Tex.

CY PERKINS, advertising agent, closed a successful season with Lawrence Greater Shows, November 6 in Fayetteville, N. C., and is wintering at his home in Norfolk.

CASH AND GERTRUDE MILLER, who had the Freak and Chez Parce shows with Endy Bros. & Prell's Shows past season, are in Charleston, S. C., until opening of the show, slated for last of March.

MR. AND MRS. C. H. CUTNEY are wintering in Helena, Ark., after a successful season with their Merry-Go-Round, Ferris Wheel and Kiddie Ride in Arkansas, Missouri and Nebraska,

PRESS AGENT'S letter: "Due to the huntand-peck system getting me down, I'll only write a short news item."

JOHN GORDON, for many years with the James E. Strates Shows, pencils that he is visiting his sister in Minneapolis, after which he intends to take the baths at Hot Springs.

LOUIS BRIGHT visited winter quarters of the Crescent Amusement Company in Gastonia, N. C., and reports



# December 11, 1943

C. JACKSON pens from Jackson, Tenn., that several show people are wintering in that territory, among them being Harry Smith, of Rogers Greater Shows; E. E. Baker and family, of Scott Expo Shows, and A. S. Brewer, concessionaire.

MRS. JAMES DUNLEAVY, who has been visiting her sister at Pittsburgh, loined her husband, who is with the Kortes Museum with his collection of reptilian life. Mrs. Dunleavy is planning to open a novelty concession with the museum.

WINTER rations: On a closing day a grabstand operator sent his local helper to town to get \$20 in nickels, but the boy misunderstood and brought back \$20 worth of pickles,

WORD comes from S. Tommy Carson, business manager of Lawrence Greater Shows, that he finished his second season with the show and has been signed for next year. He is spending the winter months between Tampa, Fla., and New York City, and hopes to visit Mr. and Mrs. Sam Lawrence.

MARY AND AL, who had the grab and cookhouse on Harry's Greater Shows, Newark, N. J., are located for the winter with a lunch counter at Rusty's Tavern, Newark, N. J., where many showfolk have been seen, including Marie Batron, of girl show fame; Charlie Cabone, wheel; Pop, candy apples, and John Yavna.

CHARLES PAYNE, Halifax, N. S., chief electrician for Lynch Exposition Shows, is on the technical staff of an Eastern Canadian airplane factory. Before becoming electrician for the carnival, Payne was sound engineer for the show. He may not return to the carnival field until after the war.

J. B. (CHIEF) LE FEVER closed a good season with the Elite Expo Shows and is now working gold wire jewelry in the S. H. Kress Stores thruout Southeast Kansas. He recently bought a Buick club coupe. Chief states that Mrs. Hallie Card, widow of Doc Card, old-time med show and pitchman, operates the Travelers Hotel in Pittsburg, Kan.

228 W. 42d Street, New York City WANT NOVELTY ACTS OF MERIT. State salery and all details in first letter. Open all year round. SCHORK & SCHAFFER.



SECOND. HAND SHOW PROPERTY FOR SALE \$5.00 Baby Spot Light, Theater or Photographer. \$5.50 Maypelo Ring, Ball Bearing. Ohloago & Richardson Rink Skate Plates. Cheap. \$25.00 Alligator with Horse Head. Money Getter. \$15.00 Brown Cinnamon Bear Rug. Mounted Head. Wa Buy Show Prop., Kiddle Rides, Wheels. PayCash. WEIL'S CURIOSITY 6HOP 12 Strawberry St. Philadelphia 6. Pa. 12 Strawberry St. Philadelphia 6, Pa.

# WANT For TEXAS SHOWS

28th annual tour. The best in the Rio Grande Valley. 14 years without closing. First in at all times. Will book small Pit or Monkey Show, Will book or buy Turu Over Crazy House, Athletic Show, Joe Montana, Joe Ferguson, write. Good proposition for neat Grab Stand, Fish Pond, Bumper Joint, Pitch Till You Win, Cane Rach, Candy Floss, Candy Apples, Pop Aldridge, write, Want Flat Ride, Octopus or Whip. La Ferla, Tex., Dec. 10-20; Mission, Tex., 23-Jan. 2. Auspices Catholic Church.

30th annual tour . . . offering 32 weeks of Fairs, Celebrations, also proven spring money spots. Opening early in April.

BARLOW'S BIG CITY R. R. SHOWS Outfits open for showmen . . . all Concessions open. Can place Ride Foremen on percentage. Useful carnival people, write. Address: HAROLD BARLOW, Mgr.

529 North 52 Street East St. Louis, Ill.



P. D. Q. Camera for 21/2x31/2 paper. Wire details immediately.

JOHN CALDWELL 3017 Millians



A. D. SHARPE

PACIFIC COAST SHOWMEN sell more War Bonds. Sgt. Phil Escalante is shown performing on the slack wire at the second annual War Bond Show at Victory House in Pershing Square, Los Angeles, November 27. He received a three-day pass to come from his camp hear San Diego with his rigging to participate with other acts who donated their services. In the background is the Victory House stage. Seated in front of the piano on the stage is Carl Sonitz, Victory House manager, and formerly with circuses, including Polack Bros. More than \$125,000 in War Bonds was sold to surpass last year's figures of that amount. Photo by Harry Quillen, CFA.

WHEN an Englishman saw his first Geek work well under way under supervision Show in Canada he remarked: "I believe the of L. C. McHenry, owner-manager. creature is demented."

leg while playing hockey.

WALTER BYERS, Ray Howard and Doc Waddell are preparing to open a museum in Columbus, O., and will also have a unit of freaks on tour.

JOHN L. POE, concessionaire, has returned to the Duke Hospital. In his absence his wife is operating the photo gallery in Concord. N. C.

MR. AND MRS. JIM HODGES who did not troupe this year are at their home in Salisbury, N. C. Jim is a side-show man.

WONDER whether the past big season will NEW ORLEANS, LA. go to our stomachs this winter or to our heads .- Oscar the Ham.

MRS. ROBERT YOUNG, daughter of Carrousel or Track Merry-Go-Round, extra Horses Mr. and Mrs. Roy Gray, of Grand Union for Merry-Go-Round, Ferris Wheel, Kid Rides or Park, Houston, is operating a toy and any other Rides for sale. Write gift shop in Orange, Tex.

AL DEVINE, sound truck man, will FORMERLY with the Dodson's World's operate a shooting gallery on Main Fair Shows, Homer R. Sharar is at Hotel Street in Bamberg, S. C., for the winter. Beaver, Milwaukee, after breaking his His concessions and sound truck are booked for next year with the Jones Greater Shows.

> MR. AND MRS. LYLE RICHMOND. former band leader and concessionaires on various shows and now owners of five pictures houses in Southeast Missouri, visited their son, Lyle Jr., with the U. S. Air Force at Oxnard, Calif.

> REASON 1 prefer a hotel room to a house trailer is that when I check out of a room I leave my dirt behind .- Dime Jam Johnson.

> ALPHONSE (SARGE) COLEMAN, former concessionaire with carnivals touring Eastern Canada and Northern New England, has joined the commissary department of a Canadian railroad as a dining car cook.

> HAROLD LUCAS, who has been off the road two seasons, reports that he has purchased a home in Flint, Mich., and is employed at the Bendix Aviation Corporation. His wife operates two rides

AFTER closing a successful season with the Bill Hames Shows in Texas, Jee Darpel, operator of various units with the show, passed thru Cincinnati en route to New York where he intends to do some buying for the two big stock shows at Houston and Fort Worth. Darpel is now operating a museum at 1112 Main Street, Fort Worth.

EDDIE KECK, manager and booker of the Del Rio Midgets, Trinidad, Dolores and Paul, states that they are ending a seven-weck engagement in Allentown, Pa. After this territory the quartet will play Bethlehem, Emmaus, Easton, Lebanon and Pittsburgh, all in Pennsylvania; Columbus, O.; Indianapolis, and New York.

MR. AND MRS. JOHN F. REID, of the Happyland Shows, will soon leave their Detroit home for a sojourn in Gibsonton, Fla., the winter home of Mr. and Mrs. William C. Dumas, Reid and Dumas being co-owners of the shows. The Reids' sons, Bobbie, 13, and Jerry, 11, are students in St. Petersburg Military Academy and will spend the holidays with their parents and eister, Mickey.

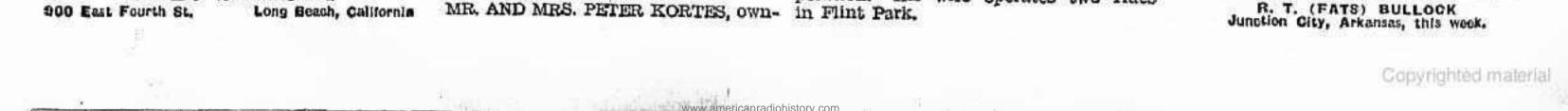
NOTES on the John McKee Shows: John McKee, owner-manager, attended the Iowa fair meeting and visited his



# SOUTHERN EMPIRE SHOWS WILL BOOK

For winter, Mitt Camp. Geo. Coster, Eli Miller, wire; Joints, wire or come on. Skillo, Coupon Agents, come on. Photos, Stock Stores, Ball Game. Will book Kid Ride, also Shows with transportation. Wire

R. T. (FATS) BULLOCK



father while there. Winter quarters of the show at Fisk, Mo., finds five people working, but a full crew is expected January 3. During the absence of McKee, Smoky is running the fish lines, which, incidentally, was a sport McKee enjoyed at quarters.

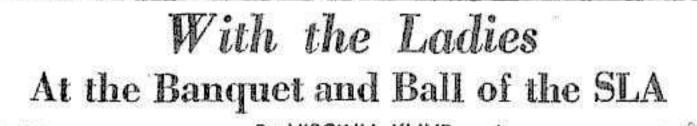
THEN there is the old pun about a press agent who, when an editor said that he would knock his show, replied: "Our show is located two miles out of town, which is six blocks out of your circulation."

MR. AND MRS. JOHNNIE CARUSO, concessionaires, after closing a successful season with the J. J. Page Shows, are spending the winter in Anniston, Ala., and have concessions in Playland. Mrs. Caruso will visit Rutland, Vt., for the holiday and intends to stop in Washington, D. C., with friends. Mr. and Mrs. William Brown also are wintering in Anniston,

MOST of the leading showmen's clubs were represented at the President's Party of the Showmen's League November 27. Among representatives present were Sam Feinberg, president; Jack Ruback, vicepresident, and Ben Block, treasurer, San Antonio Showmen's Club; Harry Stahl, Michigan Showmen's Club; Gerald Snellens and Leonard Traube, National Showmen's Association; Noble C., Fairly, Heart of America Showmen's Club, and Sam Solomon, Missouri Showmen's Club.

BILL MICHAELS, veteran concessionaire in Eastern Canada and also distributor of carnival and fair merchandise, is operating a grocery store, a bottle and metal buying and selling business, a coin machine distribution and jobbing service, and has a contract with the Canadian government involving the distribution of food to the armed forces. Four of the Michaels brothers are in the Canadian armed forces and one recently returned from the Sicily campaign.

visited C. L. Younger over Thanksgiving. gold and white made a rainbow of colors man wore a short dinner dress of rose Roy, who had been with Glenn Porter's at their very popular table. Jean Dela- beige, with corn yellow corsage. Judith Show with the World of Mirth Shows hate came from New York, too, and was Solomon wore a soigne black with V this season, featured at Club Hollywood, especially charming in a portrait moire neck of sequins. Ruby Heydo wore black Bridgeport, Conn., Thanksgiving week black gown. Mrs. Sophia Carlos wore a velvet with blue low-modeled bodice. and opened December 2 at Hubert's figured silver grey just suited to her. Mrs. Al Baysinger wore wood violet and 42d Street Museum, New York City, for Viola Blake wore a soft dawn pink chif- contrasting red, an extended run. Younger is working fon buttoned demurely down the back. that territory with a holiday item and Sadie Wendler, in Chinese grey with gold, states that there are many trouper work- compared notes for child care with Maring in Bridgeport in war plants.



CARNIVALS

-By VIRGINIA KLINE-

CHICAGO, Dec. 4 .- Despite the desire wore white with a full skirt of gleaming of the showfolks to co-operate in the silk fringe and a pink camelia in her augeneral order for less traveling and less burn hair. Mrs. Ethel Murray Simonds spending, they could not resist the urge wore blue with handsome silver foxes. to attend the annual banquet and ball Lucille Hirsch wore beige chiffon, with of the Showmen's League.

Among first visitors this year were Mrs. James E. Strates, who has never felt that she could leave the family for the trip; Mrs. Jack V. Eyerly and Mrs. Frank Hrubetz, starry-eyed blondes enjoying everything. June Eyerly wore a black velvet with deep duchess lace yoke, Martha Hrubetz a shirtmaker black with revers of sequins. Noticeably missing this year were Edythe Conklin, whose mother was too ill for her to leave in Vancouver, B. C., and Grace Goss, whose show is still out and, as usual, it was business first for her. Elsie Miller, the smiling little secretary of the Chicago Auxiliary, had to stay at home to get her mountain of notes for the coming meetings of the club. Mrs. Richard Batt, New Orleans, whose husband was taken ill in the hotel just before the banquet, would not leave him alone in the room.

#### **On From New York**

Auxiliary came 12 strong and were wel- a pencil slim black gown with a deep comed on all sides. Mrs. George Hamid in a dull white gown with gorgeous bright gold sequins, Midge Cohen in soft shimmery blue chiffon, Mrs. Leah Greenspoon in heaven pink, Mrs. Madge Bloch in bright red, Mrs. Martha Weis in undertones of grey, Mrs. Emma Fink in rich silhouette of black with glittery gold orblack, Mrs. Rose Lang in oyster cream naments and displayed a beautiful new white, Mrs. Ruth Gottlieb in silver grey, diamond watch, the gift of her apprecia-Mrs. Dolly McCormick in white, Mrs. Flora tive husband for her hard work last sea-ROY VINCENT, deaf trick roper, Elk in brown and Dorothy Packtman in son. Minnie (to her friends only) Hoffguerite Batt, who wore a combination model with black skirt and blue blouse, highlighting a blue feather in her dark curly hair.

shirring softening the long bodice. Mrs. George Cramer wore a soft white chiffon blouse with black evening skirt. Florence Lusse wore ice blue with her mink for a luscious blend. Mrs. Pete Kortes wore her hair high, and an olive-green gown that complimented the grey hair. Lillian Wood wore red with sparkling rhinestones. Gussle Lieberwitz wore black with coal black jet. Francis Keller wore black with red in her hair. Phoebe Carsky wore a short black dinner dress with a haby orchid in her hair.

Sara McCaffery wore a beaded bodice over a black net evening skirt. Mrs. Carl Lauther wore sun gold with a perky gold butterfly in her hair. Bertha (Gyp) Mc-Daniels wore a Venus red gown with brevet yolk and tiny yellow orchids in her hair. Bertha Grubbs wore steel grey with pearl bead trimmings. Marie Broughton wore black with a gorgeous Isenberg brooch for the sole trimming. Mrs. Sol Wasserman wore regal blue with The New York delegation from the sweetheart roses. Mrs. Hody Jones wore

collar of gold sequins. Mrs. Max Goodman wore black net with slender fitted bodice. Carolyn Holt emphasized the Spanish influence with a racy black gown and black draped headdress of black chiffon. Ethel Weer wore a tailored

sage. Raynell Markell wore a black wideshouldered gold model. Dorothy Flannigan wore black net with gold epaulettes. Mrs. Fred Burroughs wore crystal red. Mrs. Ralph Glick wore red with a sequin blouse. Mrs. Lillian Franklin wore black net with white bouffant net skirt. Mrs. Winona Woodward wore black with silver grey blouse. Mrs. Annie Gruberg wore black with shinny black jet trimmings.

The music was dreamy for the waltzes. snappy for the snappy ones, the ice was cold, the drinks were plentiful and it all flowed into the (as usual) biggest and best banquet and ball of all!



CHARLES A. BONFANTI, of the John R. Ward Shows, has stored his photo equipment for the winter at his mother's home in Baton Rouge, La., and is employed at the Johnston Optical Company, Detroit. He recently met Milo Laraway, who had been with circuses and formerly with the 101 Ranch Show, and who is now operating two tearcoms. Charles adds that Clarence and Ruth Vigus are doing good business with their photo equipment and plan to open a studio in Memphis in December.

ADDED to the list of great and neargreat among the carnival people that make Denver home for the winter months are Ted Kimpell and Dopy Bess, who have a jewelry) and engraving business, and Joe L. (Cowboy) King, who closed with the Alamo Shows and jumped in to form a partnership with Guy Forrest. They have a toy store for the holiday season, also have concession booked for the stock show in January. Plans are going forward at a rapid pace for the new showman's club.

2

80

DOC EDWARDS and wife opened the Arcade lunch in Richmond, Ind., and report fine business. He also intends to open his photo gallery soon. For the past 10 years he has been general agent for the W. S. Curl Shows. His daughter is attending business school in Richmond, Ind., and Thomas Edwards, who operated concessions on the Curl Shows, is nightly in charge of cafe which is open 24 hours. Corp. Mike McCarry visited for a couple of days. Bob (Skinny) Scarreti, who operated the Tilt-a-Whirl on the Curl show, is working nights cessionaire with the Beckmann & Gerety with Thomas Edwards. Jack Parish, Merry-Go-Round foreman of Curl Shows, visited for three days until he had to report to the navy. Capt. Bill Sells, lion trainer, is a constant visitor, as he is wintering only a few miles from Rich- Battery A, 30th Bn., 6 Rgt. FARTC, mond, Ind. Also Boyd Nickom, conces- Fort Sill, Okla., is in the hospital. He sionaire, who is nightly in charge at the will be unable to go out with the Bant-State hospital, is in that territory. Mr. ly's All-American Shows as previously and Mrs. Edwards plan a visit to Old planned with his thrill show, Captain Mexico. Charlie Edwards, concessionaire, Jimmy Smith and His Squadron of is attending school here also. Doc Ed- Death. Two other performers formerly wards enjoyed a visit from several of with the show and now in the service, the Boone County Jamboree, which are Pvt. Archie Hamilton at Camp Gorshowed to capacity business in a theater don Johnson, Fla., and Sgt. Jack Allsin that territory.

Hertha Briese word a black net with little puffed sleeves. Margaret Pugh



Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

with the Kaus Expo Shows, post cards that he is stationed in Italy.

PVT. ROBERT (BOBBY) STEWART, son of Mr. and Mrs. R. E. Stewart, of Scott Expo Shows, is stationed at Camp Grant, Ill.

PFC. E. L. (IRISH RED) MCGUIRE sends an attractive yuletide greeting card from his post in the Southwest Pacific bearing an Australian stamp.

PFC. ERNEST E. WENZIK, former con-Shows, has been transferred from Johnson Field, Seymour, Goldsboro, N. C., to the 7th TSS, Bks. 382, Chanute Field, Ill.

PVT. JIMMY SMITH, stationed with house with the air corps in Florida.

#### Black Is Favorite

Hattie Wagner wore Kelly Green with a flippant feather hat. Hattie's niece, Edith Proskauer, was with her, wearing a red dressmaker suit with blue hat. Rose Paige wore black with a yoke of jet. Nan Rankine wore a breath-taking black decollette with a diamond pin ornament. Mrs. Eddle Roth wore gold cloth lame with a sequin jacket. Golide Fisher wore a bandeau net skirt with a solid sequined overblouse. Jane Pearson Bunting wore a bourbon red velvet with shirred folds. Viola Fairly wore a king blue crepe with jeweled silver bear trimming and silver accessories. Mrs. Pearl Visoky wore black net with a red molded blouse. Mrs. Bernie Mendleson wore a short dinner dress of two tones of grey just the right frame for her auburn hair.

Mrs. Mike Doolin wore black with a black jet hat. Mrs. Louis Berger wore palm green with a blending feather headdress. Mrs. Bill Kemp wore a black net with a puffed busile and a flattering eveing hat. Mrs. Ned Sluskin wore red with black. Mrs. Eddle Hock perched a tiny black hat in her white hair. Mrs. Milt Morris wore black faille with jet. PVT. GEORGE C. JOHNS, formerly Mrs. Vergal Bozeman wore red with gold nail head trimming. Mrs. Frank Fellows wore black chiffon with white yoke and tiny seed pearl trimming. Peggy Reynolds wore midnight black velvet with a low yoke of transparent net. Mrs. Neil Webb wore fuchsia crepe with gold braid. Shirley Lyons wore black with a tunedo collar and a dark velvety red rose cor-

Charles Driver --- Bernie Mendelson. 0. Henry Tent & Awning Co. 4862 North Clark St. CHICAGO 40, ILL.

# WANTED

FOR HINESVILLE, GEORGIA

1 block from Courthouse, half mile from Camp Stewart, Liops' Club Annual Celebration, 3 Weeks-November 31st to December 18th. Shows with own equipment, especially Animal, Side Shows, Illusion. No Girl Shows, Conces-sions that work for ten cents and Stock, Bingo, Positively no flats, American Palmistry, Pat Elam, wire or come on. George Kiefer can use Lwo more Agents,

ZACCHINI SHOWS





Chicago Chatter---Or a Klondike For Cutting Up Those Jackpots -By LEONARD TRAUBE-

health exhibt is "Health and Beauty." And like a chump we always thought The tall, dignified gent with the disarm- that's how one greets gentlemen. ing twinkle had quite a quorum listening to the H&B spiel, and if the idea doesn't sell like the proverbial hot cakes, it won't be the fault of suave, smooth Dufour.

Max Linderman hooked Patty Conklin for two erisp 50-dollar bills as amunition for the Linderman Fund of the National Showmen's Association. But Patty came right back and separated Max from \$300 for a Conklin benefaction aimed to raise about \$5,000. Between them they were out 400 plunkers, but all in a good cause at the Chi Klondike.

The biggest worry Art Briese had was setting the talent for the President's Party of the Showmen's League. It turned out to be a swell soirce despite the pyrotechnician's advance pessimism. Still, Art felt better on Sunday than he did on Saturday.

Now that he is a hotel owner, William armed? Glick said his presence at the conventions was strictly superfluous. The excarnival impresario, firmly entrenched in Baltimore, has a cute philosophy about money. "When you make plenty, you pay \$100 for a suit instead of \$30, and that's about the only difference." Nobody asked him what you do if you don't have even the 30 simoleons.

Herb McElroy, the Ottawa Fair chief, was busy inviting selected people for a hunting and fishing chore up his country. These Canadians don't cut up jackpots. They give 'em away instead.

One look at Harry (Remember the "A") Illions in his new attire, complete with position is friendly. vermilion cravat, and you know he had it soft this season. Harry A. always plays down his take. "Fifty thousand either shirts from in-the-red-operation. But ern climes. . . J. C. McCaffery holding road show, he said, during the outdoor way doesn't count much these days." (We'll split the difference if it's just the always in there pitching with fancy same to him.)

Lew Dufour's new pitch on a re-styled law against addressing him as "Mister."

When we last heard, Issy Cetlin was still shopping for that railroad equipment-with an even chance of landing it.

What's this about "Mac" (not Mc-Swigan, of course) getting thru at Kennywood Park in Pittsburgh?

Novelty: Sunny Bernet, Pat Purcell, Bernie Mendelson and Ned Torti-the cultured Four Horsemen-never all together at the same time. This condition is like smashing the atom or draining the ocean.

Going back to depression days amid the 1943 gold mine, Al Beck observed that the Russell Bros.' Circus weathered the dog days and came out with plenty of moola. And Clif Wilson, ever the practical cynic, said '43 was the dollar-sign peak and that next season will mark the tapering-off period. Forewarned is fore-

When they ask Frank (General Motors-Bendix) Kennedy about GM's scope, he says, "We're a promising company and hope to grow into something some day." Recalls that at his super-successful exhibit at the late NY World's Fair, every man and his brother had an idea on how to make the show pay off.

J. C. (Tommy) Thomas was extra busy throwing lozenges down the hatch. Quite a draft in the Windy City.

Damon and Pythias combination, Oscar Buck and Dave Endy. Two different shows, too. Another proof that some op-

Any old shirt that's handy for sage Solomon.

Parkmen's President Leonard B. Schloss was anxiously awaiting Friday, for that"s when a plane was to take him to Florida for the annual siesta. Some people are just born lucky. (But don't lot anyone kid you that Len Schloss doesn't do a real day's work when he's bossing Washington's Glen Echo.)

That was Sam Levy, the ubiquitous man. Boy does he step fast!

## Short Shots

H. A. Ackley remarking that Norman S. Alexander never ages perceptibly. . . "Capt. John" Sheesley shaking hands all around. . . . Mrs. George Hamid loaded down with packages in the lobby on way to the elevators, . . . Arnold Gurtler still lapel-flower crazy. . . . Comic Billy DeWolfe, the sailor, clicking (naturally) at the annual blowout of the American Federation of Radio Artists. . . . Mike Barnes still worired about whether he can make that next million. . . . Fred Kressman causing contusions, lacerations and the whole traumatic book when shaking mitts. . . . Phil Travis sipping a few cool ones with Editor Claude Ellis at the Celtic bar. . . . Henry Rapp a study in ultra-soft tweeds. . . . Frank Kingman bemoaning the loss of several thou chickens in Brockton, Mass. . . . Al Martin in from Boston to peddle grandstand fare. . . Jack Dadswell talking about his newspaper job. . . JAFE prez Charlie Nash hustling hither and yon as peppy as a third baseman. . . . Ken and Viola Blake giving each other icy stares. . . . Virgini Kline all eyes noting what the gals are wearing this season. . . . Ida Cohen telling a fast one about Harry Batt in the mistaken identity department. . . . Art Lewis entertaining a mob and brother Charlie picking up the tab. . . . Lawrence Phillips being extra nice to his foreman in the saloon. . . . Morris Lipsky proudly showing his army identification tag (he's out now) and Buddy Paddock looking on. . . . Gerald (Ain't It a Pip) Snellens

Sam Solomon, is a study on contrast. is his wont and gentle demeanor, . . . Florence Lusse looking as if she's been inspired. . . . "Old Man" Wendler looking not much older than Bill Wendler. ... Mr. and Mrs. Adrian W. Ketchum, the couple ideal. . . . Herb Schmeck back in harness after a slege of illness. . . . Frank Conklin and Neil Webb doing a mess of greeting. . . . Bob Parker getting tanner year by year. . . . Streamlined Bill Fleming as glib as ever. . . . Elwood Hughes exchanging anecdotes. Andre Dumont shopping around. . . . And wasn't it wonderful while it lasted?

# PCSA WAR BOND SHOW

### (Continued from page 32)

Bros. and King's Olympic Circus; Joe Brooks, juggler; George Perkins' performing dogs; Jimmy Troy, aerial trapeze; M. E. Arthur's performing horses; Goebel's animals; George Perkins' clowns, jargo act; Sgt. Phil Escalante, slack wire; Peggy Bailey, dogs, ponies and monkeys; clowns; F. L. Yagla, Uncle Sam stilt walker, and Arthur Bros.' elephants handled by Captain King.

Added attractions included the mental act as presented by Madame Regal, circus music by a band headed by Spud Redrick and on calliope loaned by Frank Messina. Ten copies of Hold That Tiger were donated by Mabel Starke and 10 copies of Hey Rube by Bert Chipman, with autographed copies going to purchasers of \$100 War Bonds. Peanuts donated by Mellos Peanut, Company and balloons by S. L. Cronin were given with War Stamp purchases. Concessions were handled by Clyde Gooding, with R. E. Clifford selling candy apples for stamps.

Harry Chipman served as equestrian director, and the show was announced by Harry Quinn. Carl Sonitz, Victory House manager and well known in circus circles, was on hand to watch the performance. Banners were painted by Earl Caldwell. Harry Quillen was official photographer.

Sonitz expressed his appreciation of the PCSA's work in a letter read at the Monday night PCSA meeting.

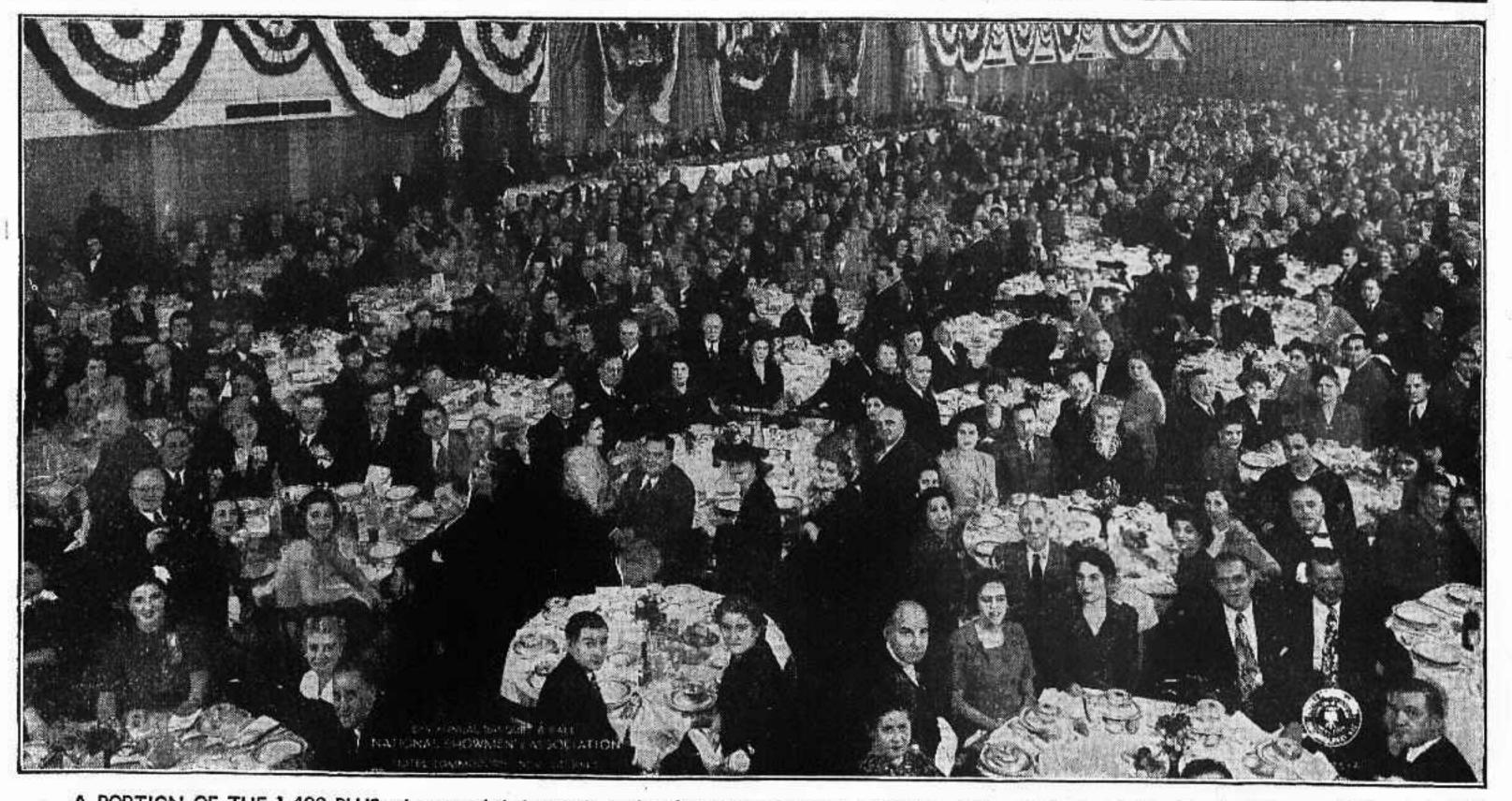
# **RAIL SHOW FOR WAGNER** (Continued from page 32)

Carl SedImayr didn't get those silk Ralph Lockett talking wistfully of south- equipment and will operate only the rail-

shoulder-slapping all and sundry. . . .

Max Goodman says there should be a . Talking about Sedimayr, his partner, Carnivals Association, but sotto voce, as

then again, the Rubin & Cherry man was court in various parts of the lobby with meetings here this week. He has sucthe mythical Magic Carpet holding his cessfully operated Great Lakes Exposihaberdashery while making people happy. weight beautifully. . . . Max Cohen tion Shows for the past five years, 1943 shouting the virtues of the American having been his most successful season. Milton Morris has been appointed man-



A PORTION OF THE 1,400-PLUS who attended the sixth annual banquet and ball of the National Showmen's Association Thanksgiving eve (November 24) in the Commodore Hotel in New York. With Victory as this year's theme, the festival marked a peak in interest and distinguished guests as well as in attendance. Lieut.-Col. Harold G. Hoffman, a member, again functioned as toastmaster, with President Emeritus George A. Hamid assembling dais guests from the armed forces, from politics and from show business, assisted by Fred Murray. President Art Lewis welcomed the vast assemblage and urged the same kind of unity and co-operation for his successor, Oscar C. Buck, who, as first vice-president, has been nominated to the top office, with Brother Murray nominated for chaplain. Past President Max Linderman also graced the dais as senior member of the board of trustees. (Details of the record event appeared on page 31 of the December 4 issue.)



ager of the show and Robert L. Lohmar Chapman, Glendale, Calif.; Doc Cosbee, will be general agent. O. J. (Whitey) Weiss will be superintendent of conces- MacMahon, Shreveport, La.; Tex Oliver, slons. Winter quarters will be established near St. Louis next week when Wagner and Elmer Velare will be there to arrange for transfer of the property included in the sale. The Royal American Shows' title was not involved in any manner in the sale of the equipment. The financial consideration was not announced.

The Velare brothers have been in carnival business 47 years and will now devote their time to other interests, bowing out of the carnival ownership field. Elmer Veizre will be on the West Coast, where the brothers are operating rides at Long Beach, Ocean Park Pier, near Los Angeles, and several other West Coast amusement centers. Curtis Velare will be in Tampa, Fla., most of his time, where he has business interests. After the war they plan to enter the ride manufacturing business, as they hold several patents on new devices.

## Allen, Nickerson Form Combo for '44

CHICAGO, Dec. 4.-Formation of the Allen & Nickerson Shows, Inc., was made by S. W. (Nick) Nickerson during the outdoor meetings in the Hotel Sherman here.

J. J. (Chick) Allen, he said, and Nickerson, both with the Johnny J. Jones Exposition last year, formed a combo and the show, to consist of about six rides, four shows, 25 concessions and some free acts, will open early in April, further details to be given in January.

#### CRAFTS INTO QUARTERS

(Continued from page 32)

bus facilities, cool night weather and other obstacles hampered business.

During the 1943 season, many of the major rides such as the big Auto Scooter, Moon Rocket, Heydey, Lindy Loop, Funhouses and all water-front attractions remained in quarters as well as the 14 large-size towers and neon tubing. Winter quarters will open December 15 instead of January 1 and show will pull out February 1. Neon lights will be installed, some major rides will be carried and a few of the special neon fronts will make their appearance.

#### CARNIVALS

Santa Monica, Calif.; Mr. and Mrs. Bill San Antonio; Mr. and Mrs. Peter Zolgosh, Jacuse, Calif.; Dale Hester, San Jose, Calif.; Buck Poe, San Bernardino, Calif.; Eddie Shues, Burbank, Calif.; Edna Kanthe and Babette Korte returning to schools at Glendale and San Diego, Calif.; Levagii and Cechini concessions. John Vevagii, Montrose, Calif.; Julias Pacini, Montrose, Calif.; Louis Ceechini, U. S. Army; Bill Ferry, Dallas; Vernon Perry, Dallas; Mr. and Mrs. Rush Greene, Burbank, Calif.; R. A. Sears, Lake Henshaw, Calif.; Mr. and Mrs. A. E. Nelson, El Cerrito, Calif.; Mr. and Mrs. Al Case, El Cerrito, Calif.; R. (Snookie) Knight, El Paso, Tex.; Donne Rawlings, Fresno, Calif.; Elden Short, Burbank, Calif.; Mrs. Herb Usher, Phoenix, Ariz.; Betty Elby, Buena Park, Calif.; Johnny Gilliland, Riverside, Calif.; Casey Burns, Oklahoma City; Albert Meadows, Palm City, Calif.; Whitney Hoop-la, Mr. and Mrs. Leon Whitney, Van Nuys, Calif., then quarters; Mrs. William Perry, Dallas; Chester Dallas, quarters.

#### ACA HOLDS DC REPS (Continued from page 32)

C. Buck and Max Linderman were reelected.

#### To Hold Contacts

Reports were heard from General Counsel Cohen and Assistant General Counsel Hyman G. Gould, Rochester, and Associate Counsel Richard S. Kaplan, Gary, Ind.; Paul M. Conaway, Macon, Ga., and Louis Herman, Toronto. The Washington efforts of Counsel Kaplan and Gould were recited and later okayed by the body. Valuable contacts have been established, it was reported, and close watch on developments in the capital will be kept. A considerable sum was contributed to replenish the coffers for public relations work.

After hearing George A. Hamid, representing park men, speak on the admissions tax bill pending in Congress, the members decided to lend their protest against the proposed 100 per cent increase in admission excises. It was planned to contact members of Congress thru local auspices committees with whom carnival operators have been working in past seasons. J. C. McCaffery, who took an active part in the sessions, offered facilities of his Chicago office.

speakers' table.

Bert Lynn picked up the entertainment skein with some trick and fancy riding on the electric guitar, including an array of sound effects of such things as trains, guns, planes, boats and the like. The lovely Callahan Sisters beat out a merry set of taps to good returns, after which came the entertainment standout of the evening, young Dean Murphy, raconteur and mimic, who stood 'em on their heads with his excellent carbons of various personalities. Stopped it cold with his hour. take-offs on F. D. R. and Eleanor.

Al Wynkoop, from his place at the speakers' table, gave forth with a monolog labeled "Hoosier Corn," which brought a goodly measure of laughs but ran overly long. The Malone Sisters scored solidly with their dancing, singing and fiddle work.

Toastmaster Duffield picked it up here to introduce those at the speakers' table. They were, besides Nelson, Duffield, Wynkoop and the Countess, Fred H. Kressman, Harold Paddock, S. T. Jessop, William Carsky, Joseph L. Streibich, Malcolm M. Webb, Floyd E. Gooding, Sam Solomon, Mel G. Dodson, E. Lawrence Phillips, Michael J. Doolan, Charles G. Driver, Morris A. Haft, Dr. Max Thorek, Dr. A. J. Wochinski, and the following guests of honor: Charles A. Nash, Leon-ard B. Schloss, Harry Stahl, Noble C. Fairly, Art Lewis, Sam Feinberg, Sam Solomon and R. L. Lohmar, Following this procedure Duffield read a number of messages received from showmen in various parts of the country who were unable to be present in Chicago.

Outgoing President Jack Nelson was called up and presented with a life membership in the League. Nelson, before introducing his successor, Floyd E. Gooding, reviewed the works and progress of the League during the past year. He also outlined the organization's splendid record in the war effort, including the huge purchase of American and Canadian war bonds, the sending of packages to members of the League serving overseas, and the donation of more than \$5,000 to the Red Cross by the League committee, under the chairmanship of J. C. McCaffery.

Nelson announced that the League's practice of presenting trophies and plaques to those individuals, shows and organizations which had done most for the SLA during the past year was dispensed with this year due to the shortage of metal. However, he read off a list of names of shows and individuals who, he said, deserved special mention for having helped the League in 1943. Unhappily, his list was incomplete, and he inadvertently omitted the names of a number of shows that gave unstintingly to the League during the year. His error caused a bit of tongue-wagging. Gooding followed Nelson to the speakers' place, and in a brief talk thanked

#### The Billboard 37

Gooding, who flanked "her" at the those who had honored him with the presidency and pledged his best efforts toward furthering the League's interests and ideals in the ensuing year.

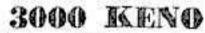
> Borrah Minevitch's Harmonica Rascals, a crackerjack comedy-musical turn, furnished the climaxer for the show end of the program. The boys pulled a huge bundle of laughs and a hefty mitting. Tables and chairs were speedily cleared from the floor to accommodate the dance lovers. The grand march was dispensed with this year due to the lateness of the

#### BINGO 000

No. 1 Cards, heavy white, 5x7. No duplicate cards, Flat wood markers, printed 2 sides, printed tally

cards in all sets of-35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50, Remaining 2700 cards \$5 per 100 for cards only —markers or tally emitted,

No. 3 cards-Heavy, Green, Yellow, Red-Any set of 50 or 100 cards, per card 6¢.



Made in 30 sets or 100 cards each. Played in 3 rows across the cards-not up and down. Light-weight card. Per set of 100 cards, tally card,

- Large Numbers Board, 6 In. type, 4 ft. by 15
- ft., in 3 collapsible sections, non-electrical \$75.00 3,000 Jack Pot Slips (strips of 7 numbers), 1.25
- S.000 Jack Pot Sings (Junp of Press, per 1,000)
  M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
  3,000 Small Thin "Brewnie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000
  3,000 Featherweight Bingo Sheets, 5 ½ x8. 1.26
- Loose, \$1.25 per M. Box of 25,000 Black Strip Card Markers ... 1.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Jummediate delivery.

M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

MRS. R. C. McCARTER WANTS Games Help and Girl Show Performers for the J. C. Weer Shows, wintering at Nor-folk, Va. Address: MRS. R. C. McCARTER, Bean Station, Tenn.

Personnel and their plans follow: Frank Collins, Jerry Shindler, Mack Doman, O. L. Stonescypher, Bill Ellers, Edwin (Pee Wee) Costa, Pat Duncan, E. York, Vern and Betty Wentiz, Laura Benjamin, Terry Terrill, Ginger Van Dyke, Frank Parker, Mr. and Mrs. Norman Prather, Harry Wallace, C. S. Harvey, E. R. Daniels, Mr. and Mrs. Harry Leffingwell, Homer Tessier, Virginia Loutzenhiser, Mrs. A. Case to Los Angelcs; Frank Shull, Harry Long, Bobby Moore, Vera White, Sam Hursch, Jobe Martin, San Diego; Helen Shell, Charles Smith, J. Shell, Percy Loutzenhiser, Joe Pasher, North Hollywood; Mr. and Mrs. O. N. Crafts, Mexico City, then quarters; Mrs. Roy E. Ludington, Ada, Okla.; Roy E. Ludington, Palm Springs, then quarters; Harold Mook, Long Beach, Calif.; W. Lee Brandon, San Francisco; Roy Sheppard, Lake Henshaw, Calif., with Mrs. Shepperd, then quarters; Chick Elby, Buena Park, Calif.; James C. lic relations, routes and Crites, Porterville, Calif.; Carmen Sofia, and post-war planning. winter quarters: Charlotte Warren, quarters; Frank Warren, quarters; Mrs. T. J. Meyers, Van Nuys, Calif.; W. H. McCormack, quarters; Tony Lopez, quarters; C. Martinez, quarters; Bill White, quarters; Jack Meyers, San Fernando and guarters; Mr. and Mrs. R. G. Gonzales, quarters; H. Williams, Burbank, Calif.; Yankee Doodle Dandies-Ruth Cooper, San Pedro, Calif .; Pat Trodeau, New York City; Chuck Brown, San Pedro, Calif.; Magazine Cover Girls, Doris Wilson, Fresno, Calif.; Fifi LcMaise, Burbank, Calif.; Ben Gridley, San Francisco; Frank Kitchener, Las Vegas, Nev., then quarters; Richard Kitchener, quarters; Mrs. Gussie Kitchener, San Bernardino, Calif., then quarters; C. B. Rawlings, Fresno, Calif.; Carmen Serritella, quarters; Pete Williams, Van Nuys, Calif.; Joe Fint, Ventura, Calif.; Lola Mason, Pasadena, Calif.; Charles Cooper, San Pedro, Calif.; T. J. Meyers, Van Nuys, Calif.; Clyde Rawlings, R. Rawlings, Fresno, Calif.; Joe Perry, Long Beach, Calif.; Oscar Nelson, Ocean native country. She doffed a wig at the Park, Calif.; Ragland and Korte concessions, Mr. and Mrs. Louis Korte, Salt Lake City, then Burbank, Calif.; Uncle John (Spot) Ragland, Oxford, N. C.; Rosana Desnos, San Francisco; Dorothy Clegg, Durham, N. C.; Robert (No Coat)

#### 20 New Members

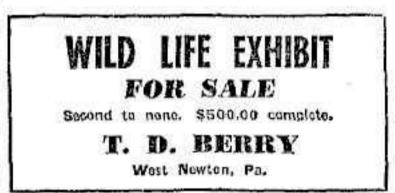
Memorial resolutions were adopted upon the deaths during the year of Harry Dunkel, Joe Galler and J. F. Murphy. It was announced that membership during 1943 had increased from 65 to 85. Latest new members are Merle A. Beam, Beam's Attractions; William T. Collins Shows; Phil Isser, I. T. Shows; Harry W. Hennies, Hennies Bros.' Shows; E. H. Bunting, Bunting Shows, and J. C. Weer, J. C. Weer Shows.

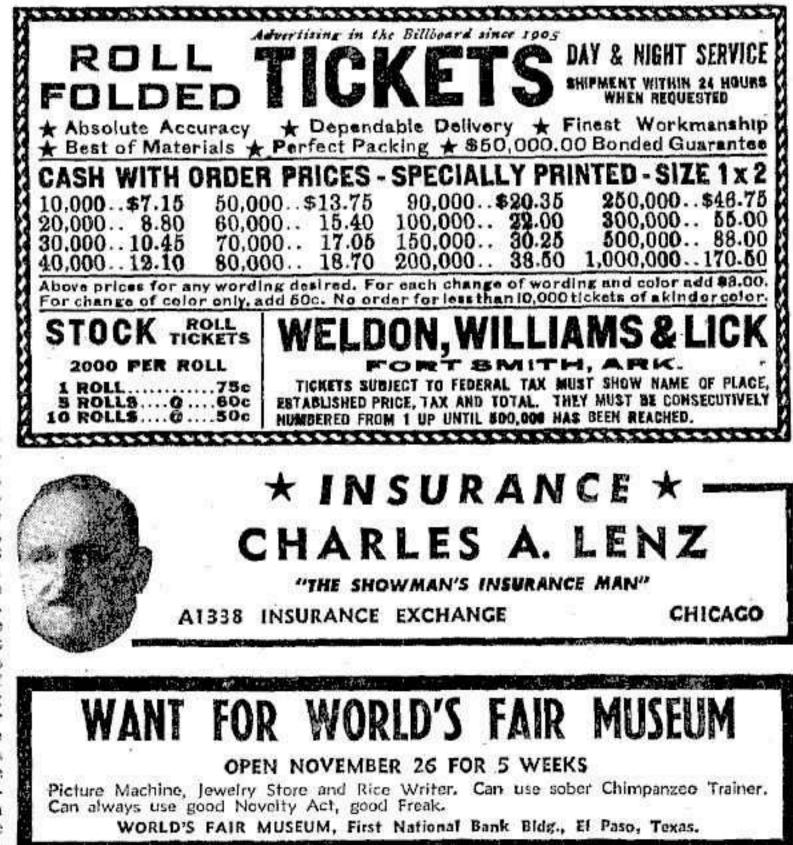
The annual report of Secretary Cohen, again exhaustive, was printed and distributed to members this year. Postwar planning sessions were held in abeyance because of present unsettled conditions, but some informal discussion took place. The Cohen report embraced references and recommendations on activities, transportation, electricity, war service data, court decisions and insurance subjects, taxes, wage and hour law, public relations, routes and booking, labor

#### SLA BANQUET AND BALL (Continued from page 32)

otic figures made of ice to the speakers' table.

At this point the show emsee, Jack Klein, introduced the first floorshow turn of the evening, Walter Donahue, of the Oklahoma show, who cut fancy didos with his nimble legs to a hearty reception. The spotlight then shifted to the speakers' table, where G. Jack Nelson, the out-going prexy of the Showmen's League of America, made a brief speech of welcome and then introduced the toastmaster of the evening, Frank P. Duffield, who carried on in that role in able fashion. He introduced as the first speaker of the evening Countess Maria Pulaski of Warsaw, Poland, who told of her escape to this country after spying on the Nazis for many months in her finale to divulge her real identity-a youngster named Martin Hughes. So true were young Martin's make-up and mannerisms that "she" even made autograph enthusiasts of Jack Nelson and the League's incoming president, Floyd E.







The Billboard 38

COLE

CIRCUSES

Conducted by CHARLES WIRTH-Communications to 25 Opera Place, Cincinnati 1, 0.

Plays 400 Shows In 148 Cities; **Bond Sale Heavy** 

LOUISVILLE, Dec. 4.—After its biggest season, playing 400 performances in 148 cities, Cole Bros.' Circus moved into newly built permanent quarters on the Kentucky State Fairgrounds. Already completed are the sleeping quarters, wardrobe buildings, animal barns and offices which have been under construction since July. The commissary, shops and a large ring barn have yet to be finished. The result is a more compact days many were turned away. At Santa quarters than was possible when the circus used the fair buildings, now taken over for war factory space.

The zoo was reopened to the public Sundays and holidays with a charge of 28 cents for adults and 17 cents for children and service men and women. The performances which went with the zoo admission fee in past years have been eliminated and a tour of the quarters substituted, according to Harry Thomas. It opened November 28. Also planned are unit performances for armed forces personnel at near-by Bowman Field, Fort Knox and Nichols General Hospital. "We've given acts at the camps in former years, even loaned wardrobe for Knox performances, but we'll be called on this winter more than ever," opined Thomas.

Regular training sessions probably won't get under way until January 1 when the ring barn can be used. However, some work is now going on. Shortages and restrictions on building were (See Cole's Biggest Year on opp. page)

## **Escalante Back On Road:** Presented By Weber, Crouch

HAS BIGGEST

LOS ANGELES, Dec. 4.-The Escalante Circus, which has not been on road since 1938, opened November 4 for a six-day run in East Los Angeles. All equipment has been leased by Herbert Weber and Floyd Crouch. Show is staged in one ring and on an elevated stage. Performance caters to Mexican trade, altho many Americans attend. Big top is a 100-foot round top, with one 50foot middle; show moves on seven trucks, and has an eight-piece band.

Business here was big and on several Anna for nine days, biz was capacity; Anaheim was good for three days, and La Habra was a good two-day stand despite freezing weather.

Show opened December 3 for 10 days on a large parking lot on First and Main streets, in front of the city hall. In order to obtain a permit, the big top had to be fireproofed. Following this engagement, show will head south to Brawley and El Centro, and spend most of the winter along the border.

## Circus Folk at **Chi** Conventions

CHICAGO, Dec. 4 .- Circus people at the conventions this week were D. C. Hawn, Edna Curtis, Dan DeBaugh, Bert Doss, Pat Valdo, Paul M. Lewis, Jack. Mills, James Dewey, Whitey Harris, Lou Christensen; Earl Shipley, now with the Seeburg Manufacturing Company; F. A. Boudinot, Harry Bert, Al Martin, Smiley Daly; Vernon Reaver, now in a government job in Milwaukee; Orrin Davenport. Verne Williams, J. D. Newman, Jack Tavlin, Jack Grimes, O. C. Schlack, Dr. L. M. Cox, Bobby Burns, Dolly and Terrell Jacobs, Ralph T. Clawson, Ray Marsh Brydon, Harry Lewiston, Garnet Kough, Omer J. Kenyon, Earle Reynolds, Phil Fein, Cedric Oronto, Roy Valentine, Joe and Harry Greer, Mickey Blue, Harold Voise, Earl Jennings, Roman Proske, Jean Allen, Milt Woodward, Mr. and Mrs. Ansel E. Waltrip, Shorty Bird, Harry Haag, Larry Benner, H. A. Lehrter, Al Beck, Ab Johnson, Gene Weeks, Lindsay

#### At Edmond, Okla. SHAWNEE, Okla., Dec. 4 .-- Clyde Bros.' Indoor Circus, Howard W. Suesz, manager, opened at Edmond, Okla., Thanksgiving Day to a nice crowd. Leo Blondin acted as equestrian director at the matinee, and Jimmy Armstrong, midget,

**Clyde Show Opens** 

worked the night show. The program, in order, follows: Star-Spangled Banner; Tommy Hanneford, principal riding act; Miller's dogs; Conchita, aerial butterfly; Anderson's elephants; clown number; Kay and Tommy Hanneford, rolly-bolly; pony number; Jack Miller, basket horse; Gus Kanerva, juggler; Bill Miller, barrel kicking; clowns, featuring Charles Shultz and Honeysuckle; Kanerva, head-balancing trapeze; Jack and Mack Miller, comedy acrobats; White Horse Troupe; Kanerva, hand-balancing turn; clowns; Miss Victory, hind-leg dog; Miller Family, acrobats; Pape and Conchita, high perch; George Hanneford Family, comedy riding; America.

## **Business Is Good** At Hammond Annual

Civic Center, November 25-28, was good. Program included grand entry; clowns (Joe Lewis, producing; Bingo Sunshine Jake Disch, clown cop; Professor Moody, clown); Bob and Caroline, comedy ring turn; Harry Haag's dogs; Earl Wright's dogs; Aurella Zavatta, bareback rider; Cycling Five Kirks and their comedy wire bicycle riding; Eva May Lewis, traps, web and swinging ladder; Zoppe Troupe, head balancers; Ruby Haag, walking upside down; Zoppe Troupe, unsupported ladders; Caroline Hodgini, cloud swing; Bud and Dorothy Anderson, high-school horses; Alice and Judy, elephants; Laddie, table rock; the Andersons, Liberty horses; Bobby Hodgson, slack wire; the Kirks, cycle comedy riding; Zavatta Troupe, bareback riders. In the concert were the Andersons; Tonto, performing horse; Lewis and Disch. Disch will be at Gimbel Bros.' store, Milwaukee, until Christmas Eve as clown cop, also Will Hill with elephants, dogs and ponies. The former visited with Selden and the LaForms, who saw the Hammond show.

#### An Extra Five

MACON, Ga., Dec. 4.-In these days of withholding and numerous deductions, acts are usually not surprised when salary checks are lower than they may have expected. But it was the other way around when payday came for the acts playing the Macon Shrine Circus recently. They found their checks bigger than the contracts called for. As a gesture of good-will, General Chairman J. P. Kennington added an extra \$5 to each check.

## **Ringling Moves New York Offices** To Sarasota, Fla.

SARASOTA, Fla., Dec. 4 .- The Ringling Bros. and Barnum & Bailey Combined Shows, Inc., announced Tuesday that it had moved its New York City offices, located in the Rockefeller Plaza, to Sarasota, thus establishing for the first time in 12 years a 100 per cent Florida-operated circus industry.

New offices for the show are to be occupied Tuesday morning in the Cain Building in the heart of town. Included within the scope of this move will be the complete executive operation of the circus. President Robert Ringling, First Vice-President James A. Haley, Vice-HAMMOND, Ind., Dec. 4 .- Business at Presidents Mrs. Charles and Aubrey Ringthe third annual circus at Hammond ling will all maintain offices here. The entire purchasing, auditing, clerical and executive staffs of the circus will be in one centralized unit for the first time in over a decade.

> J. R. Griffith, auditor, has arrived here with his staff and physical equipment for establishing the downtown office. Former outlying agents and talent scouts in various sections of the country will

## **Capacity Houses** For Williams Show

RALEIGH, N. C., Dec. 4.-Annual Jaycee's Hippodrome Thrill Circus, sponsored by the local Junior Chamber of Commerce and produced by Edwin N. Williams at the Memorial Auditorium for five nights and a Saturday matinee, opened November 30 to a capacity house, followed by another S. R. O. Wednesday night and with an advance sale of tickets that indicates a new record.

Program of 18 acts was staged in two Wilson. rings and an elevated stage and ran smoothly first night under direction of Williams for 1 hour and 50 minutes.

On the program were the Berosinos Troupe, six high-wire walkers, headline feature attraction sharing popularity honors with the Conley bareback riding troupe, Snyder's roller-skating and bicycle - riding bears; Marcelle and Georgette, aerialists; Jean Evans, high trapeze and muscle grinds; Hartzell Brothers, horizontal bars; Miss Virginia and her Arabian horse, "Silver"; Phil and Bonnie, acrobats; Louise Wier, giant cloud swing; Bonta Duo, perch artists; Lady Freda's Pets; Eddie Kreiger and company, magicians; Chick Yale, rocking tables; Miss Georgette, upside-down (See Capacity for Williams on opp. page)

## Main Rents Title To Boyle Woolfolk

CHICAGO, Dec. 4 .- Walter L. Main, veteran showman of Geneva, O., has rented the Main Circus title to Boyle Woolfolk, of the Boyle Woolfolk Agency, for use at fairs.

The contract does not allow the use of the title east of Ohio or on the West Coast.

#### **Refund Ordered to Russell**

SAN FRANCISCO, Dec. 4 .-- A refund of \$1,320 was ordered to Russell Bros.' Circus and Wild Animal Show which was declared to have been overcharged for its license fee here last spring.

The refund was requested by Russell on the grounds that it was a wild animal show and not a circus and therefore

#### **Polack's Chicago Dates**

signed contract to present Polack Bros.' Circus March 3-12 at Medinah Temple January 16-19.

#### CHICAGO, Dec. 4.-Irv. J. Polack has Lindemanns Back in Business

CHICAGO, Dec. 4. — The Lindemann here for Medinah Temple Shrine. This Brothers, who formerly operated Seilswill be his second year for the temple. Sterling Circus, have made a tie-up with Polack also has signed to play the Ima Ben Davenport, of Dailey Bros.' Circus, Auditorium, Flint, Mich., for the Shrine and will be back in circus business in 1944.

#### continue to operate away from the central offices, as well as the legal department, which will remain in New York. However, all business and executive offices that have formerly been located thruout the country will be established here beginning Tuesday.

Altho the physical equipment and rolling stock has been located in Sarasota since 1927 when the show moved its winter quarters from Bridgeport, Conn., to Florida, the executive branches have been located in a large city, generally New York.

Roland Butler, general press representative, said that not only would the executive functions be performed here, but all planning for the show's tour would originate in these offices. This will include routing, costume designing and purchasing, printing, outdoor advertising and press activities.

#### Peru Pick-Ups

PERU, Ind., Dec. 4.-Eddle Woeckener is back in town after closing with the Cole show. Also back is Farmer Gene Weeks,

Freddle and Ethel Freeman arrived here to find their son and his bride of a few days waiting for them. Freeman Jr. is on a 14-day furlough prior to going overseas. He is a member of the Royal Canadian Air Force,

Terrell and Dolly Jacops are busy at their training quarters. Joe Hodgini Family is out of town playing indoor dates but will be back December 7. Etta Hodgini and her Santa Fe Trail are going big. Fred Young's Jockey Club is still the meeting place for the showfolk.

#### Shepherd Still in Hospital

AKRON, Dec. 4. - Frank Shepherd, aerialist, who was injured when he fell during his act, September 21, while appearing with the Ringling circus here, 15 still confined to City Hospital here. While somewhat improved, he reports one of his leg fractures has failed to respond to treatment and he may be bedfast for at Racine, Wis., December 11, with Mil- some time. Members of the Pete Mardo Tent, CFA, have been almost daily visitors to the hospital, in addition to mem-ANTOINETTE CONCELLO stopped off bers of his family; Ted Deppish, Mr.

## Under the Marquee

#### (Communications to 25-27 Opera Place, Cincinnati 1, 0.)

#### **BULL-BARN** yarns!

PAT VALDO, Ringling personnel director, spent several days in Chicago recruiting talent for the 1944 season.

BOB EUGENE took Charles Eugene to Tucson, Ariz., for treatment. Their address is General Delivery.

JOHN L. ANDREW did a very commendable job as director, producer and announcer for the recent highly successful Houston Shrine Circus.

ANIMAL Men, Attention! We learn from Webster that an elephant can be distinguished by a long flexible proboscis.

A DISPLAY of Duffy Bros.' Model Circus at Guinan's Department Store. Mount Carmel, Pa., will be there until December 15.

CHARLES CARROLL MATHEWSON, steam calliope player, who closed his

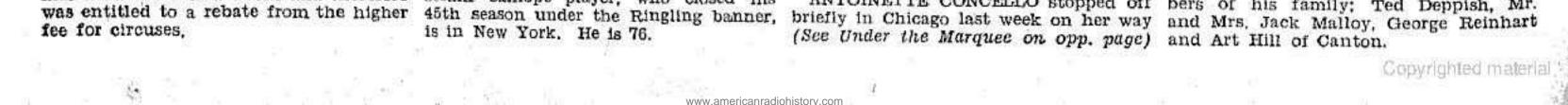
DOC CANDLER, clown and presenting Punch, will be in Toyland of the Farmers Supply Company, Lancaster, Pa., until December 23.

POST-WAR planning: Who will we chase when the boys return? T. DWIGHT PEPPLE, agent for Polack

Bros.' Circus, has contracted the Shrine at Flint, Mich., for a circus in the I. M. A. Auditorium January 16-19.

THE WIFE of Eddie Arlington, prominent former circus owner and promoter, passed away in New York November 29. She was an actress. Further details in Final Curtain.

BERNIECE KELLY Circus unit closed with the G. G. Gray Indoor Circus at Yankton, S. D., December 4 and will open waukee following.



#### CIRCUSES

**Circus** Fans By THE RINGMASTER CFA President W. M. BUCKINGHAM P. O. Box 4 Gales Ferry, Conn. FRANK H. HARTLESS 2930 W. Lake St. Chicago (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.1

With the

Lieut, John R. Tarrant Jr., son of John R. Tarrant, Norwich, Conn., and a member of the association, has had the honor of naming the plane that he and his crew are flying "The Rose of New England," a name given to Norwich some years ago by the late Henry Ward Beecher, of New York City. Lieutenant Tarrant and crew are now out of the country with their plane.

Father Ed, chaplain, showed his collection of circus movies and stills at a gathering of the Emil Pallenberg Tent No. 29, New London, Conn., October 27. And at the following stands, all in Massachusetts, he has given his illustrated circus talk: Cambridge, anniversary dinner at the Continental Hotel; Winthrop, St. John's Holy Name Society; Arlington; Revere, "Sparke" Association; Boston, Catholic Workers' League, and Boston, Book Club.

Wally Beach, Springfield, Mass., now with the armed forces at Camp Polk, La., caught the Cole show at Shreveport, La., November 15 and 16, about 127 miles from his camp. Wally made the jump by hitch-hiking. He arrived on the lot in mid-afternoon and was able to shoot many stills in the backyard. Had visits with many of the personnel, including the Antaleks, Poodles Hanneford and family, Marion Knowlton, Otto Griebling, Horace Laird, Albert White, Bert Dearo, Maurice Marmolejo, Fred and Ethel Freeman, Eddie Wyeckener and Dick Lewis. Wally saw the night show. After the show he again visited in the backyard, later joining a group at a night spot near the runs. The second day Wally took more pix and visited clown alley were Sunny Gerber, Walt "Will appear here on or about -----." in the backyard again, and was dinner guest of Marion Knowlton in the cookhouse. It was a cold day and by evening charcoal fires were burning in the dressing tents. At 10 p.m. Wally caught the bus back to camp. The personnel showed him every courtesy.

bought the securities.

the patriotic effort helped the circus because the government made sure it got to its dates, important to Uncle Sam because of the bond angle, and saw that the show trains were given travel priority.

Commenting on the crowds enjoyed by the show, Thomas cited Burley, Idaho, which has a population of 4,200, where a Sunday matinee drew 10,000 customers. "We packed 'em in to the ring curbs."

Standout memory of the season was the Galveston storm, when all the tents were blown down and the water was three feet deep on the grounds.

"Everybody from the peanut venders to the stars pitched in and worked all night," Thomas recalled. "We canceled the performances and moved to Monroe, La., where it took three days to get things in shape. We had about half the company patching the tent. It sure was a mess."

The Cole show has lost 136 men to the armed forces in the past two years, few of them, however, performers, since accidents in the ring have put most these in 4-F.

#### New Animals Purchased

The menagerle will be greatly enlarged next year, according to a statement given to the press by Owner Zack Terrell. A shipment of llamas and monkeys was received in quarters several days ago, and other animals will be arriving shortly. A concrete ring barn is under construction, as is also a wardrobe room, which will contain storage room for wardrobe, also cutting and sewing room containing 12 electric machines. Wagons are stored in a large brick building until ready for the carpenter and paint shops, and railroad cars are drawn up on a siding inside the quarters enclosure. Manager Terrell says it is the maintained.

#### CAPACITY FOR WILLIAMS

(Continued from opposite page) aerialist; Sunny Gerber, comedian. In Brownlee, Chick Yale, John Hartzell and Charlie Forrest. Norman Hanley was bandmaster and had a 12-piece band to Marion) left December 1 for Pittsburgh play the numbers for the program. Al Weir is general superintendent of the show.

aside at each performance for fans who that Fletcher Smith is now at the Philadelphia General Hospital, where he is Apparently besides the aid to the war, receiving treatment for his eyes. He is in the Eye and Laryngeal ward.

> WHEN a circus press agent stops publicizing gals and shapely limbs, it's a sign that he is getting a bit old.

> JULIEN WEST, who was in the office wagon of the Beatty-Wallace circus, has launched an under-canvas moving picture show, playing South Carolina territory.

> AL WEIR, boss rigger for the Hippodrome Thrill Circus, made a good showing in Savannah, Ga. Ed Williams presented the show there, auspices Llons' Club.

> WORD comes from Leonard Weigle, Augusta, Ga., that he hasn't missed a circus since 1896. First circus that he saw was Forepaugh-Sells in Augusta, November 13, 1896. He attended the Ringling show this year in Atlanta.

> HAVE you noticed that there are more white-collared troupers with round shoulders this winter? Might have been caused from carrying planks.

> AT the Shrine Circus, Sheboygan, Wis., Milt Herriott worked Liberty horses, menage, Alaskan huskies, and dog and pony act. Bill Blomberg was equestrian director and announcer. Among other acts were Three Billetti Girls, acrobats.

> PAUL M. CONAWAY, Macon, Ga., saw the Hamid-Morton Shrine Circus in Atlanta, and highly complimented the performance. He visited with Bob Morton, Vernon McReavy, Clyde Beatty, Bill Tumber and other friends on the show.

MELL HENRY, of Arthur Bros.' Circus, will be at home in Long Beach, Calif., for a while before going to a government most convenient quarters he has ever hospital for treatment, following which he will play government hospitals with Art LaRue for the USO.

> THOSE were the days: When wagon circuses mailed country postmasters quarter-sheet her-

#### The Billboard 39

#### 了且正 CORRAL

(Communications to 25-27 Opera Place,

Cincinnati 1, 0.

AT rodeo in the Jacksonville, Fla., Stadium, November 26-27, staged by Morocco Temple, were Bob Cobb, Buddy Medford, George Carmen, Buddy Breslin and Spike Malone.

ROY VINCENT, trick roper, who closed with Glen Porter's Side Show, is now roping at Hollywood Night Club, Bridgeport, Conn. Vincent states that he is guest of Edythe Sterling and that Tex Cooper was her guest some time ago.

BOB CALEN, trick roper for years at many of the nation's rodeos and announcer at several, including the one held in Fort Worth by the Southwestern Exposition and Fat Stock Show, is making Liberator planes at the North American Aircraft plant at Grand Prairie, Tex.

THE GOVERNOR of Texas, Coke Stevenson, has received notice that he will receive a \$100 prize offered by an Arizona saddle firm to the calf-roping champion of the nation, which is to be presented by the State's chief executive to Toots Mansfield, of Bandera, Tex. Fred S. McCargar, Salinas, Calif., secretary of the Rodeo Association of America, notified Governor Stevenson that Mansfield had won the title the fourth time and that he is the first four-time winner.

circus bull man, now working med with his partner, Richard McNeeley. T. A. (Red) Schulz, carnival man, joined at Camden, S. C., and is on front door.

MYRNA KARSEY, of Cole Bros.' Circus Side Show, is spending the Christmas holidays with her daughters, Jeanette and Martha, at the home of Jeanctte and Burt Wallace in Jackson, Mich. Bert is managing the Regent Theater there and Jeanctte is at the Capitol doing nicely. Myrna will again be with the Cole show.

#### Collins Loses \$1,300 **On Pittsfield Show**

PITTSFIELD, Mass., Dec. 4.—George F. Collins, 56, owner of the Hotel Savoy and co-owner of the Daly & Collins Continental Circus, which finished an engagement at the State Armory November 20, said that he had lost \$1,300 on the week's venture. This was the amount of the bond which he had posted in New York to guarantee the actor's union against loss if their salaries were not forthcoming from the receipts.

Apparently they were not, for the receipts were meager here and the Massachusetts State Guard, in whose name the circus was presented and for whose benefit it was supposed to have been shown, received not a cent, according to Major Theodore Cahill, commanding officer of the Third Battalion, State Guard. The musicians who played in the circus band apparently will collect at least partially, for they had Paul L. Tamburello attach the car of Joseph Daly, of New York, Collins's partner.

At the close of Saturday night's performance, the actors and musicians met with the performers and split up about \$250, the night's receipts.

#### COLE'S BIGGEST YEAR

(Continued from opposite page) happily by-passed in construction of the quarters, Thomas said. The circus was given the necessary WPB priorities with the minimum of difficulty.

#### War Bond Sale

Thomas reported more than \$1,000,000 worth of War Bonds were sold by the show this season. "An Indianapolis department store bought out the entire section for two performances and gave the tickets to servicemen, and in Terre Haute, Ind., one man bought \$25,000 worth and wouldn't take a single scat."

"Wherever we played, we went all-out for bond sales," Thomas added, "giving parades and other extras to boom the

and the newspaper and radio publicity. California, Show was billed within a radius of 25 miles. News-Observer and Raleigh Times were liberal with space and art, and there were seven plugs daily via radio stations WPTS and WRAL.

#### **Programs Presented at Club**

Circus talent presented the programs at the Lions' Club luncheon Monday noon, American Legion Luncheon Club Thursday noon and gave a special show on the lawn of the State Prison Wednesday at 2:30 p.m.

Guests during the engagement were Hon. Josephus Daniels, publisher of The News-Observer; "Abe" Upchurch, former press agent now city editor of The News-Observer: Mayor Graham Andrews and party, and Ralph Weinberg, name band impresario.

Parent-Teacher Association bought out Saturday afternoon matinee, and merchants purchased big blocks of tickets for free distribution to men in the armed service for all performances.

Williams announced that after December 4 he will take a vacation during the holidays and resume his indoor bookings soon after January 1 with six cities on his route. His show recently played successful bookings at Charlotte, N. C.; Columbia, S. C.; Augusta, Ga., and Charleston, S. C., all under sponsorship of the Junior Chamber of Commerce clubs. He played the Municipal Auditorium in Savannah, Ga., week of November 22 to record attendance and made a 365-mile move into Raleigh.

#### UNDER THE MARQUEE

(Continued from opposite page) to the West Coast to join her husband, Art Concello, owner of Russell Bros. Circus.

#### "I'D take out my own show next season," cracked a circus blacksmith, "if I could buy an anvil and forge to build it with."

ED RAYMOND, clown, writes from Cleveland that he's working in a department store thru the holidays and recently sold 7,800 two-bit surprise pack-

alds and one-sheet lithos, which were stamped:

MARION LINWOOD (Sensational to pick up her rigging and truck and drive thru to Bloomington, Ill., where she will store her equipment for a month Walter D. Nealand handled the advance while vacationing with her parents in

> FLYING VALENTINOS will close season at Davenport, Ia., with Polack Bros.'-Circus. They have been with show since the fall opening at San Diego, Calif., September 3. Visited with Harry (Pop) LaVan, of Pontchartrain Beach, New Orleans, who stopped off at Peoria, Ill., on his way to the Chicago meetings.

FRANK T. KELLY, known as the transcontinental trouper, having been with many circuses as either a car porter or cookhouse man, is in County Hospital, Drawer 92, Modesto, Calif., having a double fracture of the lower jaw. He would like to hear from Elmer Voris, Cole Bros.' chef, and other friends.

**REMEMBER** the early-day circus manager who asked a high-school boy to give his show a name? The lad called it: "The Great Mono-Hippic Circus." After using the title for a season, the manager learned that "mono" meant "one" and that "hippic" meant "horse."

ART MILLER, contracting agent for Cole show, made his headquarters with Paul Van Pool, circus fan at Joplin, Mo., while arranging bookings for the Sterling Roller Rink Company in Kansas and Missouri. Miller met William H. Hoyland. an old-timer in Pittsburg, Kan. Miller caught closing matince of Cole in Little Rock.

WILD Life Exhibit, managed by Rex M. Ingham, closed a week's stand at Goldsboro, N. C., November 27 and moved to Tarboro, N. C. Business at Goldsboro was very good. Rex and Mrs. Ingham are back on the show after spending a few days at their home in Ruffin, N. C. Visitors in Goldsboro were Herman Joseph, former Ringling clown now a sales manager for a cigar company in Greensboro, N. C.; Tex Watts, former

ON THANKSGIVING Day a party was held for Charles Rainer at the home of Peggy Waddell at Forrest Villa, Los Angeles. He received many gifts. Those present were Mr. and Mrs. DcLong, Art LaRue, Steve Davis, Shorty Gilson, Helen Rankin, Myrtle Orlondo, Lew Kish and Jerry Sullivan. Rainer and Waddell are appearing at the King Olympic Circus at the Selig Zoo Park.

THE LaPEARLS (Harry and Loretta) are back at Sears, Roebuck store in Phoenix, Ariz, for four weeks, presenting their boxing and dancing dogs and clown numbers. They present a performance every afternoon at 4 o'clock. This will make 47 weeks that the La-Pearls have worked this year on the West Coast, Following this date they will go to Hollywood to make a picture of the boxing dogs, then start on a string of night clubs, opening at the Last Frontier Hotel, Las Vegas, Nev., January 21 for two weeks or longer.

HARRY QUILLEN submits the following pertaining to King's Olympic show, winter unit of Russell Bros.' Circus at Selig Zoo, Los Angeles: Show has doubled business of previous week. Norman Carroll is now equestrian director. Seen shaking hands with Dan Dix, ticket taker at front door, were Whitey Vestige, chief electrician on the Big One; Arthur Staulman, Tom Plank, Charles Farmer, and O, H. Wack, old bullman on the Sparks show. Browsing around the backyard, John Murray Anderson, director at MGM studio; Joe Doaks, Ray Hughes, George Moertermier, Jack Hoxie, Herbert Weber, Mark Ross, Dick Lewis, S. L. Cronin, Eddie Tait and Betty Acedevo. Carol Rogers is featured with the bulls in center ring.



### NOTICE-WARNING Any illegal or unauthorized use of the name of Tom Mix or any imposter posing as a relative of Tom Mix, and any deceit, fraud or misrepresentation in connection with the use of this name, or any name purposefully and fraudulently similar, will be prosecuted to the fullest extent in the criminal and civil courts. All parties connected with any such fraudulent scheme will be held liable, Conaway & Hirsch, Macon, Ga. Attorneys for



## Lighter Side Is Relegated At Annual Assemblage in Chi; **McElroy and Toronto in '44?**

Election of Canadian points way to Dominion meeting if conditions are favorable-delegates missing from some sections, but attendance holds up with past

CHICAGO, Dec. 4 .- The lighter side of fairs was relegated to a place of minor importance in the program of this year's annual meeting of the International Association of Fairs and Expositions, and major emphasis was placed on food production, participation in home-front war efforts, such as War Bond sales, the Red Cross, etc., and post-war planning. As with last year's convention, a serious note was evident thruout the sessions. Speakers on the program showed a clear understanding of the importance of the work that is being done by the fairs,

and their talks were filled with workable suggestions for continuing and enlarging the educational activities of the annuals,

The convention, held Tuesday and Wednesday in the Bal Tabarin of the Hotel Sherman, brought fair men from all parts of the country. There were fewer delegates from Canada and the Far West, but, on the whole, attendance equaled that of other years.

The IAFE will have a Canadian president during 1944. Herbert H. McElroy, manager of Central Canada Exhibition, Ottawa, Ont., was named president; Samuel S. Lewis, former licutenant-governor of Pennsylvania and a moving spirit in York Interstate Fair, was elected vice-president, and Frank H. Kingman, secretary of Brockton (Mass.) Fair, was re-elected secretary-treasurer. Election of a Canadian president will take next year's convention to Toronto unless war- Association of County and District Fair time conditions are such that a Canadian division of the International Association meeting will not be practicable.

**More Fairs Will Operate in 1944** 

Association of County and **District Fairs reviews '43** season and '44 outlook

CHICAGO, Dec. 4 .- Many fairs which ceased operations during the war will resume in 1944. This was the consensus of reports made Monday (29) at the of Fairs and Expositions. Fair secretaries from 22 States attended the opening session of the three-day meeting.

New Prexy and V.-P. of IAFE



FAIRS-EXPOSITIONS

IAFE SCANS HOME FRONT

Communications to 25 Opera Place, Cincinnati 1, 0.



Herbert H. McElroy

## Memphis Yields **To Administration**

MEMPHIS, Dec. 4 .- The directors of the Mid-South Fair, Inc., have voted to yield to the insistance of the Mcmphis city administration that they cancel their lease on the Mid-South Fairgrounds now occupied by the Second Army on or before the last of this year subject to minor reservations. After a meeting in which sharp differences of opinion were expressed as to the wisdom of canceling the lease one year early, it was finally voted to do so provided the city would agree to return the fairgrounds to the Mid-South Fair at the end of the war "on a mutually satisfactory basis" and to carry out and perform any and all lease agreements and other agreements of the Mid-South Fair, Inc. As these provisions, while in accord with the verbally expressed views of the city fathers, do not agree with their written demands, it was necessary to appoint a committee for further negotiations. The fair's secretary-manager, Henry Beaudoin, whose contract would be canceled by the termination of the fair's lease was voted a \$2,100 bonus in appreciation of past faithful and capable service over the opposition of the only member of the fair board who is also a city employee.

Samuel S. Lewis

## **Profitable Year For Iowa Fairs**

DES MOINES, Dec. 4 .- County and district fairs in Iowa had one of the most profitable years in 1943, having more money in the bank than at any time

#### Nash Is Optimistic

President Charles A. Nash presided at the opening session Tuesday morning and in the annual address sounded an optimistic note for 1944. In reviewing the season just closed he pointed out the excellent work done by fairs thruout the country in furthering every phase of the war effort on the home front and predicted that fairs will carry on with still greater efforts next year. Most of the morning session was devoted to the reports of committees.

First talk of the afternoon session was Post-War Planning for Livestock Shows, by Ellis McFarland, secretary National Society of Livestock Record Associations. McFarland reviewed the progress made in pure-bred livestock breeding and made several suggestions for closer co-operation by the fairs. Herbert H. McElroy, speaking on The Wartime Operation of Canadian Fairs, told how fairs carried on successfully in splte of wartime han-(See IAFE Home Fronters on opp. page)

#### Va. State Fair Allowed **Appeal From Judgment**

RICHMOND, Va., Dec. 4.-The Virginia State Fair Association has been allowed an appeal from the \$6,000 judgment arising out of a race track accident, to be heard before the Virginia State Court of Appeals.

The race track driver is John Thompson Cummings, who was at the wheel of a racing car on the last day of the Virginia State Fair in September, 1941. The racer leaped over a retaining wall and crashed into Landon Burton, killing him. Burton's administrator brought suit against the State Fair Association in Hustings Court, Part II, and was awarded \$6,000 damages.

The association contends that the verdict should have been set aside because of negligence on the part of Burton.

#### Ernie Young Signs Three

CHICAGO, Dec. 4.-Ernie Young signed contracts to furnish grandstand attractions at Ozaukee County Fair, Cedarburg, Wis.; Central Wisconsin State Fair. Marshfield, Wis., and South Dakota State Fair, Huron, during the outdoor meetings here.

The reports were made from questionnaires sent out earlier in the year by Frank Kingman, Brockton, Mass., secretary of the international association. Charles Green, manager of the Eastern States Exposition, Springfield, Mass., and president of the international association, reported on New England fairs. Bligh Dodds, director of the New York State Fair, Syracuse, reported for New York fairs.

Review of 1943 and the outlook for 1944, made by secretaries of various State associations, revealed that exhibits were better this year, crowds larger and more money was spent on the grounds than in previous years. Mrs. Don A. Detrick, Bellefontaine, O., was unable to be present, but sent along an interesting paper on Ohio Fairs Compete for Honors, in (See More Slated for '44 on opp. page)

## **Doug Baldwin to Charlie** Nash About IAFE

Office of Area Executive, Navy 133, Fleet Post Office, San Francisco, Calif.

Mr. Charles A. Nash, President International Association of Fairs and Expositions, Springfield, Mass.

Dear Charlie: Thanks a lot for your letter and all the news it contained. I appreciate particularly your invitation to send greettugs to all the gang who were so good to me a year ago.

There isn't much I can tell you from this end of my brief tenure of office. Frank Kingman can make a much better report than I can of our invasion of Washington.

I've greatly appreciated the letters I've had from some of the gang, keeping me posted on how the season went. With those letters and The Billboard, I've been almost with them, altho many times weeks behind the route.

The Billboard is read to ribbons by many of the fellows who were in show

November 1, 1943 . business of one kind or another. The reactions of some of the showmen and "customers" have been most interesting. They know how important amusement and recreation is . . . and nobody knows it more than they do out here . . . and they do want to see the industry keep going and provide needed relaxation from the war strain for the folks back home. But they do want to be sure, and be darned sure, that our industry is not using materials or transportation or facilities that should be used to produce and move the things they need so vitally out here to get this job over in a hurry, so that they, too, can be back lining up for tickets on the Merry-Go-Round. And I'm assuring them that I know full well that that's the way you all are playing the game.

> I wish that I could give you a real picture of the show out here . . . it's a great show . . . and I'm mighty happy to be privileged to play a small part as a "super" alongside these wonderful young-(See Nash Looking Ahead on opp. page) said.

since 1929, Lloyd Cunningham, secretary of the Iowa State Fair board, reported.

Cunningham reported that reports of the 82 fairs which showed this year disclosed they finished the season with balances on hand totaling \$121,874. The figure was the second best since 1921, being topped only by 1929's figure of \$145,018. The balance on hand following the 1942 fairs was \$88,238.

Only five fairs were in the red at the end of the 1943 season, while the other 77 fairs all showed a profit.

Altho fair receipts showed a drop, dis-(See Ia. Chalks Good Year on opp. page)

#### Lieut. Evans in Prison Camp

YOUNGSTOWN, O., Dec. 4.-Lleut. James Barton Evans, son of Mr. and Mrs. Lee Barton Evans, the latter for many years a well-known concert and opera singer and for the past eight years with George A. Hamid as manager and announcer for the larger Eastern fairs, is in a German prison camp after having been reported missing in action on August 17. By direction of President Roosevelt, Lieutenant Evans has been awarded the air medal which was presented in New York to Katherine Evans, his wife.

Red Cross received information that Licutenant Evans was forced down in an aerial raid over Germany. As pilot of his ship this was his sixth raid. He had been in the air corps for the past five years and recently signed for five more, intending to make the army a career.

Mr. and Mrs. Evans have two other enlisted sons, namely, Jorp. Evan Evans, marine for four years and last reported stationed on Munda Island, and Pfc. Max Evans at Cherry Point, N. C.

#### \$3,000 Surplus for N. B.

NORTH BATTLEFORD, Sask, Dec. 4 .-A surplus of close to \$3,000 was reported on the year's operations of the North Battleford Agricultural Society at the organization's 38th annual meeting. Attendance at this year's exhibition was 11,919. Mayor J. D. Deans suggested that the society make plans for a new site closer to the center of the city for a combined athletic field and fairgrounds. President John English reported that numerous improvements had been made at the fairgrounds. Livestock exhibits at the summer fair had fallen off, he



#### **Calgary May Lose Unless** Activities are Maintained

CALGARY, Alta., Dec. 4 .--- Possibility of Calgary losing the half million dollars' worth of business centered in the city annually by the Alberta Cattle Breeders' Association unless Calgary Exhibition Board activities are maintained as at present, was forecast when cattle association directors met to discuss plans for next year's shows and sales.

The cattlemen admitted they had discussed differences between city council and the Calgary Exhibition Board which have delayed renewal of the board's lease on Victoria Park, and were seriously considering moving their activities to a point outside Calgary.

"We feel the present management of the Calgary Exhibition has largely been responsible for building up our livestock sales and we don't feel we can take a chance on 'green' men being placed in charge," said a spokesman.

"Both Red Deer and Lacombe have facilities for handling our sales and we are considering moving to one or the other of those points if the present setup at Victoria Park is altered," the spokesman added.

This year, the Alberta Cattle Breeders' Association has been responsible for about \$500,000 worth of business being brought to the city thru livestock shows and sales. In addition, the Alberta Swine Breeders' and Sheep Breeders' associations have centered about \$250,000 worth of business in Victoria Park this year. These organizations closely parallel the cattlemen's group and can be expected to follow any move made by the cattlemen.

Expectations are that support from country districts for the annual fair and stampede would fall off considerably if given it by the livestock men.

The cattlemen said they were apprehensive over city legislative committee demands on the exhibition board of directors and would prefer to move rather could result in political interference in Victoria Park activities.



**Meetings** of

Assns. of Fairs

Fair Managers' Association of Iowa,

December 6 and 7, Fort Des Moines

Hotel, Des Moines. E. W. Williams,

secretary, Manchester. State Agricul-

District Fairs, January 4 and 5, Hotel

Lincoln, Indianapolis. William H.

Illinois Association of Agricultural

Fairs, January 6 and 7, St. Nicholas

Hotel, Springfield. C. C. Hunter, sec-

11 and 12, Hotel Jayhawk, Topeka,

R. M. Sawhill, secretary, Glasco.

trick, secretary, Bellefontaine.

Kansas Fairs Association, January

Ohio Fair Managers' Association,

January 12 and 13, Deshler-Wallick

Hotel, Columbus. Mrs. Don A. De-

Fairs, January 12 and 13, Hotel Eagle,

Brunswick. J. S. Butler, secretary,

Maine Association of Agricultural

Michigan Association of Fairs, Jan-

Western Canada Association of Ex-

uary 17 and 18, Fort Shelby Hotel,

Detroit. H. B. Kelley, secretary,

hibitions (Class A), January 17-19,

Royal Alexandra Hotel, Winnipeg,

Massachusetts Agricultural Fairs

Association, January 19 and 20, Hotel

Weldon, Greenfield. A. W. Lombard,

secretary, 24 State House, Boston.

Indiana Association of County and

tural Society, December 8.

Clark, secretary, Franklin.

retary, Taylorville.

Lewiston.

Hillsdale.

Man.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 25 and 26, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27. Berkshire Hotel, Reading. Charles W. Swoyer, secretary, Reading.

West Virginia Association of Fairs, dates to be set in February. J. O. Knapp, secretary, Morgantown.

Association of Tennessee Fairs, February 1 and 2, Noel Hotel, Nashville, O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 8, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

Ontario Association of Agricultural Societles, February 9-12 (tentative), King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Wisconsin Association of Fairs, February 22-24 (tentative), Hotel Schroeder, Milwaukee, James F. Malone, secretary, Beaver Dam,

Association of Utah Fairs, March, 1944 (tentative), Newhouse Hotel, Salt Lake City. Sheldon R. Brewster, secretary, Salt Lake City.

Oregon Fairs Association, January (dates to be set), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

AS INQUIRIES are being made, secretaries of associations of fairs should send in their dates.

1943 Junior Fair.

#### **Diversified** Program

tension committee, gave a comprehen- chinery that cannot be secured that the sive picture of the great work the fairs finished machinery will be very little it did not have the support at present are doing for the tens of thousands of more than that produced for use in 1943. 4-H Club boys and girls. Other speakers The amount of farm labor available will were Ralph T. Hemphill, secretary Okla- be less and of poorer quality. . . . The homa State Fair, on Oklahoma's 4-H demands of our army and lend-lease will in your way are doing your full share in Clubs Buy Bombers, and Robert W. Basse, be greater and unless we have another Waukesha, Wis., on Grand Champion year of extremely favorable weather con- but under the very direction of Uncle than operate under conditions that Dairy Showman, Wisconsin State Fair, ditions, it is my opinion that many of Sam. Your record of achievement may the foods we are used to having will be not be so colorful, but it will have been extremely scarce. May I suggest that just as effective.

Situations which developed in mid-season of 1942 gave many fairs little, if any, choice except that of going ahead. For the 1943 season it fell upon the fair managements to consider all conditions, as well as prospects, and to decide for themselves what was best for their institutions, whether they should or should not operate. Considerations in one locality were entirely different from those of another. The number of meetings of fair board directors broke all records, without question. There can be no argument-those who decided to go ahead were right, and those deciding not to go ahead were just as right.

It is impossible to get a widespread viewpoint of fair business as a whole in North America except thru the columns of the press, and more especially the reports of our trade papers. From careful study of these. I do not think it wrong to estimate that fully 80 per cent of fairs held this year were successful. Many of them highly so and breaking all records. Those with disappointing results were in most cases handicapped by weather conditions or health situations beyond their control. In fact, the success of our general operation has been most surprising to all of us. Our fairs have helped tremendously in the war effort; have helped not only in production and in the sale of War Bonds, but perhaps even more in our assistance toward sustaining public morale.

To try to review the many innovations and features sponsored by our associations toward helping the war effort would be but to rehearse in a very considerable way the very program which will be presented to this convention.

To those fairs and institutions whose grounds and buildings have been taken over by the government for war purposes and upon whom the period of non-operation has brought a very drab and empty feeling and grave questions as to the difficulties of reopening, may I say that you the war effort, not only at the request,

the handling of production and distri- One outstanding feature of 1943 operabution of food should be placed in the tion has been the many instances of co-William T. Marriott, manager Wiscon-, have been doubtful whether they could "American and Candian fairs have war effort. Their contributions to the

#### **MORE SLATED FOR '44**

(Continued from opposite page) which she told of the "certificates of award" to determine, the best well-balanced fair held each year.

A. W. Kalbus, assistant manager of the Wisconsin State Fair, Milwaukee, spoke on Wisconsin's Five Principles, and William V. (Jake) Ward, of the Illinois State Fair, Springfield, spoke on What I Learned at Fifty Fairs. Ward, in his talk, gave an informative picture of the manner in which Illinois fairs are run. E. W. Williams, Manchester, Ia., chairman of the division, urged every State association in America to join the IAFE. Williams was re-elected chairman of the division; J. M. Dean, Jackson, Miss., was re-elected vice-chairman, and J. F. Malone, secretary of the Wisconsin Association of Fairs, was elected secretary.

At the roll call secretaries from the following States answered: Arkansas, Alabama, California, Illinois, Iowa, Kansas, Louisiana, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, with it, the night club idea was a suc-New York, North Dakota, Tennessee, Utah, Wisconsin, Texas and Oklahoma.

#### IAFE HOME FRONTERS

(Continued from opposite page)

dicaps. A. W. Kalbus, assistant manager of Wisconsin State Fair, Milwaukee, gave an interesting account of Servicemen's Day at the fair, on which 5,000 servicemen were given a day of free entertainment, winding up with a military ball, Harold J. Homann, director of the Youth Day program at both Illinois and Wisconsin State fairs, explained the splendid work that is being done for the young folks. An exceptionally interesting talk was that of J. J. Isaacson, of the Ak-Sar-Ben Livestock Show, Omaha, who told of the fair's buddy plan, instituted to foster a closer understanding between town and country people.

E. Paul Jones, chief of the farm section, office of public relations of the Red Cross, Washington, gave an instructive picture of the work done by the organiration at fairs and the co-operation afforded by fair officials. Speaking on Victory Lane-Biddy, the Hen, Howard King, of the Wisconsin Department of Agriculture, outlined Wisconsin's all-out that the farm machinery manufacturers effort to increase food production and have been allocated an amount of steel told of the important part played by the equivalent to that used in 1940-'41, there State's poultry industry. J. W. White- are so many other critical items that house, national chairman 4-H Club ex- enter into the manufacture of farm ma-

Vice-President H. H. McElroy presided at the Wednesday morning session, which presented a diversified program. Archie L. Putnam, secretary North Wisconsin District Fair, opened with a talk on Chippewa Falls Opens the Season. Despite handicaps, the fair had excellent exhibits and very good attendance, Putnam stated, and was a success from every angle. G. B. Boyd, secretary Ozark Empire Fair, Springfield, Mo., gave an interesting report on An Art Show in Action. Samuel S. Mitchell, secretary Kanvalue of setting aside a special section of the grounds for showing cattle show Our Second Experience With a Night Club brought out some interesting sidesuch a feature.

"All fair men are suckers at some time or other," he asserted, and he told of his experience with the Sally Rand show, which posed many unexpected problems. In spite of the many headaches connected cess, he said, and the Rand show packed them in every night. This year, with a diversified night club show, crowds again were large, he said. Informative talks were made by Russell Frost, Wisconsin Department of Agriculture, on Wisconsin's Dairy King Contest; Paul P Stewart, Post-War Flanning for Livestock Shows; Ralph T. Hemphill, Our Swing Shift Grandstand Show; Maurice W. Jencks, secretary Kansas Free Fair, Topeka, War Period Booms 1776 to 1943, and George A. Hamid, New Jersey State Fair, Our Feature Exhibit.

#### Food Problem Discussed

One of the most important papers presented at the Wednesday afternoon session was Fairs and Their Relationship to the National Food Problem, presented by Howard Leonard, director Illinois Department of Agriculture. Recognition of the value of food in the war effort came slowly. Leonard said, but once it was realized, the country did a remarkable production job, in which fairs played an important part.

"Next year," he declared, "the food production problem will undoubtedly become more severe. While we are told

hands of one capable and competent operation in arranging dates to fit transman with full authority to do whatever portation and shipping difficulties peris necessary in order that adequate food taining not only to exhibits, but attracsupplies may be had, including author- tions as well. May I refer to the Midwest ity to establish prices at all levels, take Circuit which has been the outstanding away unnecessary restrictions and regu- one of the country this season. Thru lations and bring in qualified men who mutual agreement it was made possible know the problems of production and to bring to these fairs the various exhibits distribution and use their knowledge." and attractions without which it would

sin State Fair, Milwaukee, and Rex B. operate. This is an outstanding example Magee, secretary Mississippi State Fair, of what can be done along this line and sas State Fair, Hutchinson, explained the Jackson, told of the successful military one which can well be followed in the exhibits shown at their respective fairs, post-war area. A quotation from The Raymond A. Lee, secretary Minnesota Billboard is proper here: champions. Frank H. Means's talk on State Fair, St. Paul, spoke on Operating a Fair in Wartime. The Minnesota fair again proved their essential value to the was highly successful in spite of several lights on the headaches connected with days of rain, and Lee gave some excel- successful prosecution of the war are lent pointers on the reasons for its suc- unequaled and unduplicated." cess. Other Wednesday afternoon speakers included Maurice W, Jencks, who spoke on An Art Exhibit by Soldiers and also on The Midwest Fair Circuit; Sheldon R. Brewster, manager Utah State Fair, Salt Lake City, The City of Salt Lake-Its Fairgrounds; R. S. Williams, International Harvester Company, The Farm Machinery Situation. The convention ended with passage of resolutions and election of officers.

#### NASH LOOKING AHEAD

#### (Continued from opposite page)

sters of ours , . . those same kids Hitler thought were softies and wouldn't fight. I'm proud of them.

Please give my best regards to all the gang at your convention, and my best wishes for a good season to come. My only hope is that none of them think that in switching managements in the middle of the season I let them down. Thanks a lot, Charlie, for carrying on.

> Cordially yours, DOUG.

New Address: American Red Cross, A.P.O 927, care Postmaster, San Francisco, Calif.

Address of President Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., at the 53d annual meeting of the International Association of Fairs and Expositions in the Bal Tabarin, Hotel Sherman, Chicago, November 29-December 1.

The fair and exposition season of 1943 has in many ways been the most strange and bewildering we have ever known.

(Continued next week)

IA. CHALKS GOOD YEAR

(Continued from opposite page) bursements were down as well. The fairs took in a total of \$556,313, including balances on hand. The outgo was \$435,-112, leaving the balance of \$121,874. In 1942 the receipts totaled \$693,998 and expenditures \$611,466.

The value of grounds and buildings rose to \$3,093,120 from \$3,003,645 in 1942. Against the 1942 valuation was indebtedness totaling \$212,871, a drop of nearly \$30,000.





Tax, Priority,

**Post-War Plans** 

**Chief Subjects** 

Conducted by WILLIAM J. SACHS-Communications to 25 Opera Place, Cincinnati 1, 0. Clinics Highlight Chi Meet

> They Head Administration of NAAPPB for 1944

PARKS-RESORTS-POOLS

### Schloss re-elected - registrations top last year's shindig climaxes conclave

CHICAGO, Dec. 4 .- The new amusement tax bill now being mulled by the Senate Finance Committee, the same but vital priorities problems, and post-war planning, in the order named, keynoted the 25th annual convention of the National Association of Amusement Parks, Pools and Beaches held at the Eherman Hotel here Tuesday thru Thursday of this week. Blow-off to the conclave came with a gala informal banquet and frolic in Hotel Sherman's Bal Tabarin Thursday evening, with Paul II. Huedepohl, NAAPPB vice-prexy and entertainment chairman, supplying a corking 10act floorshow and orchestra to top off the sumptuous repast.

Leonard B. Schloss, managing director of Glen Echo (Md.) Park, who from his headquarters in the Nation's Capital gave the organization much valuable service during the past year, was ireelected to the president's chair. Other officers chosen to serve for the ensuing year were Faul H. Huedepohl, of Jantzen Beach, Portland, Ore., first vice-president; A. D. McSwigan, Kennywood Park, Pittsburgh, second v.-p.; Edward J. Carroll, Riverside Park, Agawam, Mass., third vice-president, and A. R. Hodge, secretary. The following were elected to serve as directors on the three-year term: Harry J. Batt, Paul I. Huedepohl, F. W. A. Moeller, Fred L. Markey, Herbert L. Schmeck and John J. Carlin. Andrew A. Cassasa and Raymond Lusse were named to fill the two director vacancies on the one-year terms.



Paul H. Huedepohl



## **Interest Lags** So AREA Chi Meet Is Dull

December 11, 1943.

CHICAGO, Dec. 4 .- An hour's discussion on the still bewildering and bewitching subject of priorities, with Ulrich R. Brake, of the Emergency Di-vision of the local WPB office, leading the session, featured the 19th annual meeting of the American Recreational Equipment Association held in Crystal Room of Hotel Sherman here Monday evening (29).

Taken as a whole, the meeting was a rather dull affair. The priorities discussion was a repetition of what had already been said many times at similar sessions In the past. Some of those present may have been enlightened, altho not too officially, on some of their priorities headaches, but the session offered little that was substantial or tangible.

The Monday night meeting opened with 38 members in attendance, this number dropping to a mere handfull once the priorities setto had concluded. Billed as the principal speaker was George W. McMurphy, head of the Amusement and Recreation Section, Service Trades Division, War Production Board. McMurphy spoke briefly, review-ing broadly the priorities angle. He offered nothing new in the way of priorities information, repeating merely what members of the industry had heard time and again since the priorities complication first became rampant. He told the manufacturers that they were performing an important morale-building service in keeping the nation's rides and amusement equipment in repair. He said, too, that the WPB is well aware of the importance of the work being done by AREA members, and that the WPB will co-operate in every way possible to see that the manufacturers get the necessary materials to make repairs.

#### More Parkmen Present

last year, which itself was below that of previous years due to the war. While there was a larger attendance from try will keep pace with all requirements amusement park ops this year, registrations from carnival men fell off. This was the second year that the conclave went without exhibits due to the war. The Market Place, which was to have cilities you have to sell and the combeen an important feature of last year's petition you have to meet. During the meeting but which fizzled, also was eliminated at this year's gathering, thus affording those who were generally tied ized their own shows to aid in boosting up at display booths a better opportunity the morale of their employees, and who to make the various business and social have created facilities within their own sessions. The five Victory Clinics, a plants to stage their own shows as well highlight of the NAAPPB conventions the 'as traveling attractions. Most of these past seasons, duplicated that success plants have committees who are espeagain this year, attracting well-filled ses- cially organized to arrange for the playsions for the discussions on the problems ing of such shows, and in most cases most vitally affecting the industry in they have large budgets. these war days.

were also in session at the Gherman spent as high as \$4,000 for an evening's Hotel here this week, the park operators entertainment for its employees and expressed considerable concern over the their families; not only once but many new amusement admission tax now be- times during the year. Many other fore the Senate Finance Committee, and companies are doing the same thing. I gave much of the convention time to dis. tried to interest the Norton Company cussing the matter. John J. Carlin, of to come out to White City Park, where Baltimore, in reporting as chairman of we would supply a show for them gratis the legislative committee at Tuesday's and arrange any other facilities we could executive session, stated that the park for their enjoyment and entertainment. industry was faced with little or no ad- However, regardless of my sales ability, werse legislation in 1943 but pointed out we could not interest them. I underthat it faces new and higher taxes in stand this has also been the experience 1944, citing particularly the new federal of many other park managers who have admission tax now in the making.

#### Plan Action on Taxes

While the park and fair men look at the proposed tax in the light that this is war and the government must have money to wage it, the park men gathered here spoke of concerted action to get as this objective. The most common exfavorable a tax as possible. Carlin said cuse one usually gets from the chairman that the industry will have to accept its of an entertainment committee of an share of the new taxes gracefully, and industrial firm is that the park is there make every effort to get a fair tax which year in and year out, and they can go lions have been added to the Philadel-

at the 25th annual convention of the amusement parks must get busy with NAAPPB at the Sherman Hotel, Chicago, the owners and directors and plan now December 2, 1943.)

Leonard B. Schloss

If I were psychic and could gaze into the future to see what is in store for us, I might feel more capable to talk on the subject of future promotions. We all realize the changes that are overtaking us in our everyday, lives each time the clock ticks oil a second. What we Registrations were slightly ahead of may vision today as modernistic might be outmoded tomorrow. We are traveling very fast, but I am confident our indusof the future.

The word "promotion" covers a lot of ground, and the success of a promotion depends largely on the locality, the fapast year we have learned much from those large concerns which have organ-

The Norton Company at Worcester, Unlike the carnival and fair men, who Mass., where my park is located, has sought to interest large organizations recently.

#### Employers Want Good Will

Employers are anxious to keep the good will of their employees and are willing to spend money to accomplish

(A talk delivered by George A. Hamid resistance. Promotional departments of for the future to offer promotional ideas and facilities, with a view of making changes to attract the adults, not only the jitterbugs, and children.

> How best to do this? I do not believe any of us are qualified to make a recommendation that will fit even a small portion of the amusement park industry. I, for one, believe we will have to be prepared to build beautiful outdoor motion picture pavillons, and be prepared to stage, in conjunction, vaudeville entertainment in the flesh. We will have to be prepared to have variety of attractions; maybe even television and, possibly, even an airport near by.

This all may sound farfetched. No one knows what the future holds forth, so if you are talking on the subject of promotions for the future then my suggestion is that we must face facts. After this war anything can hapen.

I would suggest that every park establish a promotional department, and make it the business of that department to keep pace with the times, changes and innovations that are overtaking us daily, and prepare to compete with other businesses that are planning now for a post-war era.

the future will be the one that will have the foresight to start planning now on future promotions and longer seasonseven to a year-round operation, so as to keep the promotions going the year around and be able to maintain a good staff working at it 12 months a year.

#### Better Days for Oakland Zoo

OAKLAND, Calif., Dec. 4 .-- Oakland Zoo, which had appeared doomed by recent action of the city council in withdrawing financial support, has been assured of continued existence and promised better days ahead. After several thousand local residents had signed petitions asking that the zoo be maintained, the council reversed its former stand and voted to continue to provide \$400 a month to feed the animals.

PHILADELPHIA-Four California sea

#### **Resume of Meeting**

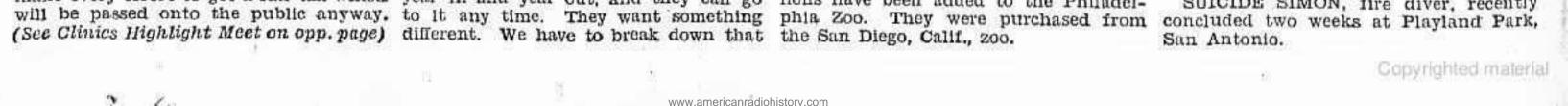
The Monday evening meeting opened with R. E. Chambers, AREA prexy, dispensing with the usual president's annual address and launching immediately into the business at hand. Leonard B. Schloss, president of the NAAPPB, read his address of welcome, and A. R. Hodge, executive secretary of the NAAPPB, then took the podium, choosing as his subject, "What About Next Week and Next Year?," in which he expounded a few homey observations on what the industry may look to in the future.

With only a few members remaining at the conclusion of the priorities discussion, the remaining speakers cut short their outpourings, Ben O. Roodhouse, of the Eli Bridge Company, told briefly how his firm handled repairs in 1943, and Wallace St. Clair Jones injected a note of humor into the proceedings by tossing aside the first four pages of The successful amusement center of his prepared script and reading only a view excerpts from the last one. Jones related in humorous vein how his company had successfully solved its various priorities headaches during the year.

> William Rabkin, of International Mutoscope Corporation, reviewed briefly the Penny Arcade perplexities, and R. S. Uzzell, of the R. S. Uzzell Corporation and executive secretary of the AREA, related his views on the industry's postwar attitude toward the foreign field. M. W. Sellner read the treasurer's report in the absence of W. F. Mangels.

> Climaxing the sessions was the report of the nominating committee. The group named the following candidates, all of whom were elected by acclamation: William Rabkin, president; Ben O. Roodhouse, vice-president; J. V. Eyerly, second vice-president; W. F. Mangels, treasurer, and R. S. Uzzell, treasurer.

SUICIDE SIMON, fire diver, recently



## NJ Spots Ask More State \$ For Bally Use

ATLANTIC CITY, Dec. 4 .-- Plans for a concerted drive to secure a 1944 State appropriation of \$97,000 for use by the New Jersey Council in a broad institutional advertising and promotional campaign were outlined by the newly created New Jersey Resort Association at its first meeting here last Monday (29). Representatives from civic groups, amusement interests, publicity offices and advertising agencies and municipal officials from various resorts along the Jersey coast attended the meeting. Percy H. Jackson, of Wildwood, publicity director of Cape May County, is president of the new association.

This year the New Jersey Council was allotted \$51,000, of which \$12,500 was used for advertising the recreational and resort facilities of the State. Of the \$97,000 sought for 1944, it is planned to divert \$25,000 for such promotional purposes.

Fred W. Jackson, of Trenton, and George C. Zuckerman, publicity director of Asbury Park, told the group that the request for increased funds had been presented to the State budget commission recently, and added that its members appeared to be favorably impressed with the advertising program. Both speakers stressed the importance of soliciting support of legislators in all counties for the measure.

Tentative use of a \$25,000 allotment for the resorts themselves would include \$16,000 for advertising in national magazines, \$3,000 for a New Jersey resort booklet, and \$3,000 for newspapers, with the remainder held in reserve for the promotion of special events.

To Hypo Early-Season Biz It was further emphasized that the council's activities would be confined to a broad institutional type of advertising program, and mode it plain that individual resorts would have to take care of their own promotional plans. The formal fundamental policy of the newly created NJRA was announced as "mero business for New Jersey resorts thru advertising." At one time Jersey resorts collectively led the nation in advertising. Now it stands sixth. "Our job is to make Easterners especially conscious of New Jersey," said Mall Dodson, publicity Cirector of Atlantic City and vice-president of the NJRA.' "Resorts represent 10 per cent of the total Low Jersey 'ax ratables, and that is a big encligh industry for the whole State to take an interest in, especially as far as post-war planning is concerned. Among others in attendance at the Monday meeting were A. Paul King, Ocean County; Bloomfield Hulick, Allenhurst; Howard Shifler, Long Branch; Jack Lamping, Long Beach; A. C. Poffenberger, Atlantic City; Frank Amstutz, Atlantic City; Mayor Fred W. Chapman, Somers Point; Mayor Van A. Nagle, Beach Haven; John Kay, Wildwood; Albert B. Johnson, Atlantic City; Edward J. Wallis, Atlantic City; John Paul Dorland, Philadelphia, and Adrian Phillips, Atlantic City.

#### PARKS-RESORTS-POOLS

By NAT A. TOR

Men and Mentions

Orleans, stopped off in New York prior

to going on to Chi for the meetings. He

broke bread with the New York outdoor

14

publicizes the Park Central indoor

plunge, New York, is the same Joe Moore

who was ice skating champ some years

back. Joe, incidentally, caught four bal-

loons on a recent Sunday night at the

New York Stork Club and received for

With the Zoos

between the Board of Park Commission-

ers and trustees of the Cincinnati Zoo-

logical Association for supervision of the

local zoo probably will be renewed for a

period of five, effective January 1, 1944,

it was revealed at a meeting of park

board members here last week. The first

agreement between the association and

park board was made in 1932 and ran

PHILADELPHIA .- The Junto, Philadel-

phia's adult school, is adding a new

course to be known as Saturday Peek at

the Zoo. The course will consist of

weekly tours to the Philadelphia Zoo,

along with lectures about the animals.

The course and tours will be personally

conducted by Roger Conant, curator of

A. C. May Get Ball Club

CINCINNATI --- The usual agreement

Joe Moore, who with Eddie Wiener

crowd at the NSA banquet.

his trouble four swell prizes.

for a year.

the Philly zoo.

Harry J. Batt, of Pontchartrain, New

The Pool Whirl of those present that the possibility of ings Paul Huedepohl, entertainment getting a 15-cent starting bracket ap- committee chief, introduced one of his pears very remote, first because of the acts, Kim Yen Soo, Chinese conjuror, tax must bring and second, because minutes of legerdemain. (All Communications to Nat A. Tor, 10 cents seems the most natural starting Care New York Office The Billboard) unit.

> President Schloss said that if the Senate Finance Committee requests it the NAAPPB will send a committee to Washington to aid in framing the new admission tax measure. No opposition was voiced to the 20 per cent tax now under consideration, but the delegates stated preference for a 20 per cent tax on a lump sum rather than a complicated, graduated tax plan which would make bookkeeping a headache. In making up the new admission tax, Schloss said, lawmakers should be careful to give consideration to the kiddies, who would be the chief sufferers if a tax were placed on the low admission classification.

#### **Priorities Important, Too**

Priorities again occupied an important spot in this year's convention, with George W. McMurphy, head of the Amusement and Recreation Section, Service Trades Division, Office of Civilian Requirements, War Production Board, as principal speaker on priority problems at Victory Clinic No. 1 which followed the executive session Tuesday. McMurphy lauded the park ops and ride and equipment manufacturers for their efforts in keeping the nation's amusement devices safe and in good working order during these war days. He said their work is an important one and very vital in sustaining the morale of the war workers on the home front. He said that the War Production Board realized and appreciated the important work the manufacturers and park men are doing, and said that the WPB will co-operate in every way to see that necessary materials for repairs are furnished. McMurphy in his talk offered little that those gathered hadn't heard before, but his words 2 a.m., in the Sherman's Pent House served to add stimulus to the clinic on priority problems which followed. It had more practical value to the manufacturers and operators than possibly any of the other clinic sessions, and served to straighten out a lot of priority head-

#### The Billboard 43

huge sum of money the new admission who pleased the gathering with 15

Victory Clinic No. 1 .- "Priority Problems," followed. R. S. Uzzell was chairman, and members of the faculty were N. C. Alexander, R. E. Chambers, Raymond Lusse and Leonard B. Schloss, Beach and pool round-table meetings, with Harry A. Ackley as chairman, and Paul H. Huedepohl and O. B. Jenkinson as discussion leaders, were held Tuesday, Wednesday and Thursday from 12:30 p.m. to 1:45 p.m. These proved highly interesting.

Executive session Wednesday was brief and confined itself to the directors' results in the election of officers and to announcements and communications. Victory Clinic No. 2 .- "Taxation," with John J. Carlin, chairman, and Ell M. Gross, Robert F. Irwin Jr., Fred L. Markey and William Rabkin, faculty members; and Victory Clinic No. 3 .---"Problems Arising Out of Wartime Operation," with Don Dazey, chairman, and Harry A. Ackley, A. W. Ketchum, Frank Raful and H. P. Schmeck, faculty members, occupied the remainder of the afternoon.

Thursday's session was given over to announcements and communications and Victory Clinic No. 4 .- "General Problems," with A. B. McSwigan, chairman, and John Legan Campbell, E. J. Carroll, E. E. Foehl and Robert Rechardt, faculty members, and Victory Clinic No. 5 .---"Plan Today for Tomorrow," with William J. Wendler, chairman, and Harry J. Batt, George A. Hamid, Jack Rosenthal and H. P. Schmeck, faculty members. Doug Hope entertained between clinic sessions with a comedy quiz session, with park men in the audience participating.

For relaxation and sociability there were two sessions daily for visiting park men, 6 p.m. to 7 p.m. and 10 p.m. to Club.



CHICAGO-Floyd Young, director of Lincoln Park Zoo, has acquired a pair of yaks from a private owner. Originally from Thibet, they are five years old.



league baseball team for spring training in 1944, an attraction long-sought by Atlantic City, were increased last week when the Philadelphia Athletics turned a receptive eye toward Atlantic City. Connie Mack, mentor of the A's, accompanied by his sons, came here last week to look over the facilities. The New York Yankees gave the resort the onceover two weeks ago, but no announcement has been made as to whether or not they will train here or return to Lakewood, 17. J.

ATLANTIC CITY, Dec. 4 .--- The re-

sort's chances of accommodating a major

Connie Mack, who said his ball players would stay at the Seaview Golf Club and practice at Bader Field and the National Guard Armory, said he will not bring the A's here if the Yanks decide to move in. Spring training of a major league baseball club, long a major attraction for the Florida resorts, would go far in stimulating pre-summer business here.

#### Mrs. Rockwell Prominent In Industry Years Ago

CINCINNATI, Dec. 4.-Mrs. Anna Vail Rockwell, who passed on here recently at the age of 83, was associated for many years with the late I. M. Martin in the operation of the former popular Chester Park here. In the capacity of secretary to Martin, Mrs. Rockwell became prominent in the amusement park field from Coast to Coast.

A resident of Cincinnati since 1881, M.s. Rockwell was also one of its pioneer figures in the restaurant business. She was an assistar': to her husband, the late P. S. Fockwell, who operated the first popular-priced restaurant in this city, located on the present site of the Lyric Theater on Vine Street.

#### CLINICS HIGHLIGHT MEET Continued from opposite page)

As the first step in the right direction, Carlin suggested that the park ops come up with some concrete, definite statement, indicating that the industry is in accord before approaching the Senate Finance Committee with a tax suggestion agreeable to the industry. It was suggested, too, that park operators, in their proposals to their congressmen and senators, ask that the starting bracket for the new admission taxes be placed at 15 cents, thus leaving the 10 cent admission untaxed. It was voiced by many

aches that had been bothering some of the delegates for many months,

#### Initial Session Draws

With some 75 operators present the convention's initial session on Tuesday afternoon got under way with the singing of the Star-Spangled Banner. Following the invocation delivered by R. S. Uzzell, Secretary A. R. Hodge introduced President Leonard B. Schloss, who in the annual address gave a resume of the past and present of the amusement park industry, concluding with the prediction of what the ops might expect in the future.

At this point F. W. A. Moeller, general program chairman, took over to introduce the various committee leaders. President Schloss read the report of the public liability and fire insurance committee in the absence of N. S. Alexander, who was confined to his hotel room with illness. John Logan Campbell continued on the subject of insurance, outlining in detail workings of the NAAPPB's insurance plan and what it has meant in dollars-and-cents savings to the membership. Campbell called for brief talks from Ralph L. Inglis and E. E. Sawyer, vice-president and general counsel, respectively, of the Associated Indemnity Corporation.

The executive session of the meeting followed, with President Schloss in the chair,

John J. Carlin, as chairman of the legislative committee, made his annual report, and R. S. Uzzell contributed his usual words of respect in honor of those members of the NAAPPB who had died during the year.

To break the monotony of the proceed- 20744 Gratict Ave.

## WANTED TO LEASE

Rides for 1944 season. Why let your Rides lie idle? Let us make them make money for you. Write, give full particulars.

G. & C. AMUSEMENTS Box D-149, The Billboard, Cincinnati 1, O.

#### WANTED

Maintenance Mon and Ride Operators for all year around work. Apply in person or write,

## EASTWOOD COASTER (O.

EAST DETROIT, MICH.



Who wants new connection paying a minimum of at least \$5,000.00 for the season. If you have a rich background of experience covering the operation and exploitation of swimming pools, write us in detail. This is a new plant, located in midwestern city. Address

BOX D-160, Care The Billboard, Cincinnati 1, Ohio.





(Communications to 25-27 Opera Place, Cincinnati 1, O.)

## Government Needs Info To Aid Ops Secure Equipment, OCR Rep Tells URO Meet

Washington, representing the Recreation power to provide the equipment neces-Section-Service Trades Division, Office of sary to keep the roller-skating rinks in Civilian Requirements, attended the operation. executive board meeting of the United Rink Operators in the Park Central Hotel here November 28. Those present included President Earl Van Horn, Mineola, N. Y.; first vice-president, Thomas Legge, Boston; second vice-president, Capt. George Rushby, Baltimore; Wally Klefer, White Plains, N. Y.; Orville Godfrey, Detroit; John Beckman, treasurer; Jesse Carey, Philadelphia; Bill Holland, Bridgeport, Conn., and secretary, W. Schmitz, Elizabeth, N. J., who provided the report of the meeting to The Billboard.

Conover stated that after having carried on correspondence with Secretary Schmitz of the URO, it was decided by the War Production Board that he should attend this meeting to get all the facts as clearly as possible. Conover explained that the government has come to the conclusion that recreation is helpful to the war effort and that roller skating is an important part of the recreation program, especially in those areas where war workers have moved to.

Roller skates have not been manufactured since July 1, 1942. Other equipment such as repair parts, tubes, motors, etc., are almost exhausted as far as roller rinks are concerned. It is the job of his office, Conover stated, to get the facts from the operators, and what their requirements will be for the coming year, in order to maintain the rinks and the equipment. The difficulty arose when the question of how to obtain actual facts and figures was discussed. It would be necessary to send out questionnaires to all rink operators thruout the United States. Unfortunately past experiences have shown that many operators, the same as in any other form of business, ignore the questionnaire, as they seem to be afraid to give any information in regard to the operation of their rink. However, it seemed to be the opinion of the majority of the board, that due to the importance of the issue involved, the board be created, comprised of both URO rink operator would co-operate,

NEW YORK, Dec. 4 .--- Edward Conover, his office would do everything in its

#### Information Wanted

It all boiled down to one fact: Will the rink operators in the United States co-operate in giving the following facts and figures; 1-Total area of the rink, including washrooms, lobbies, hat-check rooms, skaterooms, etc. (not the area of any balcony which may be in the building). 2-The annual attendance for 1942 and 1943. 3-How many months was the rink operated during 1943? "Indicate what month." 4-The attendance during the four best sessions of the month of March. 5-The attendance of the four best sessions of the month of October. 6-How many rink skates on hand? 7-How many rental shoe skates on hand? 8-How old is the average skate in the rink? 9-How many skates will your rink need to remain in business for the coming year? 10-How many rental shoe skates will be necessary? (These may not be sold).

These are the most important questions which will be asked. There will, of course, also be other items such as tubes, repair parts, etc. However, before this tremendous job will be undertaken, it would be very interesting to hear from the various rinks, not members of any association. Any rink operator who wishes to co-operate in this effort should write to W. Schmitz, secretary United Rink Operators, 1018 Sherman Avenue, Elizabeth (3), N. J., giving his opinion, and also stating if he would answer these questions honestly should such a questionnaire be sent to him.

was shown to him and it was explained which parts are most apt to break or wear out.

#### **Reports Given**

At the session November 29 Wally Klefer, chairman of the Amateur Co-Operative Committee, reported on the work done during the past year, working closely with a similar board of the Amatuer Roller Skating Association in furtherance of the sport. After Frank Morris, of the St. Nicholas Arena, New York City, gave his report on the professional school, which had been held in that rink during the past week, the president appointed a finance committee consisting of John Ambrose, of Canandiagua, N. Y.; The president declared an open discussion. The operators present gave their views on juvenile delinquency and how it affects the rinks. Many operators rearmy and navy camps or by giving free pulsion of Hodes. passes to servicemen.

## **RSROA** Pro School Clicks in East; **Others To Follow**

NEW YORK, Dec. 4.—The RSROA professional school held at Gay Blades Roller Rink, 52d Street and Broadway, New York City, for the Eastern division from November 22 to 28, was acclaimed as one of the finest schools ever conducted. As the discussions of international dance and figure skating went on, the interest was keener. Many points of interest were discussed and all the professionals finished their schooling satisfied and happy. The teachers handling the school were Perry B. Rawson, Deal, N. J.; Fred Bergin, Medford, Mass., and Betty Lytle, of the New Dreamland Arena, Newark, N. J. It was very surprising to see how, when a professional was in doubt as to a method used, all the pros were ready and able to discuss the matter. Surprisingly, the attendance was 100 per cent at every class.

#### December 11, 1943

## Miller Re-Elected **Skating Union Head**

CHICAGO, Dec. 4,--Pete Miller was reelected president of the Amateur Skating Union at the close of the three-day annual meeting held in the Morrison Hotel. Named as vice-presidents were John Shannon, New York; L. W. Johnson, Minneapolis, and Benjamin Bagdale, Detroit. Sid Novak was appointed secretary-treasurer of the union for his third term.

Most of the meeting was devoted to working out plans for greater participation by the younger skaters. One roller Syd Conn, Hartford, Conn., and himself. skating matter that came up was the case of Wilfred P. Hodes, Cleveland, former president of the union. It was charged that Hodes had officiated in a meet not sanctioned by the Amateur ported on their contribution to the war Roller Skating Association, an affiliate of effort either by putting on shows in the ASU. Hearing resulted in the ex-



offices could not make any promises but if the operators would co-operate with required in the rink, and second, how him in furnishing facts and figures that



All the rink operators should realize that gathering these facts and compiling them into figures which will be turned over to the War Production Board, is a tremendous job done by volunteer rink operators without any compensation. The advisory board will keep these facts and figures absolutely confidential.

Conover suggested that an advisory and RSROA operators to help the WPB Conover made it clear that he or his in setting up a suitable program, first to obtain facts and figures as to what is the equipment which may be obtained, should be distributed without any operator taking advantage of the situation.

> The following are a few of the most important items needed in the rinks at the present time: Sound tubes, skates, repair parts, shoes and rubber hose for vacuum cleaners, record changers, motors and colored fluorescent tubes. There are many other items but the aforementioned ones seems to be the most urgently needed.

#### Inspect Rinks

After the meeting adjourned Secretary Schmitz took Conover on a tour of inspection to different rinks to enable him to familiarize himself with the actual operations of the rinks and to get firsthand information. During the trip of inspection Conover had an opportunity to speak to operators of large rinks as well as small rinks. Skating equipment



The Eastern division school proved so successful and educational that it was decided to hold another professional school at Detroit, December 7 to 9, for the States of Michigan, Illinois, Ohio, Indiana and Wisconsin at the Arena Gardens, Detroit, with Fred Bergin and Betty Lytle teaching.

This will make four RSROA schools for 1943, and more and greater schools are being planned for 1944.

The list of professionals who attended were Terry Davis and Millie Ferris, Bay Ridge, Brooklyn; Arthur Eglington, Jeanne Schneider and Chris Guthy, Wal-Cliffe, Elmont, L. I., N. Y.; Betty Lytle, Grace Wolf and Ruth Robinson, Dreamland Arena, Newark; June Steenbeek, Paterson Recreation Center, Paterson, N. J.; Margaret Cioni and Roland Cioni, Park Circle, Brooklyn; Millie Wilkins and Clifford Wilkins, Queens, Elmhurst, L. I., N. Y.; Charles Womble, Gay Blades, New York City; Barney Fluke, New Rochelle, New Rochelle, N. Y.; Al Staub, Hillside Rollerdrome, Richmond Hill, L. I., N. Y.; Helen Sterling and Karl Sterling, Rockaway, Edgemere, L. I., N. Y.; Anita Dan, Empire, Brooklyn; Violet Kelly and Richard Goines, Chez Vous, Upper Darby, Pa.; Charles Vail, Peekskill, Peekskill, N. Y.; Betty Bargmann, Riverside Stadium, Washington; John Baum, Florham Park, Florham Park, N. J.; Phyllis Sprock and Joe Schmitz, Coliseum, Baltimore; Edward Laventure, Mrs. Edward Laventure and Rose Baglio, Whalom Park, Fitchburg, Mass.; John Fasiska, Jene Beissett, Jane Petrosky and Adele Norton, Broadway, Glassport, Pa.; John Hoffman, Skateland, Albany, N. Y.; Mary, Helen Holmes and Mrs. Morrison, Doling, Springfield, Mo.; A. T. Williams, Coliseum, Parkersburg, W. Va.; Emma Samm, Southern, Philadelphia; Irene Roeder, Eli, New Haven, Conn.; Carl Taggesell and Helen Stump, Skateland, Buffalo; William Carpenter, Town Hall, Scranton, Pa.; Sarah Sweeney, formerly of Manhattan, New York City; Harold Moyer, Playland, York, Pa.; Helen Stewart, Riverside Rollaway, Agawam, Mass.; Johnny James, Brooklyn Roller, Brooklyn; William McMillan, Stratheuna, Toronto; Mr. and Mrs. Young, Riverdale, Natick, R. I.

GREAT LEOPARD RINK, Chester, Pa., scheduling skating sessions for both afternoon and evening each day of the week. The rink also reports a large other equipment. number of bookings by groups and parties.

BOX D158, care The Billboard, Cincinnati 1, 0.



Roller Rink Equipment. Two Portable Floors, any size; Skates, any amount; Skate Grinder and

T. C. TOMPERS Susanville, California inhted material



#### The Editor's Desk By CLAUDE R. ELLIS CINCINNATI

THAT "buying wave" in the Chi Sherman last week A started as a ripple. Toward mid-week it assumed tidal proportions. It didn't precisely peter out on Thursday. But after all the fanfare and phenagling were over the trade-paper boys had only a couple of stories on actual sales of carnival equipment, especially railroad rolling stock. Some of the prices reported to have been quoted were enough to give shudders to an OPA ceiling holder-downer. One widely enjoyed wag cracked: "I was all set to buy a certain major 30-car show. But when I started looking around for a staff and some other working people I found that they had all purchased shows themselves today."

AN aura of trading pervaded the Magic Carpet. The lobby was again "the wheat pit of show business." It all appeared to start when a couple of motorized show bosses made overtures to a couple of other fellas who had coveted steel flats and some wagons that they didn't take out the past season. And then the rumors and rumors of rumors made the Celtic Room ring. "He's holding out for \$3,000 per flat." "He raised his price on his stuff from \$85,000 to \$95,000." "I just heard that now he won't sell for less than \$125,000." "Well, we offered him \$75,000 flat, take it or leave it. That's as high as we'll go. I know where there is some other equipment." "No, I didn't come here with any idea of

peddling my cars. But if what I hear about these offerings is kosher. I'm not married to it, you know. I can be talked to. And they needn't be any such offers as I hear are going begging." "Next season may not be so hot financially, altho the labor problem will ease up. I might sell." So it went, ad infinitum.

#### t

THE lowdown seems to be that a couple of operators who've had fat seasons want to buy some cars and wagons. A couple of owners who have the choo-choos but are not using 'em are willing to take a profit-and how! So the dickering may go on and on among those who didn't sell or didn't buy in Chi. Best guesses range from the surmise that those who are holding out for fabulous prices may live to be sorry that they didn't unload at reasonable sums for their used paraphernalia to the prediction that those who wanted to buy and couldn't may live to be glad that they didn't spring with the heavy coin demanded by those who've got what it takes to get over the rails.

IF the orgs that meet "all under one tent" in the Sherman every year had properly geared press and public relations set-ups it is likely that there wouldn't appear such left-handers (in wartime) as this quip from one of the wire services which feed hundreds of newspapers over the nation: "Flippant nonchalance

#### The Billboard 45

prevailed at the blow-off session last night when 1,400 showmen attended, etc." The country's press could be given plenty of "color" about the confabs, but the serious aspect of the gatherings (and there were some particularly meaty and constructive addresses and discussions this year) could be fed to the news and feature hounds along with the fripperies which it seems must be gagged up to go with present-day press convention reports. What outdoor showbiz is doing in the war effort needs wider circulation than can be given by the industry's own publications and by its personnel's word of mouth.

THERE'S probably credit enough for all of those who helped in Washington before the ODT ukase of last February which sent the tented shows out as a recognized influence in maintaining the home front. Whatever one's opinion may be as to thru just whom and just how the deservedly favorable ruling was made, it is evident that some of the most realistic and cagey individuals in the game believe that the ACA should be grateful to its staff of counselore. This means that men like J. C. McCaffery, Dave Endy, Jimmie Strates, George Hamid, Max Linderman, Phil Isser, Floyd Gooding, Issy Cetlin. John Gecoma, Jesse Sparks, John Sheesley, Merie Beam and many others want to see no let-up in those things which led to the establishment of proved DC contacts. . . . The Changing Scene: At the conventions was a Westerner who got "stuck" with a big shipment of package candy some months ago. He has cleaned up with it. Reason: The folks in his territory go for candy pitches because they want the candy!

## Out in the Open

OFF in a corner of the lobby of the Sherman Hotel in Chicago last week a very good friend, seeing us approach, remarked, "So you have become a maker of presidents!" It developed that the gentleman was referring to a piece of two weeks ago in which we wound up by advocating Harry J. Batt, managing director of Pontchartrain Beach, New Orleans, as president of the National Association of Amusement Parks, Pools and Beaches. The friend, with several other park executives within earshot, made the point that it was "embarrassing" to the NAAPPB to have Batt's name appear in print in the manner in which it did, at the very time that the bigwigs of the trade org were in caucus to consider the 1944 president. He said, further, laying emphasis upon our friendship over a fair period (an association of which we are very proud) that the paper for which I write should be "non-partisan," and hinted that we (meaning, it is assumed, both The Billboard and your suffering scribe) should not be caught in the act of telling an organization what people to elect. He stated that a parkmen's president is selected on the basis of his over-all work for the organization over a given period of years, and not, as may be imagined, for a particular job, however noteworthy or distinguished, over a short stretch. That was the sum and substance-the effect-of the friend's comment, altho the actual wording may have been different.

#### By LEONARD TRAUBE NEW YORK

news because the trade org has never, to our knowledge, paid the slightest attention, officially, to anything we ever said, endorsed, urged or advocated, save that a few conventions back (the one that was staged with such great unsuccess in New York) we elected to criticize the brass hats which run the outfit for charging a two-buck registration fee, among other 411-advised convention operations of the time. The NAAPPB responded, thru the then president (Arnold B. Gurtler, of Denver, as we recall it) that we were talking thru our hat, that everything was hunky-dory, that there were no complaints, and all that sorta thing. This was a strange counterattack in view of the fact that the park association later scrapped the registration fee, on the very basis put forth in our "dream." AS to the "embarrassing" phase, surely the NAAPPB is big enough to have such a small finger pointed its way. If the association was embarrassed, it is probably the first time those mental calisthentics have taken place. Why should the organization be embarrassed unless the suggestion concerning the presidential timber was important enough to cause it? That the blgwigs were in caucus to name the top man for 1944 is all the more reason why a little prodding was not only harmless but significant. We'll not go extensively into the "non-partisan" point because, as we told the gentleman himself, every publication and every person enjoying a forum under it is privileged to sound off whenever he pleases, especially election time, as to his pet candidates. This is part of what is known as freedom of the press, the same privilege being denied and denounced in dictator countries or wherever censorship of communications exists.

No publication worthy of the name is in business to elect candidates-altho some of them have tried, many with damaging and/or shameful results-but all of them reserve the right to guide organizations and people in the choice of the right men. It is conceivable that under the restrictions imposed by the parkmen's set-up for elective offices, it is trodding on foolish ground for a publication and its thirelings to go out on a limb.

÷. THE idea of a "Nobel Prize" background-the long pull-for a parkmen's president is so much eyewash. It is true that career work has some merit in relation to selection, but if this is so with the NAAPPB, how come the basis hasn't applied in so many cases in the last 15 years or so? Leonard B. Schloss, the incumbent, certainly has deserved the top job; he should have had it long ago. There is no question about that. The late Harry Baker is well remembered for his splendid work, but it suggests a great dearth of timber within the organization's ranks that Baker was re-elected year after year. Did no one name present itself in four or five years of elections while Harry Baker was heading the trade group? We refuse to believe that this could have been so. While not backtracking, we did not put forward the name of Harry Batt in any up-and-at-'em manner. It was merely an idea built around Batt's great work at his park for the war effort, not to mention that Batt has served the NAAPPB well, handled the program at one of the recent conventions very capably, has always boosted the association, made friends for it, and happens to be a fine person who would be a credit to the industry as its No. 1 figurehead.

WELL, it's an interesting challenge. If we are a maker of presidents, it is news in so far as the NAAPPB is concerned, altho we are aware that our friendly critic was not being extra serious. It is

The Crossroads THE newspapers took considerable more notice of the outdoor conventions here this year than ever before, particularly of the IAFE, which perhaps has been more closely tied in with the war effort on the home front than any other organization. In addition to stories carried in the local dailies, the Associated Press, United Press and The Wall Street Journal had representatives on hand to obtain feature stories. It's too bad that the IAFE has no regular publicity set-up, for it could obtain a world of favorable publicity for the fairs if a publicity program were prepared in advance and a man were on hand with information on the various phases of the organiza-

tion's activities to give to newspapermen. As it was, we volunteered our services to the press men who appeared and also got the valuable co-operation of E. Paul Jones, former publicity head of the State Fair of Texas, Result was some nice feature stories for the IAFE.

NOTES picked up in our more or less coherent moments at the convention: Mrs. Don A. Detrick, of the Ohio Fair Managers' Association, was unable to be at the convention. One of her sons who has been in the army got his first furlough last week and was visiting his mother. Then Mrs. Detrick's eldest son was reclassified and ordered to report for his physical, so we can't blame Mrs. Detrick for remaining at home to be with her boys, ... Max Kimmerer, who had the alligator farm at A Century of

#### By NAT GREEN CHICAGO

Progress, was up this year for his first convention in some years. . . . The old "rheumatiz" had Jake Newman in its clutches, but he was on hand nevertheless. . . . Our first three Christmas cards came from widely separated parts of the world. One came from Maj. James Edgar, somewhere in England; another from George L. Crowder, A. O. M., in the South Pacific, and the third from Arthur Hopper, who is soaking up sunshine in Sarasota. . . Mrs. Sam J. Levy celebrated a birthday December 1. . . . Eddie Johnson, circus and carnival agent now with RKO, has left Des Moines for Nacogdoches, Tex., on a several months' leave of absence. The old ticker has been acting up and Eddie will take a good rest. . . . We aim to please, but please don't ask us to get tickets to Oklahoma-it's a superhuman job! . . . Eugene J. Hodgeman, formerly on the Ringling advance, is now a corporal in the army. He writes from somewhere in the European war theater that he's received letters from many of the boys but most of them didn't give their home address. . . . Friends of Bobby Peck (Mrs. Bill McGough) will be sorry to learn she lost her father recently. . . . E. Paul Jones and Mrs. Jones, both with the Red Cross, returned to Washington a few days ago. . . . John F. (Jack) Fenelon, circus man, is in Hines Veterans' Hospital, Hines, III.

HARRY NOYES, veteran show agent, came in from Kewanee, 111., his home, to spend a few days

Moreover, Batt is from a section of the country which has been lost in the shuffle as far as NAAPPE presidents are concerned. Is that a point?

with the visiting showmen. Harry, who is 75 years old, is a charter member of the Showmen's League and it was a treat for him to visit with old friends he hadn't seen in many years ... F. Beverly Kelley is again handling publicity for the National Foundation for Infantile Paralysis and has Allen Lester, of the Ringling press department, working with him. Allen will, contact all metropolitan newspapers and a number of papers outside of New York City. . . . Charlie Urguhart, circus fan and former production manager of NBC, is in the signal corps at Camp Crowder, Mo. "I like the army fine," he writes. "In many ways it's like circus life-lots of outdoor life." Charlie, still in basic training, is an acting corporal. ... Kenneth Blake, high diver, expects to be back in the biz next season with "Uncle" John Francis. . . . Ben Sawyer, concession superintendent of Saginew (Mich.) Fair, came in early to enjoy the Prestdent's Party Sunday night-and he certainly enjoyed it to the full. . . . George Bischoff was thrice welcome at the Showmen's League. He brought with him from Fort Wayne a fine pig, the gift of John Dehner. It dressed 154 pounds and when roasted by the Sherman chef and served at the League rooms it brought many a satisfied expression from members. . . F. M. Shortridge made one of his infrequent visits from Des Moines and renewed acquaintance with Al Root, Wallace Munro and other old-timers. . . . Ann Sherwood (sister of Roberta and daughter of Bob) has joined the WAC. So has Ann Bartlett and both are on recruiting duty in Columbus, O. ... Tell It to Sweeney is Al Sweeney's new column in the Fort Bliss, Texas, camp paper. . . . John Sloan, warrant officer in the navy, is at Great Lakes recovering from an injury sustained some months ago and dropped in to see the show boys at the convention, . . . Doc Waddell missed this year's gathering but sent greetings.



46	The Billboard	CLASSIFIED AD	VERTISEMENTS	December 11, 1945
1 Minimum \$2	Oc a Word Cash With Copy Close in Cincinnati	WANT PERFECT FEET? — BANISH CORNS, callouses, bunions, athleta's foot, ringworm, foot odor, tight shoes, fallen arches. Stand without fatigue. Walk without tiring. An ancient art. Friends, demand this specialist book right now, \$1.00 postpaid. KIEWIT, 1115 Queen City, Cincinnati 14, O.	new, \$105.00; two Towers, \$57.50 each; one A.B.C. Bowler, \$39.50; one Silver Skates, \$25.00; one Metro, \$22.50. Deposit. WEST COAST AMUSEMENT CO., 820 S. McDill Ave., Tampa 6, Fla.	Stakes, Sledges, etc. Describe fully. Send stamp. SMITH TENTS, Auburn, N. Y. ja29x TRIPLE HORIZONTAL BAR RIGGING FOR SALE. Completely rigged up for circus or stage.
Thurs	Place, Cincinnati 1, O.) day for Following Week's Issue	MISCELLANEOUS	deluxe speaker, very clean, perfect every way, \$124.50 each. KAW SPECIALTY CO., 715 Kansas Ave., Kansas City, Kan. "SPECIAL" — 100 TOPPERS (BALLGUM),	JOHNNIE SCHMIDT, 318 N. 26th, Waco, Tex. VICTOR AND UNIVERSAL 16MM. SOUND Projectors complete with Record Players; very good condition. Golde 500 Watt Stere-
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Therefore publishing yo	ary to cover this service. when figuring the cost of our advertisement kindly add orwarding of replies.	FOR SALE — 5x7 CAMERA COMPLETE WITH lens and tripod in A-1 condition, \$125.00. PEERLESS VENDING MACHINE CO., 220 W. 42d, New York City, Wisconsin 7-8610.	Watling Big Game, cash pay, perfect, \$100.00. Make offer for lot. S. M. HARRIS, Box 630, Greenwood, Miss. WANT RADIO RIFLES - WILL PAY TOP	PHOTO SUPPLIES
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BEAD NECKL Workers, Ca Sample line, \$1 Los Angeles 6, CEDAR CHEST	ACES FOR JOBBERS, FAIR rnival Men. Particulars free. .00. MISSION, 2328 West Pico,	MEXICAN LEATHER HAND MADE SMALL Curio Horse Saddles, \$8.00 dozen; sample,	Cold and late models, 5c and 10c play. Fruit reels only. Give model and serial numbers and condition. GENERAL MUSIC CO., 2277 W. Pico, Los Angeles 6, Calif. del 1x WANTED — PHONOGRAPH ROUTES, SINGLE Machines, Bally One Ball Free Play Games, Arcade Equipment. Send list, we pay top dollar. ROY McGINNIS CO., 2011 Maryland Ave.	AN OFFER WANTED ON FOLLOWING: 11 ALL Eastman Kodak, 1944 dating, unbroken pack- ages; eleven rolls 11/2", 18 rolls 21/2", 11 gross 5"x7"; 2 gross 4"x6". Sell all or piecemeal. Write your best offer to FRISCHER, 333 Oak- land St., Trenton, N. ]. ARE YOU INTERESTED IN RECEIVING STEADY supply of the following. E.D.P., all sizes on
bemonstrate bemonstrate bemonstrate Solder. Men V2c stick. Ma	per dozen. Sample, \$3.50. 1/2 PHOTO SUPPLY CO., P. O. Box	15 SOLDIERS OR SAILORS FUNNY POSTCARDS, 25c; 10 large Pin-Up Pictures, Girls, Funnies, 25c; 15 Postcards of Washington, D. C., 25c. All different, all colored. Wholesale to stores. Cash or War Stamps. TUCLAW ART, Stan-	Baltimore, Md. deilx WANTED — WATLING "FORTUNE" OR "500" Scales. Also Mills Scales, large head models. Please give serial number and quote lowest cash price. BABE LEVY, 2830 10th Court South, Birmingham 5, Ala. WANTED — ONE DOLLAR MACHINE IN ANY	open packages, late 1944 datings, at attractive prices? Write your needs today. Will quote price upon receipt of your letter. BOX 534, Billboard, 1564 Broadway, New York 19. ja1 CAN USE QUANTITY EASTMAN DIRECT 'Positive Paper in rolls 21/2 inches by 250 feet. Quote price. GEORGE McMILLAN, 709 E. Market St., Greensboro, N. C. del1x
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December 11, 1943

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WILJAMAK, 107 S. Capitol, Indianapolis,	Postcards, 500, \$2.50 each postpaid. Busi-	WE WILL DAN LUCIERT CACL DELETS FOR	foregrounds, \$5.00 each. Catalogue free.
SELL BEAUTIFUL RELIGIOUS CARDS, 1c, UP, Information free. Samples 25c. Selling Kit, \$1.00. TAYLOR PRINTERY, Olney, III.	ness Cards, \$1.50; Noteheads, \$2.00. BENNE- VILLE PRINTING, 907 W. Roosevelt, Philadel- phia 40, Pa.	1939 Rock-Ola Standards and Deluxes and 1940 Rock-Ola Masters and Supers, any quan- tity. Write, wire or phone BIRMINCHAM	FRANK BONOMO, 25 Park St., Brooklyn, 6, N. Y. de25
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cut mold model with illustrated molding cir- cular, catalog. Hundred new flexible molds, \$1.00 postpaid. PLASTIC PRODUCTS, 1410NB Belmont, Chicago.	Slide, \$29.50; Flagship, \$12.50; On Deck, \$12.50; Velvet, \$30.00; \$60.00 for all of 15 3-Column Snacks. Sparks, 1c Cig-Reel and Gum Ball Machine, \$17.50; Groetchen Dandy Vender Cig-Reel and Gum Ball, \$17.50; Amer-	Tarpaulins, Waterproof Covers, 9x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation Leather, Paints, Enamels and many	MANTED - EASTMAN D.P.P., ALL SIZES. Any quantities. Also gross lots, 5x7. Good dating essential. Write quoting lowest prices.
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CURLY! — FORMERLY WITH OLLIE HAGER, where are you? Have a good proposition for you. Wire or write at once to BOX C-140, care The Billboard, Cincinnati 1 Q.	MILLS 25¢ BLUE FRONT, S.J., RECONDITIONED	Ave., Chicago. dell NAME PLATE TAPE USED IN ROOVERS NAME	WE WILL KEEP YOU SUPPLIED WITH EAST- man Direct Positive Paper. Always fresh stock. Any size. Prices reasonable. Com- municate at once. PEERLESS VENDING MA- CHINE COMPANY, 220 W. 42d St., New York City. Wisconsin 7-8610.



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47

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- 33	50 ROLLS 11/4 INCH EASTMAN DIRECT POSI- tive, October, 1944, dating, \$9.95 per roll. One-third deposit. GERBER & GLASS, 914 Diversey Blvd., Chicago 14, III.	REPTILES	WILL PAY TOP PRICE FOR WURLITZER 616, 600, 500, 700, 750 and 850; also for See- burg Rex, Plaza, Cem, Envoy, Hi-Tones, all models; also will buy Rock-Ola Standards, De-	AT LIBERTY
3	ACTS, SONGS & PARODIES	Mona Monkey, \$50.00; Mangabey Monkey, \$40.00; Mona Monkey, \$50.00; Rhesus Monkeys, \$35.00; Emu, \$250.00; Tree Porcupines, \$25.00; Bay Lynx, \$25.00; Blue Foxes, \$25.00; tame Black Raccoons, \$15.00; White Fitch, \$7.50;	luxe, Masters. Will also buy ABT Challengers, Kicker and Catcher and other legal Counter Games. Send us your list of what you have to sell. DAVE LOWY, 594 10th Ave., New York City. .22 SHORTS — ANY AMOUNT, WILL PAY	TRUMPET PLAYER — Cood lip, technique; read well, have nice tone. Local #10. Willing to travel. Address
(	BLACKOUTS! — COMEDY MATERIAL PRE- pared for prominent Broadway performers. Complete original collection, \$2. Money back guarantee. KLEINMAN, 25-31 30th Road, Long Island City 2, N. Y. dellx	Skunks, \$7.50; Ferrets, \$5.00; Ringneck Doves, \$1.00; Sacred Doves, \$1.50. CHASE WILD ANIMAL FARM, Egypt, Mass. ×	highest price (10,000 shells); cash waiting. PEERLESS VENDING MACHINE CO., 220 W. 42d, New York City. Wisconsin 7-8610.	BOX C-133, Billboard, Cincinnati I, O. dell AT LIBERTY — DRUMMER. EXPERIENCED, draft exempt, age 29. Hotel style, club, dance. Will travel; location jobs. Neat, new
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19	YOU'LL LIKE MY SONG, "SMOOTH AND Pretty." Send 25c in coin today for a copy. IRVEN MAXWELL, 2315 10th St., S. W., Can- ton, O.	WILL BUY DOCS, PONIES, MONKEYS OR ANY Small Trained Animals. E. A. DOYLE, 181/2 S. Capitol Ave., Indianapolis, Ind.	Advertisements 5¢ & Word (First Line Large Light Capitals) 2¢ & Word (First Line Small Light Capitals)	McCRARY, 1318 Maryland St., Los Angeles, Calif. BAND DIRECTOR — NATIONALLY KNOWN and one of the best, with library and in-
1000	MUSICAL INSTRUMENTS, ACCESSORIES	HELP WANTED	1¢ a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only MINIMUM 25¢ CASH WITH COPY	struments. Can handle anything. BOX C-120, Billboard, Cincinnati 1, O. del 1 EXPERIENCED YOUNG LADY VIOLINIST wishes to join band in New York or vicinity. ROSALIND BURKE, 932 48th St., Brooklyn 19,
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- 23	Trombone, Baritone, Clarinet, Upright Bass.	Also Front Man and Complete Bands. Air mail details to VSA, Box 1299, Omaha, Neb.	for the forwarding of mail addressed to "blind" ads, or those using a box number	territory preferred. New equipment, plenty rhythm, reliable. TOM WRENN, 52 Walnut, Asheville, N. C.
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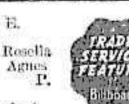
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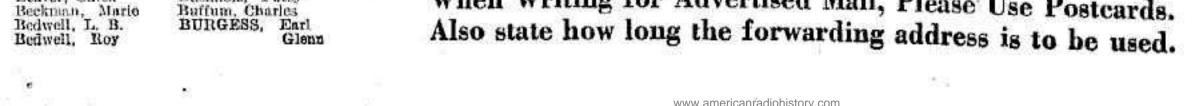
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Carmyle, Madge Lec. June Lenzette, Eddie LUNDE, Russell E. Lunna, Anne Carpenter, Wm. C. Chase, La Verne Mabry, Robert E. Mack, Connie Clifford, Roy T. Malany, Wm. J. MARTIN, Lawrence Cohes, Rex Gail A. MARTIN, William T. Cohen, Mrs. Sam Crawford, Margaret Meyers Jr., Earl MILLER, Murray Mohamed, Ahmed Dean, Myrna. Dawn, Alice Del Rio, Diana Ben Montgomery, Betty Morse, Ruth Murray, Fred C. Myers, Incz Nathan, Richard Duke, H. J. Dusk, Naomi Edwards, G. A. Ellie, Madame Rose Nathansen, Sidney Nichols, Les Ernst, Mary Evans, Frank G. NICHOLSON. Fabian, Emily Fabray, Nanotte Feliz, Nabor Flores, Miss Marissa Clyde Archie Nolan, Jim (Rides) Norman, Ed Parese, Miss Tex Flores, Miss and Flying LeForms, The Parker, Bob Fournier, Frances Frances, Dorothy Pedote, Frank Pickens, Jane Porter, Roland D. Fromes, Harold A. Powers, Bee Radford, Ronald A. RAMSEY, Mr. Gallagher, Edward Geraghty, William P. George Jr., Hareld Golosky, Morris Howard Raymond Reneo Goldman, Samuel I. Roberts, Earl Ryan, Florence GRAY, Anthony M. Halligan, Mrs. Jack Settlerday, R. Halligan, Mrs. Jack SELLERS, William Halpin, George G. Green, Ben Hamilton, Marion Halstead, Mrs. Virginia Sello Bros. Circus SIMS, Leonard Marvin HANDY, Clarenco Steffen, J. E. Stehler, Joseph G. Augustine Harris, George Stevens, John Cccil Spot Stevins, Leo Healy, Martin J. Hebron, Lillian Hodges, Merle Alta Taylor, Miss Key VALOSSE Walker, Honey Leo Hodges, Hoggard, Roy E. Hollywood, F. P. Wetten, Willo, Henry Wiswell, Enie Woods, F. A. (Wr Wassau, Hinde Welles, Vickia Willo, Henry (Whitey) Yamanaka, Lucy Hunt, Charles T. Huntsinger, Samuel YOUNT, Wade G. Huston, Pergy Ann Duane Zorita Johnson, Jack MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.

St. Louis 1, Mo.

#### **Parcel Post**

Rich, Betty & Duncan, W. R., So Thomas, Jessie, 6c Marilyn Keyes, Stanley, 6c

Armstrong, L. C., Addington, Mrs. Daisy Bales, Pat Allen, Fred Bankard, Robert Apponey, Pete, Barry, Frank Sello Bros.' Circus Sec LETTER' LIST on page 57.

## USE PROPER POSTAGE ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards in care of The Billboard be sure to use first-class postage (3 cents per ounce) if they are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (11/2 cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.



The Billboard 50

December 11, 1943

MERCHANDISE Communications to 155 N. Clark St., Chicago 1, Ill.

## TAXES HITT

## **Congress** Sure To O.K. Excises

Rates on luggage, jewelry, furs, toilet preparations at least doubled

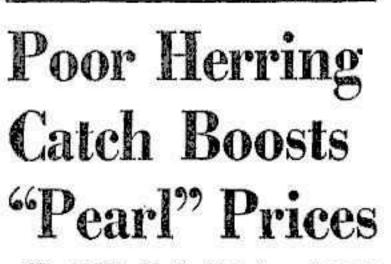
WASHINGTON, Dec. 4.-With all signs pointing to passage by Congress of the new tax bill incorporating stiff increases of excise taxes on luggage, jewelry, furs and toilet articles, the trade is watching the Senate these days to see what changes, If any, are proposed in the bill as passed by the lower house of Congress. Secretary of the Treasury Morganthau appeared before the Senate Finance Committee November 29 to protest the Housepassed bill, claiming that the nation's sky-rocketed war income could easily bear even more taxes than those voted in the \$2,140,000,000 bill. The administration is fighting for \$10,500,000,000 in new taxes. Senate discussion seems to be centering on personal income taxes as well as the increases in postage rates, and the excise taxes are expected to be incorporated in the bill when it comes before the President for his signature.

Jewelry sold at retail, now taxed at 10 per cent, would be taxed 20 per cent under the new tax bill; the rate on furs and toilet preparations would jump from 10 to 25 per cent. Retail luggage would be assessed a 25 per cent tax. Three subheads under luggage includes the following articles:

(1) Trunks, valises, traveling bags,

#### Flash for Exporters

NEW YORK, Dec. 4 .-- Manufacturers and distributors who are already exporting goods to Mexico or plan to enter the field after the war would do well to remember it's the woman of the family who does the shopping. If he caters to her taste, he'll color his goods or packages black, white, coral or lavender. A recent visitor to New York who heads some textile mills south of the border says Mexican women prefer those colors. "Black and white are reserved for special occasions with coral and lavender popular for everyday wear," he reported.



ST. JOHN, N. B. Dec. 4. - Because of the great demand for herring scales in the past two years for the production of essence and thense into imitation pearls and jewelry pieces, the price for the scales has been higher than prices for herring before the war. In fact, during 1943 fishermen made more out of the scales than the fish in many instances. The 1943 pearl essence industry has been handicapped by less herring prevailing than for 1942. Particularly was this in evidence during the fall and early winter. In addition to the herring being scarce, storms destroyed valuable weir (2) Purses, handbags, pocketbooks, equipment in October and November. price of the herring scales has gone up as high as 16 cents per pound. Normally, during the spring and summer, the price price levels under the current code pre-

## Merchandise Trends By CAROLINE ASPRAY

TRA

CHICAGO, Dec. 4.-Toy, novelty and gift shops can testify to the boom in fortunetelling by their sales of ouija boards. It's an old-fashioned game perhaps, but families staying home these nights are wondering when the boys will come home, what will happen when they do and a host of other problems. One of the boards under the family Christmas tree will provide a lot of fun-even dad will start asking about government orders!

HEAVIES FADE .- High-style jewelry designers, aware that women are tiring of the enormous costume pieces with that mas-. sive effect, are coming out with something new in the way of pins and clips which are big but have a dainty, almost lacy design. The laciness is achieved with gold wire framing a center motif. In addition to giving the girls a new lapel love, the designs are lighter and eliminate much of the metal which gives the heavy solid appearance. At present these new styles are appearing only in the top price brackets, but the saving of metal is bound to be the factor which will promote such styles into the white-collar-girl market.

GIVE US GOLD.—Not Scrooge, but the head of a big jewelry manufacturing firm asked for modification of WPB's order restricting the use of gold by the trade to one-half the amount used in 1941. He declared an easing of Limitation Order L-45 would be a vital step in curbing black market operations in jewelry which are definitely on the increase and even promise to supply the major part of 1944 wedding rings. Since the situation on copper, which is used as an alloy with gold, has loosened, there is no reason why jewelers shouldn't be allowed more gold. Watches and wedding rings, said this trade leader, are not luxuries but necessities. Eighty per cent of 1943 wedding ceremonies were of the double

ring type as against only 15 per cent in 1941, the base period for manufacturers' present quotas.

suitcases, satchels, overnight bags, hat boxes for use by travelers, beach bags, bathing sult bags, brief cases made of leather or imitation leather, and salesmen's sample and display cases.

wallets, billfolds, and card, pass and key For the closing weeks of this year the cases.

(3) Toilet cases and other cases, bags, and kits (without regard to size, shape, construction or material from which rarely went above 10 cents. made) for use in carrying toilet articles or articles of wearing apparel.

items to carry higher taxes next year are already appearing, and it seems certain that the usual boom preceding an increased rate may be expected in these merchandise lines.

## English Rabbit Skin the Canadian doorstep at Eastport and Lubce, Me. Eastport is about a mile from **Prices** Advance 20% In Two Months

LONDON .- An interesting collection of 50,800 tames, mainly new season, were well sold at the second auction of the London Rabbitskin Brokers, Ltd., at an average advance of 20 per cent compared with October. While interest centered mainly on mixed and chinchilla colors, there was more inquiry for blacks than before.

The offering of 3,015 dozen wilds was a larger collection than that of October and of more seasonable quality. It was well competed for and prices advanced 20 per cent on medium grades and 30 per cent on all unpulled descriptions, as compared with the October auction. Buying was evenly divided between American orders and home cutters.

#### **Guayule Shrub Produces** Rubber With "Real" Bounce

AUSTIN, Tex., Dec. 4. - Vulcanized samples of rubber from native Texas guayule shrubs have all the stretch and bounce of "real" rubber, according to tests made at the recently established Texas office of the emergency rubber project under the U.S. Forestry Service.

Under an expanded and constructive guayule research program, supervisory humid conditions in the Lower Rio favorable.

At 16 cents per pound the scales sold from one hogshead of herring would total Reports of buying rushes on certain \$5; that is, if the herring were large or at least fairly large.

> High prices for herring scales have attracted a record number of men into the herring fishery, and three plants for manufacturing scales into pearl essence have been established in recent years on the Canadian doorstep at Eastport and Canadian soll at Campobello Island, and Lubec is within less than 100 yards of Canadian soil, also at Campobello. Pearl essence plants have been competing actively for the scales and have been accepting all they can get from fishermen. Most popular waters for the herring, including sardine size, are on the Canadian side of the Bay of Fundy mouth, including Passamaquoddy Bay and St. Croix River mouth. It is estimated that about 70 per cent of the scales processed at the Eastport and Lubec factories come from the Canadian side of the line, embracing fishermen living on the islands of Grand Manan, Campobello and Deer, as well as the mainland along the New Brunswick shore of Fundy to St. John.

> Pcarl essence is shipped to plants at New York, Connecticut, New Jersey, Chicago, Massachusetts for conversion into imitation pearls and jewelry sets.

> Grande Valley irrigated plots and the dryer climate in the Eagle Pass and Pearsall areas are studied in regard to growth and adaptation of guayule seedlings.

A government indicator plot near San Antonio has proved very successful, E. E. Scholl, in charge of the office, said. Plants allowed to grow for a year yield 400 to 600 pounds of rubber per acre, and three-year-old plants yield approximately 1,000 pounds per acre. Seeds may be planted any time during the work is being carried on all along the year in the irrigated sections and in dry Rio Grande River area. The effects of land whenever moisture conditions are

## March, 1942, Prices Prevail, OPA Tells Fur Trade Group

NEW YORK, Dec. 4.-March 1942 fur vail as maximum legal prices, OPA warned following a meeting with representatives of various branches of the trade recently. Sales of raw furs in excess of individual levels for March, 1942, will be a violation of current regulations. The prices announced November 1, it was explained. were the highest prices for top quality furs, which OPA proposes to include in a forthcoming regulation. The new order will also contain provisions for maintaining price levels on inferior skins. Probabilities are that the bulk of all furs will be sold at prices no higher than those prevailing during the March, 1942, base period.

OPA and the fur advisory committees had received reports that some sellers understood the prices announced on November 1 were cellings for each type of classification of skins. "This is a definite misunderstanding," Reagon P. Connally, director of the Consumer Goods Division, said. "The announced prices, when effective, will be only for the top grades, and it is expected that over 80 per cent of all fur sales will fall into classification at lower levels."

For many weeks now the fur trade has been expecting the announcement of a new skin code. At the OPA-industry committee meeting, one member of the fur trade stated that a system of grading and classification would be the salvation of the industry. He is said to have predicted disaster unless some methods of controlling prices on grade were devised. Connally, it was reported, assured the representatives at the meeting that a fair deal will be given to each branch of the industry and that he has no intention of causing any one to go out of business because he cannot make a legitimate profit.

**OPA Vs. Pep Pills** 

Office of Price Administration wanted to and products, altho no announcement of

SLIDE NYLONS .- The girls who are dreaming of nylon days again can add slide-fasteners to the list of items peace will bring. DuPont's plastic department recently developed a nylon called FM-1 which may be used for post-war zippers. The new product is said to produce articles of extreme toughness and high softening temperature.

RAW MATERIAL INVENTORIES .--War contractors are said to be shaking with a bad case of litters since the Truman committee proposed that termination contracts should not include payment for inventories over and above the amount of materials permitted under the Controlled Materials Plan. Developments since that proposal indicate a good many contractors have large quantities of basic materials tied up in war production plants in excess of actual needs. Even conservative figures show huge amounts of carbon and alloy steel, copper and aluminum tied up in stockplles which won't go into war production. It could be this inventory situation is easing the way for more civilian production. Early this week WPB Chairman Donald Nelson announced that hereafter reports on production, materials, employment, inventories, etc., would be made public because "our production position is now so strong that information concerning it will be of no aid or comfort to the enemy-quite the contrary." Slashing of the War Department's budget and rumors of a decrease for the navy are indications, experts say, of the certainty of early and gradual reconversion to production of civilian items.

SCRAPING THE BOTTOM .- It's a good thing, too, these signs of civilian production, for a New York Times report November 29 stated consumer goods supplies have hit rock bottom. Buyers for (See Merchandise Trends on page 53)

vitamins and vitamin products, 13 large drug and chemical companies sought to prevent such a control. OPA declared the courts couldn't have jurisdiction because of the emergency price control act, but the drug firms brought an injunction suit.

On November 30 a District of Columbia court dismissed the injunction suit. OPA now has a free hand in the matter WASHINGTON, Dec. 4. -- When the of setting ceilings on the vitamin pills





Specials—1500s—7 Colors Specials-1500s-10 Colors Specials-3000s-7 Colors Specials-5 Ups-6 Ups-7 Ups to Pad. **Black and Red Markers** Admission Tickets (Rolls) Attendance Prize Coupons



131 West 14th St. NEW YORK, N.Y.





Pitchers or mugs direct from the front pages are something new and quite different. "Jug" heads of Uncle Sam, General MacArthur and Winston Churchill to hold milk, water, fruit juice or what have you, are beautifully hand-colored and executed by English artists in earthenware. Fisher, Bruce & Company, Philadelphia, have these timely and unusual items in five sizes, available for immediate delivery.

#### **Point Holder**

Beauharnais, Chicago, has some ration book holders that contain a new feature. The holders have eight heavy-duty envelopes with a slotted window to show the owner's name so that one book may be quickly removed without disturbing the other books. The holders come in two styles. The de luxe is made with a genuine leather cover and is gold stamped. The firm also has a fine line of photo cases, billfolds, pocket-size albums, etc.

#### Pin-Ups









#### MERCHANDISE

too, these sets will turn sidewalk traffic into real customers. Good clean pin-up pics like these appeal to so many clubs and groups, for they break the ice of formality. Stocks will go fast.

#### Dispenser

"Tu-Ba-Lid" is the name of an evaporated milk dispenser which "makes every can a cream pitcher," according to Raysol Products, Poplar Bluff, Mo., who are putting it on the market. It's a plastic "topper" for evaporated milk cans which provides a table ornament and at the same time keeps the milk sanitary and easy to pour. The dispenser comes in two models, regular and de luxe, to fit tall and small-sized evaporated milk cans. It's available in cream, white, ivory, red, blue, yellow and green.

### Friendship Rings

They're popular items right now, and the girls will especially like the style Harry Pakula & Company, Chicago, is offering. These embossed sterling silver rings have two sterling heart dangles which are ideal for engraving with initials. The rings are stamped "sterling," and are priced for volume business. They're available in sizes from 4 to 9. The firm also has military and other costume jewelry for immediate delivery.

#### Luminous Products

Alex DeGonslar, famous artist and pioneer in the luminous product industry, is creating pre-war luminous flowers; also his new fine crucifixes, which, to his estimation, will prove big sellers. De-Gonslar is president of the Star-Glow Manufacturing Company.



#### December 11, 1943





WORLD ADV. NOVELTY CO.



#### MERCHANDISE

#### The Billboard 53



Six NEW Mailing Novelties-Impudent, snappy, delightful items. For the service man; for the civillan. They hit a new high in sales appeal. #80 RATION BOOK-Uplift for your #144 STATIONERY-Clover wise cracks

#### MERCHANDISE TRENDS (Continued from page 50)

the nation's mail-order and retail stores businesses are saying that right now they're at the very peak of difficulties. Accumulated inventories are used up, manufacturers are cleaned out and the stores are literally living on goods that are rolling off the line with hardly a jog between raw material sources and consumers. They say that even tho metal stocks are being released, the small manufacturers who are expected to turn out civilian articles just don't have the productive equipment to give the volume and low unit cost such big buyers demand. What they can turn out can be handled by smaller stores or distributors to much better advantage. In the meantime substitute goods is being bought by these large outlets on a hand-to-mouth basis, and even at that they expect to be caught with uncom-fortable inventories of "duration" material when the war ends.

FOR SALE .- Know anyone who's looking for a factory? Or have you any bright ideas you'd like to see rolling off an assembly line? Because last Sunday's New York Times carried four display ads about modern plants, complete with equipment, which are up for sale. A good many other ads asked for ideas for postwar products.

MERRY CHRISTMAS .-- Someone's going to have one this year, judging by retail sales volume. Trade for the week ended November 20 high-jumped 21 per cent over the same week in 1942 and hurdled 7 per cent over sales for the week of November 13. Early Christmas shopping has definitely caught on, if you haven't been in the jam yourself. Dealers are hoping the mad rush will really be over in time for them to relax and have their own turkey dinners outside a strait-jacket. Jewelry and furs are maintaining their leads, while the demand in home furnishings, according to the New York market, is for tableware, china, heat-resistant glass and pottery, and sonse of humor ..... Doz., 60¢; Gr. \$6.75 lamps. White-collar workers and budgeteers are lost in the shuffle, but war workers are buying what they like and not looking at price tags either. Single sales of \$125 pen and pencil sets, \$37 dolls, \$50 to \$150 handbags, \$60 toys and \$1,000 diamond rings are reported. One store in Cincinnati is said to be operating only to take care of deliveries on goods already sold. The Department of Commerce estimated this week that dollar sales of retail stores of the United States would reach a new record at \$62,900,000,000 for the calendar year of 1943, altho a substantial part of this increase would be the result of price increases. Regarding Christmas trade, the department said that dolls and games would offset the lack of metal toys and forecast that jewelry and clothing will remain "plentiful" and continue being upgraded.



QUESTIONNAIRES-8 pages of dizzy, datty foolishness. With env. ... Doz., 704; Gr. 8.00 PIN-UP PORTFOLIO-Six gorgeout beau-

ties. 8-color pictures, 5x6 1/2 Doz., \$1.50; Gr. 17.50 Samples supplied at dozen rates. Complete price list and catalog on request. Mail your order TODAY1 S. S. ADAMS CO. Asbury Park, N. J.

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10c sellers. Send 25c for sample cards and folder.

XMAS CARDS Now ready. Many new numbers. Catalog on request.

& M CARD CO. M

packaged sets that are real sellers. Will be

Set #1 has 12 pictures, 7x9 inches. Set #2 has 9 pictures, 5x7 inches. Set #3 has 5 pictures, 4x5 inches. Rest work of most prominent artists, nothing sordid or offensivé. Samples of all THREE items with wholesale price list, postpaid \$1.00.

KANT NOVELTY COMPANY 323 Third Ave., Dept. BP, Pittsburgh 22, Pa.

FUR COATS

Buy Direct From Mfr.

The largest assortment of outstanding Fur Creations in our history available NOW! Immediate Delivery. All types at reasonable prices.

YOUNG & YOUNG

208 W. 27th Street N, Y, 1, N, Y,

Satisfaction Guaranteed!

ACKETS

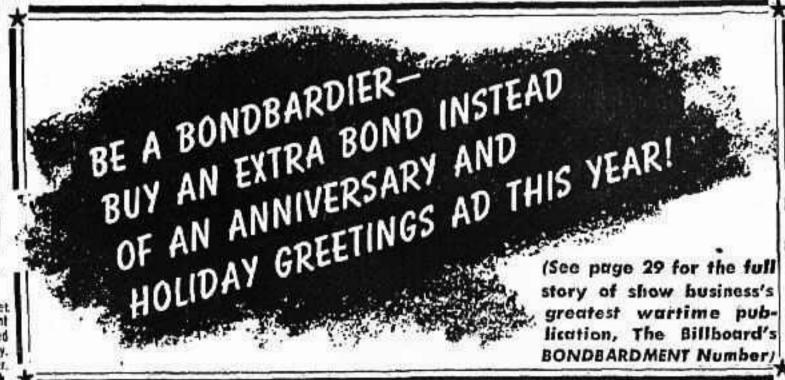
big Xmas item.

1033-1035 Mission St., San Francisco 3, Calif.

ODD NOTES .- WPB permitted an 8 per cent increase in annual production of umbrella frames and doubled production of repair parts last week. . . . Handkerchiefs have gone glamorous and are more than "fill-in" gifts. . . . Mirror sales are still going up, with families buying Christmas presents for the house this year. . . . The new buyers' lounge recently opened in the Merchandise Mart is still provoking delightful comments.

HATS - HORNS - NOISEMAKERS - CONFETTI - SERPENTINES - HAWAHAN LEIS -DECORATIONS-NOISE MAKER ASSORTMENTS, \$10.00, \$25.00 AND \$50.00. SATISFAC-TION GUARANTEED. WRITE FOR PRICE LIST.

MIDWEST MERCHANDISE CO. KANSAS CITY, MO.



#### PIN-UP GIRLS Novelty Stores—Gift Shops—Hustlers Pin-Up Girls Pictures are the story, on Radio, Screen and Stage. Newspapers have stories every day about Pin-Ups. We have attractively produced stage that are used scillers will be **JEWELRY WORKERS Gift Shops-Jobbers**

Do you have your copy of our illustrated Costume Jewelry Catalog listing amazing values in Sea-Shell, etc., Necklaces, Earrings and Pine? If not, write for your FREE copy today. SPECIAL DISCOUNTS TO JOBBERS.

TROPICAL IMPORTING CO. 5851 N. W. 17th Ave. MIAMI, FLA.

Headquarters for ARM SUPPLIES Send for Our Free Circular. Flamingo Trading Co. W. First Street MIAMI, FLA. 9. 8. W. First Street

Soll Illustrated Comic Booklets (vest pocket MAKE size) and other novellies. 10 different sample booklets sent Extra for 50c of 25 assorted for \$1 or 100 assorted for \$2. Shipped TONEY prepaid. Wholesale novelty price list sent with order only. No C. O. D. orders. Send Cash, Stamps or Money Order. GRAYKO, Dept. 140, Box 520, G. P. O., How York.



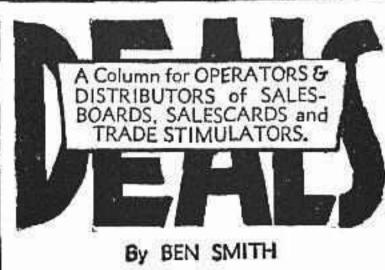
#### MERCHANDISE

America's Latest Craze **One Customer Alone Sold Over** 80,000.00 worth of our Jewelry this year. Hustlers, Gift Shops, Concessionaires, get wise to these fast-selling

## KILLER DILLERS

up to 300% profit.

NECKLACES AND BRACELETS
Na, Dor.
0.4 Dava Chall Mackinso 20 In \$3.00
207-Bubble Shell Necklace, 20 In. 3.00
209-Horn Shell Necklace, 20 In. 3.00
211—Peanut Shell Necklace, 20
Inches Crystal Plactic 3.00
Inches, Crystal Plastic 3.00 317-Bleeding Tooth Shell Neck-
lace 20 Inches 200
lace, 20 Inches
220C - Para Datal Shall Marking
220C-Rose Petal Shell Necklace,
20 Inches
217W-White Tooth Necklace 3.00
NOTE-Bracelets to Match
Above Numbers 1.80
Bracelets to Match Above
Numbers, 2 Strands 3.60
Above Bracelets in Triple
Strand Braided 6.00
300D—Dove Shell Leis, 30 In.
Solid Strands 4.50
300H-Horn Shell Leis, 30 In 4.50
3008-Bubble Shell Leis, 30 In 4.50
3008—Bubble Shell Leis, 30 In 4.50 300C—Rose Petal Shell Leis, 30 In. 4.50
300P-Peanut Shell Leis, 30 In 4.50
300LH-Helmet Shell Leis, 30 In. 4.50
300BB-Bracelets to Match
Above Leis, 1, 2 or 3 Strands,
Per Strand 1.80
302-Zombie Jungle Seed and
Berry Necklace, 30 In 3.30
303-Zombie Jungle Seed and
Berry Bracelet 1.50
501D-Dove Shell Necklace, 3
Strand Braided, Multi Colored,
25 In. or Crystal Plastic Chain 7.20
501H—Horn Shell Necklace,
Same as Above
Braided, Multi Colored or
Natural White, Solid Leis,
30 In



We often wonder what makes a certain type of operator tick. You know the yokel we mean. He'll walk into a location and find a card already placed by another operator, but instead of making a graceful exit will start knocking the deal in an attempt to substitute his own. Why he can't leave well enough alone we'll never know. There certainly is no percentage working this way. All that this operator does is leave himself wide open for a severe headache and the possibility of the spot drying up entirely. There are sufficient locations available to satisfy everyone and the man who is not afraid to do a little pavement pounding should have no trouble placing cards without stepping on another operator's toes in the process.



walk into a gold mine. He is now devoting his time creating an item for the salesboard market and every operator in the nation is waiting to put his cash on the line as soon as it is ready. Are you that manufacturer? You're missing a grand opportunity for some real volume business if you're not.

Manufacturers have often confined an item to the salesboard market exclusively. And operators have willingly pald a premium for that protection and ordered in greater volume to boot. A protected giveaway is a natural on a deal. It gives the player additional incentive. He is shooting for something he can't obtain anywhere clse. And there is no chance of the item being murdered by a pricecutting retail outlet. Of course we all know of merchandise that has gone well both on a card and over the counter in stores. However, premiums which have had protection have produced over longer stretches than the average run of items which have had no protection.

. . . HAPPY LANDING.



#### Communications to 25 Opera Place, Cincinnati I, Ohlo

#### K. MAX SMITH ...

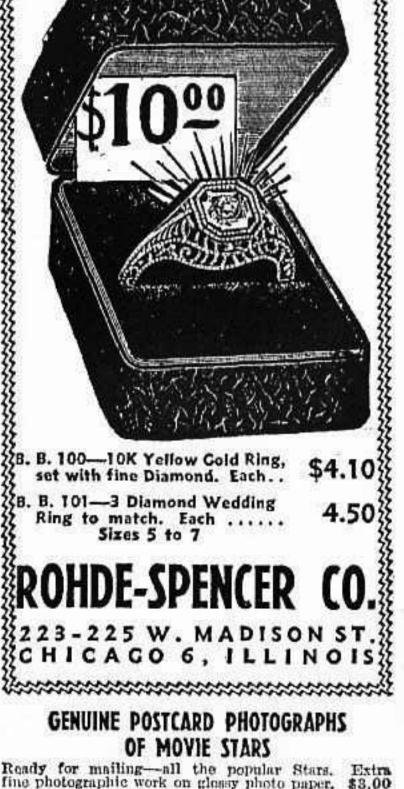
pencils from Camp Peary, Va., that altho he is temporarily out of circulation he still can read lines, if the boys will shoot them here.

FULFILL YOUR PROMISES or do not make any, especially if you expect to return to the good spots.

#### CHIC DENTON . . .

inks from Dallas where he has been in the jewelry biz for four years, that he formerly traveled 21 States a year. He sent a newspaper clipping of the death of former med minstrel Bert Swor.





30 In. . . . . . . . . . . . . . . . 701H-Horn Shell Leis, Same as 701HC-Horn and Rose Petal, 701DC-Dove and Rose Petal, 1100-Dove Shell Necklace, Double Length, 6 Colors and Natural White, 60 In. Long. . 9.00 1101H-Dove Shell Necklace, Double Length, 6 Colors and Natural White, 60 In. Long. . 9.00 1102C-Cuban Shell Necklace, Double Length, Hard Shell, 6 Colors and Natural White, 11038-Jungle Seed and Berry Necklace, Natural Grey, Black and Red, Double Length, 60 In. Long ..... 7.20 701B—Jungle Scod and Berry Necklace, Lois Style, 3 Strands Braided, 27 Inches, Crystal Clasp ..... 9.00 SEA SHELL BROOCHES AND EARRINGS 800-Flamingo Shell Earring, Crystal Plastic Clasp .....\$1.65 801-Assorted Snail Shells Earring, Crystal Plastic Clasp ..... 1.65 802-Ring Top Cowery Shell Ear-ring, Crystal Plastic Clip .... 1.00 803-Pearl Shell Earring, Crystal Plastic Clip ..... 1.25 804—Asst. Cluster Shell Earring, 6 Designs ..... 2.75 805-Gold or Rice Shell Rosette. 3.00 904-Cluster Sheft Brooch, Per Dox. Carded, 10 Designs ..... 2.75 905—Cluster Shell Brooch, Per Doz. Carded, Gold or Rice .. 3.00 NOVELTIES Shell Ash Trays . Shell Vase, Natural Shell with **Everlasting Straw Flowers**, 013-Wall Plaques, 2 Designs ... 4.80 FINDINGS 01-Jewelers Brooch Pins, Per Gr. \$3.00 02-Crystal Plastic Chain, Per Ft. .10 03-Crystal Plastic Clasp, Per Gr. 1.50 04-Plastic Earring Clips, Per Gr. 1.70 07-Anilene Dye, Per Oz., Any Color .60 300-Plastic Disks for Earring Foundation, Gross ..... 1.44 450-Plastic Disks for Brooch Foundation, Gross ..... 3.00 50% cash with all orders, balance C.O.D. Sample assortment of our Best Sellers, Jewelry, \$10.00. Returnable. Complete catalog on request. . A. WHYTE & SON

LITTLE RIVER, MIAMI, FLA.

AL SEARS ...

cards from Newark, N. J., that all the boys and girls gather at Rosie's Cozy Corner for a nocturnal jackpot cutting prior to a Christmas clean-up, Phyllis Goldbaum, with her sister Shirley assisting her, has a layout of pokes at Kresge's. Doty is with perfume at Bamberger's, and Charlie Beach pltching kitchen gadgets at Stop and Shop market. Freddy is working gumming, and Al Sears still kicking the leaf around.

ARE YOU a two-timer? Many pitchmen are working in war plants and also at their real trade during the same working day.

#### CHIEF BLACK HORSE . . .

pipes from Upper Sandusky, O., that he is on the trek to Florida for a rest following an outdoor season that opened in Richwood, O., May 6, and closed at Zanesville, O., September 25. His med outfit then play schools until November 25 and will open early in the spring. The roster included Mr. and Mrs. William Anton, Joe and Bea Bennett, Sunshine Elliott, Zeke Austin, and Princess Bright Star in charge of concessions.

IF YOU cannot sell merchandise now, with so much money available . . . quit the business quick.

#### RAY HERBERS . . .

in lines from Chicago, where he worked oil, and Madaline E. Ragan, his missus, has been active promoting members for Show Folks, Inc., are going to St. Louis 137 E. Spring St.

Ready for mailing—all the popular Stars. Extra fine photographic work on glessy photo paper. \$3.00 per 100 or send \$1.00 for samples.

Jerome Rose Decal Co. LOS ANGELES, CALIF. 233 West 4th St.

### MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herba, etc. Low prices-rapid service. (Products Liability Insurance Carried.) GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacista Columbur, Ohlo BUY WAR BONDS FOR VICTORY

#### PAPERMEN

Plenty money in the cotton states this year, and entire South is open; collections greater than in past ten years. When ready to come, write either

JIMMIE KELLY	J. L. Rogers
South Land Annex Bldg.	Insurance Bldg.
Dallas, Texas	Rateloh, N. O.

GET ABOARD, Live Crow Managers and Salesmen. Service Men's Magazine (Est, 1916) sponsoring Order of Blue Star for getting ammunition to front. Fast selling service joke books. Year's review "Yank" Army Paper, facts, fiction, hot cuts, new to public, Will Rogers joke book. Premium items. Free copy U. S. Law killing all ordinances. Samples 10¢. SERVICE MEN'S MAGAZINE, 169 Duana St., New York 13, N. Y.

CREW MANAGERS, SHEET-WRITERS, with EXCELLENT REFERENCES ONLY, to promote THE AMERICAN CITIZEN Established 1930

169 Duane St., New York 13, N. Y. Sponsored by Service Men's Magazine established 1916. Specializing post war REHABILITATION LEGISLATION. Supporting Congressman Patman's Bill and other legislation behalf of service men and their dependents. Samples free 29 per cent turn in. their dependents. Samples free 20 per cent turn in.

Medium Gardenia with extra bud in 2 colors, made from extra fine cloth, \$2.25 Dozen.

Ask for our complete catalogue with big reduction by quantity STAR-GLOW MANUFACTURING CO.

1183 Sixth Ave., N. Y. C. 19, N. Y. Telephone BRyant 9-0219.



No. 5R81 **Sterling Friendship Ring Heart Dangles Ideal For Engraving** 

Engravers Attention !

Big Seller! Wide embossed sterling silver friendship ring with two storling silver heart dangles. Ideal for engraving initials on hearts. All rings stamped "sterling." Priced for volume selling. Available in sizes from 4 to 9.

Big Sellers! Other

Available for immediate delivery! Better steriing silver identification jewelry. Also, a complete line of military and costume lowelry for better business and bigger profit.

(State Your Business)





#### MERCHANDISE

for a month and then on to Baltimore. from Ann Doolan's guests, Robert H. Schine. Heibers further states he glimmed Hirsch. the following on Maxwell Street on a Tip and Lill Hallstrom, flowers; Cuban Mack and family, oil and herbs; Chicago punk; Jack Anthony, intensifiers; Tiney Weber, intensifiers; Mr. and Mrs. Hutch, cleaver, and Steinie and Little Carl, ers. static eliminators.

SO GREAT is the demand for Christmas gifts these days folks don't even wait until a pitchman quits demonstrating to hand over the money.

#### HARRY MAIERS ...

purple inks from Birmingham that biz is okay, with turkey chow a regular diet. He says he'll remain until Christmas.

#### ART COX . . .

air mails a line from Los Angeles: "I see where I have the X on Murphy's store in Pittsburgh. The funny thing is that I haven't been in Pittsburgh in a couple of years. I wonder what Arthur it could be? I made my last pitch in July, when I joined the C. J. Gamble racing stables in Chicago. I have shipped the ponies to Mexico City and will join them after Christmas." He adds that the Art Mc-Donald family was glimmed and the Guren brothers have a couple of peeler joints; Mrs. Ruby Neecks and Frances Huber both getting geedus with an engraving jewelry joint; Al Weisman and Mickey Corrigan working day and night making cedar jewelry.

TWO-IN-ONE for many men and women in pitchdom these days. Working in war plants and at the regular business, with a little sleep in between during a 24-hour day. NSA



He adds that Gordon (Foots) Middleton Miller, SLA; Kathleen Riebe Gawle, sechas a scoffing joint on Clark Street, retary pro tem, MSWC; Edith Bullock, Chicago, which is a hangout for troupers; president Ladies' Auxiliary, PCSA, and Al Rice is there with his tiny trailer; from Grace Goss who could not be pres-Ray Eaton also there and headed for his ent this year, being in Rio Grande. Music Montana ranch. Everybody shocked at was played during entire program by report of the murder of Jack (Gypsy) Ralph R. Pope, son of Treasurer Lucillo

Impromptu speeches were given by Sunday morning: De Graw, med; Tommy Dorothy Packtman, first past president Burns, oil; Doc H. A. Williams, herbs; Ladies' Auxiliary, NSA; Bess Hamid; Virginia Kline, representative Ladies' Auxiliary, PCSA; Viola Fairly, representing Blackie, corn punk; Doc Lytell, corn HASC; Nan Rankine, organizer of the Ladies' Auxiliary, SLA; Ethel Weer; Dorothy Flannigan, Hattie Wagner and oth-

President Phoebe Carsky gave her message to all and presented gifts to the officers expressing her gratitude for their co-operation during the year. Secretary Elsie Miller was also thanked for tablecloth donated.

Mrs. Lew Keller, installing officer, was presented with a gift in appreciation for her services. Edith Streibich, emsee, presented officers with gifts from Ladies' Auxiliary, SLA.

Award of tablecloth took place with Nan Rankine, chairman, and Elsie Miller, co-chairman, officiating. Tablecloth was won by Blanche Latto, Plaza Hotel, Chicago. Bond was won by Veronica Campbell, who donated same to the club and in turn re-donated it, and it was won by Winona Woodward, 214 E. Carpenter Street, Springfield, Ill. Second bond was won by Mrs. Henry Belden, 6136 N. Knox Avenue, Chicago.

All were surprised when the SLA newly elected president, Floyd Gooding; Sam Solomon, first vice-president, and Michael Doolan, second vice-president, entered the rooms. Each gave an interesting speech, which conveyed warm greetings and congratulations. Bunco and cards were played following the dinner with table prizes selected by Edith Streibich.

#### (Continued from page 33)

Strates and daughter Rosalind Shapiro, Florence Snellens, Onalee Jones, Mary Salsberg, Bertha Smith, Sue Campbell and Lucille Lee, all of whom were present for the first time since last year. Sisters Jane McKee and Agnes Burke were among those present for the first time this year, as well as Katherine Perry. It is safe to say that every member in the vicinity of New York, with the exception of a few who were ill, were in attendance, and among some of the localites who seldom get to the club were Sisters Josephine Dunfield, Edna O'Rourke, Ann Drew, Rita Corrigan, Margaret Ganim, Aseaneath McKee, Lillian Fleming and Mrs. Dorothy Corcoran. During the evening Past President Midge Cohen received generous contributions to the fund which is called for her, to provide for orphans and poor kiddles, and to Mrs. Louise Endy, Mrs. Rose Bosco and Mrs. Dorothy Shoemaker, among others, go our thanks for their generosity. Gold life cards were presented by President Blanche Henderson to Treasurer Anna Halpin, of Palisades Amusement Park, and to Chairman Madge Bloch, of the relief committee. In the absence of Miriam Sussman, her husband, Harry, of the World of Mirth Shows, accepted the gold card for her. A number of members prominent in the affairs of the auxiliary were introduced to take bows, among whom were the two past presidents, Dorothy Packtman and Midge Cohen; honorary chairman of the board of governors, Bess Hamid; president elect, Edna Lasures, and the former secretary Ethel Shapiro, who worked untiringly making the arrangements for the president's reception and assisting the chairman of the banquet committee, Joe McKee in the allocation of tables and work incidental to that task. On Saturday following the banquet a large number of our members entrained for Chicago to attend the Showmen's League Banquet and the installation of the Ladles' Auxiliary of that organization, among whom were Sisters Leah Greenspoon, Flora Elk, Emma Fink, Dolly McCormick, Rosalind Shapiro, Martha Weiss, Jean Dellabate, Ruth Gottlieb, Madge Bloch, Past Presidents Packtman and Cohen, and Bess Hamid. Elections will be held at the clubrooms during the regular meeting to be held December 8. The regular meeting of the board of governors will be held the preceding night, also at the club. Auxiliary hostess Pearl Meyers has returned to her home after several weeks in the hospital and is now on the convalescent



PINS & NEEDLES **Hair Pins-Bobby Pins** Safety Pins-Straight Pins BLADES Wallets **Fountain Pens Mechanical Pencils** COMBS Nylon Tooth Brushes

**Rubber Bands** State Quantity Wanted or No Reply.

ACE SALES CO., Dept. 4, Buffalo 3, N. Y.

Two Weeks December 6-11

CONN.—Norwich. Poultry Show, 8-10. IND.—North Manchester. Poultry Show, 8-12. ME.—Portland, Poultry Show, 10-12. MICH.—Detroit. 4-H Club Show, 7-9. Grand Rapids. Apple Show, 7-9. N. Y.—Rochester. Poultry Show, 8-12.

December 13-18 GA .- Albany. Fat Cattle Show, 14-15.

#### SLA (Continued from page 33)

Elizabeth Kitt, Mrs. J. C. McCaffery, Mrs. Bessie Polack, Anna Jane Pearson Bunting, Mrs. John Dempsey, Judith Solomon, Ruby Heyde, Goldie Fisher, Edna Schuler, Mrs. L. E. Roth, Mrs. F. J. Sparks, Mrs. O. E. Bradley, Mrs. C. D. Scott, Mrs. A. Carsky, Selma Kordin, Mrs. A. Kaufman, Mrs. Maxie Herman, Mrs. Minnie Simmons, Bertha McDaniels, Mrs, Carl Lauther, Mrs. Milton Morris, Midge Cohen, Dorothy Packtman, Bess M. Hamid, Madge Bloch, Sara M. Wendler, Mrs. Frank Hrubetz, Virginia Kline, Mrs. Jack V. Eyerly and Mrs. Ethel Weer.

Tables were decorated under supervision of Mrs. Joseph L. Streibich, emsee, Candle-lighting salutation of all eister auxiliaries took place. Viola Fairly, president of Ladies' Auxiliary, MSWC, represented their organization. Virginia Kline acted as representative for Ladles' Auxiliary, PCSA, Los Angeles, Edith Bullock, president, being unable to attend. Anna Jane Bunting acted as representative for MSWC. Dorothy Packtman, last past president Ladies' Auxiliary of the NSA, representative, had their candle lit at table by Phoebe Carsky, president Ladies' Auxiliary, Showmen's Association. all expressing best wishes and congratulations.

Introduction of past presidents and organizers took place as follows: Nan Rankine, organizer and past president; Mrs. Edward Hock, past president; Mrs. Marie Brown, Mrs. Al Latto, Mrs. Delgarian Hoffman, organizer; Evelyn Hock, Cora Yeldham, Mrs. Henry Belden, Mrs. L. M. Brumleve and Mrs. Ida Chase,

During the course of dinner, guests of honor were introduced by the various organizations, including Sergeant Stanley, U. S. Women's Army Corps, and Mrs. N. S. Ruvell, American Red Cross, who gave informal speeches.

Congratulatory messages were read list.

open for Duration. FOR VIC-TORY BUY U. S. WAR BONDS AND SAVING STAMPS.

#### AMERICAN CHEWING PRODUCTS CORP. 4th and ML. Pleasant Ave. NEWARK 4, N. J.

5,000 ITEMS AT FACTORY PRICES

Gum, Candy, Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Write for list,







#### The Billboard 56

## **Roddy Recovering Following Accident**

LARNED, Kan., Dec. 4. - George S. Roddy, widely known circus and theatrical man and for 20 years field man for the General Outdoor Association, was painfully injured in an automobile accident near here November 12. Roddy's car was struck by a heavy county truck and was a total wreck. He was cut and

## Wanted for OCEAN BEACH PARK

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For the Season of 1944.

Logitimate Concessions of all kinds. The finest beach in New England. Defense workers, submarine base for sailors, airport base and soldiers' camp. Address all mail to

**Joseph Gloth** 103 Bank Street NEW LONDON, CONN.

#### RAILROAD CIRCUS FOR SALE

Twenty-eight Wagons, Scats, Teuts, Banners, Light Plants, Wardrobe, some Harness, Train Equipment. Everything for fiftcen-car circus except Cars, Several tons Lithographed Paper, chough to bill half a season. Extra good Bucking Mule, \$100.00. Big lot all sizes Rubber Cable. Will Icase to reliable Show the famous Christy Eight-Horse Liberty Act and five Menage Horses.

CHRISTY SOUTH HOUSTON, TEX.



A. E. WALTRIP, Agent

### GENERAL OUTDOOR

bluised badly but no bones were broken. He was rushed to the St. Rose Hospital, Great Bend, Kan., where it was found necessary to remove his left eye. After a two-week stay in the hospital, Roddy is now convalescing at his home, 406 Broadway, this city,

### Spots Booked for Snapp's

CHICAGO, Dec. 4 .- Jack Downs, general agent for the Snapp Greater Shows, signed contracts during the Chicago meetings to furnish midway attractions at Manitowoc County (Wis.) Falr; Central Wisconsin State Fair, Marshfield; Ozaukee County Fair, Cedarburg, Wis.; Brown County Fair, Green Bay-De Pere, Wis.; Union County Fair, Eldorado, Ark., and Pine Bluff, Ark. The Snapp shows are adding a ride and building five new shows in quarters at Joplin, Mo. Mrs. Downs accompanied her husband to the meetings, and Earl Parks and W. J. Hogan also were there from the show.

#### MSA

(Continued from page 33) better acquaint Detroit with the association.

Reporting for the sick and relief committee in absence of Chairman Baker, Secretary Bernhard Robbins said Harry (Benny Brown) Goldman was ill at home. Now in his third year in Veterans' Hospital, Rutland, Vt., Joe Vernick is reported greatly improved and expecting an early recovery. Capt. Joseph B. Mohr, U. S. Army Air Force, nephew of Mannie Brown and now on leave from his station in China, while visiting the rooms this week spoke glowingly of the packages and letters received from the servicemen's committee.

Evidencing the interest in the primary PCSA election scheduled for next week were 64 payments of dues, leaving only 16 memberships as yet not reinstated. Co-Chairman Mike Alien, membership committee, said nine new members were accepted this week and 11 other applications are under consideration. Over 30 members and their wives spent an enjoyable evening dining and dancing in the new home of Mr. and Mrs. Arthur Grzann, who know how to stage a house-warming, Sammy (Stash) Goldstein and Ben (Babe) Gold, who practically have the ex on Christmas trees in Detroit, gifted the club with a swell 15-footer. Spike Citron, who has always wanted to decorate a tree, has taken personal charge of this job. Recently returned from a three-week visit in New York and Canada is Ben Moss; also back from New York are Walter Parker and Sam Cooper.

furtherance of PCSA and its auxiliary's work. Farmer, who has been with West Coast Victory Shows for several years, was selected, Fink said, "because he is a hard worker and represents the club in Northern California." To show apprecia\_ tion talking up the club in the extreme southern part of California, Mettler, a Mission Beach concessionaire, was named for the fourth vice-presidency.

Tait has been in this country for two years now, arriving here from Manila, where he was with the Tait-Churchill Shows. He served as treasurer last year. Because of his outstanding work, Tait was again selected to hold down this post. He had asked to be relieved of the duties not because of any slackening of interest in PCSA but because be expects to be on the road this coming season. However, Tait has agreed to serve in this capacity during 1944.

Nelson, a popular and well-known booker, has been serving as executive secretary for several months. He also served as secretary this year, and to show appreciation for his good work was again asked to serve.

Krekos has shown himself one of the most ardent workers the club has ever produced. In 1942 he served as president of the club. His West Coast Victory Shows is 100 per cent for the club and over \$1,000 was contributed by that group during the year. He was the originator of the Building Fund during his prexy term. Nominated for the cemetery board, PCSA-ers know that he Carradine, John (Shakespearian Repertoire) will serve well.

LeFors accepted the nomination and thanked the committee for its confidence in him. He is at present operating Steffins Superior Shows of which he is the lessee. His wife, Marlo, is active in auxiliary work.

#### (Continued from page 33)

Dan Meggs, Al Rodin, Joe Krug, Charles Farmer, Monroe Eisenman, I, B. McCoy; door committee: Harry Taylor, chairman; Joe Webb, Nick Wagner, Harry Rawlings; publicity: Harry Chipman, chairman; William Wheeling. Bill Hobday was Mook auditor.

December 11, 1943

Estelle Henry and Mrs. Yeaglar made short talks, as did Helen B. Smith, who had been in San Francisco the past week.

#### ROUTES

(Continued from page 25)

Westly, Roger (Mattione's) Stockton, Calif., 6-15, nc.

Whalen, Maurice & Betty (Beverly Hills) Newport, Ky., cc. Wheeler, Bert (Palace) Cleveland, t. White, Eddie (Earle) Phila, t. Williams, Hannah (Mayfair) Boston, nc. Wilson, Marcellus (Zombic) Detroit, nc. Withers, Jane (Oriental) Chi, t. Woods & Bray (Nixon) Pittsburgh 6-18, c.

Wray, Lucille (Monte Carlo) NYC, nc. Whight, Bob & Peggy (St. Regis) NYC, nc.

Young, George (Music Hall) NYC, t. Youngman, Henny (State) NYC, t. Yvette (Capitol) NYC, t.

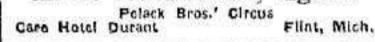
### DRAMATIC AND MUSICAL

#### (Routes are for current week when no dates are given)

Abie's Irish Rose (American) St. Louis.

Abie's Irish Rose (Plymouth) Boston, Army Play By Play (Wilbur) Boston,

- Arsenic and Old Lace (Palace) Flint, Mich., 8; (Michigan) Lansing 9; (Keith) Grand Rapids 10-11,
- Barrymore, Ethel, in Corn Is Green (Or-pheum) Springfield, Ill., 8; (Lincoln) De-catur 9; (Fischer) Danville 10; (Shrine Mosque) Peoria 11.
- Blithe Spirit (Hanna) Cleveland.
- Blossom Time (Metropolitan) Providence 8; (Shubert) New Haven, Conn., 9-11.
- (Biltmore) Los Angeles.
- Dante (Royal Alexandra) Toronto.
- Dark Eyes (Cass) Detroit.
- Doughgirls (Colonial) Boston,
- Doughgirls (Hartman) Columbus, O., 8-11, Gilbert & Sullivan Operas (War Memorial Aud.) Trenton, N. J., 8; (Playhouse) Wil-mington, Del., 9-11.
- Good Night Ladies (Blackstone) Chi,
- Jackpot (Forrest) Phila,
- Jane Eyre (High School Aud.) Sucramento, Callf., 10-11.
- Junior Miss (Pinney) Boise, Idaho, 8; (Metropolitan) Seattle 10-11,
- Kiss and Tell (Harris) Chi.
- Kiss and Tell (Curran) San Francisco.
- Kiss and Tell (Locust St.) Phila,
- Life With Father (Auditorium) St. Paul 8; (Lyceum) Minneapolis 9-11.
- Oklahoma (Erlanger) Chi.





## WM. T. COLLINS SHOWS WANT FOR 1944 SEASON

#### Opening About May 1 at Farmington, Minn.

RIDE HELP FOR ALL RIDES, MECHANIC WHO UNDERSTANDS LIGHT PLANT, CONCESSIONS ALL OPEN, WANT CORN GAME, CAN PLACE SIDE SHOW,

Address: 406 ERIE ST., ST. PAUL, MINN.

## WHITESIDE SHOWS

Concessions all open except Wheels and Coupon Stores. Can place one more Wheel. Pop Corn, Peanuts and Candy Apples open. Want Rides-Chairplane, Octopus, Tilt-a-Whirl or Fiy-o-Plane with own transportation. Want General Help on Rides. Shows and Concessions. Show out all winter. Playing money territory.

A. R. (DUTCH) WHITESIDE, Gen. Mgr. This woek, Lucedale, Miss.



Labor needed for essential industry. Does not conflict with show season. Cauning and processing of food is necessary to the war effort. Many show folks now working here. Apply



United States Employment Service, Tampa, Fig.



Side Show Acts; Pinhead Henry, write. All winter's

### LeFORS NOMINATED

#### (Continued from page 33)

ized, there is the right to bring out an independent ticket upon securing 25 life or active members in good standing to a petition. Names on the second ticket must be submitted to the board of governors at least 20 days before the election. On the rare occasions when second tickets have come into the field they have failed to offer keen competition to that selected by the nominating group.

Serving on the nominating committee this year were, in addition to Harry Fink, chairman; Dr. Ralph Smith, Harry Phillips, S. L. Cronin, Joe Glacy, John T. Backman, C. E. (Candy) Moore, Sam Dolman and William Hobday.

In presenting the selections to the membership, Fink said that the nominees had been chosen upon the basis of their popularity among West Coast showfolk and also because they were workers and for the club 100 per cent. Offering LeFors' name for prexy, Fink said that LeFors had been more than 100 per cent for the organization and had boosted the club at every possible opportunity. LeFors is again chairman of the Memorial Day services to be held this year December 12. As the leader of this event, Le-Fors has made it outstanding in the annals of the club.

#### Active in Club Work

vice, has been active in club work and a large sum was gathered for the sick is the popular general manager of Vir- and relief fund by her gift to the club. served as chaplain of the organization summer on raising money for the sick for three years. Coe, Fink said, was and relief fund terminated their work also well known for his show activities and awarded the lapel watch pin to

#### Ladies' Auxiliary

West Coast Night was celebrated November 20 by the Ladies' Auxiliary of the PCSA. The ladies met in the men's clubrooms, and President Edith Bullock gave a tribute to Mike Krckos and his co-workers, and especially to the activities of Margaret Farmer, Edith Walpert (Routes are for current week when no dates and others and the generous donation given by his organization. November 27 at Victory House in Pershing Square Arcade: San Saba, Tex. the Pacific Coast Showmen and ladies presented a show and \$96,000 was bought in War Bonds during the day by the public. Those partaking in the activitles were Margaret Farmer, Betty Coe, Wilma White, Marlo LeFors, Nina Rogers, Mabel Brown, Mabelle Hendrickson, Olga Celeste and her mascot leopard, Nesse; Emmy Clifford, Mabel Stark, Vivian Gorman, Peggy Bailey, Jenny Reigal, and Florence McConnel, of McConnel and Moore. Her partner had permission from the Maritime Merchant Marine Base to attend and give a performance.

Bank night award went to Tilly Palmenteer, and door prize donated by Marie Tait was awarded to Helen B. Smith. Ince Walsh, speaking for Peggy Forstall, chairman of the installation dinner, announced that the Mayfair Hotel would be the location for the installation the second Monday in January. President Bullock appointed Wilma White chairman of the dinner for the Christmas Party December 20. All attending are to bring a small gift to be exchanged during the evening. Mrs. Ida Chase, of Chicago, sent in some things for the rummage sale to be held December 8. December 6 will be birthday night and a big cake will be on the menu. December 13 will be the bazaar and also election night. President Edith Bullock and Mary Taylor will entertain the auxiliary December 2, the candidates Alton, Wyo., 9; Cokeville 10; Salt Lake City, for the coming election to be guests of honor. A silk crazy quilt made by Rose Pop Ludwig, who was named for first Rozard was awarded to Ruth Korte, and ginia Park in Long Beach. He has Mission Beach members who worked all and for his work in the interest of the Florence Weber and the compact and

Patriots, The (National) Washington. Sam Abbott, and reservations: Eddie Tait, Pitts, Zasu, in Ramshackle Inn (Walnut) Phila. named advisory chairman and Harold Porgy & Bess (Auditorium) Memphis 8; (Audi-

torium) Jackson, Miss., 9; (Auditorium) Fort Worth 11, Sous o' Fun (Taft Aud.) Cincinnati. Student Prince (Nixon) Pittsburgh, Three's a Family (Auditorium) Rochester, N. Y., S; (Frlanger) Buffalo 9-11.

Tobacco Road (Shubert Lafayette) Detroit.

Tomorrow the World (Selwyn) Chi. Without Love (Geary) San Francisco,

#### CARNIVAL

are given. In some instances possibly mailing points are listed.)

Bistany: Orlando, Fla. Burke, Harry: Baton Rouge, La. Colley, J. J.: Texarkana, Tex. Fay's Silver Derby: Lyons, Ga. Gay Way: Crestview, Fla. Groves Greater: New Iberia, La., 6-12, Herrman, A. J., Am.; Golden Mondow, Ln., 6-25. Keystone Expo.: Ray City, Ga. Lee Bros.: De Quincy, La. Park Am. Co.: Alexandria, La. Southern Empire: Strong, Ark. Steblar, J. G.: (Senate & Heidt Sts.) Colum-bia, S. C. Texas: La Feria, Tex., 10-20, United Expo.: Leesville, La, Whiteside: Lucedale, Miss. Zacchini: Hinesville, Ga,

#### CIRCUS

Clyde Bros.' Indoor: Wewoka, Okla., 8-9; Muskogee 10-12; Stillwater 14-15; Enid 16-18.

Escalante: (Olympic Bivd. & Larina St.) Los Angeles 6-12.

King's Olympic: (Selig Zoo) Los Angeles;
Saturdays and Sundays.
Patterson Bros.: Marion, O., 12-13; Upper Sandusky 14; Kenton 15; Marysville 16.
Polack Bros.: Fort Wayne, Ind., 9-12.
Sello Bros.: Rowland, N. C., 7; Pembroke 8; Maxion 9; Laurinburg 10; Gibson 11.

#### MISCELLANEOUS

Barrett, Roy (Grand Leader Store) St. Louis 6-24.

Birch: Anadarko, Okla., 8; Lawton 9; Ada. 10; Pauls Valley 13; (Municipal Aud.) Ard-more 14; (Aud.) Durant 15; Idabel, Lu., 16.

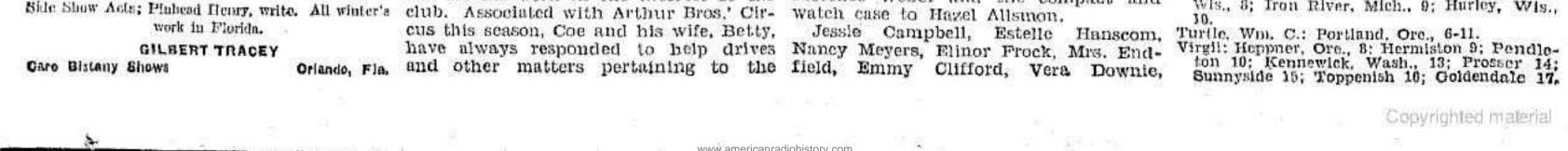
Ulah, 13; Manti 14; Richfield 15; Panguitch 16; Overton, Nev., 17. Couden, Doug & Lola: School Assemblies, San

Bernardino, Calif.

Hubbard, Paul: Ashland, Ky., 8; Calicitaburg 9; Ashland 16. Lee's Colored Minstrels (Frolic) Birmingham,

Ala., 8-9; (Palace) Ensley 10; Opelika 13, Long, Leou: Dothan, Ala., 8-9; Panama City, Fla., 10-13; Pensacola 14-17.

Blout, L. Verne, Theater Workshop: Superior. Wis., 6; Iron River, Mich., 9; Hurley, Wis.,



#### **GENERAL OUTDOOR**

#### The Billboard 57

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

By STARR DE BELLE

Chicago, Ill. December 4, 1943.

Dear Editor:

There is a world of difference in attending a fair meeting and only making one. Ballyhoo Bros., who brought 50 South American fair men here in their private car, only made the event. They and their staff members didn't come here for any business reasons and merely wanted to prove our friendliness and good sportsmanship by spending our time liberally at other shows' bars. After checking in our 50 guests Pete Ballyhoo rushed 20 of 'em to the bar of Drawhead Sisters' Cultured Carnival. There they quickly established a bridgehead by pushing several American fair officials to the rear. Then Jake Ballyhoo reinforced our position by rushing up the other 30 guitar-strumming and rumba-dancing good neighbors who filled all open spaces, giving us full control of the entire area.

sesture, with no intention of crashing in. You can take my word for it as a press agent and brother showman that the sole object of making the sisters'

## **Gooding To Pilot SLA; Contests for Governors** Lively

CHICAGO, Dec. 4 .-- With no opposition, the regular ticket for officers of the Showmen's League of America was one. Because we couldn't get tables for elected Monday, Floyd E. Gooding, widely known Ohio showman, was elected president; Sam Solomon, one of the coowners of the Rubin & Cherry Exposi- as not to miss the feed. tion, first vice-president; Mel G. Dodson, owner of Dodson's World's Fair Shows, second vice-president; E. Lawrence tered around at different tables! On Phillips, general manager Johnny J. Jones Exposition, third vice-president; Michael J. Doolan, Chicago showman, treasurer; Joseph L. Streibich, re-elected secretary for his 17th year.

bar was to bury the hatchet with their former competitors and to give the gals mouth, "Best I've ever seen for the dough," when coming out of a midway show, which immediately started the natives toward the ducat boxes. We figure that if that method worked out successfully on lots, then it would also help out at fair meetings. We weren't into our third drink before a fair secretary came in with booking a midway on his mind. As the office is my judge, we heard Pete Ballyhoo put in a boost for the gals by cracking: "What per cent did the gals offer you? They have a fine organization and have plenty of dough this year. If I can help get them booked let me know and I'll have 'em hype the p. c. a little. But don't forget me."

Not being here for business reasons All of this was done as a good-will and for pleasure only, the bosses led their 50 gultar-strumming and rumbadancing South Americans from one showman's bar to another, giving a world of free entertainment. We wanted to throw our former American plum dates into the laps of show managers who hadn't been able to get a good route for several seasons. Did they appreciate our efforts? Hell, No! They all seemed to carry chips on their shoulders and tried to give us a brush-off. The fact that our guests were on their own, so far as cats and drinks were concerned, caused them to split out into groups of five, which made it possible for our South American neighbors to visit with every-60 people, our guests were counted out at the banquet, but the bosses and us staff members found enough tickets so

> Imagine our surprise when, at the banquet, we found our 50 guests scat-Thursday the bosses tried to round up their guests and learned that none of them were in town. That night, after scouring the town for 'em, we found out that the visiting showmen had joined them out and had booked them on their rumba shows and had taken them back to their winter quarters. Talk about a low-down trick! While trying to be good fellows with our former competitors and help them get American fairs, they high-jacked our secretaries and managers, causing the show to lose 40 South American dates. This show will be back in the States next year and have its own bar. I'll bet the bosses get even by promoting some of their people, even if they have to shave their heads and book 'em MAJOR PRIVILEGE. as pinheads.

### KORTES EL PASO RUN

(Continued from page 32) of KROD, headed a party from the newspaper and radio field. Charlie White, former legal adjuster of Hennies Bros.' Shows, presented several celebrities both from El Paso and Juarez, Mexico. The Great Lorenzo, mentalist, was star

at XELO, large radio station in Mexico, located at Juarez. Prof. J. E. Alexander, a boost when references were needed. of flea circus fame, and Sealo, seal boy, For example: You have often heard a were also on the program. Charles Letrouper crack out of the side of his Roy, floor manager and magician, and Bob Wallace, man of a thousand faces, were in demand at luncheon clubs. Show will remain here until after the Sun Carnival which ends January 3. Frank Burke, owner of the Burke Shows playing lots here, is a nightly visitor along with his agent, Slim Wells.

## SPACE IN PENNY ARCADE

Rent or percentage for Photograph Gallery, Good opportunity for winter or permanent. Will make terms reasonable.

N. SALIH 283 Market Street NEWARK, N. J. Phone: Mitchell 2-8808

#### FOR SALE

50 K.W. Generator, A.C., 220 Volt, 3 Phase. Carry 20% overload. Driven by American La-France Gasoline Motor, average 20 gals, in 6 hours. Mounted on two-ton Diamond T Truck, Special built, enclosed body, Generator and Truck in good condition. Price \$3000,

MAX GRUBERG BOX 101 PHILADELPHIA, PA.

## HENNIES BROS.' SHOWS -WANT FOR SEASON 1944-SEVERAL MERITORIOUS GRIND SHOWS, ESPECIALLY WANT WILD

LIFE OR LARGE SNAKES SHOW (McClung, answer) AND LIFE SHOW, Art Spencer and Art Martin, contact me.

#### **HAVE FOR SALE**

The state of the set of the set of the set of the

Motordrome; some of the finest and strongest built rubber-tired Wagons in the show business; Fordson (pneumatic) rubber-tired Tractor; Used Tents, sizes from 20x30 to 50x100, with gable ends.

> All Address HARRY W. HENNIES, Mgr. BOX 1045, BIRMINGHAM, ALA. (Winter Quarters).

155 N. CLARK ST., CHICAGO, ILL. (Permanent Office).

The officers were inducted Thursday night with ceremonies at the regular meeting of the League. Sam J. Levy was elected League trustee for a fiveyear term.

For board of governors there were two tickets, regular and the independent. On the latter only 13 men were nominated. Ten of the independents were elected. Elected to the board from the regular ticket were, in alphabetical order, M. H. Barnes, Sunny Bernet, Oscar Bloom, Sam Bloom, Leo Barrington, Arthur F. Briese, Oscar C. Buck, James Campbell, William Carsky, Charles G. Driver, David B. Endy, Sam Feinberg, John W. Gallagan, George A. Golden, B. S. Gerety, Max Goodman, Sam Gordon, Nat S. Green, S. T. Jessop, Johnny J. Kline, Fred H. Kressmann, Ernest (Rube) Liebman, Morris Lipsky, Louis Leonard, Bernard Mendelson, C. D. Odom, Harold (Buddy) Paddock, Robert K. Parker, Denny Pugh, Nat D. Rodgers, A. L. Rossman, John M. Sheesley, Rudolph Singer, Michael Rosen, Jack Ruback, James E. Strates, James P. Sullivan, Ned E. Torti, G. L. (Mike) Wright. From the independent ticket those elected were W. D. Bartlett, Ralph J. Clawson, Harry W. Hennies, Maxie Herman, W. R. Hirsch, Andy Markham, Edward Murphy, Irving J. Polack, J. C. her mother at Havana, Ill., en route to (Tommy) Thomas and Olif Wilson.

#### **Collins Purchases Rides**

CHICAGO, Dec. 4 .-- William T. Collins, owner of the shows bearing his name, purchased several rides from Art Thomas during meetings here. He will open the 1944 season with 6 rides, 3 shows and about 20 concessions in Farmington, Minn., first week in May, and will play in Minnesota.

ENS. JOSEPHINE E. KELLY, a former member of Berniece Kelly Circus Revue, has been transferred from Madison, Wis., to Wave Barracks, Base Depot, Gulfport, Miss. She spent a four-day leave with Mississippi.

#### LETTER LIST

#### (Continued from page 49)

Blondin, Mrs. Peggy DeRossingknob, Boswell, W. M. Louis Britton, Sherry DeVore, Chester A. DeVore, Chester A. Dillon, Leonard L. Britton, Juline Brown, Juline Brown, R. W. "Brownie" Dyer, Tony Deane, Dixie Lee Buck, Mrs. Bernice Edwards, Estella Buley, Jerry Eule, Monroe Lawrence Farrell, Eleanor Bullock Jr., Robert Forster, Gus Thomas Gosley, Harold Callan, Mrs. Thomas, Callan, Mrs. Mildred Cantrall, Edward L. Cantrall, Edward L. Cantrall, Edward L. Carpenter Jr., Frank Hawkins, E. H. Hill, Mrs. Thelma Huffman, Robert Hunter, Frank Frank Chaudler, Geo. Chevalier, William Chubb, Elbert Clark, Barnum Clark, Pop Cole, Paul E., Cuitler, Max Davis, Mrs. N. E. Jackson, A. L. Jacobs, Mrs. J. K. Jenkins, Joe JoAnne, Madame Johnston, Lloyd G. Keef, Charles D.

Kerns, James Kimbrell, Gosef G. Knapp, Mrs. G. W. KOSTENBADER, Robert Dale Kuhn, Sbirley Kurtz, John J. Lansville, Jerome Lantis, Mias Zoe Dell Larsen, Andrew A., Learned, Ray Lee, Charles Newton Little, Dave Llewllyn, John G. Lucas, Earl McAparren, William Perry McNalley, Harry McNallie Sisters McSpadden, J. R. Meredith, Gail MERRICK, MERRICK, Narciss Micalis, Marty Miller, Bill Miller, Blackie (Ride Supt.)

Keef, Mildred

Smith, Albert, Smith, Robert E. Smith, Will & Della Miller, Harry Mohalic, Adelaido MONTGOMERY, Paul STANLEY, Sam Starbuck, H. G. Stewart, Mrs. Mae Stipanovich, Milton Templeton, Terry Morano, Louis C. Nelson, Arthur "Buck" O'Brien, Lillian O'Brien, Mary Ann O'Keef, Victoria O'Neill, J. R. PARKER, James Thoner, Bob Trezise, Ralph Tubbs, Eddie Lenuel Tuller, Tex Patterson, Pat A. Valentine, Freddie WARMOUTH, Alfred Thomas (The Shadow) Rainy, Ed Raizell, Enocli Raye, J. L. WARNOCK, James Melroy Weiner, Sam Weils, Loretta West, W. E. WHITE, Leonard Reiner, Fred Rison, Arthur Robert, A. Jack Robert, Louisa ROBERTS, Maxwell Aldria Rowland, Dian Rufer, Howard Maxwell Aldria Whiteside, A. R. WILLIAMS, Herbert Ryan, Hazel Ruth Wilson, Jimmy Schiermeyer, Robert WILSON, William Ryan, Hazel Ruth Scott, Mrs. Elaine Max Young, John A. SHORES, Edgar Ray Zyeeda, Madame

### **Now Contracting for 1944**

Want Shows and Attractions of all kinds. Will help finance you if required. Have practically new Side Show Tent, size 21x126, which we will furnish anyone having a first-class Side Show. Especially want large Animal Show to feature. Can place any Rides that do not conflict. Concessions all open except Corn Game. Want Ride Foremen and Helpers that can drive Semis. Highest salary paid to capable men. We will open early in May near Detroit and will show a number of the larger manufacturing cities in this vicinity during the early season. Our fair season opens the middle of July and will continue until late in October. All those with the show the past season please contact us at once for your 1944 contract. Please note new address.

## W. G. WADE SHOWS

19199 Woodingham Drive

Detroit 21, Michigan

## J. C. WEER SHOWS

'America's Newest Streamlined 20 Car Railroad Show'

#### WANT FOR 1944 SEASON

CONCESSIONS: Cook House and Grind Stores, etc.

SHOWS: Colored Minstrel Show (Charles Taylor, answer); Girl Show Producers. Have good Wagon Fronts for Girl Shows. RIDE AND TRAIN HELP, ALSO WANT GOOD PAINTER. All address

J. C. WEER, 390 ARCADE BLDG., ST. LOUIS, MO.

## **REYNOLDS & WELLS SHOWS**

WANT FOR LONG SEASON, OPENING THE FIRST WEEK IN APRIL AND CLOSING ARMISTICE DAY WEEK.

COOKHOUSE, CORN GAME, GRIND STORES (4 only), SLUM CONCESSIONS OF ALL KINDS. SHOWS OF ALL KINDS.

Will build to suit for capable Showmen, or will book you if you have your own show, CAN PLACE 3 OR 4 RIDES NOT CONFLICTING WITH WHAT WE HAVE. RIDE HELP IN ALL DEPARTMENTS. COMBINATION PAINTER AND BUILDER AND ELECTRICIAN. Good Treatment-Top Salaries.

WILL PLAY THE SAME SUCCESSFUL ROUTE WE HAD THE PAST TWO YEARS.

All Address: H. (IZZY) WELLS, or ART SIGNOR, BOX 591, ARKANSAS CITY, KAN.





The Billboard, Ashland Bldg., 155 N. Clark St., Chicago 1, Ill.

## CEILING PROGRESS

The week of November 29 brought the first official meeting of the Coin Machine Industry Committee in Washington, as planned by the Office of Price Administration. The committee members met a day early on their own initiative in order to get acquainted and to discuss ideas and proposals.

So that committee members could express themselves freely, the press was not represented at the preliminary meeting nor at the official meeting with OPA officials. But I spent two days in Washington gathering information on the price ceiling situation from as many angles as possible. This report is based on personal observations and any predictions of what might be probable trends in the price ceiling situation are matters of opinion. While both meetings were kept confidential, the trade at large can be assured that its representatives almost without exception were harmonious in their ideas and especially in the desire to co-operate fully with OPA officials.

The informal meeting of the committee was devoted to getting acquainted and also to an exchange of views on various questions. Here it developed that all members were practically agreed that a plan may be suggested to OPA whereby amusement games would be exempt from price ceilings and that music and vending machines would remain under control, with probably some minor amendments in MPR-429. This refers to sales of used machines and there is a probability some definite plans will be suggested to OPA about rebuilt or revamped machines.

A careful study of the price ceiling developments reveals important facts about the attitude of OPA officials and also of the majority of the coin machine trade.

OPA officials have a very reasonable and co-operative attitude toward the coin machine industry and they have given a lot of time to studying its peculiar problems. One can almost say they have taken a special interest in the trade and its problems and are ready to consider any reasonable suggestions made for improving regulations applied to the industry. It should be kept in mind that the coin machine industry has no special claim on the time of busy OPA officials and that they could have easily stood pat against listening to any pleas for concessions.

Instead, OPA men have given much time to the industry, have gathered a lot of information about it, and are ready to work with the industry committee for the good of all. OPA officials have learned enough about the industry so that they are firm believers in its future in the business life of the nation.

OPA officials are frank to say that the industry must accept and co-operate in observing reasonable price control as a matter of national policy, because the war must be won and inflation must be kept at a minimum. The coin machine industry cannot expect to shirk its responsibility on these points.

It was remarkable to see how well the committee representing the industry also agreed with this policy. Everybody seemed to agree that amusement games are more vulnerable to war conditions than other types of machines because the public tires of them so quickly, compelling operators to make frequent changes. Then amusement games are at the mercy of local politics and changes must frequently be made.

It was understood the first meeting of the industry committee would be devoted to organization, electing a chairman and to instructions concerning the work and duties of the committee. It can be assumed by the trade that this took place on December 1 and that there was also some discussion of trade problems. Official reports will be made in due time but the industry should not expect too great haste in this matter since OPA has many industries to consider in addition to the coin machine trade. The industry committee is now organized and will be shaping its program and making suggestions to OPA in the near future.

The work has begun with full co-operation on both sides and the industry should comply with regulations fully until changes are officially made. The methods of evading price ceilings are well understood by OPA officials but there is no threat of cracking down at the present time. OPA and the committee will work out problems as soon as possible and then official announcements will be made.



#### AMUSEMENT MACHINES

## chain of sporting goods stores in Texas AURTHAN DURING

Here in CHICAGO

#### Attend Annual Parks Show And Showmen's Banquet

A number of coin machine personalities were guests at the annual banquet of the Showmen's League of America, held Wednesday evening (1) in the Grand Ballroom, Hotel Sherman. Out-of-town representatives of the industry included William Rabkin, International Mutoscope president; Jimmy Johnson, now an entrepreneur in the arcade and amusement park field and a resident of Texas; Dinty Moore, pioneer arcade man who now operates one of the largest and finest in the country at Corpus Christi, Tex. Chicago coin machine men at the elaborate Showmen's League affair included Herb Jones, Ray Moloney and George Jenkins from Bally Manufacturing Company; Pat Buckley, of Buckley Manufacturing Company, with a party of friends; Jack Nelson, retiring president of the League, who served as one of the toastmasters. It is believed that many others were in the crowded ballroom, such as Dick Hood, Walter Tratsch, Dan Odom and representatives of Exhibit Supply Company and the Watling firm.

#### Chicago Distributor Obtains War Production Contract

Lynn Durant, of United Manufacturing Company, is holding conferences these days with government officials and tool designers as the result of landing an important war production contract. The firm has engaged in some war work in past months. Refurbished games will still be offered to the trade, according to Durant.

#### **Reed Crawford Dies; Loss** To Operators and Industry

and other States of the South and Southwest. Later the friendship with Marshall Seeburg and the interest in musical equipment born of their previous association, brought him back to Chicago and the position of district manager with the Seeburg firm. Crawford was 48 years old. He is survived by Edwina Crawford, widow, and two daughters, Miss Reed Crawford and Mrs. Lloyd Cole.

#### Add to Odd Interpretations Of What Constitutes Chance

Odd interpretations of regulations affecting games is causing some anxiety in Chicago arcade circles. When officials observed that it was possible to get high or low scores on a wide variety of arcade machines, they regarded this as an element of chance. As a result much equipment in Chicago arcades is out of service until some understanding is reached over the new ruling.

#### Post-War Planning a Fact,

#### Not a Promise, at Mills

"We have long passed the stage of dcciding whether or not we are going to do and how well we will do it."

The above statement is by Gordon S.

chine industry may erally admitted.

feeling among us

quietly. It would be most unfortunate if this effort on our jective-to do its part toward winning nylon, varnishes and lacquer may also be the war.

CONTRACTOR DE LA CONTRACT

## **PRIORITIES** and **MATERIALS**

#### Developments of the Week in All Industries

now is poured into streams at American ing to the Research Institute of America. woodpulp mills is foreseen by Dr. Harold Hibbert, research chemist for an Ontario of "Your Business After the War," which paper company.

process for salvaging alcohol from the businesses can make now to meet postwoodpulp mill sewage. This alcohol is war conditions. used as the main raw material for synthetic rubber for tires developed by Chi- "prepare to adjust your operations to cago newspaper interests.

Only the sugar from the wood is used also used to grow yeast.

Dr. Hibbert estimated that in addition upswing about the middle of 1946." do any post-war planning. Right now it to 100,000 tons of sugar the Canadian is a case of how much we are going to woodpulp industry is annually pouring into streams a half million tons of an organic substance known as lignin, 40,-Mills, vice-president of Mills Industries, 000 tons of acetic acid, 8,000 tons of wood Inc., and reveals alcohol and the equivalent of 67,000 tons tion of the peacetime area. that post-war plan- of lime and 92,000 tons of sulphur, pracning in the coin ma- tically all of which represents a total loss. In no other industry, according to Hibbe farther along bert, is there such waste of raw material than has been gen- as is the case in marketing the tree. In

the combined industries of lumbering, "Months ago," furniture and paper making, only 30 per stated Mills, "when cent of the tree finds its way into finished we started our Post- products. In the woodpulp mills alone, War Planning Com- it takes two tons of logs to make one mittee meetings, ton of paper; the other ton is discarded there was a general as sulphite liquor.

Lignin, which cements the fibers in that our planning wood, has been a mystery until quite reshould be done very cently. Research shows that it may have great promise as an ingredient in a wide variety of synthetic products, among them part to win the peace would in any way plastics, special types of wallboard, and interfere with our company's No. 1 ob- laminated paper products. New types of

URGE WOOD WASTE UTILIZATION -- very real and challenging possibility that a The possibility of developing a multi- period of steady decline in the volume of million dollar chemical industry from business may exist from shortly after Gerprocessing waste sulphite liquor which many's defeat until well in 1946," accord-

This opinion is stated in an analysis is described as a guide to the adjust-The paper firm has introduced a modern ments and preparations that individual

"In your planning," the analysis says, conditions of business decline thru the last half of 1944 and beyond 1945. Your in producing this alcohol. The sugar is longer-range plans may look forward with some confidence to the possibility of an

> The analysis examines three definite areas of post-war planning: the period until the end of the war with Germany; the interval between Germany's defeat and the victory over Japan, and the initia-

### Slots Boost Soldier Morale in N. Africa

CHICAGO, Dec. 4, -- Most newspaper reports relating to slot machines are very unfavorable, but occasionally these popular devices get a break in the news. An Associated Press release from the fighting zone in North Africa is now being published widely in newspapers over the country.

It is a story of how slot machines formerly operating near an army camp in Georgia have seen valuable service in the North African zone and have helped the soldiers to buy a washing machine and various electrical appliances, as well as providing a lot of fun for the men. It seems that when the machines were operating near a camp in Georgia, the police decided they should be picked up. When they were taken in, an army officer asked the police to donate the machines to the army. They were put in a post exchange, and the boys got the fun of playing while the funds were used to buy equipment of various kinds. When the outfit was sent overseas they took the machines along. When the German forces seemed to be gaining in North Africa, the outfit that originally had the machines was forced to leave them. It seemed they finally ended up in an officers' club of a unit training fighter pilots, and there they are still performing valuable services. It is said that the three slot machines This latest expansion will be made at have paid for excellent equipment, including brown leather chairs and nice rugs for the officers' quarters. They also provide extras for the enlisted men. The only trouble is that there appears to be a scarcity of nickels and dimes, and this cuts down the play of machines. One of the men made some metal disks that have been used by the boys to play on credit, and they redeem their tokens





Music operators in the Eastern Central States lost a real friend and the industry lost a capable man and a constructive thinker when a sudden illness caused the death of Reed F. Crawford Thanksgiving Day. Crawford died at a Chicago



hospital following a heart attack. Funeral services were held December 1 at Waco, Tex., his former home.

Crawford served as district manager for J. P. Seeburg Corporation for 10 years and traveled Kentucky, Ohio, Indi-

ana, the Virginias and Washington, D. C. He was a boyhood friend of Marshall Seeburg. They grew up together in Chicago, attended Northwestern U. together and each served in World War I. For several years Crawford conducted a

conditions had changed a great deal. It and coal tar products. seems now that leaders of private indusplanning a better world in which to live rubber tire program. when the war is over. There seems to everywhere recognize the absolute necesto win the peace. In Mills Industries today post-war planning is a "plus" activity. We have undertaken many different kinds of jobs in order to help win this war, jobs which were unfamiliar to us and which required courage on the part of our management to tackle. This the Elizabethton, Tenn., plant of the job of post-war planning," declared Gordon Mills, "is just another new job which must be added to our regular responsi-·bilities."

## Two Owners, Ten Employees of Operating Firm in the Service

of the Browne Novelty Company, Tacoma coin machine operators, along with 10 employees of the concern are now serving with Uncle Sam's armed forces.

Three of the firm, the latest to enter the fight against the Axis, are shown in



Browne Novelty Company, Tacoma, sends three more men to Uncle Sam. bringing the total to 12.

TACOMA, Wash., Dec. 4 .- Both bosses the photograph. Right is Francis J. Browne, head of the Browne Novelty Company, which has juke box locations in the city and an arcade in the downtown area, entered the service the middle of November. Left in the picture is Vernon J. Kreethmer, an employee of the firm, who reported for army duty at Fort Lewis a few days after Browne did, and center in the photo is Ralph Thompson, another company aid, who has reported to Farragut, Idaho, navy training station to become a mechanical engineer.

Daniel A. Browne, partner and brother of Francis, enlisted in the navy a month after Pearl Harbor and has been serving in the South Pacific the past 20 months as a baker first class. He has received five ribbons for active combat. Daniel was on the first U.S. ship to land in enemy territory under fire.

Others of the Browne Novelty Company serving with the colors include M/Sgt. Louie Rousseau, now in North Africa arena; Nap Rousseau, Ted Gerritone, Paul Smith, Dick Hutt, Bob Hutt, Glen Wells and Ernie M. Craig.

While the Browne brothers are doing their share, business interests are being carried on under direction of their wives.

obtainable from a new method of liquify-"It wasn't very long thereafter, how- ing waste wood, a process similar to the ever, that in looking around we noted liquification of coal to obtain gasoline

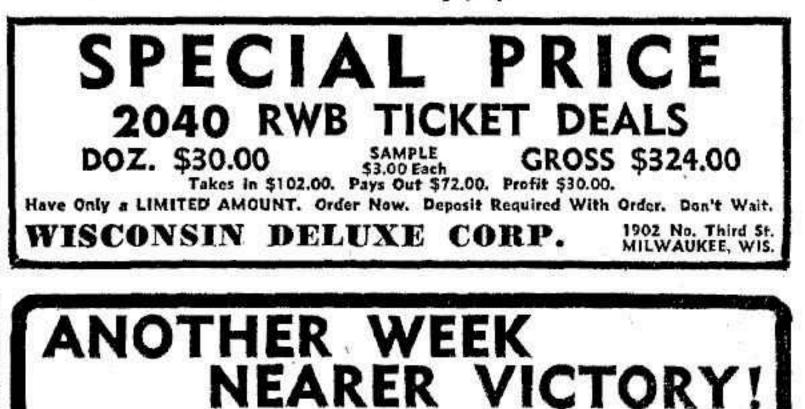
MORE RAYON YARN-The War Protry, leaders in government and the Presi- duction Board has ordered final expansion dent of the United States himself are of high tenacity rayon yarn facilities thinking and doing something about necessary to carry out the synthetic

The board authorized the North Amerbe every indication now that our leaders ican Rayon Corporation to expand its annual capacity by 5,000,000 pounds. sity for long-range planning if we are Maximum annual production of 240,000,-000 pounds of tire cord type rayon yarn probably will not be reached until 1945. Rubber Director Bradley Dewey has said tire fabrication probably will not be at top speed before the latter part of 1944.

North American Corporation, and facilities must be in readiness by next August 1.

WPB has also directed the American Viscose Corporation to expend its facilities at its Parkersburg, W. Va., and Lewiston, Pa., plants by 11,000,000 tons, bringing its annual total production to 39,000,000 pounds.

PREDICT BUSINESS DROP-"It is a on payday.



HELP BRING IT CLOSER-BUY MORE WAR BONDS





#### ANTUSENTENT MACHINES

#### December 11, 1943





#### By BEN SMITH and BOB SEIDEL

#### Parts Cleaner

George Ashe, Automatic Equipment Company, is about ready to promote the sale of an electrically operated parts and then flowing thru the filter and back where his family is visiting his in-laws. to the hose again. George is convinced the cleaner offers a partial solution to the man power-problem faced by all coinmen.

#### Harry Rosen in Florida

Harry Rosen, formerly with Modern Music Sales and now a member of the Atlantic Distributing firm, has left for Miami where he will combine business with pleasure during an extended stay at an apartment he rented there. He

CONTRACTOR OF THE OWNER

We have helped solve the problems of many a small operator and showed him how to make more money. And today, more than ever before the small operator is still having his problems. Perhaps we can help you, too! If you are sincere, can stand strict investigation, want to expand, and get ahead faster but cannot do so because of lack of equipment, finances or whatever it may be . . . write us today in complete detail. All information will be considered strictly confidential. We are one of the leaders in the coin machine field.

will hold open house right thru the winter.

#### Muddle

When we dropped in to say hello to Joe tools cleaner which the firm has been Ash and Irv Morris, Active Amusement testing since early in the year. Item, Machines, we were confronted with what known as the "Kleer-Flo Cleaner," is a had all the appearance of a football compact specially designed unit consist- huddle, Being a typical, curious New ing of a centrifugal pump, cone shaped Yorker, we edged over and discovered that filter, sparkless motor, working trays and the look-see gathering was oohing and semi-rigid hose built into a steel cabinet. ashing over a stock of X-Ray poker balls. The parts and tools to be cleaned are Quite a rarity and practically museum placed in the tray, the solvent is pumped pieces today. Irv, by the way, has not thru the hose and played on the objects permitted a rather nasty head cold to in the tray. As it washes, the solvent prevent him from commuting three and drains off the dirt and grit, the solvent four times a week to and from New York,

#### **Rents Building**

Rake Coin Machine Exchange has rented the entire building at 5415 Woodland Avenue, Philadelphia, to be used exclusively for warehousing, servicing and shipping equipment. The Rake showroom and office will remain at the old address on Market Street.

#### Visitor

Mack Levin, Regent Vending Machine, Ltd., Ottawa, flew into New York where he spent 10 days visiting local coinmen before leaving for Chicago, Detroit and home again. Mack, who is one of the largest parts distributors in Canada and an operator of all types of equipment, was accompanied by his wife and, as was to be expected, managed to find the time between business appointments to have some fun while in the States,

#### Short Takes

Jose Riojas, Mexico City operator, is stopping at the Governor Clinton. . .

BOX D162, Care The Billboard, Cincinnati 1, Ohio.

the second se

#### I WILL SELL

The beat group of remote control set-ups in New England, 100% Seeburg wireless and three wire equipment. All top notch locations, in perfect condition and running. Extra Ma-chines, Speakers, Parts, Boxes, Wire, Tubes, Bulbs, A large stock of Records and Needles. Plenty of everything to run this group for the duration.

Normally I wouldn't sell this route at any price, but as I am entering the service in December I have no choice.

This is an unusual opportunity for the right party. If interested make it snappy . . . Don't bother if you can't raise the cash.

ART STRAIIAN MOHAWK MUSIC SERVICE 16 Miles Street Greenfield, Mass.



Dorothy Levine, Acme Sales, is back at her desk after a prolonged illness. . . . Ed Casnoff, General Coin Machine, has mail from two former Philly coinmen, Pvt. Sid Meyers, stationed at Fort Belvoir, Maryland, and Pvt. Stanley Harris, stationed at Camp Crowder, Mo., The latter's first experiences at camp were not too pleasant. The innoculations kicked him for a loop and right into the hospital. He is all right now, tho. . . Leon Taksen Company has moved to 1801 Ridge Avenue, Philadelphia. . . . Harry Rothman, with his wife Irene, Marty Kaufman's partner at R & K Sales, left for Miami. They expect to stay a month.

. . . Al Blendow, International Mutoscope, was in Washington for a week. He is a member of the Coin-Operated Machine Industry Committee. . . . A new firm has just been created to manufacture rubber balls for pokerinos. The Melroy Ball Company, Morris M. Malis and Royal S. Cohen are at the head of 1t.

## **Payouts Not Legal** Under Florida Law, Circuit Juges Rule

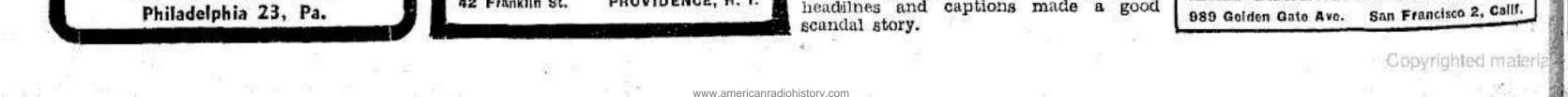
MIAMI, Dec. 4 .-- Three Circuit Court judges ruled recently that payout types of coin machines cannot be legally licensed under the present State license law. The present law was passed by the 1941 Legislature, and there have been rumors that it had a joker clause which would permit the playing of gaming devices under the license law which apparently had been intended to license amusement games only.

A test had been brought by an operator under the present law. Newspapers have been making a sort of crusade of the present situation, and a young county attorney prosecuted the case.

Reports so far indicate that the operator may not appeal to the State Supreme Court on the present case. Apparently that would end the present agitation.

Newspapers added the usual highlights to such situations by reproducing a copy of an alleged instruction sheet which manufacturers send out with games. The instructions allegedly showed operators how to adjust the machines so the player could not win. The reproduction of the instruction and the accompanying headilnes and captions made a good

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#### AMUSEMENT MACHINES

## Music Men to Enlist Aid in Lifting "Ban"

#### Locations, allied amusement interests seek return of music and revenues

lations campaign has been inaugurated by the Birmingham Phonograph Operators' Association with the co-operation of others in amusement and allied businesses. One of the objectives is to get in someone, he says, adding that they the Alabama Alcoholic Control Board to modify its ruling which prohibits music or dancing in places which sell liquor. always late was brushed aside by Spitalny, This ruling, aimed at regulation of alcoholic beverages, has worked a special hardship on the coin machine business.

The regulation has been in effect for more than a year, with the result that phonograph operators are automatically shut out of many profitable locations, not because there is an objection to music in itself, but because State authorities do not want liquor, music and dancing mixed together. Now that liquor is rationed this further cuts down revenue of clubs, hotels, Charm stock company. Every girl owns The Cincinnati Post. restaurants and other places which for- stock, so the success of one is the success merly had income from the coin machines as well. Hence they are glad to join phonograph operators in the cam- Spitalny's ability as a master of feminine short-wave radio one day and heard a paign. Juke box and record manufactur- psychology? ers are also being asked to assist in the campaign, as it seems public sentiment ings in both the classical and popular said "Hello, Maurice" in a clear, piping must be enlisted before the ruling is ranks, as well as the uncertainty of new voice. modified or suspended.

which has been rechristened The Amuse- has promised to resume the feature when Company program in the hope that it and general manager, is publicizing the normal. This leaves The Philadelphia voice broke as she told the seaman the need for more amusement in Birming- Inquirer the only other newspaper in town family was well and she hoped he soon ham, which is held to be far behind Atlanta, Memphis, New Orleans and other Southern cities in the number and at- has cut the space considerably because response of recognition, fearful it was tractiveness of its night clubs, theaters and stageshows.

#### By MARGARET S. WELLS

CTERTIN TI CHANNELLING TERTIFICATION CONTRACTOR C

TO THE LADIES !- Ruth McKay, in her up to a high artistic standard. "White Collar Girl" column in The Chiarticle to the all-girl orchestra directed by Phil Spitalny. The director managed to upset a good half dozen applecarts during the course of her interview with "women are difficult."

Spitalny directed a male orchestra be-BIRMINGHAM, Dec. 4 .- A public re- fore he formed the all-girl orchestra and believes that the girls are easier to manage than men. He says women are more intense about their work, just as they are about their children or families. They are also more intense in their desire to believe must have confidence in the person directing them.

The well-known theory that women are prompt than men; that they are always on time for rehearsals. He also said there and more attractive when they are suc- God Bless America. cessful.

In a group of 35 high-salaried, talented, ambitious, attractive girls there might Bless America or I Am an American. well be professional jealousy and compossibility when he formed an Hour of of all.

releases, has led The Philadelphia Record devoting space to the disks. The Inquirer, would be. altho it is continuing its Sunday column, with news of interest to record fans. HIGHBROW STUFF - The New York since he was torpedoed a year ago. Times reports on the progress of a new Orchestra. Mayor La Guardia, in describing the that no performance would be given for tropical moon." the sole purpose of filling a vacant date;

The mayor suggested that special shows cago Tribune recently devoted one entire starting at 5:30 p.m. be given for the benefit of working people who could thereby save as much as two hours traveling time. He described the Center as a comfortable building, with good acoustics him, including the old chestnut that and perfect visibility and hailed its existence as "a symptom of the changing times."

COMPOSER-"Kup's Column" in The Chicago Daily News carried an item last week about James Mangan, promotion manager for Mills Industries and a \$1-ayear man for the Department of Labor. Mangan can't sing, whistle or play a single musical note, but on a bet a few years ago he wrote the song, We're All Americans, and then used his promotional knowledge to put the tune over.

With the present popularity of patriotic who declared that women are more tunes, the song has been played over 115 Coast-to-Coast hook-ups and is one of the most widely aired numbers of the day. is no truth in the idea that women can't During the ASCAP-BMI feud, Kate Smith Autry recording. stand success, declaring they are happier substituted Mangan's song for her theme,

> Mangan has just one complaint: his song always is confused either with God

TREATMENT-One of the saddest mupetition, but Spitalny counteracted that sical items-altho it has a potential happy ending-we've seen lately comes from

A 17-year-old British scaman, Maurice Thornton, has been in Ellis Island Hos-Does any man want to challenge pital, mentally ill. He was listening to a child singing White Christmas. At the CASUALTY-A dearth of new record- conclusion the singer, an 8-year-old girl,

"That's Sylvia! That's Sylvia!" he ex-Leading the publicity campaign is The to discontinue its Sunday record review claimed. Sylvia is the sailor's sister, and Southern Radio News of Birmingham, column, "On the Records." The paper she was singing on a British Broadcasting can't listen to your favorite band on the ment Weekly. Virgil E. Plerson, editor the release of new records returns to would help her big brother to recover. Her ings listed here."

## Juke Boxes Given **Credit** for Revival **Of Hillbilly Tune**

PHILADELPHIA, Dec. 4. - Sole credit goes to the music machines for hypoing the revival of I'm Thinking Tonight of My Blue Eyes, hillbilly tune. On the strength of the interest stimulated in the song by the local Music Machine Operators' Association and the Ohio State Music Merchants' Association in Cleveland, it was disclosed that Columbia records this month will re-issue the original Gene Autry recording of the tune.

In October, I'm Thinking Tonight of My Blue Eyes, a Bing Crosby disk re-issued by Decca earlier in the year, was singled out as the Hit Tune of the Month by both the Philadelphia and Cleveland operators' association. Both associations centered their Hit Tune promotions on the number. And for the music publisher, Southern Music Company, in New York, the two associations were the only source of plugs for the song to start off a drive to return it to popular favor. Since the promotions by the two associations, the recording has lingered in the machines to profitable returns. As a result, Columbia decided upon re-issuing the original

## Miss 'Em on Radio Find 'Em on Disks

PHILADELPHIA, Dec. 4. - Dearth of name band broadcasts on the radio, as remote broadcasts are being tightened up, finds Sam Lerner, enterprising and promotion-minded music box operator, making the most of the air situation. He has set up an easel-stand placard on all his machines on location, featuring cutout photos of the big name band leaders. Teaser copy carries the message: "If you radio, you are sure to find their record-

This publication recently carried a streamer head: "Amusement Heads Plan State-Wide Group to Fight Attacks on Trade," and in its article said:

"Already hard hit by the armed forces which has need of the highly trained technical personnel formerly engaged in the manufacture and repair of electrical phonographs, phonograph operators are relying upon other members of the amusement business to aid them in their efforts to prevent the running out of business of 3,000 dance hall operators, hotel, club owners and night club heads."

weekly" include the Hurvich brothers of Birmingham Vending Company; the Allen brothers of Ten Ball Novelty Company; O. C. Coker, of Jefferson Music Company; the Birmingham Amusement Company, and the Birmingham Tip Top Music Company. These are leading coin machine distributors and operators in the city.

## 2 Philly Operators Take Over A. M. I.

PHILADELPHIA, Dec. 4.—Herbert Sheward, of Bertola Phonograph Company, and Harold Reese, operating under his own name, both veteran music machine operators here, have taken over the A.M.I. Distributing Company. Operating the Automatic Hostess machines, a wired music service, Sheward and Reese purchased the entire A.M.I. company here, including the continued use of the operating name. Both men, however, will continue to operate their regular music machine enterprises.

Also announced was a working agreement negotiated between A.M.I. and Play-A-Tune, Inc., also a wired music service radios and phonograph combinations for operated by the membership of the local Music Machine Operators' Association on to 'buy' their music at locations," said a co-operative basis. Sheward is secre- Cade, "such operators are virtually tell- the parts. Moreover, they would be doing tary of the local association and Reese ing the public they should buy a juke even better by taking some of the mais a member of the association's board of box for their home." He attacked ad- chines they try to unload on the public directors.

Doctors were cautious over the quick of the slack in releases. When there are only temporary, but it was the first time no new disks to review, space is filled that the youth had connected himself with any friend or mention of his family

CHANGE OF SCENERY -- The Metroorganization, the City Center of Music politan Opera House, with all its glorious and Drama. The group's opening pro- tradition, can't offer as great musical gram, set for December 11, is a concert thrills as the jungles of New Guinea, says by the Philharmonic Symphony Society Edwin McArthur, young American conductor.

According to The Dallas Times Herald, project, called it "the first attempt to McArthur says, "The finest music I have make music and art self-sustaining in ever heard in my life was a thousand New York," but warned that there would American soldiers on the side of a hill in be "no fancy trimmings." He declared New Guinea singing In My Arms under a

McArthur, who was once Kirsten Flag-Those advertising in the "amusement that every show would have to measure (Sec Music in the News on opp. page)

> Ass'n Asks Halt on Sale **Of Juke Boxes to Homes**

growing practice among several inde- "originally cost \$275 to \$396." pendent operators and distributors in and in some instances, even to location and best customers," added Cade. owners, Cade attacked the short-sightedof such sales of dubious worth.

today when there is a scarcity of home the regular music machine on location. vertisements, offering juke boxes for as and contribute them for scrap,"

PHILADELPHIA, Dec. 4.-Sale of used low as \$39.50 on time payments, and phonographs for home or public use, a leading the public to believe that they

Cade warned that once a machine is this territory, was attacked by Jack Cade, sold to a private owner, there is no tellbusiness manager of the Music Machine ing where it will wind up, warning that Operators' Association. Calling atten- there will be serious repercussions harmtion to the numerous advertisements ing the entire industry should such maappearing in local newspapers, offering chines fall in houses of ill-repute. "And juke boxes for sale to private individuals it is likely that they will be the first

While the coln chutes are removed ness of the few independent operators from machines made available for home and distributors who sacrifice the future use, Cade warned there is nothing to well-being of the industry for the sake stop the private owner from fixing up a slot and placing the machine in a loca-Home juke boxes have been a flop be- tion. And even where the sale is refore, and there is certainly no indica- stricted to private homes, Cade pointed tions of any public demand for home out that there is nothing to stop a tapphonos now, said Cade, adding that some room owner having a juke box delivered industry members were only trying to to his home, later replace coin chute take unwise advantage of a situation and put it in his tavern, throwing out

"Operators offering such sales," said sale. "Instead of encouraging the public Cade, "can make more money if they would take the machines apart and sell

Detroit

DETROIT, Dec. 4. - Three expansion moves are reported by Modern Music Company, one of Detroit's largest music operators. Eddie Clemons, head of the organization and president of United Music Operators, recently took over the machines operated by Sam Schneider, of Al's Record Mart. This operation was first established by William Raeck, of Williams Specialty Company, before Raeck was called to the army.

Negotiations for the purchase of two additional phonographs routes are being completed, it is reported. Modern Music Company plans to operate equipment owned formerly by L & W Automatic Phonograph Company. This route was established by Saboris Walton, who later sold it to Brilliant Music Company. A third purchase will bring the operation of James Avery, Northeast Detroit operator, into the Modern Music organization.

Edward Morey, operator and night club

owner, was named to Detroit's "blue ribbon jury" of six prominent citizens to investigate certain hospital deaths.

Abey Abrams, Inc., of Garrett, Ind., has acquired the route of music machines recently operated by the Brilliant Music Company of Detroit. This route was established by Art Barger.

Edward P. Womack, veteran coin machine operator, has bought out the United Novelty and Candy Company from Mrs. H. O. Walters.

United Music Operators of Michigan are planning to change the organization set-up to a Michigan corporation.

Benjamin Rosen, manager of the Detroit branch of Confection Cabinet Corporation, is donating 200 bars of candy every Sunday night for the servicemen's Canteen, run by the Michigan Variety Club, showmen's organization.

Shin Weiner, manager of the Detroit branch of Decca Distributing Company, is reporting in Chicago for induction into the army.

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#### AMUSEMENT MACHINES (MUSIC)



A column of comment designed to keep readers informed on what's doing in the billbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

#### Location Comment

While operators in a few cities are beginning to report that PPM is beginning to slack off, majority of cities still find both the Dexter and the Crosby-Andrews Sisters version going strong as ever. In fact, even in some spots where it is reported slowing up, there's some doubt as to whether the change is due to disk getting less play or to location owners getting so tired of hearing the number that they are demanding a change. Daffan's No Letter Today is the No. 2 disk.

That's the line-up for the week in Buffalo, Bridgeport, Chicago, Dallas, Detroit; Erie, Pa.; Fort Worth, Hollywood, Miami, Minneapolis, New Orleans, Philadelphia, Richmond, Va., and several other leading market centers.

#### "Sleepers"

Plenty of "sleeper" tunes show signs of making the Going Strong bracket. Reports for the week indicate the following will bear close watching:

Operators in Buffalocfeel that Victory Polka on the reverse of Crosby's PPM may well become another Beer Barrel Polka.

In Cincinnati, Louisville, Memphis and Tulsa, Okla., meter readings show plenty of interest building in Floyd Tillman's They Took the Stars Out of Heaven.

Al Dexter's Rosalita is doing a good job for operators in Bridgeport, Conn.; Erie, Pa., and Milwaukee.

Another qualifier for "sleeper" rating during the week is Crosby's Thinking Tonight of My Blue Eyes. Tune is same one originally popularized by Bob Atcher and Bonnie Blue Eyes, Latter version is still getting good play in plenty of phonos. Crosby version is now starting to catch on in Salt Lake City. Ottawa reports Calgary Kids' My Heart Keeps Yearning for You and Old Kentucky Moon coming up, while Miss Molly, by Bob Wills, continues to get more play in St. Louis along with Autry's I Hung My Head and Cricd.

#### **Dexter-Crosby Battle**

At to which version of *PPM* is getting the most play, Dexter's version still leads, it seems. 'Ted Daffan's No Letter Today hasn't begun to feel competition of the new Dick Robertson version as yet, but latter disk is reported catching hold this week in Buffalo and Memphis.

#### Dexter "PPM" Still Tops

Baltimore: PPM continues to rule first choice in hillbilly tunes, with some showing partiality for the Crosby-Andrews version and others the Al Dexter rendition, with most ops stating the original version of Dexter is still preferred. Others say it's at toss-up. No Letter Today continues to run second. The two recordings of PPM have served to accentuate popularity of the tune, which had been waning until the Crosby-Andrews version appeared.

Buffalo: Report exactly same as last week with exception of a slight boredom from PPM on location now that a goodly supply is being sent to ops by the record people. No Letter Today still climbing and will go over the top should more disks be available soon. Ops 1, 2 and 3, PPM, both Dexter and Crosby, going strong; No Letter Today (Daffan) gaining. Op 1, Rosalita gaining.

Bridgeport: PPM still holding its own, than the Crosby recording. No Letter ing strong. gaining, and Rosalita in third place. Op 1, PPM (Dexter) going strong. Ops 2 and 3, No Letter Today (Daffan) going strong.

Chicago: PPM, both Dexter and Crosby,

in popular demand. Op 1, PPM (Crosby- Riders also offer ear-pleasing voices, both Andrews Sisters) going strong. Op 2, PPM (Dexter) going strong; Born to Lose both sides thoroly enjoyable. Pistol Pack-(Daffan) going strong; Honey Song (An- in' Mama is taken at a lively tempo, keepdrews Sisters) gaining.

Minneapolis: Ops 1 and 3, No Letter Today gaining. Ops 2 and 3, PPM, both verses, with the ensemble harmonizing Dexter and Crosby, going strong.

Nashville: No Letter Today (Daffan) appears to be the successor to PPM, which is on conclusive decline. But ops 1 and 2 report PPM still going strong.

New Orleans: PPM still tops and Ted Daffan is doing better with No Letter Today. Home in San Antone (Wills) doing well. Ops 1 and 3, PPM (Dexter) going strong. Op 2, PPM (Crosby) going strong.

Philadelphia: Op 1, PPM (Crosby) going strong. Ops 2 and 3, PPM, both Crosby and Dexter, going strong.

Richmond: PPM still leading the field, with anything available by Crosby getting good play. Ops 1 and 3, PPM While the field is now being flooded with (Crosby) going strong.

#### "PPP" Earns His Keeps

Salt Lake City: PPM still on top with all three ops. Rosalita is stymied by PPM but does well wherever programed. Pistol Packin' Papa will never catch Mama, but earns his keep. Honey Song (Massey) still fair.

San Francisco: Ops 1 and 2, PPM, both Dexter and Crosby-Andrews Sisters, going strong.

St. Louis: Ops 1, 2 and 3, PPM (Crosby-Andrews Sisters) going strong. Op 1, Born to Lose (Daffan) and No Letter Today (Daffan) going strong. Op 2, No Letter Today gaining.

Tulsa: Doc Largent, of Largent Amusement: Company, says: "Popularity in Tulsa now based largely on availability. Almost unable to get new records or PPM would go down the line." In the hillbilly bracket Freddy Schnickelfritz's PPM is really going strong, according to Tulsa Automatic Company, However, in most cases of requests for this number the Hoosier Hot Shots get undue credit with Al Dexter version liked better for it. Ops 1, 2 and 3, PPM (Dexter) go-

#### Folk Tune Record Reviews TEX GRANDE and HIS RANGE RIDERS (De Luxe 5000)

male and female and ensemble, to make ing close to the Al Dexter text in the singing. Boy and girl singers alternate on the the "lay that pistol down" passages, interspersed with instrumental choruses that put the hot fiddler in the spotlight. In the same lively tempo, Put Your Arms Around Me, Honey spins brightly. The male singer handles the opening chorus, with the three instrumental soloists splitting the second stanza. The girl singer, bordering on the Bonnie Baker-baby voiced style, makes for an attractive chorus on the third round, while the harmony trio gets a fourth chorus under way with the solo male voice handling the middle strains of the song and the hot fiddler scratching out the last half of the chorus to complete the side. waxed impressions of both of these hit songs, the sales appeal of these sides stacks up strong for the folk tune fans. It even shapes up effectively as music machine material at phono locations in the rural communities where they take their songs and music straight and not conditioned by the strength of the artist's name on the sticker.

#### Beer Shortage Talk Not **Justified** in Baltimore

BALTIMORE, Dec. 4.-Despite talk about beer shortages, Baltimore taverns are managing to get most of their requirements and find it possible to keep their places in operation most of the time. Because of this, music box operators report taverns are turning in good collections. Baltimore is an important beer market, with a number of breweries located here and they favor the local trade. Also, with cooler weather, consumption is not as great as during the summer months.

While there has been much complaint, taverns are faring satisfactorily, and music box operators are chalking up good returns in these spots. One reason advanced for the cry of shortages in beer is that it was in accordance with a planned policy for boosting the price of

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BOX D-161, The Billhoard, Cincinnati 1, O.

CLOSEOUT BARGAINS Wurlitzer 412 Wurlitzer 412 Twin Buckley Adapter . 95.00 Buckley Boxes, Illuminated, 24 Records. 18.00 Wuriltzer Strollers 1/2 Deposit, Balance C. O. D. 25.00 AMERICAN SALES CO. 557 Clinton Ave., N. ROCHESTER 5, N. Y.

FOR SALE 10,000 Used Assorted PHONOGRAPH RECORDS. 10¢ each. Send money order or check with order.

> GEO. ROWLAND SALES CO. Poplar Bluff, Mo.

going strong according to all three ops. Pistol Packin' Mama-FT; V. Put Your

#### Dexter Vs. Crosby

Cincinnati: Al Dexter's PPM still getting them here. Floyd Tillman's They its appearance with the lifting of the Took the Stars Out of Heaven is another Petrillo music ban, this one offered up which is going strong. Op 2, Rosalita going strong.

Dallas: Best hillbillies, PPM (Dexter) and They Took the Stars Out of Heaven the hillbilly hit parade, and presented (Tillman). Op 1, PPM (Crosby) going by Tex Grande and His Range Riders in strong; No Letter Today gaining. Op 3, the musical and vocal style identified PPM (Crosby) going strong; No Letter with folk tune treatment, it appears that gaining.

Des Moines: Op 1, PPM, both Dexter and Crosby, going strong; No Letter (Daf- tunes. With interest in such words and fan) gaining. Op 2, PPM (Crosby) going music already getting much stimulation, grimed soldiers thrilled me more than strong; The Last Letter (Ted Daffan) and plus the fact that the mechanical repro- conducting a performance of Wagner," he Born to Lose (Daffan) gaining.

Erie: Ops 1, 2 and 3, PPM (Dexter) going strong. Ops 2 and 3, Rosalita (Dexter) gaining. No Letter Today (Daffan) in gaining group; no topper but satisfactory.

Fort Worth: PPM still pulling hard, with Dexter leading Crosby's records. Ops 1 and 3, PPM (Dexter) going strong. Op 2, PPM (Crosby) going strong. Op 3, No Letter Today gaining.

Hollywood: Ops 1 and 2, PPM (Crosby going strong; No Letter Today (Daffan) gaining. Op 3, PPM (Dexter) going strong.

#### Slipping in Louisville

Louisville: One operator says he is getting requests from his spots to take PPM off his boxes. Others, however, report it still strong as ever. Op 1, They Took the Stars Out of Heaven (Tillman) gaining. Ops 2 and 3, PPM (Dexter) going strong.

Memphis: New orchestration records of PPM have jumped close to the top, but Al Dexter's established version still neck and neck. Ops 1, 2 and 3, PPM (Dexter) going strong. Op 1, PPM (Crosby) gaining. Op 2, PPM (Crosby) going strong; No Letter gaining. Op 3, PPM (Crosby) going strong; They Took the Stars Out of Heaven (Tillman) gaining.

Milwaukee: PPM weakening, altho still



Arms Around Me, Honey-FT; V.

Still another new recording label makes by the De Luxe Record Company, of Linden, N. J. And since the initial issue MUSIC IN THE NEWS of the company couples the leaders in this new label intends to devote its efforts primarily to the American folk and string bass, and the clarinet, trumpet solo interludes in good order, the Range Christmas running a close second.

beer. For instance, popular brands of bottled beer which had been retailing at 8 cents or three for 25 cents, advanced to 10, then to 12 and now are 15 cents.

#### (Continued from opposite page)

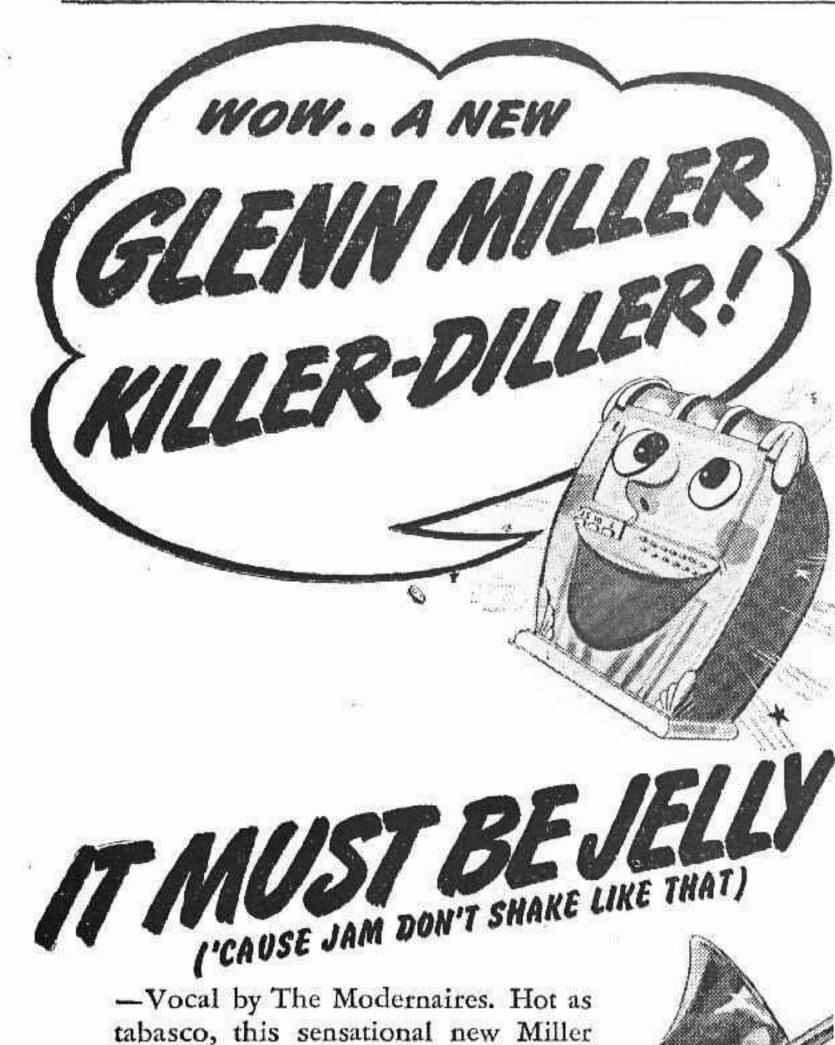
stad's accompanist, is the only Americanborn conductor to lead the Metropolitan Opera Orchestra. He returned recently from a USO tour of the Southwest Pacific, where he taught soldiers to sing. "Leading the voices of a thousand battle-beduction for this first pairing is in high said. "Here they'd been scouting all day," order, this new De Luxe holds much seeing who could kill who first, and came promise in such record circles. With a back to camp tired from the heat of the toe-tapping rhythmic beat set by guitar jungle and sang the songs I taught them."

McArthur said In My Arms was soon the and violin providing the background and hit song of the South Pacific, with White





### AMUSEMENT MACHINES (MUSIC)



MUSIC MAC

A column of music information for phonograph operators. 'The Billboard's Annual Talent and Tunes Supplement, is issued the last week in September each year,

#### By GLADYS CHASINS

INDICATIONS over the past few months that recording sessions for secondary bands would be few and far between under present conditions were given weight when Victor dropped its options on nine outfits when their contracts expired. Among those whose contracts were not renewed over the past 12 months are Abe Lyman, Teddy Powell, Bob Chester, Jan Savitt, John Kirby, Sonny Dunham, Joe Reichman, Mitch Ayres and Irv Carroll. None of the record companies are in a position to produce **DETROIT**: enough to keep all their bands going, material and man-power shortages being so acute, and recording exces apparently see no reason to keep names on file when they can't be put to use. Present conditions also offer an excuse for dropping bands whose records have not been selling. . . . Even the these bands do not rate with Tommy Dorsey, Vaughn Monroe, Duke Ellington, Charlie Spivak, Freddy Martin, Sammy Kaye and the rest of the big names on Victor's roster, they could provide smaller diskers with better names on their labels than they've been able to secure up till now. Classic has already used Abe Lyman for a date and is trying to get Sonny Dunham under contract. If Columbia and Decca follow Victor's lead and prune their band lists, there will be a string of semi-names on the market, wanting to make records and willing to sign with smaller labels. The small diskers, with limited production and dis-

#### **Territorial Favorites** OTTAWA:

December 11, 1943

#### June in January. Bing Crosby.

Bing Crosby is practically monopolizing the title strips in coin machines in Ottawa these days, the other crooners culling mentions only when there's no recording of the same tune by Crosby. Most of the songs mentioned are those currently popular here, but this one, listed right among the top faves, is an old film tune that hasn't shown up for many a day.

#### I Dug a Ditch. Willie Kelly.

Since the full title of this tune is I Dug a Ditch in Wichita, it's naturally getting plenty of plays in that city. There's no special reason why the folks in Detroit took to it so quickly, except that it's getting plenty of plays on the airwaves and plugging in MGM's Thousands Cheer -two good reasons why operators all over the country might give it a try.

#### DALLAS:

#### My Shining Hour. Glen Gray.

This is one of Decca's first post-ban instrumental waxings, released a few weeks ago and starting to spin in many areas. Dallas is the first city to rank the recording among its highest, but it probably won't be the last because the tune has been getting heavy network plugging and is featured in RKO's The Sky's the Limit.



#### Note

For a listing of songs played most often over the radio for the week ended Thursday, December 2, see the Music Popularity Chart in the Music Department.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of sepian best sellers under Harlem Hit Parade.

RECORD BUYING Special reports received from The Billboard representatives last week

show the records listed below are currently receiving the most play on automatic phonographs throut the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

### GOING STRONG

PETER PIPER ..... Hit 7061

This ditty pulled a fast one when it swept from third place straight over the top in one short week. Kay Armen, the gal whose version is drawing most of the coins, deserves double credit as this is her first release and her disk is coming up against competition from name band recordings.

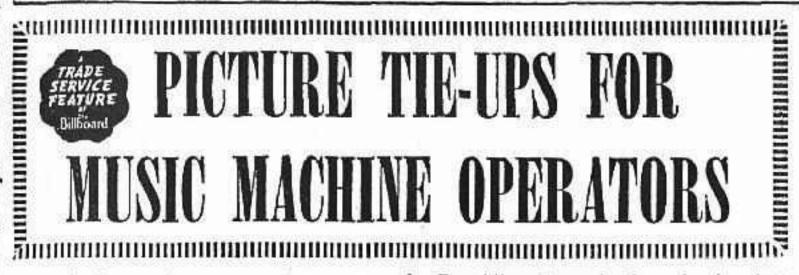
PISTOL PACKIN' MAMA (20th week)	AL DEXTER (AI Dexter) BING CROSBY-ANDREWS SISTERS (Vic Schoen Ork) FREDDIE "SCHNICKELFRITZ" FISHER.	Decca	23277
SUNDAY, MONDAY OR ALWAYS	BING CROSBY	Decca Colum	18561 bla 36679
PAPER DOLL	MILLS BROTHERS	Decca	18318
PEOPLE WILL SAY WE'RE IN LOVE	FRANK SINATRA	Colum Decca	bia 36682 18564
IF YOU PLEASE	BING CROSBY	Decca Colum	18561 bia 36679
PUT YOUR ARMS AROUND ME, HONEY (7th week)	DICK KUHN DICK HAYMES (Song Spinners) CLAYTON McMICHEN	Decca	10330
OH, WHAT A BEAUTIFUL MORNING	BING CROSBY	Decca Colum	18564 bla 36682
VICTORY POLKA	BING CROSBY-ANDREWS SISTERS (Vie Schoen Ork)	Decca	23277



WAR BONDS

AMUSEMENT MACHINES (MUSIC)

The Billboard 65



#### **Disker's Promotion**

Columbia Records is planning an intensive campaign to be handled by local distributors in each city where films featuring Columbia artists are playing. Campaign will be worked jointly by theater operators and distribs to promote film and Columbia recording artists by giving credit lines in advertising and display material and working out tie-ups featuring artists in all exploitation. It has been emphasized in this column many times that the film studios' current concentration on musical productions using an abundance of name bands and singers offers operators a chance to play up whatever artists are appearing on the screen in local theaters. Now, however, with Columbia's new plan, operators will have a campaign at their disposal, building up Columbia artists, and should slip waxings of these artists on machines whenever their films are in town, contacting local distrib and theater operators for display material.

First film to be given this joint promotion treatment will probably be RKO's Higher and Higher, starring Frank Sinatra. Altho the film score is entirely new and none of the tunes have been waxed as yet, Columbia's campaign will be concentrated on Sinatra and operators can sell all Sinatra disks by working out tieups on the film.

Some of the other Columbia recording artists slated for new pix are Benny Goodman in Gang's All Here and Moment for Music at 20th-Fox, Cab Calloway in UA's Sensations of 1944, Harry James and Xavier Cugat in MGM's Two Sisters and a Sailor and Mr. Co-Ed, Kay Kyser in RKO's Around the World. Operators should check on local playdates of these films as they are released, and contact local Columbia distribs for material.

by Republic. Decca is also releasing two new sides waxed by Acuff, which can be boosted when the flicker comes to local houses. Tunes on the Decca disks are Not a Word From Home and The Prodigal Son.

#### News Notes

MGM's Broadway Rhythm, starring Ginny Simms and featuring Tommy Dorsey ork, will be tradeshown at all exchange centers on December 28. . . . Harold Adamson and Jimmy McHugh, hit songwriters, have been signed to a twoyear contract by 20th-Fox. . . . Perry Como's first film for Fox has been retitled Kitten on the Keys. . . . Judy Garland's next flicker will be MGM's Meet Me in St. Louis, . . . Eleven songs set for UA's Knickerbocker Holiday, including four tunes from the show score.

. . MGM's Girl Crazy had its New York premiere at the Capitol Theater, December 2.

## Adequate Manpower **Ohio Firm Reports**

CLEVELAND, Dec. 4 .- There is no man-power problem or shortage of skilled help at Euclid Coin Machine Sales and Service, where, according to Gus Sundman, manager, four men represent nearly 50 years of coin machine experience. Sundman entered the coin machine field in 1927 when he worked for Western Electric Piano Company. Later he traveled for Western Products Company, during service work. Top men in the organization include Al Spence, who has spent more than 10 years in mechanical and electrical work on music and games; Frank Svoboda, in charge of refinishing, has had long experience in the paint shop; Fred Dougherty, mechanic, is particularly well known to

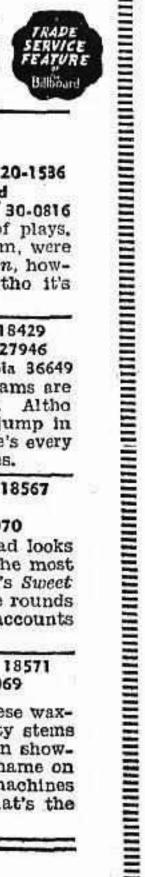
Here's What H. E. BOWES Co-Owner of the **Century Music Company** DENVER, COLORADO Says about DECCA OPERATORS OF WURLITZER PHONOGRAPHS FOR DAY OR NIGHT SERVICE CALL TABOR 1341 DENVER, COLORADO November 23, 1943. Mr. Sellman C. Schulz, Decca Distributing Corp. 22 W. Hubbard St. Chicago, Ill. Dear Mr. Schulz:

#### Hillbilly Pix

Roy Acuff is currently being featured eastern operators. Sundman considers in O, My Darling Clementine, which will his organization fortunate in retaining be nationally released in the near future fully trained men.

## GUIDE-PART

According to The Billboard representatives, who have this past week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.



#### COMING UP

BLUE RAIN ...... GLENN MILLER (Ray Eberic) ......... Victor 20-1536 BEA WAIN ..... Bluebird

30-0816 All the tunes that have not been getting a very heavy number of plays. but hung on because no new waxings came along to replace them, were nosed out of the Guide this week by promising new entries. Rain, however, remains head and shoulders above the newcomers, even the it's not quite ready to take the final hurdle.

WHITE CHRISTMAS ..... BING CROSBY ..... Decca 18429 FREDDY MARTIN (Clyde Rogers) ..... Victor 27946 CHARLIE SPIVAK (Gary Stevens) ..... Columbia 36649

Operators are dreaming of a prosperous Christmas, and their dreams are given substance by the showing this year-old ballad is making. Altho it holds the same position it did last week, it has made a big jump in actual number of plays-and with Christmas drawing closer, there's every reason to believe that the nickels will be dropping like snowflakes.

MY HEART TELLS ME... GLEN GRAY (Eugenie Baird) ..... Decca 18567 JAN GARBER (Bob Davis and

Quintet) ..... Hit 7070

Making its first appearance with a very heavy showing, this ballad looks like its starting on a long career. Tune has been listed among the most played on the air for many weeks now, and plugging in 20th-Fox's Sweet Rosie O'Grady should boost it even further as the film makes the rounds of theaters thruout the country. It's the Glen Gray waxing that accounts for the great majority of plays.

THEY'RE EITHER TOO JIMMY DORSEY (Kitty Kallen) .... Decca 18571 YOUNG OR TOO OLD ... JAN GARBER (Liz Tilton) ...... Hit 7069

With most of the new pop releases concentrated on pix tunes, these waxings are now starting to take over on coin machines. This ditty stems from Warner Bros.' Thank Your Lucky Stars, and it, too, has been showing up steadily among the tunes with most air plugs. The JD name on the title strip is another good reason why this tune swept onto machines in its first week out. In this case, too, it's the Decca disk that's the top draw.

Double-meaning records are purposely omitted from this column.

I want to thank you for the type of records and the fine service we have always received from the Decca Company.

We operate a considerable number of machines, and records, good ones, are our life blood. That is why we appreciate what Decca is doing to keep us supplied, even during these difficult times of labor and material shortages.

Co-owner

Very truly yours,

MESIC CO.

Decca is tops with us.

HEB/BA

Thank You Mr. Bowes

DISTRIBUTING CORPORATION EXCLUSIVE DISTRIBUTORS



#### AMUSEMENT MACHINES (MUSIC)

INTERNET

Ξ

FEATURE

## Widow Recalls How Emerson **Aided Development of Phonos**

first phonograph records for entertainment purposes when he called into his office a five-piece brass band which was playing outside and asked their charge for the afternoon. When told that it would cost only \$2, he produced 2,000 records of the band music.

Mrs. Kittle Emerson, widow of Emerson, related the story while seated in her living room here. She remembers when the phonograph was a dictaphone equipped with storage batteries.

Following the successful recording of and Mrs. Emerson established their home band music, Emerson met Frank L. at Downey.

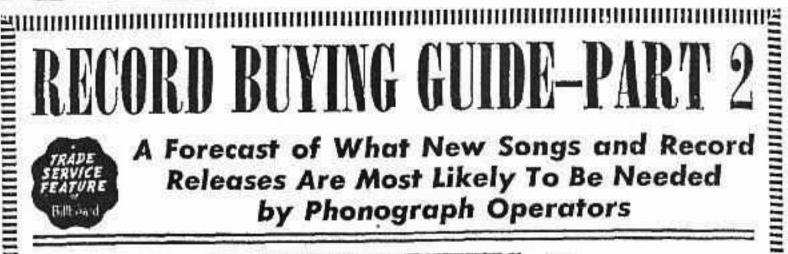
DOWNEY, Calif., Dec. 4 .- On an Capps at the World's Fair in Chicago eventful day in 1889 at Newark, N. J., and the two became associated in introthe late Victor H. Emerson produced the ducing the first system of mechanical duplication.

> Phonographs in those days were operated by electricity and millions of homes had no electricity. In 1895, however, thru invention of the spring motor with automatic governor, Emerson made the phonograph available for all homes.

The disk record was perfected by Emerson in 1897 while affiliated with Columbia Phonograph Company.

Emerson dicd in 1926 a year after he





A Forecast of What New Songs and Record **Releases Are Most Likely To Be Needed** by Phonograph Operators

### POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

#### NOTE

Neither Victor nor Columbia offered any new disks this week, but Decca made available an Andrews Sisters waxing of the currently popular Shoomade available an Andrews Sisters waxing of the currently popular Shoo-Shoo Baby, which should get even more popular when the Universal picture, Three Cheers for the Boys starts playing in local houses. Tune has already culled a few mentions on the strength of the Jan Garber waxing released by Hit a couple of weeks ago. Baby is coupled with Down in the Valley, sung by the Andrews Sisters in Universal's Moonlight and Cactus. Capitol has also readied some new offerings, including another version of Shoo-Shoo Baby done by Ella Mae Morse, mated with No Love, No Nothin' from 20th-Fox film The Gang's All Here, which is already among the tunes with the most radio plugs. Capitol also released a waxing of Pistol Packin' Mama done by the Pied Pipers and Paul Weston ork, and How Sweet You Are, from Warner's Thank Your Lucky Stars, done by Jo Stafford.

December 11, 1943



#### AMUSEMENT MACHINES (MUSIC)

#### ON THE RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for eperators of automatic phonographs. Key: FT - Fox Trot; W - Waltz; VC - Vocal Chorus; V-Vocal Recording.

#### -By M. H. ORODENKER-(Continued from page 16)

in the blowing of the horns. In fact, it is almost impossible to associate Garber after all these years with such an up-to-the-minute style. Unfortunately the mechanical reproduction for the sides is not on par with the capabilities of the music makers, altho there is much compensation in the vocal efforts of Liz Tilton and the wise choice of song selection. Spotlight is centered almost entirely on la Liz, Martha's kid sister, for Shoo-Shoo Baby and They're Either Too Young or Too Old (7069) and makes the most of the opportunity. Both paced at a lively tempo, Shoo-Shoo gets under way with the band ensemble in tight rhythm formation for the opening chorus. Miss Tilton takes the second stanza, with the band getting a third chorus under way in sock ensemble style, calling back Miss Liz for the last half of the chorus to finish out the side with a fade-out vocal reprise. Too Young or Too Old has Miss Liz taking it from scratch, singing the verse out of tempo to piano accompaniment and stepping into the toe-tapping rhythm groove for the chorus. Carries on for a second stanza, taking it out with the familiar patter reprise. Gal listens just as effective for the torch ballads when handling the wordage for No Love, No Nothin'. Taking it at a moderately paced tempo, band ensemble with the brasses laying it on heavy, take the opening chorus, with Miss Tilton highlighting the second time around. Band picks up the last half of another chorus, giving way to the Tilton thrushing on the tag to take out the side. Plattermate My Heart Tells Me (7070) is from the Sweet Rosic O'Grady screen score. The slow ballad also has the advantage of striking yocal treatment from Bob Davis, romantic bary, assisted by the Quintet, neatly blended voices giving excellent assist. Taken at a slow tempo, Davis and the Quintet carry the opening chorus with a band reprise, polished off by the voices, completing the slde.

pattern. Makes for a most delightful soldier song novelty. Write Myself a Letter is the Fred Ahlert evergreen, with Mercer's characteristic singing style getting the opening chorus under way in a moderately slow tempo. For the second stanza he applies his own special patter, and a topical one as he enriches a letter to a soldier boy with jive jargon.

With all eyes centered on the military, "G. I. live" can hardly miss the heavy coinage, particularly with an arresting title for the phono stickers. Where the lads in uniform congregate, they're bound to get a terrific kick out of Johnny Mercer's novel twist to the tune of "I'm Gonna Sit Right Down and Write Myself a Letter."

#### WILL BRADLEY (Beacon 7013)

Jingle Bells Boogie-Woogie-FT, Cryin' the Boogic Blues---FT.

Coming under the Petrillo cloak, Joe Davis's Beacon label has dished up a terrific disk of jam for the holiday season. Trombonist Will Bradley tops a round-up of Boogie-Woogie Boys that includes such ace sidemen as Billy Butterfield on trumpet, Paul Ricci on clarinet, John Guarnieri on piano, Billy Gussak giving out at the drums, with Bob Haggart sparking the rhythms with his bass pickings. Jingle Bells Boogie-Woogie is the eight-to-the-bar application for the standard holiday song, with the Boogie-Woogle Boys, collectively and individually, having a jam holiday with the tune structure that's socko and exciting all the way, and particularly the ensemble and plano passages. Tempo is slowed down considerably for Cryin' the Boogie Blues, which is also an Emporia (Lefty) Scott application of the boogie Kinney. (Cinemasters.) rhythms to a standard blues. Boys jell groovy for four choruses, with Guarnieri's keyboard knuckling the stand-out. Hot jazz hounds will go for this pairing in a big-time way, with reason enough for such approbation.

Blend of boogie-woogie with "Jingle Bells" is expertly accomplished by these hot jazz experts. With immediate phono application during the holiday season, "Jingle Bells Boogie-Woogie" should ring in a bumper crop of coins.

#### THE PIED PIPERS (Capitol 140)



#### 

Release date, November 15.

#### Program X-995

(All reissues)

JOE REICHMAN'S ORCHESTRA is featured in 1] I Didn't Care. Bandstand background. Reel starts with Reichman soloing, then four of the ork men do a arrangement of the tune. (R. C. M.)

Turkey in the Straw is strictly off the cob, starring FREDDIE FISHER AND HIS SCHNICKELFRITZ BAND. Vocals by the entire group. (R. C. M.)

MORTON DOWNEY does his customary smooth job singing Rose of Traice. Shots of Irish countryside and a pretty colleen add to the atmosphere. (Minoco.)

I'm an Old Cowhand, sung by GUS VAN, spools cowboys who have gone modern. Choruses are sung in Italian, Irish and Russian dialects, with appropriate costuning. (Minoco.)

LANNY ROSS stars in Fiddle Polka, a pleasant song of its type. Night club background. The song gives a couple of ork members a chance to play brief solos. (Minoco.)

Kona Moon is a soothing Hawaiian number, starring RAY KINNEY and the ALOHA MAIDS (4), dancers. Vocals by

SPIKE JONES AND HIS CITY SLICK-ERS dust off their usual hag of sound effects in Clink, Clink, Another Drink. Scene is a tavern, with Jones tending bar. Gay '90s costuming. (R. C. M.)

Ain't Misbehavin', the old favorite, is sung by and played by FATS WALLER. Short dance routine by several femmes. One chorus is sung by an attractive, unidentified girl. (Minoco.)

#### Program 1142

Assembled and released by Soundies Distributing Corporation of America, Inc.

Distributing Corporation of America, Inc. ground. Song is about a boy and girl, who, tho they are opposite in every respect, still get that middle-aisle idea. (Soundies.)

> Bicycle Built for Two, starring THE ETON BOYS, is a pleasant relief from jive and boogie-woogie. Gay '90s costuming. (Minoco reissue.)

THE EMERSON MOUNTAINEERS (6) take-off of the famous Mills Brothers sing the lugubrious Seven Years With the Wrong Woman. Scene is the interior of a cabin. Rural costuming. (Soundles.)

> Where Were You? stars singers GENE GROUNDS and NAOMI WHEAT, an attractive pair whose voices blend nicely. Bandstand background. (Weis.)

> LARRY CLINTON'S ORCHESTRA appears in My Buddy, a straight orchestral number. Effective solo work by several bandmen, Bandstand background. (Soundies.)

> Sleighbell Serenade, which rings in a modernized version of Jingle Bells, stars blonde CAROL DEXTER. Naturally enough, the action takes place against a winter background, on a sleighing party. (Minoco reissue.)

> COOK AND BROWN, fast stepping dancers, and THE SEPIA STEPPERS, appear in Chatler. Some hot plano playing by an unbilled performer. Night club background. (Soundies.)



Song selections for each of the four sides are in the order of the day and each of the sides should bring more than casual attention from the phono fans.

#### **JOHNNY MERCER** (Capitol 141)

G. I. Jive-FT; V. I'm Gonna Sit Right Down and Write Myself a Letter-FT;  $V_{t}$ 

Having already given his own record-Ing company a major click in his Strip Polka, Johnny Mercer cooks up a dandy row in G. I. Jive that should also become a major item in short order. With the rhythms of Paul Weston's accompanying band touched off by the eight-to-thebar frames, Mercer's down South and sultry singing style takes the army lad

LOAD UP QUICK ON VICTOR #20-1546 . . . ONE OF THE RARE NEW **RECORDS BY THE GREAT** 



RAINBOW RHAPSODY Lovelier, catchier than "Sunrise Serenade"!

n,

1

JELLY MUST BE T ('CAUSE JAM DON'T SHAKE LIKE THAT)

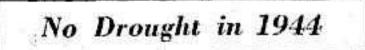
> Bouncier, more surefire than "One O'Clock Jump"!

**Professional Material Available on Request From** MUTUAL MUSIC SOCIETY, Inc. NEW YORK CITY 1270 6th Ave.

Pistol Packin' Mama-FT; V. Deacon Release date, November 22. Jones-FT; V.

Originally striking out on Victor rec- JIMMY DORSEY and his orchestra, with ords in solo style before linking with vocals by BOB EBERLY and HELEN Tommy Dorsey, the Pied Pipers are on O'CONNELL. Bandstand background. their own again. For their Capitol preem the rhythmic vocal blend of the four ing for her boy friend, who is always late mixed volces (Jo Stafford, Clark Yocum, for dates. (Soundies.) Chuck Lowry and John Huddleston) make for ear-pleasing harmonies. Un- an excellent job on one of the best fortunately the selections are treated in a manner associated with the radio studios, thus diminishing the commercial appeal of the platter. The ubiquitious Pistol Packin' Mama gets a heavy show and production treatment by the Pipers, using their own and the Al Dexter lyrics as they ride the classic all the way from swing to hillbilly to lowdown blues. Deacon Jones is a spirited spiritual-styled opus. Taken at a lively tempo, the Pipers sing verse and chorus, with Paul Weston's band, spotlighting Eddie Miller's tenor sax, carrying a second chorus in sock style. The voices pick it up for the last half of another chorus to carry out the side. No embellishments for this side, the vocal calisthenics kept close to the score.

If nothing else, the Pied Pipers offer an entirely different interpretation of "Pistol Packin' Mama." In view of the huge popularity of the song, any such entry is worth a test spin in the music boxes.



WASHINGTON, Dec. 4. - The nation's beer drinkers won't go thirsty in 1944. Despite gloomy predictions a short time ago, the War Food Administration has told the brewing industry advisory committee:

1. The hop crop this year will be sufficient to supply all domestic requirements for brewing purposes.

2. Based on September reports from all malt producers and on estimates of future production, supplies of malted barley will be sufficient to allow brewers the same amount of malt they are now using.

3. There is no prospect of increasing malt allocations to brewers at this time. The brewing industry is now allowed 93 per cent of the malted barley it formerly other matter. The industry advisory used.

While the hop crop is sufficient to supply domestic requirements, equitable distribution of hops to all brewers is an-

Tired of Waiting for You is played by Song concerns a girl who is tired of wait-

LANI MCINTYRE and his orchestra do known Hawalian tunes, Hawallan War Chant. Four dancers also appear, (Soundies.)

Friendly . Tavern Polka stars petite SYLVIA FROOS, backed by four men on the chorus. A catchy tune, with the incidental action well-suited to the words. (Minoco reissue.)

AL DONAHUE'S ORCHESTRA goes very swing on Volga Boatman, creating an effect no Russian would recognize. Bandstand background. (Soundies.)

Hais Off is an all-dance reel, starring RUTH GODFREY and THE WINNIE HOVLER DANCERS. Tune is Where Did You Get That Hat? (Soundles.)

VARIOS AND VIDA, Latin-American dance team, and HERBERT CURBELO'S ORCHESTRA turn in a neat performance in Que Buena Es La Conga. The dancing is a bit more athletic than this team usually goes in for, but is smooth nonetheless, (Soundles.)

I'm Nobody's Baby, another old favorite, is sung torchily by CAROLYN MARSH against a night club background. Dance routine by four girls. (Minoco reissue.)

TAPS MILLER sings, dances and plays a trumpet in Song and Dance Man. Unfortunately, the music does not give him the best possible chance to display his talent. (Soundles.)

#### Program 1143

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, November 29.

Miss Liberty is a patriotic popular tune about the statue of liberty, sung by TONI LANE. Two choruses are in dialect. (Soundles.)

JOHNNY LONG and his orchestra and two unbilled vocalists appear in The Long and Short of It. Bandstand back-

committee suggested consideration of ways to regulate brewerles' inventories as one means of assuring fair distribution of hops.

	Н	A LO THE ITS!	171 V C. T A 1		
#11. PIST	s OL PACKII	N' MAN	<b>1</b> A		
#17 PUT	S YOUR AF	IMS AF	OUND	ME	
#51 JOH	» NNY DOUG	HBOY	POLKA	N	
#10 D01	2 I'T STOP I	iow			
#11 1 D #11	ON'T STAN	D FOR	THAT	live	
50	LONG				
#10 BU	9 INY'S BOO	GIE			1.00
#50 SU(	o Ar foot	STOMP		-4	
Se	nd for	Rele	ase C	ard	1



#### AMUSEMENT MACHINES



# ANDIS

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

**British Offer** VitaminCandy Will distribute vitaminenriched chocolate European children after the war

#### CHICAGO, Dec. 4 .- British confectionery manufacturers are pioneering in a field which may develop into an industry of considerable importance to the vending machine trade. Reports from London say manufacturers are making vitaminenriched chocolate for distribution to children in Europe after the war. The chocolate, in ounce bars, provides a day's supply of vitamins B, C and D. Chocolate was chosen as the best practical medium of providing vitamins in a form appealing to children.

Some American manufacturers have criticism, and, in fact, their use might been experimenting with similar products, and there has been concerted effort ments in the diet. on the part of confectioners to broaden. search to determine how their products has heretofore been the case.

might be further enriched.

Physicians and dentists have also conducted research on sweets and their place in the average diet. Of especial interest was the report last summer by Dr. Royal Lee, Milwaukee dentist, that he had discovered a new method of making sugar which retained the vitamin and mineral values of sugar cane juice. This sugar contains vitamins A, B complex, C and K, the latter regarded as highly effective in the prevention of tooth to decay.

#### Doctors' Report

More than a year ago the Council of Foods and Nutrition of the American Medical Association issued a report criticizing the use of candy and soft drinks as part of a general attack on the wide use of refined sugar. The doctors who make up the committee complained that the use of sweets deprived the body of needed vitamins and minerals. They said that all of the vitamins and minerals had been removed from the materials made into candy, refined sugar and soft drinks, and hence people who eat sweets do not get the proper nourishment.

The medical report said that if the proper vitamins and minerals were added to such food products there would be no be a pleasant way of supplying those ele-

If American confectionery manufacconsumer acceptance of the food value turers follow the lead of their British of candy. The usual ingredients in con- colleagues and produce candy containing fectionery products, especially dairy prod- necessary vitamins, the industry may ucts, are naturally high in vitamins, but, find itself meeting with far greater medimanufacturers have been conducting re- cal and public approval and support than

#### **Peanut Situation**

To prices quoted must be added freight, shelling, shrinkage in cooking, salling and one-half cent a pound profit for the salter.

RICHMOND, Va., Dec. 4 .-- Weather conditions over most of the peanut producing sections have been favorable during the past week, and in the Southwest and Virginia-Carolina areas the movement to market has been heavy. The movement of Spanish peanuts in the Southwest has been practically completed. In the Virginia-North Carolina area the shortage of labor has made it difficult for most mills to operate at full capacity. Labor shortages on farms have made it impossible for some mills to receive enough peanuts and they have been forced to close down while stocks were being built up. Reports from the Southwestern section indicate that the peanut tonnage for this year will not run much above 30 per cent of last year's total tonnage. A number of shellers have been forced to discontinue operations because the light crop and poor quality of peanuts have made it impossible to operate profitably.

The demand for shelled goods has been good, especially for No. 1 Spanish and runners. Offerings of Spanish have been rather limited, as most shellers have nearly completed their allotments.

According to the peanut stocks and processing report released this week, millings of farmers' stock peanuts during the 1942-'43 season made an all-time record of 1,734,575,000 pounds, of which 1,367,935,000 pounds were cleared and shelled, while the remainder was crushed. for peanut oil and meal. The amount of peanuts cleaned and shelled was about 55 per cent larger than in the 1941-'42 season, while the quantity of peanuts crushed was about 70 per cent higher.

Holdings of farmers' stock peanuts at mills and warehouses on October 31 totaled 598,760,000 pounds, compared with 475,829,000 pounds a year ago.



VICTOR'S TOPPER

Tops in Modern Design. Vends overything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.

Standard Finish Topper only ... \$7.95 Each. (Porcelain Finish \$1.00



#### Terms: 1/3 Cash, Balance C. O. D. (Or Bend Full Amount and Save C. O. D. Charges).

#### VICTOR VENDING CORP. 5711 W. GRAND AVENUE, CHICAGO

#### FOR SALE

A Permanent Business Approximately 350 3-Compartment Snacks, about 3 years old, stands about 5 ft, high, with stand, cost new \$50,00 cach; finished in attractive red and black enamel. I have seen these machines and they really look okay. Make best offer, all or part or both,







PHIL

## VENDER SUPPLY NOTES

#### 

PRICE INCREASES, DECREASES, ALtion has allowed domestic manufacturers of hard candy to increase prices to offset tober 16 will be effective December 1. higher production costs. Retail price ceilthis country range from 25 to 35 cents a pound. The average increase allowed 1942, ceilings,

Ceiling prices on imported hard candies, which come mainly from Cuba and Central America, were sharply advanced. Heretofore the imported candies have had a sharp competitive advantage in price. The following day OPA lowered the

price of imported hard candy-effective December 27. The price order on domestic hard candy was effective last week.

An OPA spokesman said the order is designed to enable importers to unload their hard candy stocks at the higher prices before Christmas, adding that there is no domestic hard candy on the market at present.

ESSENTIAL OILS - Imitation oils are reported moving at a fairly good rate, but the supply of most imported oils has long since been depleted and much confusion exists regarding domestic oils since price ceilings in most instances continue far below replacement costs in the country.

Peppermint, one of the most widely used oils, remains frozen, and spearmint is virtually unobtainable.

**GOVERNMENT NOTES**—Supplies of glycerin continue to increase slightly, and according to reports the greater usage recently allowed by the War Food Administration has not reduc\_d refiner stocks. . . . West Virginia's soft drink industry will save 4,500,000 miles annually in truck deliveries thru a joint action plan, the Office of Defense Transportation has announced. . . . OPA has set ceilings over Company, Youngstown, O.; Bernard G. effective November 13. . . . Manufacturers work, making automatic screw machine

. . . WPB has also announced that the first LOWED-The Office of Price Administra- change in reserve production percentages in paper and paperboard since the revision of Oc-

GLASS CONTAINERS-WPB glass conings set by OPA for hard candy made in tainers manufacturing advisory committee has agreed upon the necessity for continuing into 1944 the restrictions on the was about 2 cents a pound above March, acceptance of new glass containers by commercial users.

During the meeting of the advisory committee, called to discuss the 1944 WPB container program, members generally were in agreement that increased glass container production was unlikely next year. Chief factors in this decision were the present high rate of performance, with no increase in facilities likely. The committee also anticipated production difficulties with regard to the fuel oil supply, lack of paper containers and man power. The demand for glass containers, it was reported, shows no tendency to slacken, leaving the industry in an oversold condition.

SUGAR SITUATION - Possibility that WPB may require extensive supplies of black-strap molasses and sugar for alcohol production may make the sugar supply situation tighter for industrial users, but there is no indication that the basic quota will be reduced for candy and other confectionery manufacture.

Altho the November and December allotment is 90 per cent of base use, it was inferred when the larger allowance was announced that it was supplemental and not a permanent allotment.

### Coin Men in War Work

COLUMBUS, O., Dec. 4. - Ohlo Machine Products, Inc., formed six months ago by J. M. Abrahams, J. M. Novelty the farm sale prices of nine varieties of cigar Nebel, G. N. Vending Company, Columleaf tobacco which averages from 3.3 cents bus, O., and Tony Anthony, formerly of to 14 cents per pound. The new prices were Youngstown, O., is now engaged in war of paperboard whose production is certified parts for airplane construction. Officers as necessary by WPB and who are unable to are: President, Abrahams; vice-president, produce the commodity at their established Nebel, and treasurer. Anthony. "We're maximum prices may apply for adjustment doing our bit the best we know how."

# Texas Cigaret Tax Stamp Collections Fall in November

AUSTIN, Tex., Dec. 4.-For the first time in many months, Texas cigarette tax stamp collections in November showed a decline, State Treasurer Jesse James reported this week.

November sales of State cigarette tax stamps totaled \$1,108,496, as compared with \$1,137,782 for October. But the month's total this year was well above the \$942,191 collected in November, 1942. Likewise, the State's total collections on liquor, beer, wine and cigarettes. showed an increase of \$487,000 over November of last year, but a decrease from October, 1943, collections. The total for the month just closed was \$2,135,092; for October, \$2,168,371.72.

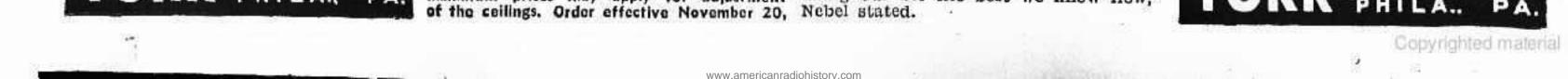
Despite the liquor shortage, revenue from liquor stamp sales increased from \$366,530 in November, 1942, to \$737,976 in November, 1943; beer stamp sales rosc from \$184,182 in November of last year to \$256,707 this November. Wine stamp collections, however, dropped from \$54,615 last November to \$31,759 in November. 1943.

#### YOUR SERVICE! AΤ



Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading The Northwesterner. It's free!





#### AMUSEMENT MACHINES



#### All in Fun

There's been entirely too waspish a tone of late in our comments on what the press, screen and radio are saying about coin machines. We've been irked over the inability of the public to distinguish between slots and venders, and we're not happy when juke melodies irritate sensitive cltizens till they write their home-town editors to pour out a We've been downright woeful tale. griped by the quips of radio comedians who sound as tilt-happy as the pin players they ridicule. But no more. Scrambling thru the files the other day, we came upon some wise words Herb Jones, of Bally Manufacturing Company, gave out with nearly two years ago, and the thought occurred that it wouldn't hurt any of us to read them again. In these turbulent times when coinmen don't know what's coming from which direction, maybe the industry will be cheered to remember, this:

". . . We are, as an industry, a rather beloved jester-a cheerfully accepted factor in the brightness and galety of American lifea hail-fellow-well-met, heartily welcome in the company of Americans who have not forgotten that 'the pursuit of happiness is a right stipulated in America's basic charter." ... the American people have not taken our industry seriously-but they have taken us into their hearts. And we need only recall the numerous references to flashing lights, dazzling colors, bells and clattering commotion to know that we have, indeed, won our way into the hearts of healthy, happy Americans."

Phone Pays Off The following appeared in The St.



Louis Globe-Democrat of November 30 under a headline of "It Happened Here

"A pay telephone in the Federal Building, perhaps envious of the publicity the slot machines are getting, paid off the jackpot the other day. Unable to get his number, a man hung up the receiver to get his nickel back. Out streamed 40 nickels!"

Nice promotion angle there. When the telephone companies stop asking us not to make those unnecessary calls, they can drum up trade by "paying off" once in a while.

#### Scalebreak

The cartoonists seem to have a run on scale strips lately. Frank Willard's "Moon Mullins" featured Mami, Kayo and a drugstore scale in the page we caught in The Memphis Commercial Appeal November 21. Billowy Mamie couldn't see the indicator and in stepping back, she fell off. Next try she faced the other way but then Kayo climbed on her back to read her weight, so Mrs. M. claimed the figure was libel. Williams's strip "Out Our Way" in the November 28th Millwaukce Journal followed a Christmas shopper and her package-carrier (or should we say "truck horse"?) around town in her attempt to find a scale that's correct-the shopper knows her own weight and none of the machines will agree with her! Keller's cartoon feature in the November 27th Liberty magazine pictured a little boy pushing a wheelbarrow on which was a scale with the sign, "Free if you guess your weight." To a scowling policeman the boy explains "I guessed my weight, so I took it." Now we know why so many outdoor scales have that chain. decoration

Even the ads are taking to the weighing machines. Tide magazine's Novem-

hear. We've seen various items on suggestions for the boys' Christmas gifts, and more than a few of them mention on both pinball games and juke boxes. a roll of nickels to keep the PX music machine going.

## **Op Files** Appeal To High Court on Validity of Tax Law

PORTLAND, Ore., Dec. 4 .- An Associated Press dispatch originating in the State capital November 12 said that a firm operating juke boxes in the State had on that day filed an appeal in the State Supreme Court "to determine the effective date of the 1943 law taxing pinball games and juke boxes."

This is now the third appeal filed with the high court. Two previous appeals were filed by the State because operators sylvania Avenue, North Avenue and the had won favorable decisions in lower Hartford Road or Hamilton sections.

#### courts declaring the State license law invalid. The State license places a tax

The new test case as to the effective date of the tax law seems to be largely a technical matter. The State Tax Commission had held that the law became effective last July 9, but a Circuit Court judge held that the law became effective July 1. The Supreme Court is asked to decide on this question as well as on the constitutionality of the law itself.

#### Penny Arcade Opens in **Outlying Baltimore Area**

BALTIMORE, Dec. 4.—Another evidence of the growing popularity of arcades is seen in the opening of a penny arcade at 1013 West 26th Street in the Hampden neighborhood.

Other arcades in outlying areas are located in the Waverly, Curtis Bay, Penn-

2 Keeney Air Raiders, Each\$275.00	E New Exhibits Court Machines Each & 40.00
1 Mutoscope Ace Bomber	5 New Exhibit's Card Machines, Each \$ 40.00
	3 Mutoscope Card Machines, Non Lite
1 Evens Super Bomber	Up, Each 30.00
1 Keeney Submarine	
1 Kirk Astrology Scale (with 5,000	2 Exhibit's Card Machines, Non Lito
Tickets) 85.00	Up, Each 80.00
1 Mutoscope Drive Mabile with Chrome	1 Dime Astroscope Fortune Telling Mach, 100.00
Swivel Chair	1 Exhibit's Kiss o Motors 175.00
1 Kirk Guesser Scale 100.00	1 Exhibit's Vitalizer 55.00
1 Evans Tommy Gun 160.00	2 Keeney Texas Leaguers, Each 35.00
1 Western Baseball 75.00	1 Model "F" Target 17.50
1 Exhibit's Bowling Alley 45.00	1 Challenger
1 Scientific Batting Practice 100.00	1 Milia Flipskill 15.00
1 Chicago Coin Hockey 195.00	1 Skill Shot 15.00
1 Genco's Lucky Strike Consul 35.00	1 Mutoscope Sky Fighter, Each 375.00
1 Gottlieb's Skee-Ball-Ette	2 Bang a Deer, Each 100.00
1 Evans Ten Strike, L.D 35.00	2 Motal Typers, Each 80.00
2 Cockeyed Circus, Each 50.00	1 Bally Ranger 25.00
1 Zoom 15.00	1 Peo Basketball
1 Kicker and Catcher 18.00	1 Seeburg Ducks Raylito Gun 45.00
2 Pikes Peak, Each 15.00	2 Seeburg Remote Boxes, Each 20.00
1 Advance Shocker	25, 10 and 25 Baromatics 40.00
	New and Head 2 Cast Cale Chuter 60 00 6 400
1 Gottlieb's Gripper 12.50	New and Used 2-Cent Coin Chutes \$2.00 & 4.00
2 Seeburg Shoot the Chutes, Each 140.00	7 Rockola Dial a Tune Wall Boxos, Each 20.00
3 Seeburg Jap Changeovers, Ray Guns, Ea. 135.00	1 Jennings 25¢ 8lot 50.00
1 Rapid Fire 175.00	
MADE MOVEL	TY COMPANY
MAKS NUVEL	I CUMPANT
121 NORTH PHILLIPS AVENUE	SIOUX FALLS, SOUTH DAKOTA
the second s	and the second state of the se

## ARCADE FOR SALE

Fully equipped Arcade for sale, on Main Street of Casper, Wyo., consisting

#### The Billboard 69

ARCADE OR EQUIPMENT Very Successful in Springfield, Mass.

Nameplate Tape Used in Roovers Nameplate Machine

\$3.00 per lb.

Photomaton, Good Condition, 25c Slot-Make Best Offer!

PEERLESS VENDING MACHINE CO. 220 W. 42nd St. New York, N. Y. Wisconsin 7-8610 

FOR SALE Guns, "BB" Shot and Magic Fingers 1 Colt Woodsman and 1 High Stand-6 Winchester 62s and 6 Winchester PENNY ARCADE CO. B St. Paul Pl. Baltimore 2. Md. 326 St. Paul Pl.



#### FOR SALE

Complete Arcade or Equipment to be sold before Jan, 1st. Evans Super Bomber, Keeney Air Raider, Supreme Gun, Drive Mobile, Submarine, Ace Bomber, All Star Hockey, Batting Practice, Radio Gun (Brown Cabinet), Rapid Fire Tommy Gun, Test Pilot, Western Baseball, World Series, Ten Strike. 20 up-to-date Pin Balls, Love Tellers and other small machines; also Short Range Shooting Gallery with guns or without, Neon Signs and Electric Fans. Can be bought separate or all. Arcade can be seen In operation at 162 Asylum St., Hartford, Conn. Address all mail to

SPORTLAND, 354 Asylum St., Hartford 3, Conn.



ber 1 issue carried a full-page ad for an Ohio newspaper which showed two pretty girls reading a fortune from a scale which told them that particular paper is "weighing in with the heaviest national advertising gain." May not be a bad idea at that to use blank spots on fortune cards for advertising.

Dart Game

Sure proof of slots' popularity is the new dart game called "Jack Pot." It's a 3 by 4-foot target board, complete with bells and cherries. The player has three darts to chalk up his points. It's such a different technique, tho, that players won't be able to practice at home!

#### For Export

Current Controls Bulletin No. 125 issued by the Office of Economic Warfare provoked a good deal of dissatisfaction among some business men. They said the list of items which can be shipped to Latin America contains too many unobtainable items and doesn't carry out OEW's promise to do away with paper work involved in the export trade. Among the items eligible for export to our South American neighbors are juke boxes, billiard tables, pianos and golf balls.

#### V-P Does a "Churchill"

Henry Wallace must have noted the publicity Winston Churchill received when he patronized a juke box during ont of his visits here. Leonard Lyons's column in the November 19th Montgomery (Ala.) Advertiser mentioned that on a recent trip the vice-president breakfasted at a lunch wagon and said, "Now's my chance, I don't know when another will come along," and dropped a nickel into the juke box to hear Pistol Packin' Mama, for the first time. (He had to borrow the nickel, too.)

#### Jukes in "Life"

When Life magazine recently reviewed the movie Princess O'Rourke, they said it was "an impudent and hilarious comedy . . . as American as a juke box or the World Series." In the same issue a reader wrote in to say that "a man in the army doesn't change his habits the minute he gets into uniform. He's still the same guy ... who paid plenty of nickels to hear his favorites in the juke box . . ." And he's still using nickels for the same purpose too, we

of One-Ball Automatics, Cigarolas, One-Ball Free Plays, Five-Ball Free Plays, Rotary Merchandisers, Diggers, all Units of Ray-o-Lite Guns, Photomatic, Recording Machine. Air Base within two miles, \$15,000.00, All late equipment. Only one in town.

## **Owner JOHN BRANNEY, THE WYOMING NOVELTY CO.**

Casper, Wyoming

#### **GLAMOUR GIRL-2 FOR 5c-CARD VENDOR** ACCURATE-SIMPLE-STURDY CONSTRUCTION 29 . . . Better Grost Scanos 5% DIFFERENT Order NOW 了的計算 Any Supplies MUTOSCOPE ALLEN. 220011 You Need: 3122 如犯礼 GIRLS NOVELTY GRANDMOTHER CARD PREDICTION CARDS. SERIES LOVE LETTERS, AVAILABLE SUBACIS PALMISTRY LETTERS, HOROSCOPE CARDS FOR THIS WIZARD PEN CARDS, MACHINE ETC., ETC. SEND FOR STEREOSCOPIC COMPLETE ti Ci VIEWS, VIEW-A-SCOPE LIBRARY FILMS, ETC. (Counter Model Only) • PUNCHING BAGS Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, AND ACCESSORIES. simply insert the corresponding displays SEND FOR (SUPPLIED FREE) in the machine as pic-CATALOGUE tured above and you have one of the AND PRICES most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1-1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y. SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT-STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION WM. RABKIN, Pres, Penny Arcade Headquarters Since 1895. Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

LONG ISLAND CITY 1, NEW YORK

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44-01 ELEVENTH STREET

AMUSEMENT MACHINES

ARKET

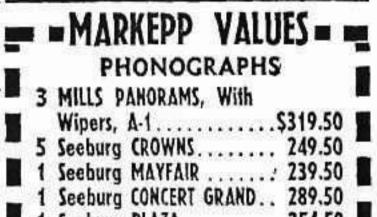
## Maintenance of Equipment **Tops List of Uncertainties**

Worn-out machines, gas cuts, shortages, curb coin machine earnings-arcades flourish-new record releases jump music collections 50 per cent in one area

Trade reports from representative cities thruout the country, covering the November period, reveal a continuing upward trend of opportunity for coin machine operators, and a trend of diminishing operator ability to maintain equipment in operation. Headlining all shortages affecting coin machine volume, as a spotty year draws to a close, is the problem of replacing equipment and obtaining parts. Machines are wearing out and breaking down, most of them having served months or years beyond what was formerly considered their normal mechanical lives. There

are not enough machines to replace worn equipment in good locations, and repair parts are becoming difficult to obtain. Maintenance of equipment presents further difficulties for operators who are handicapped by loss of skilled servicemen and mechanics.

The specter of idle equipment in a world of unprecedented spending is growing in the minds of operators, many of



whom are now guarding even their oldest machines for the value they represent in terms of parts and accessories.

With or without ceiling prices, which have had the effect of freezing equipment rather than prices, most observers believe that the used machine market would have dwindled as machines increase, in value to their owners, either as serviceable equipment or as a reservoir of repair parts. However, OPA ceiling prices have slowed down, if not altogether stopped, the exchange of equipment between operators just when all operators are trying to build up reserves of certain kinds of machines and when they are willing to dispose of others not important to future operating plans. Distributors, who are the mediums for such exchange of equipment, cannot accommodate operators when transactions con-

flow in greater quantities to other areas, this question will be put to further test.

The record famine continues in some sections of the country, one city reporting that conditions are worse than ever. Many report that not enough new releases have been received to even make a dent in requirements. Particularly serious is the report of one music organization regarding the poor quality of records which occasions frequent trips to locations to replace badly worn disks.

Trade reports this month show a wide range in general operating conditions, one city reporting an all-time earning record for November and also indicating 1943 has been a record year, while another city shows collections to be far below those of last year. Earnings per machine are higher in nearly all cities, but operator income may fall below 1942 because fewer machines are in operation.

#### Shortage of Pennies

Seriousness of candy bar shortages is indicated by the action of two leading theaters in Salt Lake City, where 10 venders in each of the theaters were replaced by a candy counter in the main lobby. No bars were observed in the assortment of nuts and confections offered at the counters.

A recurrence of the small-change shortage, pennies and nickels, is reported in Salt Lake City. A year ago the shortage was more serious than now. Richmond, Va., is another city reporting a shortage of pennies. There the Federal Reserve Bank has rationed pennies to its member banks and has issued appeals to the public not to hoard pennies. Sales taxes and odd figures on pay checks resulting from withholding taxes, along with odd prices now charged for cigarettes, coffee, soft drinks, cigars, candy bars, etc., have created a tremendous increase in demand for pennies.

The closing of several important ord-

ing; otherwise the set-up will have to be moved to a more favorable location.

Most large cities have dozens of successful arcades. Buffalo is reported to be without an outstanding coinfun emporium, even tho several attempts have been made to promote arcades there.

Washington was the scene of a meeting on December 1 between OPA officials and members of the Coin Machine Industry Committee. The trade anxiously awaits news of the outcome of this conference, however, no official announcements are available as this issue goes to press. Members of the committee are pledged to secrecy, pending official statements from the Office of Price Administration.

Cigarette brand shortages are apparent to most operators of cigarette venders. The matter has passed the stage of debate and becomes real when operators report that deliveries of the best-seller brand are not sufficient for their requirements. Brand number two is often short of the demand also. Operators in some factory areas, however, report that they are receiving ample supplies of all brands direct from the factories. In only a few instances do reports show that shortages have reduced total vending machine sales. In fact, it is believed that cigarette operators could increase business volume by making more frequent trips to service machines. This would mean restocking of columns coutaining the two most popular brands. Instead many operators prefer to ratiou the leaders by maintaining usual servicing schedules. This results in more sales of other brands after favorites are sold out.

#### Effect of Curfews

Juvenile curfew regulations are in effect in an increasing number of cities. Operators who expressed some concern over effect such curfews might have ou earnings have invariably found that colnance plants has curtailed coin machine lections have remained constant. This indicates that juveniles either did not contribute heavily to late-hour play of games and juke boxes, or, if they did,

#### December 11, 1943

1 Seeburg PLAZA 254.50	
- 1 Wurlitzer 600 With Adapter 764 50	1
1 Wurlitzer 500 269.50	3
5 Wurlitzer 616 Lite Up 94.50	1
5 Wurlitzer Iwin 12s, With	8
Buckley Adapters 69.50	
- I Kock-Via Iwin 12, Packard	
Adapfer	j,
BUCKLEY WALL BOXES, NEW,	1
Late 32.50	l
SLOTS 5c MILLS BLUE FRONTS, S.J. \$169.50	1
5c MILLS BLUE FRONTS, S.J. \$169.50 10c MILLS BLUE FRONTS, S.J., 179.50	1
5c MILLS BROWN FRONTS 229.50	
Green Vest Pockets 29.50	
Single Safe, Single Door 22.50	
Chicoln HOCKEYS	1
Bally RAPID FIRES 229.50	1
Keeney SUBMARINE CUNS 199.50 Keeney ANTI AIRCRAFT GUN . 69.50	1
- KOCKOIA WORLD SERIES 94.50	1000
Rockola TEN PINS 49.50	
Gottlieb TRIPLE GRIP 12.50	1000
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Reconditioned and Guaranteed. Exper Repairing and Refinishing.	¢.
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1 5c Wafling Rollatop. Ea 75. 2 5-10-20c Play Jennings	V
Triplex, Ea 225.	0
Terms: 1/3 Deposit, Balance C. O. D.	U
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338 Chestnut St. SPRINGFIELD, MA	
	- *

forming with OPA rulings represent losses to them.

#### Shortages Hit Locations

With the public on a prolonged spending binge, serviceable equipment of all kinds, regardless of its age, has proved profitable. Operators report that most stop. anything with a coin slot gets the play. But it is essential that machines be in music interests in Detroit is taking place good mechanical condition; that phonographs offer records in playable condition even if the tunes are old; that venders contain merchandise; that scales remain accurate. These are some of the factors which govern an operator's ability to maintain machines in operation. And another factor, equally important, is that of the location remaining constant as a profitable spot.

Shortages of food, liquor and employees are affecting restaurants, clubs, taverns and hotels in many sections of the country, forcing some to close for the duration and causing many to adopt shorter hours. Some proprietors find that they can close earlier in the evenings, alleviating labor problems, and still sell all the merchandise obtainable. In many cities, taverns, clubs, hotels and roadhouses are affected by liquor curfews, calling for bars to close earlier than usual. Shorter hours inevitably affect earnings of coin machine equipment, particularly juke boxes, in this class of locations where peak play periods are those around midnight and after.

#### **Test New Releases**

Recent additional cuts in gasoline rations have had a deleterious effect on coin machine earnings in Detroit and other Midwestern cities, reports indicating that a distinct slump is felt by niteries, movies and other amusement enterprises. Additional coin machine locations, particularly those in outlying occasioned by gas rationing.

men who report that new record releases have jumped collections as much as 50 per cent in some locations. With Louisville appearing as the most favored city in the matter of obtaining new releases, reports indicating that phonograph opnew tune requirements, an interesting comparison is afforded between the earn-

earnings in cities affected. Layoffs of several thousand ordnance workers in Des Moines resulted in an immediate drop in collections, showing how quickly even the most enthusiastic coin machine fans change their habits when pay checks

Consolidation and expansion of certain when many operators in the same city are reducing their operations to one-man routes. Operators elsewhere are moving toward reduced area of operation, getting their business organized so that maintenance and service can be handled without assistants who are called by the armed forces. Some operators are fortunate in having part-time mechanics, men who divide their time between war work and coin machines.

#### Music Is Backbone

Phonographs are consistently referred to as "the backbone" of today's operating structure. Several factors account for this: They have a long mechanical life; playing appeal remains constant; they are less affected by shortages, playable records, needles, tubes, etc., not having reached the critical stage; there are an abundance of profitable locations; they accommodate the tastes of all, young and old. For these and other reasons the volume of business done by phonographs easily tops the yield from other equipment. As a result, trade reports will usually feature music interests, at least for the duration.

Arcades continue to represent bright opportunities for operators who can obtain suitable equipment and locations; A number of new arcade installations are announced in this issue. In many instances operators have brought equipment in from regular location to outfit arcades. This serves to consolidate their sections, may join the list of mortalities business, reduce time and expense of servicing large routes, and usually en-Of particular interest to music opera- hances net earnings per machine. In tors is the experience of Louisville coin ideal locations, arcades return several times the collections which the machines would earn in separate locations.

Location of arcades is the criterion of success. Experienced arcade men can usually pick the spot that will prove a "natural," while others may have to exerators have received 75 per cent of their periment with several layouts before they can stack the chips. A recent arcade installation on Hollywood Boulevard, ing power of oldies and fresh releases. Hollywood, indicates that some groups Previously many operators believed they are not familiar with the type of diverwere getting near-maximum earnings sion offered by arcades. Perhaps promofrom the old favorites. As new releases tional efforts will win a profitable follow-



AUTOMATIC COIN MACHINE CORP. 338 CHESTNUT ST., SPRINGFIELD, MASS.



Used on army maneuvers, in good condition. Specs.: 18 gauge weatherproof twisted-7 strands-4 steel, 3 copperall tinned. Spooled on 2,000 ft. reels, 1 reel minimum.

1/3 with order, balance C. O. D.

WELLS ELECTRIC CO. 4521 Diversey CHICAGO, ILL.

FOR GUARANTEED JENNINGS EQUIPMENT BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS



#### MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY

Gold Chromes Blue Front Q.T. Original Chromes Four Bella Brown Frants Club Consoles Blue Fronts Vest Pockets War Eagles **Jumbo Parades** Gold Q.T. Super Bells 25¢ Blue Front, Hand Load 25¢ Gold Chrome, Hand L. Three Bells, Scrials Over 1200

ALSO HAVE JENNINGS SLOT MACHINES PACE SLOT MACHINES JENNINGS CIG-A-ROLLAS XXV

#### PHONOGRAPHS

10 Mills '41 Thrones, Marb. 2 Mills '39 Thrones Seeburg Colonel Wurlitzer 616 Wurlitzer 412 Wurlitzer Rollaways Wurlitzer Victory Models

#### **5** Organ Speakers

#### SEEBURG, BUCKLEY, ROCK-OLA & KEENEY WALLBOXES. Program Strips in 5,000 Lots, \$2.65 M. IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES. WE CARRY A COMPLETE LINE OF MILLS PARTS Terms: 1/3 Certified Deposit, Bal. C.O.D. STERLING NOVELTY CO. 669-671 S. Broadway, Lexington 20, Ky. "WE ARE WHOLESALERS AND SELL FOR RESALE."

SPECIAL! 1 Shoot Your Way to Tokyo ....\$260.00 Pennant Baseball Game (Similar to Genco Playball) ..... 85.00 1 Watling Fortune Teller Scale . . 79.50 1 Watling Tom Thumb Scale .... 52.50 5 Rock-Ola Low Boy Scales, Ea. 49.50 1 Seeburg Royal ..... 145.00 **5** Seeburg Wireless Strollers with 32.50 Wireless Speakers, Each 3 Wurlitzer 616 Lite-Up, Each . 79.50 4 Wurlitzer 24 Buckley Systems (Metal Cabinets), Each ..... 105.00 older patrons have stepped in to keep coin chutes clicking.

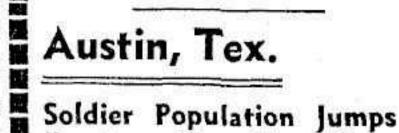
AMUSEMENT MACHINES

Teen-age clubs are growing in numbers and popularity and are enjoying an increased degree of support from municipalities. A great deal of favorable publicity for juke boxes will result if efforts of a woman promoter of a West Coast juvenile club are successful. This lady enjoys the respect of both factions of the Mexican element involved in recent zoot suit riots. She has formed a club with a juke box and all the other trimmings, and hopes to have both sides forget their differences and enjoy the fun together.

Most draft-eligible members of operator organizations have been called, it is believed by some operators, which will result in personnel remaining fairly constant for the duration. Older men, parttime mechanics, and in some cases wives and girl assistants, have been employed by larger operators to take the places of men who have joined the armed forces.

#### More Slots Operating

While taxes on gaming devices were doubled, reports indicate that total taxes paid in some areas are more than twice the amounts paid last year. This indicates that the amount of equipment of this type in operation has increased. While there is no accurate gauge to determine to what extent other types of machines have decreased, it is generally conceded that thousands of games, venders, juke boxes and penny games have been retired from operation within the past year. Increased numbers of gaming devices tend to prove that typical locations have not been affected by the war. Either they have increased in number or have absorbed additional machines over last year's number. At the same time it is apparent that gaming devices continue to be plentiful even tho they were among the first coin-operated units to be displaced by war production.



music for the youngsters. At the Longhorn Room in the University of Texas union building coin-operated phonographs provide dance music for the institution's several thousand students, and several cafes and drugstores in the university neighborhood have balcony dance floors with juke boxes furnishing the music.

The Maroon Room, started last year by the municipal recreation department in the Austin Athletic Club for highschool students, will be resumed after the Christmas holidays, officials said.

## Baltimore

#### Workers Spend Heavily; Indoor Arcades Flourish

BALTIMORE, Dec. 4 .- Indoor arcude operation highlights coin machine activities in this area. There are several indoor spots in the downtown section, other business centers and in thickly populated defense plant or war plant areas on the outskirts of the city. All the sectors in which these arcades are located are heavily patronized by war workers, and the managements all report doing a thriving business. The splendid intakes are due to the fact the war workers are free spenders when it comes to entertainment. Many of the out-oftown war workers residing here have developed a fondness for playing arcade machines, according to managers who report seeing the same faces week after week.

Music box operation here is showing a healthy gain in collections. The record shortage did not seem to affect patronage, as operators resurrected enough popular favorites to keep them coming. However, the recent Decca releases have served to accelerate patronage. Hillbilly tunes, coupled with polka numbers, are favorites, and operators have obtained these in satisfactory numbers.

Despite the allocation program on clgarettes, operators of cigarette venders report collections maintaining a fine level with units in defense plants showing up best. Operators at these spots are direct buyers, getting full factory allocations which are said to be enough to take care of the demand.



Get your machines rebuilt now and have them ready for the holiday play.

WATLING MFG. CO. 4640-4660 W. Fulton St. CHICAGO, ILL Est. 1889-Tel.: COLumbus 2770. Cablo address "WATLINGITE," Chicago.

BARG	AINS
FREE PLAY	
Bally High Hand	
Jennings Silver Moon	1
Semings onver moon	
Jumbo Parade Baker's Races, Jack Po	62.50
Baker's Haces, Jack Po	t and Dany
Double, Like New	399.50
	DTS:
1 Only 50¢ Blue Front	Write
1 5¢ Jennings Chief	\$149.60
1 5¢ World Fair Model .	Arcade 132.50
Chicago Coin's Hockey	
Genco 1942 Play Ball	139.50
Exhibit Rotary Merchan	disor
FREE PLAY	PINBALLS
1.2.9 599 50	Play Ball
Silver Skates . 39.50	Divis 20 K
Siller Okars . 35.00	Action 440 50
Filsker 39.50 Metro 39.50 Dude Ranch , 29.50	Action
Metro 39.00	Star Attraction 91.50
Dude Ranch , 29.50	majors 41 48.50
	61C
1941 Wurlitzer Counter	Model & Stand \$142.60
	MACHINES
U-Need-a-Pak, 500, 15	Column\$119.50
U-Need-a-Pak, 1940 Mc	del, 15 Column 60.00
U-Need-a-Pak, 1940 Mc Rowe Presidents	102.50
Rowe Imperial, 9 Colum	n 39.50
Du Grenier Champion, 1	1 Column 99.50
MENCOS AMUIST	ATHT MACUNES
MEYERS AMUSE	MCRI MALMINCS
	경험 전에서 가지 않는 것을 것 같아? 것 아파님이 있는 것이 없다.
KOZ WAIER OL.	BARABOO, WIS

2	1 Seeburg Rex, 30-Wire Remote	01004010000
	(Metal Cabinet)	105.00
	1 Seeburg K-20 Remote (For	10-010-00-000
2	Cellar or Back Room)	165.00
	1 Wurlitzer 61 Counter Model .	69.50
	1 Wurlitzer 616 Amplifler with	
2	Tubes	19.50
	3 Wurlitzer 600 Amplifiers with	
1	Tubes, Each	42.50
-	100 Tubes #6L6G, Each	1.75
	1 Chicken Sam Amplifier, Com-	
	plete with Tubes	42.50
-	5 #1501 Rock-Ola 5c Wall	
	Boxes, Each	17.50
	119 Jonants Kalenan C	A n
	1/3 deposit, balance C.	U.D.
	F. O. B. New Yorl	e.,
-		687
	NAVE IAWV 594 10	th Ave.
	DAVE LOWY 594 10	ork City

MECHANIC WANTED

Longacro 5-9495

Can use for steady position Mechanic at \$85.00 per week. Must know to repair Four Bells, Slots, Buckley Races, Phonographs, Pin Balls.

Wyoming Novelty Co. Casper, Wyoming.



## Earnings; New Taxes Due

AUSTIN, Tex., Dec. 4 .- The weather thermometer and the "soldier barometer" were the two important factors in a November month's end increase in coin machine business, with operators confident that the upturn will continue.

Colder weather sent more Texans indoors and hence increased the play of juke boxes, pinball machines and other coin-operated devices, particularly in local arcades. Also a new infantry division moved into near-by Camp Swift, bringing several thousand new soldier patrons. For several weeks a hiatus, due to troops formerly stationed at Camp Swift moving out on maneuvers, had been felt by coin machine operators. Big. gest play of juke boxes and pinball games in this section in recent months has been by servicemen. Thus the number of military personnel in this area furnish coinmen a good gauge of the business to be expected.

Apparently the OPA price ceilings on used machines has had little effect in the Austin area, a check of operators showed.

Hard put for records during the months of the Petrillo ban, operators here report new platters are beginning to flow southward. In fact, one operator returning this week from Chicago reported records and supplies here are better than in the "coin machine capital."

Texas's new curfew law, liquor shortages and gasoline rationing all have had their effect on local business in the past few months. Also the man-power shortage is growing more acute. One operator who already has lost several men this year, expects to lose two key employees to the draft in the next few days.

Another worry for Austin columen is the January 1 due date for payment of the annual State license taxes and the new city levy. Nickel juke boxes and vending machines are only taxed \$2.50 a year, but the State tax on "skill and pleasure" machines, including pinball games and slot machines, is \$30 annually for nickel machines and \$60 a year for those charging more than a nickel. The new city tax schedule calls for one-half the State levy for each type of coln machine.

Another teen-age club has made its appearance in Austin with the opening of the YWCA's Youth Center. Plans call for installation of a juke box to provide

Candy bar quotas, while larger since the increased allotments in sugar and chocolate to candy plants, are not quite enough to meet the consumer demand, operators report. Those operators who are direct factory buyers are getting better supplies than are those who must buy thru jobbing channels. Defense plant operators are receiving good supplies.

Curtailed beverage vending operations are unusually good as far as they go. with operators reporting collections 25 per cent greater than last year on the machines in operation. Theaters are proving to be increasingly better spots for beverage dispensing operations, with several of the largest houses effecting plans for adding units on the main floors. The cup situation is causing concern to bulk operators, and unless there is an improvement in the supply, they fear they may find it necessary to close down some spots.

Not much sales activity in used machines was reported during the month. Distributors and operators in this area did most of their buying and selling prior to the date of price celling. Should a change or easement on price cellings be made, which would give a free hand



Wisconsin T-8610





220 West 42nd St.

### AMUSEMENT MACHINES

## FIRST BUY WAR BONDS ALL OUT FOR VICTORY ST. PAUL DES MOINES **BUFFALO** PHILADELPHIA

Four Offices To Jerve You BETTER Mr. Operator:

All Our Equipment Is Reconditioned by Factory Trained Mechanics and Ready to Put on Location.

**Contact Your Nearest Mayflower Office for** These Exceptional Buys.

	The second s
ONE BALL PAYOUT	Silver Moon & Bob
Sky Lark, Comb \$175.00	Tall, P.O\$125.00
Elsing Champ ES 225.00	Paces Pay Day 99,50
Flying Champ, F.S 225.00	Pace Saratoga Sr. & Jr. 75.00
Spinning Reefs 89.50	Long Champ, 5 & 25 69.50
Winning Ticket 89.50	Silver Bell 35.00
Pace Maker 95.00	Exhibit Races 35.00
Man-o-War 65.00	CONSOLES, F.P.
Gold Medal 60,00	Jonnings Totalizer \$119.50
Mills 1-2-3, A.C 45.00	Silver Moon & BobTall 119.50
ONE BALL FREE PLAY	Jumbo Parade 80.00
Track Record \$ 74.50	Bally Big Top 110.00
Mills 1-2-3 69.50	Jennings Fast Time . 89.50
CONSOLES, P.O.	SLOT MACHINES
Mills Throe Bells Write	New Gold Chromes,
Mills Four Bells Write	5-10-25-50 Write
Keeney Four Way	New Brown Front.
Super Bell Write	5-10-25-50 Write
Keeney Two Way	New Blue Fronts, Oval
Super Bell\$385.00	Award Plate, 5-10-
Keeney 5 & 25 425.00	25-50 Write
Keeney Single Super	Mills Console Bells,
Bell, Comb 229.50	5-10-25 Write
Paces Races, J.P 245.00	Pace All Star Con-
Paces Marathon 125.00	soler, 25¢\$175.00
Lucky Lucre, Light	Pace All Star Con-
Cab, 350.00	toles, 10d 150.00
Galloping Dominoc.	Pace All Star Comot.
Light Cab., J.P 425.00	5-10 75.00
Bang Tails, SlantHead 135.00	Pace Deluxe, Enamel.
1938 Track Time 135.00	5-10 90.00
Track Time, Red Head 59.50	Pace Rocket, Enamel,
Kontucky Club 89.50	Sp., 5-10 100.00
Bally Roll Em 135.00	Pace Kitty, 5d 60.00
Bally Royal Draw 99.50	Jennings Chief Console 175.00
Bally Royal Flush 49.50	Jennings Cigarola,
Jenninos Mult. Roces 59.50	5-10 80

1	COUNTER GAMES
ł	New American Eagle \$ 12.50
	New Liberty 12,50
1	New Mercury 12.50
J	Used American Eagle 6.50
1	Used Maryol 6.50
	Used 14 Mills Q.T 40.00
J	Ilted Columbia GA
1	Wide Reels 60.00
I	Used Columbia GA,
	Narrow Reels 40.00
1	New Columbia GA.
1	Rear Pay 99.50
1	ARCADE MACHINES
	Bally Torpedo \$250.00
1	Western Baseball
	Deluxa 110.00
	Buckley Diggers 59.50
1	Shoot-o-Matic 225.00
	Mills Punching Bag 200.00
	Evans Ten Strike 75.00
	A.B.T. Model F 17.50
1	
4	
1	Coast Leagues 90.00
1	PHONOGRAPHS
1	Mills Throne \$185.00
1	Model 41 Wurlitzer . 110.00
1	Medal 61 Wurlitzer , 90.00
	Model 600 Packard
1	Speakers 50.00
	Rockola Wall Boxos . 24.50
	Reckola Bar Box, Late 32.50
	Buckley Wall Boxes . 12.50
	Wuelitzee 320 Wall

in such transactions, both distributors and operators would be welcome participants.

## Dallas

#### **Beer Shortage Curtails** Machine Earning Power

DALLAS, Dec. 4.-General business conditions continue good in the Southwest area. Coin machine business which has been at a high level for several months, continued upward during November. Despite beer shortages which cut revenues in some locations, collections were good for all kinds of amusement machines. While cooler weather has mitigated the beer shortage, many downtown taverns and cafes have to close part of some days because they cannot get beer to sell. The shortened hours naturally affects the operator in these locations.

Collections for music operators are cxcellent. The shortage of records still forces operators to put "oldies" on their machines. Many of these tunes are getting a good play.

Sales for all types of coin machines are still brisk. Music equipment is especially active. One Dallas distributor purchased 50 phonographs last week and sold the lot before they ever reached his floor. Every item in the pinball line is in good demand.

Merchandise, candy and cigarette venders did an excellent volume last month. Some local tobacco jobbers have begun to ration cigarettes, and operators are having difficulty in getting some of the leading brands. Candy shipments have improved slightly, but the demand is greater than the supply.

Dallas representatives of the coin machine trade, returning from the Chicago conference, were disappointed that something more definite was not accomplished at the national meeting. Most of them take the optimistic viewpoint and say that something worth while may yet be worked out by the committee appointed

#### December 11, 1943

#### SPECIALS FALL

#### MUSIC

1 Buckley System, complete with 3 Bar Boxes and about 150 ft. Wire; 1 Hideaway Steel Cab. with 2 12-Record Rockola Mechanism; 2 Permanent Magnet Speakers in Cabs. & Rockela Amplifier, A-1 Condition 1 Twin 12 Wurlitzer in Steel Hide-29.50 89,50

#### ONE BALLS

Just Off Location-in	Excellent Condition
Club Trophy	
Fortune	
Skylark	285.00
Thistledown	
Flootwood	
Fairgrounds	29.60
Preakness	49.50
Gold Cup Late 1939 Mills 1-2-3,	Completely 40.00
Overhauled by Mills	
Mills Owl, Like New .	
Mills Owl, Brand New It	

#### FIVE BALLS ABC Rowler \$44.50 | Metro

\$34.50

ABC Bowler \$44.50	Metro
Air Force 69.50	Miami Beach 44.50
All American 29.50	Monicker 84.50
Bandwagon . 29.50	New Champ. 59.50
Bang 12.50	Pan American 39.50
Bollo Hop 44.50	Polo 19.50
Big Chief 29.50	Pylon 24.60
Blg Parade . 99.60	Red, White &
Big Six 14.50	Blue 29.50
Blg Time 34.50	Repeater 39.50
Bola Way 58.50	School Days, 44.50
Broadcast 39.50	Shangri-La 119.50
Defense	Sky Chief .139.50
(Genco) 89.50	Snappy '41. 39.50
Defense	Sparky 29.50
Dixle 24.50	
Dude Ranch . 29.50	Stratoliner . 34.50
Duplex 39.50	Target Skill. 34.60
Entry 29.50	Ten Spot 39.50
Five & Ten . 129.50	Tex. Mustang 59.50
Fishin' Rev. 68.50	Thumbs Up,
4 Diamonds, 34.50	Rev 68.50
Fox Hunt 24.50	Twin 81x 39.50
HI-DIVC 44.50	Velvet 34.50
HomeRun'42 59.50	Venus 79.50
Knock Out . 89.50	Victory 84.50
Logionnairo, 49.50	Wild Fire 34.50
Liberty 129.50	Wew 24.50
Majors '41 . 39.50	Zig Zag 49.50
COUNTER	R GAMES
Cubs, 5¢	\$ 4.95
Aces, 5¢	4.95
American Eagles, Like	6.95
American Eagles, Like	New, 1¢ or 5¢ 9.95
Lucky Smokes (New)	9.95
SLO	OTS
WATLING	
Bol-a-Ton, 3-5, 54	\$ 79.50
Watling Hand Lond	Like New, 54 129.50
COLUMBIA Convert	bio, Late Style
Cigaretto Reels	
CALLIE Commandes	or Disubou





#### AMUSEMENT MACHINES

#### **NEW LOW PRICES** WE HAVE A VERY LARGE STOCK OF SALES-**BOARDS FOR IMMEDIATE DELIVERY**

400 Hole Win a Fin, 50c Jumbo Thick. Take-in is \$200.00. Definite payout \$120.00. Definite profit \$80.00. New low price \$1.48 each.

400 Hole Fins and Bucks, 25c Jumbo Thick. Take-in is \$100.00. Definite payout \$70.00. Definite profit \$30.00. New low price \$1.48 each,

500 Hole Charley Board, 25c. Take-in is \$125.00. Definite payout \$85.00. Definite profit \$40.00. New low price 51.21 each.

1000 Hole Charley Board, 25c. Take-in is \$250.00. Definite payout \$200.00. Definite profit \$50.00. New low price \$1.48 each.

1000 Hole J.P. Charley, 25c, 30 hole J.P. Take-in is \$250.00. Average payout \$200.00. Average profit \$50.00. Price \$1.79 each.

1200 Hole Charley, 25c. Take-in is \$300.00. Definite payout \$232.00. Definite profit \$68.00. New Low Price \$2.03 each.

2000 Hole Charley Board, 25c. Take-in is \$500.00. Definito payout \$400.00. Definite profit \$100.00. New Low Price \$3.73 each.

1/3 deposit with order. Write for our latest circular on Salesboards. In this line over 20 years.

Lots of 5c Jackpot Numbers at new low prices.

Takes

1 to 3

Nickels

at the

Same

Time

#### **RE-CONDITIONED**

as Good as New Cabinet, Railing and Legs **Refinished in Attractive Color** Lite-A-Line-The ever popular table. A 10-ball game that is faster than 3 coin chutes. any 5-ball game. 3 profits from 1 table. Electric Flash Number Boards. Spectacular Score Drome. Skill-Luck gets permanent play. Three incomes instead of one. Accepted at once by better locations everywhere. Nothing can compete with: LITE-A-LINE

Lite-A-Lines are on the same locations since the day they were introduced. \$89.50 each, 1/3 deposit with all orders.

312 CARROLL ST., ELMIRA, N. Y.

CENTRAL OHIO QUALITY BUYS "There Is No Substitute for Quality" 15 BALLY CLUB BELLS, Comb. F. P., Like New..... 229.50 2 BALLY CLUB BELLS, Comb. F. P., Brand New.... 299.50 5 BALLY HIGH HANDS, Comb. F. P., Late Serials.... 149.50 35 JUMBO PARADES, C. P., Late Heads..... 99.50 15 JUMBO PARADES, F. P., Blue and Red Cab..... 99.50 JUMBO PARADE, Combination, Like New..... 149.50 30 SILVER MOON TOTALIZERS, F. P., Like New..... 109.50 BALLY BIG TOP, F. P., A-1..... 89.50 10 WATLING BIG GAMES, C. P., Fruit or Animal. ..... 109.50 MUSIC SPECIALS 10 WATLING BIG GAMES, F. P., A-1 ..... 99.50 2 TWO WAY SUPERBELLS, 5c-5c, C. P., Like New.... 399.50 5 5c SUPERBELLS, Comb. F. P., Like New...... 249.50 2 CHARLI HORSES, C. P., 5c-5c Number Reels..... 149.50 3 JENNINGS CIGAROLLAS XV, 5c or 15c..... 109.50 2 MILLS 4-BELLS, Late Serials ...... WRITE 1 4-WAY SUPERBELL, 5c, 5c, 5c, 25c, Like New.... WRITE SLOTS 10c BLUE FRONTS, Rebuilt, Knees, C. H...... 199.50 \$225.00 10c CHERRY BELLS, 3/5 P. O., Knees, C. H...... 275.00 25c CHERRY BELLS, 3/5 P. O., Knees, C. H....... 315.00 50c CHERRY BELLS, 3/5 P. O., Knees, C. H...... 475.00 10c BONUS BELL, A-1..... 299.50 5c JENNINGS CLUB CONSOLE CHIEFS, Like New..... 205.00 5c WAR EAGLE, 3/5 P. O., C. H..... 119.50 5c COLUMBIAS, Cig. Reels, Rear Pay, A-1..... 52.50 5c COLUMBIA, Like New, Club Model, 3/5 P. 0..... 119.15 1c MILLS Q. T. BLUE FRONTS ...... 49.50 CIGARETTE VENDORS 40 ROWE ROYALS, 8 Col., All Colors...... \$ 79.50 5 ROWE ROYALS, 6 Col., A-1..... 69.50 ALL FOR 5 DU GRENIER CHAMPIONS, 11 Col., King Size..... 119.50 5 UNEEDA PAKS, Latest Model, 15 Col., King Size. . 119.50

2 UNEEDA PAKS, 15 Col., 1940, King Size.....



2 WURLITZER 600's A-1. \$239.50 EACH. 5 BRAND NEW BUCKLEY 32 SE-LECTION WALL BOXES, ADAPTER AND 175 FT. OF NEW B8 WIRE CABLE. ALL

USED KEENEY WALL BOXES 24 SELECTION. \$5.00 EA.

2 TWIN 12 WURLI TZER KITCHEN CABI-NETS COMPLETE WITH ADAPTER. \$75.00 EA.

1 ROCKOLA 1940 COUNTER MODEL, STAND AND SPEAKER \$129.50

BUY WITH CONFIDENCE.

85.00





### YEAR END SPECIALS

#### PIN BALL VALUES

A. B. C. BowlerS	43.00 1	Four Diamonds \$42.50	Sara Suzy \$22.50
이상 방송 전 전 전 것이 같은 것은 것은 것을 하는 것을 가지 않는 것이 없다.	47.50	Four Roses 32.50	Sea Hawk 32.50
Children Olli	27.50	Glamour 17.50	Silver Skates 22.50
	27.50	Hi Hat 42.50	Sky Ray 27.50
	27.50	Home Run, '42 72.50	Snappy 39.50
	22.50	Jungle 54.50	Sparky 27.50
	57.50	Knockouf 99.50	Speedway 17.50
	27.50	Landslide 27.50	Sport Parade 32.50
	27.50	League Leader 19.50	Stratoliner 37.50
Crossline	22.50	Line Up 22.50	Super Charger 17.50
Defense, Baker	27.50	Mefro 27.50	Super Chubbie 37.50
Double Feature	22.50	Monicker 77.50	Topic 87.50
Dude Ranch	27.50	Oh Johnny 22.50	Trailways 22.50
Five-in-One	27.50	Pan American 27.50	Twin Six 47.50
Five, Ten, Twenty 1	27.50	Paradise 32.50	
Flicker	27.50	Play Ball 27.50	
Formation (Plastic		THE REPORT OF A DESCRIPTION OF A DESCRIP	Zombie 39.50
Bumpers)	22.50	(Name Second	Choice of Game)

#### CONSOLES

Jennings Cigarola XV, 5c	\$ 69.50	Fast Time	\$ 55.00
		Super Bell	
		Bally Big Top	
Bally Club Bell	179.50	Silver Moon F. P	109.50

#### ---BIG SPECIAL ---

\$112.50 PACES REELS, Comb, .....

We Carry a Complete Stock of Parts for Super Bells, Paces Reels and all Mills Machines,

WANTED-ALL TYPES OF COIN OPERATED MACHINES-HIGHEST CASH PRICES PAID

case in Des Moines on free-play machines. A jury trial is under way, with the defense taking the stand the machines involved are amusement devices and because they do not contain automatic pay-off devices are not illegal. Some of the machines involved are console models.

Irv Sandler, manager of the Mayflower Distributing Company branch at Des Moines, reported sales of equipment during November were the largest in the firm's history. The firm purchased the equipment of Mark Brooks of Grinnell, during the month, securing 103 phonographs for resale.

Phonograph operators reported collections during November were on a par with previous months, but the record situation has not improved, since there has been no increase in the supply of disks in this area.

Operators are uncertain about winter conditions in the Des Moines area, with a large lay-off of employees starting at the Des Moines ordnance plant. If the lay-off continues in any great number, operators expect a drop in business as ordnance workers have increased business in many locations.

Arcades reported business good, altho labor has become a major problem. Candy machine operators reported no change in business conditions.

Detroit

#### Last Gas Cut Changes **Entertainment Picture**

DETROIT, Dec. 4.-Unexplained slump in general volume of business has characterized the coin machine trade here for the past few weeks. Retrenchment of routes by operators, to get down to oneman routes, is one overlooked factor, since the volume will necessarily be less

Another important reason appears to

#### ACME VALUES FOR RESALE MILLS SLOTS EXTRA SPECIAL 6 Only BLUE FRONTS 250 \$1800.00

(For the lot of 6)

Some of this equipment has never been used, none of it has been used over 60 days. Due to climatic conditions where they have been stored for past four years, it was necessary for us to add a factory repaint job on castings. We also added club handles. Mechanisms are flawless, all are drill proof, spoon proof, single jacks. Noth-ing finer to be had today. The first \$1000.00 deposit received gets these 6 exceptional (some new) 25c Blue Fronts,



(For the 10) This is tops in rebuilt equipment. All have

genuine Mills Chrome Slides and Discs. All parts new. Completely repainted, new cabinets, single jackpots, club handles. Send a \$1000.00 deposit and they will be on their way.

All Sizes

Birmingham Vending Co. 2117 Third Ave., No. BIRMINGHAM 3, ALA.



ASSOC TATLAS AUTOMATIC MUSIC CO . 3939 Grand River Ave., DETROIT OFFICES ATLAS NOVELTY COMPANY, 2219 FITTH AVE., PITTSBURG

1640 18th Street Oakland 7, Calif.



AMUSEMENT MACHINES

TUBULAR CO	
WRAPPER	
1c-5c-10c-25c	- 1
# 48c Per 1,000Over 1	00,000
54c Per 1,00051 M	
60c Per 1,00011 M	
64c Per 1,0001 M 1	0 10 m
Special Price on Large (	Quantities 2
GLASS CARTRIDGE	FUSES
3-4 AMPERE\$3.50	
5-10 AMPERE 2.50	
15-20 AMPERE 2.00	nor 100
I V CARRENT ESTATE ANTINEMENT IN 1	
WNEW MAPLE BA	
Per 100 2 1/4"\$38.50	S4.25
For Poker and Pokering	34.23 M
21/2"\$38.50	\$4.25
For Genco Playball & In 1	
23/4"\$52.00	\$5.50 St. 1
For 9 Ft. Skee All	
31/8"\$52.00	CE 50 1
For 14 Ft. Skee Alleys	
Wurlitzer, etc.	
1/3 DEPOSIT, BALANCE	C. O. D.
NEW YORK SUPP	LY (0.
585 TENTH AVE., NEW YORK	
Over 75,000 New Giving Trouble-Free	
Service!	

business in the Fort Worth area is rounding out the best year in its history. With an abundance of busy spots during the year for coin machines there are no machines in storage, except a few penny machines, taken out of circulation because of taxes.

The machines are getting heavy play. Fort Worth's restaurants, night clubs, taverns and downtown arcades are usually crowded with pleasure-seeking war workers and with soldiers from numerous camps near Fort Worth.

Price ceilings have little effect on the coin machine business because so few machines are on the for-sale market.

During the early part of the year there was.difficulty in getting sufficient mechanics to keep the machines rolling. Today operators employ part-time mechanics.

The food and drink shortage has kept down patronage at many places. Labor shortage is a factor, too, and proprietors find that shorter hours help solve labor problems because they can sell as much merchandise in the limited hours as they can obtain.

The curfew which closed beer sales at midnight, except on Saturday when they continue an hour after midnight, was expected to reduce intake, but the loss is not great, November reports show.

Coin machine operators say they believe the new year will bring even more business. Selective service calls have just about taken all available men from the coin machine business and the present personnel of most concerns will remain intact in so far as the draft is concerned.

#### Louisville

#### **Phono Earnings Doubled** By New Music Releases

LOUISVILLE, Dec. 4 .- The past month brought a measure of relief to phono operators as the first records made since the recording ban became available. The way the juke box public is taking to the new releases convinces some men here that the oldies which were forced on the patrons by the ban were only endured or tolerated and not accepted willingly as the trade believed for a time. That the coin is to be had but was just waiting for something new musically so it could be spent, was indicated by one operator's report that play increased as much as 50 per cent in the last two weeks as a result of the new disks. Record orders are coming thru better, operators report. There's still a delay of a week or so, but now plate men say they can get around 75 per cent of their orders, while in former months the difference between what they ordered and received was much greater. In other respects, however, the picture was not so bright. Parts are getting scarcer and service suffering because of this and of restricted repair facilities and labor. The beer shortage was eased, if not eliminated, by cold weather and any liquor shortage is not felt by the roadhouse or bar patron. Sales of used machines is way down here but whether this is directly traceable to the ceiling on used machines cannot easily be determined. Another factor is the inclination to hang on to machines for their value in supplying replacement parts. Distributors generally declared themselves in favor of the ceilings, saying that excessive prices on used machines in a sellers' market would be unhealthy for the trade in the long run.

#### **NEW! WESTERHAUS INVASION \_\_\_ THE LATEST** 5-BALL CONVERSION: PRICE \$165.00.

SPECIAL! NAME IN HEADLINES PRINTING PRESS-AN ARCADE MUST! PRICE \$295.00

The second se	
ARCADE EQUIPMENT-	CUNS-MISCELLANEOUS
EXH. STREAMLINE CARD VENDERS .\$ 45.00	1939 WESTERN BASEBALL \$ 94.50
BALLY RAPID FIRES, A-1 225.00	PIKE'S PEAK
MUTOSCOPE ACE BOMBER 429.50	JAP CONV. CHICKEN SAMS 149.50
	SEEBURG TWO PLAYER HOCKEY. 84.50
KEENEY ANTI-AIRCRAFT GUN 79.50	
	EXH. HAMMER STRIKER & STAND. 79.50
MUTOSCOPE DRIVEMOBILE, A-1. 429.50	
	BATTING PRACTICE, A-1 129.50
EXH. KISS-O-METER 250.00	
CARLINA SCALE	EXH. MAGIC HEART, Like New 250.00
BINGO COUNTER ARCADE GAME 12.50	
MUTO. SKY FIGHTER, Perfect 365.00	이 그는 그 같은 것 같은 것은 것 같이 많은 것 같은 것
김 양성 전에 집에 다른 것 같아요? 이 것 같아요. 이 것이 집에 다 같아요. 이 집에 전에 집에 집에 있는 것이 같아. 이 가지 않는 것이 가지 않는 것이 같아요. 것이 같아요. 것이 같아요. 것이	PHOTO CELLS, SEEBURG & BALLY. 3.50
- ' 그는 것 : 그 같은 것 같은 것 같이 있는 것 같이 있는 것 같은 것 같	PIN GAME LOCKS, Per Dozen, Used 3.50
and the contrast of the local division of the second s	
WE REPAIR I BALL & 5 BALL MOTORS,	OPEN TYPE, \$5.00; SEALED TYPE, \$12.50
SLOTS-ONE-B	ALLS-CONSOLES
	5c BLUE FRONTS, Over 400,000.\$150.00
ABOVE, Factory Reconditioned 130.00	
JENN. SILVER MOON, F. P 119.50	BALLY LONG SHOT 345.00
BALLY SUN RAY, F.P. CONSOLE F.S. 159.50	BALLY PIMLICO, Perfect 429.50
BIG GAME CASH P. O., Used, A.1. 115.00	
	MILLS OWL, 1 or 5 Ball 74.50
그렇는 것 아프 그가 잘 들어 드라면 같이 가지 않는 것 같아요. 그는 것 것 같아요. 이 것 같아요. 이 가지 않는 것 같아요. 이 가지 않는 것 같아요. 이 것 같아요. 이 가지 않는 것 않는 것 같아요. 이 가지 않는 것 않는	KEENEY SKYLARK, Cash or F. P 265.00
And the second se	
	ER, AND USED
TOPIC 84.50 New	\$195.00   MIAMI BEACH 49.50
BIG PARADE 109.50 TWIN SIX	57.50 NEW CHAMPS 54.50
Gold GEOD Gringe Litter	35.00 STAR ATTRACTION 52.50
COTT LIDE	New 64.50 WILD FIRE 39.50
LUMBLE HIJU BANDWAC	SPORT PARADE 39.50 BELLE HOP 54.50
BRUADUNG CO FO BRUADUNG	11111 37.30 100 611115 10 50
and that the state of the state	CAN 39.50 STRATOLINER 39.50
	49.50 FOUR ROSES 49.50
TEN SPOT 49.50 DIXIE	39.50 HOROSCOPE 47.50
LEGIONNAIRE 49.50 HI HAT	49.50 5-10-20



With Double Doors, \$75.00; Double with Single Door, \$65.00; three Mills Five-in-One Free Plays, late model, \$75.00 each. One-third deposit.

MCGUIRE SALES CO.

DUBUQUE, IOWA

"30 Years of Service"

#### **Phonograph Permit Case** Under Study by Mayor

MEMPHIS, Dec. 4.-Late last month the alleged "zoning" of Shelby County by the political machine of Ed Crump in favor of certain large coin machine operators termed the "syndicate" and against other independent operators again was plastered across the front pages of The Memphis Press-Scimitar. The excitement hinged about two cases where juke box permits were denied or delayed to an operator but later were granted to a member of the "syndicate." Mayor Walter Chandler announced that he would personally examine not only the case which started the commotion but any others brought to his attention. Delay in getting started on the



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PERATORS who visited the conference in Chicago were most favorably impressed with the highly successful CONVERSION OF PANORAM to SOLO-VUE.

By this conversion . . . only the person who inserts the coin can see the picture . . . everyone present can hear the music. Purchasers are assured of films . . . especially designed and produced for SOLO-VUE.

1/3 Deposit Balance C. O. D. or Sight Draft

PRICE ONLY \$**49**5.00

#### WRITE FOR DETAILS

or visit our display room for demonstration.

GEORGE PONSER COMPANY

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Construction and the second second second

NEWARK, N. J.

Convrighted material the second state of the second state of the

400

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#### AMUSEMENT MACHINES



matter has been due to the illness of police chief Carroll Seabrook. Earlier last month Chief Seabrook said some permits had not been granted as his office had not gotten around to investigating the requests. Memphis city ordinances lodge jurisdiction over the granting of permits for juke boxes in the chief of police, who charges a \$2 "investigation fee" in addition to the State and federal licenses assessed against all operators.

Earlier in the month in Shelby County, outside the city limits, charges that he was being persecuted by sheriff's officers because he used his own juke box instead of renting from the syndicate figured in the arrest and holding without bail of Harry Nass, who moved to Memphis recently from Chicago and bought a tourist camp and restaurant. After much trouble with the authorities Nass "impulsively," in his own words, sold the business to a girl who had been working for him.

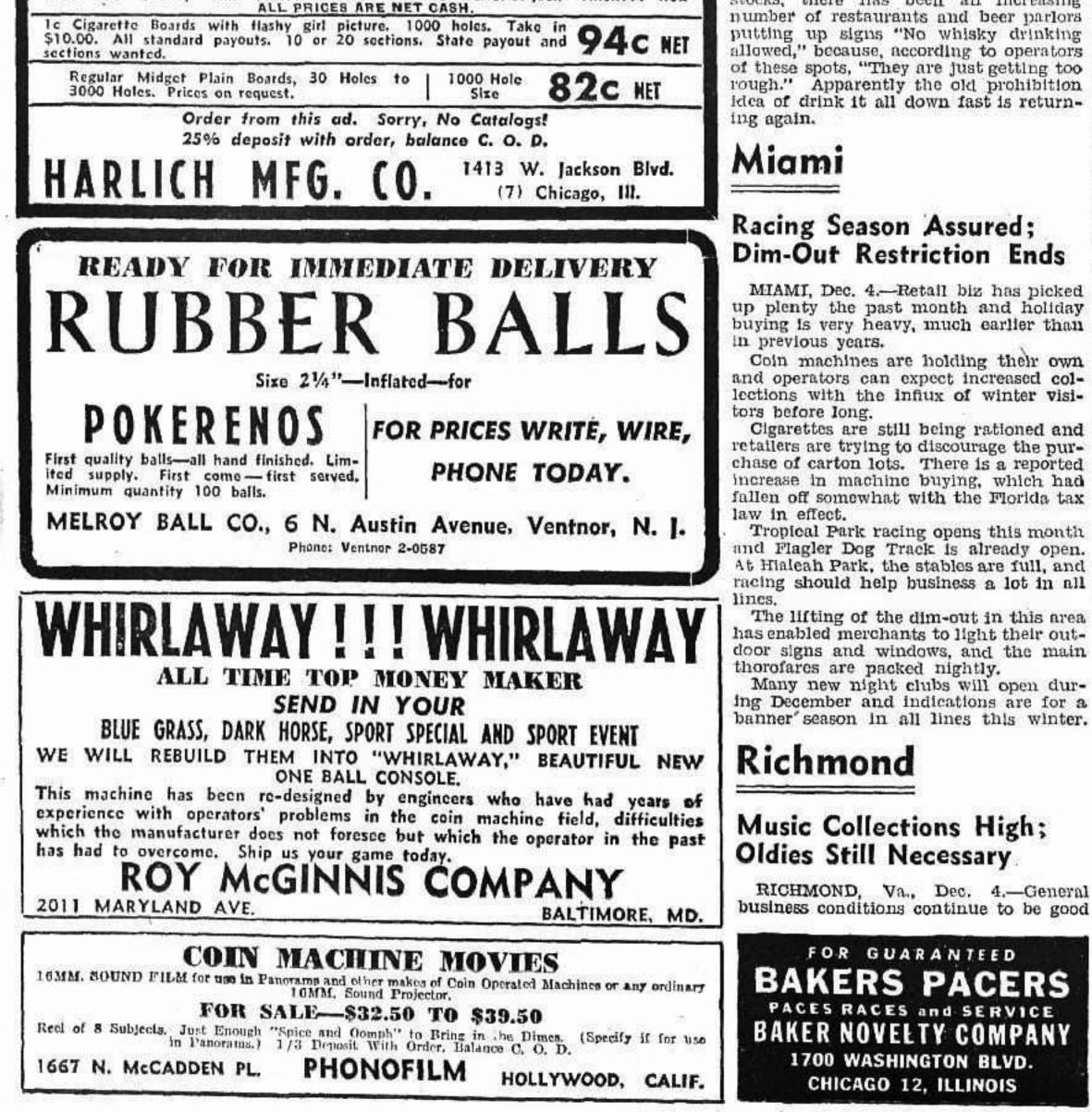
Buying and selling of used equipment has been very slow. Some operators blame the OPA ceilings, others simply say there is none to be found, and that they would not sell at any price.

In the injunction sult brought against the city of Memphis by Lee Mills in an effort to compel Chief Seabrook to issue permits to all on an equal basis, or to invalidate the permit rule altogether if possible, the demurrer of the city was upheld by the local court, an action which Mills and his attorneys both had anticipated. The suit is now being appealed to the Supreme Court of Tennessee, and will be carried on to the U. S. Supreme Court in Washington, according to Mills.

There have been substantial increases during the month, both in the variety and number of records available, but the supply is still far below the demand. However, many operators feel that an increase in records now would mean little, for most of the locations sell out of beer early. Since Tennessee does not permit the sale of mixed drinks, when a spot sells out of beer, it usually closes. Concurrent with the decrease in whisky stocks, there has been an increasing number of restaurants and beer parlors putting up signs "No whisky drinking EAGLE SQUADRON \$139.50 BOMBARDIER allowed," because, according to operators of these spots, "They are just getting too PRODUCTION rough." Apparently the old prohibition idea of drink it all down fast is return-One Sct of FOUR UNITS 10c Completely ing again. Miami

December 11, 1943

CLEVELAND	COIN	OFF	ERS:
CONSOLES:			
7 1938 Track Time	s, Each	\$	125.00
7 Triple Entries, Ea	ch		150.00
4 5c Boulah Parks,	Each		75.00
1 Sugar King			50.00
1 Black Paces Race	\$		85.00 WRITE
1 Keency Four Nick	cel Super E	sell	WRITE
SLOTS:			
1 5c Bonus Bell		\$	250.00
3 Cigarollas XV and	XX Mode	els, ca.	02.00
1 5c Watling Trease	ury, 3/5 P	ayout.	75.00
1 Mills 5c Sky Scrap	per, 3/5 P	ayout.	135.00
2 5c O.T.'s, Glitter	Gold, Each		125.00
1 Jennings 5c Four	Star Chief		95.00
2 10c Brown Fronts	No Bour	100	250.00
Reels, C.H., Eac			2.50.00
ARCADE EQU	JIPMEI	NT:	
2 Batting Practices	Each	\$	125.00
1 Hockey			223.00
1 Skeeballette			85.00
1 Hurdle Hop			65.00
2 Shoot the Chutes	, Each		165.00
2 Keeney Submarin	e Guns, Ea	ch	225.00
3 New Tokyo Guns	, Each		125.00
1 Shoot the Bull 1 Exhibit Striker R	amodolod	*****	123.00
"RING THE BEL	L TO TOK	YO"	150.00
2 Ten Strikes, L.D.,	Fach		50.00
2 Ten Strikes, H.D.	Each		65.00
1 Evans Barrel Roll			125.00
I Test Pilot			250.00
2 Batter Ups, Simil	lar to Gen	co	
Playballs, Each			135.00
1 Poker and Joker			125.00
3 Rotary Claws, Eac			95.00
5 Buckley Deluxe I 5 Buckley Regular	Diggers, Ea	ch	65.00
6 Assorted Diggers			00.00
Hoists, Each			50.00
4 Mutoscope World	I's Fair Mo	del Post	Nazzali.
Card Machines	with Stand	is, Each	40.00
1 New Metal Mut	oscope Gla	mour	
Girl, Two for 5c	Post Card	Vendor	60.00
and Cards			60.00
15 Tom Thumb For	rruno I cili	ng	85.00
Scales, Each			75.00
1 Regular Tom Thu 1 Toledo Lo Boy So	ale	6 Pealo	75.00
2 Keeney Air Raide			265.00
3 Exhibit Vitalizer	s, Each		85.00
3 Texas Leaguers,	Each		45.00
2 Exhibit Bicycles,	Each		125.00
1 Kicker and Catch	nors		20.00
3 Home Run Guns	Each	1	15.00
8 Drop Picture Ma MILLS PANORAM	CONVER	TED TO	40.00
Descrite and a second	S CONVER		425.00
FACTORY RECO			- CIADIC/C/
I THOTORI RECO	ADITION	PLINC	1.0 1. 1.4



#### Racing Season Assured; **Dim-Out Restriction Ends**

MIAMI, Dec. 4 .- Retail biz has picked up plenty the past month and holiday buying is very heavy, much earlier than in previous years.

Coin machines are holding their own and operators can expect increased collections with the influx of winter visitors before long.

Cigarettes are still being rationed and retailers are trying to discourage the purchase of carton lots. There is a reported increase in machine buying, which had fallen off somewhat with the Florida tax law in effect.

Tropical Park racing opens this month and Flagler Dog Track is already open. At Hialeah Park, the stables are full, and racing should help business a lot in all

The lifting of the dim-out in this area has enabled merchants to light their outdoor signs and windows, and the main thorofares are packed nightly.

Many new night clubs will open during December and indications are for a banner' season in all lines this winter.



PIN GAMES

INVASION .....\$165.00

cach TORPEDO PATROL





# Have You Seen-THE NEW "INVASIONP"

See INVASION right away! ONLY \$165.00. A Revamp 5 Ball Game With Special Award Features





The Billboard 78

#### AMUSEMENT MACHINES

December 11, 1943



in this area, with the amusement machine industry holding its end extremely well.

Individual income taxes assessed in metropolitan Richmond on 1942 income for payment this year are 28 per cent over the previous year. November department store sales thruout the entire Fifth Federal Reserve District were at a level which has been exceeded by only four other months since statistics have been kept. Cost of living showed a 1.1 per cent increase over the previous month, the National Industrial Conference Board reported.

Richmond's new curfew ordinance has had little or no effect on collections. Operators had awaited the new ordinance, some in favor of it and others looking for a serious drop in business.

Soft drink venders have received ample supplies of paper cups for the first time in months. Cigarette operators still await more definite news about cigarette shortages. Contradictory statements given out by various agencies still have the boys plenty worried. Two operators of other types of machines who had planned going into cigarette vending have abandoned all plans along this line, due to repeated warnings from wholesalers that. should a definite shortage occur, the newer accounts will be last to get service.

Music machines continue to hold the spotlight in this section. Collections are not higher than during October, primarily because October was just about the best month ever recorded. The AFM-Decca settlement has eased the record situation to a certain extent. Most operators are still relying on standards and oldies to fill many of the slots on their boxes. Demand for all types of machines stays at a high level, with distributors able to move anything off their floors almost as soon as displayed.

Salt Lake City

Candy Bar Venders Fold; Shortage of Small Coins

SLOT	
BARGAIN	S I
3-5c MILLS LION HEAD, 2/4 Payout, Reb. & Refin.	\$ 59.50
3/5 Payout, Refinished	139.50
1-10c MILLS ROMAN HEAD, 3/5 Payout, Refinished	169.50 149.50 169.50 179.50 194.50 104.50 199.50
2-5c MILLS BLUE FRONTS, Original, clean	149.50
2-5c MILLS BLUE FRONTS, Rebuilt & Refinished	169.50
2-5c MILLS BLUE FRONTS, Original, 418789-422919	179.50
1-10c MILLS BLUE FRONT, Rebuilt & Refin., 416194	194.50
1-5c MILLS EXTRAORDINARY Very Clean, 3/5 Payout	104.50
2-10c MILLS MELON BELLS, Very Clean and Late	199.50
4-5c MILLS BONUS BELLS, Berials Around 480000	239.50
1-10c MILLS BONUS BELL, Used One Week, Like New, 470963	299.50
1-25c MILLS BONUS BELL, Brown Front, Very Clean	299.50
1-5c MILLS COPPER CHROME	299.50
6-5cMILLS GLITTER GOLD Q.T. Brand New, Original Cartons.	
1-1c MILLS BLUE FRONT Q.T. Brand New	90.00
Brown Front, Very Clean 1	99.50
1-KEENEY'S POT SHOT, One Ball Con. Free Play or C.P.	79.50
3-PACES RACERS RED ARROY	<sup>N</sup> , 239.50
1-PACES RACER, Brown Cab	" 169.50
2 Way 5-5, Used One Week.	369.50
1-MILLS 1-2-3,	50.00



SALT LAKE CITY, Dec. 4.—Business in Utah continued well above normal for November and appears to be working up to a spending binge over the holidays.

Banks and coin machine operators felt a shortage in small change due probably to unprecedented demands for change in retail stores, but there is enough available for day-to-day needs. The shortage presages nothing more than a little inconvenience. It is not nearly as bad as a year ago when the same condition existed.

The cigarette shortage causes venders to be out of one brand frequently. Retail stores have limited sales of some brands to two packs. Candy bar venders are just about washed out. The Utah and Center theaters have replaced their vending machines, 10 to each theater, with a candy counter, seldom with any bars available. They sell salted peanuts, candy-covered nuts, cookles and box chocolate assortments.

With the return of enough beer to keep the taverns open a full day every day, juke boxes are running at near-capacity, even tho the selection of disks is still somewhat limited. Where the pop tunes are not available the oldies seem to satisfy-at least they garner the nickels.

Trade in used machines is almost at a standstill here. Distributors reported an initial falling off of 66 2/3 per cent after the price ceilings and but little improvement since then. No offerings are on the market.

If there were no shortages the holiday outlook would be extremely bright. Spending in Salt Lake City and Ogden areas of Utah is reaching a new all-time high. Late afternoon and evenings all theaters have stand-outs, and niteries are forced to put up the ropes.



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Plenty of Them-Prompt Shipment.

4-STANDARD SINGLE SAFES, 59.50 Brand New ..... One-Third Certified Deposit. Checks Accepted From Reputable Concerns. 31 Broad Street PROVIDENCE, R. I. Phone: PL. 6505 PIN GAME PARTS FOR PRACTICALLY EVERY TYPE PIN GAME BUILT DURING 1935 TO 1941 OVER 1000 GAMES WITH BACK GLASSES BEING STRIPPED FOR PARTS. WANTED Will pay \$10.00 each for the following games: Blondy, Formation, Power House, Big League, Big Town, Follies, Attentions, Mr. Chips. Ship one or a hundred C. O. D. Don't Junk That Game!! We Have the Part You Need. WRITE-WIRE-TELEPHONE WINNER SALES CO. 3400 Armitage Ave. CHICAGO, ILL. **Telephone: Belmont 5400** 

Late Free Play .....

Late With Wipers .....

289.50

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Z-MILLS PANORAMS.





Slots, 5-10-25¢ Play; Bonus, Blue Fronts, Cherry Bells and Jennings Chiefs; Four Bell, late model, cash and check; Kentucky Club, cash and check; Jumbos, late model, cash and check; Ray's Track, cash pay out. For prices and further information write.

> **0.** McFARLAND MADEIRA, OHIO

P. O. BOX 51



MCKEESPORT, PA.



December 11, 1943 AMUSEMENT MACHINES for the TU BE S TRADE All Prices Net as Shown in This Ad SPECIAL! 71/2-WATT BULBS \$10.75 CASE OF 120 We have GUN LAMPS for Chicken Sam, Parachutes, Rapid Fires, etc. Write for Price. 185 \$1.45 6B8M \$2.00 6L7M \$1.85 16X5 \$1.05 \$1.15 47 IN5 1.65 6C6 1.05 6R7 1.15 6Y6 1.55 56 2.00 2A3 1.65 657 1.65 6D8 785 1.35 58 2A4G write 6SC7 1.85 7B6 6F6G 1.35 .95 75 3Q5 1.65 6F6M 1.25 6SL7 (Re-777 1.65 76 5X4 1.15 6F8 1.25 places 6SC7 12Z3 1.45 77 5U4G 1.05 -No change 6H6G 1.15 12K8 2.35 78 5Y3 1.00 615 in Socket-24 1.20 .95 80 5Z3 Reverse #1 1.60 30 1.35 1.45 617 83 & #3 Wires 37 6A4 1.65 6K6 .90 1.15 70L7 2.85 \$1.75 38 6A6 1.65 1.15 6K7 1.15 2.60 2051 65Q7 1.15 41 .90 1.15 6A7 6K8 1.35 25Z5 1.25 42 .90

6V6M 1.35

6V6G 1.15

18 Inch Lumiline Bulbs....\$0.95 | #55 Bulbs, Box of 10...\$0.65 box

#51 Bulbs, box of 10..... .65 instead of #81, box of 10. .75

NO ORDER SHIPPED UNDER \$5.00-1/2 DEPOSIT MUST ACCOMPANY ORDER

fied on the accompanying purchase order under the provisions of

I hereby certify that I am entitled to purchase the items speci-

Special Polish for Phonographs ...... \$3.00 Gal.

– SUPPLIERS CERTIFICATE

limitation order L265 with the terms of which I am familiar.

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12 Inch Lumiline Bulbs .... .85 #63 Bulbs can be used

45

1.20

1503 Bulbs for air raiders and

shoot your way to Tokio, 35c each.

Date

CO. 123 W. Runyon St., Newark, N. J.

6K7M 1.35

6K7G 1.15

1.90

1.60

6L6

6L7G

6D6

6A8 685

688G

1.05

1.35

2.00

1.35

Signature

RUNYON SALES

LOS ANGELES **BADGER'S BARGAINS** MILWAUKEE SEE SEE BILL HAPPEL CARL HAPPEL "NEW **ROCK-OLA COMMANDOS"** NEW MACHINES IN FACTORY-SEALED CASES MILLS PANORAM SOUNDIES COMPLETELY RECONDITIONED AND \$350.00 REFINISHED, PERFECT CONDITION. LARGE STOCK OF SNAPPY SOUND FILMS IN STOCK. PANORAM CONVERTED TO PEEK **-.**00 SHOWS REBUILT AND REFINISHED. COOD SPICE AND COMPH FILMS IN STOCK. FOR SALE OR RENTAL. 24 MILLS JUMBO PARADE **14 KEENEY SUPER BELLS** Combination Free Play & \$189.50 Payout. Used Only 80 Days. Look Like New Combination Free Play & Payout, Used Only 30 Days, Look Like New .50 Machines. Machiner. : RECONDITIONED CONSOLES : Bally HI-Hand (Refinished), F.P.&P.O. 129.50 Pace Saratoga Jr. (Late '41 Models), ... 129.50 Mills Jumbos, Late (Like New), P.O.. 159.50 P.O. ..... Pace Saratoga Sr. (Skill Field '41), P.O. 129.50 | Mills Jumbos, Late (Free Play) ..... 124.50 ALSO IN STOCK FOR IMMEDIATE DELIVERY NEW MILLS GOLD CHROMES, NEW JENNINGS CHIEFS, VICTORY CHIEFS AND SILVER CHIEFS, MILLS BLUE FRONTS, MILLS 4 BELLS, KEENEY 2-WAY SUPER BELLS, WURLITZER, SEEBURG, ROCK-OLA PHONOGRAPHS, Write for Prices on All Coin Machine Equipment Not Listed. RECONDITIONED ARCADE EQUIPMENT Supreme Shoet Your Way to Tokyo . . \$330.00 | Genco Playball (Lata Lite-Up) ..... \$189.50 Keeney's Submarine Seeburg Chicken Sams, Modernized New Chicago Coin Hockey ..... 225.00 225.00 Seeburg Shoot the Chutes, New, Modernized Rock-o-Lite ..... 179.50 Axis Rats, New Rock-o-Lite ..... 179.50 Exhibit Rotary Merchandisers ..... 178.50 Exhibit K.O. Pull-Up Puncher ..... 168.50 Kirk's Blow Ball (Modernized Jap) .. 89.50 Mutoscope Grip-o-Graph ..... 189.50 Bally Basket Ball Keeney Anti-Aircraft, Modernized In Red, White, Blue Exhibit Punching Bag Trainer ..... 249,50 \$9.50 Exhibit Chinning Rings ..... 195.00 Callle Push of Hug ..... 89.50 79.50 Exhibit Foot Ease Vitalizer 79.50 Exhibit Magic Eye (Modernized) .... 89.50 Jennings Barrel Roll .... 169.50 Exhibit Cock-Eyed Circus (Each) .... 59.50 Ized New Rock-o-Lite ..... 129.50 Exhibit Love Nest (Each) Exhibit's All Late Model, Like New Love 59.50 Uncle Sam Grlp ..... \$9.50 Groetchen Pikes Peak ...... 19,50 Electric Chair (Refinished) ..... 129.50 Mills Flip Skill ..... 49.50 Gottlieb 3-Way Gripper Exhibit Late Model Card Venders .... 49.50 19.50 \$9.50 29.50 39.50

The Billboard

79



.85

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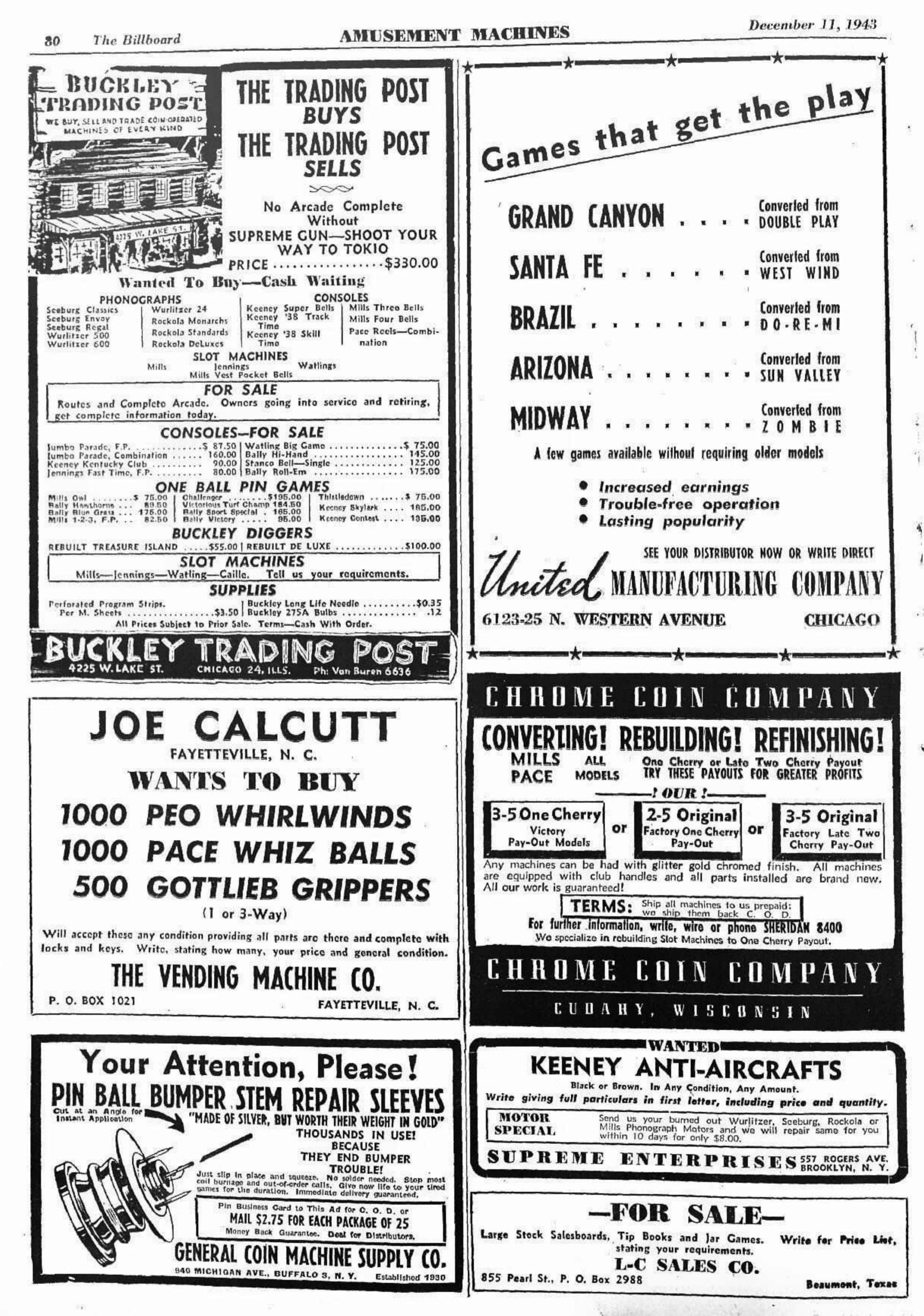
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For New York, New Jersey and Connecticut

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Safety-First. Guard yourself against Loss of Income on account of idle machines; put in a supply of Tubes you use regularly in your equipment. "HARD-TO-FIND" Tubes for your Phonographs, Ray Guns and Panorams is our Specialty.

With scarcities of critical Radio Tubes developing everywhere, we have become an "EMERGENCY PROCUREMENT AGENCY" for many of the finest operators and jobbers throughout the country. We are trained to locate sources of supply—to purchase—to speed deliveries of vital Tubes that you may need for your machines. All Tube orders accepted subject to prior sale.

Tube Net	Tube Net	Tube Net	Tube Net	Tube Net
OZ4. \$1.65	6A8\$1.35	6N7GT 1.65	7B5\$1.35	37\$0.90
185/255	6B5., 2.00	607 1.35	7B6 1.35	38 1.15
1.35	6B8 2.00	6Q7G90	7F7 1.65	41
: : : : : : : : : : : : : : : : : : :	6B8G. 1.35	6R7G. 1.15	12SK7GT	42
1H4G. 1.05	6C5G. 1.05	6SC7. 1.35	1.10	1011000 1040 RANDER
TH5G. 1.35	6C6., 1.05	6SF5GT	12SQ7GT	43 1.10
2A3 2.00	6D6 1.00	1.00	1.10	45
Q5GT 1.65	6F5G. 1.15	CONTRACTOR AND A CONTRACTOR OF A	24A90	47 1.15
2051 2.60	6F6C95	65J7GT 1.15	25L6GT	56
5U4G. 1.05	6F8G. 1.35	6SK7. 1.05	CONTRACTOR CONTRACTOR CONTRACTOR	57
5V4G. 1.65	6H6CT 1.15	65Q7G7	1.15	58
5W4G 1.05	615	1.15	25Z5. 1.10	75
5Y3G., .75	617 1.35	65R7. 1.05	26	7695
5Y4G .80	6]7G. 1.15	6V6G. 1.35	27	77
5Z3 1.15	6K7G. 1.15	6V6GT 1.15	30 1.05	- CORSEPTING - 101800
6A4 1.65	6K8GT 1.35	6X5GT 1.05	31 1.05	78
6A6*1.65			32 1.35	79 1.65
6A7 1.00	6L6G. 2.00	6Z4/84	35Z5GT	80
	6L7 1.65	1.10		83 1.35

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AMERICAN FIGHTERS . . . men of the free, fun-loving breed for whom "Bally" games were created . . . are now blasting the enemy out of the sea and the sky with the old of war-products manufactured by men and women of the "Bally" plant. Today the only task of the "Bally" organization is to help the Army and Navy fight for America's "life and liberty." But, when America turns again to "the pursuit of happiness," bank on "Baily" games . and venders to be in the forefront of post-war prosperity.

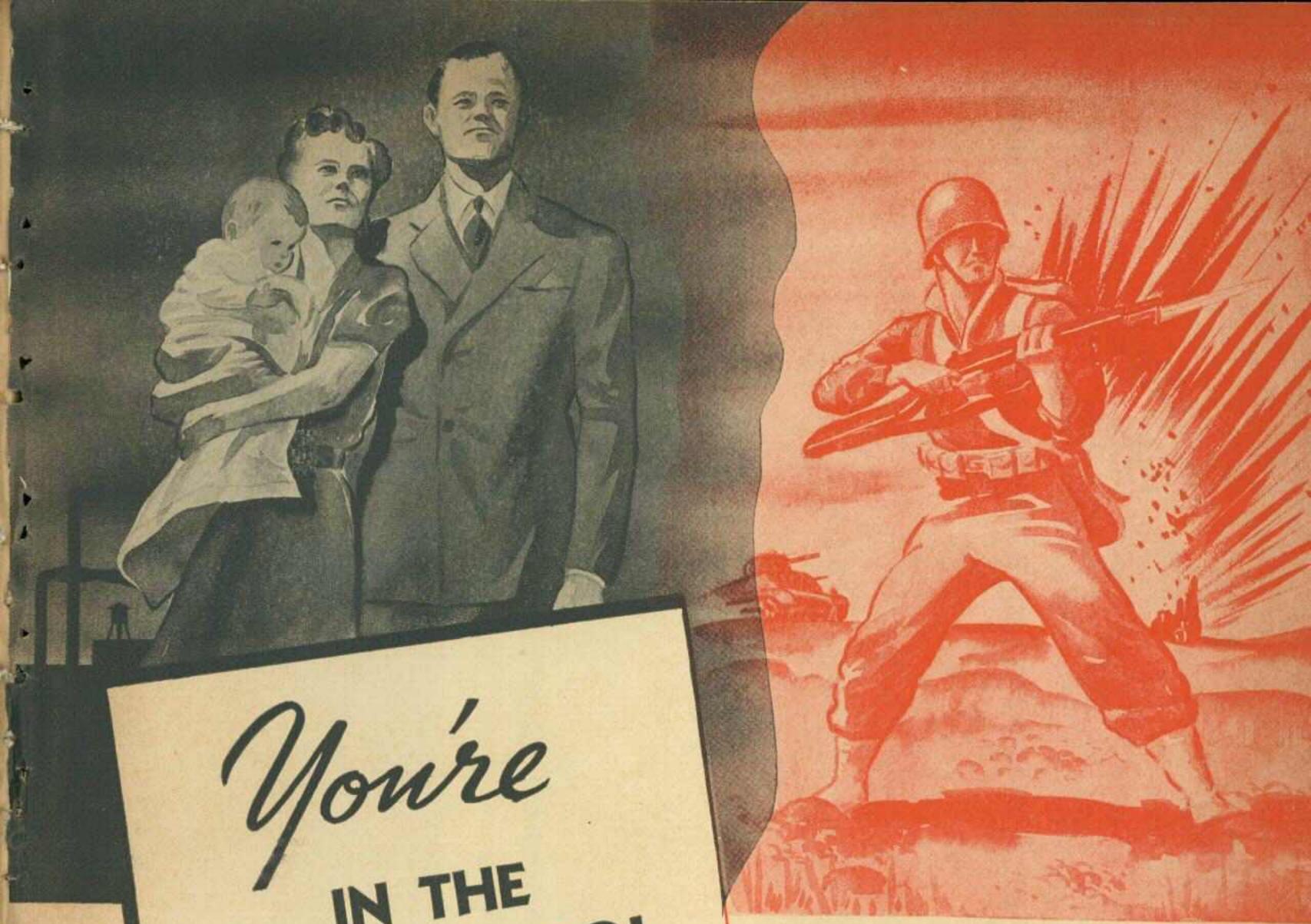
open a vast new field of opportunity to operators.

You can help speed the day of victory and hasten America's return to peace and prosperity . . . to the Ballyhoos and Bumpers of the future. Back the attack. Buy U. S. War Bonds and Stamps today, tomorrow and every day-10 per cent plus!



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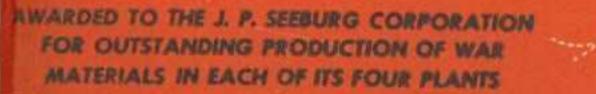




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One of the cultural enjoyments of tlefronts or on the homefronts, to millions. The Rudolph Wurlitzer

USIC is the universal lan- escape from the mental and physiguage loved alike by people cal strain of strife and an inspiraof all races, all creeds, all ages. tion to greater deeds and sacrifices. Wurlitzer is proud to have conpeace, it serves a double duty in tributed so prominently to its field time of war. Whether on the bat- that its very name MEANS music

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