

The **Billboard**

JANUARY 8, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

RADIO

WHO OWNS RADIO'S PROGRAMS?

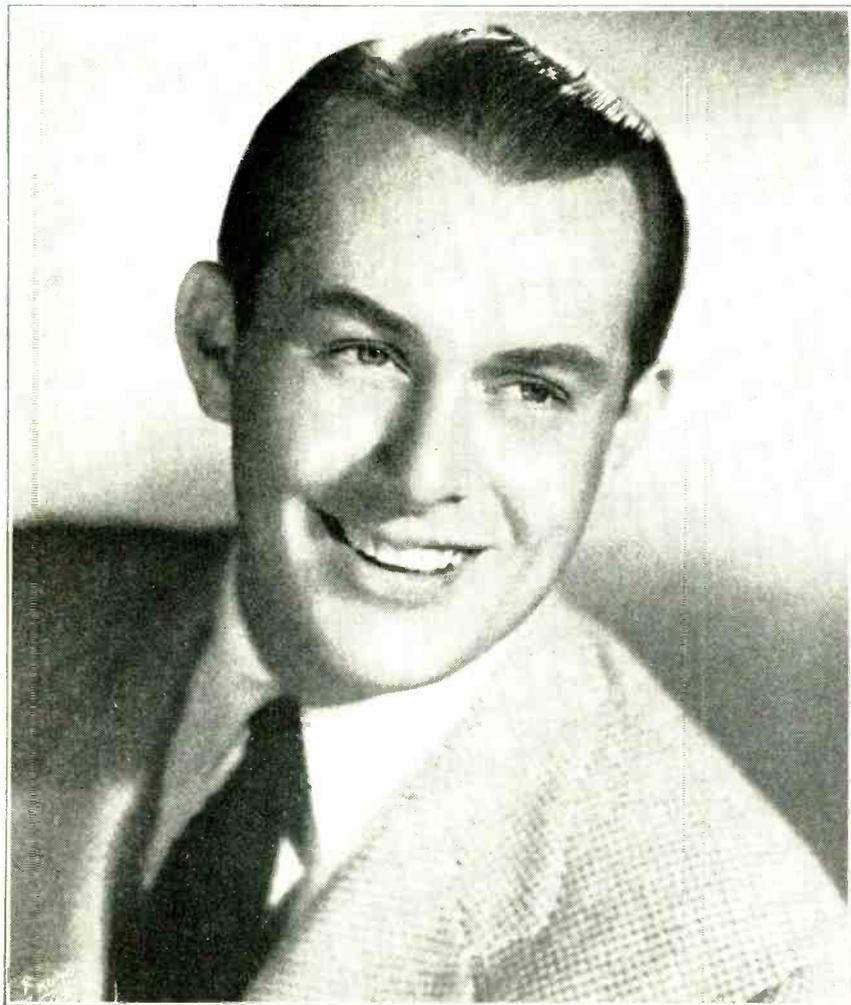
VAUDE

**Funnies & Dummies Made
Top '43 Vaude Grosses**

MUSIC

**Band Agencies' Big Dough
In Thrushes & Swooners**

**AMUSEMENT
MACHINES**



VAUGHN MONROE
Barytoning Baritone
(See page 4)

NEW GLANDS FOR RECORDS

THE GREAT KNOLL

OUTDOOR

**WORLD'S HIGHEST TRAPEZE ACT
120 FEET — NO NETS**

**47 WEEKS OF SOLID
BOOKINGS IN 1943**

INDOOR

**SENSATION OF SENSATIONS
On the TRAPEZE at INDOOR CIRCUSES**

**8 INDOOR CIRCUS
DATES IN 1943**

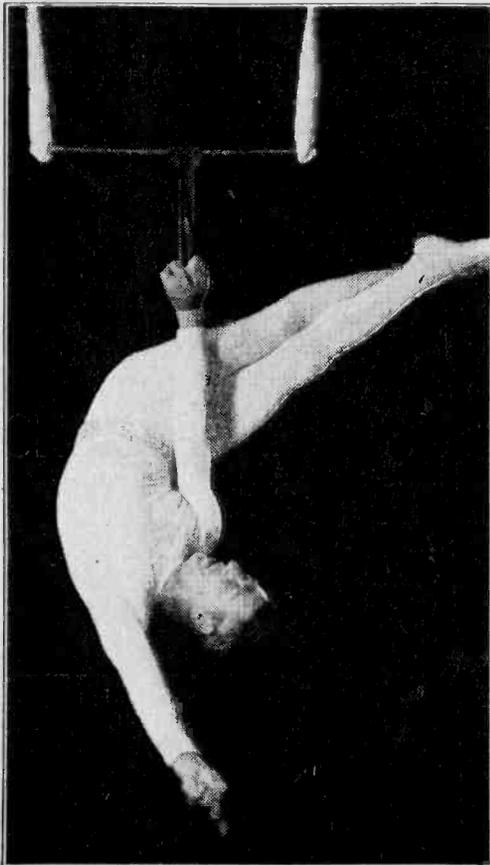
Always the Feature of Every Record-Breaking Date of

LARRY SUNBROCK'S

RODEO THRILL SHOW CIRCUS

Played to more than 5,000,000 paid admissions in 3½ years

THE PRESS CHEERS



"Continuing to thrill the masses the second big week at Westview Park is the Great Knoll high trapeze act, who passes the sensational stage in performance. He is spectacular in daring."

Pittsburgh Sun-Telegraph. June 13, 1943.

"To witness the setting up of the rigging of the Great Knoll, an audience of 10,000 waited 2 hours for him to present his 8-minute act, following which he autographed for the audience for an hour and one-half."

Baltimore Sun. Aug. 16, 1943.

"The most startling news here is 'held over the 3rd big week,' the Great Knoll, Gwynn Oak Park."

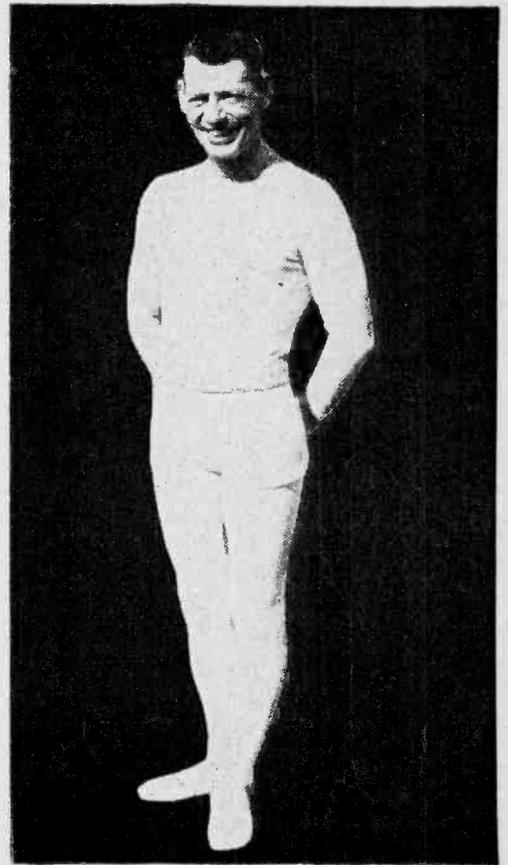
Baltimore Sun. Aug. 29, 1943.

"After presenting a most unusual performance on the 120-foot rigging, the Great Knoll proceeded to dismantle the steel tower and load it in one hour and ten minutes. Each time we saw him the act was different, the costume of a different color."

Providence Bulletin. Sept. 14, 1943.

"Among the most amazing acts are the Great Knoll, closing the high acts of the show, well spotted, a wonderful act, a variety of feats, showmanly presented."

Montreal Gazette. Oct. 4, 1943.



**Eastern Representative
GEORGE HAMID**
10 Rockefeller Plaza
New York City

**DON'T WAIT
BOOK IT NOW!**

**Western Representative
ERNIE YOUNG**
155 N. Clark St.
Chicago

LOCAL RADIO COMES ALIVE

Question: How's Business? Ans.: NY, Chi & Los Vaude Hit 23 Mil in '43---Zowie!

NEW YORK, Jan. 1.—Vaudefilm houses can look back on 1943 as the year of the happy millions. Box-office figures resounded with Wall Street accents.

New York's Big Six lapped up the best grosses in their history, the million-dollar bell at the top of the cash meter ringing a gorgeous 18 times—count 'em—and almost a 19th.

Chicago's Big Two dittoed, splitting over \$3,000,000 between themselves.

Los Angeles' Big Single also had itself a seven-digit year.

In exact terms the Broadway stem cleaned up \$18,720,400 in the 12 months that have just closed. Theater by theater here is the way the take looked:

Radio City Music Hall—\$5,360,500 (53 weeks) (\$1.10 top).

State—\$1,486,000 (53 weeks) (85-cent top).

Roxy—\$3,801,000 (49 weeks) (\$1.10 top).

Paramount—\$3,316,500 (53 weeks) (\$1.10 top).

Strand—\$2,336,900 (53 weeks) (\$1.25 top).

Capitol—\$2,419,500 (41 weeks, this

house being without a vaude policy until the beginning of March) (95-cent top).

Increased box-office prices, of course, helped in raising grosses on the stem to their stratospheric heights. So did generally good pictures. So did the abundance of green in the pockets of the public.

But all of these factors together would not have spelled \$18,720,400 without the sock bills concocted by vaudefilm houses despite the talent drought. The role played by bands in this situation was discussed in last week's issue of *The Billboard*; the role of other attractions is discussed elsewhere in this issue. (See Vaude section).

The implications of the 1943 box-office (Question: How's Business? on page 23)

Lastfogel Sees Even Greater Name "Recruiting" for Camp Shows' Offshore Troupecades

NEW YORK, Jan. 1.—Abe Lastfogel, USO-Camp Shows' prexy, is enthusiastic about the results achieved for more and better offshore units, via increased volunteering by Hollywood talent and complete co-operation by studio heads in arranging skeds to make overseas treks possible. Lastfogel, who has spent the last few months on the Coast lining up stars and featured players for USO chores, returned to the org's headquarters here last week.

The most significant indication of continued success, reported Lastfogel, is the attitude of the Coast industry. Where two years of war might be expected to bring on a letdown of enthusiasm, he said, there is less complacency than ever before. Everybody is on his toes and nobody is tired.

Immediately following the rally of more than 400 stars and personalities representing every branch of the entertainment field in Hollywood, which was sponsored by returned USO overseasers Bob Hope, Jack Benny, Judith Anderson and Frances Langford, each studio set aside certain days for individual meetings between screen actors and Lastfogel and his assistants, Marco Wolf and Col. Sam Briskin. The trio presented an offshore bid to practically every star on the Metro and Paramount lots and met with only one non-taker. ("That one," said Lastfogel, "had a perfectly sound domestic reason for not wanting to join an entertainment caravan.") With featured players and starlets recruiting was

Here's a Chance To Make Some GI's Happy

If any producer or ex-producer has an odd drop or two or a center-door-fancy mildewing around the storehouse he can give himself a generous glow along with a lift to some GI lads who are trying to make their own fun. The following letter gives the details:

"Editors *The Billboard*:

"We have a nice set-up here and are getting some shows together. We have a fine stage, but no drops or scenery of any kind. Do you know of any place where we might pick some up? We would be very glad to pay the freight. I thought you might know of some place where we could get something of the kind.

"PFC. G. J. HIGGINS,
"Training Section,
"U. S. Army Air Forces,
"Alexandria, La."

Talent Back, Time Buyers Watch Moves

NEW YORK, Jan. 1.—Stations all over the nation are returning to live production. For the past two years most indies have resorted to platter sessions and e. t.'s well mixed with news. The bigger indies mixed this formula with net commercials and sustainings to build an acceptable broadcast day. The smaller indies just filled in the hours for which they were licensed and did their best to make spot announcements palatable.

That was okay as long as the future to which the stations were looking forward was a long, hard consumer productless war. That's changing now. There is every indication that production of certain consumer products will be permitted within the next six months by the governmental agency appointed to handle that facet of wartime living. This means advertising—advertising at the point of sale. It means also that local stations are going to have to justify their existence to time buyers beyond putting a signal into the territory they are supposed to service.

"Plenty Part-Time Talent"

That, briefly, is the reason why stations are once again hiring production men and adding continuity writers to their staffs. Where they can't get full-time people they're taking on men and

(See LOCAL RADIO on page 6)

No Fire Hazard But ATW Needs New Quarters

(Advt.)

NEW YORK, Jan. 1.—Rumors that the American Theater Wing is hunting new quarters for its Stage Door Canteen because of alleged fire hazards and overcrowded conditions have brought an appeal from the Wing for clarification to the trade. ATW stresses that there are no fire hazard problems presented by the 44th Street quarters and no overcrowding.

According to a Wing spokesman, there are few places in town which might be available for such a purpose which have as many exits in relation to floor space as the present Canteen. Further, it is pointed out that fire drills were inaugurated immediately after the Canteen was established. With men accustomed to discipline and a staff schooled to theater emergencies, these were accomplished in record time, in perfect order and with the complete approval of the fire department.

There is no overcrowding, because a space ceiling is rigidly adhered to at all times via a three-way check: at the door by experienced theater b.-o. volunteers, at the checkroom and by a count of the food tickets to each G. I. The overcrowding, says the ATW, is all outside the little red door into West 44th Street, where hundreds of service lads wait in line to get in.

Because of these khaki line-waiters on 44th Street, the Wing does have an eye out for a new home for the Canteen. Some of these boys hock their watches

(See NO FIRE HAZARD on page 4)

Film Fleecers Get 67 Years; Appeal Filed

NEW YORK, Jan. 1.—Period was written yesterday (31) to the trial of the six Chicago mobsters found guilty of extorting more than \$1,000,000 from the motion picture industry, when Federal Judge John Bright clamped down with maximum penalties. Their convicted co-defendant, Louis Kaufman, Newark labor leader, drew a lighter sentence but a similar fine, for a total of 67 years and \$70,000.

Excoriating what he called "disgraceful conditions in union affairs," Judge Bright sentenced Louis Campagna, Phillip D'Andrea, Paul De Lucia, Francis Maritote, John Roselli and Charles Gioe to 10 years and a fine of \$10,000 each. He gave Kaufman seven years and the same financial tax.

"The facts showed evidence practically undisputed," he declared. "Much of the testimony of the defendants themselves proved the government's case. The evidence amply sustained the verdict. Congress has passed laws to stop gangster control and in this case, there is some imputation of disgraceful conditions in union affairs and I feel it my duty to stop it."

In asking a lesser sentence for Kaufman, former business agent of Local 244, Motion Picture Projectionists' Union, Special Assistant U. S. Attorney General Boris Kostelanetz declared:

"Altho the other defendants are unquestionably the greater criminals, Kaufman as trustee of the union funds committed a greater crime. Racketeers could not exist without the aid of a labor official of the Kaufman class."

Kaufman's local belonged to the IATSE, which, the prosecution charged, was taken over by the Chicago mob and used

(See Fleecers File Appeal on page 49)

likewise 100 per cent. "I can say frankly for the first time," he stated, "that the stars and the rank and file are doing an equal job. They sense the necessity clearly and are more all-out for the job than ever before."

In proof of this, Lastfogel pointed to the names currently on the entertainment org's overseas beats: Ella Logan, Luise Rainer, Joe Callela, Errol Flynn, Nelson Eddy, Humphrey Bogart and his wife, Randolph Scott and John Wayne, and cited among those just returned from offshore theater treks: Joel McCrea, Gary Cooper, Fredric March and Ray Bolger. Others are ready and waiting assignments as soon as the studios can arrange their screen commitments. He stressed the fact, also, that with each of these "names" must be fitted four or five less well-known performers to round out well-balanced units.

Frank About Dangers

Nor does Lastfogel believe that the hazards faced on these trips should be played down. "I've told them," he said, "that the army and navy gives them all the protection and comfort that's possible. These are tough, rigorous trips—and not adventures."

Personally, Lastfogel is skeptical about overseas assignments of more than 12 weeks' duration. Few actors are in physical condition to stand the gaff of the constant drive of travel and play-

(See Name "Recruiting" on page 4)

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Oakland Indie Sells Dept. Store 16 Yuletide Shows For Christmas Eve and Day

"Thank You" Programs Reach Five-and-a-Half-Hour High

NEW YORK, Jan. 1.—Department store Christmas Eve and Day programs, in the form of "thank you" for year-round business, which saw their inception over Birmingham's WAPI by Loveman, Joseph & Loeb four years ago, reached the top of something over KLX in Oakland, Calif., this year. Long before the NAB decided that something ought to be done about promoting retail sales business for the stations, L., J. & L. one of the South's great stores, presented a hour-long *Christmas Carol* on the air with a live audience of thousands. As a matter of fact, altho the program was announced only on the air, the broadcast had to be presented twice for two live audiences because the auditorium in which it was given wouldn't hold the customers who came to the department store the week before Christmas for tickets.

Station Credits NAB

This year, crediting the NAB retail *Air Power* traveling pitch, KLX did a selling job on one of Oakland's (California) leading department stores, Capwell, Sullivan & Furth, to the extent of selling them 16 special yuletide programs running from Christmas Carols at 3:05 p.m.

VAUGHN MONROE

"Barytoning Batoneer"

VAUGHN MONROE is a modest chap. He started out being very happy with his trumpet in the brass section. But you don't have a good baritone throat, a crowd-click personality and six feet-plus of good humor and stay in the band. Vaughan didn't.

His first important band job was with Larry Funk, but it took Jack Marshard to see his real possibilities when he joined up with Marshard's ork in Boston in 1937. Marshard put a baton in his hand and then gave up his own combination to become Vaughn's manager.

The hunch was good. Vaughn Monroe's leadership carried the band straight to the top bracket of the nation's music-makers. The combo made its rep in New England before bowing in at New York's Hotel Commodore in October, 1941. It has played four holdover dates at the same spot during the last two years.

He drew his first film assignment for MCM last summer in "Meet the People" and was promptly signed for two more pictures to become known as the first big-name singing band leader since Rudy Vallee. Many of his Victor and Bluebird disks have been juke box faves.

Currently on a theater and one-nighter tour, Monroe and his band are skedded back in Hollywood around April, 1944.



We Always Have Rooms

KNOX HOTEL

122 Helman Street. San Antonio, Texas
Opposite Southern Pacific Depot.
Sealy Mattress in Every Room.
Phone B-32192 Owner: MAX DAVIS

STOCK TICKETS

One Roll \$.75
Five Rolls 3.00
Ten Rolls 5.00
Fifty Rolls 17.00
100 Rolls 30.00

ROLLS 2,000 EACH.

Double Coupons.
Double Price.
No O. O. D. Orders.
Size: Single Tkt., 1x2"

A gang of chisellers daily commit larceny with no weapons except automatic tongues and 6 cylinder nerve.

Order Now for '44
A Good Line To Remember

TICKETS

of Any Description.

THE TOLEDO TICKET CO.

(Old Reliable)
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED

Cash with Order. Prices:
2,000 \$ 4.29
4,000 4.83
6,000 5.87
8,000 7.15
10,000 7.45
30,000 10.45
50,000 13.75
100,000 22.00
500,000 88.00
1,000,000 170.50
Double coupons. Double prices.

December 24 to a Christmas Day broadcast of the famous *New York Sun* editorial, *Is There a Santa Claus?* at 4:05 p.m.

In all, the department store broadcast for five and a half hours. On Christmas Eve there was something every hour from 3 p.m. 'til 10:30 p.m., and on Christmas Day there were airings at 6:30, 9:05, (See *Oakland Indie Sells* on page 13)

Yandell Leaves Blue; Manages Export Co.

NEW YORK, Jan. 1.—Lunsford P. Yandell, Blue vice-president, treasurer and director since the net's formation in 1942, resigned this week. He will assume management of the Tanning Products Export Corporation which has headquarters in Buenos Aires.

Three Sponsors Bidding for Blue Net's "Town Meeting of the Air"

NEW YORK, Jan. 1.—Blue is on verge of closing a deal for sponsorship of *Town Meeting of the Air*. Three sponsors are bidding with General Electric having inside track.

If and when show is sponsored, the Town Hall end of the show will probably be expanded to provide aid for George V. Denny, long-time moderator of the program.

NAME "RECRUITING"

(Continued from page 3)

ing for more than a three-month period. The early-twenties boys and girls may be able to take it, but the thirties and low-forties gang can't take 90 days of it, he thinks.

One angle of offshore work which he thinks is not appreciated by show business in general is the time and difficulty involved in readying a unit for service. Nearly a full month of intensive planning goes into the preparation.

First comes the selection of the three or four supporting players. Talent must be balanced and this entails shrewd picking. Then comes the "processing" period. The troupe gets its "shots," uniforms and identification papers, etc., after all technicalities are ironed out. Finally, there is the "alert" period, when they know that they are going—altho never where. All that they are given is a hint about probable climatic conditions, so that they can pack more or less the right kind of clothes.

Filmers First, Radio Second

Lastfogel plans to return to Hollywood about March 1 and thereafter will split his time about equally between the Coast and USO headquarters here. It is Camp Shows' main job to get out the talent for its shows, he said, and Hollywood is the biggest pool to fish for it. This stands to reason, because screen personalities are best known to the largest number of servicemen overseas as well as to populations of foreign countries. He places radio stars second in importance.

"Not," he said, "because they have any less pull with the boys. But they are only available in the summer, and from now on Camp Shows is going to double its offshore pitching all the year round."

It's About Time

MEXICO CITY, Jan. 1.—Theater of the Republic, oldest in Mexico, is being reconditioned by the government at a cost of \$150,000. It's 250 years old.

OPA on Prowl New Year's Eve

WASHINGTON, Jan. 1.—Office of Price Administration officials whose job it was to check up on night club prices charged customers for New Year's Eve celebrations threw up their hands and admitted the task was an impossible one but at the same time warned that all complaints would be investigated.

Prices this year could not exceed ceilings, and OPA was very loud in repeating its warning early this week that the agency would crack down on operators who violated the ceilings by soaking celebrants unduly.

Asked if an effort would be made to check every nitery, an OPA official admitted that this could not be done but added that "it would be a very pleasant assignment."

Another "impossible" job for which OPA admitted responsibility was that of making sure that food and entertainment was of equal quality to that existing at the time of the ceilings. However, here too OPA promised investigations of all complaints.

Henie After Record In Chicago Icery

CHICAGO, Jan. 1.—First week of the Sonja Henie *Hollywood Ice Revue* has drawn practically capacity business every night and indications are the show will set an all-time record for attendance and receipts.

Christmas Eve performance was given for servicemen and women and their friends only, the general public not being admitted. Official opening on Christmas night played to a huge crowd and on succeeding nights all but a few of the cheaper seats have been filled. Demand for the higher priced seats has been greater than the supply. Scale is \$1.10 to \$3.30. Show runs thru January 15.

Frohman Unit USO "Alert"

NEW YORK, Jan. 1.—Bert Frohman, who returned December 22 from a six-week entertainment jaunt to Newfoundland for USO-Camp Shows, is already on "alert" call for another offshore trip—destination unknown. "Alert" means that performer is on 24-hour call for departure.

Frohman will head a new unit comprised of Whitey Field, juggler; Adrienne Parker, dancer; Ray Ketzner, sound-effects comic; Carolyn Marsh, singer, and Dave Bergher, accordionist.

WJZ Starts New Year at New Transmitter Site

NEW YORK, Jan. 1.—WJZ's new transmitter at Lodi, N. J., goes into operation at 6 p.m. tomorrow (2). The station feels that the new transmitter, which was located at Bound Brook, N. J., for the past 22 years, will improve its coverage of metropolitan New York.

"Take It or Leave It" Pic

HOLLYWOOD, Jan. 1.—Film rights for radio's *Take It or Leave It* have been acquired by 20th Century-Fox, and picture will be ready to roll latter part of January under the Bryan Foy production banner. Phil Baker will be at his regular post as emcee in film version.

Ad Agency Prez Joins WCAU

PHILADELPHIA, Jan. 1.—Leo A. Steedle, former prexy of the Steedle & Copeland Advertising Agency, Pittsburgh, Pa., joins the staff of WCAU this week as director of station promotion. He succeeds Emma Mae Roberts, resigned.

"Skating Vanities" Gets Cincy Raves; Off Slowly But Ups

CINCINNATI, Jan. 1.—*Skating Vanities* is slowly catching hold following its Christmas night opening in Music Hall Arena here. Set to stay until January 9, and longer if biz holds up, first week showed about \$12,000 gross; net is \$12,500. Site is away from transient theater route, which does not help for drop-in trade.

Rave notices from crux and good billing with plenty of newspaper art should build biz. Arena arranged to seat about 4,500, with admish from 75 cents to \$2, including tax. Shows nightly, with matinees Saturday and Sunday. It is the smallest arena the show has played to date, but layout gives a beautiful flash for this second edition of the roller extravaganza.

Skating Vanities follows Cincinnati with the Auditorium, St. Louis; Auditorium, Milwaukee, a repeat; Olympia, Detroit, and then to Eastern arenas in March.

Gae Foster staged and directed the current show, which is being presented by Harold Steinman, who is in town. Bobby Johnson is company manager; Raye D. Perkins, publicity director; Jay Freeman, ork leader; Frank Wieszner, stage manager; Mel Lorenzen, props; Jerry Pringle, chief electrician; Cookie Cookson, skate mechanic. Show is supervised by Sam Shayon for Fanchon & Marco.

Principals are Gloria Nord, Ann Manion, Lon Hall, Shirley Barnhart, Bobby Ryan, Billy Cavanaugh, Hugh Thomas, Lavada Simmons, Frank Wieszner, Madge Gardi, Ken Davidson, Hugh Fergie, Jimmy Ross, Larry Fox, Lon Hall, Frank Foster, Otto Eason, Bobby Johnson, Rose Piccola, Dolly Durkin, Yvette and Bobby Whaling, and a large ensemble.

Det. Showbiz Masons Elect

DETROIT, Jan. 1.—Daylight Masonic Lodge, Detroit's leading fraternal group composed of members of the show business, has installed Eric Newman as worshipful master for 1944. Other new officers are: Senior warden, Phil Majeske, Belmont Theater; junior warden and projectionist, Michael Badarak, Nortown Theater; secretary, Paul Pitzer, musician; treasurer, William Swistak, Midway Theater, Dearborn; senior deacon, Walter Rickens, National Theater; junior deacon, William Rogers, Century Theater; senior steward, Peter Parker, Parker's Cafe; junior steward, Clarence Symens, Rio Theater; chaplain, Romulus Albu, Casino Theater; musical director, Howard Taylor, and tyler, Henry G. Lelliott, musician.

NO FIRE HAZARD

(Continued from page 3)

when they get leave to make New York and a peek inside the Stage Door Curtain, only to go away disappointed. If anybody knows a spot with the same "rough and tumble cheer and charm" which will be large enough to take care of this overflow, the Wing "will be delighted" to hear about it.

The ATW knows that it won't be easy to find anything much better than the basement donated by the Shuberts—at least not in the Stem district. Furthermore, the labor of the 28 unions and affiliated showbiz groups have made a \$30,000 proposition out of this plant. Thru owner generosity and voluntary service, the org has been able to put all operating cost into entertainment for the servicemen, an important consideration for ATW which earns its own way and whose cardinal axiom is to save on operation and spend on actual service.

Consequently, while such a move has been under discussion, Wing officials are not looking to any immediate change. They are, however, most anxious that rumors that such plans are forced on them because of overcrowded, unsafe conditions be spiked at once.

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Henie, Sonja, Hollywood Ice Revue (Stadium) Chi, Dec. 24-Jan. 15.
Holiday on Ice (Glacier Gardens Ice Arena) San Diego, Calif., until Jan. 14.
Ice-Capades of 1944 (Boston Garden) Boston, Dec. 25-Jan. 12.
Ice Follies (Arena) Phila, Dec. 25-Jan. 22.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.

WEIGHED IN THE BALANCE AND FOUND

WANTED

AT

SMILEY BURNETTE



- **TOWER** **KANSAS CITY**
Week—Commencing Dec. 31, 1943
- **ORIENTAL** **CHICAGO**
Week—Commencing Jan. 7, 1944
- **CAPITOL** **WASHINGTON**
Week—Commencing Jan. 20, 1944
- **PALACE** **AKRON**
4 Days—Commencing Jan. 28, 1944
- **PALACE** **YOUNGSTOWN**
3 Days—Commencing Feb. 1, 1944
- **CIRCLE** **INDIANAPOLIS**
Week—Commencing Feb. 4, 1944
- **Transcription** **N.Y. City**
5 Days—Commencing Jan. 15, 1944

Business Manager
I. T. JORGENSEN
Studio City

FOLADARE and MILLEN★ROSS ASSOCIATES
Publicity
Hollywood, Calif.

Publicity
New York City

BRUCE GEAR and
WILLIAM MORRIS AGENCY
Professional Management
New York · Beverly Hills · London

UNDER CONTRACT TO *Republic*

LOCAL RADIO COMES ALIVE

Talent Back, Time Buyers Watch Moves

(Continued from page 3)

women who have full-time defense jobs with the gimmick that these men and women will have full-time jobs with the stations when it's all over over there.

Station personnel men estimate that there are over 1,000 part-time employees in the creative end of the nation's stations at the present time and that this figure may be doubled within the next six months. Flesh is back indeed, and it's back now, say station execs, to stay.

"Roanoke Typical Area"

One station starts it going in any one area and then every station in that area keeps pace or else. A typical area is Roanoke, Va., with Station WDBJ starting on a program of half-hour live dramas under the direction of Program Manager Jack Weidon. Naturally, WSLS in the same town, feeling itself competitive with WDBJ, has also announced a series of live half-hour dramas under the direction of Francis Ballard. Station reps give the lead to WDBJ in bringing back live stuff to the Roanoke area, but neither WSLS nor WDBJ will give the nod to the other in who's first. And it doesn't really matter, since live stuff on the air, no matter who is first, is what radio needs locally—and nationally.

Recognition of the need for flesh at the moment is strongest in the South, Southwest and the West. Bob Oswald is waking up Albany, Ga., with dramas at WALB, and Marvilyn Tippett is digging up hibernating actors in Macon, Ga., for his plays and productions on WMAZ.

"California Pitching"

In California Fred Hammond is carrying the torch on KPRO at Riverside, and Jack Gross is even out selling entertainment spots, live and locally produced, to local sponsors in San Diego despite the fact that he has plenty of Blue Net business to schedule.

Business is beginning to look up in live shows even up in New Hampshire, where the population doesn't run to great numbers, but talent is high for New Hampshire, and Vermont has become an artists' colony. Frank Batten at Station WFEA, Manchester, is leading the flesh exponents among the long-hairs.

"Experimentally Commercial"

Best proof that flesh is on the upbeat is the fact that indie producing groups are looking for material all over the nation, and that the so-called "experimental" Rocky Mountain Radio Council (endowed by the Rockefellers) has decided to go out and produce shows for sale to prospective local sponsors. At the last report they were looking for a script for two cowboys—an old-timer and a youngster to represent the old and the new West. Of course, being an experimental group, they have an engineer out looking for script material. He's V. P. Curnow.

Typical of the commercial indie production groups who are shaping material is Morey Sharp in Denver, who is out looking for kid stuff now, but expecting to catch his talent young and do a good job for clients when the talent grows up. Of course, Morey makes his money by teaching the young idea, but that is standard practice all over the nation if the big centers are not counted. Houston's Morey Sharp is Director Quinn. He, too, is catching the idea young and finds it profitable.

These, both station and indies, are typical of a wise local radio, which knows what's coming and is preparing to meet the need halfway at least. The fact that there's enough solid national spot business to help pay the bills counts, of course.

Trom-Bazooka

CINCINNATI, Jan. 1.—The Japs are going to be sorry the navy called Al Jordan to the colors.

Al, who played trombone in the orchestra of WCKY, Cincinnati, used the instrument as a lethal weapon in his spare moments. Disconnecting it, he found that it made an excellent blow gun for paper wads.

From that time on other members of the band felt the sting many times of well-aimed missiles. Al left WCKY this week for Great Lakes—and he took his trombone with him.

NAM Air Staff Being Cut; 2 Key Men Out

NEW YORK, Jan. 1.—National Association of Manufacturers is tapering off its radio staff along with curtailment of its broadcasting activities. NAM's show on the Blue is now being filled by the U. S. Chamber of Commerce.

Two NAM radio staffers have switched to other chores. John Fitzgerald, radio director, is now account exec at Compton Agency handling Allis-Chalmers business, A.-C. sponsoring Boston Symphony on Blue.

Sam Slate, staff radio scripter with NAM, has joined the merchant marine as lieutenant. He will handle radio for the M. M.

Philly Daily News Renegs on Nixing Time-Space Swap

PHILADELPHIA, Jan. 1.—Backing water on its announced intention to keep all radio advertising on a cash-and-carry basis, *Philadelphia Daily News* has entered into a new time-for-space swap with WPEN. *Inquirer* and *Record* holding fast against such deals because of newsprint shortages while the *Bulletin* still plays possum and won't commit itself. *Daily News* deal gives the newspaper five 10-minute programs a week on WPEN, slotted at 7:45 p.m., in return for a space allotment, which places station in an enviable position to grab off the visiting celebs for guest shots on the cuff in return for a newspaper ad. Space also comes in mighty handy in promoting new sponsored programs, even tho ad copy is restricted as to use of name of commercial sponsor.

Re-Framing White-Wheeler Bill "Not So Simple," Says The Senator From Montana

WASHINGTON, Jan. 1.—The question of free speech is not involved in the current proposals to amend the Federal Communications Commission Act, Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, declared this week.

At the same time Senator Wheeler predicted that a bill to restrict or redefine FCC regulatory powers would be ready for introducing in the Senate on or before January 15.

The problem of amending the radio law is "not so simple as some people think," Senator Wheeler declared in commenting on the hearings recently held on the White-Wheeler bill.

Defining the problem facing legislators

Press Ownership of Radio Stations Still a Fly in FCC Congressional Ointment

Commission Chairman Says Matter Still a Continuing Study

WASHINGTON, Jan. 1.—FCC Chairman James L. Fly flatly denied Thursday (30) that the commission had voted to oppose further expansion of newspapers in the field of radio broadcasting, but there were more than just a few indications that such a policy would be adopted in the very near future.

Reports spreading thru Capitol Hill Thursday to the effect that FCC had decided to shut the door on newspaper ownership of broadcasting stations, and considerable controversy was stirred up in Congressional circles over the issue. About 11 o'clock Thursday morning, however, Fly got wind of the reports and hastily issued a statement to the press denying that any action had been taken.

"The commission is continuing its study of this matter," Mr. Fly declared. "It has taken no vote and has arrived at no conclusions."

Issue Still Very Hot

However, it was learned from authoritative sources that the commission met again later in the day Thursday to discuss the subject of newspaper ownership, and another meeting was set for later in the week. Persons close to the commission described the issue as "hot as a mail-order pistol" and predicted that action on the matter around the first of next week.

Meanwhile the reports created a tempert in what little fraction of Congress remained in town over the recess.

One congressman declared that he understood the policy "flatly endorses diversification of control over various media of information and infers that newspaper control of radio is a movement toward monopoly of the pipelines of public opinion.

Critical Craven

It was also reported that FCC Commissioner T. A. M. Craven was critical of the decision on the ground that he felt the commission had no power to discriminate in granting licenses between parties engaged in one business and those engaged in another. He is also understood to have contended that the policy is in direct contradiction to the wishes of Congress.

If the action is taken by FCC, it will have no effect on existing licenses, but it will influence FCC action on pending applications for standard and FM broadcast station permits. It is understood that a large percentage of these are sought by newspaper owners.

Commissioner Craven is said to have

opposed the policy on the additional grounds that it may operate to choke off development of television. The movie industry, he is reported to have contended, may be prevented from entering the television field if the policy is taken.

No More Italian Language Shows On Philly's WPEN

Sked's All-English Now

PHILADELPHIA, Jan. 1.—Starting today (1), WPEN goes entirely all-English, junking its two remaining hours of foreign-language programs, which had been wholly Italian. No explanation given by Arthur Simon, WPEN general manager, altho it is believed to be in line with regular policy to gradually eliminate foreign-language programs, which once predominated this station's program sked.

Dropping of the Italian shows, which carried the 11 a.m. to 1 p.m. slot daily, finds most of the sponsors carrying on with English programs. The quarter-hour Balbo oil show and the half-hour La Rosa macaroni stanza carry on daily with the announcement now to be made in English, altho the show's music continues to be Italian. Both stanzas pumped in from WOV, New York. Amalgamated Workers' Union Italian show on Sunday mornings, from 10 to 11, pumped in from WEVD, New York, has been dropped and show goes to WHAT. Some of the sponsors intent on keeping the foreign-language format are following this move over to WDAS. Carson's, local radio and electrical appliance dealers, now does its five minutes (in English), and the quarter-hour Sunday show of Alto Products, grocery line, has American rhythm. Station also claims that all its Italian spot advertisers are remaining, switching commercials to English wordage.

Robert D'Antonio and Vincent Losco, Italian-language announcers, leave the station's staff.

WOV's Courtney Charms Femmes Into Waves

NEW YORK, Jan. 1.—WOV's disk jockey, Alan Courtney, is doing six quarter-hour shows a week to recruit Waves. Applying the old personal-touch formula so successful in radio, Courtney's "Call me here at the station right away and we'll talk it over" has brought in the recruits. An average of 20 girl candidates call each night after the broadcasts to discuss their futures.

Campaign is tied up with the U. S. Navy Procurement Office's goal of 44,000 Waves from this area during January. BBD&Q Agency handles Waves recruiting campaigns.

Boswell Show Starts in S. F.

SAN FRANCISCO, Jan. 1.—Connee Boswell starts her new Blue net show here Wednesday, January 12 at 7 p.m. The program, titled *Connee Boswell Entertains*, will move to Hollywood in a few weeks and then to New York.

THE FIRST TWO YEARS OF U.S. WAR:

December 7, 1941 to December 7, 1943



The Columbia Broadcasting System broadcast to the American people:

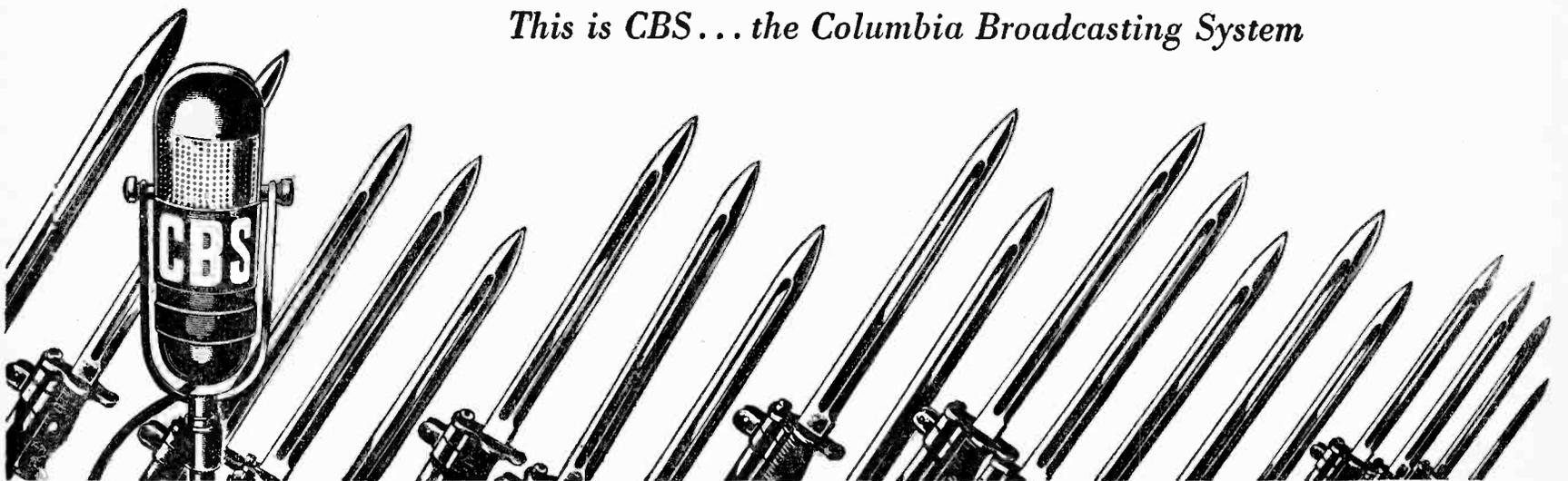
—over **14,400 WAR PROGRAMS**—of which 8,100 were volunteered by the American business houses who advertise their goods and services on the CBS Network air, and 6,300 were volunteered by CBS itself.

—over **6,200 WAR ANNOUNCEMENTS**—of which 1,600 were sustaining, and 4,600 were volunteered by CBS advertisers.

—over **10,700 WAR NEWS BROADCASTS**—of which 6,000 were the sustaining offerings of CBS and 4,700 were CBS News originations sponsored by our advertisers.

The CBS War Broadcasting total during the first two years of war added up to more than 39% of the total of network operating hours. The whole dollar-and-manpower cost of this formidable share of the entire product of the network was a voluntary contribution by American industry and CBS to the single objective that lies still before us all.

This is CBS... the Columbia Broadcasting System



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN"
HOOPERATINGS
for evening programs

Vol. 1. No. 4E

(REPORT DATED DECEMBER 31, 1943)

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
Fibber McGee and Molly	31.8	377	NBC 131	Report to Nation—CBS Spotlight Bands—BLUE Amer. Forum—MBS	Needham, Louis & Brorby	S. J. Johnson (Floor Wax)	\$ 8,500	\$267.71
Edgar Bergen	30.7	292	NBC 135	Jerry Lester—CBS News—BLUE Air Lane Trio—BLUE That's Good One—BLUE Alexander—MBS	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$322.48
Bob Hope	29.2	254	NBC 131	Romance—CBS R. G. Swing—BLUE Amer. Forum—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$376.71
Joan Davis-Jack Haley	27.0	25	NBC 67	Dinah Shore—CBS Spotlight Bands—BLUE Treasure Hour of Song— MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$ 7,500	\$277.78
Aldrich Family	26.0	192	NBC 128	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$153.84
Walter Winchell	25.4	535	BLUE 158	R. Digest—CBS M-Go-Round—NBC Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$196.85
Jack Benny	25.3	443	NBC 131	Shirer—CBS Sinatra—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$790.50
Lux Radio Theater	25.3	382	CBS 122	Tel. Hour—NBC Dr. I. Q.—NBC Counter Spy—BLUE Spotlight Bands—BLUE Heatter—MBS G. Fields—MBS Paul Winchell—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$395.25
Abbott and Costello	24.5	104	NBC 130	First Line—CBS R. G. Swing—BLUE Lulu—BLUE R. Clapper—MBS Carnegie—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$408.16
Frank Morgan-Fannie Brice	23.2	90	NBC 130	Suspense—CBS News—BLUE Lum and Abner—BLUE Oursler—MBS Black Castle—MBS	Benton & Bowles	General Foods (Maxwell House Coffee)	\$ 9,500	\$409.48
Mr. District Attorney	22.8	240	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Soldiers W. Wings—MBS	Pedlar & Ryan	Bristol-Myers (Vitalis)	\$ 4,000	\$175.43
Bing Crosby	22.7	333	NBC 132	Major Bowes—CBS Town Meeting—BLUE G. Heatter—MBS G. Fields—MBS	J. Walter Thompson	Kraft (Cheese)	\$10,000	\$440.53
Screen Guild Theater	22.5	176	CBS 120	Contented Hour—NBC R. G. Swing—BLUE Out of Shadows—BLUE R. Clapper—MBS Sunny Skylar—MBS	Pedlar & Ryan	Lady Esther (Face Powder, etc.)	\$10,000	\$444.45
Take It or Leave It	22.1	193	CBS 122	H. of Charm—NBC G. Lawrence—BLUE Good Will H.—MBS Foster (News)—MBS	Blow	Eversharp (Pens and Pencils)	\$ 2,500	\$113.22
Fred Allen	20.4	429	CBS 122	Amer. Album Music— NBC Basin Street—BLUE J. Fidler—BLUE Cleve. Symph—MBS	Buchanan	Texas Co. (Oil and Gas)	\$11,500	\$563.73

Texaco program jumped 9.8 points in the ratings with the return of Fred Allen to just make the first 15. Which is a powerful testimonial to Allen's drawing power. With him back, the rating almost doubled. This for his first program when the only draw was Allen's name.

"Take It Or Leave It" is also on the first 15 for the first time since September 30. Actually this show has often been close to the inner circle; last report it was 19.4, while the tail-ender of the first 15 was only 19.5. The jump obviously comes from the plus audience gathered by Fred Allen, who precedes Phil Baker and "Take

It Or Leave It."

Joan Davis-Jack Haley program also took a bully-boy leap in ratings. A jump of 9.0 points. Answer here seems to be the simultaneous guesting of Herbert Marshall and Eddie Cantor.

Bob Hope fell off 3.9 points due to the name-laden Christmas show, a one-shotter, sponsored by Fleischmann's Yeast on CBS. This show, really a pre-holiday greeting, since it aired an hour on December 14, not only cut into Hope, it also crimped the ratings of Red Skelton. Eddie Cantor and Kay Kyser are the casualties on this

report, and not because they were bad or off the beam. But Eddie Cantor and Herbert Marshall gave the Davis-Haley session a high transfusion; this in turn gave Abbott and Costello a needle and upped their rating.

So, where Cantor with 22.2 and Kyser with 21.5 were in the pack last report, this time these figures could not meet the competition.

Sponsored evening network programs tapered a bit. This report 78¼, last report 79¼, last year 69½.

Average Hooperating this report, 10.8, last report 10.6, last year 11.6.

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\$64 QUESTION TOPS TCI 'BEST BUYS'

Most B-S-H Biz Moves Over With D-F-S Revamp

CHICAGO, Jan. 1.—The new Dancer-Fitzgerald-Sample agency, which gets under way officially today (1) has taken over the greater part of the radio billing of Blackett-Sample-Hummert, and will continue to produce the shows in the same offices and with the same personnel who have handled them in the past. Personnel of the new agency includes 206 people who were formerly with B-S-H in Chicago, New York and Hollywood. H. M. Dancer, who was president of B-S-H, and J. G. Sample and C. L. Fitzgerald, who were vice-presidents, are the partners now operating the agency.

A large part of the firm's billing consists of successful daytime programs which have been on the air for years. Among them are *Hymns of All Churches*, *Betty Crocker*, *Ma Perkins*, *Backstage Wife*, *Captain Midnight* and *Sweet River*.

Radio supervisors for the company, who handle Procter & Gamble and General Mills radio production are Carl Stanton, Roy Winsor, Philip Bowman and George Stellman. J. James Neale is director of radio time buying.

Joseph I. Pallstrand is in charge of merchandising activities in the New York office. In Hollywood, James West is office manager, and Ann Parks is in charge of talent.

Blackett Now a 10 Percenter

NEW YORK, Jan. 1.—Local agency circles claim that Hill Blackett, of the now defunct Blackett-Sample-Hummert ad agency, got 10 per cent of the net of business in the B-S-H house as of the end of 1943 to fade out of the picture. Blackett's deal gives him this split of everything on the books as of December 31, 1943, for the next five years.

With this deal Blackett agreed to step out and permit the new organization, Dancer-Sample-Fitzgerald, to open up with the accounts previously held by B-S-H. These accounts include American Home Products, Sterling Products, General Mills and P & G. In the past the network billings alone have run about \$10,000,000 per year.

This is the reason B-S-H refused to accept any new business prior to the transition. They figured, obviously, it was bad enough to shell out 10 per cent of the net without putting any new business on the books, since the new biz would also be subject to the tap.

WCAU Adds Up

PHILADELPHIA, Jan. 1.—First step in WCAU's program for wide expansion of its news coverage is in taking on a third news service. Starting tomorrow (2), Transradio Press and Associated Press will be complimented by use of United Press tickers, station taking both news, local and radio services. Station also is putting finishing touches on a brand-new newsroom, fully equipped with a special broadcast studio, and designed for visual appeal in the post-war period when the ban on studio tours will be lifted.

Helbros Goes to MBS

NEW YORK, Jan. 1.—Helbros Watches starts Tuesday eve half hour on Mutual on the 18th. Probably 8:30-9 p. m. show will not be heard in New York since sponsor hasn't completed distribution in this area.

Talent is slated to be Vincent Lopez, Mary Small, and Pic and Pat. Weintraub is the agency.

Dick Connor Travels Again

NEW YORK, Jan. 1.—Dick Connor, station relations exec at Mutual, heads out for another fortnight of visiting stations. This time thru the Mason-Dixon Line areas. Due back around January 15.

The Billboard Radio Personnel

Due to a clerical error in a direct-mail piece to the trade, The Billboard gives herewith its set-up in the Radio-Television Department:

(New York)

LOU FRANKEL, radio-television editor.

JOE KOEHLER, executive news editor.

FRANK GILL and BOB FRANCIS, assignments.

WANDA MARVIN and HOWARD WEISSMAN, department associates.

ELLIOTT GRENNARD, music editor in charge of radio-music news.

(Branch Offices)

SAM ABBOTT and DEAN OWEN, Los Angeles-Hollywood radio.

CASKIE STINNETT, Washington radio.

BILL SACHS, Cincinnati radio.

CY WAGNER, Chicago radio (joined January 3 but spending several weeks in the New York office to coordinate the national news set-up).

MAURIE ORODENKER, Philadelphia radio.

(Correspondents)

The Billboard radio representatives in key cities:

Haviland Reves, Detroit; Ed Murphy, San Francisco; Jack Weinberg, Minneapolis - St. Paul; Otto Weber, Des Moines; C. V. Wells, St. Louis; Bill Welsh, Denver; Charles RossKam, Providence; Bill Riley, Boston; Emmett Curry, Omaha; John Ignace, Baltimore; Steve Moloney, Salt Lake City; Phil Muth, New Orleans; Frank O'Donnell, Nashville; Herb Clark, Buenos Aires; Dennis Landry, Mexico City; Jim MacLean, Rio de Janeiro; Edward Graves and Bert Ross, London; Kevin Brennan, Sydney.

LEONARD TRAUBE, Editor.

They Want Sunday Tele So GE Skeds Two-Hour Video

SCHENECTADY, N. Y., Jan. 1.—WRGB, General Electric's tele station, will operate on a revised telecasting schedule beginning tomorrow (2) night when a regular two-hour program debuts. Station will be on the air four nights a week, Monday, Thursday, Friday and Sunday, instead of three nights and two afternoons.

Audience surveys recently conducted by WRGB have indicated a preference for Sunday night shows which resulted in the switch. The first half of the 7 to 9 p. m. Sunday programs will be devoted to religious and news telecasts and the remainder to films or dramatic productions.

First Sunday's show features two live one-act plays, *Columbine* and *Rehearsal*.

Kobak Gets New Assistant

NEW YORK, Jan. 1.—Ivor Kenway, ex-advertising manager of Devoe & Reynolds, has joined Blue as special assistant to Edgar Kobak, Blue executive v.-p. He will work with Kobak on Blue expansion plans, concentrating on markets and merchandising.

Aldrich Family, D. A., Winchell And Fibber McGee Run 2, 3, 4, 5 In Fourth Evening Cost Rating

Guesting Does Funny Things to Programs

NEW YORK, Jan. 1.—Eddie Cantor did a guest shot, Fred Allen returned and the TCI this week is really something for conjecture. Thanks to Cantor, the Davis-Haley program boomed and carried the other Thursday shows along with it; this in turn affected the Wednesday evening listening slot and audience.

And thanks to Fred Allen's draw, the audience for Sunday evening at CBS boomed and also helped Phil Baker and his *Take It or Leave It*. There was a sizable reshuffling and a couple of new faces plus a couple of old faces missing.

Bob Hope Loses to Yule

The answer seems to be beware of guest shots, both for what they can do to you as well as what they can do for allied programs. Even Bop Hope lost some listeners to the name packed one-time Christmas show staged by Fleischmann's Yeast on CBS from 10-11 p.m. Quite possible if Cantor and Herbert Marshall had not appeared on the Joan Davis-Jack Haley program then Cantor and Kay Kyser would this week be on the Hooperatings and the TCI.

To understand the reasoning, note the following. With Cantor and Marshall publicized to play the Davis-Haley program the normal strength of the Thursday slot was intensified. Morgan-Brice, who start the slot, held their own, but *The Aldrich Family* and Bing Crosby gained. Then came the booming rating

for Davis-Haley and a strong plus for Abbott and Costello, who follow. Actually, Cantor and Marshall strengthened the entire Thursday segment on NBC, not only the 9:30-10 p.m. time.

Tough for Wednesday

This in turn made it that much harder for the Wednesday evening programs, Cantor, Mr. D. A. and Kay Kyser to make the first fifteen, since their slot had no intensifier comparable to what Thursday received. The same holds true for Sunday, with the one difference that here it was an old favorite, Fred Allen, returning to his regular program. Possibly Cantor and Kyser would have stuck on the first fifteen and had better TCI's if only one of the two needles had been injected into the week's schedules.

Yet it happened and it would seem to point up a moral for talent, ad agencies and advertisers. Everyone knows the importance of the Hooperatings and the first fifteen. And the TCI is getting plenty of attention and mulling. Ergo: Mebbe it's better to think of the show and shows fore and aft of your's, in relation to guesting, instead of playing a lone hand.

The best buys this week are:

Take It or Leave It.....	\$113.22
The Aldrich Family.....	153.84
Mr. D. A.....	175.43
Walter Winchell.....	196.85
Fibber McGee and Molly.....	267.71
Joan Davis-Jack Haley.....	277.78
Edgar Bergen.....	322.48
Bob Hope.....	376.61
Lux Radio Theater.....	395.25
Abbott and Costello.....	408.16
Morgan-Brice.....	409.16
Bing Crosby.....	440.53
Screen Guild.....	444.45
Fred Allen.....	563.73
Jack Benny.....	790.50

Flacks Now Wooing The Business Trade Publications, Too

PHILADELPHIA, Jan. 1.—Business trade papers, after being a second best, now become the important medium to the radio publicists, what with newspapers shutting down almost all avenues of radio publicity, and plans being even tougher this year with newspaper shortages making for even greater tightening of the printed page. Along these lines, WFIL becomes the first local station to set up a special department for the handling of trade-paper publicity. Ted Oberfelder, station's promotion chief, assumes the additional responsibilities as director of trade paper publicity, something new for local radio at least. Jack Steck, public relations chief, continues to handle local press and special events.

Grant Agency Gets Combs, Holcomb and Lynch From Esty

NEW YORK, Jan. 1.—Wesley Combs, v.-p. and Pharmco account exec; Harry Holcomb, radio producer; Tom Lynch, time buyer, and Rosanne Weber, Holcomb's secretary, checked out of the William Esty ad agency to join Grant agency office in New York. Grant has had a small office in this town, but is big operator in Midwest and Latin America.

Grant expansion in this area has long been bruted and at one time Don Francisco, Lord & Thomas and office of the co-ordinator of Inter-American Affairs exec, was supposedly set to step in and head the outfit. New exec acquisitions mean Grant is going ahead without big-name staff.

Unusual angle to the shift of personnel is that Pharmco, Feenamint and Choos account did not go to Grant with the Esty execs. Instead the account wound up with Ruthrauff & Ryan. The chicle-coated laxative has *Double or Nothing* on the air over Mutual.

Lowell Thomas Shift To NBC Official; Blue Loses Little Dough

NEW YORK, Jan. 1.—Lowell Thomas switch to NBC was made official this week. He moves from the Blue to NBC on January 24. Time, 6:45 p.m., and sponsor, Sun Oil, are unchanged.

Actually there will be little change in the newscaster's network. His 29-station web was a holdover from the days when Blue was part of NBC and most of the stations are still NBC outlets. Thomas himself has always been an NBC property. In New York it will mean his being heard over WJZ.

Since the Blue has Thomas sponsored over its West Coast web, it will lose nothing in billings. And the Blue affiliates will now have the 6:45-7 p.m. slot available for local sponsorship. Lifebuoy for one, may snap up this time.

Straus Ups Leon Goldsmith to VP At Station WMCA

NEW YORK, Jan. 1.—Leon Goldstein, director of news and special features for WMCA, local indie outlet, was today given a vice-presidency. Since Nathan Straus purchased station from Edward J. Noble a few months ago he has upped Charles Stark, sales manager, to general manager-ship and first v.-p.

Now Goldstein has been tapped and is officially 2d v.-p. Both have been with the station since the days when it was property of and operated by Donald Flamm.

NETWORK SHOWS AND THEIR OWNERSHIP

SHOW	SPONSOR	NET	AGENCY	OWNER	SHOW	SPONSORS	NET	AGENCY	OWNER
Able's Irish Rose	P. & G.	NBC	H. W. Kaster	Anne Nichols	Dr. Kate	Sperry Flour Co.	NBC	Knox Reeves	Knox Reeves
Abbott & Costello	Reynolds Tob.	NBC	William Esty	MCA	Dr. I. Q.	Vick's	NBC	Grant Advertising	Al Seigel
A. L. Alexander's Mediation Board	Serutan	MBS	Raymond Spector Co.	A. L. Alexander	Double or Nothing	Pharmaco	MBS	William Esty	Comar, Inc.
Aldrich Family	Gen. Foods	NBC	Young & Rubicam	Clif. Goldsmith	Dreft Star Playhouse	Procter & G.	NBC	D.-F.-S.	D. F. S.
Alex Dreier	Skelly Oil	NBC	Henri, Hurst & McDonald	William Morris	Duffy's Tavern	Bristol-Myers	Blue	Young & Rubicam	Ed Gardner
Alka Seltzer, News of the World	Miles Lab.	NBC	Wade	NBC	Dunninger	Sherwin Will'ms	Blue	Warwick & Legler	Dunninger & NCAC
Allen, Fred	Texaco	CBS	Buchanan	Allen, Walter	Easy Aces	Anacin Co.	CBS	D.-F.-S.	Goodman Ace
All-Time Hit Parade	Amer. Tob.	NBC	Foote, Cone & Belding	Amer. Tobacco	Ellery Queen	Emerson Drug	NBC	Ruthrauff & Ryan	Ellery Queen, Inc.
Amanda of Honey-moon Hill	C. H. Phillips	CBS	Dancer, Fitzgerald & Sample	F. Hummert	Famous Jury Trials	William'n Candy	Blue	Aubrey, Moore	Trans-Am'rican
American Album of Familiar Music	Bayer	NBC	D.-F.-S.	F. Hummert	Fashions in Rations	Servel, Inc.	CBS	B., B., D. & O.	Servel
America-Ceiling Unlimited	Lockheed Airc'ft	CBS	F.-C.-B.	Lockheed	Fibber McGee & Molly	S. C. Johnson	NBC	Needham, Louis & Brordy	Johnson
America In the Air	Wrigley	CBS	J. W. Thompson	J. W. T.	Fidler, Jimmie	Carter Products	Blue	Small & Seiffer	Fidler
American Melody Hour	Bayer	CBS	D.-F.-S.	F. Hummert	Fields, Gracie	Amer. Cig. & C.	MBS	Ruthrauff & Ryan	William Morris
American Radio Warblers	Amer. Bird Prod.	MBS	Weston-Barnett	Am. Bird. Prod.	First Nighter	Campana Sales	MBS	Ferry, Hanley & Wallace	Ferry, Hanley & Wallace
American Women	Wrigley	CBS	A. Meyerhoff	Wrigley	Fitch Bandwagon	F. W. Fitch Co.	NBC	L. W. Ramsey	MCA
Amos and Andy	Lever Bros.	NBC	Ruthrauff & Ryan	A. & A.	Flannery, Harry W.	Planters Nut & Chocolate Co.	CBS	Raym'd R. Morgan	CBS
Armstrong, Jack	General Mills	Blue	Knox-Reeves	Knox-Reeves	Flannery, Harry W.	Bekins Van & Storage	CBS	Brooks Advt. Agcy.	CBS
Armstrong's Theater of Today	Armstrong Cork	CBS	B., B., D. & O.	Armstrong Cork	Foster, Cedric	local sponsor	MBS		Yankee Network
Art Baker	L. Angeles Soap	NBC	Raym'd R. Morgan	Art Baker	Foster, Cedric	Employer's Group	MBS		Yankee Net'k
Aunt Jenny's Real Life Stories	Lever Bros.	CBS	Ruthrauff & Ryan	Lever Bros.	Foye, Kitty	General Mills	CBS	Knox Reeves	Knox Reeves
Bachelor's Children	Continental Bak.	CBS	Ted Bates	William Morris	Friday on B'way	Anacin (A.H.P.)	CBS	D.-F.-S.	F. Hummert
Backstage Wife	R. L. Watkins	NBC	D.-F.-S.	F. Hummert	Front Page Farrell	Anacin Co.	NBC	D.-F.-S.	Hummerts
Battle of the Sexes	Cummer Prod.	Blue	Young & Rubicam	Cummer Prod.	Fun Valley (Al Pearce)	Dr. Pepper Co.	Blue	Tracy-Locke-Dawson	Fanchon & Marco
Beat the Band	Brown & Wil'son	NBC	Russel M. Seeds	NBC, CHICAGO	Furlough Fun	Gilmore Oil Co.	NBC	Ruthrauff & Ryan	Gilmore
Becker, Bob	J. Morrell & Co.	CBS	Henri, Hurst & McDonald	Becker, Bob	Gangbusters, The	Dr. E. S. Sloan	Blue	Warwick & Legler	Phillips H. Lord
Believe It or Not	Amer. Cig. & C.	MBS	Ruthrauff & Ryan	Robt. L. Ripley	Gay Nineties Review	U. S. Tobacco	CBS	Arthur Kudner	Joe Howard
Benny, Jack	General Foods	NBC	Young & Rubicam	Jack Benny & A. S. Lyons	G. M. Symphony of the Air	General Motors	NBC	Arthur Kudner	Philharmonic
Big Sister	Lever Bros.	CBS	Ruthrauff & Ryan	Lever Bros.	Goldbergs, The	Procter & G.	CBS	Compton Advt.	Symphony Soc.
Big Town	Ironized Yeast	CBS	Ruthrauff & Ryan	Ruthrauff & Ryan	Goodwill Hour	Clark Bros.	MBS	Ruthrauff & Ryan	Gertrude Berg
Blind Date	Lehn & Fink	Blue	William Esty	Tom Wallace	Grand Ole Opry	Purina Mills	NBC	Gardner Advt. Co.	J. J. Anthony
Blondie	R. J. Reynolds	CBS	William Esty	William Morris	Grand Ole Opry	R. J. Reynolds	NBC	William Esty	Station WSM
Blue Jacket Choir	Minn. Honeywell	CBS	Addison Lewis	U. S. Navy	Great Guildersleeve, The	Kraft Cheese Co.	NBC	Needham, Louis, Brordy	Station WSM
Blue Ribbon Town	Pabst	CBS	Warwick & Legler	William Morris	Great Moments in Music	Celanese Corp.	CBS	Y. & R.	Harold Peary
Berch, Jack	Kellogg Co.	MBS	Eckhardt	Fred'k L. Ziv	Guiding Light	General Mills	NBC	Knox Reeves	Celanese
Boston Symphony	Allis Chalmers	Blue	J. W. Thompson	Boston Symp. Society	Gunther, John	General Mills	Blue	Knox Reeves	General Mills
Breakfast Club	Kellogg Swift	Blue	Kenyon & Eckhardt	BLUE	Happy Joe & Ralph	local sponsors	MBS	local	BLUE (Excl. Rights)
Breakfast at Sardi's	Alaska Pacific	Blue	Kenyon & Eckhardt	BLUE	Harum, David	B. T. Babbitt	NBC	Duane Jones Co.	Station CKLW
Brewster Boy	Quaker Oats Co.	CBS	J. William Sheets	BLUE	Heatter, Gabriel	Barbasol Co.	MBS	Grant Advt., Inc.	F. Hummert
Bulldog Drummond	(local)	MBS	Ruthrauff & Ryan	William Morris	Helpmate	Cudahy Packing	NBC	Grant Advt., Inc.	WOR
Burns and Allen	Lever Bros.	CBS	Young & Rubicam	George Burns	Henderson, Leon	O'Sullivan Rub'r	Blue	Advt. & Sales Council, Inc.	Grant
Burns, Bob	Lever Bros.	NBC	Ruthrauff & Ryan	Bob Burns	Henry, Bill	Johns Manville	CBS	J. W. Thompson	A. & S. Council
Calmer, Ned	Parker Pen Co.	CBS	J. W. Thompson	J. W. T.	Here's to Romance	Bourjois, Inc.	CBS	F.-C.-B.	Clements
Campana Serenade	Campana	CBS	Wallace, Ferry	Campana	Hill, Edwin C.	Johnson & J.	CBS	Y. & R.	Wm. Morris
Canova, Judy	Colgate-Palm. P.	CBS	Sherman & Marquette	A. S. Lyons	Hit Parade	Amer. Tobacco	CBS	F.-C.-B.	Y. & R.
Can You Top This?	Colgate-Palm. P.	NBC	Ted Bates, Inc.	Senator Ford	Hookey Hall	Pharmaco, Inc.	MBS	Clements	Amer. Tobacco
Captain Midnight	Wander Co.	Blue	D.-F.-S.	Dancer-Fitzgerald-Sample	Hook 'n' Ladder Follies	Goodyear T. & R.	NBC	N. W. Ayer	Clements
Carnation Contented	Carnation Co.	NBC	Erwin Wasey	Carnation Co.	Hope, Bob	Pepsodent Co.	NBC	F.-C.-B.	N. W. Ayer
Carnegie, Dale	Frank W. Lee Co.	MBS	Berningham, Castleman & Dale	Dale Carnegie	Hot Copy	O'Cedar Corp.	Blue	Aubrey, Moore & Wallace	Bob Hope
Carson, Jack	Campbell	CBS	Foote, Cone & Belding	MCA	Hour of Charm	General Electric	NBC	B., B., D. & O.	NBC
Carter, Boake	Chef Boy-Ar-Dee	MBS	Andrew McJunkin	Boake Carter	How Do You Say It?	Maryland Phar.	MBS	Joseph Katz	Phil Spitalny
Cavalcade of America	E. I. DuPont	NBC	B., B., D. & O.	DuPont	Hymns of All Churches	General Mills	NBC	D.-F.-S.	M. P. Co.
CBS World News	American Oil	CBS	Joseph Katz	CBS	I Love a Mystery	Procter & G.	CBS	Compton Advt.	General Mills
CBS News of the World	Hudson Coal	CBS	Clements	CBS	Information Please	H. J. Heinz Co.	NBC	Maxon, Inc.	C. E. Morse
Chamber Music Society of Lower Basin Street	Andrew Jergens	Blue	Lennen & Mitchell	BLUE	Inner Sanctum	Colgate-P.-P.	CBS	Ted Bates, Inc.	Dan Golenpaul
Cities Service Concert	Cities Service	NBC	Foote, Cone & Belding	Cities Service	I Was There	West. Sugar Ref.	CBS	J. W. Thompson	Hi Brown
Clapper, Raymond	General Cigar	MBS	J. W. Thompson	J. W. Thompson & Scripps-Howard	James, Harry	Liggett & Meyers	CBS	Newell-Emmett Co.	J. W. Thompson
Close, Upton	Lumbermen's M.	MBS	Leo Burnett Co.	Close	Johnson Family	local sponsor	MBS	Young & Rubicam	MCA & James
Compton, Walter	local sponsor	MBS	local	Compton	Jones, Lorenzo	Bayer Company	NBC	D.-F.-S.	Jimmie Scribner
Confidentially Yours	Richfield	MBS	Hixson-O'Donnell	Transradio	Jones, Lorenzo	R. L. Watkins Co.	NBC	D.-F.-S.	F. Hummert
Coronet Little Show	Coronet	MBS	Schwimmer-Scott	Coronet	Joyce, Jordan, M. D.	General Foods	CBS	Young & Rubicam	F. Hummert
Crocker, Betty	General Mills	NBC	D.-F.-S.	General Mills	Just Plain Bill	Anacin Co.	NBC	D.-F.-S.	Young & Rubicam
Crosby, Bob	P. Lorillard	NBC	J. W. Thompson	J. W. Thompson	Kaltenborn, H. V.	MacMillian Pet.	NBC	Logan & Arnold	F. Hummert
Correction, Please	Lewis-Howe	CBS	Roche, Williams & Cunningham	William Morris	Kaye, Sammy	Puroil	NBC	Leo Burnett	NBC
Cresta Blanca Carnival	Schenley	CBS	Wm. Weintraub	Weintraub	Keepsakes	P. Lorillard	CBS	J. W. Thompson	J. W. Thompson
Crime Doctor	Phillip Morris	CBS	Blow Company	Blow	Kennedy, John B.	Carter Products	Blue	Ted Bates, Inc.	Ted Bates
Counterspy	Mail Pouch To.	Blue	Walker & Downing	Phillips H. Lord	Keyne-Gordon, Philip	Harvel Watch Co.	Blue	A. W. Lewin Co.	BLUE
Davis & Haley	Sealtest, Inc.	NBC	McKee & Albright	William Morris	Keen, Mr.	local sponsor	MBS	local	WHK
Dear John	Welch Grape Ju.	CBS	H. W. Kastor	Irene Rich	Kraft Music Hall	Kolynos	CBS	D.-F.-S.	F. Hummert
Death Valley Days	Pacific C. Borax	CBS	McCann-Erickson	McCann-Erickson	Kyser, Kay	Kraft Cheese Co.	NBC	J. W. Thompson	J. W. Thompson
Dr. Christian	Cheseborough	CBS	McCann-Erickson	Cheseborough	Lawton, Lora	Amer. Tobacco	NBC	Foote, Cone & Belding	Kay Kyser
					Let's Pretend	B. T. Babbitt	NBC	Duane Jones	F. Hummert
					Lewis Jr., Fulton	Cream of Wheat	CBS	B., B., D. & O.	CBS
					Light of the World	local sponsor	MBS	local	Station WOL
					Lighted Windows	General Mills	NBC	D.-F.-S.	F. Hummert
					Little Betsy Ross Girl	ALCOA	NBC	Fuller & Smith & Ross	Transamerican
					Life Can Be Beautiful	Modern Food	NBC	Clements Co.	Clements
					Lone Ranger	Procter & G.	CBS	Compton	Transamerican
					Lum & Abner	Planters Nut	NBC	R. R. Morgan	F. Hummert
					Lux Radio Theater	General Mills	NBC	D.-F.-S.	F. Hummert
						General Mills	Blue	D.-F.-S.	Fran Stryker & Michigan Net
						Miles Lab.	Blue	Wade	Goffa Laucks
						Lever Bros.	CBS	J. W. Thompson	J. W. Thompson

(Continued next week.)

Producers Lead Net Show Owners

Alliteration Comes to Air Commercials

Buys and Sells Autos on WPAT

NEW YORK, Jan. 1.—Department store advertising executives' "first precept," as handed down to tyros who come into the promotional section of the stores, is "alliteration and more alliteration." If you want to "sell 'em," say store ad managers, do a "Choosey Charlie Collects Callicipes." Naturally pull-'em-in advertising is full of beautiful buxom babies out to sell merchandise. And it works.

That's been going on for years in the merchandise emporiums, but it's only lately come to broadcasting. What's always a certain eye-catcher has now become vocal and the effect is just as socko as it was when Margaret Fishback did it in print for Macy's.

Typical of what happens when alliteration comes to the air is the success story of the Fall City Auto Exchange. The auto park secondhand emporium hadn't used radio and also hadn't arrived anywhere. Located in Paterson, N. J., the "Falls City," Bady Joseph, the owner, was doing an ordinary business until he decided that maybe radio had something. He came to the Paterson station, WPAT, and told them his tale. The station has a sales promotion department who couldn't see selling the Falls City Auto Exchange on the air and so sold Joseph on using his nickname Chick, as a trade name. Chick was willing and so the Falls City Auto Exchange hit the air with a slogan, "Check with Chick."

The results were immediate, with the Jersey Bell Telephone system crying help in three weeks to Joseph. The cry was "Please list your radio name in the phone books."

All is well now. WPAT has a satisfied customer seven spots daily six times a week. The auto exchange has increased its space three times and business 400 per cent. And "Check With Chick" has its imitators all over the country. They ask auto sellers and buyers to "Check With Chick."

FCC OK Not Needed On Blue Time-Life, LaRoche Stock Deal

WASHINGTON, Jan. 1.—No approval or any other action by the Federal Communication Commission is necessary for consummation of the deal between Edward J. Noble and publishers of *Time-Life-Fortune* and Chet LaRoche for partial transfer of ownership of Blue network.

FCC officials said this week that blessing of that agency was not required in as much as the commission has no control over network ownership.

WOR Resuming Its Live Teletests On DuMont Station

NEW YORK, Jan. 1.—WOR will pick up its live show policy on tele station W2XWV Tuesday (4) after a lapse of four weeks. Mutual retained its spot on the DuMont outlet with a series of 60-minute film shows, using shorts with a commentator between the movies.

Tiny Ruffner, director of daytime programs for WOR, has turned the planning, production and direction of tele shows over to Keith Thompson, of his department. Thompson will use amateur talent in the series of experimental programs.

Delivery Boy Swoons "On Stage"

NEW YORK, Jan. 1.—The road to fame is paved with buns and coffee. Witness the tale of Tom Galati, delivery boy for the Radio City drugstore. He was first discovered by Joe Seiffer, director of *WJZ Victory Troupe*, the war plant road show. He played the show and turned in such an excellent vocal performance that he received 122 fan letters and will now do a swoonatra for Howard Carraway's *On Stage Everybody* next Saturday (8).

Hooper Expands Rating Service; 4 New Features

Age Groups and Sponsor Recognition Breakdowns

NEW YORK, Jan. 1.—C. E. Hooper, Inc., research org, is expanding its Hooperating service to include four new features. Two of these are expansion of current practices, the other two are developments based on current features.

Possibly the most important of the additions is a breakdown of the composition of listening audiences by sex and age groups. Currently the reports show listening by men, women and children for each time period. New set-up will add age groups and cover each of the subscriber programs about 130 in all.

Importance here is patent since this data is directly applicable to program production, commercial slants and even type of product to be advertised.

Practically as important and also restricted to subscribing programs is the further development of sponsor identification, another current Hooperating feature. Currently this provides only sponsor identification. Henceforth it will show correct partial and no sponsor identification.

The other developments are Hooperatings for Sunday afternoon sponsored and sustaining network shows; also ratings for all Saturday daytime periods. Heretofore these time periods have only been covered to show the higher-rated commercials.

Transamerican's Newest Freedom's Mightiest Weapon

NEW YORK, Jan. 1.—Ollie Barber will direct the new show at Transamerican called *Freedom's Mightiest Weapon*. Henry Denker writes this; Don Douglas, who is the one man show, *The Black Hood* (MBS), will do the narration. There will be a new cast on *Freedom's Mightiest Weapon* each week.

NBC Central Division Net Sales Nearly Top All Time High in '43

CHICAGO, Jan. 1.—NBC Central Division network sales in 1943 came close to an all-time peak, and prospects for a repeat performance seem good in 1944, according to Paul McCluer, sales manager of the division, in reviewing the year just closed. Start of the new year finds McCluer's department with a backlog of time orders waiting only the clearance of stations. First new show of the year will be *Your America*, the Union Pacific program set to start January 8. The presence of more orders on the book, McCluer said, is a definite indication that NBC is not

Dancer, Fitzgerald & Sample Paces Agency Program Owners With Help of Frank Hummert

Writers Also-Rans, When It Comes to Show Control

NEW YORK, Jan. 1.—Who has the full and final rights to the sponsored web programs today? In short, who owns radio's commercial airings?

The answer to this poser is to be found in facts and figures; the result of a breakdown of the 260 sponsored shows on the four nets. This breakdown shows the predominant ownership is in the hands of program producers, advertising agencies and sponsors, in that order, altho the margin of difference between them is mighty slim. Producers just nose out agencies which, in turn, barely top sponsors.

In a study of the 260 web airings made by *The Billboard*, producers are discovered to own 17.5 per cent, or 45 programs; agencies own 16.9 or 44, while sponsors have the final say in 16.6 or 43 shows for which they pay dough. Next in the lists are artists, who can account for 14.7 or 38 shows, with miscellaneous owners (idea men, organizations controlling long-hair orks, etc.), have the say-so on 10 per cent, while the nets own only 11.9 per cent or 31. Writers, whose scripts form the backbone of so many programs, trail far in the wake with ownership in only 4 per cent of the current shows. The fact that they are topped by the nets is due primarily to the fact that the webs own most of the news shows, which ups their percentage.

Hummert Still Owns 'Em

The unique set-up between Producer Frank Hummert and the agency, Dancer-Fitzgerald-Sample (formerly Blackett-Sample-Hummert, which recently dissolved and re-emerged as the current agency) gives him and them a wide lead in program ownership. He (as air features) controls some 22 shows, while the agency has ownership of no less than 25 all-told. Nearest competitor in the field is J. Walter Thompson, which owns seven of the 17 programs it handles for the air, while Young & Rubicam, with 20 shows before the mikes, owns only two. Benton & Bowles has actually a higher percentage ratio of ownership to shows handled, according to the current set-up, as this agency as eight on the air and owns three. Ruthrauff & Ryan, with 16 shows on the air, is revealed here as owning only one. In the case of Batton, Barton, Durstine & Osborn (eight programs), this outfit builds shows and copyrights them in terms of sponsor ownership. This does much to up the sponsor-owning percentage. JWT, on the other hand, has a greater individual control of its programs than its sponsors. Foote, Cone & Belding, Russel M. Seeds and William Esty are other agencies with programs (8, 7, 7, respectively) but no ownership.

Among the reps, William Morris tops

the list with ownership of 13 programs, in two of which it splits rights with top stars and in one with the author and originator of the script. WM is well out in the lead from Trans-American with six shows, and Music Corporation of America with only two owned. A. & S. Lyons also controls two shows.

NBC-CBS Neck to Neck

The race between the two major nets, NBC and CBS, runs close, with the former owning 11 out of the 93 sponsored shows in the list, as against the latter's nine out of 85. Blue trails with four shows out of 38, while MBS, with 34 on the air, appears to own none.

Among the owner-artists represented are Bob Hope, Red Skelton, Gosden and Correll (Amos 'n' Andy), Bob Ripley, Bob Burns, Senator Ford, Phil Spitalny, Dale Carnegie, Irene Rich, Ed Gardner, Goodman Ace, Kay Kyser, Gertrude Lawrence and Norris Goff and Chester Laucks (Lum 'n' Abner), all of whom own completely or in part the programs in which they appear on the air.

Prominent among the writers, who also have final rights to their shows, are Carleton E. Morse, Dashiell Hammett, Elaine Carrington, Anne Nichols, Fran Stryker, Gertrude Berg and Clifford Goldsmith, and leading the miscellaneous group are Phillips H. Lord, Hi Brown, Dan Golenpaul, Al Siegal, as well as the Boston, New York Philharmonic Symphony societies and Met Opera.

"Jap" Gude Leaves CBS; Joins Stix in Talent Rep Firm

NEW YORK, Jan. 1.—J. G. (Jap) Gude is checking out of CBS today to join Thomas L. Stix, talent rep. Gude had been director of publicity in the halcyon days of CBS and of recent years has been an exec in net station relations sector.

His new affiliation sees him as a partner in the firm to be known as Stix & Gude. Stix has specialized in handling news commentators, the list including Raymond Gram Swing, John Gunther and John Vandercook.

With Gude joining up the organization will expand as general radio counsel, the idea being to provide radio savvy for small ad agencies.

Mike Special Announcements... KEEP TURNING

Burrell's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Barclay St., New York, N. Y.
BARCLAY 7-5371

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Now doing work for FRED 8x10
ALLEN, GLEN, GRAY, 50—\$4.13
HARRY, JAMES, HELEN FOR REST, etc. Quantities as low as 5¢. Write for Price List, 100—\$6.60
MOSS PHOTO SERVICE, 155 W. 46, N.Y. 19

Five-Way Pick-Up

NEW YORK, Jan. 1.—Maurice Joachim will do *The WJZ Cavalcade* skedded for tomorrow (2) 4-4:30. He will write and produce the show, a history of the station from its inception. . . . *Foreign Assignment* is on a week-to-week basis and will probably not continue beyond January 8 unless a sponsor decides to grab it. . . . Chick Vincent directs this for Souvaine. . . . Paul Stewart, who is directing *Over Here*, new legit show under Milton Barren's production, takes over *The Open Door* as Fred Welhe goes into army. . . . Stewart auditioned a new show for BBD&O last week called *Just Around the Corner*. . . . Roger Krupp is now announcing Gabriel Heatter show. . . . Tony Barrett playing Harry Shelby on *Perry Mason*.

Pat Wheel has snared running part on *Stella Dallas*. . . . New Blue sustainer transcribed is *Bat From Hell*, done by Stuart Buchanan, starring Ralph Bellamy. . . . Santos Ortega will play the role of Satan's henchman in the Blue show of that name. A. P. Kay and Kathleen Cordell included in the cast. . . . *Satan's Henchmen*, formerly *The Devil's Henchmen*, is skedded for 15 minutes once a week on the Blue. Bob Stevens will do it. . . . A new sustainer at WOR to begin January 8 is *For Parents Only*. Stresses applied child psychology. . . . Bob Laurence is leaving announcing staff of WOV. . . . A woman takes his place, first time a doll spels at night for station. She's Sarah Jane Troy, promoted from sound effects. . . . Hugh James, staffer at the Blue (Lowell Thomas's announcer), gets the build-up. He'll do newscasting in the 10:15-10:30 p.m. slot. . . . There's a little ranger around the house at the Fran Strykers. Fran writes *The Lone Ranger*. . . . Bill Zuckert, of CBS's *Joyce Jordan, M. D.*, is now with the Seabees. . . . Henry Marble is back staff-announcing at CBS, honorably discharged from the service.

CHICAGO, Jan. 1.—Groucho Marx will make his Pabst broadcast from the Great Lakes Naval Training Station early in February. . . . Frank Sinatra, stopping off in Chicago between trains on his way from New York to the West Coast, was none too co-operative with the newspapermen who were at the train to meet him, causing plenty of burn-ups. . . . Mark Russell, formerly program and music director of WOC, Davenport, Ia., has joined the production department of WGN and is handling *Johnnie Neblett's Open House* and other shows.

Kenneth Christiansen, night traffic manager for the NBC central division, has resigned to become traffic supervisor for the Blue network's central division.

Last week was a busy one for NBC's spot sales department, with new orders totaling 106 one-minute transcribed announcements and 91 time signal announcements and renewals, 754 spots and 32 time signals. . . . WLS listeners contributed more than \$13,000 to the WLS Listeners' Club to buy orthopedic walkers and wheel chairs for hospitals and children's homes.

Marvin Mueller and Ed Prentiss have traded announcer jobs on *Today's Children* and *The Guiding Light*. The former show is now plugging a breakfast food which is in direct competition to the product of the sponsor of CBS's *The Brewster Boy*, one of Mueller's many assignments, so it was necessary for Mueller to move. . . . *Crime Files of Flamond* is a new detective mystery show that bows on WGN Tuesday (4) for the Peter Hand Brewing Company, with Eddie Kahn as producer.

WASHINGTON, Jan. 1.—Barnard Bennett, former announcer at WBTA, Batavia, N. Y., stopping over between trains after being

honorably discharged from army at Camp Pickett, auditioned at WMAL (Blue) and got job on announcing staff. . . . Ken Banghart, WRC news spieler, instrumental in getting 1,500 cakes of soap turned over to Washington Stage Door Canteen. . . . Frank M. Russell, NBC vice-prexy in charge of DC office, back at work after being felled by pneumonia. . . . Ernest Simon now emseing new record show on WINX, interspersing sweet and swing records with chatter and anecdotes.

Two members of WMAL announcing staff greeted by "A Board of Your Neighbors" with result that Ray Michael is now at Camp Meade, Md., while John John Bradford is in navy. . . . Corporal Elwood Garrison back on local *Dreamhouse* show for a couple of guest appearances. . . . *War and Words* bowing in over WMAL under production of Gordon Hubbell. . . . Senator Dennis Chavez, of New Mexico, one of few Senators remaining in Capital over holiday, appeared this week on *National Radio Forum* (Blue). . . . Mary Francis Zarboch, WTOP flack, holidaying in Mexico. . . . Two new announcers at WMAL are Robert Tree West, formerly of WHOM, New York, and Allen Hampton, WLSL, Roanoke, Va. Jimmy Gibbons moving into the sports announcing field for same station.

PHILADELPHIA, Jan. 1.—Colgate-Palmolive-Peet and National Biscuit Company renewed their heavy spot campaigns on KYW for another 52 weeks. . . . Gil Babbitt, new WCAU publicity chief, takes over the station's nightly *Movie-Go-Round*, cinema chit-chat. . . . George V. Denny, moderator of Blue's *Town Meeting of the Air*, received annual award of local City Business Club. . . . Entire cast of *Winged Victory* to come in from New York on January 17 for banquet at Poor Richard Club. . . . Betty Behan newest member of KYW service staff. . . . Louis Jordan, this week on Betty King's and Bon Bon's *Diriana* revue via WCAU.

RKO placing heavy spot campaign on local stations for the "Iron Major" movie. . . . Dr. Leon Levy, WCAU prexy, off to Palm Beach, Fla. . . . Lewis & Gilman ad agency gets the Automatic Coal Burner Company account. . . . Enid Lloyd quit the WIP program department to join the WACS. . . . William Ludes new member of WPN engineering staff.

Alwyn Bach's nightly newscasts on KYW renewed for another 26 weeks by Studebaker Corporation. . . . Norman Jay, free-lance commentator, took his *Very Truly Yours* open letter forum to WMCA, New York, returning here on Sundays for his Yellow Cab stint.

HOLLYWOOD, Jan. 1.—Expanding program department of KMPC finds Don Otis taking over as director. . . . Bill Hoffman and Nilo Menendez doing double piano arrangements for Blue's coast show. *Musical Portraits*. . . . Ted Yerxa brings his *Lamplighter* show to KMTR, airing for 24 minutes on Saturday morning. . . . Max Terhune, Monogram sagebrush, star-guesting on Cottonseed Clark's *Hollywood Barn Dance*. . . . Bob Haymes, brother of warbling Dick Haymes, is featured on KNX *Sunday Night Salute*. . . . Roger K. Huston, of Chicago office of Radio Sales, in town for combination biz and vacation. . . . Cameras ceased to roll on Paramount's *Road to Utopia* while Bob Hope fights the flu. . . . Martha Tilton and producer-writer Jim Bloodworth, of *Campana Serenade*, train out for N. Y., where show will originate for two broadcasts. . . . Bob Burns getting the initial guest spot on the new Monty Woolley show. . . . Lew Porter taking bow as songwriter of the week on *Hollywood Spotlight*.

DuMont Television

Reviewed Wednesday, 8:30-10 p.m. Style—Variety and films. Sustaining on W2XWV (New York).

Lever Bros. and Tintex Company shared this 90-minute program. Their ad agencies handled shows. Ray Nelson, formerly in charge of WOR's DuMont Tuesday night presentations, produced and directed a variety show for Tintex for the Charles M. Storm Company, of which he is director of radio and television. Lever Bros.' half-hour offering was on for the ninth consecutive week, with Tom Hutchinson, of Ruthrauff & Ryan, handling scripting and direction. The Lever Bros.' show has shown steady improvement since its inception.

After station announcements and introductions by Dottie Wootin, a placard showing a Tintex box was held up by an attractive girl. Show entitled *Off With the Old—On With the New* attempted to serve a triple purpose—timeliness, Tintex theme and bringing entertainers before the camera. A couple sat in their home; she with a book, he with a newspaper. At each break in the presentation the man's paper bore important headlines that have appeared thru the year. The event was touched on briefly in script, running something like: Husband: "Roosevelt will speak tonight, we mustn't miss him." Wife: "Please turn the radio on now." Husband: "There's plenty of time." Wife: "No, I want to catch Virginia Christianson, who comes on just before the speech." Then the audience saw and heard the singer perform.

Quite an array of talent marched before the cameras. There was Bill Sherwin, cowboy singer; the Statler Twins, blond fem vocal duo; John Phillips, Josephine Kelly, Virginia Christenson and Dorothy Starr, singers; and Bob Parker, magician. The youthful Miss Kelly sang *Is It True?* and a yodeling number self-accompanied on a steel guitar. The magic, which was not professional, wasn't helped by the mike that revealed the click of a lever in the milk-disappearing act, giving the trick away.

Direct Tintex commercial showed sobbing girl, heartbroken because her last year's party dress just wouldn't do again. A wiser fem advises her to Tintex it. Result: new looking garment and smiles.

A little rehearsal would have made the couple in their living room more convincing, and the show could have been improved if as much time had been given to the selection of talent as to script.

British pic, *Now You're Talking*, and animated cartoon, *Bugville Romance*, were shown between live portions of the show.

Lever Bros. have added little musical rhymes, beginning with *Wednesdays at Nine—Lever Bros.' Time*, sung by Pat Murray. Sam Cuff, with his map talk, *The Face of the War*, was on schedule.

Two new personalities debbed for Lever, Ruth Wallace, a thoroly entertaining and good looking blonde who accompanies her songs on the piano, and Evelyn Applegate, young ventriloquist. Jerry, the Applegate dummy, got in some nice clean plugs for Lifebuoy, product featured thruout show. *Wanda Marvin*.

"Broadway Showtime"

Reviewed Monday, 10:30-11 p.m. Style—Musical. Sponsor—P. Ballentine & Sons. Agency—J. Walter Thompson. Station—WABC (New York) and CBS.

If only the scripter had junked that first edition of Joe Miller before he started to add the comedy to this one. William Gaxton might have made a more auspicious solo return (sans Victor Moore) to the air. Certainly what was given him to do—an amateurish re-hash of his stage success *The Connecticut Yankee*—was way below par, and things will have to be a great deal more pro and polished if this series is to go over as a ranking nighttime show.

Modernization of the 1927 musical comedy hit has been done very efficiently over at the Martin Beck Theater, and maybe the writer of this show ought to have dropped in to see what to, and what not to do, with a pop show before starting out, especially on the gags, many of which are just plain shriveled corn. This puerile script also hamstringed comedian Johnny Morgan, who makes a very poor ether showing, except with momentary flashes of his own material. There are a few chuckles there.

The one good thing about the program is the music, which still has that some-

"Star for a Night"

Reviewed Wednesday, 10:30-11 p.m. Style—Audience participation. Sponsor—Adam Hats. Agency—Glücksman. Station—WJZ (New York) and Blue.

The worst thing you can say about this program is that it follows in the footsteps of *Gateway to Hollywood* and *Do You Want To Be An Actor?* both shows which catered to the nonpro audience's yen to be a performer. The best you can say is that it's one of the few network shows that sounds like a local station must.

The basic idea is to take some well-known play or opera or situation, get three people from the audience, put them in the leads and, with the aid of a glib emcee and a male or female name playing straight and incidentally delivering an audience, play on the awkwardness of amateurs in the w.k. situations for laughs. It's the sort of stuff any local amateur hour, from a neighborhood theater, offers. It's also the sort of stuff any neighborhood gathering will produce.

So even tho it's soggy listening to the sophisticates it is also a cinch to have mass appeal. The problem is to reach the audience. There is the key to the success of this program. Quite possibly the nationwide chain of Adam Hats Stores may provide the basis for successful merchandising; and just as possibly they may not, since the show and the prize money, \$1,001 to the winner, will eat up about most of the advertiser's appropriation.

Best bit on the show was the corny routine wherein Douglas refused to let Hugh James, the commercial spieler, do his Adam Hats pitch. Familiar—and decidedly worth a royalty payment to someone of the ad-agency copymen who plotted this type of commercial in the past—yet effective.

With Kay Kyser on NBC and the Morton Gould-Alec Templeton show for Cresta Blanca on CBS as competition this one will have to step to get and hold an audience. *Lou Frankel*.

"These Are the People"

Reviewed Wednesday, 6-6:30 p.m. (PWT). Style—Musical-interviews. Sponsor—U. S. Maritime Commission, for San Francisco Bay Shipyards. Agency—James Houlihan (Oakland, Calif.). Station—KQW (San Francisco).

Show brings to the microphone a representative cross-section of musicians and other performers now employed in war work in San Francisco Bay area shipyards and is designed to reach white collar groups who are apprehensive about joining the ranks of manual workers for fear of loss of prestige.

In lieu of commercials, program caught presented interviews with shipyard employees who have some social or professional standing. For example, one interviewee was a State senator; another, a holder of an M.A. degree from Tulane University.

Bennie Walker emsees the talent end and presents three musicians and a singer who double in war work. These are Leon Seiff, violin soloist with the San Francisco Symphony; Randall Evans, San Francisco Opera Company tenor; Marcus Hall, of the Hall-Johnson Choir, and drummer-vocalist Bill Raible, formerly with Woody Herman's ork.

There's a contest angle, with the winner each week awarded a \$25 War Bond and an opportunity to compete in the finals for a week's paid engagement at the Warfield Theater. Show is fast moving, smoothly produced, and so much of the talent is represented by ex-professionals that it is lifted out of the amateur class. It's written by Ira Blue and produced by Ken Craig, with music by Ernie Gill's orchestra. Bob Goerner is the announcer. *Edward Murphy*.

thing, and as put over by thrush Rise Stevens and Jay Blackton and his boys makes up in part, at any rate, for the rest of the show. La Stevens does handsomely by *Can't You Do a Friend a Favor?* and *My Heart Stood Still*, while the choral effect goes over in the rendition of *On a Desert Isle*, and Miss Stevens and Gaxton put over *Thou Swell* in good style.

Connie Desmond sells the brew effectively, even if his commercials tend to be elastic. Briefer, punchier plugs would help. But the main thing is a script that will give Gaxton a chance to be the favorite Broadway star. *Frank Gill*.

Toscanini Concert Filmed by OWI for Overseas Hearings

NEW YORK, Jan. 1.—OWI this week filmed Arturo Toscanini conducting the NBC Symphony Orchestra in a special concert to be sent to reoccupied countries. Jan Pearce and the Westminster Choir handled the vocal parts of the all-Verdi program.

Toscanini volunteered his services to the project after he was warned by his physician against attempting a trip to the territory retaken by the Allies. The maestro had announced several weeks ago that he would tour these countries, conducting local orchestras in musical works banned by Hitler and Mussolini. The film will be shown in lieu of his personal appearances.

OWI staffers Irving Lerner headed the production and Alexander Hackenschmid was in charge of photography for the three-reeler which is expected to be ready for release around March 1.

2d House Ork for Arcadia

NEW YORK, Jan. 1.—Arcadia Ballroom here now has two "house" orks. Besides Paul Martell, who has become an institution at the spot, Sid Sudy, who has been the second band there for the past five months, has just been renewed for another six weeks.

Hackett to Dixieland Band

NEW YORK, Jan. 1.—Music Corporation of America had to cancel club dates booked for Bobby Hackett when the trumpeter left town this week to join the Original Dixieland Jazz Band currently touring with the Katherine Dunham Dancers. Dixieland band is under the direction of Tony Sbarbaro, drummer of the original outfit, who owns the title.

Oakland Indie Sells Dept. Store 16 Yuletide Shows

(Continued from page 4)

10:30 and 11:30 a.m. and 1:30, 3:05 and 4:05 p.m.

The indie station, a 1,000-watter, across the bay from San Francisco's 5 k.w.'s and 50 k.w.'s proved that, despite competition, which is toughest at holiday times with the nets putting on all-star shows, intelligent programing not only produces audiences but sponsors as well. Many outlets have wondered how an indie can put on five and a half hours of holiday shows, and so for the record *The Billboard* is printing KLX's parade as sold to Capwell, Sullivan & Furth.

CHRISTMAS EVE—DECEMBER 24

3:05 to 3:30 p.m.—Christmas Carols.
4:30 to 4:45 p.m.—*Christmas in Norway*. Gladys Uetch's narration of Christmas observances under Nazi rule in the Far North.

5:45 to 6 p.m.—Children's Christmas program.

Items of interest to the younger folk, including a short story, letter from a boy in the service to his father, and Christmas music.

6:05 to 7 p.m.—*A Christmas Carol*—Charles Dickens.

7:05 to 7:15 p.m.—Little Match Girl, Frank Luther, narrator, and Jesse Crawford at the organ presenting an adaption of Hans Christian Anderson's familiar story.

7:30 to 8 p.m.—*Hansel and Gretel*.
8:05 to 8:15 p.m.—*'Twas the Night Before Christmas*.

A familiar poem read by Frank Luther.

9:30 to 9:45 p.m.—*Evening Star*. Christmas carols interwoven with the story of the Nativity of Christ and the Star of Bethlehem, written and produced by Ed Calder, KLX program director.

10:15 to 10:30 p.m.—*Grandfather's Christmas Eve*.

Grandfather tells his grandson of the happy Christmas eves in by-gone years in Norway.

CHRISTMAS DAY—DECEMBER 25
6:30 to 7 a.m.—*Yuletide Melodies*.

Merry Xmas! (Plug)

NEW YORK, Jan. 1.—Radio editors received a touching bit of Christmas sentiment from C. Arthur Fifer, general manager of WTAD, Quincy, Ill., but Fifer did not forget to include the "commercials." What he sent was a professional copy of a song, *Now I Lay Me Down To Sleep*, bearing the BMI imprint and the information that words and music were written by, you guessed it, C. Arthur Fifer.

First 'Cola' Parade Of New Year To Use Three GAC Bands

NEW YORK, Jan. 1.—Howard Sinnott, one-night booker for General Amusement Corporation, succeeding in getting three of his agency's bands Coca-Cola shots for the first week of the new year. Tony Pastor starts the parade January 1 from Asbury Park, N. J.; Charles Spivak will be aired January 3 from New Haven, and Johnny Long will play the following night from St. Louis. Music Corporation of America books the Coca-Cola program.

Chick Mauthe Ill, Trask Filling in At Station WCKY

CINCINNATI, Jan. 1.—Clyde Trask, local pop ork leader, has taken over the musical directorship of WCKY, temporarily replacing Chick Mauthe, who is in Florida on a leave of absence because of ill health.

Trask, who has been associated with a number of name bands for several years, just wound up a 16-week engagement at the Beverly Hills Country Club, Southgate, Ky.

Another Scrap Drive Started --This Time by E. T.-ers, and for Vinylite

NEW YORK, Jan. 1.—A critical shortage of Vinylite, material vital to the making of electrical transcriptions, threatens to play havoc with the e. t. production schedules. Record makers are appealing to stations to return obsolete disks and may be obliged to halt new e. t.'s until sufficient scrap is salvaged.

Certain branches of the armed forces are feeling the pinch and, in order to supply them with the minimum requirements, their priorities on the material are becoming increasingly high. As the government agencies get first crack at available Vinylite, some e. t.-ers are scrambling madly to obtain enough of the patented plastic to stay in business.

Ben Selvin, of Muzak, states that in all his company's correspondence with the 150 stations which it services, pleas are being made for the return of old e. t.'s. So far, few stations have co-operated. Selvin says it is imperative that obsolete 16-inch disks be returned if new transcriptions are to be made.

According to spokesmen for Union Carbon & Carbide Company, which manufactures Vinylite, its production is the same as it has been for the last 18 months and the material has been put on allocation. They feel that the shortage must be due to a bulge somewhere between manufacturers, the War Production Board and the users, who make application to

Sun Shipbuilding Still Buying More Air Time for Man-Power Help

PHILADELPHIA, Jan. 1.—Sun Shipbuilding and Drydock Company, major war plant at near-by Chester, Pa., going on a real radio-buying spree in order to reach out for new war workers. With three programs on WFIL and one on WIP, ranging from patriotic to cash giveaway, already sponsored by the shipyard, war plant now turns to WCAU for the first time to spot still another new program series. Seeking to reach prospective war workers in the rural sectors, Sun Ship will depend largely on the hill-billy and mountain music to get across its "help wanted" messages. New show, starting tonight (1), 7-7:30 p. m., for a weekly ride, offers Bob Patrick and His Harmony Rangers. Joe Gottlieb, WCAU producer, directing the show. With this new program series, Sun Ship is easily the biggest buyer of radio time among the local war plants. It's reported au-

ditioning still a sixth air show even now.

the board for allocation of the plastic. It was not possible to determine whether the armed forces are using more of the material or if WPB red tape is tying up the available Vinylite. Many e. t.-ers are worried, however, as they have less than a 30-day supply of new Vinylite on hand.

Roy Eldridge 4-F, Building Large Ork

NEW YORK, Jan. 1.—Roy Eldridge is releasing a 15-piece orchestra which he will debut at the Rio Casino, Boston, on March 5, when he opens for a two-week run. Decision to augment was made when Eldridge received a 4-F draft classification last week. Until March Eldridge will continue to play dates with the six-piece crew he had been using to mark time until he received his draft rating.

Teagarden East for Jazz Concert, Basin Street

NEW YORK, Jan. 1.—Jack Teagarden has decided to take up permanent residence in Los Angeles, and will carry on all his band activities from that end. The band leader will be East again, however, for a guest shot on the Chamber Music Society of Lower Basin Street on January 16 and to take part in Esquire's jazz concert at the Metropolitan Opera House here two days later.

Ted Malone With ARPS

NEW YORK, Jan. 1.—Ted Malone, former assistant program director of WABC, CBS outlet here, has been appointed program director of Associated Recorded Program Service. Malone has also served in the capacity of program director for Station KMBC, Kansas City, and originated *Between the Book Ends*, 15-year-old program aired daily over the Blue Network.

W. C. Handy Improving

NEW YORK, Jan. 1.—W. C. Handy's condition has improved sufficiently for the composer to have played the piano last week. Handy was discharged from Harlem Hospital November 28.

Joe Davis 25G Suit Vs. Mayfair Asks Cut of ASCAP Money; May Mean Precedent

NEW YORK, Jan. 1.—Joe Davis's \$25,000 suit against Mayfair Music may establish a precedent if the plaintiff is successful in proving that he is entitled to a portion of Mayfair's public performance money, according to Benjamin Starr, Davis's attorney.

Davis's suit is based on a clause in the contract turning over the Joe Davis, Inc., catalog to Willie Horowitz and Abner Silver, providing for Davis to receive 25 per cent of the royalties derived from "any source or right now known or which may hereafter come into existence." Davis maintains that this includes ASCAP payments to the publisher, since it specifies "any source."

Mayfair, now owned by Edwin H. Morris, does not deny that it entered into the contract with Davis, but contends that the clause does not include ASCAP royalties, and has set up a counterclaim demanding that the original contract be re-

phrased to provide specifically that Davis is not entitled to any income from ASCAP.

Clause now in dispute before the New York Supreme Court is the same one which was used in standard SPA contracts until about six months ago, when the Songwriters' Protective Association revised its pacts to specifically omit payments from publishers on ASCAP performance money. Starr maintains that if the court upholds Davis's interpretation of the words "any source," songwriters will have a precedent on which to demand a percentage of ASCAP royalties from publishers under contracts in force before the SPA clause was revised.

Davis's suit demands 25 per cent of ASCAP royalties collected by Mayfair since December 1, 1939, the date when the Davis catalog was transferred to Horowitz and Silver, who subsequently changed the name to Mayfair Music before selling to Morris.

AGENCIES' THRUSH-SWOON \$

Former Band Vocalists Took Place of Drafted Orksters; Few New Band Names Around

NEW YORK, Jan. 1.—Band agencies have just closed their books on one of the surprising, whackiest and profitable years in their history. Altho the exact figures are jealously guarded by the respective agencies, the accountants' statements show that each firm has done a larger gross business than the year previous. In some cases the profits run slightly under because of increased operational expenses but in others the gravy is much thicker than it was in '42.

The unexpected lies in the fact that the upped grosses did not result from an influx of new name bands to replace the drafted ones. The replacements came from band vocalists who decided to cut loose as singles in unprecedented numbers and with phenomenal success.

There are very few bands indeed whose commissions add up to \$50,000 a year for an agency. Frank Sinatra's must have come close and next year will probably double that figure. Last September Music Corporation of America contributed \$25,000 to the \$60,000 kitty Sinatra needed to buy back Tommy Dorsey's 43 per cent interest in him—and MCA kicked in that dough for the privilege of collecting commission on The Voice 14 months from that date.

Dick Hames helped William Morris swell its totals and Perry Como did nicely for GAC, who is still collecting on all Sinatra's bookings until his contract with them runs out. In fact, every agency man has kept his eyes peeled for band vocalists who were ready to check out of the band that was paying their salary. And that went for girls as well. MCA got Amy Arnell, William Morris started booking Helen Forrest and Fredrick Bros. signed Ella Mae Morse.

Top Dough for Top Bands

The other most important single factor contributing to the big business done by agencies was the highly developed marketability of bands for theater and film work. Hardly a band of any consequence went thru the year with less than one picture under its belt. The top names averaged two pix at top money and many secondary names, not big enough to rate star billing, did almost as well by playing a tune or two in as many as a half-dozen films.

And speaking of top names, they never before topped the money they earned for theater work. In previous years a \$10,000 weekly salary was reserved for a couple; no less than nine did that or better in '43 and at least nine more were on the fringe.

The biggest grossers among the band leaders this year were Kay Kyser, Sammy Kaye, Jimmy Dorsey, Tommy Dorsey, Benny Goodman, Harry James, Horace Heidt, Ted Lewis, Phil Spitalny, Charlie Spivak, Vaughn Monroe, Woody Herman, Cab Calloway, Freddy Martin, Duke Ellington, Guy Lombardo, Xavier Cugat, Lionel Hampton, Abe Lyman and Count Basie.

But for agencies the important thing was the fact that every band on its rosters worked. Formerly, the big ones worked steadily and the little ones scuffled. In '43, bookers collected commission virtually 52 weeks a year from every band, large or small.

No New Names in '43

One of the strangest features of the year was the lack of new bands to fill the ranks. A few leaders like Tiny Hill showed up briefly in the East but for the most part, territorial outfits remained in their own back yards.

George Auld, back from service in the army, is off to a fair start but his real progress will be charted in '44. Dean

Hudson, Chuck Foster and Herbie Fields are others who are once more civilians but none of them is in a class where he means too much to the agency booking him.

A few old-timers like Abe Lyman, Vincent Lopez, Richard Himber, George Olsen and Leo Reisman increased their activity but dozens of vets who expected to rediscover gold mines are panning only enough to keep them working at small class spots.

Draft Didn't Hurt in '43

Another odd feature was the small number of names drafted during '43. Vaughn Monroe actually disbanded his orchestra after receiving his induction notice but wound up with a surprise 4-F. Others in the same classification, received in the past 12 months, are Hal McIntyre, John Kirby, Louis Jordan, Red Norvo, Erskine Hawkins, Cootie Williams and Teddy Powell.

Many of the band vocalists who developed into heavy earners as singles expected draft calls but only Frank Sinatra was tabbed, and he was rejected. Bob Eberly is now in the service but he had not yet broken away from the Jimmy Dorsey band.

The confusion surrounding the provisions for drafting fathers has delayed the sending of many draft board notices to swoon-crooners and band leaders alike but the announcement that an opening of the second land front in Europe is not far off will probably bring "greetings" for many agency meal-tickets.

However, after witnessing what happened to the music biz in '43, anyone who ventures a prediction on next year's developments is out of this world.

D'Amico, Hines Start Pub

NEW YORK, Jan. 1.—Another band leader-owned music publishing firm has been opened, headed by Nick D'Amico and George Hines, a member of his outfit, to be known as Versailles Music. First plug tune of the new firm is *Blue in the Black of the Night*.

Ford Cancels Tommy Dorsey Broadcasts and One-Night Promoters Suffer Much Pain

NEW YORK, Jan. 1.—Without advance notice or explanations, Ford Motors this week canceled the series of broadcasts Tommy Dorsey was to begin for the motor company Thursday (6) on a five-times-a-week basis. Program was to have been heard Mondays thru Fridays from 8:15-8:30 on the Blue.

At press time, Music Corporation of America, which booked the show for Dorsey, still expressed hope that the snag would be straightened out after it went further into the matter with Ford and J. Walter Thompson, agency handling the show.

However, the cancellation of the broadcasts threw a monkey wrench into Dorsey's other bookings. Altho the leader was to have been free to do his air shots from any spot he chose, he had intended sticking around New York for a while and playing a number of one-night dates in this territory. MCA's one-night department had already set him for a dance at Cornell University and other spots, including some by regular dance promoters.

Charlie's Kindergarten

NEW YORK, Jan. 1.—Charlie Spivak's 3,900-odd covers at the Hotel Pennsylvania during his first week is supposed to have established a new house record but he also established another record—attracting the youngest dancing public ever seen. If long trousers were reserved for boys over 14 years old, as they once were, a lot of Spivak's fans would have showed up in knickerbockers. Veteran waiters in the room are goggle-eyed at the youthfulness of the customers. One of them observed: "I've worked here since the room opened. We used to think college boys were kids. We finally got used to seeing high school children come here without their parents. But now! From public schools they come!"

Which is not bothering Spivak one whit. Those kids are the ones who stand on line outside the Paramount, become record collectors, grow up and become heavy spenders.

Vogel, Rossiter Still Disputing Rights to "Some These Days"

NEW YORK, Jan. 1.—Jerry Vogel was granted an examination of Will Rossiter one day before trial in a decision by the U. S. Circuit Court of Appeals, reversing a previous ruling in Federal Court. Trial is expected within the next couple of weeks.

Rossiter had been granted a judgment against Vogel by the lower court in a suit over the song *Some of These Days*, but the Court of Appeals reversed the judgment in favor of Vogel. Rossiter claims to have renewal rights on the song, which Vogel maintains were assigned to him by songwriter Shelton Brooks in 1937.

Brooks, named as one of the defendants, contends he turned the renewal rights over to Vogel and that Rossiter obtained them by fraud. Brooks claims he thought he was signing a bill of sale for foreign rights when actually he signed a renewal contract with Rossiter, the original publisher of the song.

BMI's Interest In Ford Music Is Mainly Disks

NEW YORK, Jan. 1.—BMI has succeeded in tying in with a disk company by financing Ford Music, new publishing firm started by Eli Oberstein, recording chief of Classic Records. New tie will give BMI a better than even chance of getting its own tunes waxed on Oberstein's Hit label.

In spite of the fact that two of the major recording companies, Victor and Columbia, are owned by radio interests, the radio-financed BMI has never received preferential treatment from either disk firm. In the past few months, it has been reported that radio execs have been regarding the publishing end of BMI with more interest, and the possibility exists that the org will get more attention when Columbia and Victor start recording again. However, until that time arrives, the Broadcast Music mentors decided that a deal with Oberstein would give it an ace in the hole.

Sam Wigler, with Witmark until last week, will be associated with Oberstein in the publishing venture.

Fay's Relights With Sepian Stage Talent Set for Few Months

PHILADELPHIA, Jan. 1.—Fay's Theater, devoted to a sepia stage band policy, reopened last week with Ethel Waters after being dark for three weeks because of dearth of attractions. However, prospects for the new year are good, and Sid Stanley, house manager, disclosed the house has lined up an impressive array of sepia names to insure continuous operation. Starting the new year off with Louis Jordan, Fay's has lined up for succeeding weeks, Lucky Millinder, Benny Carter, Nat Towles with movieland's Man-Tan Moreland, Jimmie Lunceford, Earl Hines, Count Basie, International Sweethearts of Rhythm and Mills Brothers. Also has definite commitments for Duke Ellington and Lionel Hampton, dates to be set later.

Savoy Waxing Pops, Signs Paul Martell

NEW YORK, Jan. 1.—Savoy Records is moving into the pop tune field, having signed Paul Martell to a term contract last week in an endeavor to build a roster of dance bands. Martell has been the house band at the Arcadia Ballroom here for umpteen years.

Savoy entered the pop market for the first time almost a year ago, with its waxings of *It Can't Be Wrong* and *As Time Goes By*, by Ross Leonard.

Wallace Re-Elected Prexy Of Local 47 for 5th Term

LOS ANGELES, Jan. 1.—Annual election of officers for Local 47, AFM here, resulted in J. K. (Spike) Wallace landing the prexy spot for the fifth time. Wallace polled 808 votes against combined tally of 87 run up by opponents Owen Bartlett and Alfred C. Parolino.

What's the Password?

DES MOINES, Jan. 1.—Art Kassell, Midwest band leader, is shopping for a big tooth to hang from his watch chain. Kassell recently played six Elk dances in a row in Eastern Iowa, at Waterloo, Fort Madison, Cedar Rapids, Ottumwa, Fairfield and Muscatine.

"Caissons" Ruled in Public Domain by U. S. Appeals Court

NEW YORK, Jan. 1. — The *Caissons* marching song was declared in public domain by the U. S. Circuit Court of Appeals Wednesday (29), in a decision upholding a Federal Court ruling. Higher court ruled that the song had never been copyrighted by its composer, the late Brig. Gen. Edmund L. Gruber.

Suit had been brought by Shapiro, Bernstein and two members of the musical staff at West Point, Philip Egner and Frederick C. Mayer, against E. C. Shirmer Music. Plaintiffs claimed that Gruber had assigned his rights to the staff members of the military academy in 1921 for a compilation of West Point songs, and charged that Shirmer with copyright infringement. Court ruled that the composer merely gave Egner and Mayer the right to use the song in their compilation, but did not assign the copyright.

Lyman Ready for USO Overseas Trip; Barnet Wants to Go

NEW YORK, Jan. 1.—Abe Lyman is reported set for an overseas trip for USO immediately following his run at the Essex House here, where he closed Thursday (6). Sidemen are reported receiving inoculations this week.

Charlie Barnet is the latest band leader to add his name to the list of those who want to travel abroad for USO. Barnet has made his application, and is reported ready to leave after his current run at the Strand Theater here, where he opened yesterday (31) for five weeks.

Barnet Dropping Mixed Ork

NEW YORK, Jan. 1.—Charlie Barnet will stop using colored musicians following his current Strand Theater engagement. Move is said to be dictated by a desire to make himself eligible for dates in more spots. For the past two years, Barnet has used at least one, and frequently as many as four, Negro sidemen. Barnet's managers claim the leader has not taken a financial loss, but has felt the strain of playing a mixed band in areas where prejudice still exists.

Barnet is using only Peanuts Holland for his Strand date.

ON THE STAND

Reviews of orchestras playing hotels, night club and ballroom locations and one-nighters.

Xavier Cugat

(Reviewed at Waldorf Astoria Hotel, New York)

XAVIER CUGAT has been brought back to his regular New York location in time for the holidays and a nicer gift the Waldorf couldn't present to its swank clientele. Twenty-eight people occupy the bandstand and among them are a 9-piece vocal choir, a couple of maracca shakers, a bongo man, a marimba plunker and assorted instrumentalists who double on assorted instruments. With that palette to select his musical colors from, Cugat, who has a rep as a caricaturist in another medium, paints a mighty pretty picture.

Besides being an artist, Cugat displays considerable skill as an architect in building his dance sets. First comes a lilting Viennese waltz, all strings, piano and marimba; then a popular ballad, slow and sweet to sustain the mood, but richer in tone thru the use of a vocal background. Without a pause, he swings into a tango, still soft and slow, but with all the Latin rhythm-makers joining in. Then something swingier, like *Bim Bam Boom*, with Lina Romay pitching the lyrics, volume and intensity building. Finally a fast, torrid rumba, to make the hips swing wider and the breath come faster, and the joint is jumpin'.

This Lina Romay is better and prettier than ever. Perhaps she's borrowed a leaf from Carmen Miranda, who breaks it up every time she lets go; at any rate, there is now more abandon in Miss Romay's warbling (and derriere tossing) and it's *muy* becoming.

Cugat is a vet in this spot but this date finds him at the top of his popularity with multiple films and radio commercials to his credit. Which ain't bad for the hotel management.

Elliott Grennard.

Bob Strong

(Reviewed at Roseland Ballroom, New York)

THIS is Bob Strong's first appearance in these parts and he registers nicely, altho it is questionable whether a dance-hall is the most suitable showcase for his type of music.

Strong put in a number of years working radio commercials emanating from Chicago and his band style clearly reflects radio demands. Melody predominates and it is not buried in complicated arrangements. Likewise, library runs to standard show tunes and popular ballads and a hotel, catering to a more staid trade, might find Strong just to its taste. Dancers are treated to a strong 4/4 beat that makes terping easy and pleasurable.

"March of Time" Pays Visit To Music Row--Sees All, Tells Almost Nothing

NEW YORK, Jan. 1.—*Up-Beat in Music*, *March of Time's* newest film which will be distributed nationally this week, doesn't make any particular point (it's supposed to be about the "new kind of music" created for this war) but it sure is a terrific plug for half the names in the music business. About the only one missing is Frank Sinatra, and that isn't M. of T.'s idea; RKO sued to have *The Voice* cut from the film.

Capt. Glenn Miller starts the parade of names as he is shown reviewing his air corps ork pumping out march music, with the drums and bass fiddles on trucks (!). Cut (for no apparent reason) to the office of MPPA where Harry Fox gets a close up for helping the army plan its V-disk program; to the Music Division of Special Services where Capt. Harry Salter, former radio orkster, is chewing the fat with Benny Goodman, Tommy Dorsey, Fred Waring and Paul Whiteman; to the American Theater Wing's Music War Committee listening to a couple of songwriters demonstrating a war song. The M. of T. build-up for this scene is a inspiring little editorial

able. Occasionally, the band tees off on a *One O'Clock Jump* with half a dozen boys getting solo nods. Much more successful are the band's light jumpers where the tempo is slower, the beat lighter and the riffs are played ensemble by the six brass, five saxes and four rhythm.

Band carries two warblers. Betty Martin is a pretty blond but suffered from a sore throat night caught. Johnny Allen was heard frequently and suffered from nothing. He's a tall, cute, dimpled youngster who sings in a mellow baritone, phrases gracefully and the gals did not keep their approval a secret. It it stands now, the lad is Strong's most valuable asset.

Leader is an earnest musician who spends most of his time playing with the read section and does his fronting with a sax dangling from his neck-strap.

Elliott Grennard.

Dean Hudson Kept Busy

NEW YORK, Jan. 1.—Dean Hudson has been kept busy since he reorganized his outfit after receiving an army discharge. Hudson plays a return date at the Palomar Ballroom, Norfolk, Va., opening on January 12 for two weeks, and follows with a two-week run at the Flagler Gardens, Miami, on January 31, when Mal Hallett closes the spot.

20 Bands Did Bulk of Free Dates Played by 22,662 of 802 Members in Past Year

NEW YORK, Jan. 1.—Local 802 here, AFM's largest local, took stock of the war activities of its members for the past year, and found that 22,662 musicians had volunteered their services to perform for 21 organizations, including canteens, USO Camp Shows, war relief orgs, government agencies and hospitals, in a total of 3,047 appearances.

Special mention for an outstanding amount of time devoted to war activities was given to Carmen Cavallaro, Cab Calloway, Ray Heatherton, Raymond Scott, Ted Straeter, Dick Kuhn, Mousie Powell, Al Trace, Nat Brusiloff, Phil Bennett, Jack Shandlin, Walter Perner, Paul Ash, Manny Prager, Don McGrane, McNamara Band, Roxy Theater ork and three radio orchestras, the WOR Dance Band, the WOR Symphony and the NBC Symphony. Altho few of those given special men-

stating: "We're still waiting for the great war song!"

Everything But the Kitchen Sink

There's no point trying to follow the continuity, everything is in from James Petrillo at the War Labor Board disk ban hearings to a shot of the ASCAP board with Deems Taylor presiding.

A Bouquet From Deems

At the preview caught James Taylor let go with a ripe razzberry when James Petrillo was shown dictating a Federation report explaining that the \$3,000,000 the AFM hoped to collect from diskers would help develop American culture. Petrillo was not present to return the compliment when Taylor's face was flashed on the screen.

Also included in the short are shots of the Metropolitan opera company doing its stuff for soldiers, longhair composers and performers, Local 802's exchange floor and George Gershwin playing *I've Got Rhythm*.

M. of T. as Press Agent

Altho almost everybody in Music Row received a free mention, the best plugs went to:

Benny Goodman leading his band thru a chorus of *Henderson Stomp*.

Perry Como singing a chorus of *Now* into a CBS microphone.

Marion Anderson singing part of a spiritual into an NBC microphone.

Bea Wain in a V-gown singing a chorus of *Put Your Arms Around Me, Honey*, as part of a *Hit Parade* broadcast.

Serge Koussevitsky conducting the Boston Symphony with the camera face on, looking like Leopold Stokowski.

Sgt. Eugene Liszt playing a concerto with the Fort Monmouth orchestra, looking like a G. I.

Duke Ellington in a leopard-skin dressing gown composing at his piano, looking like a glamor boy.

Jimmy Petrillo looking like a business man.

Elliott Grennard.

GAC Gets Fields

NEW YORK, Jan. 1.—Herbie Fields, who was leading a Fort Dix band prior to his discharge from the army and has been reorganizing a civilian outfit with Music Corporation of America apparently having the inside track, signed with General Amusement Corporation last week.

Fields opened his first engagement at the Palomar Ballroom, Norfolk, Va., Monday (27) for two weeks. Add irony: GAC booked Fields into the Palomar thru MCA, which has an exclusive on the Norfolk location.

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- ★Each chord combination is written in score form.
- ★Each on a separate chart and
- ★No piano is needed to make successful orchestration with the MELLOWAY ARRANGER.
- ★It's yours—now—for a ONE DOLLAR BILL.
- ★They're going fast—so don't delay.

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Hottest RECORDS in town

MAKE WITH THE BULLETS, BENNY (SAVOY) **backed up with** OH, THEODORA (SAVOY)

JOHNNY DOUGHBOY POLKA (SAVOY) SEND ME SOME ROSES (SAVOY)

IF I WERE THE MOON (BLUEBIRD RECORDS) (SAVOY) SHE DIDN'T LAY THAT PISTOL DOWN (SAVOY)

THEY'RE SENDIN' THE JUDGE TO JAIL (SAVOY) NO LOVE BLUES (VICTOR LABEL) (SAVOY)

I DON'T STAND FOR THAT JIVE (SAVOY) GET IN TOUCH WITH ME (SAVOY)

BUNNY'S BOOGIE (SAVOY) YOU PUT A PATCH ON MY BROKEN HEART (SAVOY)

CHERIO MUSIC PUBLISHERS, INC. RYTVOC, INC. (Music Publishers)
1585 Broadway, New York 19



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WEA, 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
Army Air Corps	Fischer
Auld Lang Syne	P. D.
Besame Mucho	Southern
By the River of the Roses	Shapiro-Bernstein
Candlelight and Wine (F)	Miller
Don't Sweetheart Me	Advance
For the First Time	Shapiro-Bernstein
Have I Stayed Away Too Long?	Famous
Home	Am. Academy of Music
How Sweet You Are (F)	Remick
I Couldn't Sleep a Wink Last Night (F)	Harms
Is My Baby Blue Tonight?	Broadway
I've Had This Feeling Before (F)	Santly-Joy
Little Did I Know	Lincoln
Music Stopped (F)	Robbins
My Heart Tells Me (F)	Bregman-Vocco-Conn
My Ideal	Paramount
My Shining Hour (F)	Morris
No Love, No Nothin' (F)	Triangle
Oh, What a Beautiful Morning (M)	Crawford
Old Acquaintance (F)	Witmark
Paper Doll	Marks
People Will Say We're in Love (M)	Crawford
Say a Prayer for the Boys Over There (F)	Southern
Shoo-Shoo Baby (F)	Leeds
Someone To Love	Block
Speak Low (M)	Chappell
Star Eyes (F)	Feist
They're Either Too Young or Too Old (F)	Witmark
When They Ask About You	Berlin
White Christmas (F)	Berlin

Lucky Strike HIT PARADE

CBS, Saturday, January 1, 9:45 p.m.

TITLE	PUBLISHER
My Heart Tells Me	Bregman, Vocco & Conn
White Christmas	Berlin
I'll Be Home for Christmas	Melrose
Paper Doll	Marks
Shoo-Shoo Baby	Leeds
Oh, What a Beautiful Morning	Crawford
People Will Say We're in Love	Crawford
For the First Time	Shapiro-Bernstein
Pistol Packin' Mama	Morris
Praise the Lord and Pass the Ammunition	Paramount

ALL-TIME HIT PARADE

NBC, Friday, December 31, 8:30-9 p.m.

TITLE	PUBLISHER
Forty-Second Street	Witmark
As Time Goes By	Harms
Lullaby of Broadway	Witmark
California, Here I Come	Remick
I Can't Give You Anything But Love	Mills
Chattanooga Choo Choo	Robbins
My Heart Tells Me	Bregman-Vocco-Conn
Praise the Lord and Pass the Ammunition	Paramount
Comin' In on a Wing and a Prayer	Robbins
There'll Be a Hot Time in the Old Town Tonight	Marks
There's a Tavern in the Town	P. D.
Auld Lang Syne	P. D.

Hits, Hits and More Hits!
From Santly-Joy
I'VE HAD THIS FEELING BEFORE

(But Never Like This)
PERRY COMO—VICTOR #20-1548
JOHNNY LONG—DECCA #4429

●
TAKE IT EASY
GUY LOMBARDO—DECCA #18573

●
Watch for This New Novelty Sensation!
IT'S LOVE, LOVE, LOVE!

●
SANTLY-JOY, Inc.
MUSIC PUBLISHERS

1619 BROADWAY • NEW YORK 19, N. Y.

TOMMY VALANDO
Prof. Mgr.

JACK FAY, Boston
BENNY MILLER, Chicago
DAVE BERNIE, Hollywood

Music Popularity Chart Week Ending Dec. 30, 1943

BEST SELLING SHEET MUSIC

This compilation is based upon weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See Part 3 for sources.)

NATIONAL

POSITION	Last Wk.	This Wk.	Title	Composer
1			1. Paper Doll	Marks
2			2. My Heart Tells Me	Bregman, Vocco & Conn
3			3. Oh, What a Beautiful Morning	Crawford
4			4. People Will Say We're in Love	Crawford
7			5. Pistol Packin' Mama	Morris
8			6. Shoo-Shoo Baby	Leeds
6			7. They're Either Too Young or Too Old	Witmark
9			8. Victory Polka	Chappell
—			9. How Sweet You Are	Remick
5			10. I'll Be Home for Christmas	Morris
11			11. For the First Time	Shapiro-Bernstein
15			12. Say a Prayer for the Boys Over There	Southern
13			13. My Ideal	Paramount
—			14. No Love, No Nothin'	Triangle
—			15. White Christmas	Berlin

SECTIONAL

EAST COAST

POSITION	Last Wk.	This Wk.	Title
1			1. My Heart Tells Me
6			2. Little Did I Know
3			3. I'll Be Home for Christmas
7			4. People Will Say We're in Love
4			5. Paper Doll
8			6. Shoo-Shoo Baby
2			7. Oh, What a Beautiful Morning
13			8. White Christmas
9			9. They're Either Too Young or Too Old
11			10. No Love, No Nothin'
12			11. How Sweet You Are
—			12. Star Eyes
14			13. Victory Polka
—			14. When They Ask About You
—			15. My Shining Hour

SOUTH

POSITION	Last Wk.	This Wk.	Title
1			1. Paper Doll
2			2. My Heart Tells Me
5			3. People Will Say We're in Love
—			4. How Sweet You Are
3			5. Oh, What a Beautiful Morning
4			6. Pistol Packin' Mama
10			7. They're Either Too Young or Too Old
8			8. Shoo-Shoo Baby
—			9. Besame Mucho
11			10. For the First Time
14			11. Victory Polka
7			12. The Dreamer
—			13. I'll Be Home for Christmas
—			14. My Shining Hour
—			15. My Ideal

MIDWEST

POSITION	Last Wk.	This Wk.	Title
2			1. Paper Doll
5			2. Oh, What a Beautiful Morning
3			3. My Heart Tells Me
9			4. Pistol Packin' Mama
10			5. People Will Say We're in Love
7			6. Victory Polka
—			7. Say a Prayer for the Boys Over There
6			8. My Ideal
8			9. They're Either Too Young or Too Old
11			10. Shoo-Shoo Baby
—			11. For the First Time
4			12. I'll Be Home for Christmas
—			13. No Love, No Nothing
—			14. White Christmas
13			15. How Sweet You Are

WEST COAST

POSITION	Last Wk.	This Wk.	Title
1			1. Paper Doll
2			2. My Heart Tells Me
3			3. Oh, What a Beautiful Morning
10			4. My Ideal
12			5. Shoo-Shoo Baby
7			6. Pistol Packin' Mama
8			7. They're Either Too Young or Too Old
9			8. Put Your Arms Around Me, Honey
4			9. People Will Say We're in Love
11			10. For the First Time
13			11. Say a Prayer for the Boys Over There
—			12. Sunday, Monday or Always
—			13. The Dreamer
—			14. Little Did I Know
—			15. Speak Low

"HARLEM" HIT PARADE

Following list of most popular records in Harlem is based on sales reports from the leading race music stores. (See Part 3 for sources.)

POSITION	Last Wk.	This Wk.	Title	Artist	Label
2			1. Shoo-Shoo Baby	Ella Mae Morse	Capitol
3			2. Don't Cry, Baby	Erskine Hawkins	Bluebird
—			3. It Must Be Jelly	Glenn Miller	Victor
1			4. Ration Blues	Louis Jordan	Decca
5			5. Sweet Slumber	Lucky Millinder	Decca
—			6. Do Nothing Till You Hear From Me	Duke Ellington	Victor
—			7. G I Jive	Johnny Mercer	Capitol
4			8. All for You	King Cole Trio	Capitol
6			9. Paper Doll	Mills Brothers	Decca
—			10. A Slip of the Lip	Duke Ellington	Victor

Songs now among the most played...

Performance Rights Licensed by

BMI

- PISTOL PACKIN' MAMA
- PAPER DOLL
- BESAME MUCHO
- SOMEONE TO LOVE
- POINCIANA
- IN A FRIENDLY LITTLE HARBOR
- I'M LIVING FROM KISS TO KISS
- NO LETTER TODAY
- TICO-TICO
- I'LL BE AROUND
- I HEARD YOU CRIED LAST NIGHT
- THE THINGS THAT MEAN SO MUCH TO ME
- DO YOU KNOW

No.

And

Publishing the Score from the Forthcoming Broadway Musical . . .

"Marianne"

Featuring

ERNEST TRUOX

MARY JANE WALSH

JERRY WAYNE

VIRGINIA MacWATTERS

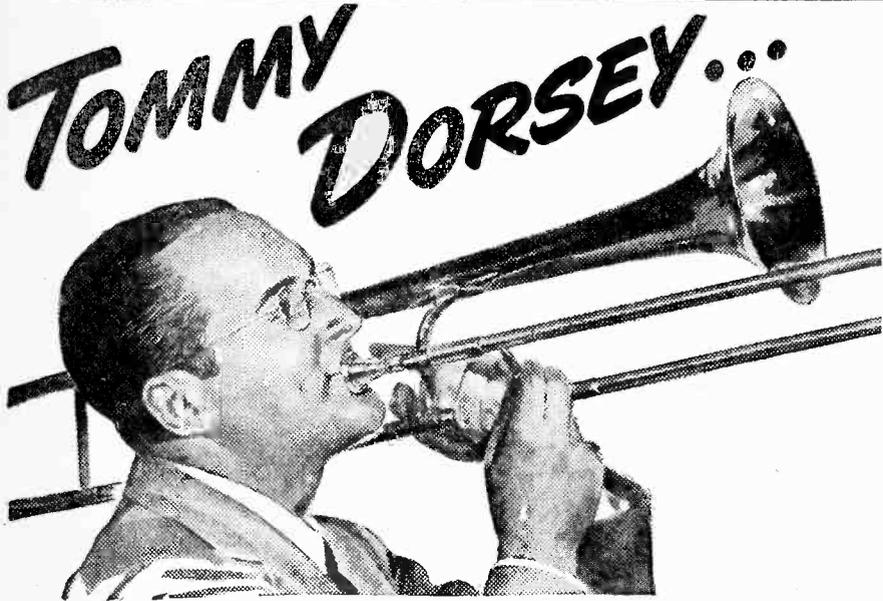
Watch for These Future Number Ones:

- DON'T WORRY, MOM
- I DON'T WANNA BE ALONE TONIGHT
- IF I WERE THE MOON
- HOLKA POLKA
- SO GOODNIGHT (From "Hi' Ya, Sailor")
- STARLIGHT AVENUE

BROADCAST MUSIC, Inc.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

JIMMIE CAIRNS • EDDIE JANIS • IRVING TANZ • ELMORE WHITE



HIS NEW VICTOR RELEASE IS TORCHY ON THE A SIDE...TORRID ON THE B SIDE. (BETTER DE-CIDE TO ORDER TODAY!)

Victor { **The Night We Called It a Day**
(Vocal by Jo Stafford and The Pied Pipers)
20-1553 { **Another One of Them Things**
—Tommy Dorsey and His Orchestra

ERSKINE HAWKINS...



THE 20TH CENTURY GABRIEL SKYROCKETS THROUGH HOT GROOVES ON A DISC THAT MAKES HIS TRUMPET TALK.

Bluebird { **Cherry** (Vocal by Jimmy Michelle)
30-0819 { **Country Boy**
—Erskine Hawkins and His Orchestra

TUNE IN: RCA's great show, "What's New?" To help us make new Victor and Bluebird Records for you, sell your old ones to your distributor.

THE TUNES THAT NAB THE NICKELS ARE ON VICTOR AND BLUEBIRD RECORDS!



BUY WAR BONDS EVERY PAYDAY



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. (See sources in Part 3.)

NATIONAL

POSITION	Last Wk.	This Wk.	Artist	Label
1		1.	Paper Doll	Mills Brothers Decca
2		2.	My Heart Tells Me	Glen Gray Decca
5		3.	They're Either Too Young or Too Old	Jimmy Dorsey Decca
—		4.	Star Eyes	Jimmy Dorsey Decca
8		5.	Shoo-Shoo Baby	Ella Mae Morse Capitol
6		6.	Oh, What a Beautiful Morning	Bing Crosby Decca
—		7.	Pistol Packin' Mama	Al Dexter Okeh
3		8.	I'll Be Home for Christmas	Bing Crosby Decca
7		9.	Shoo-Shoo Baby	Andrews Sisters Decca
—		10.	Oklahoma Album	Decca

SECTIONAL

EAST

POSITION	Last Wk.	This Wk.	Artist
1		1.	Paper Doll—Mills Brothers
3		2.	My Heart Tells Me—Glen Gray
4		3.	Oklahoma Album
8		4.	Besame Mucho—Jimmy Dorsey
—		5.	People Will Say We're in Love—Frank Sinatra
—		6.	Oh, What a Beautiful Morning—Frank Sinatra
6		7.	Pistol Packin' Mama—Al Dexter
7		8.	People Will Say We're in Love—Bing Crosby
2		9.	I'll Be Home for Christmas—Bing Crosby
—		10.	Shoo-Shoo Baby—Ella Mae Morse

SOUTH

POSITION	Last Wk.	This Wk.	Artist
1		1.	Paper Doll (Mills Brothers)
5		2.	Shoo-Shoo Baby (Andrews Sisters)
2		3.	My Heart Tells Me (Glen Gray)
6		4.	Oh, What a Beautiful Morning (Bing Crosby)
—		5.	Pistol Packin' Mama (Al Dexter)
—		6.	People Will Say We're in Love (Bing Crosby)
—		7.	Star Eyes (Jimmy Dorsey)
—		8.	My Ideal (Jimmy Dorsey)
4		9.	They're Either Too Young or Too Old (Jimmy Dorsey)
—		10.	How Sweet You Arc (Kay Armen)

MIDWEST

4		1.	Paper Doll (Mills Brothers)
5		2.	They're Either Too Young or Too Old (Jimmy Dorsey)
3		3.	My Heart Tells Me (Glen Gray)
—		4.	The Dreamer (Kay Armen)
—		5.	Pistol Packin' Mama (Bing Crosby-Andrews Sisters)
—		6.	Pistol Packin' Mama (Al Dexter)
2		7.	I'll Be Home for Christmas (Bing Crosby)
10		8.	Star Eyes (Jimmy Dorsey)
7		9.	White Christmas (Bing Crosby)
9		10.	Oh, What a Beautiful Morning (Bing Crosby)

WEST COAST

—		1.	Boogie Woogie (Tommy Dorsey)
7		2.	My Heart Tells Me (Glen Gray)
6		3.	Shoo-Shoo Baby (Ella Mae Morse)
1		4.	Paper Doll (Mills Brothers)
—		5.	Star Eyes (Jimmy Dorsey)
2		6.	Pistol Packin' Mama (Bing Crosby-Andrews Sisters)
8		7.	They're Either Too Young or Too Old (Jimmy Dorsey)
—		8.	My Ideal (Billy Butterfield)
—		9.	Cherry (Harry James)
—		10.	Jump Town (Harry James)

MOST PLAYED JUKE BOX FOLK RECORDS

(Hillbillies, Spirituals, Cowboy Songs, Etc.)

Special reports received from The Billboard representatives last week show the Folk records listed below are currently the most popular Folk records on automatic phonographs thruout the nation. These reports stem from all the country's leading operating centers and are averaged together.

POSITION
Last Wk. This Wk.

1.	Pistol Packin' Mama	Bing Crosby-Andrews Sisters	Decca
		Al Dexter	Okeh
		Don Baxter	Musicraft
2.	No Letter Today	Ted Daffan	Okeh
3.	New San Antonio Rose	Bob Wills	Okeh
4.	They Took the Stars Out of Heaven	Floyd Tillman	Decca
5.	Rosalita	Al Dexter	Okeh
6.	Try Me One More Time	Ernest Tubbs	Decca

Music Popularity Chart

Week Ending
Dec. 30, 1943

MOST PLAYED JUKE BOX RECORDS

Going Strong

Reports received from The Billboard representatives and based on information given by leading juke box operators last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

(In Order of Popularity)

- | | |
|--|---|
| PAPER DOLL Mills Brothers..... Decca
(18th Week) | PISTOL PACKIN' MAMA Al Dexter (Al Dexter)..... Okeh
(24th Week)
Bing Crosby-Andrews Sisters
(Vic Schoen Ork)..... Decca
Freddie "Schnickelfritz" Fisher... Decca |
| MY HEART TELLS ME Glen Gray (Eugenie Baird)..... Decca
(3rd Week)
Jan Garber (Bob Davis and Quintet). Hit | THEY'RE EITHER TOO YOUNG OR TOO OLD Jimmy Dorsey (Kitty Kallen)..... Decca
(2nd Week)
Jan Garber (Liz Tilton)..... Hit |
| SHOO-SHOO BABY Andrews Sisters (Vic Schoen Ork). Decca
(1st Week)
Ella Mae Morse (Dick Waller Ork). Capitol
Jan Garber (Liz Tilton)..... Hit | I'LL BE HOME FOR CHRISTMAS ... Bing Crosby (John Scott Trotter Ork). Decca
(4th Week) |
| WHITE CHRISTMAS Bing Crosby Decca
(4th Week)
Freddy Martin (Clyde Rogers).... Victor
Charlie Spivak (Gary Stevens)... Columbia | PEOPLE WILL SAY WE'RE IN LOVE .. Frank Sinatra Columbia
(13th Week)
Bing Crosby Decca |
| OH, WHAT A BEAUTIFUL MORNING .. Bing Crosby Decca
(9th Week)
Frank Sinatra Columbia | VICTORY POLKA Bing Crosby-Andrews Sisters
(6th Week)
(Vic Schoen Ork)..... Decca |

Coming Up

Reports received from The Billboard representatives last week, and based on information given them by leading juke box operators, show the records listed below are gaining in popularity all over the nation. Text beneath each listing elaborates on the increasing popularity of each record or group of records and offers opinions on further possibilities.

(In Order of Popularity)

- | | |
|---|--|
| THE DREAMER Kay Armen (Balladiers)..... Decca
Peter Piper Hit | MY IDEAL Jimmy Dorsey (Bob Eberly)..... Decca
Billy Butterfield (Margaret
Whiting) Capitol
Maxine Sullivan Decca |
| IT MUST BE JELLY Glenn Miller (Modernaires)..... Victor | BLUE RAIN Glenn Miller (Ray Eberle)..... Victor
Bea Wain Bluebird |

Territorial Favorites

- | | |
|---|--|
| OLD ACQUAINTANCE Jo Stafford (Paul Weston Ork)... Capitol
(Memphis) | SOLO FLIGHT Benny Goodman..... Columbia
(St. Louis) |
| SPEAK LOW Guy Lombardo (Billy Leach).... Decca
(Denver) | SUNRISE SERENADE Glenn Miller..... Bluebird
(Dallas) |

On the record for DECCA . . .

MR. LEO J. DIXON

of the

TRIANGLE MUSIC COMPANY

Cleveland, Ohio

Writes:



TRIANGLE MUSIC COMPANY
4608 PROSPECT AVENUE
CLEVELAND, OHIO
DISTRIBUTORS OF CAPEHART PRODUCTS

Mr. Sellman C. Schulz
Decca Distributing Corp.
22 West Hubbard St.
Chicago, 10, Ill.

December 23, 1943

Dear Mr. Schulz:

I would like to take this opportunity to tell you how much I appreciate what Decca is doing for the automatic phonograph operator today.

It is a known fact that Decca has always been interested in the operator and has taken care of them to the best of its ability. This same fact holds true today when the demand for records is greater than ever before. We realize that you can only produce a certain number of records, but it is gratifying to know that Decca is giving us our fair share of the records produced.

We also owe Decca a vote of thanks for keeping the industry alive by providing us with the latest popular tunes by the country's topnotch artists and vocalists. Your current new tunes are serving as a "shot in the arm" to the automatic phonograph industry, which was beginning to suffer from too many records on unknown labels and by unknown artists.

Since we are one of the largest operators of coin phonographs in the state of Ohio, I frequently have occasion to talk with many other operators throughout the state and it may interest you to know that most of them feel the same way about Decca as I do.

We are very pleased with the manner in which you are taking care of us during these crucial times and when conditions return to normal, we shall not forget you for it.

Yours very truly,

Leo J. Dixon
Leo J. Dixon

LJD:hew

Thanks, Mr. Dixon . . .

The best of our ability
is always at your service.



DECCA
DISTRIBUTING CORPORATION



SHAPIRO, BERNSTEIN & CO. INC. MUSIC PUBLISHERS
Louis Bernstein, Pres.

**3 great
NEW RECORDS**

**BY THE RIVER OF
THE ROSES**

Decca Record No. 18578

**WOODY HERMAN
and His Orchestra**

**BY THE RIVER OF
THE ROSES**

Hit Record No. 7071

**ABE LYMAN
and His Californians**

**I WISH THAT I COULD
HIDE INSIDE THIS LETTER**

Decca Record No. 4428

**LAWRENCE WELK
and His Champagne Music**

SHAPIRO, BERNSTEIN & CO. INC.
RKO Bldg., 1270 Sixth Ave., New York 20



PART 3—The Billboard

HIT RECORD POSSIBILITIES

These records and songs show indications of becoming future nationwide hits in juke boxes and over record retail counters. 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.

- HOW SWEET YOU ARE..... Jo StaffordCapitol
- Kay Armen.....Decca
- Pefer Piper.....Hit

A sweet ballad, a familiar melody from "Thank Your Lucky Stars," which has played most of the country's film houses and has been heard on recordings by Decca and Hit, gets a new boost from Capitol's waxing of Miss Stafford. Decca's (Kay Armen) was all-vocal, and Hit's (Peter Piper) still carried one of its anonymous bands. Miss Stafford is accompanied by a full orchestra, and a good one, and that makes the difference. As for the song itself, it was somewhat overshadowed by "Too Young or Too Old" from the same picture, but is beginning to show up on the strength of multiple ether and stage show performances.

- NO LOVE, NO NOTHIN'..... Ella Mae Morse.....Capitol
- Jan Garber (Liz Tilton).....Hit

Gal singers lost no time jumping on this one, and any time that happens the song is in. The torchy quality of the tune, plus the timely topic, plus the rhythmic bounce which gives a band something to get its teeth into, means that a juke box without "No Love, No Nothin'" is going to be nowhere at all. Miss Morse does her usually interesting job for Capitol. Liz Tilton is cute on Hit, and Johnny Long will be out soon doing his all for Decca.

- G. I. JIVE..... Johnny MercerCapitol

If there is still anyone around who isn't aware that Johnny Mercer writes the flippest lyrics in the field, it's only because identities of songwriters are usually submerged in their work. And when it comes to singing, Mercer is no Sinatra, but then he doesn't try to be. He confines most of his vocal tries to blues and novelties, and in that he ranks with the best. His latest jive is typically Mercer in words and voice, tho he's become more commercially sound since introducing his "Strip Polka" which did sort of all right. This bit of stuff is right down the alley for G.I.'s who know a boogie from a woogie.

POPULAR RECORD RELEASES

(From December 23 thru December 30)

*ASTERISK DENOTES WHICH RELEASES, IN THE OPINION OF THE BILLBOARD'S REVIEWER, ARE THE BEST RELEASED LAST WEEK. NO ATTEMPT HAS BEEN MADE TO COMPARE THEM WITH RECORDS OF PROVEN POPULARITY. THEY ARE COMPARED ONLY TO OTHER RECORDS RELEASED LAST WEEK.

- Besame Mucho Abe Lyman
(Rose Blane)..... Hit
- Chlo-E Duke EllingtonVictor
- Cuddle Up a Little Closer Teddy Tucker
(Hilltoppers) ... Savoy
- *Do Nothing Till You Hear From Me Duke EllingtonVictor
- Embraceable You Kate Smith (Jack Miller
Ork) Columbia
- *Have I Stayed Away Too Long? Perry Como Victor
- If I Had My Way Kate Smith (Jack Miller
Ork) Columbia
- I've Had This Feeling Before Perry Como Victor
- She Didn't Lay That Pistol Down Teddy Tucker
(Hilltoppers) ... Savoy
- So, Good Night Abe Lyman (Stanley
Worth) Hit
- They're Sending the Judge to Jail Hank Hill Savoy
- You Put a Patch on My Broken Heart Hank Hill Savoy

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's. Birmingham:
Norlen's Radio Shop. Boston: The Melody Shop. Bridgeport, Conn.:
Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Chicago:
Goldbatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Sears-Roebuck
& Co.; Wurlitzer's. Cincinnati: Song Shop; Steinberg's, Inc.; Willis Music Co.;
Wurlitzer's. Denver: Century Music Shop; The May Company; Record Shop; Charles
E. Wells Music Co. Des Moines: Des Moines Music House. Fort Worth, Tex.:
Kemble Bros.' Furniture Co. Hollywood: Music Shop; Music City; Hollywood House
of Music. Jacksonville, Fla.: Butler's Record Shop. Los Angeles: The May Com-
pany. Louisville: Stewart Dry Goods Co. 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: Downtown
Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros.,
Inc. Raleigh, N. C.: C. H. Stephenson Music Co. Richmond, Va.: Gary's Record
Shop; Walter D. Moses & Co.; Corley Record Co. Westwood, Calif.: Music Shop.

Music Popularity Chart Week Ending Dec. 30, 1943

POPULAR RECORD REVIEWS

By M. H. Orodener

BENNY CARTER (Capitol)

"Poinciana"—FT. "Hurry, Hurry!"—FT; V.

Long a heavy favorite with the hot jazz students, more than casual interest attends a Benny Carter, particularly in this instance, making his disk debut on the Capitol label, in offering up an instrumental that showcases the maestro's alto sax sorcery along with a lowdown blues that brings the vocal calisthenics of Savannah Churchill to the fore. For the maestro's inning, it is Nat Simon's and Buddy Bernier's "Poinciana (Song of the Tree)," which occupies the attention of many of the radio bands. Set at a moderately slow tempo, with Frank Comstock's smooth and rhythmic arrangement paving the way, the boys in the band take their cue from Carter's horn. Nice sax phrasings spark the two choruses, with the second stanza offering a blend with rumba beats to lend orchestral color to the side. It's the first "Poinciana" side geared for mass appeal, only other waxing being the concertized interpretation by Dave Rose on the Victor label. The phono needle jumps on the flip-over for Larkin's slow "Hurry, Hurry!" blues that has Miss Savannah shouting real sultry-like for her sweet one to hurry back home. After a chorus interlude with Carter's alto sax blazing against a background of blaring brasses, Miss Churchill returns to shout out in song that when he does get back she'll lock the door and throw the key away. There's a fringe of spice to the lyrics and Miss Churchill's chanting makes it sound all the more spicier.

On the strength of its radio popularity, "Poinciana" should hold plenty of appeal for the juke box brigade. And with Savannah Churchill's pointed pipings, along with the stellar syncos by the Benny Carter coterie, enthusiasm for "Hurry, Hurry!" should extend beyond the scope of only the race locations.

HILDEGARDE (Decca)

"They're Either Too Young or Too Old"—FT; V. "I'll Be Seeing You"—FT; V.

For the after-dark set at the smarter saloons, any consideration of Hildegarde's singing talents is one of whom there is no than whomer. And in being able to conjure a mental picture of the lyrical lady's outstanding salesmanship as the platter spins its course, at least the "I'll Be Seeing You" side is beaucoup rich in lyrical charm and appeal. It's a soft and striking love ballad of "April in Paris" genera, with just enough of the Continental spirit to make it tailor-made for Hildegarde's selling talents. Takes full liberties with the ballad tempo for this new Sammy Fain-Irving Kahal song ballad, giving full meaning and expression to its melodic and lyrical theme. Moreover, side has Hildegarde at the piano to heighten the intimacy of her singing, with the orchestra directed by Harry Sosnik spreading a velvety background. "They're Either Too Young or Too Old," hit song from the "Thank Your Lucky Stars" movie, loses much in the spinning in that the loud-speaker cannot project the songlady's personality equation. When stacked up against popular standards it still takes a Hildegarde fan to shower it with favor. Taking it at a lively tempo and again with full tempo liberties, Hildegarde is away from the Steinway, with the Sosnik music makers cutting in an adequate rhythmic accompaniment.

At the smart and class spots, where the music box notes enhances the atmosphere, the singing of Hildegarde strikes a most (See Pop. Record Reviews on page 65)

FOLK RECORD REVIEWS

(Cowboy, Hillbilly, Spirituals, Etc.)

By M. H. Orodener

TEDDY TUCKER (Savoy)

"She Didn't Lay That Pistol Down"—FT; V. "Cuddle Up a Little Closer"—FT; V.

It was indeed inevitable and the only wonder that it took so long for a sequel to show up. All the pleading and supplication is of no avail and the lady simply refuses to lay that pistol down. Following the identical song pattern of an eight-bar verse and an eight-bar refrain, this new novelty ditty misses by a mile the popularity appeal packed into the original "Pistol Packin' Mama." Yet, since there is no signs of the lady ever laying her pistol down, this sequel should be able to cash in some on the original, particularly via the juke box stickers. A matter-of-factly corn interpretation—and it isn't good corn—is turned in by Teddy Tucker and his band, with the male voices of the Hilltoppers providing the lyrical force. The various verses are interspersed with corn tootling of the solo instrumentalists in the small band, which is not particularly toothsome. The tempo is slowed up to moderate proportions for the "Cuddle Up a Little Closer" revival, which is enjoying a fresh wave of popularity. The male quartet and orchestra alternate on the four cho-

(See Folk Record Reviews on page 65)

HARLEM HIT PARADE SOURCES: Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richardus Music Shop, Brooklyn; Grocve Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Company, Chicago.

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and

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RECORD NO. 7070

MY HEART TELLS ME

and

NO LOVE, NO NOTHIN'

By Jan Garber and His New Orchestra

RECORD NO. 7071

MY BRITISH BUDDY

and

BY RIVER OF THE ROSES

RECORD NO. 7072

BESAME MUCHO

and

SO, GOODNIGHT

By Abe Lyman and His Californians

RECORD NO. 7073

WHEN THEY ASK ABOUT YOU

and

I'LL BE AROUND

RECORD NO. 7074

HOLIDAY FOR STRINGS

and

DON'T WORRY, MOM

(as Foxtrot)

By Sonny Dunham and His Orchestra

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Para Big 72G, Strand Strong 38G, State Swell 32G

NEW YORK.—The 20 to 30 per cent decline which set in on the Stem for the two-three weeks preceding Christmas went into a sharp reverse Christmas Eve when box offices began to jump. However, the upturn stopped generally on Sunday (26) because of bad weather.

But on Monday phenomenal business started first thing in the morning and things have been scorching ever since. The New Year's Eve business (at \$2.20 in most cases) may help to set new records. Business is so bullish that most house managers refuse to form definite estimates for the New Year week.

Radio City Music Hall (6,200 seats, \$94,403 house average) with Alf Loyal, Adriana and Charly and *Madame Curie* (third week) did a walloping \$116,000, after the \$110,000 and \$88,000 of the weeks before. No upped New Year's prices here, but expectations are that new records will be established.

The Roxy (5,835 seats, \$50,067 house average) with Bill Robinson and Jimmy Dorsey on stage and Benny Goodman in the pic *Gang's All Here* (first week for the bill), couldn't be stopped, rain or no rain, and knocked off a dazzling \$110,000, a good 30G's over the best estimates for the week. At \$2.20 for New Year's Eve, house should easily top \$100,000 again, and probably set a record.

The Capitol (4,627 seats) with Lou Holtz, Kathryn Grayson, Nancy Walker, Rags Ragland, Richard Himber and a few additional acts brought in to help the timing, plus *Guy Named Joe*, banged out \$72,000, for the first week of the bill. House set \$2.20 for New Year's Eve, and is expected to top \$100,000 for the ensuing week.

The Paramount (3,664 seats, \$55,687 house average) has Tommy Dorsey, Gene

Krupa, Edwards Sisters and Paul Regan on tap, plus *Riding High*, for second week, scoring a solid \$79,500, having garnered \$36,000 the week before. With \$2.20 New Year's Eve top here, house looks forward to over \$115,000.

The Strand (2,758 seats, \$39,364 house average) pulled a strong \$38,000 for the fifth and last week of Willie Howard, Casa Loma Ork and *Northern Pursuit*, having done \$30,000, \$35,000, \$38,000 and \$58,750 in the weeks before. New Year bill (\$2.20 prices for the Eve) is Charlie Barnet, Ella Mae Morse; Low, Hite and Stanley, and Bunny Briggs, plus *Destination Tokio*, and house may jump to \$100,000 with upped prices.

Loew's State (3,327 seats, \$22,856 house average) cleared \$32,000 with Georgie Auld and *Thousands Cheer*. New bill, which has Patricia Morison, Harrison and Fisher, Jackie Gleason, Eric Blore plus *Sahara*, could put the house at \$35,000 or better.

Balto Big \$16,700

BALTIMORE.—A splendid \$16,700 was grossed at the Hippodrome Theater week ended Wednesday (29), with bill including the Ben Yost Singers, Dodson's Monkeys, Ted and Flo Vallet, Paul Lavarre, and Leon Navarra. Pic, *What a Woman*.

B. Goodman 32½G, Ethel Waters 96C In Dull Phil Week

PHILADELPHIA.—Holiday biz fell short of expectations at the local variety houses for week ended Thursday (30). Despite the fact that Christmas shopping season was over and the kids home from school, all amusements failed to get out of the pre-holiday slump. After getting off to a fast start, Earle Theater (seating capacity, 3,000; house average, \$20,000) dropped off heavily on week-days, with the result that only \$32,500 was realized in having Benny Goodman as the major band draw. Pops and Louie and Marty May were the added acts, with Carol Kay out of the band. *Crime Doctor's Strangest Case* on screen.

Fay's Theater (seating capacity, 2,200; house average, \$10,000), relighting after three weeks of darkness, fell short of the house par, with only \$9,600 for the bill topped by Ethel Waters, very disappointing considering the combination of stage names and a holiday week. Spider Bruce and Company, the Harlem Highlanders; Derby, Wilson and Frenchy, and Francisco and Dolores rounded out the bill. *Dr. Gillespie's Criminal Case* on screen.

Question: How's Business? Answer Is, It's Zowie!

(Continued from page 3)

office bounty garnered by vaudefilm policy are many. The most important is that regardless of what vaude may have been in the Good Old Days, today it is the strong and natural ally of films; it is an equal partner in a marriage where either party could do okay alone, but both do better together. Doubting Thomases can be shown 18,000,000 reasons why this is true.

Chicago \$3,000,000

CHICAGO.—The Windy City's two vaude houses, the Oriental and the Chicago, together pulled \$3,083,700 during 1943—a banner take.

The Oriental accounted for \$1,088,000 (49 weeks), and the Chicago took care of \$1,997,500 (45 weeks, *This Is the Army* having played there for four).

The factors that made New York a big year for vaudefilm policy operated in Chicago, too. The Chicago Theater, for example, had 30 weeks of bands to help it go to almost the \$2,000,000 mark. The bands included Jimmy Dorsey, Charlie Spivak, Ted Lewis, Teddy Powell, Bob Chester, Ozzie Nelson, Woody Herman, Charlie Barnet, Glen Gray, Les Brown, Tommy Tucker, Sammy Kaye, Horace Heidt, Gracie Barrie, Joe Reichman, Jan Savitt, Johnny Long, Ted Flo Rito, Griff Williams, Phil Spitalny and Lucky Millinder—a handsome line-up and good for business.

Among the attractions who helped to build the take were Jack Durante, Johnny Burke, Virginia Weidler, Harry Cool, Jerry Lester, Joe and Jane McKenna, Cross and Dunn, Mitzi Mayfair, Paul and Eva Reyes, Gene Sheldon, Oxford Boys, Rally and Verna Pickert, King Sisters, Tito Guizar, Veloz and Yolanda, Beatrice

Kay, Larry Adler and the Ink Spots.

At the Oriental bands appeared for a greater number of weeks than at the opposition, coming in for 31 stanzas. The following aggregations played at the Oriental: Art Kassel, Charlie Barnet, Jerry Wald, Eddy Howard, Tiny Hill, Ina Ray Hutton, Milt Britton, Shep Fields, Ray Herbeck, Russ Morgan, Ada Leonard, Chuck Foster, Vaughn Monroe, Dolly Dawn, Lionel Hampton, Del Courtney, Boyd Raeburn, Blue Barron, Louis Prima, Sonny Dunham, Hal McIntyre, Joe Venuti, Louis Jordan, Gene Krupa, Chico Marx, Stan Kenton, Bob Allen and Henry Busse.

Contributing their share to the well over \$1,000,000 collected by the Oriental were the following attractions: Mary Small, *Ice-Capades*, Howard's *Bombshell* unit, Stuart Erwin and June Collyer, Pied Pipers, Glenn Miller Singers, *George White's Scandals*, Radio Rogues, *Funza-fire* unit, Ethel Waters, Block and Sully, Borrah Minevitch's *Rascals*, *Diamond Horseshoe* unit, Ray English, *A. B. Marcus Revue*, Junc Havoc, Smith and Dale, Sybil Bowan, Jerry Colonna, Roy Rogers, Henny Youngman, Danny Thomas, Diosa Costello, Music Hall Glee Club, Beatrice Kay, Collins and Peterson, Sims and Bailey, Kenny Baker, Dave Apollon, Dorothy Donegan, Duncan Sisters, Hugh Herbert, Harold Nicholas, Jane Frazee, Merry Macs, Boyd Raeburn, June Preisser, Jackie Green, Larry Adler, Connee Boswell, Dick Buckley, Betty Jane Smith, Jane Withers, Little Tough Guys, Al Dexter, Hi-Lo-Jack-and-a-Dame, Shaw and Lee, Gus Van, Bonnie Baker, Three Stooges, Mary Beth Hughes, Bill Anson, Mills Brothers, Dante the Magician, and Spike Jones.

From this list it will be seen that in numerous cases both bands and attractions were duplicated at the two Chicago houses with excellent results all around.

Los Angeles \$1,000,000

LOS ANGELES, Jan. 1.—Last year was a \$1,000,000 gross stretch at the Orpheum Theater, but Sherrill Corwin, owner-manager, has bands to thank for the seven-figured amount. Outstanding among bands to play the spot were the two Dorsey Brothers, Tommy with \$27,750 and Jimmy with \$27,500, each for a week. Corwin had Tommy Dorsey during the first six months of the year and Jimmy in the last half, making the 12 months at the Orpheum definitely Dorsey-conscious.

Bands that hit over \$20,000, a lucrative mark at which all bands shoot, were Benny Goodman, \$26,000 for 31 shows; Erskine Hawkins, \$23,000; Xavier Cugat, \$25,000; Woody Herman, \$25,000; Ted Lewis, \$24,000, and Count Basie, \$23,000 for 35 shows. It took Louis Jordan to focus attention on small combos. He appeared on a bill which featured Monahan and Morris, Sleepy Williams and Pop, Judy Manners, and Serge Flash to chalk up \$22,500. On the bill with

BURLESQUE NOTES NEW YORK:

PRIMROSE SEMON featured in billing at Hi-Way Casino, Fall River, Mass., as "Dynamic Red-Headed Comedienne" and as "leading her own all-star revue." Another ex-burly co-principal Xmas week was Lili Dawn, who headed Tirza's show at Coney Island, N. Y., last summer.

PAL BRANDEAUX, producer, making shorts in local pic studio. . . . MARIAN MORGAN, featured in Mandy Kay-Billy Foster unit on Hirst circuit, worked the Hudson, Union City, Xmas week, battling with the grip. Plans to leave in a fortnight after Buffalo week to return to her Los Angeles home. . . . GEORGE YOUNG, of the Roxy, Cleveland, contributed to the Xmas well wishes with an elaborate illustrated art folder. . . . MORGAN SISTERS, June and Dorothy, dancers, finished 10 weeks at Old Roumanian and opened in Brooklyn's newest nitery, Tropic Isle, December 28. . . . HUDSON, Union City, this season has Bartley Coyle and Harry James, new props and carpenter, respectively. They replaced Cliff Bowers and Mike Nash. Retained at Paul DeSavino, electrician; Jimmie Hillis, spotlight man, and Josh Brandner, flyman. . . . JOE DERITA, Lee Trent, Harry Rose, Ray Parsons, Mimi Reed and Yvette Dare are new principals in Hollywood Casino nitery, Hollywood, Calif.

LUCILLE RAND, Hirst wheel feature, is distributing a new illustrated folder labeled "Accent on Desire." Besides her latest dance creation *Silhouettes in Black*, her routines include *Pan Americana*, *Summer Time*, *Chinese Fantasy* and *Gardenia Patterns*. . . . BEN KORNFIELD, candy concessionaire was army rejected and is now in liquor business in Washington, D. C. . . . ANDY SORCIER, candy butcher, moved from Indianapolis to Boston at the Casino. . . . SALLY KEITH, doubling between Crawford House, Boston, and Rio Cabana, New Bedford, Mass. (latter Sundays only) has seven brothers in the service and with the loss of her parents recently, is now the little mother of the entire flock. . . . GAIL PAGE, recuperating from a nose bite by Suzanne's Scotty in dressing room at the Globe, Boston, recently. . . . BOBBY (TABLES) DAVIS out of *Diamond Horseshoe* and into the army last week. . . . JOE DORRIS and Jean Rochelle held over at Pastor's, Greenwich Village.

FROM ALL AROUND:
PVT. TOMMY BRICE, just returned from overseas, relates that while in North Africa recently he was called upon to emcee an all-WAC show, where he met an old friend, Betty Raye, former Minneapolis chorine. She introduced Tommy's new song, *Tears In My Eyes*, to the fem soldiers.

Melody Parade, Jordan's figure was considered exceptional. It started vaude bookers in the section to considering seriously small combos for vaude fare.

Jimmy Lunceford hit the \$20,000 mark with his band and a show including Miller Brothers and Lois, Rose Murphy, Dusty Fletcher and a pic, *Here Comes* (See Biz Is Zowie on page 25)

MAGIC

By BILL SACHS

DANTE THE MAGICIAN closed his legitimate theater season Saturday (1) at the Palais Montcalm Theater, Quebec, Que., and after a five-day lay-off begins a tour of vaude houses in the States until spring, when he is slated to take his *Sin Sala Bim* mystery extravaganza into New York for an indefinite stand. George Alabama, veteran press agent, who handled Dante's Canadian tour, is presently in New York scouting for an intimate theater to house the Dante attraction. The mystery maestro has plans for establishing a permanent magic theater and school on Broadway. . . . Florida plans a return to the outdoor amusement field the coming season. . . . BER-MAR, mentalist, succeeded Lou Hoffman, magicker, at Hotel Philadelphia, Philadelphia, recently when the latter suffered a hand injury while performing one of his tricks, forcing him to cancel. . . . MAXINE makes for the mistress of magic at Palm Garden, Still Valley, N. J. . . . JIMAE is current at the swank Club Royale, Detroit. . . . JACK HERBERT wound up a week at the Tower Theater, Kansas City, Mo., December 23, and remained over for Christmas night to emcee the show for servicemen, sponsored by *The Kansas City Star*. He opened on the 27th for a week at the 100 Club, Des Moines. . . . MARIANNE AND CARLOS MIRANDA conclude six weeks with their comedy magic at the French Casino, New Orleans, January 6, to join a unit to play T. D. Kemp houses in the South. . . . C. A. GEORGE NEWMANN, Minneapolis mentalist-magician, has on display to visiting magi his extensive magical library (See Magic on page 25)

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FUNNIES AND DUMMIES TALL TAKES

Salt Lake Area Big N. Yr. Sans 11,000 Workless

SALT LAKE CITY, Jan. 1.—Despite the closing of the Utah Ordnance Plant, throwing 11,000 persons in the higher wartime bracket out of employment, there was no shortage on celebrations of the new year in Salt Lake City and the Intermountain West. Charges, not controlled by the OPA, were upped sharply in every instance, but there were complete sellouts in every hot spot in this section.

Empire Room of Hotel Utah, weeks before New Year's had sold out all reservations, with a \$7.50 cover charge, compared to \$5 last year, when dinner and cover charges were combined. In Ogden, second largest Utah city, Hotel Ben Lomond, a class spot, was also sold out. Only war casualty was the Mirror Room of Newhouse Hotel, which will not be opened for the holiday trade, and has been closed during the winter season. Covey's Coconut Grove Ballroom, normally \$1.10 per couple, with a floorshow as a special attraction, rated \$3 per couple with a local ork as feature. Jerry Jones's Randevu, which plays most of the name bands in this sector, gets Noble Sissle's ork for the third straight week, with a floorshow, at \$3 per head, compared to \$2.50 per last year.

Harry Miles's El Gaucho, Paplano's Theater Cafe, the Chi Chi, Miles's Zephyr and other niteries were all sold out, most of them with regional bands, floorshow acts booked thru Paul M. Savoy, and all with cover charges upped and with food fees carefully within OPA limits. Average cover about \$5 per person. It takes about \$25 per couple for squeezed space in any Salt Lake niterie.

The film houses presented midnight shows at \$1.12 per person, including taxes, as against 75 cents each without taxes in 1942, representing an increase of 33 1/3 per cent. Utah Theater, of the Intermountain theater chain, with Charlie Pincus, manager, operated continuously from opening at noon, December 31, with the holiday price tagged on at 11 p.m. that day and ending at 8 a.m., January 1.

The early morning shows care for the swing shifts hereabouts. The only flesh show, the Lyric, with vaude, spotted one extra show at midnight, beginning with the acts and winding up at about 3 a.m. with the pic.

4 Houses Full Blast Mex. City

MEXICO CITY, Jan. 1.—Vaude may be dead in some parts of the world, but not in Mexico City.

Four strictly vaude-type houses operating to capacity big. Shows run from two to three hours, with two shows nightly; no matinees. Prices range from 20 cents to \$1.20 (U. S. currency). All run on revue style, plenty of girls, special scenery and blackouts.

Houses using vaude-revue shows are the Iris, Lirico, Ideal and Folies. A. B. Marcus in at the Iris, following the Poco Miller revue, which did \$2,500 nightly for a couple of months. Folies 1944 show has 15 acts, featuring Americans, Arnold and Hunter, dancers: Jaqueline Joyce, contortionist; Dale Hall, dancer, and Whirling Coeds, skating act. Lirico and Ideal have from 12 to 15 acts.

Beatrice Kay's Dates After "Johnny" Fold-Up

NEW YORK, Jan. 1.—Following the collapse of the CIO show, *Marching With Johnny*, in which she starred, Beatrice Kay will march out on the vaudeville road. On January 21 she opens for a week at the Earle, Philly.

So far her schedule calls for appearances at the Stanley, Pittsburgh, January 28; RKO, Columbus, February 4; Shubert, Cincy, February 11, and Keith, Boston, March 3.

What's in a Name? G-Men!

NEW YORK, Jan. 1.—The name "Cotton Club" being in the public domain, Mac Gersh used it for the new place he opened here Wednesday (29). No sooner had he announced it in the ads, than the Internal Revenue boys showed up to inquire about the owners of a previous place with that moniker.

Wash. Clubs Go Space Mad—5 Pages for Hol.

WASHINGTON, Jan. 1.—Thursday editions of *The Washington Daily News* carried five full pages of nitery space, plugging New Year's Eve attractions, to set a record for purchase of space by Washington night clubs.

Three spots purchased space to advertise New Year's Eve premieres. They were Mardi Gras, operated by Georges Champron; Trade Winds, run in conjunction with Ruby Foo's, and the Latin Quarter, operated by owners of Old New Orleans, an eatery.

Phila, N. Yr. Eve Just Plain Big

PHILADELPHIA, Jan. 1.—The SRO sign was up at all local niteries for New Year's Eve, with reservations earlier in the week piling up beyond normal capacities. Judged the biggest holiday celebration in years, revelers were required to pay from \$8 to \$20 a couple in the various resorts—with drinks all extra. And despite rationing of bitters here, most of the gay spots seemed to have an adequate supply.

The OPA, apparently on the side of the revelers, had banned all price increases in the cafes and hotels, and a spokesman said, before the festivities started, "we'll probably check a few that night."

Comics and Charlies Drew Big Coin at N. Y. Houses in 1943

Note: It Wasn't All Sinatra

By PAUL ROSS

NEW YORK, Jan. 1.—It was a big year for funnies and dummies.

Vaudefilm houses reached into the four corners of the show world for attractions to fill the Broadway public's bottomless craving for entertainment. It was a year of sight gags and ventriloquists' dummies, of dog acts and flamenco dancers, of movie folk and ballet hoofers, of harmonica players and prize fighters—and so on, right thru a happy, larruping, fabulous year for vaude house ledgers dripping with black ink.

To a greater extent than is generally realized it was a big, box-office year precisely because of the dummies and the funnies. The spotlight of attention naturally was focused on Sinatra and Goodman and James at the Paramount, on Danny Kaye at the Roxy, on Ellington and Spitalny at the Capitol, and other such glittering examples. But on those many, many big weeks at the various houses, the dummies and the funnies were in there pulling the customers and making the cash box bell ring louder.

The funnies fell into two categories—comedians and non-usual vaude items drawn from legit, radio, night clubs and elsewhere.

There's many a show that would have been literally poorer and shorter without such funny-men as Jackie Miles, Henry Youngman, Willie Howard and Jerry Lester. Miles appeared four times during the year—something of a record—three times at the Capitol alone. During his Capitol weeks the house grossed \$40,000, \$56,000, \$70,000, \$53,000, \$62,000, \$50,000, \$53,000. He also played two weeks at the State, where the take was \$25,000 and \$20,000.

Youngman's Fancy Takes

Then there's Henry Youngman, with

three appearances on the stem during the year. While he was at the Paramount the register showed \$82,000, \$67,000, \$55,000, \$44,000; at his Capitol appearance the gross was \$64,000, \$62,000, \$54,000; at his State stance the take was \$39,000.

And there's Willie Howard, who was seen in Broadway vaude houses three times in the year. At the State, when he was there, the tickets ran to \$23,000; at the Capitol the grosses were \$65,000, \$50,000, \$36,000; at the Strand the register sang to \$58,000, \$38,000, \$35,000, \$30,000 (incomplete).

And there's Jerry Lester, with two stops at the Strand for weeks that showed (See *Funnies and Dummies* on page 25)

Throttle Wide Open in Miami

MIAMI, Jan. 1.—Winter season got into full swing with opening of Sam Barken's Beachcomber at the Beach, and Lon Walters' Latin Quarter on Palm Island. Thus all night spots are in full operation with only two former leading clubs missing. Art Childers' Royal Palm and Casanova niteries are out definitely. Former is still in the hands of the navy, and Childers decided not to open Casanova.

Ciro's, formerly the Nut Club, has been barred from opening by the Beach city council, after thousands of dollars had been spent in improvements. It is hoped a compromise may be effected soon to change the ruling.

Actual number is about the same, as the new Monte Carlo and Park Avenue are now in operation.

Walters' Latin Quarter show equals any produced here and includes Radio Aces, Doc Marcus and Lili St. Cyr. Also appearing are Hibbert, Byrd and LaRue, and Cicile Joy. Mme. Natalie Kamarova again staging the chorus ensembles, a line of 12 girls, with George Kamarova directing. Joe Candulla and ork (12) provide the music. Quarter has a \$2 minimum and \$4 on Saturday, while Beachcomber starts from \$2.50, each giving two full shows nightly.

Beachcomber bill includes Tito Carol, Lauretta and Clymas, Bob Parker (emsee), Mignon, and Mayo and ork.

AGVA "Clears" 5, 2 More on Hook

NEW YORK, Jan. 1.—In the last two weeks the local chapter of AGVA has signed up five night spots and removed them from the unfair list, according to Dave Fox, executive secretary. The newly signed niteries are the Cinderella and Greenwich Village Inn, both in the Village, the Jinx Club and Embassy Club, Brooklyn, and the Melody Club, Union City N. J.

This leaves local AGVA with only two spots on the unfair list—the High Hat, Bayonne, N. J., and Jimmy Kelly's here. Steps are being taken, says Fox, to wipe the slate clean with these two places, too.

the agent shall file his weekly booking list.

The members of ARA have voted Shayon a bonus of a \$1,000 War Bond for his two-year services in arranging the treaty. Shayon acted as counsel to his organization, since he is a member of the bar.

ARA Roster Seen Skying Via AGVA Hook-Up as Pact Goes Into Effect January 1

NEW YORK, Jan. 1.—When the full impact of the new American Guild of Variety Artists-Artists Representative Association agreement is felt by the trade, the ARA membership will go to somewhere near 200 from the present 150, according to Sam Shayon, secretary-treasurer of ARA. The pact becomes effective today (1) and will run for six years.

Shayon says that even before the agreement was signed one important agent inquired about membership, and says that talk in the percenter fraternity indicates warm interest. Under the terms of the treaty, an agent joining ARA (for a fee of \$50) gets a franchise from AGVA for free. Otherwise he must apply directly to AGVA and pay the same tap to stay in business.

Shayon reasons that the franchise, when added to the advantages to be derived from ARA membership, should be sufficient inducement for many hitherto lone wolf agents to get organized. The advantages provided by organization, says Shayon, are these: (1) Existence of a machinery for arbitration in dealing with AGVA, plus the advice and counsel of a group of agents with plenty of savvy; (2) existence of machinery to disentangle

disputes between agents; (3) the respect accorded by AGVA to another responsible organization; (4) the known benefits of collective action.

A hitherto unrevealed angle in the new contract is that AGVA has agreed that it will not give better terms to any other agents' organization than it has to ARA. The effect of this, says Shayon, will be to encourage agents in other cities to organize on the same terms, and while this will not add up to a national body paralleling AGVA, it will help to stabilize the industry. In one sense ARA will be national, however: out-of-town agents who have representation in New York will be allowed to come into the local body.

A hint of the strength gained by ARA thru the new treaty was given by Shayon, who declared that if a member were to be suspended or exited by the body he would automatically lose his AGVA franchise, with a big "maybe" attached to his possibilities of getting another one.

Another source incorrectly reported that under the new contract agents must submit all employer contracts to AGVA or must file a weekly list of bookings, says Shayon. All that is required is that

NIGHT CLUB REVIEWS

Folies Bergere, New York

Talent policy: Dance band and floor-shows at 8:30 and 12. Operator-manager, Arthur Lesser; maitre, Jack Appel; publicity, Max Hecht. Prices: \$2-\$3 minimums.

After having closed the place almost three weeks before, Arthur Lesser relit his Folies Bergere on Tuesday (28) in time to catch the New Year trade, with a bill starring Lee Mortimer, *N. Y. Mirror* columnist.

Program is titled *Around the Town* and is built to tickle the amusement palates of the Broadway crowd. For its theme it uses the would-be bedroom adventures of Mortimer and Lou Seiler, comedian-emsee. The could-be objects of their affections are six hunks of pulchritude, including the featured Misses Eleanor Troy and Billy Boze Manville. Idea, which seems a little infantile, was obviously the only way to enable Mortimer to earn his stipend, since it capitalizes on his self-advertised "wolf" reputation.

Columnist, at opener, was somewhat awkward on the floor but should snap into shape with more practice. He contributes just about the same thing other newspapermen-actors have—a target for those who like to gawk at a "famous" personality.

The Diamond Brothers give the show whatever real pep it has. These three hard-working goofs bounce around for a long, strong stanza of specialty songs, gags, mugging, pratt-falls, dances, mimicry and neo-burlesque humor. They garner a crop of laughs and a good mitt.

The rest of the bill is divided between a fashion show of expensive furs preened about by the night club venues, a turn by the Worth Sisters with their in-reverse peeling act, the clowning of Lou Seiler and the chirping of Bea Saxon. These items won fair applause and a sprinkling of laughs from the customers.

Morty Gold's society band (8) provides dance and show music. House, at the supper show, was half full.

Paul Ross.

Cotton Club, New York

Talent policy: Dance bands and floor-shows at 10:30, 12:30 and 2:30. Owner-operator-manager: Mac Gersh; maitre, Mel Woolfolk; publicity, Ed Jaffe. Prices: \$2-2.50 minimums; liquor only.

After a three-year absence, the venerable name of "Cotton Club" came back to Broadway on Wednesday (29), when Mac Gersh opened a night spot with that handle, on the site of the recently closed Famous Door. The opening drew a show-business crowd, including Bill Robinson. Premises have been slightly altered in an effort to create a "Down South" atmosphere. Spot will operate as a supper club, serving sandwiches at \$1 and up. Initial entertainment bill is all-colored and is arranged as a *Cotton Club Revue*, with production and staging by Clarence Robinson, and three original songs by Henry Nemo.

Two acts stand head and shoulders above the rest. One is Pearl Bailey, a tall, personable gal with a husky voice and a swell delivery. She put over a fast, socko version of *St. Louis Blues* which left the crowd calling "more!" She also handled the featured original tune, *Hard on Your Heart*, and did well with it, altho the song is no world-beater. Number is a production item, with chorus line of 10 coming on for a sexy routine delivered in good style, and Lovely Lane, a semi-nude dancer, trotting out a wriggling slave dance.

The other big act is Jimmie Smith, who appeared with one of the most refreshing novelty turns in a long time. Nice-looking and possessing nimble feet, Smith did a tap dance on a big xylophone, knocking out skillful versions of *St. Louis Blues*, *Man I Love* and *Stardust*. The tunes are not merely recognizable; they are actually "played" by Smith, with touches of interpretation and wit which drew spontaneous plaudits from the customers.

Rest of the bill offered the Royal Four, a close-harmony group somewhat like the Golden Gate bunch, who worked to a good hand; Kaylon and Thompson, a pair of tapsters who got an okay mitt with their taps-on-toes and rope-skipping specialties; the Three Chocolateers, eccentric-acro terp team who worked overly hard and long but to a fair response, and Lillian Fitzgerald, a kind of dusky and intensified Betty Hutton, who shouted, wiggled and grimaced her way to an okay reception. The emsee, Doc Wheeler, used lengthy and tiresome intros. Line, rigged in nifty costumes, showed intensive rehearsing in the way it delivered the snappy routines.

Eddie South, with a 12-man band recruited virtually at the moment of opening, piped acceptable dance and show music. George James' small combo (5) furnished some really nifty rumba and pop dance stuff. House about three-quarters full at opening. P. R.

In Short

New York:

ETHEL WATERS goes into the new Zanzibar show when it opens mid-February. . . . RAY ENGLISH plays the Academy January 21 and Keith's, Boston, February 25. . . . The MILLS BROTHERS are slated to do four weeks at the Capitol beginning January 20, after which they hop to Fays, Philly, for a week starting March 10. . . . JACK EDWARDS, Frederick Bros.' vaude booker, became the father of a boy, Jack Edwards Jr., December 27. . . . DON REDMAN'S band plays the State January 13. . . . ERSKINE HAWKINS ork goes into the Apollo January 7. . . . LUCKY MILLINDER leaves the Savoy Ballroom January 6 to begin a week at Fay's, Philly, the next day. . . . LIL GREEN has parted with Tiny Bradshaw's band for a month's vacation. . . . WILLIE HOWARD, now at the Strand, will go to the Florentine Gardens, Los Angeles, and hops into the (See IN SHORT on page 33)

Beachcomber, Miami Beach

Talent policy: Floorshow and dance band. Shows at 8:45 and 11. Management: Sam Barken and Joe Barken. Prices from \$2.50.

The Beachcomber premiere Tuesday (21) drew a packed house of the elite first nighters and guests viewed the transformation wrought by the new owners. The impresarios also operate the swank Five o'Clock Club and seem to know what winter customers demand.

Maya and his Latin American ork provide the music and proved their worth at the opener when the loss of the musical score and dance arrangements handicapped them, but they came thru.

Bob Parker, a newcomer in these parts, is the emsee. Parker seemed to have a touch of first-night stage fright, but his comedy rope dance wowed the patrons just the same.

Tito Coral, who is featured, should duplicate the hit he made some seasons back as a ballad singer.

Mignon, a dark-haired looker, gives (See *Night Club Review* on page 29)

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Joe Marsolais Came Thru in RR Wreck

NEW YORK, Jan. 1.—Joe Marsolais, of the William Morris cocktail lounge department, was in the Lumberton (N. C.) train wreck (December 16), which caused the deaths of 60 to 100 people and injuries to many others. Marsolais scraped thru the wreck without even getting his glasses broken, altho the office spent the better part of two days trying to locate him.

He was in his drawing room, returning from a two-week business trip to Florida, when his northbound train struck another Marsolais was thrown from his bed, but picked himself up, searched for his glasses and watch, dressed (sans socks) and went out to give what aid he could. Associates at the William Morris office reported that he held dying people in his arms, helped extricate the injured from the wreckage and spent his own money for food. One man he helped, Eddie Davidson, wrote to him thanking him for saving his life.

AGVA Exacts Daily Fee as Protection

NEW YORK, Jan. 1.—Local office of AGVA is putting a daily bite on two newly opened night clubs considered risky financial propositions, so as to amass sums equal to the bonds both were unable to post. The Relit Folies Bergere is forking over \$325 before the first show goes on each evening, toward a total of \$2,275. The new Cotton Club ante'd up \$500 two days before opening, \$350 after the first two days, and must yield \$850 from its New Year's Eve business, to make up a total of \$1,700.

Once these sums are gathered up by AGVA they will be held against a possible fold by either place, and both will thereafter be expected to pay full, regular weekly salaries.

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BAKER HOTEL MINERAL WELLS, TEXAS

PHILLY SHANGRI-LA REVERTS TO TYPE

PHILADELPHIA, Jan. 1.—Dewey Yesner has returned the Gay Nineties flavor to his Shangri-La in an effort to bring the town's newest spot back to its former glory, when ringsiders found Harry Richman and the Ritz Brothers on the same bill during an earlier season of major names.

Originally opening the room with *Grandfather's Follies*, Noel Sherman and Billy Arnold, booking and producing the shows, have whipped together a *Father Knickerbocker Follies*, with Aunt Jemina (Tess Gardell) in the lead spot. Gay Nineties cast includes Joe, Lou and Marilyn Cates, Lou Nelson, Billy Branch, Joe Burns and Company, Barrett and Smith, Jacques Barrie and Renald and Rudy.

Riviera, Sky-Vu Get Started in Dallas

DALLAS, Jan. 1.—The Riviera, new nitery, opened here with Dick Mills's orchestra. Harry and Oscar May are the owners and operators. Holiday season opened Friday (24) with Art Farrar leading the former Gene Krupa band and Marie Carrol as vocalist.

Another new club for Dallas is the revamped Sky-Vu. Spot was operated during the summer as an outdoor dance spot. Building was recently remodeled by Ben Friedman into an all-year night club. Durwood Cline's orchestra opened the club's holiday season Thursday (23) with the Gaylord Sisters and a four-act floorshow.

Case Where Hollywood Names Needed Vitamins

NEW YORK, Jan. 1.—A case of man bites dog developed here Monday (27) at the Capitol Theater when a night club act came to rescue of a Hollywood product, instead of vice versa. Fay and Gordon, dance team now appearing at the Cotillion Room of the Pierre, were brought in to bolster what is virtually an all-Hollywood bill, including Kathryn Grayson, June Allyson, Nancy Walker, and Rags Ragland.

Lou Holtz heads the unit, an MGM baby, and Dick Himber is the ork. Hollywood unit makers showed sufficient lack of savvy to line up three singers and two male comics on one program, making for sameness with a vengeance. Hence the Fay and Gordon booking, with team to stay on bill until it closes.

MAGIC

(Continued from page 22)

and collection of rare and current magicians which he has been gathering since 1896. The showing holds until February 15. . . . JERRY BERGMAN, who has been doing magic professionally since coming to America from his native Czechoslovakia five years ago, has been overseas for quite some time now entertaining troops in Sicily and North Africa as a member of the Adolph Menjou-Anna Lee show. He is now in a North African hospital recovering from illness, and as soon as he is able to rejoin his outfit will play all the hospitals over there. Friends may address him PFC. Jerry Bergman 32505946, 21 Spec. Ser. Co., APO 763, c/o Postmaster, New York.

AL SHARPE scribbles under date of December 22 from Buckley Field, Colo., where he's stationed with the Army Air Forces: "Have only a few more days here. We've been taking tests and more tests the last two weeks. On Christmas Day the USO is staging a dinner for all magicians stationed here. Recently I met a certain fellow here who claims to be the protege of Houdini. (This is the 200th Houdini protege I've run into.) He kept me occupied three hours and 20 minutes, relating how great he was, and proceeded to deal 'bottoms' and 'seconds' for almost an hour without interruption. All my respects to him and others who are skillful enough to accomplish such antics with the pasteboards. I only wish I were half as dexterous, but after what I went thru for four hours I'm glad to be able to warn others." . . . SGT. FRANK RUMBLE, professionally known as Frankie Gallagher and now stationed at Barksdale Field, La., passed his exam December 21 to take aviation cadet training. . . . GILBERT SAMPSON, doing comedy magic under the billing of Izzie Cohen, continues to entertain the mili-

tary men in and around Halifax, N. S. . . . JUST IN RECEIPT of Percy Abbott's new catalog, No. 7, one of, if not the finest, works of its kind ever to come off a press. Comprises 640 pages crammed full of stuff interesting to all magi. . . . AS WE GO to press comes word of the passing of Jess Thornton, veteran magician and formerly an assistant to Percy Abbott in Colon, Mich. Further details in *Final Curtain*, this issue.

FUNNIES AND DUMMIES

(Continued from page 23)

\$53,000, \$45,000, \$39,000, \$35,000, \$60,000, \$58,000, \$50,000, \$40,000, \$33,000. See?

These Did Okay, Too

And just to leaven the crop of available comics, the following were brought in: Johnny Burke at the State, twice; the Chico Marx ork at the Roxy for \$82,000, \$75,000, \$60,000; Molly Picon at the State, \$20,000; Jack Durante at the Roxy, during weeks of \$105,000, \$85,000, \$95,000, \$70,000, \$60,000; young Tim Herbert on weeks when the grosses read \$65,000, \$72,000; \$66,000, \$60,000, \$50,000, \$42,000; Jack Marshall at the Paramount on weeks of \$90,000, \$87,000, \$75,000, \$65,000, \$68,000, \$50,000; Jerry Colonna at the Roxy on weeks where the meter showed \$112,000, \$105,000 twice, \$102,000, \$78,000; Harry Langdon at the State, \$24,000. And Lou Holtz, preparing to become an MGM producer, had to be brought into New York for the holiday show at the Capitol, where the first week went to \$40,000 (incomplete).

In addition to the funnymen, look at the categories of acts which walked, stalked and romped across the local boards during the year (the grosses are given for the record).

Latinos—Carmen Amaya at the Roxy for stretches that glowed with \$105,000, \$85,000, \$95,000, \$70,000, \$60,000; Carmen Miranda, also at the Roxy, with beautiful weeks of \$105,000 and \$108,000; Tito Guizar at the State, \$30,000.

Fighters—Tony Canzoneri at the State, \$21,000 and \$23,000; Maxie Rosenbloom at the State, \$21,000.

Dogs, Horses and Seals

Animals—Gautier's Bricklayers at the Music Hall, \$123,000, \$120,000, \$112,000; Carleton Emmy's Dogs at the Music Hall for \$110,000 twice, \$98,000, \$85,000; Al Gordon's Dogs at the State \$48,000 and \$36,000; Capt. William Heyer and horse at the State, \$24,000; Huling and seal at the State, \$38,000.

Dummies—Salici Puppets at the State, \$31,000; Bob Evans at the Paramount, \$90,000, \$87,000, \$75,000, \$65,000, \$86,000, \$50,000; Paul Winchell at the Paramount, \$80,000, \$58,000, \$55,000; Frank Gaby at the State, \$30,000, and Dick Buckley at the Strand, \$56,000, \$49,000, \$45,000, \$42,000, \$35,000 weeks.

Legit and Night Club Units—*Best Foot Forward* unit at the State, \$26,000; *Latin Quarter Revue* at the State, \$32,000 and \$30,000; *Diamond Horseshoe Revue* at the State, \$29,000.

Corn—Spike Jones at the State, \$32,000; Al Dexter at the Capitol for \$70,000, \$52,000, \$38,000 weeks; Al Trace at the State, \$26,000 and \$20,000.

Longhair—Paul Haakon and Patricia Bowman at the State, \$25,000 and \$20,000; Larry Adler at the Roxy for \$80,000, \$52,000, \$51,000 weeks; Don Cossack Choir at the Music Hall for \$110,000 twice, \$95,000, \$85,000, \$120,000, \$110,000 three times, \$116,000; Irina Baranova at the Roxy for \$60,000 and \$47,000; Paul Haakon and Pat Bowman at the Roxy for \$90,000, \$83,000 and \$60,000 weeks; Grace Moore at the Roxy for \$73,000 and \$60,000.

Personal Appearance Dept.

Hollywood—Una Merkel at the State, \$20,000; George Tobias at the Strand for \$58,000 and \$45,000; Virginia Weldler at the State for \$25,000; Iona Massey at the Roxy for \$112,000, \$105,000 twice, \$102,000, \$78,000; Carole Landis at the Roxy for \$86,000 and \$64,000; Chick Chandler at the State, \$30,000; Jean Parker at the State, \$38,000.

What have you?—Stripper Ann Corio at the State, \$30,000; Harvest Moon Ball Winners, State, \$29,000 and \$30,000; Powers Models, State, \$25,000, \$25,000 and \$20,000; Hannah Williams (comeback following Jack Dempsey divorce proceedings), State, \$27,000.

Radio—*Truth or Consequences* unit at the Roxy, \$80,000; High, Low, Jack and a Dame at the State for \$48,000 and \$36,000 weeks; Dunninger at the State, \$21,000; *Lower Basin Street* unit at the Roxy, \$79,000.

And so it went. There were scores of

acts not mentioned here which helped to make the Big Stem really big during the year. In other words, it wasn't all Sinatra.

BIZ IS ZOWIE

(Continued from page 22)

Kelly, Louis Prima, who opened September 1, also made the mark with a bill which included Beatrice Kay and Tru Worth. Pic was *He Married the Boss*.

Vaughn Monroe failed to hit the \$20,000 mark by \$1,000. This doesn't by any means put Monroe in the class of lesser-grossers. On the bill with Sylvia Lane, Lorraine Krueger, Gene Sheldon and Loretta and a pic, *Hi Ya Chum*, maestro had to contend with exceptionally hot weather that caused a general exodus to the beaches and mountains despite gasoline rationing. Not only was this a barrier in increasing the take, but the weekend found no interurban streetcars running, virtually cutting off transportation with 200 outlying communities.

The skyrocketing of grosses was not due entirely to bands, for revues helped. Bill Robinson in a cutdown version of his show, *Born Happy*, knocked the hoops from under the revue figure precedent with a terrific \$27,000. Robinson's dependability as a grosser was enhanced by the fact that the show had appeared in the Orpheum territory at both the Biltmore and Mayan theaters. *Earl Carroll's Vanities* and *Nobody's Darling* tolled \$22,000.

In considering grosses at the Orpheum it must be pointed out that pic fare during the year was never strong and far from being a terrific drawing card.

Singers did well at the spot but were not exceptional. Dolly Dawn and Andy Russell, on a bill with Alvino Rey, hit an \$18,000 mark. Russell left the show after the first day. Helen Forrest, making her debut as a vocalist on her own, hit a bad weather week with the gross mark staying at \$18,000. Miss Forrest did \$2,800 opening day, which is considered good. On the stage opening night were Harry James, Martha Raye and others. Event was well publicized.

Other bills included Gene Krupa with \$16,000 for six days with Ethel Waters and Les Hite's orchestra following for eight days to pull \$16,500. January 19 week show, headlined by Victor Borge and the Merry Macs, hit five days of rain but drew \$15,000. Ritz Brothers pulled \$18,500. Ted Lewis, the only band to play two weeks, scored \$24,000 the first week and \$18,000 the second with only a picture change.

Other grosses included Billy Rose's *Diamond Horseshoe Revue*, \$16,000; Horace Heidt, \$18,000; *Bombshells of 1943*, \$15,000; Benny Carter and his orchestra with Dooley Wilson, \$19,600; Sally Rand, \$16,500; Bonnie Baker and Henry Youngman, \$16,500; *George White's Scandals*, \$15,750; Gertrude Niesen headlining, \$17,000; *Major Bowes Prizewinners of 1943*, \$15,000; Glen Gray, \$16,000; Chico Marx, \$17,000, and Freddy Slack, \$15,000.

The second half of the year was started with Woody Herman and his orchestra along with the Two Zephyrs, Paul Win-

(See BIZ IS ZOWIE on page 29)

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VAUDEVILLE REVIEWS

Olympia, Miami

(Reviewed Wednesday Afternoon, Dec. 29)

This week's bill opens fair and winds up a smashing hit.

Page and Jewett crack the ice with their unicycle turn, familiar to local night spot patrons. Do the usual tricks but add a new touch by using a good-looking femme, Kiki, at the side of the stage to sing pop songs while they do steps on the wheels.

Larry Kent, emcee, filled the deuce spot. Larry's gags failed to register, but an impersonation of Sinatra warmed the audience. Singing of *Oh, What a Beautiful Morning*; *People Will Say We're in Love* and *Donkey Serenade* netted him good finish hand.

Roy and Irene Howard, comedy adagio act, stopped the show with their wacky antics. Had to beg off.

Yvette headlined and repeated her success of last year, scoring heavily with her deep, throaty voice. Opened with *Comin' In On a Wing and a Prayer*, followed with *How Sweet You Are, Paper Doll*, *When the Lights Go Up On Broadway* and closing after repeated recalls with *You Are Temptation*. Won a deserved smash hand.

Bob Easton closed, starting with some stories and working with King Rector and Miss Odette, midgets. He did an adagio dance with Odette which was a wow. Rector played two numbers on a xylophone and one on the drums. A pleasing act.

Pic, *Henry Aldrich Haunts a House*. Biz capacity this show. L. T. Berliner.

State, New York

(Reviewed Thursday Evening, Dec. 30)

New Year bill adds up on paper to a well balanced, all-round show: Jackie Gleason to emcee and be comical, Eric Blore to add more of same, Patricia Morrison to chant, Carlton Emmy's pooches and terpers, and Ruth Harrison and Alex Fisher. Staged, the combo shows up spotty, with Gleason making an uphill fight to pull it together and make it tick. In fairness, however, it must be stated that he had a job on his hands at show caught. The customers were as cold as a Nazi's heart.

Opener by Emmy's dogs looked to get the show off to a good start. The pooches are clever and work as if they can't get enough of it, which is a sure crowd-pleaser. Emmy shows them to fine advantage and clicked for plenty of laughs and a good hand. However, follow-up by Eric Blore with an oldie, personal appearance pitch (interview with stooge reporter angled on "I-don't-want-to-play-butlers-anymore"), slipped badly. Blore's material is run-of-the-mill and his timing 'way off the beam. His exit left Gleason in a chilled spot to intro Patricia Morrison and the low temperature continued thru her two songs, *Beguine* and *Embraceable You*. Team-up of Morrison-Gleason clowning of a love scene finally got the pew-sitters off their hands again and the Morrison encore went over for a click.

Gleason's own specialty, radio and clowning imitations routine which he used recently in *Artists and Models*, put the bill solidly back on its feet. Jackie's brand of nonsense went over with a bang and he had the crowd right where he wanted them.

Wind-up by Harrison and Fisher was

a slow starter with an acro-ballroom routine too studied and not too well timed. But the pair followed thru strong with a couple of satires that had the frontiers dusting their palms. Travesty from *Three Corned Hat* was good and a tango, as terped by a couple of mournful morons, was better. Pair have a fine flair for comic miming and should stick to it.

State should get a good over-the-holiday play in spite of bill's lull-spots which may iron out to some extent as week proceeds. Columbia's war melo *Sahara* packs enough rugged wallop to lure in the customers. Bob Francis.

Strand, New York

(Reviewed Friday Afternoon, Dec. 31.)

Strand changed bills a week later than the other houses on the street but has enough on tap to slug it out for honors. On the screen is pictorial dynamite, *Destination Tokyo*, and on the stage is talent aplenty. Show is strong enough to stand on its own, but sags at the end and the powerful early impression is blurred.

Charlie Barnet is back after a slight detour via the rival Capitol a few months back and preserves three of the choicest morsels from that show: his trickily lit-up scrim opening which is the only honest-to-goodness stagemore intro seen since Duke Ellington used the same thing years ago; *Things Ain't What They Used To Be*, featuring Barnet's alto sax, Peanuts Holland's vocal blues and a powerhouse arrangement, and the same Holland's singing and trumpet playing of *I Like to Riff*. Riffing was never better and the holiday mob lapped it up.

Also with Barnet is Harriet Clark, who warbles *I've Had This Feeling Before* and *Don't Want To Be Alone*, in a fairish voice that was helped no end by the up-and-at-'em pace at which the early part of the show was geared.

Ella Mae Morse, the *Cow-Cow Boogie* gal playing her first stage date in this town, received a reception at her entrance and retained the good will with her performances of *Milkman*, *Keep Those Bottles Quiet*; *Cow Cow* and *Shoo-Shoo Baby*, her latest recording. Lanky kid who hit the jackpot via a couple disks surprised with her assured stage presence and show-wise use of hands and body.

Bunny Briggs, Negro tapster, proved one of the most entertaining youngsters seen in these parts. Has a satchel full of steps (eccentric jive) that are instantaneous applause getters and he mopped up with two numbers.

Then came Lowe, Hite and Stanley and the show slowed down. The odd-sized trio is still adroit at exploiting their midget and giant combination, but it's become a bit too routine and fails to collect the laughs it should. Wind up by mouthing their way thru a couple of recordings in pantomime and bring something fresh into that stale business by doing *Sonny Boy* with the two-footer working on the eight-footer's knee.

Barnet closes the show with the old device of playing identifying tunes of various band leaders. Does it well and might have ended on a high note but the platform was descending before the medley is over and the customers scrambling for seats overshadowed everything else.

Two-hour wait for seats all day.

Elliott Grennard.

"Curtain Time"

(Reviewed at the Curran Theater, San Francisco, Monday Evening)

Paul Small's *Curtain Time* opened at the Curran Monday (27) and was greeted enthusiastically by a capacity house. Strictly a two-a-day vaude type, bill was confined to two parts. Show was different from the previous revue titles as it lacked an emcee.

Heading were Chico Marx and Connee Boswell, both on in the second half. While the latter held up her end of the billing, Marx disappointed with an act that brought the pit orchestra onto the stage in a couple of jive routines that had little variety or sock. But when Marx got down to piano playing he demonstrated his knowledge of the business. Tried to banter with the audience but got nowhere.

Audience went all out for Boswell. Singing from her wheel chair, the lovely Connee offered *Shoo-Shoo, Baby*; *Oh, What a Beautiful Morning*; *The Victory Polka* and *Paper Doll*. Scored heavily with her *Stormy Weather* interpretation.

First half opened with the Miller Brothers and Lois, a septa trio, who clicked with their staccato tap rhythms on the floor and atop narrow tables. Got

Orpheum, Los Angeles

(Reviewed Saturday Afternoon, Dec. 25)

This spot stretched its schedule to open Bob Chester and his orchestra and Tito Guizar on Christmas Day. Pulling out after 10-day run was Dave Ellman's *Hobby Lobby*. To capture the holiday trade and to serve as a preface for the New Year's Eve show, Orpheum has a very strong show on deck. Other acts include Three Little Sisters and Tim Herbert. Pic is *Pistol Packin' Mama*, a Republic opus.

With Chester and Guizar drawing on the marquee, the second afternoon show had a full house. Patrons were about equally divided between those following Chester and those following Guizar. Guizar's followers were mostly Mexicans and his reception was more enthusiastic than that given Chester.

Chester emcees nicely and throws his orchestra (seven brass, three rhythm and four reed, excluding the maestro's sax) into all-outers to good results. Noticeable with the ork is that Chester singles out few men to take the spot, depending strictly upon sections for featuring. Since the individual sections are strong, it's a nice move.

Following an all-outer, Chester takes the mike for a bit of sating on *I Love You* with the four muted trumpets coming in for a bit. Reed section also gets the light with the maestro playing along with the three sax and clarinet deal. *Paper Doll* is neatly done up in a swell arrangement with the reeds again predominating. *Rollo Get With It*, an original by Paul Jordan, pianist, makes a good fill in. A fast arrangement does for the finale. Pretty Betty Bradley adds to the band's entertainment value with her swell vocals. On *Candlelight and Wine* effective lighting focusing attention on the delicately colored back-drop and "Merry Xmas" greeting adds to the nicety of her voice. *Shoo-Shoo Baby* proves Miss Bradley's versatility to do both fast and sotto voce passages. A novelty about the first kiss with the vocalist mugging dynamically justifies her beg-off applause. All in all, Chester and his boys turn in a job with maximum amusement value.

The Three Little Sisters, acro act, gets off to a slow start with spot somersaults overdone in the opening phases. Warmed up, they get down to hard work with an aerial split by one of the girls while the other two hold a hand to swing her in mid-air. Tim Herbert mimics dance teams in pantomime and his take-off on a Russian diplomat finds him with bare legs, giving the impression that he has removed his pants, gets plenty laughs. Rolling down his trouser legs from under coat length, he continues with take-offs on Katherine Hepburn, George Sanders and Ronald Colman for more applause.

Tito Guizar's appearance brought a round of applause that shook the rafters. Having the audience in his hand from the start, Guizar had little trouble. *Besame Mucho* warmed up and was followed with *White Christmas*. *Perfidia* and another Latin-American flavored tune won the plaudits of his Spanish fans, even tho he did end the medley with *Pistol Packin' Mama*. *Begins the Beguine* was superbly done. Guizar expressively warbled a Mexican tune with an interlude of *God Bless America*, going into *Chui Chui* and finishing with *El Rancho Grande*. Not only was his singing inspirational to his Spanish followers but also to the Americans whose tastes include Latin tunes done up in a silk-smooth rendition. Sam Abbott.

away to a flying start. Diosa Costello, billed as the Puerto Rican tornado, on next. Something of the Carmen Miranda type. Swings a willow torso to a group of red hot Latin tunes. Mixed it with a partner in a sailor uniform in a rumba finale.

Gene Sheldon, who followed, really cracked down on the laugh department with his zany comedy and trick banjo strumming. His panto with needle and thread was the big favorite. Closed with a femme stooge in a yokel demonstration. Buck and Bubbles on next. The two Negro boys are old hands at vaudeville. (See Vaudeville Review on page 33)

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Talent as Patsy In Liquor Drop On West Coast

HOLLYWOOD, Jan. 1.—Gloomy 1944 outlook for night club talent was foreseen when an American Guild of Variety Artists' spokesman said that liquor shortage may force many of the smaller niteries to shutter after January 1. Liquor situation has been growing steadily worse during the past few weeks and it is expected that New Year's Eve business will further deplete the fast-diminishing stocks.

On top of the liquor shortage headache was the claim made by several bar operators that they will not be able to operate with the new 30 per cent liquor tax and still maintain floorshows. Swing away from using night club talent has already been noted here, with Sugar Hill, Vine Street club, dropping its acts and sticking with a band only. Many other spots on Vine Street and on the boulevard are reported to be ready to ditch acts.

AGVA says that unless a miracle happens there will only be a small percentage of night club talent working next year in this area unless the situation improves sharply.

Many Hollywood spots have been unable to get bourbon for a month, peddling rum and wine over the bars. One small club op said he frankly could see no sense in continuing his floorshow when he had no liquor to sell his customers.

According to those close to the scene, the only spots which will retain their floorshows are the Class A niteries such as Earl Carroll's and the Florentine Gardens.

Many of the smaller club owners are burned, claiming that the big spots can afford to hire talent and still pay the 30 per cent liquor tax, but that the neighborhood bistros will be out in the cold.

Night club acts are going to feel the brunt of the liquor shortage and the effects of the new tax, say those in the know. Most acts took a beating during the depression years and now that dough is rolling it again, stand to lose out.

Standard Turns "Save" Name Bill At N. Y. Capitol

NEW YORK, Jan. 1.—It's man-bites-dog at the Capitol this week for the unusual has happened and a set of vaude acts have come to the rescue of a Hollywood product, instead of vice-versa.

House is playing a unit whipped up by MGM, including Kathryn Grayson, Nancy Walker, June Allyson, Rags Ragland and Lou Holtz to keep the works going. However, soon after the unit opened last week a situation developed which Ben Serkovich, manager, calls unprecedented in show business. The program just had too many stars.

On the advice of Loew's (MGM), Serkovich booked three vaude-night club acts into the bill this week, to lighten it and make it move faster. The acts called on for the rescue job are: Fay and Gordon, doubling from the Cotillion Room, Hotel Pierre; Maurine Cannon singer, and Wally Boag, the balloon man.

You ought to see us now, opines Serkovich.

Marcus Unit Muffs Mex. Iris Opening But Gets Going, Looks Like 2 Mos.

MEXICO CITY, Jan. 1.—A. B. Marcus, set to open December 16 at the Iris, struck some transportation troubles and missed the first show completely. Second show started 45 minutes late.

It's Marcus's third trip to Mexico. His present unit features dancer Leon Miller, apache dancers Latasha and Lawrence and Negro baritone Lorenzo Roberson, plus 40 colored girls. Unit has seven production numbers, and show runs slightly over two hours.

Big hit, besides the principals, is the *Heart of Texas* number in which the customers are invited on the stage to terp with the girls to the tune of cowboy music.

Unit set for indefinite run and Marcus hopes to do at least two months here. Followed the Poco Miller revue, which did \$2,500 nightly.



ACTS·UNITS·ATTRACTIONS ROUTES

Explanation of Symbols: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; cl—cocktail lounge; h—hotel; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; t—theater.

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

A
Aarons & Broderick (Oriental) Chi 3-6, t; (Palace) Fort Wayne, Ind., 7-9, t; (Rialto) Joliet, Ill., 12, t, nc.
Amazing Mr. Ballantine (Oriental) Chi, t.
Anthony & Allen (Glenn Rendezvous) Newport, Ky., nc.
Ard, Dottie (Clover Bar) Chi, nc.
Arnell, Amy (La Martinique) NYC, nc.
Art Duke (Pierre) NYC, nc.
Autelaks, Five (Riverside) Milwaukee, t.

B
Baker, Zig & Viv (Neil House) Columbus, O., h.
Banks, Warren (Rockhead's Paradise) Montreal, until Feb. 11, nc.
Barrys, The (Chez Paree) Chi, nc.
Barton & Brady (Colosimo's) Chi 27-Jan. 7, nc.
Belmore, Barbara (Ball) Phila, nc.
Black Betty (Copacabana) San Francisco, until Jan. 16, nc.
Blakstone, Nan (Olmsted) Washington, h.
Blackstone (Orpheum) Wichita, Kan., t.
Blore, Eric (State) NYC, t.

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C
Bowen, Sibyl (Earle) Washington, t.
Briggs, Bunny (Strand) NYC, t.
Buckley, Dick (Michigan) Detroit, t.
Burke, Johnny (State) NYC, t.
Burke, Johnny (Capitol) Washington, t.
Burns Twins & Evelyn (El Cortez) Reno, Nev., h.
Burton's Birds (Bowery) Detroit, nc.

D
Callahan Sisters (Rio Cabana) Chi, nc.
Carey Twins (Belmont Plaza) NYC, nc.
Carlisle, Charlie (Bowery) Detroit, nc.
Carlton & Juliette (King Edward) Toronto, h.
Carr Bros. (Earle) Washington, t.
Carroll, Earl, Vanities (RKO-Boston) Boston, t.
Carter & Morland (Riverside) Milwaukee, t.
Casto, Isabelita (Clover Club) Los Angeles, nc.
Caston, Bobbe (Three Sixes) Detroit, until Jan. 24, nc.
Chandler, Arlyne (La Conga) NYC, nc.
Chesman, Ann (Patio) Cincinnati, nc.
Chords, The (El Rancho Vegas) Las Vegas, Nev., h.
Clark, Lillian (Casbah) NYC, nc.
Cooper, Karen (Copacabana) NYC, nc.
Cox, Wolma (Copacabana) NYC, nc.
Crane, Carol (Royale) Detroit 27-Jan. 6, nc.
Cranes, The (Glacier Gardens Ice Arena) San Diego, Calif., until Jan. 14.
Curran, Vince (Club 18) NYC, nc.

E
Davis, Lee (Glenn Rendezvous) Newport, Ky., nc.
De Croff, Ann (Astor) Montreal, nc.
Della & Drigo (George Washington) West Palm Beach, Fla., until Jan. 16, h.
De Simone, Cheena (Bowery) Detroit, nc.
D'Ivons, The (Rio Cabana) Chi, nc.
Diamond Bros. (Folies Bergere) NYC, nc.
Dixon, Gaye (Club 18) NYC, nc.
D'Ray, Phil (400 Club) St. Louis, nc.
Duncan Sisters (Sheraton) NYC, h.
Dyer-Bennett, Richard (Village Vanguard) NYC, nc.

F
Earls, Four (Iceland) NYC, nc.
Edwards Sisters (Paramount) NYC, t.
Elliott, Leonard (Paris Qui Chante) NYC, nc.
Estrallita (Rio Cabana) Chi, nc.
Ewing's Pets (State) NYC, t.
Evans, Steve (Orpheum) Minneapolis, t.

G
Fay & Gordon (Pierre) NYC, h.
Fay, Frances (Latin Quarter) Chi, cl.
Fisher, Buddy (Latin Quarter) Chi, cl.
Fitzgerald, Lillian (Cotton Club) NYC, nc.
Floretta & Boyette (Orpheum) Oakland, Calif., 6-13, t; (Oregon) Klamath Falls, Ore., 14-15, t.
Fontaine, Diana (51 Club) NYC, nc.
Ford, Ed, & Whitey (Beverly Hills) Newport, Ky., cc.
Francis, Marian (Beverly Hills) Newport, Ky., cc.
Frank & Lee (Edgewood) St. Joseph, Mo., 27-Jan. 8, nc.
Franks, Four (Palace) Columbus, O., t.
Frasier, Pete, Trio (Bandbox) Baltimore, cl.
Fredericks, Chester (Michigan) Detroit, t.

H
Garrett, Patsy (Colony Club) Chi, nc.
Gibson, Karen (Iceland) NYC, nc.
Gill, Jeffrie, & Eyan Price (Bellerive) Kansas City, Mo., h.
Giraldo, Alex (Trouville) NYC, nc.
Gleason, Jackie (La Conga) NYC, nc.
Gleason, Jackie (State) NYC, t.
Gloria & Howard (La Hula Rumba) Honolulu, T. H., nc.
Glover & LaMae (Mayflower) Akron, h.
Gory, Gene, & Roberta (Temple) Jacksonville, Fla., t.
Gould, Caryl (Riobamba) NYC, nc.
Grayson, Kathryn (Capitol) NYC, t.
Green, Jackie (Rio Cabana) Chi, nc.
Greys, Five (Riverside) Milwaukee, t.
Guyse, Sheila (American Legion) Columbus, O., nc.
Gwyn, Jack, & Co. (Colosimo's) Chi, c.

I
Harrison & Fisher (State) NYC, t.
Hartnells, The (Blackhawk) Chi, re.
Hembry, Jack (Wivel) NYC, nc.
Henrie, Flo (Club Alabama) Chi, nc.
Herbert, Jack (100 Club) Des Moines, nc.
Hector, Harriet (Capitol) Washington, t.
Hollywood Cover Girls (Orpheum) Omaha, t.
Holtz, Lou (Capitol) NYC, t.
Hope, Glenda (Jimmy Kelly's) NYC, nc.
Hune, Elayne (Monte Carlo) NYC, nc.
Hutton, Marion (Earle) Phila, t.

J
Imaginators, The (Beverly Hills) Newport, Ky., cc.

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K
Jaxon, Great (Howard) Boston, t.
Jules & Webb (Mayflower) Akron, O., h.

L
Keller, Dorothy (Chicago) Chi, t.
Kelly, June (The Brook) NYC, cl.
Kim Loo Sisters (Michigan) Detroit, t.
Knox, Dorothy (Copacabana) NYC, nc.
Kurtis Marionettes (Blackhawk) Chi, re.

M
Lane Bros. (Michigan) Detroit, t.
Lang, Lou, Trio (Copacabana) NYC, nc.
Latin Quarter Revue (Palace) Cleveland, t.
LaVola, Don, & Carlotta (Utah Canteen Service) Salt Lake City, until March 15.
Law, Mildred (Copacabana) NYC, nc.
Lee, Bob (Wivel) NYC, re.
Lester & Irmajaan (Beverly Hills) Newport, Ky., 27-Jan. 8, cc.
Lindsay's, Earl, Glamorettes (Glenn Rendezvous) Newport, Ky., nc.
Lloyd & Willis (Albee) Cincinnati, t.
Louis & Cherie (Last Frontier) Las Vegas, Nev., until Jan. 26, nc.

N
Lowe, Hite & Stanley (Strand) NYC, until Feb. 3, t.
Lucas, Nick (885 Club) Chi 4-17, nc.
Lynn, Ginya (Belmont Plaza) NYC, h.
Lynn, Herbie (Showboat) Cleveland 7-20, nc.

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O
Maurice & Andrea (Dixie Inn) Brunswick, Ga., 3-14, nc.
May, Marty (Stanley) Pittsburgh, t.
Maysy & Brach (Alpine Village) Cleveland, nc.
Merry Maes (Riverside) Milwaukee, t.
Middleton, Sam (Park Lane) Buffalo, h.
Miles, Jackie (Chicago) Chi, t.
Miller, Susan (Palace) Columbus, O., t.
Mills, Buster (Snow St. Cafe) Providence, nc.
Mills Bros. (Albee) Cincinnati, t.
Morrison, Patricia (State) NYC, t.
Morse, Ella Mae (Strand) NYC, t.
Mortimer, Lee (Folies Bergere) NYC, nc.

P
Nalley, Velve (Alamac) NYC, nc.
Nash, Marie (Pierre) NYC, nc.
Neal, Ginger (Snow St. Cafe) Providence, nc.
Nelson, Arthur (Bismarck) Chi, h.
Nelson's Marionettes (Bismarck) Chi, h.
Nicholas, Harold (Orpheum) Minneapolis, t.
Nichols, Les (Casino) Toronto, t; (National) Detroit 7-13, t.
Novellos, The (Edgewater Beach) Chi 7-20, h.

Q
O'Connell, Frank (Rose Room) Newark, cl.
O'Day, Anita (Capitol) Washington, t.
Ollie (Patio) Cincinnati, nc.
Oxford Boys (Chicago) Chi, t.

R
Page, Buddy (Central) Passaic, N. J., t.
Page, Joe, & Nona (Cremorne) Brisbane, Australia, Jan. 1-30, t.
Pentone, Maxie (Cloud Room) Portland, Ore., 28-Jan. 10, nc.
Pickwick Four (Edgewater Beach) Chi, h.
Pops & Louie (Stanley) Pittsburgh, t.

Shelvey to D. C. On '100% Union'

NEW YORK, Jan. 1.—Matt Shelvey, national administrator of AGVA, goes to Washington next week to make the capital 100 per cent union for the variety profession. He will sign contracts with the Offbeat, Stardust, Republic and Liberty night spots (all colored), and expects to ink the Shoreham Hotel and Olmstead Cafe. With the Lotus Club, Troika and Bali already on AGVA's fair list, D. C. will be able to look other union towns in the eye.

Bolger, Martha Raye Eye Eastern Spots

NEW YORK, Jan. 1.—Martha Raye and Ray Bolger will forsake Hollywood temporarily and head East soon for vaude dates.

Miss Raye is scheduled to go into the Roxy for a probable four weeks early in February, after which she will appear in Boston, Baltimore, Cincinnati, Cleveland and Chicago.

A vaude tour also is being arranged for Bolger, but the dates on this are not set.

Cincy Beverly Does Dim-Out

NEWPORT, Ky., Jan. 1.—Beverly Hills Country Club, leading niterie in the Cincinnati area and now involved in gambling litigation in the county, will close its Trianon Room, which houses the floorshows, next Friday (7). According to Sam Tucker, manager, the room will remain dark until spring. Beverly's barroom will remain open and will be improved to handle dine business, with cocktail combos furnishing the entertainment. Several seasons back Beverly had a policy of closing down from New Year's Day until after Lent. The last three winters, however, it has operated straight thru.

Princess & Wille Hawaiians (Riviera) Columbus, O., nc.

R
Ragland, Rags (Capitol) NYC, t.
Rapps & Tapps (Cave Supper) Vancouver, B. C., Can., 27-Jan. 8, nc.
Raye & Naldi (Copacabana) NYC, nc.
Reddingtons, The (Capitol) Washington, t.
Regan, Paul (Paramount) NYC, t.
Reis Bros. (Brown Derby) Chi, nc.
Rimac, Ciro (Havana-Madrid) NYC, nc.
Ritz Bros. (Palace) Columbus, O., t.
Ritter, Eileen (Earle) Washington, t.
Robbins, June (Armando's) NYC, nc.
Rock & Dean (Beaver) York, Pa., h.
Rogers, Lee (Pastor's Uptown) NYC, nc.
Rogers, Roy (Latin Quarter) Chi, nc.
Rose Marie (Chez Paree) Chi, nc.
Rosella, Jessie (Vine Gardens) Chi, c.
Ross, Harry (Brown Derby) Chi, nc.
Rosini, Paul (885 Club) Chi, nc.

S
St. Claire, Sylvie (Copacabana) NYC, nc.
Seller, Lou (Folies Bergere) NYC, nc.
Sidneys, Four (Orpheum) Minneapolis, t.
Siemon, Hank, & Archie (Jimmie's on the Trail) Miami, until Jan. 18, nc.
Silver, Cyclones (Idle Hour) Charleston, S. C., nc.
Skating Vanities (Music Hall) Cincinnati.
Slater, Jane (Chez Paree) Chi, nc.
Sloan, Estelle (Latin Quarter) Chi, cl.
Smart, Doris (Zombie) Detroit, until Jan. 17, nc.
Sothern, Georgia (Palace) Columbus, O., t.
Spencer, Kenneth (Cafe Society Uptown) NYC, nc.
Standish, Helene (Palumbo's) Phila, nc.
Starr, Judy (Helsing's) Chi, cl.
Starr, Louise (Belmont Plaza) NYC, h.
Steele, Johnnie & Sondra (St. Regis) NYC, h.
Stewart, Phyllis (Cafe Society Uptown) NYC, nc.
Stockwell, Jean (Patio) Cincinnati, nc.
Stone, Ginny (Chicagoan) Chi, h.
Stooges, Three (Albee) Cincinnati, t.
Summer, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.
Sydell, Paul (Palace) Columbus, O., t.

T
Talia (Bismarck) Chi, h.
Thompson, Ken (Elton) Waterbury, Conn., h.
Tudell, Julio & Jean (Bismarck) Chi, h.

V
Valett, Ted & Flo (Earle) Washington, t.
Vance, Tari (Vogue Terrace) McKeesport, Pa., nc.
Victor, Chas. (Rose Room) Newark, cl.

W
Wahl, Walter Dare (Chicago) Chi, t.
Walker, Nancy (Capitol) NYC, t.
Walton, Jules & Joanne (Colony Club) Chi, nc.
Warren, Annette (Carter) Cleveland, nc.
White, Sammy (Riverside) Milwaukee, t.
Wilkins, Louise (The Brook) NYC, cl.
Willys, Six (Edgewater Beach) Chi, h.
Wilson, Marcellus (Zombie) Detroit, nc.
Worth Sisters (Folies Bergere) NYC, nc.

Z
Zarco & Beryl (La Conga) NYC, nc.

Waxing Latest Tiny Klondike for Combos, Kobbler 26G

NEW YORK, Jan. 1.—The dough is really starting to roll in for small combos in the electrical transcription field, for this category of recording is mushrooming now that the heat is off Petrillo-wise and large bands are hard to get.

Within the last week deals have been set for large numbers of e. t.'s for no less than five such small outfits, who up to recently would not even have been considered for this kind of work, much less inked. The Korn Kobbler, at the moment, lead the chase, having just been contracted to do 130 transcriptions, for commercial purposes, by F. W. Ziv, Inc. Deal involves fees of \$26,000 for the band. Stanley Zucker made the arrangements.

At the same time, GAC has obtained four contracts from World Transcription for the services of the Ben Webster, Herman Chittison, Miff Mole and Eddie Heyward combos. Each band will wax 10

tunes apiece for World within the next few weeks, the product going into World's library service.

Deals have several implications, the most important of which are that the small bands now come into big dough and the prestige that goes with being on wax. Both considerations will serve to make the outfits even more valuable properties, thus enlarging their opportunities for further dough and cutting dates, and so on around the circle.

Rodgers at Rite Spot

HOLLYWOOD, Jan. 1.—Gene Rodgers, ex-Erskine Hawkins pianist, after closing a run at the Swing Club, opened a holiday stretch at the Rite Spot, Glendale. New date signed by Reg. D. Marshall Agency on agreement with Frederick Bros., who have Rodgers under contract. Deal is split commission.

GAC Shifts Dan H'wood

NEW YORK, Jan. 1.—Danny Hollywood, member of the cocktail lounge department at GAC, has been switched to the radio department assisting Doug Storer. Henceforth Hollywood will devote all his time to the Bob Ripley radio show.

Kansas City: Alma Hatten singing pianist, is on the last week of a year's engagement at the Congress Hotel. . . . Don Roth and combo are current at the Drum Room, Hotel President. . . . Jetta Kay at the organ and Julie Hewitt, singing accordionist, moved into the Tropics. . . . Pat Perry, singer; Zena Shenk piano and solovox, and boogie-woogie man Don Simmons are featured at the Town Royale.

3 Peppers Back to NY

PHILADELPHIA, Jan. 1.—Three Peppers returning to New York, scene of their original triumphs, for the first time in five years. Sepia unit, which has been going great guns here and on the West Coast, open next Monday (3) at the Zanzibar, set by the Jolly Joyce Agency here.

Marshall Inks McClaine

HOLLYWOOD, Jan. 1.—The four-piece outfit of James McClaine has been signed to a long-term managerial contract by Reg D. Marshall Agency here. Aggregation, billed as James McClaine and His Musical Gems, currently playing the Tom Tom in Glendale on an eight-week deal.

Pianists No. 1 In Chi Sector

CHICAGO, Jan. 1.—Cocktail pianists continue to ride on the crest of the wave in this part of the country. Not only do outside fields pay attention to them, but pay good money to take them into the fold. Situation has created an acute shortage of name pianists in the lounge sector. Operators are missing those showcase performers who not only attract business into their spots but encourage other units to work the locations.

Maurice Rocco, Dorothy Donegan, both colored boogie-woogie players, and Robert Crum, white pianist, are definitely out of the cocktail picture. Rocco is on his way to Hollywood for a role in Paramount's *Incendiary Blonde*, and his manager, Phil Shelley, is there waiting for him to discuss other picture plans. Rocco has to fill another long run at the Zanzibar, New York, however, before he can accept any other pic offers.

Dorothy Donegan leaves for Hollywood early this month for a part in *Sensations of 1944*. Prior to the shooting date she will fill theater engagements there, starting with the Orpheum, Los Angeles, week of January 12. Bert Gervis, her manager, is going to the Coast to handle her affairs there.

Robert Crum will finish out the year at the Sherman Hotel and then head east for a "smart" spot date. When Shelley returns from Hollywood he will take Crum to New York with him.

Mel Henke, another white-haired boy in the cocktail field, is still continuing at Elmer's Lounge here. His future plans, however, call for Rocco-Crum developments. He has signed a seven-year pact with Consolidated Radio Artists.

Another pianist soon to desert the bar game is Edgar (Eggs) Royer, comedy ivory pounder, who is shopping for a smart date following his run at Helsing's Show Lounge. He is grooming himself along comedy lines, playing up talk as well as his piano work.

A publicity build-up was given Wilson John Fisher, piano wiz, who started a run at the Bismarck Hotel's Inn a couple of weeks ago.

REVIEWS

The Owen Sisters

(Reviewed at The Cove, Philadelphia)

For the pleasurable melodies and harmonies the Owen Sisters (3) leave nothing to be desired. And heightening such appeal is the sight value, the three gals making a striking appearance. Gals establish a restful mood with their efforts, their singing individually and collectively along with their playing, being entirely effortless. Eschewing the blatant and boisterous jive and jump antics, the Owens stress the melodic content of the songs. Selections run the gamut of old and new with a generous sprinkling of novelty ditties.

Unit comprises Sophie on bass, Emmy on guitar and Honey on accordion. Go heavy on the vocalizing and it's plenty ear-pleasing all the way, making for relaxed cocktail lounging and all in class order that blends with plush settings of this smart and swank spot.

Maurie Orodener.

The Novelteers

(Reviewed at the Brass Rail, Chicago)

Three lads who do straight and comedy instrumental and vocal work, with the emphasis on comedy. Center point is Ted Brown (bass) who sings naughty tunes in a way that are acceptable in cocktail spots. The lyrics are off color, but anything cleaner dies the death of a dog in front of a bar. When he works, the two lads are strictly in the background for musical support.

The cohorts are Sam Hart and Henry Furth, guitar and accordion-xylophone. In the early hours the boys do pops and standards in stock fashion. Each one has had extensive experience with other outfits before getting together to work as a trio.

Sam Honigberg.

ESTHER GENTHER'S piano and Stanley Adamski's accordion alternating at the Kurtz House near Reading, Pa.

Off the Cuff

EAST:

SAM MIDDLETON opened at the Park-Lane, Buffalo, January 2. . . . KURT BELL into the Green Gables Grille and Restaurant, Little Falls, N. Y., December 24. . . . AVA WILLIAMS into the Garden Cocktail Lounge on December 21.

. . . . PETE FRASIER TRIO opened at the Bandbox, Baltimore, December 24.

. . . . BLUE DRAKE began a stay at the Hotel Park-Lane, Buffalo, December 13.

. . . . CHICK WADE opened at Burke's, Utica, December 27. . . . CARRIE MAUDE BEVILLE opened at the Capitol Cocktail Lounge, Utica, December 31. . . . JUNE KELLY and LOUISE WILKINS went into The Brook December 30 for an indefinite stay.

. . . . HARRY REISER opens at Rogers' Corner on January 4 for an eight-week stand. . . . CHARLES VICTOR will go into the Rose Room, Newark, January 11, indefinitely. . . . FRANK O'CONNELL will begin a six-month stay at the Rose Room, Newark, January 17.

. . . . IRENE KATONA'S band into the Canary Cage, Corona, L. I., December 31, indefinite run. . . . LITTLE JACK LITTLE, newly returned from an offshore tour for USO, began four weeks at the El Patio December 31 for a reported \$1,000 weekly. . . . POP BROWNLEE'S TRIO, from the Midwest, goes into the Village Barn January 18 for an indefinite stay.

. . . . ELOU WILLIAMS has organized a trio of her own and opens at the Music Bar, Schenectady, January 3. . . . SKEETS TOLBER has cut four sides for



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Decca. . . . KORN KOBBLERS were inked last week for their second year at Rogers' Corner. . . . JACK FARRELL'S DEBONAIR TRIO open at the 44 Club, Newark, on January 11.

BILL RICHARDS at Club Oloha, Buffalo. . . . MORGAN SISTERS working at the Tropic Isle, Brooklyn. . . . EARLE STRIGLE band has completed a year at the Plantation Room, Louisville, and stays on indefinitely. . . . CHARLIE AGNEW ended his engagement at the Peabody Hotel, Memphis, December 31 then headed West for 10 weeks at the Hotel El Rancho Vegas, Las Vegas. . . . MARIANNE AND MAYC playing at Freddie's Cafe, Cleveland.

WALTER LANE, medically discharged from the navy, returns to his pianology at Eddie Mitchell's, Philadelphia. . . . ANDY RICCARDI'S STROLLERS added to the line-up at Philadelphia's Cove. . . . TOMMY CAPPO and his Hawaiians into Pigeon Inn, Trenton, N. J. . . . A. J. ALLEN, blind pianist, added at Philadelphia's Copacabana. . . . JESS ALTMILLER TRIO new at DuMond's, Philadelphia with the Paul Curry Trio holding over. . . . FOUR GINGERSNAPS, leaving the Philadelphia circuits; open this week at the Forrest Hotel, St. Louis. . . . SAXIE SCHOLLENBERGER'S unit into Ace Tavern, Reading, Pa. . . . CHARLIE SWIER, the Steinway squatter at Dick Nolar's Venture Inn, Philadelphia. . . . DOTTIE GROVE'S piano added at Lou's Germantown Bar, Philadelphia. . . . SHOOEY and his Ramblers locate at Irving's Inn, Delaware, N. J. . . . BLANCHE ROBINSON takes her piano-vocals to Philadelphia's Embassy Club.

NIGHT CLUB REVIEW

(Continued from page 24)

out with some classy toe dances and winds up with an impersonation of George M. Cohan which is a honey.

Lauretta and Clymas close with terps, their ever-popular comedy apache bit getting a nice hand.

Opening price was jacked to \$6. Spot is ideally situated. L. T. Berliner.

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Are Emsees People?

Read What One of the Fraternity Has To Say About 'Em --and Weep

By MURRAY LANE

I'm a night club emsee. I used to do a harmonica act in vaude, but talking instead of blowing is easier.

Have you thought much about the night club emsee? Upon his padded shoulders rest all the responsibilities for the success or failure of the particular floorshow he's in. He gets the blame—even tho he had no hand in booking the show, and in most cases never met his fellow performers until the moment when the show is on. The poor emsee gets the abuse when patrons don't like the show, and the few times he gets praise hardly compensate for the razzing.

The emsee's troubles start when the agent gives him a fast pitch about "this is smart spot, and the boss, Joe (and that's the only name you'll ever know the boss by), is a great guy. He'll give you a build-up and advertise you in the papers. (A one-agate line ad!) He likes to build up the underdog, and he'll give you a dinner every night. Great audience, too. Goes for smart stuff. So look smart; wear your tux; remember, you've got a great show behind you; rehearsal at 7; you'll have a swell band with you. And if the boss likes you, you can stay on indefinitely!"

It's Always Brooklyn

So the emsee starts opening night with high hopes in his sunken chest. He travels to the wilds of Brooklyn until he find himself in front of a dilapidated building on which are the words, "Club Cloaca, Featuring Shows From Broadway." He circles around the building for a few minutes, feeling sure there must be a mistake somewhere, and then enters. The "smart spot" his agent promised is a dirty little place with a small bandstand, a broken-down piano and a juke box.

A guy behind the bar yells, "Hey, you the emsee?" Then, in front of the waiters, bus boys, porters and washroom attendants, he imparts the happy news that "If you go over here, you'll go over any place. Henny Lewis and Milton Hope once worked for me, and were they lousy!" He brags about the emsees he "started off to fame" and then describes the emsees he canceled.

"I want an hour show, and they must go on at 11:30 and 2. You'll get your dinner after the first show. Lou and Nick (the waiter and the chef) sing in the show, too."

Shirtsleeve Elite

The rest of the show straggles in—a dancer and a singer. The band (piano, drums and sax) shows up at 9 and by the time the rehearsal has started the customers are arriving. The "smart audience" the agent had promised turns out to be the best dressed people in overalls.

The emsee figures out a spot for the two performers and the boss's two "must" singers. (Then the boss promptly rearranges the numbers, and this goes

ORCHESTRA NOTES

Of Maestri and Men

JAN GARBER, EDDIE OLIVER, LOUIS PRIMA, FRANKIE MASTERS and GEORGE OLSEN will play Coca-Cola Spotlight Band Parade shots the week of January 10. . . . ENRIC MADRIGUERA checks out of the Commodore Hotel, New York, February 3 for a theater tour, starting at the Adams, Newark, N. J. . . . JERRY WALD opening at the St. Charles Hotel, New Orleans, January 28. . . . MITCH AYRES playing the Palace Theater, Columbus, O., February 1 for three days, following with a week each at the Albee, Cincinnati, and the Palace, Cleveland. . . . LIONEL HAMPTON opens the Capitol Theater, New York, January 20. . . . SAMMY KAYE has signed Carl Bright and John Cummings to turn out script for maestro's planned film production, *So You Want to Lead a Band*. Kaye opens at the Hollywood Palladium February 8. . . . TEDDY POWELL, currently at the Hollywood Palladium, handed a 4-F by his draft board. . . . LES BROWN back in Hollywood from San Diego engagement to work on Paramount flicker, *Bring on the Girls*.

on after every performance for the rest of the engagement.)

Show time finally comes and, after announcing the birthdays, weddings, engagements and farewell parties, he shakes hands with ringside patrons, runs over to customers who insist on telling him what gags to use, tries to handle the heckling of the musicians behind him, describes the new \$1.25 Blue Plate Dinner, urges patrons to stay over for the next "new and completely different revue," and, finally, the dreadful show is over.

The poor emsee sits down at the corner table with the other two performers. The singer complains that the band stinks, ruined her arrangements, etc. The dancer squawks that the floor was too slippery and the tempo too slow. "I was offered \$200 a week and I just closed at the La Conga in Evansville. I'm only filling in a week before I go into the Waldorf." Finally the chef comes out of the kitchen for that much-awaited dinner.

The Cuisine Stinko

"What'll you have? A ham or cheese sandwich? Coffee or beer?" Meekly, the emsee asks if he can have some French fried potatoes, too. "Sure," says the chef, "we give you only half rate on all other food you want."

The big "dinner" is over, and soon it's time for the next performance. The band blasts out that big two-bar fanfare, and the emsee dashes out on the floor, all smiles, and right into a bedlam of noise and cruising drunks. He starts off with his best opening gag, but no one is listening, and a drunk runs on to the floor and grabs away the mike. So the emsee has to battle all the way thru the show.

The night is over, and the poor emsee makes the dismal trek back to Times Square, winding up at Kellogg's Cafeteria, where he tells his fellow actors how he murdered them at the Club Cloaca. The more he describes his alleged triumphs, the more he believes it, and soon he's convinced he's really hot stuff. By that time he's feeling good and his chest has expanded about a half inch—only to sink again another day.

But why remind him of that?

BIZ IS ZOWIE

(Continued from page 25)

chell, and *False Faces* hitting \$25,000 already mentioned. Bills the second six months included Ann Corio, Glen Miller Singers, Dick Baldwin, Frances Willis, \$15,000; Vaughn Monroe, \$19,000; Jack Teagarden, Nick Lucas, Rochelle and Beebe, Ray Wilbert, \$15,000; Jimmy Lunceford, \$20,000; Bill Robinson's revue, \$27,000; Xavier Cugat, \$25,000; Polack Bros.' Circus, \$19,500; Louis Prima and Beatrice Kay, \$20,000; Jimmy Dorsey, \$27,500; Mickey King, Fay Bernice, Anthony-Allyn and Hodge, Will and Gladys Ahern, Hi, Lo, Jack and the Dame, \$18,500; Benny Carter and orchestra, Peter Ray, Harold Nicholas, Olivette Miller, Ben (Shadrack) Carter and Mantan Moreland, \$18,000; *Earl Carroll Vanities*, \$22,000; Harry Howard's *Hollywood Pin-Up Girls*, \$18,000; *Radio Stars on Tour* with Jane Wilson, Helen McFarland, Danny Rogers, Dave Wallace, Bill Hughes and Blackie, \$17,500; Charlie Spivak, \$18,000; D'Artega, Noel Toy, Gloria Faye, \$18,000; Erskine Hawkins, Two Zephyrs, \$23,000; Louis Jordan, \$22,000; Frankie Masters, Anita Jakobi, the Chords, Joe Wong, \$18,000; Alvino Ray and Dolly Dawn, \$18,000, and Helen Forrest, \$18,000.

Dave Ellman's *Hobby Lobby* closed a 10-day stand with a gross of \$25,000 for the stay. On the basis of a seven-day week, *Lobby* hit \$18,000. Gross was cut by rain and influenza.

Orpheum ended off the year with Bob Chester and his band, with Tito Guizar also being featured.

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- LE DONNE TRIO, The Melrose, Newark
- BERNIE GEORGE, Maxim's, N. Y.
- SIS PAT MARR, USO Camp Shows
- 3 DALE SISTERS, Don Lannings, Miami
- JERRY MONTANA, Graymore Hotel, Portland
- HAL LANSBERRY, Billy Rose's Diamond Horseshoe, New York
- "WHISPERING" JACK SMITH, WJZ, N. Y.
- DOT & DASH, Columbia Hotel, Portland
- DARELL TWINS TRIO, The Bahama, Key West
- AUDREY THOMAS, The Clique, Detroit
- BOBBY BATSON & HELEN LEE, Parkview Terrace, Springfield

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Thea. Guild Gets Stranglehold on 'Oklahoma' Title

NEW YORK, Jan. 1.—Settlement of the suit by the Theater Guild against Republic Pictures Corporation over the latter's film *In Old Oklahoma* (*The Billboard*, December 25) brought forth a denial this week by Republic Pictures that it had agreed not to use the word "Oklahoma" in any future releases.

The court settlement papers shows that such an agreement was entered into as follows: "Republic will not cause or permit said picture (*In Old Oklahoma*) or any other title which shall include the word "Oklahoma" shall not appear after January 1, 1945 while said picture is being distributed or exhibited in the United States. . . ."

A Guild official, queried as to the agreement, stated that the settlement had been amicable, with Republic agreeing not to use the word "Oklahoma" after January 1 next year unless ads of such a film carried the statement: "Not connected with the Theater Guild musical play *Oklahoma*. Spokesman added that the use of this ad statement would be made obligatory to all film companies in future under threat of a suit from the Guild.

Honolulu Sinatra Comes Home to The Salmaggis

NEW YORK, Jan. 1.—Ration points in Brooklyn will be scarce this week—at least so far as the Alfredo Salmaggi household is concerned. The fatted calf is up for a snuff-out. The "Sinatra of Honolulu," better known locally as Guido Salmaggi, is on his way home.

Guido, who made his chanting debut in his father's opera company at the old New York Hippodrome, signed up over two years ago with Uncle Sam. When the Japs made their underhanded pass at Pearl Harbor, he was shifted almost immediately from a camp on the Pacific Coast to Hawaii, and has been there since without furlough. However, the maestro and his family were able to hear Guido almost any morning, because the army featured him daily via the Honolulu radio when they discovered that they had a No. 1 G.I. crooner.

The family tuned in on him on Christmas morning, but were told the connections were bad. Guido was probably on his way home by that time. He wired them, December 30, from an unnamed West Coast post that he'd be in Brooklyn within five days. If Uncle Sam gives him enough furlough he may fit in for one of the pater's Academy of Music operas (99-cent top).

Legit Review Percentages

Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero.

- Doctors Disagree—44%**
YES: Robert Garland (*Journal-American*), Ward Morehouse (*Sun*), Howard Barnes (*Herald-Tribune*), Robert Coleman (*Mirror*).
NO: Louis Kronenberger (*PM*), Earl Wilson (*Post*), Burton Rascoe (*World-Telegram*), John Chapman (*News*), Lewis Nichols (*Times*).
- South Pacific—17%**
NO: Morehouse, Wilson, Rascoe, Garland, Coleman, Kronenberger.
NO OPINION: Chapman, Barnes, Nichols.

BROADWAY SHOWLOG

Performances Thru January 1

Dramas		
	Opened	Perfs.
Angel Street.....	Dec. 5, '41	869
(Golden)		
Another Love Story... Oct. 12		96
(Fulton)		
Arsenic and Old Lace.. Jan. 10, '41		1,246
(Hudson)		
Doctors Disagree Dec. 28		7
(Bijou)		
Doughgirls, The..... Dec. 30, '42		432
(Lyceum)		
Harriet	Mar. 3	146
(Miller's)		
Janie	Sept. 10, '42	655
(Mansfield)		
Kiss and Tell..... Mar. 17		345
(Biltmore)		
Life With Father..... Nov. 8, '39		1,745
(Empire)		
Listen, Professor Dec. 22		14
(Forrest)		
Lovers and Friends .. Nov. 29		40
(Plymouth)		
Othello	Oct. 19	88
(Shubert)		
Outrageous Fortune... Nov. 3		70
(48th St.)		
Pillar To Post	Dec. 10	27
(Playhouse)		
South Pacific	Dec. 29	5
(Cort)		
Three's a Family..... May 5		281
(Longacre)		
Tomorrow the World.. Apr. 14		308
(Barrimore)		
Two Mrs. Carrolls, The. Aug. 3		179
(Booth)		
Victory Belles (Resump-Oct. 26		75
fion)		
(Ambassador)		
Voice of the Turtle, The. Dec. 8		29
(Morosco)		
Winged Victory	Nov. 20	51
(44th Street)		

Musicals

Carmen Jones	Dec. 2	36
(Broadway)		
Connecticut Yankee, A. Nov. 17		55
(Beck)		
Early To Bed..... June 17		335
(Broadhurst)		
Oklahoma!	Mar. 31	327
(St. James)		
One Touch of Venus.. Oct. 7		103
(Imperial)		
Something for the Boys. Jan. 7		419
(Alvin)		
What's Up?..... Nov. 11		61
(National)		
Ziegfeld Follies, The.. Apr. 1		420
(Winter Garden)		
(Revivals)		
Merry Widow, The... Aug. 4		168
(Majestic)		
Rosalinda	Oct. 28, '42	411
(46th Street)		

"Jackpot" Hits Big 28G, Balt

BALTIMORE, Jan. 1.—Following another dark week local legit resumed Monday (27), and despite continued cold and grippie, box office at Ford's held up exceptionally well with holiday attraction. A splendid \$28,000 was grossed with new musical comedy, *Jackpot*, starring Alan Jones and a cast which included Jerry Lester, Benny Baker, Nanette Fabray, Mary Wickes and Betty Garrett. Maryland closed legit season for current (1943) year with *Storm Operation*. Now showing films and plans to continue this policy indefinitely.

'Blossom' Swell 28C, B'port; 6 on Deck for Loew-Lyric

BRIDGEPORT, Conn., Jan. 1.—The Loew-Lyric Theater here, which for the first time in many years will bring in legit road productions, did swell with the initial offering, *Blossom Time*, which took \$2,832 for one performance. Al Shea, veteran theater man handling the bookings, has *Abie's Irish Rose* coming in for three days January 17-19. Other bookings include *The Doughgirls*, *Arsenic and Old Lace*, *Student Prince*, Gilbert and Sullivan and *Kiss and Tell*.

'Blossom' 5G in 3, Splfd.

SPRINGFIELD, Mass., Jan. 1.—*Blossom Time* drew an estimated \$5,100 for three performances in two days (21 and 22) at the Court Square Theater, Gerald Finnegan, executive secretary of the Playgoers of Springfield, reported.

3 Shubert Shops Keep Philly on "Continuous"

PHILADELPHIA, Jan. 1.—Continuous operation of the three Shubert legit houses here is in prospect with the new year finding the booking calendar assuming well-filled proportions. Walnut St. Theater is in good shape with *The Doughgirls* ending a record two-weeker tonight (1), comfortably settled down for a long run that should be good for another six weeks or more. *Kiss and Tell*, winding up an eight-week run at the Locust St. Theater next Saturday (8), will be followed in on January 10 with *The Wallflower*, new comedy presented by Meyer Davis. Locust carries on with Katherine Dunham and her *Tropical Revue*, coming in January 24 for a fortnight.

Forrest Theater has *Something for the Boys* opening on January 10, following the current run of *Blossom Time*. Joan Blondell, originally skedded for the road tour of the Mike Todd production, checked out because of illness and Ethel Merman, star of the New York show, will come along with the cast here. Merman will bow out when Blondell is ready to take over.

Set for a three-week run, Forrest figures on keeping it running several weeks longer and has inked in *The Student Prince* to take over on February 14 for a two-weeker.

Santa Serlin

NEW YORK, Jan. 1.—The Oscar Serlin office decked a full Christmas tree this year for everybody connected with *Life With Father*. Players, stagehands and office employees for both the New York and the touring company drew a War Bond apiece in amounts ranging up to \$100.

Howard Lindsay, Dorothy Stickney, Harry Bannister and June Walker, leads of the New York and road companies, received individual gifts of jewelry.

In addition to the firm's gifts, Serlin's closest associates in both troupes came in for personal presents from the boss.

G&S Pre-Xmas Heavy \$21,650 in Capital

WASHINGTON, Jan. 1.—A touring Gilbert and Sullivan company set a new record at National Theater during the pre-Christmas week, when the b.o. took \$21,650.

Altho normally the worst week in the year for attendance, the Savoyards cleaned up. Heavy take was further indication that there is such a tremendous legit audience in Washington that any show will fill the house at any time.

Gilbert and Sullivan troupe was headed by Florenz Ames, and seats ranged from 85 cents to \$2.75.

BROADWAY OPENINGS

DOCTORS DISAGREE

(Opened Tuesday, December 28, 1943)

BIJOU THEATER

A comedy by Rose Franken. Directed by the author. Settings by John Root. Stage Manager, Robert Champlain. Press representatives, Fred Spooner and Harry Davies. Associates in production, Buford Armitage and Peter Davis. Presented by William Brown Meloney.

Celia	Eda Heinemann
Dr. Margaret Ferris	Barbara O'Neil
Mrs. Deane	Dolly Haas
Pete	Jack Willett
Dr. William Lathrop	Philip Ober
Laura	Ethel Intropidi
Dr. Stanley Bates	Judson Laire
Miss Kelly	Ann Thomas
Mr. Deane	John Ireland

Rose Franken has turned from the contemplation of psychoses and abnormalities which intrigued her to pen her current *Outrageous Fortune* to a theme gaited to a fiction spot between the interior decoration and recipe departments of a femme magazine. *Doctors Disagree*, as it unveils at the Bijou, puts no mental strain on anybody, nor is any likely intended.

Miss Franken is concerned this time with very normal people and has not troubled to be particularly inventive about their affairs. They are just the sort of company for a back-of-the-neck-box-of-chocolates-at-the-elbow femme afternoon, with the hint of a tear here and there and plenty of sweetness and light. The same will doubtless be true of them at the Bijou. It's the sort of show that you'd recommend to Aunt Minnie—and Aunt Minnie would recommend to the neighborhood Thalia Society. As there are a lot of Aunt Minnies, *Doctors* should do a whale of a matinee trade. The gals will like it.

So it doesn't matter very much that you know from curtain-rise that those young doctors, Margaret Ferris and Bill Lathrop, are going to iron out career difficulties and end in a last-act clinch. Or that the hen-medico is going to overcome brash masculine prejudice and operate on the little boy upstairs. Of course, they do and she does, and naturally after young doctor Lathrop has been properly humiliated by the discovery that his girlfriend bids for top surgical honors, she finds out that love and a scalpel can practically go hand in hand. It's all as simple as hop, skip and jump.

But whether or not the sophisticated eyebrow is raised disdainfully at Miss Franken's relatively simple and oft-told tale, no one should deny that she tells it skillfully and literately. If the writing lacks suspense, there are moments in it of tenderness and others of crisp humor. Also, it is excellently acted by an experienced group and smoothly directed by the

author. In fact, there may be a lot of folks slightly disdainful of the *Doctor Kildare* little-child-shall-lead-them formula who will clap hands with the Aunt Minnies for *Doctors Disagree*. It is too well written and acted ever to be a bore.

Barbara O'Neil and Philip Ober are the medicos with the romance problem. The former suggests a charming femme scalpel-wielder, both in whites and out. Ober, moved over from *Another Love Story* into a part that fits him admirably, makes the young neurologist a mannerly, likable chap. Judson Laire gives a fine performance as another surgeon who has to be convinced that medicine isn't all a man's world. Dolly Haas is effective as the distracted mother of the sick youngster, and John Ireland is well up to his assignment as the child's father. The comedy is in the capable hands of Ann Thomas and Eda Heinemann. The former is a wise-cracking trained nurse this time and makes bright going of it. Eda Heinemann is the guardian dragon of Dr. Margaret's

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professional and love life—with a Vermont twang and a heart of gold.

Hearts of gold, in fact, is the chief drawback to Miss Franken's play. There isn't a meanie in the lot—including the stuffy surgeon. There are moments when the Bijou stage is fairly slippery with the milk of human kindness. However, perhaps a simple, quiet play about nice people who like ethics and each other is just what is needed right now. The disagreement of Rose Franken's doctors fills such a prescription at the Bijou.

Bob Francis.

SOUTH PACIFIC

(Opened Wednesday, December 29, 1943)

CORT THEATER

A play by Howard Rigsby and Dorothy Heyward. Staged by Lee Strasberg. Setting by Boris Aronson. Incidental music by Paul Bowles. Production supervised by W. Horace Schmidlapp. General manager, Ralph Kravette. Company manager, Al Lee. Press representatives, Karl Bernstein and Martha Dreibratt. Stage manager, Robert Semp. Presented by David Lowe.

Sam Johnson... Wendell K. Phillips Ruth... Wini Johnson Daniel... Rudolph Whitaker Liliboi... Don Johnson Dr. John... Louis Sharp The Luluai... Frank Wilson Japanese Voice... Kaie Deei Natives: Gordon Heath, George Fisher, Ruby Dee Native Children: Ledia Rosa, Gloria Robinson, Emanuel Gillard, James Reason, Clyde Coines

The authors of this newcomer hit on a whale of an idea when they started, but the result of their efforts to construct a play out of the germ reveal that they never got further than the first thought. South Pacific turns out to be a very flimsy structure built on a solid foundation and seems hell bent for the warehouse within a matter of weeks, if not days.

Basis is a moot topical subject—the regeneration of a Negro, embittered by Jim Crowism. In the light of current burning racial issues, this should be sure-fire dramatter if properly handled. Howard Rigsby and Dorothy Heyward quite patently aren't the people to tinker with such a touchy subject. While their efforts are obviously sincere, they are none the less trite and tedious. The dialog is stilted and these failings, coupled with the leaden pace with which the show has been directed by Lee Strasberg, all add up to a very disappointing and often dull show, which even Canada Lee's heroic efforts in the star role cannot elevate very high.

The subject is presented in the story of Sam Johnson, a white-hating Negro sailor, who has plenty of cause for his bitterness. One of a crew of a ship torpedoed in the Jap-held tropics near Bougainville, he is saved by an army captain, and with him manages to get to a lush tropical isle held by the Nips. The captain is wounded in rescuing Sam, but gets little gratitude for his friendliness. Sam frankly admits he doesn't give a hoot who wins the war. He is glad to be out of the States, and when he finds Ruth, a girl teacher of the natives, is content to settle down with the natives for good. Later, when the captain and a Negro doctor, in an attempt to break up a secret Jap gun emplacement trained on Allied vessels, are caught and hanged, Sam finds himself an outcast because he would not fight with them. His fondness for the little grandson of the native chief, however, causes him to change his ideas and when the boy is killed by the Japs, he takes the last remaining gun and goes out to fight Tojo's boys single-handed. It's all pretty synthetic and forced.

Canada Lee's Sam is the sole outstanding performance of the evening. Only he seems to have the skill to hurdle the pedestrian script. Wendell K. Phillips, Wini Johnson, Dan Johnson, Louis Sharp and young Rudolph Whitaker do their best, but manage to offer only so-so support, except for Whitaker as Daniel, the chief's grandson, who turns in a pretty neat job.

Show is handsomely mounted by Boris Aronson with a very effective and atmospheric set. Paul Bowles's incidental music, what there is of it, is okay.

Frank Gill.

Push Second Legiter for Overgrown DC

National "Monopoly"

WASHINGTON, Jan. 1.—The need for another legit house to accommodate the thousands of Washington theater fans who each week are turned away at the National is becoming more and more of a local issue. Greatest mystery is why no theater operator has taken a chance on what appears a sure thing and opened a house to compete with the National.

For a long time Capitol audiences have outgrown the National, and periodically various civic groups make half-hearted representations for an additional house. So far nothing has developed from these efforts, altho the current activity seems the most vigorous yet undertaken.

Proponents of another theater here point to the fact that during the last war there were fewer people in Washington, but at the same time three legit houses were in operation and all showed profit. In addition to the National, the Belasco and Poli's were open. Despite fact that DC population is now swollen way beyond that of World War I, one house is now all that is available.

During recent months, especially since Washington became vastly overcrowded with war visitors and government workers, only a fraction of those wanting to attend the theater have been able to get tickets. Others, after watching the inevitable line at the National box office or being turned away at the window, take a "what's the use" attitude and give up playgoing until they visit New York or Philadelphia.

Another factor which makes Washington more attractive as a spot for a theatrical venture is a recent government report predicting this to be one of the few cities in the country to retain its population gain after the war.

Reports that Capital audiences are made up chiefly of government girl stenographers who are more interested in movies than the theater are denied by proponents of another theater. They point to the fact that this city is now virtually the capital of the United Nations and as such has perhaps the most cosmopolitan population in the world. Those seeking another theater here go on to explain that it is bordering on disgraceful that such a potentially smart and sophisticated audience has to content itself with either a solid fare of musical concerts or movies.

Much of the agitation for a new legit house stems from the fact that the National Theater has always enjoyed such business that it is indifferent to patronage, knowing that regardless of the attraction there is likely to be a sellout.

It is also pointed out that prior to the gas rationing and other curtailment on travel, many from Washington regularly attended plays at the two Baltimore theaters. Attendance of local people was so great at theaters in Baltimore that operators there regularly carried advertisements in amusement pages of DC dailies. This commuting is no longer possible, thus throwing additional business to the National, which already has all it can handle.

IN SHORT

(Continued from page 24) new edition of Mike Todd's Star and Garter, for which he has been inked.

Philadelphia:

HELEN LANE takes her electric steel guitar performance west for the first time, opening Monday (3) at the Bowery in Detroit. . . . MARTY BOHN, closing at the Swan Club, goes to the Riptide in Miami. . . . JACKIE GREEN, making way for Frankie Schluth at Frank Palumbo's, goes to Chicago's Rio Cabana. . . . JOLLY JOYCE, local booker, off to Florida. . . . MURTAH SISTERS, winding up a long run at Jack Lynch's, open January 6 at New York's Martinique. . . . TED BLAKE takes over the emcee spot at Carroll's. . . . VI AND VILMA VERNOR, back from a six-month USO stretch, playing the theater stands in the territory for the Eddie Sherman office. . . . JACK COHN, of the Eddie Suez Agency, producing theater revues for the South.

Here and There:

NICK LUCAS opens Tuesday (4) at the 885 Club, Chicago, for two weeks with options. . . . CLAWSON TRIPLETS (Dawna, Doris and Dorothy) set for the RKO-Boston, Boston, week of January 18 as vocal trio with Phil Spitalny's all-girl ork.

LEW FOLDS, recently set by MCA into the Kentucky Hotel, Louisville, has been handed a holdover there. He recently concluded a long stay at Colosso's, Chi, by tossing a champagne party for his co-performers.

AL DEXTER starts a week at the St. Charles, New Orleans, on February 4. . . . The ANDREWS SISTERS head for Ohio, playing at the Palace, Columbus, February 1; the Albee, Cincinnati, February 4, for a week, and the Palace, Cleveland, February 11, for another. . . . SISTER THARPE started a vaude tour December 31, at the Howard, Washington, and then will play the Royal, Baltimore, and the Paradise, Detroit. . . . BUDDY JOHNSON'S band will appear at the Howard, Washington, for a week, beginning January 14. . . . TINY BRADSHAW opens at the Orpheum, Los Angeles, January 12. . . . The INK SPOTS unit will play the Keith, Rochester; Palace, Columbus; Albee, Cincinnati; Paradise, Detroit, and Palace, Cleveland, in that order during January. . . . ISABELITA CASTRO goes into the Clover Club, Los Angeles, January 5. . . . ROSITA ROYCE and doves opened at the Casino, Hollywood, on Christmas night, whence she will tour West Coast vaude houses and then go into the Music Box, San Francisco. . . . HARRY (LIFTY) LEWIS on a four-month tour for USO. . . . MONTROSE AND PEARL at the Cadillac Club, Philly, and going to the Hotel Roosevelt, Jacksonville. . . . CARLETON AND JULIETTE opened at the King Edward Hotel, Toronto, December 27 for two weeks. . . . CHEENA DE SIMONE DANCERS at the Bowery, Detroit.

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VAUDEVILLE REVIEW

(Continued from page 26)

Buck's work at the piano is outstanding. Ditto Bubbles on his feet.

The Di Gatanos, top ballroom dance team, are the essence of grace and lightness. Offered some lifts that amazed. First half closed with Think-a-Drink Hoffman. He pours drinks called from the house and they measure from a cup of coffee, with a doughnut thrown in, to a zombie, with the latter claimed by a sailor in a top box.

Second park, with the exception of Boswell, was weak. The Whitney Sisters, a pair of sophisticated dancers, did a lithe unison dance routine without creating any furore. The Three Swifts brought on their amusing but familiar routine with Indian clubs. Marx closed, with Miss Boswell singing It's All Now. Show ran approximately two hours and fifteen minutes. Edward Murphy.

Oriental, Chicago

(Reviewed Friday Evening, December 24)

Good holiday bill featuring the revamped Merry Macs; Ben Carter and Mantan Moreland, colored screen pair; Sammy White, the Antaleks and the Grey Family (6). On screen, Universal's So's Your Uncle. In all, a good Christmas combination.

Pit band, fronted by Ray Lang, is on the stage in the atmosphere of a seasonal setting. The Greys, six smiling gals in brief wardrobe, punch out well on footwork and vocals in the opening, using three changes of costume. Fine flash to frame a show. Routines themselves are not sock but they make a great sight.

Sammy White does big in the second spot with his dancing and pantomimic antics. The guy is as good as he ever was, judging by his work and the reception given him. His impressions of a Russian ballerina undressing and taking a bath and a colored poker game are very funny. And he stays in the clean brackets, too.

The Antaleks (5) offer a thrilling high act, displaying good balancing and acro tricks on several stage-high contraptions. The three girls in the turn do most of the dangerous posing, giving the act added flash.

Carter and Moreland have been doing some screen work lately and together in vaude make a pretty good team. Carter is all teeth and smiles, and Moreland is a pop-eyed character with a slight resemblance to Rochester, altho he tries his best to keep away from the latter's physical comedy tricks. Start with an old talk bit which gets laughs. Next, Carter sings a rhythm number accompanying



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himself at the piano. Moreland joins him for an eccentric dance to his pianistics, and both encore with an engaging whisky bit.

The Macs close and do okeh but nothing like the original act. This time one of the three lads is new and another gal (blond) replaced Mary Lou Cook. Miss Cook was too striking a personality to ignore the change. As an act, quartet dishes out good harmony work, doing most of the tunes used before.

Biz off Christmas Eve, as expected, but should pick up considerably starting tomorrow (25). Sam Honigberg.

DRAMATIC AND MUSICAL

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

- Able's Irish Rose (Orpheum) Sioux City, Ia., 5; (Auditorium) St. Paul 6-8.
Abie's Irish Rose (Plymouth) Boston.
Aldrich Family (Shubert Lafayette) Detroit.
Arsenic and Old Lace (American) St. Louis.
Barrimore, Ethel, in Corn Is Green (Marlow) Helena, Mont., 5; (Fox) Butte 6; (Metropolitan) Seattle, Wash., 8.
Blithe Spirit (Studebaker) Chi.
Blossom Time (Forrest) Phila.
Blossom Time (Savoy) Hamilton, Ont., Can., 3-5; (Grand) London 6-8.
Cherry Orchard (Shubert) New Haven, Conn., 6-8.
Curtain Time (Curran) San Francisco.
Doughgirls (Colonial) Boston.
Doughgirls (Walnut) Phila.
Dunham, Katherine (Royal Alexandra) Toronto.
Gilbert & Sullivan Operas (Cox) Cincinnati.
Good Night Ladies (Blackstone) Chi.
Jackpot (National) Washington.
Jane Eyre (Auditorium) St. Paul 5; (Lyceum) Minneapolis 6-8.
Janie (Hanna) Cleveland.
Junior Miss (Garry) San Francisco.
Kiss and Tell (Harris) Chi.
Kiss and Tell (Locust St.) Phila.
Kiss and Tell (Biltmore) Los Angeles.
Life With Father (Shea) Erie, Pa., 5; (Palace) Ashtabula, O., 6; (Colonial) Akron 7; (Park) Youngstown 8.
Marianne (Ford) Baltimore.
Mexican Hayride (Shubert) Boston.
My Sister Eileen (Nixon) Pittsburgh.
Oklahoma (Erlanger) Chi.
Patriots, The (Cass) Detroit.
Forgy & Bess (Victory) Dayton, O., 5; (Hartman) Columbus 6-8.
San Carlo Opera Co. (Erlanger) Buffalo 6-8.
Sons of Fun (Civic O. H.) Chi.
Student Prince (Boston O. H.) Boston.
Suds in Your Eyes (Wilbur) Boston.
Tobacco Road (Davidson) Milwaukee.
Tomorrow the World (Selwyn) Chi.
Wallflower (Playhouse) Wilmington, Del., 6-8.
Without Love (Capitol) Salt Lake City 5; (Auditorium) Denver 7-8.

JOIN THE MARCH OF DIMES FIGHT INFANTILE PARALYSIS JANUARY 14-31

The Final Curtain

BLONDIN—T. C. (Balding), 52, former stock actor, following a heart attack at Walters, Okla., December 21. He joined the Blondin Stock Company in 1908 and adopted that name. Later operated the two-car *Georgia Minstrels* show in association with Charles E. Bowen. In recent years he was with the cattle and horse sales years at Wheatland, Okla. Survived by his widow; two brothers, Lincoln Ray, Kansas City, Mo., and Leo, director of the Oklahoma City (Okla.) Zoo, and a sister, Helen Hawkins, of Dallas. Services at First Presbyterian Church, Walters, Okla., with interment there.

BOOTH—Frank E., 57, paymaster at Warners' Studio since 1926, in Santa Monica, Cal., December 21 after a long illness.

BOSWORTH—Hobart, 76, stage and screen actor, following an attack of influenza in Hollywood December 31. He appeared in the first pictures made in Hollywood in 1909, in the one-reeler, *The Power of the Sultan*, and his best roles were in the Jack London tales. He started his stage career in Shakespearean roles and played in stock.

BOTVIDSON—Walter C., 65, stage manager of Orpheum Theater, Minneapolis, December 24 of a heart attack. He was found behind the wheel of his automobile after having spent the evening with friends.

BURKE—James B., 89, father of Frank Burke, owner of the Frank Burke Shows, in El Paso, Tex., December 27. Deceased operated a popcorn machine in recent years in Moline, Ill.

CALEY—Burt F., 70, stage manager of the Regent Theater, Rochester, N. Y., following a heart attack December 22. He was connected with theaters there for the past 40 years and was a charter member of the Rochester chapter of International Alliance of Stage Employees. Survived by his widow. Services at Joseph J. Buckley Funeral Home December 27.

CARLL—Frank (Pompy), 93, band man, at his home in Bridgeton, N. J., December 21. He played in the West Jersey Excursion House, Atlantic City, in 1887 and later was leader of the orchestra at the Narrow Gauge Excursion House, Mansion House and Schaufli's Garden, there. Two sons, Howard and Frank Ogden Carll, survive.

BLANKENSHIP—Ray, 39, theater operator at Bogata, Tex., and former agent for Tom Mix Circus, in a Paris, Tex., hospital December 22 following injuries received in an automobile accident. Services and burial at Bonham, Tex. Survived by his mother, Mrs. Effie Blankenship, of Bogata.

FANNING—John C., 69, operator of Texas picture shows and theaters since 1920, at Brownsville, Tex., December 26. He was business manager of the old *Fort Worth Record* before going into the theatrical business. He operated picture shows and theaters at San Angelo, Cisco and Mineral Wells, Tex., before going to Brownsville where he was operator and part owner of the two show houses there at the time of his death. Survivors include a son, Dunleith M. Fanning, Lubbock, Tex., former rodeo secretary for the Southwestern Exposition and Fat Stock Show at Fort Worth, and secretary of the last rodeo staged in London, England, by the late Tex Austin; two daughters, Mrs. Jay May and Mrs. Medwin Hall, both of Fort Worth, and a brother, Frank, Oklahoma City. Services were held Tuesday (28) at Fort Worth.

FIDLER—Dick, 44, ork leader, in Columbus, O., December 25 of a heart ailment. Survived by his widow, daughter and mother.

FINNEY—Charles Eugene, 58, former vaude and circus performer and brother of Bob Eugene Finney, of the Eugene Brothers' aerial bar act, in a Tucson (Ariz.) hospital December 31. Also survived by two other brothers and two sisters. Interment in Englewood Cemetery, Los Angeles.

GRAFFEN—Mrs. Elsie D., former executive of the old Victor Talking Machine Company, where she arranged recording schedules, December 22 in Cooper Hospital, Camden, N. J., suddenly. Survived by her husband, William C.; a sister and two brothers. Services and interment there December 27.

HEMPHILL—Polk, former billposter, following a heart attack in the post office lobby at Miami December 13. His

home was in Dayton, O. Until a few years ago he was on litho advance for Ringling Bros., Gentry, Al G. Barnes, Hagenbeck & Wallace, Sparks, Walter L. Main and other circuses. Survived by a brother, Allen, and a sister, Frankie, of New York State.

HOGG—Mrs. Matilda W., 67, December 26 at her home in Detroit. She was the daughter of Fred Wolter, former concessionaire at Belle Isle Park, Detroit. Survived by her husband.

KESTLER—Mrs. Catherine, 60, mother of Frank (802) Kestler, drummer with Bubbles Becker orchestra and Pete Kestler, trumpet man with Ted Black and now in armed forces in India. Services in Ozone Park, N. Y., December 8.

KNECHT—Mrs. Bridget Marie, 83, December 23 in Chicago. Burial at Danville, Ill. She was the mother of Karl K. Knecht, noted newspaper cartoonist of Evansville, Ind., and former editor of *The White Tops*, publication of the Circus Fans' Association, and of Klara E. Knecht, well-known writer of children's stories and circus books and formerly with Clyde Beatty, Sells-Floto, and Cole Bros.' Circus. Mrs. Knecht was born in County Clare, Ireland, in 1860 and came to America at the age of 16. For years she lived in Danville, Ill., but of late years has resided with her daughter in Chicago. She trouped with her daughter for one season. Besides the son and daughter she is survived by a sister, Mrs. Mary White, of Waterloo, Ia.

LEONARD—Grace Fox, 61, wife of Prof. Walter Brown Leonard, of Glens Falls, N. Y., and late *Billboard* scribe, author, producer and authority on minstrelsy, in Glens Falls City Hospital December 12 from complication of ailments. Mrs. Leonard traveled with Professor Leonard for many years with his productions as pianist and actress, and toured with him in vaudeville in early days. In addition to her husband, Eleanor Leonard Niedeck is the only other member of the family, and she is now with her husband in Biloxi, Miss., where Mr. Niedeck is director of the USO in that section, furnishing amusement for 50,000 soldiers stationed there. Her remains were sent to Morley, N. Y., Mr. Leonard's old home town, and interment in Trinity Chapel Cemetery there.

LEWIS—May, vaudeville performer, after a four-year illness in Olive View (Calif.) Sanitarium December 22. She was a line producer and lead in her husband's shows over the Sun, Barbour, Spiegelberg and other circuits. Later appearing in the Lewis Trio, which included her husband's younger brother Al. Survived by her mother, Mrs. Scott, Chicago, and her husband, James Y. (Dad) Lewis. Services in Wee Kirk o' the Heather and interment in Forest Lawn Memorial Park, Los Angeles.

LIGHT—Grant, 55, former carnival man and recently operator of Light's Cafe in Harrisburgh, Pa., December 26 from pneumonia. He weighed 350 pounds. No known relatives survive. Services at Kramerer funeral home, Annville, Pa.

LORENZO—Jack, animal trainer with the World of Mirth Shows, December 24 in Richmond, Va. Survived by a sister, Mrs. Beulah Finley, of Kansas City, Kan. Interment in Oakwood Cemetery, Richmond.

LUCAS—Nova J., 63, father of Gene Austin, radio-screen singer, at Tucson, Ariz., December 17. Altho a nonpro, he was interested in show business, and was in the cafe business. Survived by his widow; two sons, Gene Austin and Frank, and a daughter, Patsy Ruth. Interment in Gainesville, Tex.

MacLEWEE—Stanley Ward, 57, production comptroller of the San Francisco Opera Association, in San Francisco December 23. Survived by his widow, Frances.

MARSHALL—John D., father of Billy Marshall, orchestra leader at the Benjamin Franklin Hotel, Philadelphia, there December 26.

MASONER—Georgia, 67, in a Little Rock, Ark., hospital, December 22. She was professionally known as Georgia Wilkinson, the Arkansas Wonder Girl, in the days of Austin & Stone Museum.

She retired 20 years ago, but returned to the museum field last September, when she joined the International Congress of Oddities, a unit of the Park Amusement Company, Inc., at St. Louis. Survived by her husband. Burial at Hot Springs, Ark.

MILLER—Frank, 61, father of Pete Miller, president of the Amateur Skating Union, December 29 at his home in Chicago.

PAPAI—Istvam, middleman of the Faldudys comedy teeterboard act, killed in an auto accident outside of New Brunswick, N. J., December 24. Accident occurred while the troupe was returning to New York after appearing at the Tower Theater, Camden, N. J. The other two members of the act were critically injured and taken to a New Brunswick hospital. Mr. Papai, of Hungarian birth, was a naturalized American citizen and had no relatives in this country. He was recently discharged from the army after having served eight months. Burial was under the auspices of the Actors' Fund at Kensico, N. Y., December 27.

PIELOW—Mrs. Ona, wife of Ralph Pie-low, New York branch manager for Metro, of pneumonia December 27. Services were held December 29 at Forest Hills, L. I.

RIPA—Bob (Ejvin H. Hansen), 30, vaudeville juggler, recently in a plane crash in the South Pacific. Survived by his widow and a son. Details in January 1 issue, page 3.

SCHULER—Archibald, 49, piano player and entertainer known as Archie Stanley, December 21 in the Atlantic City (N. J.) Hospital of pneumonia. Surviving are his widow, Helen; three sons, three daughters, his parents, a brother and a sister. Services in Pleasantville, N. J., burial at Greenwood Cemetery there December 24.

SHILLING—Howard M., 87, former musician, December 23 at his home in Shillington, Pa., suddenly. He was for many years with Hemmig's Cornet Band, famous Eastern Pennsylvania group. Two daughters survive. Services in Shillington, Pa., burial in Fairview Cemetery there December 27.

TAPPE—Mrs. Margaret A., 76, suddenly following a heart attack December 17 at the home of her daughter, Mrs. Margaret Klein, New Waterford, O., who is connected with the Klein Attractions of that city. Mrs. Tappe was well known to showfolks thruout the country. Burial December 20 at Beaver Cemetery, Beaver, Pa.

THORNTON—Jess, prominent in national magic circles and in recent years on the staff of Percy Abbott's magic manufacturing staff at Colon, Mich., in that city December 30. He had been in failing health since losing his leg in an auto accident several years ago. Thornton resided in Colon with his wife and family.

VOEGELI—Henry E., 67, business manager of the Chicago Symphony Orchestra, December 28 at St. Luke's Hospital, Chicago, after an illness of 10 days of pneumonia. The body was cremated at Graceland Cemetery. Voegeli had been connected with Chicago's music history for 43 years. Born in St. Louis he went to Chicago shortly after the Spanish-American War. He was appointed assistant manager of the symphony orchestra in 1900 and in 1927 was made manager. He also was manager of Orchestra Hall, home of the orchestra, and assistant treasurer of the Orchestral Association of Chicago. Surviving him is his widow, the former Frances Reynolds.

VON SEYFFERTITZ—Gustav, 80, actor in a number of Charles Frohman productions and formerly associated with D. W. Griffith and Paramount, following a short illness in Hollywood December 24. He directed for both Griffith and Paramount, later turning to acting in character parts in movies. He retired in 1936. His body was cremated. He leaves no close kin.

WILLIAMSON—Horace G., 63, head of the Williamson Entertainment Bureau, Cincinnati, the last 30 years, killed instantly when his auto struck a loading platform in Cincinnati December 30. He

appeared on the chautauqua and lyceum platforms as a poet and humorist and was the author of *Old Hollyhocks* and *Things Worth While*, books of humor and poetry. Survived by his widow, Mrs. Estelle McGlasson Williamson; a daughter, Mrs. Grace Biehl, and two sons, Walter H. and Richard B. Williamson. Services at the Charles A. Miller Funeral Home, Cincinnati January 3. Interment in Spring Grove Cemetery there.

WRIGHT—Mrs. Margaret Ann, 84, mother of William J. Wright, understander with the Martini hand-balancing act, at her home in Buxton, Me., December 17. Interment in South Gorham (Me.) Cemetery.

Marriages

HOYER-SAXON - MEREDITH—Kurt Hoyer-Saxon, vaudeville performer, to Jane Boland Meredith, vaudeville aerialist, in Rochester, Ind., November 28.

CANTELL-GREATHOUSE—D. W. Cantell, Texas tent show owner and operator, to Billy Greathouse, secretary-treasurer of B. & B. motion picture service, at Giddings, Tex., December 26.

DE MILLE-SHAFFER—Pvt. Richard DeMille, son of motion picture producer Cecil DeMille, to Rosalind Jane Shaffer, movie and ballet dancer, in Hollywood December 31.

FRANKENBURG - O'BRIEN—Russell Frankenburg, nonpro, and Anne O'Brien, former theatrical publicity agent and night club columnist, in Philadelphia December 26.

ISH-BARNETT—George William Stanley Ish Jr., United States Army, to Sue Barnett, daughter of Claude Barnett, head of Associated Negro Press national news service and of Etta Moten (Mrs. Claude Barnett), well-known singer, at Kansas City, Mo., December 26.

KANE-LOWERY—Pvt. Thomas P. Kane, nonpro, and Peggy Lowery, of the program department of WCAU, Philadelphia, there December 21.

Births

A daughter, Patricia Doris, to Mr. and Mrs. Ted Milligan at Cleveland December 27. Parents were with Art Lewis Shows last season.

A daughter, Jeanina Bernadine, to Pvt. and Mrs. Bernie Lit, at University Hospital, Fort Smith, Ark., December 4.

A daughter, Anita Louise, to Mr. and Mrs. Floyd R. Matter, of the Midway Cafe, Jackson, Tenn., December 5.

A son to Mr. and Mrs. Carl M. Johnson at Ankor Hospital, St. Paul, July 14. Parents were with James Heron's Wild Animal Exhibit.

A son, Brian James, to Mr. and Mrs. Harry Bubeck at Illinois Central Hospital, Chicago, December 23. The father is NBC Central Division dramatic director.

A daughter, Holly Jean, to Mr. and Mrs. Owen Vinson at Michael Reese Hospital, Chicago, December 25. The mother, Pauline Hopkins (Mrs. Vinson), is author of the radio serial *That Brewster Boy* heard on WBBM-CBS, and the father is producer of the program.

A daughter, Linda Kathryn, to Mr. and Mrs. Lon Johnson December 18. Father is manager of the Lancaster Theater, River Rouge, Mich.

A daughter to Mr. and Mrs. Charles Sheridan December 18 in Philadelphia. Father is sports commentator at WDAS, in that city, known as Sherry O'Brien.

A son, John David, to Mr. and Mrs. Michael H. Egnal, December 16, at University Hospital, Philadelphia. Father operates a chain of motion picture theaters in Eastern Pennsylvania.

A daughter to Mr. and Mrs. Nat Rudin, December 20, at the Jewish Hospital, Philadelphia. Father is pianist with Bob Elliott's band at Hopkins Rathskeller, night club in that city.

A son, Donald Edwin, to Mr. and Mrs. Bob Williams December 15 in San Francisco. Father is an announcer at KPO-NBC, San Francisco.

A daughter, Diane, to Mr. and Mrs. Sy Owens in San Francisco recently. Father is the owner of the Joynt, San Francisco, night spot.

CLUB REGIMES GET ACTION

S. A. Group Moves; Ruback, Obadal Now Pilots of 2 Bodies

SAN ANTONIO, Jan. 1.—San Antonio Showmen's Club moved from the old headquarters, 216½ Soledad Street, to 129½ Crockett Street, December 1. "The Carnival Club" was opened at the former address, this org being under A. (Booby) Obadal, president; C. Wilkerson, Blackie McLemore and Billy Aldridge, first, second and third vice-presidents, respectively, and Robert (Bob) Roberts, secretary-treasurer.

Jack Ruback was elected president of the San Antonio Showmen's Club, with Ben Block as vice-president and J. C. (Blackie) Tarkington as secretary-treasurer.

Each of the clubs has its following among outdoor show people now in San Antonio, including Mr. and Mrs. Bob (Domino) Hardy, Mr. and Mrs. Steve Handing, Mr. and Mrs. Murray Miller, Mr. and Mrs. Heavy Guyton, Mr. and Mrs. Barney Allen, Mr. and Mrs. William French, Mr. and Mrs. Ted Custer, Mr. and Mrs. Joe Rosen, Mr. and Mrs. W. H. (Bill) Bonta, Mr. and Mrs. Benny Hyman, Mr. and Mrs. Hypo Deneke, Mr. and Mrs. Joe (Palooka) Ulcar, Mr. and Mrs. James Case, C. B. (Perk) Perkinson, Mike Ruback, Mr. and Mrs. Jimmie Carlson, Red Wingfield, Sam Aldrich, Jess Jordan, Bill Aldrich, Red Baker, Mr. and Mrs. Billy Miller, Mr. and Mrs. Charlie Schubb, Mr. and Mrs. Peter Kling, Mr. and Mrs. Stuart O'Brien, Mr. and Mrs. Roland Smith, Harry Cohen and Mr. and Mrs. Dave Stevens.

Stephen Books What Cheer

QUEEN CITY, Mo., Jan. 1.—Otto Stephen, owner-manager of Stephen's Shows, announced that the show had been awarded a contract for the midway at the 1944 Keokuk County Fair, What Cheer, Ia. Scheduled to open May 20 in Northern Missouri, the organization will carry 5 rides, 3 shows, 15 concessions and a free act.

Caravans Arrange Social

CHICAGO, Jan. 1.—Caravans held a business meeting on the night of December 21 in the clubrooms, 155 North Clark Street, with President Pearl McGlynn presiding. At the officers' table were First Vice-President Lillian Lawrence, Treasurer Rose Page and Secretary Jeannette Wall. Invocation was by Chaplain Mrs. Nate Hirsch. Club received many cards from members wishing success. On January 4 a social will be held, with Joysey Williams Gray as hostess and Jeannette Wall assisting. After adjournment luncheon was served. Award went to Mrs. Colonel Owens.

Lotta Smokes!

Mr. J. C. McCaffery, Chairman, Outdoor Division, Amusement and Recreational Division, Chicago Commission on National Defense, 155 North Clark Street, Chicago, Ill.
Friend Mac:

I hereby submit my report for the year 1943 as a member of your committee:

The following were sent to the Chicago Service Men's Center during the year:

1,000 cartons of cigarettes... \$ 1,100
Hammond organ..... 1,000
Food 2,000
1,500 cartons of cigarettes.. 1,650

Total \$ 5,750

American Red Cross 300

8,000 cartons of cigarettes mailed to Chicago boys in the service 10,800

Total \$16,850

Yours very truly,
M. J. DOOLAN.

Troupers Vote To Consolidate With Men's Aux

LOS ANGELES, Jan. 1.—Regular Associated Troupers in a meeting December 23 in the clubrooms, Walker Building, Grand Avenue, announced its consolidation with the Men's Auxillary. Decision was made at a meeting of the board of directors of both organizations, when plans for the consolidation were completed and these officers were elected for 1944: President, Babe Miller; first vice-presidents, Ruth McMahon and Joe Krug; second vice-presidents, Minnie Pounds and Herb Sucher; secretary and treasurer, Vera Downie and Walton de Pellaton.

Directors selected for the men are Joe Krug, chairman; Bill Meyers, Frank Downie, Hugh Bowen, Everett W. Coe, Walton de Pellaton, Clarence Alton, Sam Dolman, Elmer Hanscom, John L. (Spot) Ragland, C. F. Zeiger, Hort Campbell, John Cardwell, Moxie Miller, Lou Korte, Eldon Frock, Herb Sucher, Harry Warren, W. R. Patrick, Bill Dill, Mike Herman, Hilton Hodges, Clarence Wrightsman, (See CLUBS CONSOLIDATE on page 55)

Champagne, Ventres Assemble Equipm't To Form Continental

LOWELL, Mass., Jan. 1.—The Continental Shows, owned and operated by Roland Champagne and Al Ventres, will be launched next season, they announced here. Champagne has been owner and operator of rides for a number of years with leading shows in the East. Ventres has for many years managed and operated numerous ballyhoo shows. Champagne will be general manager and Ventres business manager.

Management has engaged as agent Fred B. Perkins, well known in his field, and he recently returned here with contracts for the first five weeks of the season. These rides are office-owned: 32-foot Spillman 2-abreast Merry-Go-Round, No. 5 Ell Ferris Wheel, Octopus, Chairplane and Kiddie Autos. There will be several office-owned shows and tops. Thru recent purchase of several pieces of rolling stock, including tractors and trailers, the show has been efficiently motorized. Management has also purchased a new steel office trailer and a new 30-foot blue marquee for the front entrance.

On a recent trip the partners also purchased a large steel-body truck housing two 75-k.w. transformers. They stopped for a visit to the National Showmen's clubrooms in New York.



MRS. EDNA LASURES, president-elect of the Ladies' Auxillary, National Showmen's Association, who will be installed with the other incoming officers at an installation dinner to be given in the Oxford Room of the Hotel Rasoff, New York, January 10. She has been chairman of the membership committee and in charge of the annual awards.

Dixie Belle Tour Okay; Riley Buys Stock Farm in Ky.

OWENSBORO, Ky., Jan. 1.—Due to loyalty and co-operation of concessionaires and others, the Dixie Belle Shows had an exceptionally successful '43 season altho it was forced to close early because of the health of Manager Louis T. Riley, who spent some time at the Mayo Clinic, Rochester, Minn., and is now recuperating in Miami, reported an executive of the shows.

Before going to Florida, Manager Riley closed a deal that had been pending some time for the High View Stock Farm with Boling and Burke. The farm is in Breckenridge County, Kentucky, a mile west on U. S. Highway 60 from the Dixie Belle Shows' winter quarters at Cloverport, Ky., and will be known as Dixie Belle Farms.

Forrest Weatherholt, who is manager of the stock farm and resides there, will be assisted by Joe Bishop, maintenance man in winter quarters. Manager Riley will continue raising pure bred Duroc hogs and Black Angus cattle that have been produced on the farm. He plans to make his home there if he ever retires from show business. The Rileys report good Florida weather and expect to stay until about March 1.

Kids' Party, Memorial Rites Mark Holiday Week for HASC

KANSAS CITY, Mo., Jan. 1.—Christmas opened a week of annual holiday festivities of the Heart of America Showmen's Club. In the lobby of the Reid Hotel in afternoon was the children's Christmas party sponsored by Chester L. Levin and the HASC.

It was opened with the children pledging allegiance to the flag, and was followed by singing of *God Bless America*. Fred Flood presented his novel paper-tearing act, and was followed by little Jimmie Adams, son of Cliff Adams, with an accordian selection. William (Honest Bill) Newton presented his educated pony, Cupid. Christmas carols were sung by the children, and little Nadine Clair Freeman, granddaughter of Harry Altshuler, entertained with songs and recitations. May Wilson and Mrs. Ralph Noble were at the piano.

Upon arrival of Santa Claus, portrayed by Frank Capp, there was distribution of gifts which included over 150 bags of

candy, nuts and toys. The party then moved to the Niles Orphanage for colored children, where the program was repeated. In the evening the Ladies' Auxillary held a Christmas party with exchanges of gifts, and Frank Capp again officiated as Santa Claus.

Memorial Day services were held at 2 p.m. December 26 in the clubrooms, with W. Frank Delmaine in charge. He eulogized show people in all branches of the profession, and all agreed that it was one of the best services held. Mrs. Jess Nathan presided at the piano and offered several vocal solos. Members then motored to Showmen's Rest, Memorial Park Cemetery, where the usual wreath was placed at the base of the monument and silent prayer was offered. An American flag was placed at the grave of each member resting in the plot. The party then motored to Forest Hills Cemetery, where similar services were held at the (See HASC Holiday Week on page 55)

Fla. Showfolk Spring New Org In Miami Area

Dave Endy Is Prez

MIAMI, Jan. 1.—Outdoor showfolk in this area met in the Shrine Temple December 23, 94 men being present, and formed the Miami Showmen's Association, reported Milton S. Paer, acting secretary, who said that all in the group paid \$5 initiations fee and \$10 yearly dues and that the entire amount had been immediately paid into the Miami Showmen's Association Fund.

David B. Endy was unanimously elected president; Robert R. (Bob) Parker, first vice-president; William J. Tucker, second vice-president; Joe Payne, third vice-president, and William D. (Bill) Bartlett, treasurer.

Clubrooms now being put in order at 236 West Flagler Street occupy the sec- (See Miami Outdoor Club on page 55)

Crafts Aims South For Bow in January

HOLLYWOOD, Jan. 1.—Crafts 20 Big Shows, in winter quarters here, started a full crew December 15 to work on equipment. Show is slated to begin the 1944 season January 29 at Indio, Calif., and will play Southern towns first, moving north until fall.

Several new shows will be added and more neon lighting will be used. Mrs. Ruth (Pee Wee) Cooper has the contract for the Girl Show, which will have a new front, six girls, ticket seller, talker and inside man. Edna and Don Gonzallas will operate the Side Show. Frank Ketchiner has charge of the fleet of trucks.

Personnel in quarters includes Roy Shepard, who is recovering from flu; Frank Shull, Jack Shell, Percy Louhiser, Jerry Hunt, Frank and Roger Warren, Bill Ellen, Bill White, Elden Short, Bob Ralleling, Clyde Rollangs, Al Nelson, Snooky Knight, G. W. Sears, Patches Parker and Mr. and Mrs. Prather.

Sparks Ready For March Opening

BIRMINGHAM, Jan. 1.—J. F. Sparks Shows have preparations well under way for the opening scheduled for March 15 at Forest (Miss.) Livestock Show. Under supervision of C. S. Batto, the Tilt-a-Whirl is being rebuilt in quarters here and the Octopus is in a machine shop for overhauling, Charley Strickler directing the work. Trucks are being overhauled in local garages. Midway will be augmented by additional shows.

Manager J. F. Sparks returned from the Chicago meetings with another truck for the fleet. Joe J. Fontana, who has been inked as agent and assistant manager, is active. R. L. Overstreet, secretary, visiting in Kentucky over the holidays, is to return here January 3. Leslie Dollar, of the staff, returned from a business trip to West Virginia. Lee Houston, back in town after a business trip to the West Coast, is readying his equipment. Walter Orluski, who was on the front of the Cotton Club, is playing clubs in Pennsylvania.

Colley's in Hugo Quarters

HUGO, Okla., Jan. 1.—J. J. Colley Shows closed a successful season in Texarkana, Tex., and returned to quarters here. Mrs. J. J. Colley, who did not go on the road the past season, had several rides and concessions on a lot in Hugo, and stated that she was well satisfied with receipts. She added that her brother will manage the show during next season and that several Ell Wheels will be added.

3000 BINGO

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 omitted.
 No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

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, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
 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), per 1,000 1.25
 M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. 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. Immediate delivery.

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Club Activities

Showmen's League of America



Sherman Hotel
 Chicago

CHICAGO, Jan. 1.—Past President Edward A. Hock presided at the last meeting and with him at the table were Treasurer M. J. Doolan, Secretary Joe Streibich and Past President Ernie A. Young. Chaplain Charles G. Driver gave the invocation. Elected to membership were John J. Kellogg, Kenneth Van Zandt and Albert Kamin. Sick list includes John Hays, victim of an auto accident, in South Chicago Hospital; Tom Rankine and Jed Duggan, recuperating in Alexian Hospital; George B. Flint in Children's Hospital; William Coultury and Jack Pritchard confined at their homes.

House committee did itself proud with the Christmas dinner. Committee on a commemoration tablet for Showmen's Rest has been given authority to bring in a final report so that action may be started at once. Past President Sam J. Levy and Morris A. Haft constitute a committee to attend to renewal of the lease. Relief committee spent Christmas visiting the sick. Date for the 1944 Banquet and Ball has been set for Wednesday, December 6. Dates of the outdoor conventions to be December 4-6.

Walter Hale was in for a short visit. Frank Winkley, Jack Duffield and Smiley Daly, on furlough, spent the holiday with their families. Recent additions of members who have joined armed forces are Louis Greene, Smiley Daly, Nate Lewis and Sam Polack. Some members who have entered service have neglected to notify the League. The club desires to carry all members in the service on the paid-up roster. Rube Liebman off on a trip to fair meetings. Action has been taken to purchase an additional \$5,000 worth of War Bonds. Bernie Mendelson reported that he might soon be on the receiving end of soldier packages instead of sending them, as he had received his "greetings." Mel Harris in from Detroit.

Ladies' Auxiliary

These officers presided at the regular

meeting: Mrs. William Carsky, president; Mrs. Michael Doolan, first vice-president; Mrs. George Rollo, second vice-president; Mrs. Robert H. Miller, secretary; Mrs. Nate Hirsch, treasurer. Invocation was by Chaplain Pro Tem Blanche Latto. Donations were sent by Rose Page, Hattie Wagner, Edith Streibich, Charles Miles and Fern Chaney. Award of the chair set, donated by Sophie Carlos, netted a neat sum.

Correspondence was read from Edith Bullock, president Ladies' Auxiliary, Pacific Coast Showmen's Association; Fern Chaney, Viola Fairly; Hilda N. Miller, WAC; Russell Kady and St. Vincent's Orphanage. Pearl Van Wert was reported ill in St. Louis and Myrtle Hutt ill with pneumonia.

The auxiliary donated \$10 each to Shriners' Hospital for Crippled Children, St. Hedwig's Orphanage, St. Vincent's Orphanage, Daughters of Zion and Illinois Industrial Home for the Blind, a little Christmas cheer. Checks for \$3 have gone to all members' sons, sisters, brothers-in-law and husbands in armed service. Word came that Maude Geiler, an active member, had spent a happy holiday with her son, Cox.

Last social, which had Mrs. Delgarian Hoffman and Mrs. Lou Keller as hostesses, was enjoyable and lovely prizes were awarded. Grace Goss lettered that she had spent a day or two in Mexico, and Virginia Kline was in Los Angeles. Elected to membership were Edna Schuler, Mary Ann Casey, Betty M. Downs and Ruby Mullins. A rising vote of thanks was given Clare Sopenar for having all auxiliary pictures framed as a donation to the club.

Chairwoman Mrs. Phoebe Carsky selected these committees for 1944: Finance, Mrs. Lew Keller, chairman; Mrs. Marie Brown, Cora Yeldham, Mattie Crosby, Mrs. Albert Latto, Relief, Mrs. Louise Rollo, chairman; Alice Hill, Viola Blake, Lucille Hirsch, Lee Kaufman, Rosalie Brodsky, Reception, Mrs. Delgarian Hoffman, chairman; Mrs. Sam Gluskin, Mrs. Kitty Glosser, Mrs. Bob Seery, Mrs. Clara Harker, Mrs. Claire Sopenar, Veronica Campbell, Press, Elsie Miller, chairman; Mrs. Midge Cohen, Mrs. Virginia Kline, Mrs. Grace Goss, Ways and means, Mrs. Michael Doolan, chairman; Mrs. Ralph Glick, Mrs. Lillian Blencoe, Mrs. Lillian Woods, Mrs. Ethel Weer, Chaplain, Mrs. Bessie Simon Mossman, Sentinel, Mrs. Agnes Barnes. Membership, Mrs. Joseph L. Streibich, chairman; Mrs. Noble C. Fairly, Elsie Aldrich, Ann Roth, Mrs. Oscar Bloom, Evelyn Blakely, Edna Stenson, Dorothy Flannagan, Bessie Pollack, Jeanette Wall, Rose Clawson, Helen Marje James, Norma Lang, Blanche Sullivan, Mrs. Sam Bloom, Mrs. A. J. Weiss, Clara Zeiger.



National Showmen's Assn.

Palace Theater Building
 New York

Ladies' Auxiliary

Last meeting of the year was a social affair in the clubrooms December 22. About 50 members attended with friends and relatives. Members of the NSA were guests of the auxiliary, and delicious refreshments were prepared and served under the chairman of entertainment and committee.

The president greeted Florence Snellens, Allentown, Pa., who attended for the first time, and welcomed back the first president, Dorothy Packman, who had been ill since returning from the Chicago meetings. It was decided that the installation on January 10 would again be held in the Oxford Room at the Hotel Rosoff, and out-of-town members are urged not to delay in sending in reservations.

Edna Lasures, president-elect, and now the membership chairman, conducted the award of \$500, all of which went to members and friends of the Showmen's League of America and its Ladies' Auxiliary. Checks went to Bill Martin, Tampa; L. Hoffman, Starke, Fla.; Ray Oakes, Mrs. L. M. Brumleve, Chicago; Bob Parker, Miami; Frances Scott, Augusta, Ga.; Louis Torti, Milwaukee; Mrs. Lillian Glick, Chicago, and R. Glick.

Dolly Udowitz presented the application of Carolyn Gingers, New York. Members learned with regret of the passing of the father of Bee Cohen. Generous contributions have been received for the Midge Cohen Penny Fund from Frank Miller, Mrs. Rose Bosco, Mrs. Dorothy Shoemaker and others. Chairman Ethel Shapiro announced she had received further contributions toward the iron lung fund from Ben Weiss, Evelyn Buck, Frances Barnett, Abe Zack, Agnes Shop and Burnett's Gown Shop, New York. Next meeting will be January 12.



Pacific Coast Showmen's Assn.

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

Ladies' Auxiliary

Aloha Night was celebrated December 27 by a large crowd. Letters came from Viola Fairly, president Heart of America Showmen's Club Auxiliary, and Elsie Miller, of the Auxiliary, Showmen's League of America. Stella Linton, Rose Roxard, Eliza Nelson Barry, Fern Chaney, Margaret Farmer and Donna Fleming were reported on the sick list. Bank night award went to May Thomas, and door prizes, donated by Betty Coe, Madge Buckley and Helen Smith, went to Marvis Mathews and Dot Cronin.

Joe Kryg, from the men's club, came in and thanked members who helped with the men's Christmas dinner. A standing vote of thanks was given Wilma White and her committee for the dinner for the auxiliary December 20. Marie Thompson, Flora Morris and Tiny Metsker, new members, were introduced. (See PCSA on opposite page)



Heart of America Showmen's Club

Reid Hotel
 Kansas City

KANSAS CITY, Mo., Jan. 1.—Weekly meeting was called to order by President-Elect C. F. (Doc) Zeiger, with Secretary G. C. McGinnis and Treasurer Harry Altschuler also present December 24. Harold Harrison was elected to membership. Amendment to the constitution and by-laws was given third and final reading and adopted.

Being Christmas eve, the meeting adjourned early. Present were George Sargent; F. W. Bradbury, Sam Benjamin, Ellis White, George Elser, Harry Altschuler, George Howk, G. C. McGinnis, Ivan Mikaelson, C. F. (Doc) Zeiger, Al C. Wilson, Chester L. Levin, Doc Turner, Pete Callender, Busk Ray, Charles Coleman, J. C. McBride, L. K. Carter, Boxie Warfield, Joseph Carpenter and Doc Day. Dick Scatterday, of Cole Bros.' Circus, visited a few days while en route west. Joseph Carpenter, secretary of Oswego (Kan.) Fair, was in for the holiday activities. Curley Reynolds, wife and father were expected back for the Tacky Party and ball. President Noble C. Fairly went on a business trip. Frank Walden, visiting his mother in the city, will leave after the holidays for Long Island, N. Y.

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ALLAN HERSCHELL CO., Inc.
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WANTED TO BUY

For cash one Eli Wheel, No. 5 or 12; also want Merry-Go-Round, 2-abrest. The above must be in good operating condition and priced right, as I intend to pay CASH. Will also buy one 25 K.W. Transformer, either mounted or otherwise. Address all wires and letters to

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30,000.. 10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000.. 12.10	80,000.. 18.70	200,000.. 38.50	1,000,000..170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

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 2000 PER ROLL FORT SMITH, ARK.
 1 ROLL.....75c
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 TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 800,000 HAS BEEN REACHED.

Wants Harry Lewiston Wants

Museum, Side Show, Novelty Acts for permanent year around work. Now showing Columbus, Ohio. The following if at liberty or dissatisfied contact me: Lorello, Farmer Family, Fat People, Freda Pushnik, Hanka Kelta, Edna Price, George Burkhart, Thelma Williams, Charles Rourke, Nolson, Martin Hineman, have good proposition for you. Elmer, wire me; Marvin Smith, can place you and wife; Tattooer, Magician, Punch, Vent., etc., or any suitable act for my type of show. So, acts, if interested can offer you pleasant working conditions. Write or wire

HARRY LEWISTON, 241 So. High St., Columbus, Ohio.

FOR SALE

12 Car Mangles Whip\$3,500.00
 Late Model Single Loop-o-Plane 600.00

These Rides in Excellent Condition.

20x80 Side Show Top, 8 Ft. Wall, Poles and Stakes\$500.00
 Can Be Inspected at

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SENSATIONAL HIGH FREE ACT
 MUST BE OVER 100 FEET IN THE AIR, THAT CAN HOLD THE CROWD. MUST HAVE PLENTY OF LIGHTING SYSTEM AND FLASHY WARDROBE. WILL GUARANTEE 30 WEEKS OF WORK. STATE IN YOUR FIRST LETTER YOUR LOWEST SALARY.

PEPPERS ALL STATE SHOWS
 P. O. BOX #133 SELMA, ALABAMA

CLOSING OUT—AT HALF PRICE

Mummified Attractions, Shrunken Bodies and Heads, Cannibal Heads. No more will be offered when present supply is gone, unable to obtain material. Sideshows, window attractions, store shows and all others, write for special half price list. Address: **TATE'S CURIOSITY SHOP** Safford, Arizona

WANTED
 Will pay cash for Rolloplane or Octopus. Must be in good shape. Address: **RIDE OWNER** BOX 85 SPRING VALLEY, OHIO

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

OBLIGATING yourself?

EARL AND BILLIE MILLER are spending the winter in Tampa, visiting Mrs. Miller's daughter.

ROBERT MANSFIELD reports that he will be in St. Joseph's Hospital, Hot Springs, Ark., for another month.

DAVE AND IRENE LACHMAN, Lake Charles, La., pencil that they have a cigar, magazine and gift shop and will be located there, probably for the duration.

JAMES SULLIVAN and William E. DuBois opened a wild life show on South Illinois Street in Indianapolis December 24.

THIS is one winter when showmen won't have to spend money before they have it.

PRINCESS ESTELLA, "smallest grandmother in the world," reports a successful run with the Sam Houston Congress, Market Street, San Francisco.

AFTER closing with the International Congress of Oddities in Kansas City, Mo., Sandra-Lee, annex attraction, is working Clark's Oasis Club, Buffalo.

and other personal belongings being lost, and he sustained head and neck burns.

FRANK J. KUBA returned to the Myers Concessions' winter quarters in Dupont, O., December 23 after spending a month in United States Veterans' Hospital, Dayton, O., for treatment. After another month's rest he expects to supervise rehabilitation of the equipment in quarters of the four units which will be operated next season.

SOME business managers can do more with a handshake or a handful of ducats than others can with a C-note.

WHEN general Manager Roy E. Ludington and concessionaire John L. (Spot) Ragland, Crafts 20 Big Shows, were "Christmas shopping" for a day in Tia Juana, Mexico, they saw in operation on a lot a Ferris Wheel, Tilt-a-Whirl and two-abreast Merry-Go-Round. R. E. L. reported they were rides sold by the White City Shows to a Mexican operator a few years ago.

E. L. BLYSTONE, rice writer, pencils that, due to a heart condition and pneumonia, he is back in a hospital in Greensburg, Pa., after a five-week period at home. He adds: "The doctors' names are Curtain and Ober and if their given names were Final and All, respectively, the hospital chart might read, 'Final Curtain and All Ober now for Bly.'" He expects to remain in the hospital for a couple of weeks.

Asked for It

"HAVING the shows booked for the season," related a general agent, "I was elevated to the position of assistant manager. Elated over this title, I made the lot early on Monday and asked the owner what he wanted done. He said: 'Go to town and round up some help and if you miss, come back and give the Hey-Dey foreman a hand in getting it up.'"

Dickson is working in a war plant. J. H., the son, is in the armed forces in the Southwest Pacific. Among recent visitors were Mr. and Mrs. B. V. Briggs, Mr. and Mrs. Earl Underwood and Mr. and Mrs. Fred Lasley. Plans are to rehabilitate equipment and take the road early in April.

DON FOLTZ, of Elite Exposition Shows, pens from Arma, Kan., winter quarters of the show, that repair work on buildings has been completed, including fireproof roofs. Everything is expected to be ready for opening in April. Clarence Earl, ride foreman, informed friends that he had been recently married and was in the army at Sheffield Field, San Antonio. Members of the shows who have purchased homes in the territory are Mr. and Mrs. Rotolo, Mr. and Mrs. Durbin, Mr. and Mrs. Dutch Losh, Mr. and Mrs. John Ellis, Mr. and Mrs. Otis Boady, Mr. and Mrs. Jim Horton and Mr. and Mrs. Don Foltz.

E. H. BROOME wrote from Biloxi, Miss.: "Peppers All-State Shows, enlarging for 1944, will have new canvas for Merry-Go-Round, Side Show (Monkey Show), Kiddie Ride top, bingo top and a new marquee. Line-up will include 6 rides, 5 shows, 2 free acts and about 30 concessions. A new office trailer and two trucks have been added. The show, wintering in Selma, Ala., will open the last week in February. Work started after the first of the year. Staff is F. W. Peppers, manager; Bobby Sickels, assistant manager and secretary; E. H. Broome, advance; Mrs. F. W. Peppers, treasurer. Mrs. Peppers also will manage bingo and her two new ball games. Owner Peppers will leave Biloxi, Miss., where he has been fishing, for the North on a booking trip."

OPAL JOHNSTON writes from winter quarters of the Al Baysinger Shows, Poplar Bluff, Mo.: Superintendent Charles Havens has accomplished much since the closing October 17. Manager Baysinger, after the Chicago and Des Moines meetings, spent two weeks in prospective territory and making contracts. Bob and Blanche Heth stopped en route from Nebraska to Halls, Tenn., for a brief visit but finally unhooked their trailer, booked five concessions and appear right at home. L. B. (Barney) Lamb is expected in soon, to bring his equipment and crew. Manager Baysinger contemplates building new show fronts and ride ticket booths. Except for a few old-time ride men, the personnel next season probably will be new, altho Opal Johnston will again be at the front-gate ticket booth.

MOST down-and-out troupers are not selfish. They will share what they have with those who have—and expect the same treatment in return.

NOTES from John McKee Shows' winter quarters, Fisk, Mo., by Harrington Hall: The owner returned from the Iowa fairs meeting with some contracts, while the general agent was busy in other parts. Mrs. Florence McKee handled affairs capably during her husband's absence. Monthly bond-buying contest in December was again won by Alice Hood, her

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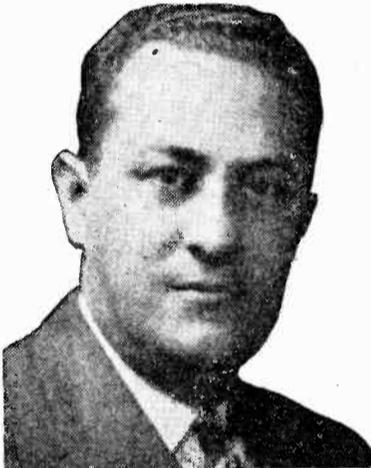
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DAVID B. ENDY, president of Endy Bros. Shows, was unanimously elected president at the organization meeting of the Miami Showmen's Club December 23, when 94 charter members attended. He briefly expressed his ideas of the aims and possibilities of the new body and said that many more members would be announced at the next meeting. Clubrooms will be on Flagler Street.

FORMERLY an agent with Daniel Newman's concessions on the Art Lewis Shows, Leon Emerson reported that he would be inducted into the army January 4.

LYNN LOPEZ, with the John R. Ward Shows the past season, and who has ended an engagement at the Lafayette Theater, New Orleans, may open a costume shop in that territory. Her brother, Louis, purchased a new trailer.

BECAUSE of the grits shortage in the South the Duke-Lightly Museum canceled its winter tour.

ATLANTA has many showfolk this winter. Captain Perry is en route to New Orleans and Alabama; Scotty McNeil left for Binghamton, N. Y., to join the Hamid-Morton Circus; Bradley and Stutz continued with their novelty stand thru the holidays.

HAPPY JACK LONG pens from New Bern, N. C., where he is working for the Seashore Transportation Company as third-trick dispatcher and where he expects to be for the winter, that he is still owner-operator of a show on the W. C. Kaus Shows and expects to be with it again next season.

LARRY MULLINS, Dodson's World's Fair Shows, wrote from Rogers, Ark., December 24 that fire had destroyed his house trailer. He was spending the holidays there with relatives of Mrs. Mullins. Damage was estimated at \$1,000, clothes



JACK RUBACK, owner of the Alamo Exposition Shows, is new president of the San Antonio Showmen's Club, which has moved into new quarters in the Texas City, where many outdoor showfolk are wintering and where their attendance is split between SASC and "The Carnival Club," which is headed by A. (Booby) Obadal, prominent Lone Star State showman.

NOTES from Prell's Central Amusement Park, Tampa: Cash and Gertie Miller, of Gay Paree and Side Show note, came recently from Charleston, S. C., where they had been since the shows closed November 6. They plan to add a Wild Life Show next season, having already acquired 16 cages and animals. Mr. and Mrs. Samuel E. Prell and the Millers left December 27 for Miami, where they intend to stay several weeks.

JOE BAKER, who stopped in Philly en route to New York and visited friends in show business, reports that the market at 15th Street seems to be a gathering spot for troupers. Among the showfolk was Frank Monaghan, who has been off the road since 1937 due to an auto accident, but who will have several concessions next year. Baker will again have his concessions with Carl J. Sedlmayr and Sam Solomon.

ONE thing we admire some towners for is that they never give us the worst of it—unless it's legal.—Oscar the Ham.

H. B. DICKSON and family have purchased a home and established headquarters in Oklahoma City, where they have stored their equipment and where

JOHN C. LEMOINE
 Says:
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 We add, "Yes, and several seasons beyond 34 years. We have a report on a BIG ELI No. 12 built in 1906 that will begin its 39th season in 1944 at a Rhode Island Park. So take care of your BIG ELI WHEEL, it will last a lifetime."

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third time as winner. Some concession tents were made for the show in Poplar Bluff, Mo. A colorful line of advertising is being selected. There will be radio announcements daily. Among visitors passing thru were Mr. and Mrs. Arthur O'Neal, former owners of the Barker Shows. Lunch with dancing was in order when the owner announced official opening of quarters and said that work would start in January.

HOLIDAY SPIRIT was in evidence around winter quarters of the Gold Medal Shows in Columbus, Miss. Oscar Bloom, owner-manager, and his wife, Dottie, gave a party Christmas Eve. A beautiful Christmas tree was loaded with gifts for everyone present. Christmas Day members of the party shared a turkey dinner at the 20th Century Club in that territory. Those entertained by Mr. and Mrs. Bloom and their son, Johnnie, were Whitie Richards, secretary, and wife, Alma; Mr. and Mrs. Sam Golden, side show manager; John A. Walker and wife, Cozy; Mrs. Crawford, Kenneth Smith, William (Pug) Harper, Glen King and Donna Sue. After the feast, Mr. and Mrs. Bloom and their son departed for a visit with Mrs. Bloom's relatives in Chattanooga.

NOTES from Jackson, Tenn., by Floyd R. Matter: Numerous showfolk have established quarters here. A. S. Brewer and family and a number of agents are seen around town daily. Electrician Baber, last season with the C. D. Scott Shows, has purchased a home a few doors from the writer, who also bought a home and space for storing his truck and trailers, and who owns the Midway Cafe here. Chief Lamont and wife spent Christmas here. Mr. and Mrs. Bill Rogers, Rogers Greater Shows, are frequent visitors, as the show is in quarters at Huntingdon, Tenn. Harry and Lynn Small are wintering here. Mrs. Small is recovering from an illness. Tommy Jones gets his share of business with a popcorn stand up town. Among Jacksonians attending the outdoor meetings in Chi were Ewing Griffin, director of Jackson Fair; Hunter Taylor, acting secretary for A. U. Taylor, who is in the air corps, and the writer.

"BECAUSE of the deep snow between Omaha and Washington," lettered Road Map Johnson, "my wife, who hitch-hiked to Florida, couldn't keep up with a train on which I was riding, causing her to miss the opening date of our first fair."

WINTER activities of some Eastern Canadian carnival men: Paul Gearin, with base in Halifax, is selling novelties there and on the road. Bill Lynch is living in Halifax. George Cavanaugh is looking after Lynch winter quarters and helping his wife conduct a small hotel in Truro, N. S. Mr. and Mrs. John Goldie are in Halifax doing some catering. Bill Martin is on the road selling a food product to grocers, hotels, restaurants and institutions, with base in Halifax. Frank Hanlon is distributing coin machines in Halifax. Eldon Wilson, many years a winter resident of Halifax, is now in a St. John, N. B., suburb, Brookville. Charlie Boddington is in Halifax. Bill Michaels is running a store and in coin machine biz in Charlottetown, P. E. I. Emmett Burke is in Charlottetown. Len (Kid) Dryden divides his time between St. John and Halifax. Bucky Harris, Angus McDonald and Frank Dougherty are in St. John.

Hot Season

TROY, N. Y., Jan. 1.—Monte Navarro, girl show operator, reports excellent business on the past season, despite several fires. In July, while playing with the O. C. Buck Shows in Yorkville, N. Y., the Variety Girls Show burned to the ground just before the first show. When with the Cetlin & Wilson Shows in Durham, N. C., the Miss America posing show, which he was managing for the office, was demolished by fire. En route to Albany, N. Y., he extinguished a fire in his trailer. Navarro became general manager of the Royal Theater, Albany, N. Y., with his office in the Palace Theater, Troy, N. Y. December 25 he received a phone call that the theater in Troy was on fire. Damage was estimated at \$3,000 but, thanks to every available carpenter and contractor in Troy, it opened the next night.



WILLIAM ROBERT ACNER S2/c, bingo agent, who for the past three seasons worked for Tommie Arger on Hennies Bros.' Shows and Rubin & Cherry Exposition, was recently transferred from Farragut, Idaho, to Bremerton, Wash. His wife, Mary Sue, has returned to San Antonio from Spokane, where she spent two weeks with him.

MR. AND MRS. JACK MURRAY, arcade operators and now operating the Cent-o-Torium in Leesville, La., entertained employees at a Christmas dinner at their home. Harold Elliott played Knis Kringle and distributed gifts from a large Christmas tree. Among guests and the shows with which they have been connected were Mrs. Rosa Lee Elliott, Charles C. Hutchinson, World of Today Shows; Blackie Souders, Buddy Spain, Steve W. Fanning, Rubin & Cherry Exposition; Walter L. Mossey, Rubin & Cherry and Beckmann & Gerety shows; Albert and Agnes Reace, formerly with Sells-Floto Circus; Bill Ramsey, Leesville, and his mother, Mrs. C. H. Ramsey, Memphis; Charles Gross and Mrs. Pat Gross, ball game, Puritas Park, Cleveland; Mrs. Janette Sneed, Fornfelt, Mo.; Charles (Billy Mack) and Harriett (Pat) Bimble, B. & G. Shows; Mrs. Laura Tireman, United Exposition Shows; Sgt. and Mrs. Robert H. Smith, former stationed at Camp Polk, La.; Pvt. Ollie Sneed, Camp Polk; E. Harold (Whitey) Elliott, World of Today Shows and now stationed at Camp Polk, La., and B. Jarrel, Leesville.

IN THE ARMED FORCES

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.

S. SGT. PATRICK A. RILEY, formerly with the Royal American Shows, is at Camp Atterbury, Indiana.

S./SGT. JACK GOODBROKE, former ride foreman on the World of Today Shows, writes from Camp Campbell, Ky., that "No ride man has ever handled pig iron until he has handled a 40-ton M-3 tank."

JIMMIE J. MORTELLARO, S. 2/c, formerly with several carnivals, the latest being Bantly's Shows, where he worked with Boxall's bingo, is attending Aviation Machinist Mate School. He is stationed in Barracks 53, NATTC, Norman, Okla.

PVT. ALBERT A. (RED) SPROULL, formerly of the Royal American Shows, who spent Christmas week with A. E. Brumley in Tampa, met many friends. He is with Hq. Btry. 231, Bn., AAFTAC, Orlando, Fla.

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Toledo Show Folds After So-So Biz; Managers Mull Re-Opening

TOLEDO, Jan. 1.—The D. A. V. indoor circus, sponsored for the past two weeks by the U. A. W.-C. I. O. Post, has closed, at least until the middle of January. Finale date being December 23, reported Secretary Ralph W. Conley. Show operated 39 days and nights and, while business was not up to par, there was no forced closing, he said, and all acts and employees were paid. Circus performance lasted over an hour and a half during the last week, and there were four paid shows and about 20 concessions.

Dorothy Lewis's Monkeyland topped shows on the 39-day run, followed closely by Harold Young's Snake Show. Zouary's Life Show and Charles Davis's Freak Show completed the show line-up. Some concessions reported fair business, while others did poorly. Circus performance the last week comprised the Mae Lewis Troupe, six acts, goats, ponies, dogs, kicking mule, Liberty horses and riding dogs; Maximo, on the wire; Chick Yale, table rock; Jack and Betty Shaw, comedy acro; Lamont Clown Troupe, and E. R. Gordon, magic. Staff remained: K. G. Barkoot, director; E. L. Young, manager; Ralph W. Conley, secretary; George Miranda, maintenance superintendent. Showfolks departed as follows: Mae

Lewis troupe to Jackson, Mich.; Charles Davis family to Fort Wayne, Ind.; Dorothy Lewis to her home in Jackson, Mich.; Harold Young to Hillsdale, Mich.; R. J. Zouary to Sandusky, O.; Maximo to Binghamton, N. Y., for Hamid date; Chick Yale to Chicago; Jack and Betty Shaw to Chicago; Lamont Clowns to Grand Rapids, Mich.; E. R. Gordon to remain in Toledo for several club dates before departing for the East to join the King Reid Shows; Ralph W. Conley to Wheeling, W. Va., before attending the Indiana fairs meeting; others will remain in Toledo.

Managers are hopeful of reopening after the first of the year. Polack Bros.' Circus equipment is now stored in the building, including eight horses, two elephants, and Walter Jennier's seal, Buddy. A practice ring has been built.

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 We will again play the bigger spots in Kansas, Missouri, Iowa and Illinois. Our Fair and Celebration route is booked solid from August 1st to closing and may be had by interested parties. Note: Fairs and Celebrations in the above mentioned States with July dates, contact us at once. **WANT Foremen and Helpers for TWIN FERRIS WHEELS, TILT-A-WHIRL, OCTOPUS, MERRY-GO-ROUND, AUTO RIDE.** Top salaries, with season bonus; all must be able to drive trucks. Winter quarters open the last of March. **WANT Shows with own outfits except Athletic Show.**
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 We have booked Corn Game, Pop Corn, Ball Games, Penny Pitches, Cork Gallery and Photos. All others are open, write at once.
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 All departments. Freaks, Working Acts, Janitor, Tattooer, Inside-Outside People, Man to handle **WHALE** Perfume Pitch, two Girls for Illusions—to break in, one small Girl. Show moving into Miami to open Jan. 7; two more Florida spots, two spots in North; then open for summer's run at Revere Beach (Boston), Museum Bldg. Dr. Bert Roberts, wire. Interested people (state lowest salary) can write or wire **BABE KEATING (Mind Act), 8500 N. Biscayne Blvd., Miami, Fla. W. J. O'BRIEN, Mgr. Harrison King & Zorita, two important letters at brother's, Chicago.—Oby.**

BIG TOPS READY TO REPEAT

Quarters Beginning To Stir As Railers and Truck Shows Prep for Another Big Jaunt J. M. Cole Off; Cronin Back

CINCINNATI, Jan. 1.—With arrival of the new year, circus managers are laying plans for the 1944 season, and activities will soon be in full swing in the numerous quarters. It is more than likely that all the shows that were in operation last year will again take to the road.

The two rail organizations, Ringling Bros. and Barnum & Bailey and Cole Bros., have been planning ever since they went into the barn and will be ready when the whistle blows.

The motorized shows also have been on the job in looking toward the 1944 tour. These include Art Concello's Russell Bros.' Circus and Arthur Bros., on the West Coast; Ben C. Davenport's Dailey Bros.' Circus, in Texas; Al G. Kelly and Miller Bros., in Oklahoma; Mills Bros., in Northern Ohio; Wallace Bros., in South Carolina; Hunt Bros., in New Jersey; Jay Gould, in Minnesota.

These shows are all of considerable size in the motorized field. One circus that will not be on tour is that of James M. Cole, who is now in Uncle Sam's army.

S. L. Cronin, widely known in the big-top field, is back in the business, making preparations for a show, titled Cronin's

Streamlined Circus. Clyde Beatty, with Wallace Bros.' Circus last year and sharing equal billing, has combined with Art Concello.

The white tops had a bang-up 1943 season, and at this stage of the game it appears that they will repeat in the way of big attendances.

Polack Promotion Under Way in Cincy

CINCINNATI, Jan. 1.—Polack Bros.' Circus, booked at the Taft Auditorium for nine days under Shrine auspices starting February 17, opened offices on Walnut Street on Tuesday. Jimmy Rison, who has had a number of successful dates thruout the country, is handling the promotion for the Queen City engagement. He has a traveling crew of 10 men with him.

Among acts that will be seen here are Hubert Castle, wire performer, and Pallenberg's Bears, both here last year; Zavatta Troupe, who will present riding, ladder and aerial numbers; Walter Jenner and his seal, Buddy; Aerialletta, aerial gymnast; Chester (Bo-Bo) Barnett and Eugene Randow, clowns.

On Thursday Rison made a swell tie-up with a local soft drink concern to advertise the show in the dailies and on the radio.

REX M. INGHAM'S Wild Life Exhibit, which is in quarters at Ruffin, N. C., has started to repair cages and equipment, getting ready to open early in January. Wingly Sanders is superintendent. George D. Barrett, for many years program director of the U. S. Society of Zoology, now in the Finance Department of the U. S. Army stationed at Newark, N. J., spent Christmas with the Inghams at Ruffin.



R. M. HARVEY, widely known circus executive, who again piloted Dailey Bros.' Circus, motorized, to one of its most successful seasons. He is spending winter months at his home in Perry, Ia. Ben C. Davenport, owner of the show, recently purchased the fairgrounds at Gonzales, Tex., for winter quarters.

Wirth Will Direct Jamaica Army Show

NEW YORK, Jan. 1.—Contracts were entered into last week between Frank Wirth Booking Association, Inc., and the 4th Regiment Army which has headquarters at the Jamaica Armory for a circus. The Jamaica Hospital, which formerly ran the circus under direction of Wirth, has agreed to relinquish this date for the army circus. It will be for the benefit of securing ambulances, cigarettes, etc., for the boys of the 4th Regiment.

Col. George W. Martin, commanding officer, is general chairman, and Lieut. Col. Sylvester Simpson will be treasurer. Campaign offices have been opened in Jamaica. The big army finale will be a part of the program. The engagement will be for eight days commencing February 19, with matinees daily.

CB Acts Play Holiday Dates; Trainers Readying

LOUISVILLE, Jan. 1.—Acts from Cole Bros.' Circus, wintering here, were kept busy during the Christmas holidays. A unit of dogs, monkeys, seals and ponies played at Municipal Auditorium here for soldier benefit at Fort Knox. Eugene Scott and His Hollywood Movie Monks were booked into the Brown Hotel, while Fuzz Plunkett's trained dogs played the YWCA and then moved into Fort Knox for a soldier benefit performance.

Trainers are readying horses and elephants for the winter dates promoted by Orrin Davenport. First carload of animals and equipment will leave here January 22 for Grand Rapids, Mich., show opening January 24. This unit will be joined by another carload of stock for the Cleveland date.

Eugene Scott and wife, Fred C. Walker, Mahlon Campbell, Elmer Voris, Edward Hauth, Paul Nelson and wife and Noyelles Burkhart and wife have returned to quarters after spending Christmas at their homes. Mr. and Mrs. Zack Terrell have returned to Louisville from Owensboro. Visitors to quarters were Jean Allen, Helen Partello, Mr. and Mrs. Joe Haworth and daughter.

J. D. Newman, general agent, played Santa Claus to those in quarters on Christmas Day. Chef Elmer Voris and steward Edward Hauth prepared a turkey dinner, while Newman passed out bonus checks, accompanied by a card of good wishes from Mr. and Mrs. Terrell. Lorne Russell is in charge of winter-quarters office, assisted by Herbert Leeman. Glenn Garard is in charge of the commissary.

New Big Top For Arthur Bros.

LOS ANGELES, Jan. 1.—Work in quarters of Arthur Bros.' Circus continues at a brisk rate. The new generator wagon has arrived, and the electrical department is installing the show's new General Motors-Diesel light plants in it. Arrangements have been completed with the O. Henry Tent & Awning Company to build a new big top. It will be a 130-foot round top with three 50-foot middles. Winter quarters Superintendent Joe E. Webb continues turning out truck bodies with his crew.

Staff members contracted in addition to those recently announced are Theodore Forstall, auditor; Harvey Waters, press representative; Frank Ellis, 24-hour man, and Willie Mitchell, master mechanic. In an exchange of positions Jimmie Woods will become general representative and Everett W. Coe will be manager.

Poodles Hanneford and family, recently contracted as a big show feature, is expected to arrive in quarters shortly. Poodles will fill motion picture contracts prior to the opening. Equestrian department will be under direction of Jorgen M. Christiansen.

Manfred and Mae Stewart, who had the flu, have recovered. Mr. and Mrs. Martin E. Arthur entertained at Luca's cafe in Hollywood at a dinner party in honor of the birthday of Bob O'Hara, while Mr. and Mrs. Jimmie Woods entertained the staff at a dinner at Earl Carroll's cafe in Hollywood. The Arthurs went on a three-day trip to Las Vegas, Nev., and Harvey Walters made a flying trip to Ensenada, Mex.

Laura Anderson returned from vacation visiting relatives in Emporia, Kan. Her two baby elephants and other animals were shipped via truck to quarters in Venice.

Beatty, Concello Combine

All New Canvas For 30-Day Bow At Los Angeles Antoinette Returns

LOS ANGELES, Jan. 1.—Art Concello, former general manager of the Ringling Bros. and Barnum & Bailey Combined Shows and now owner of Russell Bros.' Circus, has closed a deal with Clyde Beatty, whereby he has combined the two organizations to operate on the West Coast as Clyde Beatty-Russell Bros.' Combined Shows.

According to present plans the show will open the fore part of April with a 30-day stand on the downtown Los Angeles lot, Washington Boulevard and Hill Street. Enlarging and restyling the show, Concello will introduce a number of outstanding features, all new to the West Coast.

Beatty will present his big mixed group of lions, leopards and tigers. His wife, Harriett, will present another mixed

group in addition to her elephant-riding lion and tiger display. Other Beatty acts will include his elephants, chimpanzees and Liberty and high-school horses.

Further enhancing the program will be Concello's acts, which for many years were featured with the Ringling circus. Concello's wife, Antoinette, has turned down an attractive offer from the Ringling show to appear with her husband's organization. She will present the Concello Flyers, an aerial bar act, novelty comedy diving number, wire act and double trapeze acts, in addition to a feminine aerial ballet.

Rumors are that Concello is conferring with Norman Bel Geddes, New York designer, for an elaborate closing finale. Orders have been placed for new canvas

thruout, including a 150-foot big top for which a special enlarged grandstand is being constructed. The old style side show banner line is being replaced with solid, colorfully illuminated fronts. Show will carry a large menagerie in addition to the Beatty animals, and a personnel of about 650 performers, workers and technicians.

Winter quarters at 3800 North Mission Road represent much activity with carpenters, electricians, mechanics, painters and other technicians overhauling and redecorating the equipment. George Werner, lot superintendent, arrived December 15 to get the equipment in shape for necessary repairs. The mechanical department has Louie Schmideke at the helm.

Showing in Guatemala

By JAMES H. WEBB

GUATEMALA, C. A.—There is no billing or newspaper advertising to tell you the circus is in Guatemala City, but you really don't need it. It takes a week or so to raise the tent and you will probably pass the lot at one time or another during the operation. Even then there's no hurry; the circus stays on and on for

weeks and when it finally folds you can find it a week later in another part of the city.

Then too, there's always the parade, not quite colossal but extremely loud. Personnel consists of two or three brightly dressed and painted clowns wading the mud of the less pretentious

residential sections, each pounding a drum. Sometimes a costumed dog trots along. The actual parade is formed by the line of enthusiastic youngsters behind.

My wife, child and I went to a Sunday performance of the Hermanos (brothers, of course) Gonzalez show, which, judg- (See Circus in Guatemala on page 49)



With the Circus Fans

By THE RINGMASTER
CFA

President **FRANK H. HARTLESS**, 2930 W. Lake St., Chicago
Secretary **W. M. BUCKINGHAM**, P. O. Box 4, Galea Ferry, Conn.
Conducted by **WALTER HOENADEL**, Editor "The White Top," care Hoenadel Printing Company, Rochelle, Ill.

Dr. H. H. Conley, Park Ridge, Ill., has his miniature circus on display in the foyer of the Pickwick Theater during the holidays. It is complete with a big top and a well-stocked menagerie tent. Both Conley and Joe D. Smouse, manager of the Pickwick, are members of the CFA.

Hunter Jarreau, CFA of Alexandria, La., had his miniature circus on display before Christmas to raise money to buy toys for the underprivileged children of that city. Jarreau, business manager of *The Daily Town Talk*, put on the show for the Doll and Toy fund of his paper.

Member Ted Deppish, Canton, O., motion picture photographer of the Pete Mardo Tent, Akron, O., has one of the largest collections of circus movies in the country. He started shooting the movies about 15 years ago and now has over 35,000 feet. His friends among the circus personnel are legion. In business life he is a salesman for the Nickles Bakery, Canton, O.

Lillian Leitzel Tent No. 33, New Orleans, has added the third star on its service flag, CFA J. Raymond Manson having joined the navy. The others are Staff Sgt. John D. Leighton, army, and S. 2/c George A. Jarabica, navy.

FLYING LaFORMS had Christmas dinner at Fort McClellan, Ala., being guests of their son, Everette, who is stationed there.

PHONE MEN WANTED

Children's Tickets, Program and Banners, Fifth Annual Shrine Circus. Also Man for personal calls. No advances. Commission Wednesdays and Saturday.

T. DWIGHT PEPPE

Kosair Shrine Club
210 East Gray Street LOUISVILLE, KY.

ACTS WANTED

Suitable for Indoor Circuses and Fairs.

ERNIE YOUNG AGENCY

155 N. Clark St. CHICAGO, ILL.

AL G. KELLY AND MILLER BROS.' CIRCUS WANTS

For 1944 season, few more Musicians, especially Trumpet and Trombone; Boss Canvasman, Acts, Clowns and Prop Men for big show. Want man to take full charge of Side Show on percentage or salary or both. Want Ticket Sellers and Girls for Side Show; also Animal Man, Grooms and one more Bill Poster. Will buy Great Dane Dog.
Address: HUGO, OKLA.

SPECIAL OFFER

One Great Show for young and old, a million laughs, 300 fully acclimated monkeys between the ages of one and five years. Can also be purchased in lots of fifty. Last opportunity to purchase monkeys for the duration. 60 pieces of cage fronts, 1 1/4" angle iron with 3/8" bars. Good material to build a portable monkey jungle. Prices on request.

HENRY TREFFLICH

215 Fulton St. New York 7, N. Y.

CLYDE BROS.' CIRCUS

WANTS PROMOTER

HOWARD SUESZ, Mgr.

Black Hotel Oklahoma City, Okla.

PHONEMEN

WANT experienced Phone and Program Men to join at once. Must be sober and reliable. Write or wire

TOM HASSON, Colonial Hotel, Altoona, Pa.

PETE HENRY WANTS

PHONE MEN

Write
25 S. 3rd St., Room #300, Harrisburg, Penna.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

GETTING set?

FRIENDS of Karl K. and Klara E. Knecht will be sorry to learn of the death of their mother, Mrs. Bridget Marie Knecht. See the Final Curtain.

SOME CFA's and bull men have something in common. They can tell elephant stories by the hour.

ZEEK LaMONT, who concluded a five-week engagement in Toledo for the VFW-CIO Circus, will play the Shrine Circus, Grand Rapids, Mich.

WORKING at Lido Beach, Sarasota, Fla., during the winter is Andrew J. (Dummy) Robinson, of the Ringling train crew.

ABOUT this time of year the first sign of winter work starting is the placing of shop machinery.

NOW EMPLOYED in a war plant at Reading, Pa., George (Shorty) Shirey will again be with a circus.

CHESTER BARNETT, having finished his engagement at a Memphis depart-

ment store, will appear with Polack Bros.' Circus in Flint, Mich., week of January 16.

DURING the old days bad news never got past the marquee. Nowadays even the workmen know all of the details.

CALLERS at *The Billboard* Cincinnati offices last week included T. Dwight Pepple, with Polack Bros., and Bobby Burns, with Mills Bros., last season. Carey Emrie, former trouper located in Cincy, also visited.

EDWARD WOOD and his wife will again be with Dailey Bros.' Circus. They spent the holidays with their daughters at Kewanee, Ill., and before going to the show's quarters will be at their home in Paragould, Ark., two weeks.

AS an inducement to get 'em to sign for '44, the Great Travelure Circus is offering workmen a variety of scenery.

TED KENICK and his wife, late of Dailey Bros.' Circus, entertained with a Christmas party and dinner at Millville, N. J. Charles Robinson and Ted's parents and sisters were present. Ted is recovering from the flu.

ARTHUR HOFFMAN, manager of Cole Bros.' Side Show, is ill of the flu at his home in Greenwood, S. C. Blake Grammar School, Greenwood, of which Mrs. Hoffman was supervisor, was recently burned.

ONE on every circus: The white-collar guy who lolls under the marquee and loudly voices his opinion regarding what actors and musicians should do toward easing the man-power shortage.

ART LaRUE and his gang appeared at many Christmas parties and various studios on the West Coast. Line-up of the Hollywood Funmakers: George Perkins, Rube Miller, Raynier Thejan, Charlie Waddell and LaRue. Waddell has a costume shop on 14th Street in Los Angeles.

WHEN a tuba player answered his ad an early-day wagon show owner, who owned such a horn, which was battered and bent from being hauled and thrown on and off of a pole wagon, wired: "Will pay you \$12 per week if you have your own tubey; \$10 if you use mine."

BILLY PAPE and Conchita made a hurried drive to San Francisco, where they played the Warfield Theater Christmas week, and Orpheum, Oakland, New Year's week. They will visit Teresa and Mom Morales in Los Angeles, then go to Cleveland for the Grotto Circus. For benefit of acts contemplating a Coast trip, Billy writes: "Acts driving to the Coast should not depend upon boards across the vast space for gas or tires. They'll leave you in the desert, where your last grade No. 3 tire blew to the four winds. If you haven't good equipment, don't risk the trip by auto."

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Here are some items A. Morton Smith, Gainesville, Tex., has added to his collection of Circusiiana:

Walter L. Main 1895 route book which contains routes 1886 to 1895. The previous owner of this book meticulously entered with pen and ink the daily nut for each season from 1889 to 1895 inclusive, and the take for every day of every season. Complaint books of Barnum & Bailey and Ringling Bros.' circuses, season 1917. For the benefit of any who might not be familiar with such books, they are mimeographed notebooks in which are entered the complaints of all agents in each town visited. Sometimes it is the newspaper wanting too many passes, the feed man's prices are too high, the contracting agent okayed a lot that was too small, the mayor complains of street damage whether there is any or not, or Mr. Jones on the corner of Elm and Commerce bans banners on his building. *The Circus Prior to 1835* by Isaac J. Greenwood. No. 1 copy of a numbered edition limited to 100 copies. A fine book on early-day circuses.

Bill Koford, Jamestown, N. Y., sends a photo taken in the '90s showing that the Barnum & Bailey Circus carried a tent lettered, BICYCLES CHECKED HERE, 10 cents. It is a good-sized tent and seems to adjoin the Side Show annex. Did any other big show carry such accommodations?

A Chicago collector always has an eye-ful to write. Here is his last letter:

I have an 8x10 photo of Jumbo, Barnum & Bailey's famous elephant lying dead along side of the track at St. Thomas, Ontario, September 15, 1885; a newspaper cut about 8x10, different from the above with several columns of write-ups, also a photo of Jumbo in winter quarters. Then I also have an excellent 8x10 photo of 18 persons taken in July, 1935, on the exact spot where Jumbo was killed. These people witnessed Jumbo lying alongside of the track the day he was killed. This was a home-coming celebration held at St. Thomas, July, 1935. I also have the following old photos: 8-footed horse and the horse with the 17-foot mane and tail and the Seven Southernland Sisters, the girls with the famous long hair; a large panoramic photo about 2 1/2 feet by about 8
(See *Collectors' Corner* on page 43)

MUSICIANS WANTED

1944 SEASON

Cole Brothers' Circus

Opening early and closing late. Musicians must be strictly sober and reliable, union and a paid-up card. Apply to

EDDIE WOECKENER

P. O. Box 250 PERU, INDIANA

WALLACE BROS.' CIRCUS WANTS

FOR 1944 SEASON

For Big Show, one more Act to feature, Novelty Acts, Flying Act, Riding Act with or without stock, Clowns, Girls for Menage and Acrobatic Act, Wire Act, Teeter Board, Aerial Act, Ground Act, Bar Act, Horse Trainer, Elephant Trainer, Wild West People for concert and Musicians for Big Show. Want for Side Show—Acts, Freaks, Colored Musicians, Girls for Hawaiian Side Show, Boss Canvas Man, Lucy Arenz, Hambone, please write. Painter, Lot Superintendent, Big Show Boss Canvasman, Carpenter, Mechanics, Time Keeper and Auditor, Assistant Electricians. Want Billposters, Publicity Men, Working Men in all departments and CANDY BUTCHERS. Man to run or rent Lunch Stand. Wire or write **J. A. FOX**, Wallace Bros.' Circus, Winter Quarters, York, S. Car. Billposters and Lithographers and Banner Tackers, write **JACK GRADY**, care Nick Hines Service Station, Holly Ridge, N. Car. Publicity Men, write **DORY MILLER**, 217 West Maple St., Alpena, Mich. Musicians, write **MIKE GUY**, care Temple Theatre, Jacksonville, Fla.

MIKE GUY WANTS

All members of my band contact me at once. Contracts ready.

WANTED for America's Outstanding Circus Swing Band—The Best Trap Drummer in the Business, 1 more Sax, Double Clarinet. Sober and union. Address **MIKE GUY**, Wallace Bros.' Circus, York, S. C.

NOW CONTRACTING FOR 1944

ARTHUR BROS.' CIRCUS WANTS

Useful people in all departments. Special inducement to acts of merit new to Pacific Coast.

Address all communications to **M. E. ARTHUR**

2410 Dallas Street Los Angeles, California

THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

BILL CASWELL, in a cowboy act including yodeling and roping, is heading an entertainment troupe which is providing entertainment for soldiers, sailors and air men at their camps, schools, stations, barracks and at service welfare canteens in Nova Scotia. There are about 25 in the party.

EARL BECK, the last of twin brothers who operated cowboy boot shops in Fort Worth and Amarillo, Tex., for many years, died December 27 in Fort Worth. The twin died two years ago. Their hand-stitched and carved products were worn by many rodeo contestants as well as stage and screen stars.

GENE AUTRY and associates will produce the annual championship rodeo for the Houston Fat Stock Show. J. W. Sartwell, president, and W. Albert Lee, vice-president, announced jointly. Everett Colborn, Dublin, Tex., managing director of the Autry rodeo, will be in charge, with animals being gathered by Colburn in his section of Texas. Already contracted as performers are Dick Griffith, trick riding; Buff Brady, trick riding; Jack Knapp, George Mills and Jazambo Foulkerson, clowns; Polly Mills, Bernice Taylor and Nancy Bragg, women riders. It will be Autry's fourth successive annual appearance in Houston. Lee is chairman of the rodeo committee of the association.

PVT. JAMES M. COLE, of the James M. Cole Circus, is in the Transportation Corps, Company D, 4th Training Battalion, TCRTC, Camp Planche, New Orleans.

SHORTY SUTTON

Booked indefinitely with
USO Camp Shows.

"BRAZILIAN NIGHTS"
Unit

Thanks to:

EDDIE RALSON

1560 Broadway N. Y. C.

TEXAS SPOTS ASTIR

Dallas Looking For Early Full Operation Again Juniors Join Board

DALLAS, Jan. 1.—A 1944 State Fair of Texas here is in the making, provided victory in the war comes by February. Harry L. Seay, re-elected president for his sixth consecutive term at a directors' meeting December 20, said the management would plan a real '44 show if the government was in a position to release a number of the fair buildings now occupied by war activities.

A fair has not been held since 1941 because of government occupation of several main exhibit buildings.

Hugo Schoellkopf and T. W. Cullum were re-elected vice-presidents. Fred F. Florence was renamed treasurer, and Roy Rupard, who was re-elected fair secretary, has served in the post since 1917. Directors voted that the entire membership of junior directors be made members of the regular board.

Ft. Worth Expo Will Be Shifted To Larger Site

FORT WORTH, Jan. 1. — The 1944 Southwestern Exposition and Fat Stock Show here will move to enlarged quarters. Site will be shifted from the familiar north side headquarters in the heart of the stockyards district to the new civic center on the west side of the city. The center embraces Will Rogers Memorial Coliseum, built in 1936 during the Texas Centennial Celebration at a cost of \$1,500,000.

The coliseum will seat 6,100 spectators for the indoor rodeo as compared with a capacity of 4,000 in the north side coliseum, which has been used by the rodeo for 35 years. John B. Davis, secretary-manager, said additional space for outdoor concessions would be available. Exhibit space will be provided in the coliseum and the memorial tower.

Bill Hames Shows have been awarded the carnival contract on the spot where Fort Worthians celebrated the Frontier Centennial in 1936. Besides the rodeo, the *Silver Spur Galeties* will be staged in the Pioneer Palace.

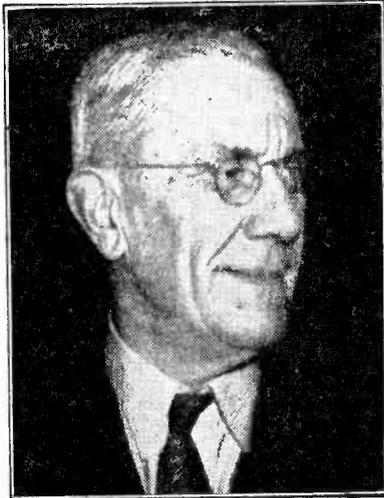
3-County, Mass., Turns in Neat Net

NORTHAMPTON, Mass., Jan. 1. — Hampshire-Franklin-Hampden Agricultural Society made a net profit of \$15,267 from operation of the 1943 Three-County Fair here, it was announced at the annual meeting.

Termed one of the most successful in the 125-year history of the organization, the '43 fair was the first to have running horse races and pari-mutuel betting. As an indication that the agricultural part was not neglected, the treasurer's report showed that more than \$4,000 had been paid in premiums and awards in addition to the \$900 allotted by the State.

William H. Dickinson was re-elected president and W. Briceland Nash and Josiah W. Parsons Jr. were re-elected first and second vice-presidents, respectively. Erwin Hill again was elected treasurer and John L. Banner secretary. The by-laws were amended to create a rotating board of directors, with six to be elected each year instead of all 18.

YORK, Pa. — Charles N. Jacobs was elected a department manager of York Inter-State Fair to succeed the late James E. Chalfant.



CHARLES A. SOMMA, managing director of Virginia State Fair, Richmond, who died Christmas Day after a long illness, served during the early period of this war as chairman of the government relations committee of the International Association of Fairs and Expositions, spending considerable of his time in Washington. He operated theaters since 1912 and became interested in the Richmond fair in 1927.

Somma's Passing Is Mourned By Showdom and in Civic Life

RICHMOND, Va., Jan. 1.—The funeral of Charles A. Somma, managing director of Virginia State Fair Association, was heavily attended in the L. T. Christian Funeral Home here December 28 following his death on Christmas Day at the age of 53. Interment was in Forest Lawn Cemetery here.

Born in Richmond January 15, 1890, he was the son of the late Nicholas Somma and Mrs. Theresa Meyer Somma. He was educated in Richmond public schools. His first business venture was in the ice cream industry with his father. He later became a movie theater operator in this section, controlling a chain of motion picture houses with a partner, the late Walter Jay Coulter. His first theater was opened in 1912.

Early in 1927 he purchased controlling stock in Virginia State Fair Association and continued as active head until his death. He was for some years president of Virginia Association of Fairs and was active in the IAFE, serving for a time as chairman of the government relations committee. He had dropped most of his theater holdings to devote full time to fair operations.

He was a former member of Richmond city council and an official of Richmond

States' Reps Going To Session of WFA

ONTARIO, Calif., Jan. 1.—Fairs in Oregon, Washington, Utah, Arizona, California and Western Canada will be represented at the annual meeting of Western Fairs' Association in Santa Barbara, Calif., February 16 and 17, said the association secretary, Tevis Paine, who has moved to 938 North Euclid here from Sacramento, where he was located many years.

Association president is E. G. Vollmann, secretary of San Joaquin County Fair, Stockton, Calif., and J. H. Chambers, Santa Barbara County Fair, Santa Maria, Calif., is vice-president.

ST. PAUL.—Minnesota State Agricultural Society, sponsor of Minnesota State Fair, will meet here during the sessions of Minnesota Federation of County Fairs in the Hotel St. Paul, January 12-14. A. H. Dathe, Barnum, is president; Raymond A. Lee, St. Paul, secretary, and Harry J. Frost, St. Paul, assistant secretary of the agricultural society.

YARMOUTH, N. S.—An organization is being formed to revive the fair at the abandoned Victoria Driving Park here and to recondition the oval for horse racing and the infield for baseball and softball, the lot to be available also for carnivals and circuses. The fair plant burned two years ago.

New Ways

IT SEEMS TO ME that the managements of our county fairs have a wonderful opportunity to join in the food production program by providing special classes and prizes at the fairs. This was done to a great extent in Illinois this year and we are exceedingly proud of the record of co-operation that resulted. It is our hope and belief that in 1944, after one year's experience, the ingenuity of local managers will find new ways to encourage the raising of livestock and production of more home-grown food.—HOWARD LEONARD, Illinois Director of Agriculture before the IAFE annual convention in Chicago December 1.

Kochman To Launch Second Unit; Abides By Gas, Rubber Ban

BOSTON, Jan. 1. — Plans have been completed as a result of conferences at the Chicago outdoor meetings for a second fair circuit unit of Jack Kochman's auto-cycle thrill show, labeled Calvalcade of Thrills, and featuring the Hollywood Hell Drivers. Kochman, Eastern midget auto racing promoter, and his associate, Charles (Buddy) Wagner, former boxing promoter, decided on a second unit because of a successful tour of larger Eastern fairs in '43 under the George A. Hamid banner.

The western unit will be booked by Barnes-Carruthers, a five-year contract having been signed by Kochman and M. H. Barnes in Chicago. Pat Purcell, formerly with the Jimmie Lynch Death Dodgers, will direct the unit in the West, having signed a three-year contract as general agent. Wagner will be in the West as general manager and Kochman will handle the Eastern unit, with George A. Hamid in the booker's role.

The Kochman drivers operate the automobiles in the show without use of gasoline or rubber tires. A synthetic fuel powers the cars and special wheels replace rubber tires. The management said that it operated without any essential materials, in compliance with an ODT ruling in July, 1942, banning rubber and gasoline in automotive thrill events. The fuel was discovered by Edward Allen, teacher of aviation with the War Production Board in Newark, N. J. Permission from the OPA and ODT came after a demonstration before the first fair date last fall. Wagner and Kochman came here to stage a rodeo and thrill show under auspices.

Nebraska State Aiming at '44

LINCOLN, Neb., Jan. 1.—Members of Nebraska State Board of Agriculture have voted to hold a 1944 State Fair and race meet, Secretary E. J. Millie announced. In announcing the fair dates, he said dates of the race meet would be determined when application is made for a permit from the State Racing Commission.

The secretary said leases held by the army on fair buildings are written to expire June 30. He declared that space beneath the seats in the grandstand is now used for storage by the government and that the board cannot do otherwise than proceed on the theory the grandstand will be available for racing. Besides the seating part of the grandstand, the 4-H Club building and all livestock buildings are empty, he said.

Millie said the joint winter meeting of the State board and county fairs association would be held in Lincoln January 25 and 26.

HAMILTON, O.—Maurice Murray, Hamilton, president of Butler County Fair here 12 years, was elected to his 13th term. A. J. Magie was elected vice-president and John Cochran secretary. Robert Hiltbrand, who was vice-president, was named treasurer. Cochran reported a profit of \$1,700 from the 1943 fair.

Chippewa Falls Opens The Season -- Earlier Dater Is Proving Ground

By ARCHIE L. PUTNAM

Secretary-Manager, Northern Wisconsin District Fair

THIS talk was delivered at the 53d annual meeting of the International Association of Fairs and Expositions in the Bal Tabarin, Hotel Sherman, Chicago, November 29-December 1.

IAFE Secretary Frank Kingman chose my subject for me, so naturally I will have to mention my own fair and also will have to use the personal pronoun and trust that my friends here will pardon the reference. I will talk about the Chippewa Falls Fair, which is an ordinary fair like others distributed thruout the United States and Canada. Our district fair covers 30 northern counties and

is located in the city of Chippewa Falls, Wis., with a population of 11,000 and where the potential drawing power is about 200,000 within a radius of 50 miles.

When he chooses the title, *Chippewa Falls Opens the Season*, I have to question that a little bit and confine it to the Central Northwest, for the reason that the Canada fairs open the fore part of July and some of the Dakota fairs the latter part of June. But I think what he had in mind was the fact that Chippewa Falls changed from middle-of-September dates, making a decided (See *Chippewa Falls Opens* on opp. page)

CHIPPEWA FALLS OPENS

(Continued from opposite page)

move up to the first week in August, which does open the Central Northwest season. This change, when made, excited a lot of bookers and exhibitors, who felt that we were moving up too early and that they would have to get circuits for revues and carnivals and livestock herds. Some of you older fair managers will remember that we used to operate one week following Minnesota State Fair or the second or third week in September.

Fred Beckmann's Advice

In 1934 we reorganized the fair and in 1935 we decided to try the earlier dates, the first week in August. Now there was a reason for this change which goes back in the 1920's. That grand and dearly loved old showman, Fred Beckmann, had always shown a kindly interest in me from the first time that I attended this convention in 1920. In my visiting with him I expressed the wish that some day the Beckmann & Gerety Shows would play our fair. And he answered: "Arch, September nights are too cold in Wisconsin. If you move your dates up to the fore part of August, I will play your fair, and he did in 1935, 1936 and 1939."

This statement stuck in my mind and I started analyzing some of the things that were making it tough on us financially, with our weather breaks. In Wisconsin in the middle of September we are running into the equinoctial period which, as you fair men of the North know, will give you a solid week of rain. Then, quite frequently the first killing frost hits this section about that time. The people come to the fair in fur coats and carrying auto robes. Then about that time the night shows were changing over to the revues. These cold nights left the front-line girls, with scanty attire, good subjects for pneumonia. Those poor girls from Chicago and suburbs sure suffered from the cold blasts. People in the grandstand would sit with their hands in their pockets and there was no applause. You showmen know that applause from the audience is the answer to how your show is going over.

We were then going thru the change-over from the horse and buggy days when people used to come at 7 in the morning. We all went thru that period and our fairs are now more or less night fairs. Anyway, the fair men I talked to said their problem was getting people out for the afternoon programs. In 1935 we took the big step and experimented. Going up about seven weeks earlier, it worked. We naturally had lots of comments. We were told it was too early for agricultural exhibits and too early to fit show herds. But what did the facts prove? We had just as many exhibits in all departments; in fact, the agricultural exhibits were very good. It was true in our location that corn was not matured and some of the grains, but there were a number of vegetables that were early and always gone by the middle of September and our livestock held up 100 per cent.

Other Ones Move Up

The gates and grandstand receipts showed a decided upturn. People remained after the night show until midnight or after. All the local objectors and other fairs were watching our change and soon the movement started for earlier dates.

In Minnesota the State Fair has set up 10 days earlier and Wisconsin State Fair moved up to an earlier date. La-Crosse, Wausau and Superior fairs moved up. The horse race men were pleased; it gave them a longer racing season closer at home, and our race entries showed a decided improvement, with better classes of horses. We now get horses that start in Chippewa Falls and finish up in the Grand Circuit meetings.

It worked out in another way. The booking houses began to get longer bookings for their revues and acts and I believe these earlier dates have improved all the circuits with the exception of last year, when fairs canceled out for one reason or another. A large number of fair men from large and small fairs visit us each year and we enjoy all of them. Chippewa Falls Fair is always happy to have fair and amusement people visit. We believe that we are sort of a proving ground and a barometer for other fairs. Our conditions are usually about the same that are found within a radius of 200 or 300 miles and experiences that we have during the season reflect to others what is to be expected by those following. The Minnesota boys

always visit in two or three groups, their photographers and publicity men and their harness race groups and their officers. They go back to St. Paul with some beautiful pictures that were taken at the "Minnesota Fair." But they are a grand bunch of boys and we enjoy them and extend every courtesy and privilege to them. They, in turn, do us a lot of mighty fine favors.

Some Chippewa "Firsts"

When I say we are a proving ground I think that Ray Lee will agree with me that we were the first fair to feature Speed Holman, a Minnesota boy. Then Minnesota State Fair discovered him at our fair and he proved a big attraction for them. Then, Professor Pickard, the man who flew out of the Black Hills with his multiple balloons, was a Minnesota man who had not been discovered by any bookers or promoters. We contacted him up at Minnesota and we were the first fair in United States to feature him. It was a novel and pulling act. He was by no means a showman. The act was slow and details were not worked out. It had possibilities. The act fluked with us. I told Ray Lee later what would correct the fault and Minnesota got the finished act. So, you see, we are the proving ground. We like our early dates and the facts and figures prove the advisability of retaining them, and I believe that our experience has helped not only the fairs I have mentioned but other fairs to move to early dates.

Our secretary mentioned in his letter two items that he thought I should stress. He said he understood that our fair was very well advertised, and to mention any difficulties that we had run into and how we handled them. As to the fair being well advertised, I do the same as most of you men. I use billboards, newspapers and radio. I choose good billboard locations and I use the two daily newspapers in Eau Claire, a city of 40,000, 10 miles from us, and our local daily paper. Then, I use 64 weekly papers that cover a territory within a radius of 80 miles, two issues preceding the fair, and then three radio stations. Now, what I do in advertising I learned right here at these meetings, listened to you men and those who preceded you and then going home and trying out suggestions that I obtained here. I will take the opportunity, as I am before you, to refer back to our one and only fair school, which was sponsored by this association and which financed, I believe, three years of intensive research for the various departments of our fair management. In this school they recommended that fairs spend about 7 per cent of their receipts for advertising. It works, men. We have tried it and it pays dividends. I believe a refresher course from that one and only textbook would be a very good thing for all of us. New managers are constantly coming to us and there seems to be quite a turnover in fair management. Death also takes its toll and I believe that we would be doing another good service to these new managers.

Headache With War Show

Now as to difficulties and how we overcame them, I had one big one—the "war show." Dealing with the War Department, Treasury Department, etc. I got a headache and no show, but a bunch of bills of lading, wires, letters and long-distance calls. I overcame the difficulty by just taking it as it came and I had to sit by and alibi and then travel to Wisconsin and Minnesota State fairs to see my war show. I will refer the details to Bill Marriott, of Wisconsin, and Ray Lee, of the Minnesota State Fair, as they are on the program and may touch upon my difficulties.

I would have been reluctant to appear before this group had I not for the past 23 years sat among you and observed that you are all human, sympathetic and helpful to one another in passing on and exchanging information freely. It is true that some manage larger fairs than others, but you will find that "real big fair man" the most human everyday fellow. He is easy to approach and most friendly to his fellow man. You know that when we all get back home there is only one of us in a community. We are more or less alone, so it does us a great deal of good to meet here and pour out our troubles and exchange information.

I hope I may have dropped one little thought for your consideration. I enjoy these meetings and meeting the gang annually and feel that our membership in this association is very worth while, and when I am not privileged to attend these meetings annually it will leave a very empty spot in my heart.



Meetings of Assns. of Fairs

Kansas Fairs Association, January 11 and 12, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 12 and 13, Hotel Eagle, Brunswick. J. S. Butler, secretary, Lewiston.

Minnesota Federation of County Fairs, January 12-14, Hotel St. Paul, St. Paul. Allen J. Doran, secretary, Grand Rapids.

North Carolina Association of Agricultural Fairs, January 17, Sir Walter Hotel, Raleigh. A. H. Fleming, secretary, Louisville.

Michigan Association of Fairs, January 17 and 18, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

South Carolina Association of Fairs, January 17 and 18, Wade Hampton Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Western Canada Association of Exhibitions (Class A), January 17-19, Royal Alexandra Hotel, Winnipeg, Man.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 24 State House, Boston.

North Dakota Association of Fairs, January 21 and 22, Minot. H. L. Finke, secretary, Minot.

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.

Mississippi Association of Fairs, February 3 and 4, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

New York State Association of County Agricultural Societies, February 8, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

Ontario Association of Agricultural Societies, February 9-12 (tentative), King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Western Fairs' Association, February 16 and 17, Santa Barbara, Calif. Tevis Paine, secretary, Ontario, Calif.

Wisconsin Association of Fairs, February 22-24, 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.

COLLECTORS' CORNER

(Continued from page 41)

inches of the Ringling-Barnum baggage stock crew taken in Cleveland in 1936. There are 94 men in the photo, with Tom Lynch sitting in an armchair in the center. I also have *The Menage*, weekly newspaper, complete for season 1941, published by members of Cole Bros.' Circus that season. I also have two heralds (different) of Zazel, shot from a cannon, season 1880.

We want to thank Alf Meyer for that splendid photo he sent of Lottie Aymar, the one-time headline equestrienne. He knew her well and that is where this Long Branch collector has it on all of us. On account of some of his family being connected with the great circuses he had opportunity to meet these great artists in person.

RICHMOND SOMMA RITES

(Continued from opposite page)

Eanes, Sam Northington, Harold Wood, Frank O'Brien, William H. Crockett, A. E. Oichtman, U. M. Bland, W. H. Taylor, H. I. Taylor, John F. Williams, Stuart Tucker, T. Nelson Parker, John J. Wicker Jr., Henry Caravati, W. H. Homburg, William F. Ballinger, Wheat Duke, S. T. Massey and directors of Virginia State Fair Association and members of W. W. Workman Tent, Circus Saints and Sinners, who attended in a body.

Floral tributes were received from Mr. and Mrs. T. Gilbert Wood, Charles B. Ralston, John Williams, Lieut. Col. Harold Hoffman; Motion Picture Salesmen's Club, Washington; Mike Scher, George and Bess Hamid, Fred Biersdorf, Robert Smetzler, Mr. and Mrs. L. H. Fairbank, Mrs. J. J. Fairbank Sr., National Showmen's Association, Mr. and Mrs. J. S. Redd, South Side Virginia Fair, A. E. Lichtman, Mr. and Mrs. Harold Wood, Henrico Theater employees, J. M. Lewis, Ralph Smith.

Mr. and C. B. Kidder, Tom Friend; board of directors, Virginia State Fair Association; Mr. and Mrs. W. D. R. Profit, Mr. and Mrs. Allen Brown, Mr. and Mrs. Lucas Lipscomb, Dexter Fellows Tent, Leake and Tucker, Charles W. Myers and family, Bernice and Harold Powell, F. L. Parsley, Emmett D. Cottrell, Mr. and Mrs. Robert Wills, Mr. and Mrs. L. F. Conley, Mr. and Mrs. George C. Reinhardt, Lieut. Col. Robert T. Barton Jr., Sam Galanty, Walter E. Brauer, Carol and Billie Homburg, Ben Caplan.

John H. Marks, Josephine Hankinson, Mr. and Mrs. A. B. Watson, members of Virginia Association of Fairs, Billy Burke, W. W. Workman Tent, W. H. Adams, Hobart Doyle, John W. Russell, Neighborhood Theaters, MPTO of Virginia, Benedictine Board of Visitors; Dixie Aerie, 335; Charles C. Reed, Cetlin & Wilson Shows, Mr. and Mrs. Joe Kass, Jack Goldberg; Richmond Lodge 45, BPOE; Mr. and Mrs. S. T. Massey, Mr. and Mrs. Wheat Duke, Wilmer and Vincent, Mr. and Mrs. O. E. Lowry Jr., Mr. and Mrs. Max Linderman, Mr. and Mrs. Frank Bergen.

Frank H. Kingman, Katherine Sam Northington, Mr. and Mrs. R. H. Coulter and family, Mrs. Walter J. Coulter, Joyce and Gertrude Coulter, J. Coulter, Mr. and Mrs. Otis Lafoon, Dr. and Mrs. W. H. Parker, Mr. and Mrs. Joe Black, Benjamin T. Pitts, Mr. and Mrs. David W. Carter, Richmond Fire Department, R. E. Binns, Mr. and Mrs. William M. Arnheim; Mr. and Mrs. W. D. Lumpkin, WRNL; Mr. and Mrs. C. T. Epps, Mr. and Mrs. W. F. Adams, Mr. and Mrs. C. O. Owen, W. H. Schwarzschild, Fulmer and Frances White, Mr. and Mrs. M. J. Ullman and Mr. and Mrs. Gerald Snellens.

WILMINGTON, O.—At Clinton County Fair board's annual meeting and dinner December 14 members entertained families and friends, there being 55 present for a turkey dinner. Dr. H. K. Bailey, president, welcomed the guests. Toastmaster was Prosecuting Attorney Schilling. Short talks were made by Mayor Nichols, Wilmington; George Steen, Washington C. H.; B. U. Bell, Xenia; Earl J. Coburn, Lebanon; County Commissioner McGee, County Agent Walter Bluck, Secretary Gertrude Hanks, H. Orebaugh, Howard Hudson and Dr. Peele, former president.

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Business Meeting 2 P.M. to 6.
Banquet and Entertainment 7 P.M. to 12.
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Meeting Hall—The Odd Fellows, Brunswick.
MENU—"A Merry Meeting Bag."

LOBSTER SHORE DINNER A LA PLENTY
SAMUEL WOODWARD, Pres., Brunswick, Me.
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HUNT HEAVY LOSER IN FIRE

Mil \$ Wildwood Blaze Destroys Pier Properties

Fun property to be rebuilt as soon as materials become available

WILDWOOD, N. J., Jan. 1. — A \$1,000,000 fire Christmas Day, worst in the history of this South Jersey summer resort, destroyed three Boardwalk blocks, killed two persons and injured a score of others. The roaring flames in the early morning reduced to ashes Hunt's Ocean Pier, Hunt's Nixon Theater on the Boardwalk, two hotels, two apartment houses, 25 stores which housed summer concessions and amusements and nine homes.

Virtually all of the property destroyed was owned by William C. Hunt, head of Hunt's Amusement Enterprises. Hunt's Ocean Pier, a landmark and one of the largest on the New Jersey Coast, was burned to the ground, including more than a dozen rides and funhouses, two motion picture theaters, a vaude house and second-floor ballroom.

Believed burned to death in the pier fire was Frank Dougherty, 64, a watchman. The other death was a fireman, who was stricken by a heart attack while battling the blaze, which could be seen 35 miles away. The fire started in the Boardwalk end of the pier, which extended several hundred feet oceanward.

Investigation is underway to determine the cause of the fire. One conjecture is that the watchman might have collapsed and upset a gas burner used to heat his quarters. Firemen also believe that a short circuit might have started the blaze.

Hunt stated that damage to his properties exceeded \$1,000,000 and that he will rebuild the pier and other Boardwalk properties as soon as steel and lumber are made available. Hunt suffered another heavy loss in April 13, 1939, when his Casino here was destroyed by a \$200,000 fire. Wildwood's first major fire, which caused \$100,000 damage on the Boardwalk, occurred on another holiday—July 4, 1923.

FOND DU LAC, Wis.—A pelican with a wing spread of six and a half feet was shot off the shore of Lake Winnebago recently. The bird was one of a flock of 80 to 100, the first such flock seen here in 22 years. The wounded bird was taken to the Fond du Lac Zoo, where caretakers said it might survive.

Mid-South Fair Cancels Leases With Park Body

MEMPHIS, Jan. 1.—Officials of Mid-South Fair, Inc., and Memphis Park Commission said a contract had been signed by them under which the fair association canceled its fairgrounds leases with the Park Commission December 31.

Contract provided that the Park Commission agreed "to hold the Mid-South Fair, Inc., harmless on account of any and all contracts" made by the fair association extending beyond December 31. Commission also agreed "to store and care for any and all personal property of the fair association on the grounds," but under these arrangements the Park Commission "shall not be responsible for the safety" of this property. Directors ordered that the fair association's property be assembled and insured.

In the contract was the letter dated October 8 and written by John Vesey, chairman of the Park Commission, requesting the fair association to cancel its leases October 31. This letter stated that the fair association should be asked to take over the property at the end of the war on a "mutually satisfactory" basis. Mid-South Fair has been sponsored by the fair association in return for rent-free leases. Because the fair has not been held during the last two years, the Park Commission asked that the leases be canceled.

It was voted by the fair directors to use \$30,000 of their cash reserve to purchase government securities, which will make the amount invested by the association \$62,448. Net income of the association for the year ending October 31 was \$46,798.

In addition to \$53,500 received by the fair association in rentals from the 13 riding-device operators the audit shows that the association received \$3,940 in rent from concession operators, making the association's total revenue from these two sources \$57,441.05.

Gross receipts of concession operators do not show in the audit, inasmuch as concession operators paid the fair association rental in monthly installments. Photo booth operated by Lottie Gamble netted \$6,610 and Kermit Colbert's concession \$2,391. Fair association received 15 per cent of its gross receipts in rentals, according to the audit.



WILLIAM C. HUNT (center), owner and managing director of Hunt's Amusement Enterprises, Wildwood, N. J., who lost an estimated \$1,000,000 worth of amusement properties in the fire which swept that resort spot Christmas Day. Hunt plans to replace the pier, theaters, concession buildings and amusement devices lost in the fire as soon as materials become available. Flanking Hunt in the above photo are his two sons, William D. (left) and Guy, both of whom are serving their country in the war.

N. H. Names Comm. To Aid Resort Ops

CONCORD, N. H., Jan. 1.—A five-man committee to advise owners of resort business properties in New Hampshire, who find themselves in financial difficulties, has been set up by the State Council of Post-War Planning.

The committee includes Clinton E. Eastman, treasurer of the Littleton Savings Bank, chairman; Herbert B. Sawyer, member of the board of trustees of the Sugar River Savings Bank, Newport; Arthur P. Gale, proprietor of the Eagle Mountain House, Jackson; John C. Per-

(See N. H. NAMES COMM. on page 49)

American Recreational Equipment Association

By R. S. UZZELL

MONTREAL, Jan. 1.—It was 30 degrees below zero last week in Quebec, while it was 20 below here in Montreal. At the fairgrounds in Quebec the Colisce, where they judge the stock during fair times, affords ample space for an ice arena, where the Quebec hockey team plays its games. The seating capacity is about 8,000. No more enthusiastic hockey fans can be found anywhere, and cold weather is no deterrent. The Colisce also supports wrestling and boxing matches, and is at times the finish goal of the dogsled races, which are among the best in

Canada. They have snow from October to late April in Quebec and use it. The kids start at five or six years of age and practically grow up on skates.

When most fairgrounds are silent for a long sleep between seasons, the Quebec Fair is active and at a profit. The large Mechanics' Pavilion, where the industrial exhibit is held during the fair, is filled with autos in dead storage for the long winter. Snowshoes are required to get over the grounds.

We are making all the repairs and replacements we can this winter because we fear an even greater scarcity of men if the war goes into the late spring. However, a lot of men are being let out every week from some of the war industries. Reason given is that supplies enough have been accumulated to meet any extreme emergency. The least competent are let out first. We may have to get some of our help from this group the coming season.

Running park rides in an 85-degree temperature is quite different from doing repair work at 30 below. Last winter for over two weeks we had 50 below.

A lot of restrictions on material are to be eased soon, we are told. Many more houses are under construction now than at the same time last year. Spring construction promises to be greatly augmented.

The winter is starting earlier than (See AREA on opposite page)

Prell Central, Tampa Funspot, Rolling Nicely

TAMPA, Jan. 1.—Central Amusement Park, owned and operated by Samuel E. Prell, has been enjoying healthy business since its opening November 13, reports Charles M. Powell, general agent of Prell's World's Fair Shows. Eight rides, a House of Mirror and 22 concessions make up the midway, all rides being owned by Prell, except the Roll-o-Plane, which is owned and operated by Mr. and Mrs. Britt.

Concession owners are Mr. and Mrs. Nathen Roth, five; Mr. and Mrs. Norman Littlefield, six; Mr. and Mrs. George Haut, ball game; Mr. and Mrs. Doyle, photo gallery and palmistry; Joe Shine, three; Mr. Graham, string game; Joe and Abe Prell, two cigarette pitches; Mr. and Mrs. Joseph Tulley, popcorn and candy apples, and Phil LeMay, cookhouse.

All park equipment is being repaired and repainted, and a new front has been built for the Nut House. Abe and Joe Prell are managing the funspot while their father vacations in Miami.

Mrs. Nathen Roth recently underwent an operation and is still confined in the hospital. Josiah Parson, Merry-Go-Round and Kiddie ride foreman, recently had a cataract removed from his right eye and is convalescing at home.

Recent visitors to Central Park included Leo and Vie Bistany, of Bistany Greater Shows; John R. Marks, owner of Marks Shows; Pete Thompson, Cetlin & Wilson Shows; Mr. and Mrs. Chick Franklin, and Frank Sheppard, electrician.

Carroll Picks Aids For N. E. Conclave

SPRINGFIELD, Mass., Jan. 1.—Edward J. Carroll, president of the New England section, NAAPPB, has made the following appointments for the annual meeting, scheduled for some time in March at Boston:

Program, Henry G. Bowen, chairman; Joseph Cohen, Fred L. Markey, Leo Wise, Al Reeves; nominating, Wallace St. C. Jones, Harry Storin, Harold D. Gilmore, Fred Freeman; finance, Joseph Godin, chairman; David Stone, Jack Green-spoon; insurance, John L. Campbell, chairman; Fred T. Lauerman, Joseph Watterson, Arthur W. Abbott; membership, Paul A. Haney, Henry Martinelli, Joseph E. Drambour; reception and entertainment, George A. Hamid, Daniel E. Bauer, Leo P. Britton, Elmer Mason, Patrick Healey; legislative, James A. Donovan, chairman; Andrew A. Casassa, Howard A. Duffy, Percy L. Norton, Charles B. Lake, Carroll; resolutions, R. S. Uzzell, chairman; E. R. Enegren and William Rabkin.

Carroll will call a meeting of the executive committee early in January to consider plans for the event.

Chi's Lincoln Park Zoo Boosts Population in '43

CHICAGO, Jan. 1.—Lincoln Park Zoo animals had an unusually high birth rate during 1943, according to Floyd Young, director. Thirty animals were born—16 monkeys and 14 hoof animals. Of the latter there were four Virginia deer, two fallow deer, a water buffalo, a llama, an eland, an elk and four guanacos. The zoo acquired by purchase or exchange 24 birds, 4 animals and 11 reptiles. Added to the zoo by gifts were 24 animals, 46 birds and 51 reptiles.

During the year the deaths included 95 birds, 98 reptiles and 34 animals. Jimmie, a kangaroo which had been at the zoo for 20 years and in vaude for many years previous, died early in September. A grizzly bear acquired 30 years ago as an adult succumbed to old age in August, and Mommy, a 40-year-old dromedary, died in May.

An important addition to the zoo's collection was the gift of two chimpanzees, Susie and Betty, by Mrs. Mitchell Corbett.

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Octopus and Flying Skooter, also Kiddie Rides.

Must be in A-1 Condition.

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Floors Contribute Heavily To Cast of Big Roller Show

CINCINNATI, Jan. 1.—Personnel of the second edition of *Skating Vanities* current at Music Hall Arena here represents rinks thruout the country. Prior to joining the show the following members of the cast were patrons of or were employed at the following rinks: Claire Miller, who provided the information for *The Billboard*, was featured and directed the costume work in figure skating for the America-on-Wheels circuit and came from Twin City Arena, Elizabeth, N. J.; Phyllis Zimmerman, Shirley Brink, Sophie West and Betty Al-

wine, Skateland, Johnstown, Pa.; Ronnie Billet and Tom Reid, New Dreamland, Newark, N. J.; Shirley Barnhart, Arena, Buffalo; Rosalie Blumer and Mary White, Montclair (N. J.) Rink; Margie Cola, Columbus Circle, New York; Jane Cowgill, Fourth Avenue, Louisville; Edna Daliberti, Empire Rollerdom, Brooklyn; Rose Fallon, Jean Stoltz and Dottie Cairns, Brooklyn (N. Y.) Rink.

Sue Flacco, Carey's Circus Gardens, Philadelphia; Terry Fox, Fordham, Bronx, New York; Julia Hayes and George Kramser, Queens, New York; Joyce Hitt, Rollerland, Columbus, O.; Sis Mueller and Jo Reilly, Arena, St. Louis; Shirley Meshirer, Sunnyside, L. I., N. Y.; Ruth Myers, Rollatorium, Cincinnati; Ann Nichols, Winter Gardens, Boston; Mickey Rodriguez and Wendy Wendland, Mineola, L. I., N. Y.; Gloria Sigel and George Behiman, Mount Vernon, N. Y.; Larry Fox, East End, Memphis; Kenneth Hark, Flusing (N. Y.) Meadow; Betty Simmons, New Rochelle, N. Y.; Ken Reilly, Maxie Bernstein, Wonderland, St. Louis; Lon Hall, Berthania, Ogden, Utah; Bob Lewis, Bay Ridge, Brooklyn; Elmer Diehl, Manhattan Rollerdom, New York; Ronnie Rodia, Gay Blades, New York, and Jean Carpenter, Passaic, N. J.

In the roster of principals the skaters and their former rinks are: Gloria Nord, Hollywood Roller Bowl; Dolly Durkin, Mineola, L. I., N. Y.; Genieve Kane and Madge Garbie, Fordham, Bronx, New York; Ann Mannion, Arena Gardens, Detroit; Le Veda Simmons, Palace, Long Beach, Calif.; Bill Leighton and Billy Cavanaugh, New Rochelle, N. Y.; Bobby Ryan, Skateland, Dayton, O.; Frank Foster, Walcliff, L. I., N. Y.; Bob Johnson and Rose Piccola, Brooklyn; Frank Wisner, Madison Gardens, Chicago, and Hugh Thomas, Palace, Long Beach, Calif.

soft drinks and no cigarettes will be sold and no smoking permitted.

Commending John J. Lane's venture as a contribution toward solving the juvenile delinquency problems, the St. Paul city council approved the application for the children's rink. In supporting the application, Gus H. Barfuss, commissioner of public safety, said: "Mr. Lane is to be commended. This is definitely a venture to provide wholesome recreation for juveniles."

Attendance at the adjoining Coliseum Sunday afternoons, the only time that children are permitted there, has been too large to handle, and the new rink was projected to take care of the juvenile trade.

PVT. M. C. BOYTER has been in Italy since D-Day and is trying to get a rink started in the recreation center with the assistance of the American Red Cross Service Club.

MARGARET KING, of the California Whirlwinds, recently joined the WAVES and is stationed at Hunter College, New York. The act continues with Bobby and Rosemarie Miller.

JIMMY TOPPI ENTERPRISES, Inc., is a new corporation organized in Philadelphia to promote athletic and entertainment activities, including the operation of roller-skating rinks.

OREGON STATE championships, under RSROA sanctions, are being divided between Imperial Rink, operated by Jeffries and Latourette, and Oaks Amusement Park Rink, operated by E. H. Bollinger, both in Portland.

WASHINGTON STATE championships will be divided between four rinks—Southgate Rollerdom, Seattle; King's Roller Rink, Tacoma; Redondo Roller Rink, Redondo, and Skateland Rink, Everett.

RSROA MEMBERS are sending all donations for the Infantile Paralysis Fund to national headquarters in Detroit. Entire contribution will be sent to Grantland Rice, chairman of the sports division of the fund.

JUNIOR and senior roller clubs of Lebanon Rink, Lebanon, Pa., staged a Victory Revue of 1943 recently. It was produced by Ada Zerman. Manager Mack Edwards is planning several new events for the future activity of this group.

Build-Up for RSROA Meet

DETROIT, Jan. 1. — Starting a long and soundly planned program of building up attention for the national RSROA championships to be held in Detroit in April or May, Fred A. Martin, manager of Arena Gardens here, which will be host to the event, has started a 12-week program of elimination contests in the juvenile, junior and intermediate divisions, for speed events.

Eliminations are scheduled for 12 Saturdays and Sundays in succession. Contests are open to all amateurs in Michigan, Martin said. Winners automatically qualify for the national events.

Up-State rinks are invited by Martin, thru *The Billboard*, to hold their own elimination contests, and send their winners to the finals to be held at Arena Gardens, here, March 25 and 26. Senior division contests for all distances will be held March 27.

Dates of the figure and skate dances' contest will be announced later. They will be held under the auspices of the Detroit Figure Skating Club.

Exclusive Spot For Teen-Agers

ST. PAUL, Jan. 1.—An innovation in rink operation is credited to John J. Lane, of the Lane Amusement Company, operator of the Coliseum Roller Rink, St. Paul, who recently opened a rink exclusively for children 16 years and under. The rink adjoins the Coliseum and is in a former A.&P. store, with no posts and a floor surface 100 by 150 feet. Juniors will be admitted two or three nights a week for 15 cents including new, wide fiber skates. Hours will be from 7 to 9 p.m. in compliance with curfew laws.

Management solicits co-operation and suggestions of parents, schools, churches and public officials in its operation. Other nights will be available for church or school groups and private parties. Only

breaking task before it. It will require a little time for the owner to recover from the stunning blow before future plans can take definite shape.

W. F. Mangels has seen four major fires in his career at Coney Island, N. Y. He says the sensation of seeing a large area of an amusement strip suddenly reduced to smoking ruins is a depressing experience not easily tossed off. It was after being cleaned out by a conflagration that Tilyou conceived the fire-resisting building that has saved him from repeated disasters.

Norman Bartlett has been so busy on war contracts that he couldn't build rides even if he could get the materials. Meanwhile his ride at Coney Island, N. Y., has been very much improved since it was placed there four years ago. His production plant has been growing and he is accumulating valuable experience that will serve him when it is all over over there.

ELGIN, Ill.—The three black bears in Lord's Park were shot last week on orders of the park commissioners. Decision to kill the bears was made last spring because of the rising cost of food. The animals were fed a large dose of cyanide of potassium and strychnine but ate it without ill effects and begged for more. It then was decided to shoot them.

CALGARY, Alta.—Buster, the seal at Calgary Zoo, died recently after a four-day illness. He was 14 years old. Twice while at the zoo he made news by escaping and making his way by river to points many miles away from the zoo.



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WANTED

Used Chicago Rink Skates

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USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY, STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

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WANTED TO BUY FOR CASH

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AREA

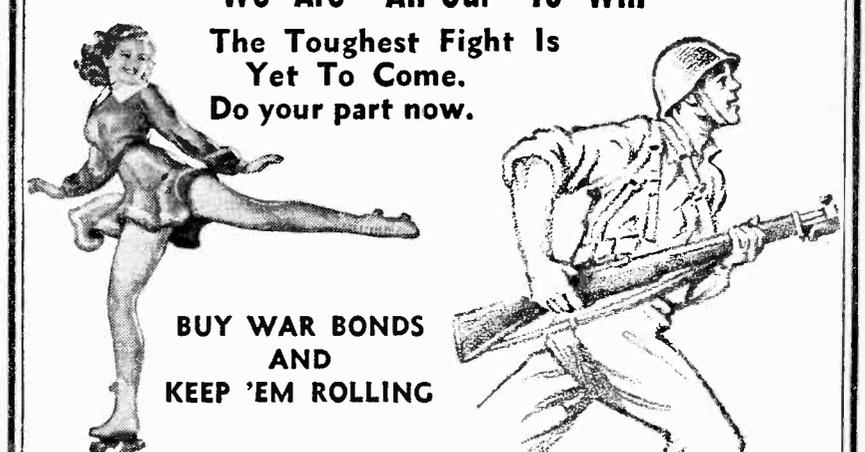
(Continued from opposite page)

usual and has been severe. Does this mean anything to us ride builders and operators? We should like an early spring so as to get our painting done to advantage, but we cannot always wait for just the kind of painting weather we'd like to have. The park here has a lot of painting to do before the opening. Painting with an overcoat on is not so good, but it can be done.

The disastrous fire which destroyed Hunt's pier and amusements at Wildwood (N. J.) Pier, just at the close of the best season since the last war boom, was a calamity of major proportions. Fairyland Park, Kansas City, Mo., was 40 per cent damaged by last summer's fire. They have been able to restore enough of it with what material was salvaged to get by until the war is over. The Jersey resort has a more heart-

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BUY WAR BONDS AND KEEP 'EM ROLLING

CHICAGO ROLLER SKATE CO.

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Hollywood Firm To Make Movies For Roadshowmen

HOLLYWOOD, Jan. 1.—Standard Pictures Corporation, incorporated in California for \$250,000 and headed by Fred Walker, former motion picture stunt man, as president, launched its production schedule in 16mm. pictures here Monday. While the firm will feature 16mm. films in lengths from 100 feet to 6,000 feet, 35mm. subjects will also be made. This is the first Hollywood concern to announce that it will cater to the roadshowmen with the production of 16mm. films in both black and white and color.

Walker told *The Billboard* in an exclusive interview that he plans to bring to the roadshow screens talent that has merit and in scripts by some of Hollywood's top writers. Most of the short films will be musicals, with the title *Hollywood Hit Parade* already filed with the United States Department of Copyrights in Washington. Walker emphasized that *Hollywood Hit Parade* would be the name of a series subtitled to fit the particular artist or artists appearing in the feature. Talent will consist of that which is in Hollywood only, with special attention being given to artist "on the way up."

Talent considered for the first production schedule includes Larry Luke, pianist currently appearing at the Zanzibar Room at Florentine Gardens; Rose Murphy, the "Chi Chi girl" and boogie-woogie pianist at Valley Lodge in North Holly-

wood, and June Barton, versatile vocalist, singing with Bernie Lewis and his orchestra. Paul Parks and His Playmates, a well known small combo in this area, is also scheduled for 16mm. pictures of the *Hollywood Hit Parade* series. Al Ross and Wally Burke are training a line of 18 girls to be used in musical numbers calling for line routines.

In the production end of the business Walker has signed, he said, Merle Connell to handle photography in the 16mm. field and Jack R. Young for 35mm. Eddie Holden and Ambrose Backer have been chucked in as writers along with Marvella Andre, actress and writer.

"We want to bring the roadshowmen the best in entertainment for their field," Walker said. "Actors and actresses appearing in these productions will include many in the top brackets of their respective fields. As an example, we have Jacques Lory, character actor, ready for a role. In our 35mm. pictures we intend to use members of the Screen Actors' Guild. Those appearing in the 16mm. pictures will be paid more than required by union scale."

Interesting to roadshowmen is the fact that Standard intends to make pictures according to specifications or demands of the libraries and operators. Walker explained that 16mm. subjects would be available in lengths from 100 feet to 6,000 feet, the latter a full-length feature. Musical subjects to start will be shorts, but there is also on file an idea from which to produce a full-length revue picture. In the 100-foot subjects it is also being considered to put several of these together so that a roadshowman will get a veritable "vaudeville show" with four different types of acts on the screen only for 100 feet each. Such a set-up would afford roadshowmen with short subjects. "We do not want the roadshowmen to get the idea that we are rehashing old subjects. This is a new company. Our productions will be new and designed for the roadshow field," Walker said.

Standard has opened offices in the heart of the city and has also acquired a studio. Recording equipment has also been secured which eliminates any breaks to disrupt production because of the inability to secure these machines now on priority.

Walker, a native of Salt Lake City, entered pictures in 1929. Much of his work has been as a stunt man. During his 14 years in movies, Walker has studied the field thoroly.

Following the first production schedule, Standard plans to follow it with the second shooting. Other talent signed for future films includes Paul Page, former band leader; Tex Parke, leading man who will also appear in 35mm. subjects; Lewis Bolyard, to be billed as the "Romantic American Tenor," and Paul Calvert, known as the "Blue Velvet Baritone." Only talent available in Hollywood will be signed, Walker said.

Distribution will be thru film libraries. A New York outlet has already been secured. Under this set-up roadshowmen thruout the nation will be able to rent or buy prints in their respective sections. With the production budgets being held down as much as possible, the films will be offered at a reasonable price, Walker said.

ANFA Meeting

First meeting of ANFA for 1944 will be held January 12 at the Hotel Sheraton, New York. Program will be based upon the 10 fundamental purposes outlined recently by the association. Also to be discussed is the advisability of holding the all-inclusive annual meeting in April.

Serials Cut Plant Absenteeism

CHICAGO, Jan. 1.—Bell & Howell Company, in peacetime a large supplier of cameras, projectors, film and other 16mm. equipment, has a unique set-up in having one product, films, aid in the production of armament they are making for Uncle Sam.

Disturbed by the absenteeism which slowed production, Bell & Howell evolved the plan of showing serials during the lunch period. The result was a great slash in absenteeism. Now the firm is offering its stock of serials for use by other war plants.

CUTTING IT SHORT

By THE ROADSHOWMAN

OFFICIAL MARINE CORPS battle films made at the landing at Tarawa will be given theatrical distribution thru Universal exchanges, reports Francis S. Harmon, WAC co-ordinator. Warner Bros. studios is currently assembling and cutting the footage, which was filmed in 16mm. Kodachrome. It will be scored, a commentary added and then "blown up" to 35mm. by Technicolor.

MANY CANADIAN CLERGYMEN are rabid film exhibitors. Rev. M. A. Harris, of Kingsclear, N. B., has purchased projection and sound equipment, and from his base at his church hall is providing screen entertainment regularly for his parish. The parish is located about 20

miles from the nearest theater. He also tours the missions attached to his parish and furnishes film programs for members of the army and air force. Father Harris shows religious as well as lay subjects, exhibiting films as far as 90 miles from his base.

OWI is seeking photographs of war film meetings or forums, or newspaper accounts or other records of significant results. If you have any such material which will help to document America's accomplishment in the use of non-theatrical films, send them to C. R. Reagan, Non-theatrical Division, Bureau of Motion Pictures, OWI, Washington.

REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Bryants Get Bids On New Showboat; Plan Canvas Tour

CINCINNATI, Jan. 1.—The Four Bryants, Sam, Violet, Billy and Josephine, long a popular foursome with showboat fans along the Ohio River and its tributaries, will switch from showboat to canvas the coming season, according to Billy Bryant, manager of the Bryant Showboat, who reports that the popular old floating theater has been sold to the Green Line, of this city, which will use it as a public wharf at Huntington, W. Va.

The switch to canvas will only be for the coming season, says Billy, who reports that bids have been received from the Marietta Manufacturing Company and the Bob Haslop Machine Shop, both of Point Pleasant, W. Va., for construction of a new, all-steel Bryant Showboat just as soon as materials become available. According to Bryant, the new craft will seat 1,400 people and cost an estimated \$60,000.

In the meantime the Bryants plan to play their established river towns the coming season under a canvas theater.

Winstead Quarters Busy

FAYETTEVILLE, N. C., Jan. 1.—In spite of much rain and snow, work at the Winstead's Mighty Minstrels headquarters here continues to hum. C. E. McPherson, general agent, has a new line of printing, and the canvas people have promised delivery of the new top in time for the opening early in the spring. Frank Slone, assistant manager, has just left his bed after whipping a siege of the flu. Recent visitors at quarters included Billie Hunt, Walter Wells, William Chestnut and Mrs. Charles Perkins.

Rep Ripples

RALPH FARRAR, for many seasons pianist with Midwestern rep shows, is still in Kahler Hospital, Rochester, Minn., where he has just undergone his third operation in 14 months. Old rep friends are urged to drop him a line.

S. S. TODD will launch a school and hall show after the holidays to play Southern New Hampshire towns. He has worked a number of dates in Central Massachusetts since the middle of October. Todd, who does a varied-type of one-man show, is the son of Leonard Todd, veteran of the 10-20-30 days. . . . THE ZARLINGTONS, after winding up a

Educational Films Boost Worker Training 25%

CHICAGO, Jan. 1.—Training of employees and prospective employees in war plants and vocational schools has been speeded up about 25 per cent since Pearl Harbor by the use of thousands of educational training films, Floyd E. Brooker, director of visual aids, U. S. Office of Education, told members of the American Vocational Education at Hotel Morrison recently.

More than 30,000 such films are now being shown in war plants, schools, all branches of the military services, ship-building plants and even on farms, he said. The films are produced on order of the Office of Education by 26 companies and distributed thru Castle Films, Inc. They aid practical shop training in almost every field, Brooker stated.

Agfa Ansco Expands

BINGHAMTON, N. Y., Jan. 1.—Construction work on a new million-dollar addition to Agfa Ansco Film Manufacturing plant is now under way in Binghamton, N. Y. Robert M. Dunn, advertising manager, says that while this plant is primarily to increase production at the time, it cannot help but affect post-war production and employment.

profitable season under canvas with their own show, have settled in Centerville, Miss., to remain until the reopening of their canvas attraction next May. Ray Zarlinton is working at Camp Van Dorn, Miss., as manager for Nat D. Rodger's army camp show units. . . .

HAROLD AND ALICE PORTER and the KIDDIES, Joan and Mary, of Porter's Tent Theater, postal holiday greetings from their home in Riverbank, Calif. . . .

ERVIL HART, past summer with the Christy Obrecht show in Minnesota, is now out with a USO-Camp Shows unit. She played the Cincinnati area last week and phoned us twice, but like a cluck, we didn't have sense enough to stick close to our desk, thus missing the calls. . . .

JIMMIE BRASWELL typewrites from "Somewhere-in-the-Pacific" under date of December 15: "I've lost track of the old gang in the two years that I've been playing this circuit, hop-scotching from one 'tropical paradise' to another. Found an old copy of *The Billboard* yesterday in a plane that had recently arrived from the States. I inquired, but couldn't locate the owner, so I sneaked away with it. The first copy I've seen in over a year. I read it from cover to cover, and am on my second reading now. Saw where Billy Terrell is operating movie houses in Louisiana, but he didn't say where Brooks, Verne and Babe Malone are and what they're doing. How well I remember the time on the Terrell opera when we were playing *The Hoodlum*. Billy, of course, did Toby Tolliver, but had never bothered to learn his part. He carried the script on his prop writing pad, and merely read her off. Everything went along lovely until one night Brooks hid the script. We had to hold the curtain 45 minutes until the script was located. Great show, swell people and never a dull moment. I'm still in naval aviation, and am still satisfied that since there had to be a war that I picked the right service. However, it'll be nice to get back to the sticks again when this is all over."

E. E. HELMS reports satisfactory business for his hall and school show in Lincoln County, Montana. . . . JOHN R. (PA) WHALEY has finished in Las Animas County, Colorado, with his one-man school show and has moved into his established territory in Northwestern Oklahoma. Whaley does impersonations of old-time mining characters, and also does a bit of fiddling.

WANTED
People for
PEOPLE FOR GAY NINETIES MELODRAMA
Young Leading Man that sings, Ingenue, Leading Lady with specialties to play Little Nell. People in all lines with Gay Nineties specialties, write or wire. Draft cause of this ad. Just finished 13 months' run Card Hotel, Hartford, Connecticut. Now in our 20th week, Casa Mannana Club, Boston. Write, wire or phone.
EARL GREGG
252 Huntington Ave. BOSTON, MASS.

FOR SALE

Movie Projector, Sound (Talkie) 16MM. "Movie Mite," new, with carrying case. Also Folding Curtain, 39x52, and 4 Reels Feature Pictures (sound), ready to show in small towns and clean up. Make it back in a week. Also book of directions.

All for Only \$490.00 Guaranteed Perfect
Send deposit, balance C. O. D. 10 other Feature Pictures, 1/2 price.

G. ADAMS

BOX 213 BEN LOMOND, CALIF.

SIMPSON'S FILMS

Fifteen Years of Success
WEST ALEXANDRIA, OHIO
Big Sale—35MM. 6-7-8-Reel Features, \$15.00; and up. Late Releases with Comedy rented, \$7.50, two nights. Pair Holmes Sound Projectors, complete with sound, \$325.00; also Zenith complete 35MM. Sound Projector, \$275.00. We have largest supply of Posters in the country. Victory 35MM. Westerns at \$25.00 each. DeVry 16MM. Silent Projector, \$45.00. Three Stooges and Krazy Kat Comedies, 16MM. Silent, \$5.00 each. Star-Spangled Banner Trailers, new prints, \$4.00 each. Large supply of empty 2000 ft. Reels at \$1.00 each. 2000 ft. Shipping Cases, \$4.00 each. Perfect 16MM. Sound Features at \$65.00 each. Send for our big Free Bargain Lists.

MAKE MONEY SHOW MOVIES IN YOUR OWN OR NEARBY COMMUNITY

Tire, gas restrictions will keep people home. We furnish everything: talking picture projector and finest pictures. Cash in on this big opportunity. Write Now!
Southern Visual, Dept. 1950
B-1, Memphis, Tenn.

16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts.
Wanted: 16MM. Sound Projectors.
OTTO MARBACH, 630 Ninth Ave., N. Y. City

35MM. SPECIALS

First \$215.00 gets Western Electric Portable, \$295.00 Holmes Portable; both complete with Amplifier, Speakers, Screen and in perfect condition. Also have a few 35MM. Features left.

MINOT FILM EX.

Millbridge, Maine

WANTED 16mm. SOUND AND SILENT PROJECTORS

Highest Prices Paid
ZENITH 308 West 44th St. NEW YORK CITY

CLASSIFIED RATE 10c a Word

Minimum \$2 Cash With Copy Forms Close in Cincinnati (25 Opera Place, Cincinnati 1, O.) Thursday for Following Week's Issue

NOTICE

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

ACTS, SONGS & PARODIES

BLACKOUTS!—COMEDY MATERIAL ORIGINAL prepared for prominent Broadway performers. Complete collection, \$2.00. Also collection "Club" Comedy Material, dedicated to all glorious guzzlers, woozy warblers, rakes, scallawags, other good performers who still believe in the joy of living! \$5.00.

MUSIC PRINTED, \$7.00 UP; SONGS RECORDED, \$2.50; Melodies, \$6.00; Piano Arrangements, special offers. (Stamp.) URAB-BB., 245 W. 34th, New York 1.

SIX TYPEWRITTEN PAGES—STORIES. Quips, Wisecracks, \$1.00. Ventriloquist Dialogues, Monologues, Sophisticated Song Lists ready. TIZZARD, 104 W. 71st St., New York.

AGENTS & DISTRIBUTORS

AGENTS, PITCHMEN, SALESMEN, DEMONSTRATORS in drug stores; send 10c for 25c item. AMOGEN COMPANY, 147 North St., San Antonio 3, Tex.

DISCOVERED IN ATLANTA—TWO HOT pitchmen's items, Magic Cord Trick, very mystifying, and Running Mouse, both hand-made and in U.S.A. Samples 25c each and lowest prices. Jim Stutz, Atlanta, Ga.

GREATEST DEMAND EVER—SACRED AND Patriotic Mottoes sell on sight. Samples 25c. Have plenty of stock. Johnson Sign Service, Morristown, Tenn.

KEEP 'EM SMILING WITH "GENIUS AT Work" Sticker Motto, 3 1/2 by 4 1/2 inches decoration for work or recreation room, etc. Samples 20c; \$2.50 hundred. Frankel, Box 125, Palisades Park, N. J.

KEY CHECK STAMPING OUTFITS—BIG profits stamping Checks, Name Plates and Social Security Plates. The Art Mfg. Co., 303 Degraw, Brooklyn, N. Y.

SALESMEN—SALESWOMEN—6c (COST TO you) article sells on sight to workers everywhere for 25c; \$6.00 to \$10.00 day easy. Send 25c coin for sample and full details. Brunley Products, Dept. N, 1026 Champa, Denver, Colo.

SELL TO STORES!—COMPLETE LINE "COMIC Novelties." Rush 50c (refundable) for 7 different samples, distributor's money making deal. Robbins Co., Newsweek Bldg., New York.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. Maywood B. Publishers, 1133 Broadway, New York.

ANIMALS, BIRDS, REPTILES

A NICE SHIPMENT SPIDER MONKEYS JUST received. Also Agoutis, Squirrels, Deodorized Skunks, Coatimundis, Macaws and Canaries. Snake King, Brownsville, Tex.

FOR SALE—1 AFRICAN GREEN MONKEY, Female, and 1 White Face Ringtail, Male. Both collar and chain broke, \$75.00 for the pair. Jack Price, care Turner Bros., Petersburg, Ill.

GOLDEN EAGLE, \$20.00; ALBINO PHEASANT, \$5.00; Canaries, females, \$12.00 dozen; Talking Crows, Owls, \$10.00; Guinea Pigs, Rats, Mice, Orange Male Persian Cats, \$10.00; Skunks, \$10.00. Dogs all breeds. Fancy Fowls wanted, top prices for Monkeys, Parrots, Animals, Parakeets, all Wild Animals. Detroit Bird Store, 3129 Grand River, Detroit, Mich.

RHESUS MONKEY—WELL TRAINED, A REAL pet, five years old. There are lots of Monkeys, but this is a sensation. Dr. J. A. Roberts, Haines City, Fla.

SNOOKUM BEARS (COATIMUNDIS), SEMI-tame, special for making a beautiful pet, \$15.00; very tame, \$25.00; Gray Fox, semi tame, \$10.00; Ocelot, \$40.00; Puma Mexican Lion, tame, \$65.00; tame Donkeys (Burros), special for children to ride on or breeding, \$30.00 each; tame Armadillos, \$2.50; pair, \$4.50; Ringtail Cat, \$12.00; Black Spider Monkeys, \$35.00 each. General Mercantile Co., Laredo, Tex.

BUSINESS OPPORTUNITIES

CLOSING OUT BUSINESS—BIG LINE COMBINATION Merchandise Salesboards with some redeemable cash prizes. Attractive, plenty of zip and appeal. If wholesale operator or dealer write us for prices; plainly state your business. Distance no objection; we send on approval. Royal Novelty Company, Columbus 1, O.

FOR SALE—1/3 ITS VALUE. COLISEUM Roller Rink and Culp's Garage. Must sell, \$14,000; \$4,000 cash. Lease expires September 1. Income \$360.00. For particulars, T. S. Culp, 3309 6th St., Canton, O.

SALESBOARD OPERATORS—SEND FOR OUR illustrated and descriptive list of Deals we now have. High class merchandise decorated boards and display. Premium Sales, Box 504, Parkersburg, W. Va.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES wanted. Mac Postel, 6750 N. Ashland Ave., Chicago, Ill.

A-1 SHAPE, READY FOR LOCATION—4 Bally Rapid Fires, \$165.00; 5 Shoot the Chutes, \$120.00; 1 Sky Fighter, \$275.00; 4 Air Raiders, \$250.00; 2 Keeney Sub Guns, \$160.00; 1 Bally Defender, \$165.00; Chicken Sam converted to J. Tank, \$100.00; 3 Shoot the Japs, \$135.00. One-third deposit with order. Eagle Vending Co., 205 Tampa St., Tampa 2, Fla.

A-1 CIGARETTE AND CANDY VENDING MACHINES—All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago.

ALL KINDS 5c SELECTIVE CANDY BAR VENDING MACHINES. LoBoy Scales, 1c Peanut Venders. Adair Company, Box 166, Oak Park, Ill.

CANDY OPERATORS, JOBBERS—IF YOU have any surplus Candy or Gum to sell, contact me, as to name, price of merchandise. Ottawa Sales, 403 W. Adams, Iron River, Mich.

FOR SALE OR TRADE—45 616s, \$65.00; 32 616s (remodeled), \$79.50; 10 61s, \$65.00; 23 24s, \$125.00; 16 412s, \$49.50; 4 Rockola '39 Standard, \$200.00; 3 Rockola Counter, \$79.50; 4 Track Times, \$100.00; 2 Jockey Club, \$75.00; 6 Big Games (payout), \$109.50; 9 Jumbo Parade (combination), \$175.00; 3 Races, \$99.50. Large stock of Slots, Counter Machines, Arcade Equipment. Write for prices. Cash waiting for late model Phonographs. O'Brien, 89 Thames St., Newport, R. I.

FOR SALE—FOLLOWING ARCADE MACHINES, in good working order. Drivenville, \$300.00; Supreme Gun, Trip to Tokio, \$250.00; Keeney Air Raider, \$225.00; Evans Tommy Gun, \$125.00; Batting Practice, \$80.00; Chicken Sam, without base, \$100.00; Ten Strike, \$40.00; Chicago Hockey, \$175.00; Texas Leaguer, \$30.00. Also have a lot of small machines; \$10.00 extra for crating. Address all mail to Sportland, 354 Asylum, Hartford 3, Conn.

FOR SALE—1 1/2 Q.T., \$45.00; 1 5c CHROME Vest Pocket, like new, \$50.00; 3 5c Original Blue Fronts, refinished, \$137.50; 3 10c Original Blue Fronts, refinished, \$165.00; 1 10c War Eagle, 2/4 pay, \$85.00; 1 5c Mills Liberty Bells, \$75.00; 1 25c Jennings, 2/4 pay, \$100.00; 1 Mills 25c Dice Machine, \$50.00; or make offer for all, 1/3 deposit. J. Edwin Thamer, 1402 Harrison Blvd., Boise, Idaho.

FOR SALE—2 JENNINGS ONE STAR CHIEFS, 1 Mills War Eagle, 2-4, 20 stop reels D. J., \$75.00 each. Guaranteed A-1 or money refunded. Square Deal Novelty Co., Box 57, Manteno, Ill.

INTERNATIONAL MUTE SCOPES REEL PICTURE Machines, two with stands and reels, \$30.00 each; Free Guess Weight Watling Scales, like new, \$75.00; Pikes Peak, \$15.00. H. W. Des Portes, 427 E. 3d, Jacksonville, Fla.

PENNY PLAY PEO BASKETBALL, \$15.00; Shipman Stamp Vender, combination 1-3s, \$15.00; APT Target Guns, Streamline Blue Target Skill, \$17.50; Jungle Hunters and Red, White, Blues, \$17.00; latest Big Game Hunters, \$19.50; Gottlieb Deluxe Triple Grippers, \$15.00; Victor Home Run and Hole-In-One, \$10.00; latest Advance Shocker, \$9.50; Pingo, \$9.50; \$10.00; Skee Ball, 10 ft. Keeney, \$50.00; Groetchen Skill Shots, Zooms, \$15.00; any make Bulk Venders, \$4.00. One-third deposit. Wanted: Genco Playball (lite-up), Evans Tommy Gun, Sky-fighter, Ray Guns, any amusement equipment. McLennan, 17704 John R, Detroit, Mich. Tr-26480.

PHONOGRAPHS FOR SALE—616, \$90.00; 61, \$75.00; Rock-Ola Counter Model, \$90.00. Packard Wall Boxes, \$30.00, and 5 cent Watling Roll-A-Top, \$75.00. A. & F. Music Company, Randleman, N. C.

PINBALLS—CLEAN, PERFECT CONDITION. Big Chief, Fox Hunt, Dixie, Attention, Mystic, \$20.00 each. Midland Amusement Company, Port Chester, N. Y.

REBUILT SLOTS—BROWN FRONTS, NICKEL, dime, quarter play; Blue Fronts, 50c; Sky-scrapers, Wolfheads, Double Jackpots, quarters. Special 75 Counter Games, lot closest. Request list. Coleman Novelty, Rockford, Ill.

SLOTS BOUGHT, SOLD—STATE NEEDS. IF selling, furnish serial numbers, lowest price, general information. Huffman, Box 751, Taos, N. M.

"SPECIAL"—50 1c MASTERS, \$5.95; 100 1c Snacks, \$50.00 takes all; 10 Northwestern Deluxes, \$12.50; 1 2-Player Tennis Game, fine for arcade, \$39.50. Wanted: Kicker Catchers, Challengees. Cameo Vending Service, 432 W. 42d, New York.

SPECIALIZING REBUILDING SLOT MACHINES. Converting to 2-5. One Cherry or Mystery Payout. Large stock Rebuilt Machines: Two 5c Glitter Gold Q.T.s, like new; one 5c new Blue Ruckle Q.T. three for \$295.00. Coleman Novelty, Rockford, Ill.

STAMP VENDERS—12 SHIPMAN DUPEX, \$19.50; 60 5c Bar Venders, \$6.50; 30 Razor Blade Venders, \$1.85; Walzer Moderne 1c Bar, \$1.75; 32 Neko 1c Peanut, \$2.25. Northside Co., Indianapolis, Iowa.

WANTED—KEENEY ANTI-AIRCRAFT GUNS, any amount, black or brown. Advise quantity and price. Gilles Candy Co., 608 Main, Ossage, Ia.

WANTED—WURLITZER 12'S OR OTHER WURLITZER equipment. Walter Vines, 912 N. Vermont Ave., Lakeland, Fla.

WANTED—MILLS SCALES, OLD BIG HEAD model. Will buy as is. Quote cash price, and serial number. Babe Levy, 2830 10th Court, South, Birmingham 5, Ala.

WANTED—ROLLASCORES, BOWLETTE JRS., Rock-O-Ball Jrs., and other Skee Ball Alloys. Also Ten Strikes. Name lowest price. L. Bilow, 2512 Irving PK. Rd., Chicago.

WANTED—LATEST MODEL PHONOGRAPHS. Please quote your prices and write Casino Novelty Company, P. O. Box #4152, Tampa, Fla.

1 CHICKEN SAM, 2 BLACK, 1 BROWN Cabinet Keeney Aircraft Guns. Good condition. Best offer takes all. J. P. Hudgins, 1213 Nira St., Jacksonville 7, Fla.

2 MILLS 1c Q.T.'S, REFINISHED LIKE NEW, \$35.00 each; 1 Mills 5c Horoscope Slot, like new, \$42.50; 1 Mills 5c Brownie with Jack Pot, \$42.50. 1/3 deposit, balance C. O. D. McDaniel-Suggert Music Co., Enid, Okla.

COSTUMES, UNIFORMS, WARDROBES

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Hulas, Hundo, Evening Gowns, Wraps, Furs. Bargains. Conley, 310 W. 47th, New York.

CHORUS COSTUME CLEARANCE—ONE DOLLAR, perfect condition; Principals, three dollars. Men's Wardrobe. Guttenberg, 9 W. 18th St., New York City.

CHORUS PANTIES, 75c; FLESH OR BLACK Strip, \$1.00; Lace, \$1.25; Net Bras, 60c; G-Strings, 60c; Rhinestone G-Strings, \$10.00. Free folder. Cards ignored. Tights with feet used, \$1.50. Odd lot Costumes, \$3.00 each. No list. State wants. C. Guyette, 346 W. 45th St., New York 19.

FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES—ALL Electric Bureh, Star, Pomomatics, Kingery, Caramelcorn Equipment, Burners, Tanks, Vending Machines. Northside Sales Co., Indianapolis, Ia.

ALL AVAILABLE MAKES POPPERS, FIFTY All-Electric Machines cheap. Bureh, Advance, Cretors, Dunbar, Kingery, Peerless, others. If you want any special type machine we possibly can supply you. Get our prices on best seasoning made. Also will buy any quantity of French Fry Machines, Caramel Corn Equipment, 120 S. Halsted, Chicago 6.

BRAND NEW, LATEST TYPE EMERSON IRON Lung, used one week for demonstration purposes only. M. H. Barackman, 6832 Harrisburg, Houston, Tex.

PORTABLE RINK FLOOR, 40x100; 160 PAIRS Skates; Bogen Sound System. Buchnan Amusement Corp., Columbia, Tenn.

PUBLIC ADDRESS SYSTEM—150 WATT Amplifier, 4 Permanent Magnet Loudspeakers, Record Player, Microphone, Cable, etc. Suitable for rink, dance hall, hotel, etc. Sell reasonable. D. J. LaBell, Fairfax, Va.

TRANGLE CALLIOPHON—AUTOMATIC OR band played, complete; Century Electric Motor, Blower, extra Music Rolls. Rebuilt by Wurdeman, Minneapolis. Perfect condition, \$350.00 cash, F. O. B. Trade for Chicago Skates in good condition only. Harold Dingfelder, Sleepy Eye, Minn.

TAP DANCE BOARD (ROLLS UP), GOOD CONDITION, 11'x5', reasonable. Irving Newman, 303 Fifth Ave., New York 16, N. Y.

6 DUCK PIN ALLEYS—FACTORY BUILT. Trade for Pool Tables, Juice Boxes, Skating Rink or Pin Games. F. Shafer, Odon, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

CANVAS—VARIOUS WIDTHS AND WEIGHTS. Tarpaulins, Waterproof Covers, 9x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation Leather, Paints, Enamels, and many other items. Michigan Salvage Co., 609 W. Jefferson, Detroit 26, Mich.

FOR QUICK SALE—COMPLETE BOOTH Equipment for 400 seat theatre. Big bargain. Movie Supply Company, 1318 S. Wabash Ave., Chicago.

FOR QUICK SALE—23x13 TOP, IN FAIR condition, \$45.00, and one Mabey Electric Popper, in perfect condition, \$30.00. Fielding Graham, 3049 E. 32d St., Kansas City, Mo.

KID RIDE TIRES—NEW FIRESTONE PNEUMATIC, 2.75x10, disk wheel, three half inch hub, ball bearing, half inch bore, 35 lbs. air, 2 ply; holds up 230 lbs. Marked Wheel Barrow can be used on bicycles, scooters, coasters, hand trucks or kid ride. Price \$7.50; lots twelve, \$7.00. Write for prices on Heavy Rubber Super Cable. Have 500 ft. of Double No. 2.0 with show taps every 16 ft. Like new, cost \$1,200.00 without taps; two reels, sell at \$500.00. Reference: Dun & Bradstreet or Wisconsin Deluxe Corp. C. H. & Electric Co., Red Honke, 436 W. Juneau St., Milwaukee 3, Wis.

KIDDIE AUTO RIDE—8 CAR COMPLETE, Electric motor power, platforms, seat cushions, ticket box, light stringer, switch box, extra wheels and tires. Ready to operate, \$350.00 cash, F. O. B. Trade for Chicago Skates in good condition only. Harold Dingfelder, Sleepy Eye, Minn.

PAIR ACME PORTABLE 35MM. SOUND PROJECTORS, Amplifier, two Speakers, 2,000 ft. Magazines. Complete outfit, \$850.00. Demsey, 1613 Stewart, Youngstown, O.

SALE OR TRADE—NEW HOUSE TRAILER. Want Mechanical Circus mounted on truck or trailer. Must be a good one; Gasoline Train, or what have you. W. R. Colvin, Box 591, Tulsa, Okla.

TENTS—12x12 to 40x200, ALL PUSH POLE. Complete list, \$1.00. Hand rolled, good as new, rented couple weeks. Sidewall, Poles, Stakes, Sledges, etc. Describe fully. Send stamp. Smith Tents, Auburn, N. Y.

TENTS—SKATING RINK, SHOW AND CON-cession, all khaki, new and slightly used. Tarpaulins, Campbell Tent & Awning Co., Springfield, Ill.

WESTERN, ACTION AND ROADSHOW FEAT-ures, Comedies. Sell or rent. Tent, also Pro-jectors for sale. Lone Star Film Company, Dallas, Tex.

"WRECKED LIVES"—35MM. EXPLOITATION Feature, \$75.00. New 100-ft. Comedies and Westerns, \$20.00 dozen. Oriole Films, Box 942, Baltimore, Md.

HELP WANTED

BOSS CANVASMAN, USEFUL TENT REPER-toire People all lines, Hillbilly Acts, Novelty Vaudeville Acts for 1944 season. Slout Players Tent Show, Vermontville, Mich.

CONCESSION AGENT WANTED FOR ALL year round work. State type of games you have worked on and for whom. Full references required. H. Germain, P. O. Box 292, Newark, N. J.

GIRLS—TRUMPET, SAX, STEADY WORK. All girl band. Full particulars in first letter. Photos. Box C-152, Billboard, Cincinnati 1, O.

IMMEDIATE OPENING FOR PIANO AND Tenor Man. Fine job, good six piece band. Must be good readers. Hal Wasson, Hotel Buena Vista, Biloxi, Miss.

NEED PIANO AND TROMBONE—SALARY, \$60.00. Other Musicians write. Orchestra Leader, New Kenmore Hotel, Albany, N. Y.

PIANO MAN—DRAFT EXEMPT, MODERN, twelve piece band. Reliable, no layoffs; fifty-five weekly minimum. Air mail or wire Band Leader, 407 Church, Shenandoah, Iowa.

PIANO MAN—SOCIETY STYLE, MUST transpose for girl vocalist. Salary \$60.00 per week. Earl Strigle, Tyler Hotel, Rm. 414, Louisville, Ky.

THE ARLEYS, NATIONALLY KNOWN, WANT Girl for high act and balancing. Experience preferred. Height 5' 3"; weight, 115 or under. For full particulars write The Arleys, 33 Somerset St., Providence, R. I.

VIOLIN, SAX AND PIANO—ALL GIRL OR-chestra, year round hotel job, no traveling. Enlarging orchestra in March. Concert and dance. Finest resort hotel in country. Tenth year here. Write, state all, send photo. R. Maddaloni, Hot Springs, Va.

WANT DANCE MUSICIANS FOR LOCATION work. State draft rating. Harry Collins, Grand Island, Neb.

WANTED—2 FIRST CLASS EXPERIENCED Mechanics for Phonograph, Pinball and Raygun route; \$200.00 a month and commission, 6 days a week. Write Casino Novelty Company, P. O. Box 4152, Tampa, Fla.

INSTRUCTIONS BOOKS & CARTOONS

BARGAIN BOOKS AND COURSES ON QUICK Landscape Painting (with colored illustrations), Commercial Art, Cartooning, Sign and Poster Paint-ing. Big illustrated list free. Art Book Shop, 2325 Cass, St. Louis 6, Mo.

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A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Deeds, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. Write Nelson Enterprises, 336 S. High St., Columbus, O.

ATTRACTIVE 216-PAGE ILLUSTRATED Pro-fessional Magic Catalogue of Tricks, Books, Supplies, etc. 25c. Kanter's (Magicians' Head-quarters), B-1311 Walnut, Philadelphia, Pa.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. Max Holden, 220 W. 42d St., New York City, N. Y.

QUALITY MAGIC SINCE 1907—3 NEW CATA-logues available, 25c each. Book catalog and lists free. Thayer's Studio of Magic, P. O. Box 1785, Wilshire-Labrea Station, Los Angeles 36, Calif.

VENTRILQUIST FIGURES—BARGAINS IN new and used goods. Punch-Vent, J. Turner, 1201 S. Cochran Ave., Los Angeles Z-35, Calif.

MISCELLANEOUS

BEAUTIFUL BRIGHTLY COLORED 1 1/2 INCH Rubber Balls, bounce 20 feet, guaranteed; 6 for 50c. Supply limited. Dodge Company, Albany, Wis.

MEXICAN LEATHER HAND MADE BEAUTI-ful small Curio Saddles, \$8.00 dozen; sample, \$1.00; Aztec Walking Cane, beautiful decoration, \$15.00 dozen; sample \$1.50; Catholic Rosarys, \$2.00 dozen; gross, \$18.00; sample, 35c. General Mercantile Co., Laredo, Tex.

72-INCH STEEL RULES—FLEXIBLE, IN automatic fine case, \$1.00 postpaid. No C.O.D.'s. M. R. Levy, 316 Melwood St., Pittsburgh, Pa.

PERSONALS

BEAUTIFUL SOUVENIR GIFT FROM HOLLY-wood, \$2.00 postpaid. Men, women; different, proud to own gifts. Tupler, 6411 Hollywood Blvd., Hollywood, Calif.

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BLACK RUBBER TUBING FOR BLEACH AND Developer. 100 ft. for \$25.00. Limited supply. Better hurry. Photo Machine Service, 25 Tremont St., Boston, Mass.

CASH FOR YOUR PHOTO EQUIPMENT—WHAT have you? Give details. P. D. Q. Camera Co., 111 E. 35th St., Chicago, Ill.

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. Camera Co., 111 E. 35th St., Chicago, Ill.

DIRECT POSITIVE PAPER—6 ROLLS 3 1/2" x 5.50; roll, 25 rolls 1 1/2" x 5.50. Latest dating. Deposit required. Grecco, 858 DeKalb, Brooklyn, N. Y.

DIRECT POSITIVE OPERATORS - WRITE for catalog today. Frames in all sizes, assorted and patriotic. Folders, Chemicals, Backgrounds. Rubber Gloves at 90¢ per pair, with limit of 3 pairs to a customer. Paper, everything you need for the studio. Hanley Photo Company, 1207 Holmes St., Kansas City, Mo. ja22x

EASEL PHOTO MOUNTS, ALL SIZES - WOOD, latherette, glass frames, latest styles. Sizes 2x3 to 8x10. Patriotic, Heart Mirrors, Frames, Easels for 1 1/2 x 2. Everything for direct positive operator. Prompt shipment. Capitol Equipment Co., Box 287, Saint George, N. Y. ja8x

EASTMAN DIRECT POSITIVE PAPER - LATE 1944. 1 1/2 inch by 2 1/2, \$10.00 roll; 2 inch, \$12.00; 2 1/2 inch, \$14.00; 3 inch, \$16.00; 3 1/2 inch, \$18.00; 4 inch, \$20.00; 5x7, \$12.00 gross. Prompt service. Reliable company. Direct Positive Supply Company, 110 Orawautum St., White Plains, N. Y. ja8

EASTMAN D.P.P. - LATEST DATING. 1 1/2 x 2 1/2, \$7.60; 2 x 3, \$9.80; 2 1/2 x 3 1/2, \$11.95; 3 x 4, \$14.07; 3 1/2 x 4 1/2, \$15.20; 4 x 5, \$18.45; 5 x 7, \$22.85; 4 1/2 x 5 1/2, \$9.50; 5 x 7, \$8.50; 8x10, \$17.00. Any amount. 25¢ deposit. Frank Bonomo, 25 Park St., Brooklyn 6, N. Y. ja22x

EASTMAN DIRECT POSITIVE PAPER, LATE 1944 and 1945 dating. Latest price list. All 2 1/2 ft. rolls. 1 1/2, \$6.00; 2, \$7.00; 2 1/2, \$9.00; 3, \$11.00; 4, \$15.00; 5, \$19.00; 5x7, \$7.00 gross. Write for prices on other sizes. Chemical to make 5 gallon quantity developer, \$2.10. Bleach, 75¢. Clearing, 25¢. One-third deposit, balance C. O. D. Send full remittance with orders less than \$50.00. Positive Paper & Chemical Co., 307 Clifton St., Newark 5, N. J. x

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EASTMAN DIRECT POSITIVE PAPER - November 1, 1944, dating. 10 rolls 1 1/2 x 2 1/2, \$15.00 per roll. \$25.00 deposit, balance C. O. D. Frank Cibull, 619 E. Main St., Houma, La.

FOLDERS - PATRIOTIC AND REGULAR DESIGNS. Prices per 100. For 1 1/2 x 2 Photos, \$1.75; for 2x3, \$1.85; for 3x4, \$2.75; for 4x5, \$2.85; for 4x6, \$4.00; for 5x7, \$4.25. Flat Mounts assorted for 1 1/2 x 2, 60¢; for 2x3, 75¢. Comic Post Cards for 1 1/2 x 2 Photos, 300 for \$5.00. Others. Satisfaction or refund. Miller Supplies, 1535 Franklin Ave., St. Louis, Mo. x

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FOR SALE - EASTMAN POSITIVE PAPER. 4 rolls 1 1/2 x 2 1/2, \$10.00; 12 rolls 2 1/2 x 2 1/2, \$12.00; 5 rolls 2 1/2 x 2 1/2, \$14.00; 5 rolls Direct, 2 1/2 x 2 1/2, \$10.00. Deposit with order. Morey, 7408 Michigan, Detroit 10, Mich.

FOR SALE - HALF INTEREST IN CONCESSION for exclusive right to take 1 1/2 x 2 direct positive photos in an army camp in the East. Remainder concession is in the camp area. Live operator can make real money. Herman Millman, 17 W. 20th St., New York 11, N. Y.

PHOTO MOUNTS FOR DIRECT POSITIVE studios. Ensel and book types. For best prices and quick deliveries write to International Sales Co., 3902 Garrison Blvd., Baltimore, Md. ja8x

PHOTO STUDIOS - MAKE EXTRA MONEY with my colorful Glamour Pin-Up Girls. Reproduction of original paintings by famous artist Elugren. Doubles your investment, brings in new customers. Set of 12, 7 1/4 x 9 1/4 in self-mailer at \$25.00 per hundred sets. Also junior size, 3 1/4 x 5 1/4 at \$2.75 per thousand assorted pictures. Terms: 1/2 cash, balance C. O. D. plus charges. Sample one large set and 25 juniors, \$1.00. Also Camera Mechanisms all sizes for DP work made to order. Photomatons and Photomatics for delivery. Herman Millman, 17 W. 20th, New York 11. x

WILL PAY CASH FOR GOOD FAST LENS IN shutter for direct positive work; speed F.2 to F.3.5, focal length, 3" inch to 6 1/2" inch. Write details. Box 2012, San Diego, Calif. x

2 NEW FOLDERS - LOOKS LIKE REAL leather, for 2 1/2 x 3 1/4. Holds 3 pictures at 3x4 that holds 2 pictures, \$10.00 gross. Both samples, 25¢. Both knockouts. Gameiser, 146 Park Row, New York 7. ja15

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PRINTING

BETTER PRINTING - 250 8 1/2 x 11 LETTERHEADS, 250 Envelopes, \$2.25; 500 each, \$4.00. Hammermill Bond, 500 Business Cards, \$1.50. All postpaid. Stumpprint, South Whitley, Ind. x

LITHOGRAPHING OF ALL KINDS - SPECIALIZING in orchestra advertising; also Black and White Postcards. Kitterman Lithographing Co., 2913 E. 25th, Kansas City 1, Mo. ja22

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SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, Ill. ja8

WANTED TO BUY

FULLY EQUIPPED MINSTREL SHOW, TENT, Seats, Scenery and All Stage Equipment. A. L. Purcell, Spring Hope, N. C.

PAY CASH FOR LARGE ROOT BEER BARREL Outfit with all machinery. Also Popcorn Outfit. Box 4601, Atlanta 2, Ga. ja8

SMALL, MERRY-GO-ROUND, FACTORY BUILT Kiddie Auto Ride, No. 5 Wheel, Devil's Bowling Alley; set Eric Diggers, Box C-153, Billboard, Cincinnati 1. ja8

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell; Merchandise, Jewelry, Tools, Instruments, Equipment. Justice Jobbers, Box 150, Chicago. ja29x

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Minimum \$1. Cash With Copy.

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

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY BANDS AND ORCHESTRAS

FINE THREE OR FOUR PIECE COMBINATION at liberty in one week. Experienced in dance and show. Union, sober, reliable. Orchestra Leader, General Delivery, Rome, N. Y. ja15

GIRL TRIO - ALSO GIRL ORCHESTRA AVAILABLE for location only. Hotel, restaurant or club. Must be high class. E. L. Hoyt, General Delivery, Coral Gables, Fla. ja8

AT LIBERTY CIRCUS AND CARNIVAL

ATTENTION - LONDON PUNCH AND JUDY Show, Indoor circus, museums, clubs, theaters, children's parties. Elaborate Punch setting, "The Great Prize Fight." Ticket if far. Doc Candler, Billboard, Cincinnati 1, O. ja8

JIM STUTZ - AFTER JANUARY 4TH. GENERAL Agent, Publicity, etc. Prefer circus. Experienced. Best references furnished. Write or wire Hotel Worth, Atlanta. ja8

AT LIBERTY MUSICIANS

AT LIBERTY - MODERN DANCE DRUMMER. Would like to join a small night club band. Frank J. Schalk, General Delivery, Bismarck, N. D.

ALTO SAX - FINE TONE, STYLE AND JAZZ. Read fair, improvise. No Clarinet. Good entertainer, novelties. Want work New York City area. Sax Man, Apt. A, 69 W. 71st St., New York, N. Y. 719178.

AT LIBERTY - DRUMMER, UNION, EXPERIENCED, sober and draft exempt. Night club, dance, hotel, stage location desired. Do two musical comedy acts. Have good pearl outfit. Photos on request. Walter Tritchler, 271 Cathedral Place, St. Paul, Minn. ja15

TRUMPET PLAYER - 34 YEARS OLD, UNION. Experienced in all lines. Play first and take off, extreme high register. Want job in Florida. Can furnish references and photos. Will guarantee to cut or no notice. Pete Renzi, Box 87, Lyons, N. Y. ja8

GIRLS - TRUMPET, PIANO AND DRUMMER. Read and fake. Cut shows. Want steady location. Box C-151, care Billboard, Cincinnati, O. ja8

HILLBILLY ACCORDIONIST AND GUITARIST - Letter vocalizes, doubles on Fiddle, Bass. Former can read, fake. Both experienced. Will work with separate units or together. Prefer radio units, but willing to travel. Further details if interested. Box C-153, The Billboard, Cincinnati 1, O. ja8

SAX, CLARINET - AGE 22, EXPERIENCED, draft exempt. Read and take off, good appearance. Will guarantee to cut or no notice. Write Bill Lasher, care Empress Theatre, Milwaukee, Wis. ja8

STRING BASSIST - READ, FAKE, UNION. Interested in reliable bands only. Box C-150, care The Billboard, Cincinnati 1, O. ja8

TRUMPET MAN DOUBLING ON VOCALS - Excellent arranger for small band. Have complete library. Can do M.C. work. Musician, Rm. 621, Milner Hotel, Chicago, Ill. ja22

AT LIBERTY PARKS AND FAIRS

CHARLES LA CROIX - ORIGINAL TRAPEZE Act. Available for indoor and outdoor events. Attractive equipment. Platform required for outdoor. Address Charles La Croix, 1304 S. Anthony Blvd., Port Wayne 4, Ind. ja8

E. R. GRAY ATTRACTIONS - TRIPLE BAR, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked separate. Harding and Keck, Evansville, Ind. ma11

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place Cincinnati 1, Ohio

Office Hours - 8:30 A.M. to 4:30 P.M. Monday to SATURDAY

Parcel Post

Lockhart, Mrs. Nichols, 20c; Mack, Larry, 3c; WILSON, Bill, 10c

ABBITT, Willard; Akeley, A. V.; Auffs, Homer; ADAMS, Geo. C.; AINSWORTH, Robt. Lee; Aitken, W. R.; Akbar; ALDORF, James; Alexander, Mrs.

Alli, Walter; Allen, Casey P.; Allen, Chas. F.; Allen, Thomas; ALLISON, Arthur; McKinley

Anderson, Bert & Elmer; ANDERSON, Jimmy; Elmer Richard

Anderson, John E.; Anderson, Sadie; Andrews, Edw. C.; Andrews, Jack; Andrews, Kokomo; Anthony, Milo; Anthony, Wm.

Applebaum, Sam; Arbogast, Geo. Michael

Ardelty, Elly; Argo, A. G.; Arizona, Bob; Arnte, Billy; Avery, Jos. R.; AYCOCK, Douglas; Avers, Ray; Barbay, Stanley; Barbee, Norma; Barbour, Mrs. Joy

Bard, Giles Hess; BARMAN, Leslie V.; Barnes, Burt W.; BARNES, Wm. Henry; BARNETT, Benj.; Barry, Harry; Barst, Gertrude; Bagley, Jos (Band); Baxter, J. A.; Ray, Michala; Beard, Mrs. Beulah; Beckman, Marie; Bedwell, L. B.; Belmont, Stanley

Benjamin, A. H.; Bennett, Mrs. Owen; Reuson, Bert; Reuson, C. A.; Bernards, The; Berry, Morton; Bible, O. R.; BINDER, Herman; Birkett, Clyde; Blackhall, Thos. S.; Blakely, Benton H.; BLAKELY, Wm.; Blanton, J.; BLEDSON, Robt.; Elmer; Blew, Sparky; Blooming, Bill; BOISSONEAU, Chas. B.; Bonnauff, Ethel R.; Bone, Jimmie V.; BOSWELL, Wm.; Bowman, John T.; BOYD, Chas. R.; BOYD, Elder; Boyd, Frank; (Caroline); ROYER, Eugene; Bozeman, Mrs.

BRADLEY, Earl H.; Bradford, D. H.; Bradley, Jess; Brazell, J.; Brady, Terry; BRANDON, Joe; Clark, Harry; BRANDON, Joe; Clayton, Jerry; BREMER, James; Brocata, Tony J.; Brown, Rig Nose; Brown, Elmer; Brown, F. H.; Brown Jr., Mrs. James; Brown, Kenneth P.; Brown, Mary B.; Brown Pat; Brown, Robt.; Brown, W. B.; Brown, Wm. Cecil; BROWNE, Derwood A.; Brownie, Thos. A.

Brunele, Jos.; Bryant, G. Hodges; Bullock, W. H.; Bumgartner, Peggy; Buud, Sam; BURGESS, Earl; Glenn; Burgos, R. Rosella; Burke, Geo.; BURKE, Herbert; Ninnie; Burnham, Jamie; Burns, Robbie; Burrell, Jerry; Burt, Leon H.; Burton's Birds; BUSH, Robt. Wm.; BUTLER, Jos. Edw.; CAGLE, Hubert; Leon; CALDWELL, Sammie Lee; CAMERON, Isaac; McKenley; Cameron, Owen; Campbell, Al; Cameron, Mrs. R. W.; Canter, A. J.; CANTWELL, Chas.; Carey, Dan; Carey, R. E.; Carlyle, Henry; CARLYLE, John; Carr, Chas.; Carr, L. H.; Carr, Mrs. Mildred; Carroll, Mrs. Anna; Carvey, Jingle; Carter, Lester; CASPER, John; CASSIDENT, Jos. U.; CATEY, Earl W.; Caudill, Tony; Cavanaugh, Richard; Chandler, Grant; Chatwell, Jimmie; Chavanne, Mrs. Louise; Chipman, Harry; Crichton, Geo.; Cigley, Geo.; Cohen, Milt; Clark, Billie; Clark, Carl; Clark, Harry; Clark, John (Cpl.); Clayton, Jerry; Clearwater, Chief; Cleek, Ernest D.; Clien, R. S.; Cobler, Mrs. Faye; Cochran, Frank Jos.; COLCLASURE, Chas. T.; Cole, Hollis Wesley; Collins, Wm.; Couly, Emile T.; CONNOR, Frank; Cooke, Welby; COON, Roy James; Cooper, Albert E.; Cooper, J. R.; COOPER, Leonard; Cooper, V. V.

Corbett, Muriel; CORNYN, Bernard; Jose; Costey & Walker; Costello, Larry Jan; Costley, Horace; Warren; Cowan, Bud; COX, John Wm.; COX, Kenneth; Cradon, Sammy; CRAIG, James; Craig, Mystic; Craiger, Herb; Crauer, H. W.; CRAWFORD, Calvin E.; CRAWFORD, Eugene C.; Crown, Don; CREECH, Titus; CRISLIP, Ernest; Dole; Cross, Laurence J.; Crowley, G. C.; Cuff, John Jos.; CUNNINGHAM, James D.; Curtis, Bertha & Slim; Curtis, Ivan S.; Czudek, John; Czudek, Viola; DAIL, Edw.; DAKOFF, Mike; Dale, James; DAMON, Ernest; Carl Dugan, J. H.

Dale, Mickey; DANIEL, Norman; L.; Darragh, Jack; DAUGHERTY, James D.; Davidson Bros.; Davidson, Mayme; Davis, Leota; Davis, Mary; Dawson, Clifford; DeMitchell, O.; DePeleton, Walton; DeWald, Freida; Decker, Joe; Delawter, Bob; Delman, Gene; Delmont, Frenchy; Demetro, Tom; Dennis & Lola; Dennis, Susie; Desplauter, Ernest; Dick, Billy; DICKERSON, Verne Wm.; Difoy, Ernest P.; Dillon, Ellwood; Dixon, Bert C.; Doerring, Herbert; Donahue, J.; Dosse, Mrs. Jimmy; DOWELL, Clarence E.; Drake, Sue; Druckemiller, Ervin; Leroy; Drum, Curley; Dublin, Nicholas P.; Duggan, Thos.; Duncan, Dallas; Dunlap, Mrs. C. F.; Dunlap, Slim; Dumley, J.; Dunn, H. B.; Duskun, Phil; Earl, Frank; Earl, Martin; Earnhart, Jimmy; EBARDT, Norman; Edgington, Cecil; Edwards, Elbert L.; EIDSON, Otis; Swilford; Eisenberg, Al; Ellis, R. E.; Ellis, Buster; Ellis, Wm.; Emmons, Pop; Engerer, Capt.; Ernest; ENGLAND, Harold Lee; Engle, Charlie; Ernest, Mary; Euyre, LeRoy; Evans, Alva L.; EVANS, Evan Chas.; Evans, Jos. Dean; Eysted, Benj. A.; FAHICLOTH, James; Falkner, Lee R.; FAULCONER, Granville D.

Feek, Earle H.; Felici, Ernest; Fenstermaker, Robt. W.; Ferrando, Joe; Fielden, Ella; Fielding, Ella; Finler, Geo.; Fincher, Elmer; Finn, James; FINN, Jos. Leo; Finn, Jumbo; Fisher, Albert; Harrison; Fisher, Geo.; FIZZELL, Francis A.; Flannigan, Paul; Fleming, James; Fleming, Richard; Fletcher, Gillespie; FOGLE, Chas. H.; FOSTER, Jack; Mitchell; Fournier, Frances; Fox, Pearl L.; Frazier, Jack; FRANK, Toney J.; Frederick, James B.; FREED, Wm. Byrd; FREEMAN, Morris; FRISBIE, Alfred; Fritz, Henry; FULKNER, Robt. Wm.; Fullmer, Howard; Chas.

Galagher, Mrs. Hazel; GALLAGHER, Atlin W.; Gallagher, Miss Jackie; GALLAGHER, Sailor; GARLAND, Albert C.; Garmon, Willie; Gamer, Durham; GARNER, Floyd; Elmors; GARRETT, Leonard C.; Garrity, Frank; Gasca, Mrs. Josephine; GEE, Robt. Henry; Georgia Crackers; GEORGE, Miller; GERE, Donald C.; Giles, Vern; GILHAM, James; Gillette, Stewart; GILLEY, Albert; Leo; Gilliam, Dick; GILLISPIE, Girtus; Gironx, F. L.; Gladstone, Edw.; Golden, Helen; Goldhammer, A.; Goldie, Jack; Goldstone, Ralph; Goodale, Grace; Goodman, Morris; Goody, Ray; Gordon, Mrs. Art; Gordon, Bill; Gordon, Dixie; GRANT, Clard; Grant, Harry; GRAVES, ROY; Greene, Bruce; Marion; GREEN, Russell; Greeno, Eddie; Griffin, Marcia; GRUBB, Marion; Earle; Guider, Bernie; Gunn, Red; GUTHRIE, Porter; Gould; Haag, Mrs. Ernest; Hackett, E. J.; Haden, Jim; Haelegans, Wm.; Hall, Lorin D.; HALALWAY, Grady Marshall; Hanna, Mrs. Lottie; Hansen, Arthur D.; Hansen, Kenneth; Hansen, Carl; Harden, Geo.; Eugene; Hargrave, Henry J.; Harpalas, Alma; Harper, Eddie; Harris, Geo. (Spot); Harrison, The; Hart, Roy Oso; HART, Wayne; Hartley, Robt.; Harthan, Henry; Hartman, Wm.; Hartzog, H. W.

Harvey, Clyde; Harville, Jos. P.; Haughton, Mrs. Alice; Hawley, Hazel; HAYES, Kay; Hayes, R. F.; Haynes, James; Head, Robt. L.; Heath, E. L.; HEATWOLE, Gilbert S.; HECK, WM.; HEGGINS, Pat; Henderson, Peggy; HENDERSON, Wm. Gary; Hendricks, Cecil; Hendricks, Tex; Hendrickson, Mrs. Gladys I.; HENDRIX, Eugene Webb; Hendrix, Weldon; HENNESSY, Frank Wm.; Henry, Esther; Hicks, John; Hildey, Una; Leola; Hileman, Alfred G.; HILL, Wilburt Jos.; HIXON, Edw.; Hoff, Rudy; Holston, Jack; HOLT, Theodore; HOPPER, Jos. Glen; HORN, John; Taylor; HOUSE, Leonard; H. Kelly, Michael; Pollock; Howell, Bettye; HOWER, Geo. W.; HUDSPETH, Fred; Ward; Hulseman, Frank; HUNKLER, Paul; B. Kenyon; HUNT, Gilbert; Earle; HUNTER, Ray; Eckford; Husted, Sherman; HYLAND, Marvin; Earle; INGHAM, Walter; Irving, Mrs. Peggy; Isbell, Chas.; Isbell, Mrs. Gussie; ISON, Earl E.; Jackson, Frank; Edchard; JACKSON, Herbert; JACKSON, Riley; Mark; JACKSON, Robt.; EARL; JACOBS, Earl; Frederick; Jacobs, D. W.; Lucky; Jacobson, Jake J.; Jane, Mary Yonne; Jenkins, E. L.; Jennett, E. L.; Jett, Blackie; JOHN, Frank Steve; JOHNSON, Clyde; Cameron; Johnson, Jessie; James; Johnson, Leo; JOHNSON, Louis; John; JOHNSON, Mike; JOHNSON, Pete; Johnson, Russell; Thos.; Johnson, Toby; JOHNSON, Walter; Karsh, Augustine; JONES, Douglas; Arnold; Jones, Earl M.; Jones, Mrs. Flo; Jones, Geo. W.; JONES, Leland; Theo.; JONES, LeRoy; Jones, Lewis; Jones, Miss Phama; JONES, Roger Lee; Jones, Wilma Mae; JORDEN, Lester; JOSEPH, Frank; Jozsy, Vilma; JUILS, Eddie; Kalfsbeck, Earl; Kaplan, Ben; Karr, Joseph E.; Kasey, Myrna; Karsh, Leonard; KAYNE, Don; Kellam, Mrs. Katherine; KELLER, Earl; Francis; Keller, Edward; KELLEY, J. W.; Kelly, Michael; Kelly, Ray; Kemp, Bill; Kennedy, Don; Earl; Kennedy, H. D.; KENNEDY, James; Kenyon; Howard; Kenley, Jesse R.; Florence; Ketrow, Frank; Kibel, Harry; Kid, Melvin; KILGORE, Rolland; Earl; Kilpatrick, H. M.; King, Harry; KING, Henry; Thadus; King, Mickey; Klug, John; KING, Ward Earle; KNAPP, James F.; Knight, Bill; Knoff, Mrs. Mabel; Kracal, Joseph; Kramer, Stan; Krezger, Herb; Krooner, Ralph; Lacey, Mary Ruth; LaForm, Mitzie; LaRue, Daniel Jean; LACK, John; Monroe; LAJOIE, Wm. W.; Lamb, H. R.; LAMB, Herman A.; Lamb, Mrs. Marie

Letter List

NOTE - Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

Lambert, G. E.
Lambert, Zorita
Landaker, H.
Lane, Harold Jack
LANE, Lacey Louis
Lane, Opal
Lane, Paul
Langin, Neal
Lanning, Mrs. Nina
LAPPEZ, Jas. Bud
Laughlin, Joe
Laughlin, Jr., Robert
Lawson, Marshall
LeRoy, Chas. & Anna
LEDBETTER, Edwin
Lee, Alvin B.
Lee, Dorothy
Lee, Juna
Lee, Paul
Lee, Ray
Lentini, Frank
LENTO, Anthony
Leo, Ivan
Leonard, P. J.
Lepore, Mattio
Levan, Harry
Lewis, Charles
Lewis, Mrs. Olive
Lewis, Richard A.
Little, Dave
Little, Roy
LEWIS, Robt.
Lewy, Vernon
LEWIS, Wm.
LEWIS, Wm.
List, Herman
Lits, G. F.
Loftus, Mrs. Grace
Logan, Robt.
Long, Leon
LOPEZ, Jas. Bud
LORD, Jack
Lorow, Cortez
Lott, Gordon M.
LOVITT, Manley
Lowrey, Sammy M.
Ludwig, Art
LUNDGREN, Howard M.
MacDonald, M.
McAtee, Red & Fritz
McAtee, Ellsworth
McBride, Louis
McCAHEM, Frank
McCAIN, Wm. E.
McCarthy, Daniel
McCloskey, Wm.
McComb, Ernest
McCoy, M. P.
McCRACKEN, Howard
McCREADY, Claude M.
McCurdy, Roy
McDOWELL, Karl
McEwen, Capt.
McFARLING, Willard Lee
McGee, Tommy
McGIBBE, Richmond
McHENRY, Gilbert
McKESSON, John
McNEIL, William
McPheerson, Nettie
McROBERTS, Robt. Chas.
McSHAIN, Eugene
Mack, Capt.
Maddox, Earl
Maguire, Wm. A.
MAHAY, Charles
MALLERY, Richard
Malotte, Lally
MALTIN, Sam
Manos, Harold
Marchette, Rebel
Marino, Billy
MARTIN, Sidney
Marley, Guy & Mary
Marks, Dewey
MARKS, Miller
Marquis the Magician
Marsh, Mrs. Jesse
MARSHALL, Irene
MARSHALL, Sam
MARTIN, Carolyn
Martin, Joe
Martin, Keppy
MARTIN, Malcolm
Martin, Mickey B.
Martin, Pearl
Martin, Robt. Neal
Martinus, John
Masker, Joseph
Mathews, Robert P.
Matthews, Jimmy O.
Meachum, Homer
MEADOWS, Clarence
MEEKLING, Chas. Karl
Mejia, Miguel B.
Melville, Bert
Messinger, Margaret
Mickelsen, Julius
Miles, Al Mortimer
Miller, Chris H.
MILLER, Leo
Miller, Little Joe
Miller, Nancy Lee
Miller, Rudy
Miller, Ted L. C.
Miller, Mrs.
Millsap, Miles J.
MITCHELL, Duy
MITCHELL, Leo C.
Mitchell, Leslie
MITCHELL, Nick
Mitchell, Wm.
MONAHAN, Edward

NOTICE --- NOTICE

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time.

In the event that you are having mail addressed to you in our care, it will be to your advantage to look for your name in this list EACH week.

MAIL FORWARDING SERVICE
THE BILLBOARD PUBLISHING CO.

Remy, Archie
Renolds, Curley
Renton, Al
Riachelar, Scott
Rhuu, John Wayne
Rice, Billy
RICHARDS, James R.
RICHARDSON, Cal Eugene
Richardson, Bill
Riddick, Johnnie
Ridings, Bill & Mary
Riley, James
RILEY, Mark Jackson
RILEY, Wm. Allen
Rillo, Lee Arthur
Rink, Mrs. Betty
Robarge, Dorothy R.
Robbins, John M.
ROBERTS, Steve
Roberts, Whitey
ROBERTSON JR., Burton E.
ROBINSON, Fred D.
Rock, Leonard Leo
ROCK, Randall
RODEN, Thos.
Rogers, JoAnn
ROGERS, Robt. E.
Roland, Oliver
Rollo, International
Ronning, Vern
ROSE, Wesley
Rosen, Joe
Rosen, Shiek
Rosignob, Dave
Rowan, Joseph
ROWE, Manley
Roy, J. Geo.
Royal, W. H.
RUEL, Milton B.
RUSCH, August
RUSSELL, Harman
RYAN, Paul
SAKOBIE, Geo.
Sammou, Floyd
Scarborough, Estel & Rosa Lee
SCHMIDT, Daniel
Schneider, Vic & Jean
Schofield, Blackie
SCOFIELD, Clifford Marion
Scott, James
Scott, Margaret
SCRENEFF, Wm.
Seibert, Carl
Shaffer, Mrs. Esther
Shannon Jr., Harry
Sharp, Soney
SHARP, T. J.
SHAW, Wm.
Shawver, Tex
SHEA, Wm.
Sheelars Family
SHERWOOD, Richard B.
SHOEMAKER, Jos. Marion
Shyrettos, The
Sillman, Myrtle M.
Simmons, A. J.
Simms, J. P.
Simpson, Jack & Tilly
Sindt, Marjorie
Singares, Danny
SKEGGS, Martin
SKEHAM, Jas.
Slavin, John
Slay, Howard
SLOAN, Hidge
SLOANE, Bernard
Smith, C. C.
Smith, Chris M.
Smith, Frank Carl
Smith, George
SMITH, John
Smith, Kenneth
SMITH, Wm.
SMITHLY, John
Snyder's Bears
Snyder, Bill
SNYDER, Dawson
Snyder, Dawson
Snyder, Smokey
SOLLER, Geo.
Sopenar, Mrs. Mac
Soucie, Alfred Jos.
SPEAR, Barney
Speight, Sol
Spencer, Mrs.
SPIVEY, Chas. M.
SPYROPOULOS, Harry A.
Stabler, Col. H. E.
STANCIL, Needham E.
STANSFERRY, Mearl Robt.
STERLING, John
Stevens, Johnny
STIEHM, Melvin
Stock, Mrs. Dave
Stone, Mrs. June
Streeter, Betty
Strom, Harrietta
Strong, Bob
Styles, Talmadge
Sullivan, Wm. L.
Summers, Jimmy
SUMMERS, Wm.
Sutton, Ann
Swain, Buddie
SYNAK, Leonard
Talbot, Geo. Burt
TAN, Gus

Verdi, Al
Verlow, George
Weiler, Dorothy
Wells, Burt
Werner, Morris
Wheaton, Winnie
Wolf, Charlie
WOODARDS, Johnny C.
Campbell, Mrs. Violet
Carter, Mrs. Billie
Casey, F. C.
Chavanne, James
Christy, Mrs.
Frances
Edgar, George
Ellis, Cotton
EUBANKS, John
Frazier, Raymond
Gawle, Walter
Golden, George
Goldstone, Roy
Gregg, Frank
Hall, Mel
HARRIS, Ralph L.
Hedges, Shirley
HICE, Ellsworth
Hunter, Blackie
Jones, Irvin F.
Kimball, Jack
Knapp, Mrs. G. W.
Knacker, Bob
Lauther, Carl J.
LeBlanc, Conrad
Lucas, Mrs. Earl
Lucas, Buck
McClain, Ardon L.
McClure, Robert K.
McCoy, T. F.
MILLER, Charles
Miller, Fred
MONTGOMERY, Paul
Muller, Billy
Ratzel, Enoch
Rhoades, Mrs. Jack
Robb, Donald S.
ROBERTS, Maxwell Aldria
Scanlon, William
Scott, John Cowell
Sherwood, Cale G.
Tice, Betsy
WELLS, Earl
Wells, Loretta
WILLIAMS, Herbert
Wilson, Cliff
WILSON, William Max

MAIL ON HAND AT CHICAGO OFFICE
12th Floor Ashland Bldg.
155 No. Clark St.
Chicago 1, Ill.
ADAMS, Richard
Atterbury, John D.
Arger, Tom
Arnold, Floyd
Bunyard, Billie
Cezvirk, Louis
Clayton & Phillips
Cravet, Mr. & Mrs.
Davis, Frank H.
DeVoe, Myrtle
Frazier, Mr. & Mrs.
GRAY, Anthony M.
Hale, Walter
Headburg
HOLT JR., Theodore
Howard, Jay
JONES, Edward
Knight, Felix L.
Lawrence, C. A.
Lewis, Mr. & Mrs.
Lee, June
Marks, Mrs. Victor
MARTIN, Lawrence
Miller, Elizabeth
Mills, Mrs. Opal
Murphy, Joe
NICHOLSON, Clyde Archie
Perry, Frank
Purcell, Mr. & Mrs.
Reiner, Francis P.
Sapiro, Albert J.
SELLERS, William
SIMS, Leonard
Stern, Louis
Tripp, Johnny
Wingert, Billie
Wood, Mr. & Mrs.
YOUNT, Wade
Lee, June
Marks, Mrs. Victor
MARTIN, Lawrence
Miller, Elizabeth
Mills, Mrs. Opal
Murphy, Joe
NICHOLSON, Clyde Archie
Perry, Frank
Purcell, Mr. & Mrs.
Reiner, Francis P.
Sapiro, Albert J.
SELLERS, William
SIMS, Leonard
Stern, Louis
Tripp, Johnny
Wingert, Billie
Wood, Mr. & Mrs.
YOUNT, Wade
Blakely, Ben, 10c
Campbell, George, 11c
Jacobs, J. K., 14c
Riley Jr., E. D., 41c
Adams, C. J.
Alford, Fred
Bales, Pat
Berger, Harry
Bills, Mrs. Madge
Burge, Carl
Calkins, Fred
Campbell, Henry

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.
Parcel Post
Blakely, Ben, 10c
Campbell, George, 11c
Jacobs, J. K., 14c
Riley Jr., E. D., 41c
Adams, C. J.
Alford, Fred
Bales, Pat
Berger, Harry
Bills, Mrs. Madge
Burge, Carl
Calkins, Fred
Campbell, Henry

N. H. NAMES COMM.
(Continued from page 44)
cival, owner of Hotel Standish, Hampton Beach, and Winthrop Wadleigh, well-known Manchester lawyer.
The committee is designed to give information to those who seek help under the State plan for assistance set up by the last session of the Legislature.

CIRCUS IN GUATEMALA
(Continued from page 40)
ing by the size of other tops, is about average. Reserves for all, from a portable the unwheeled wooden ticket office, came to 45 cents. Two marimbas, a drum and a bull fiddle flanked the box, knocking out bally music. That's all there was to the midway except half a dozen Indian women sitting around with baskets of tortillas, candies and homemade novelties and a wooden stand offering drinks of several vivid colors.
Business was good; we had to scramble for one of the wooden benches in the ringside section. This extended nearly back to the sidewalls, where the blues, jammed with happy barefoot Indians, rose steeply on all sides. The top was about a 60-foot round with a 30-foot middle. The quarterpoles stuck straight up. Show was given in one ring with a high curb.
Announced for 4, the show got started about 4:40. The orchestra came in now and took a spot near the performers' entrance. Not counting the time it took them to move their instruments I don't believe those boys were idle a minute. Three or four at a time pounded the two marimbas, individuals being replaced frequently for relief. Ability to double on the national instrument, apparently, is prerequisite to trouping in Guatemala.
First offering was the flying act, presented by a couple of local boys neatly dressed in undershirts, long trousers and tennis shoes. The rigging was low and the tight henequen net only about four feet above the ground. There were four leaps, including a sensational "crab" and a back somersault. There was no returning; leaper dropped from the catcher's hand each time and climbed the ladder.
After (not while) the net was removed, a white-faced clown wowed 'em with talks, songs and dances. Three contortionists, two comics and one straight, kept going for another half hour, followed by a family group of three comedians with more songs, chatter and dances. Another long wait followed as rigging was put up for the wire act, performed with credit by a teen-age girl. Another clown followed her, this time with a dummy. This fellow ad libbed extensively with the audience; drew a

big hand and two encores. An iron jaw (male) came next, with a slide-for-life from height of 20 feet.
Time marched on; lights, on a city hook-up, were switched on. Tired of sitting, we walked to the menagerie, out back near the two dressing tents. In a top about 15 feet square were two ocelots, a peccary, a dog, two goats and, in a small rolling cage, an elderly male lion.
Back in the big top we listened to a singing duo, two men with guitars and a girl. Next the popular clown of three acts back. The audience joined in on his songs this time. He was easily the star of the show.
Animal Act Closes
The big finale cat-act followed, but not immediately. Erecting the cage was no quick job for a dozen barefoot Indian boys, fitting sections together and tying them with bits of rope. The wait pepped up business for the grease stand, a small griddle-plate over near the main entrance. Butchers hawked chewing gum and colored drinks.
The lion was finally wheeled in and prodded from his tiny cage to the arena. His master, with chair and pistol, followed, and there was a good deal of innocent running around by both. The cat finally took advantage of a bow by the trainer to leap back into his own cage. He was rolled away as his conqueror took bow after bow to the cheering spectators.
The whole business rounded out about four and a half good Guatemalan hours—and, true to the back-home small circus pattern, provided more clean, wholesome entertainment for the money than any other amusement I know of. The many present-day writers on Latin-American life and affairs have, so far as I know, ignored the circus. They can't continue that way; certainly no analysis of our neighbors' interests is complete without inclusion of this international, inter-century absorption in the antics of the sawdust ring.
(NOTE: Webb was in the office of Russell Bros.' Circus for five seasons, ending in 1938.)

FLEECERS FILE APPEAL
(Continued from page 3)
as a means to extort money on threat of calling strikes thruout the screen industry.
Judge Bright dismissed all defense motions and pleas and extended the term of court for three years in the event of a future confession on the part of anyone. The Chicago sextette were remanded to the Tombs. Kaufman was released on bail.
Notice of appeal on behalf of all seven was filed by their attorneys later in the day.

NEW PRICE PLAN IN 1944

OPA To Meet With Council Of Retailers

WASHINGTON, Jan. 1.—Promise of a simpler pricing system was held out to the merchandise trade here at the end of the year. OPA officials had been hard at work for several days trying to outline

a plan which will be discussed with the Retail Council in January. The Retail Council represents the entire retail trade and also has a number of subcommittees. In November a number of meetings of the committee and subcommittees was held to discuss the idea of framing a general pricing idea which would eliminate so many different pricing orders relating to merchandise.

OPA officials said they would submit some kind of plan to the Retail Council when it met, but they were not sure that a workable plan could be drawn up. For many months now the Office of Price Administration has been releasing news reports of a proposed new pricing plan, but it was always stated that no definite action would be taken until the first of the year.

In general the plan announced in OPA's latest release is the same as that reported in previous issues of *The Billboard*. It calls for an order which will cover practically all lines of merchandise except food and fuel. Merchandise other than these two would be grouped into three classes. Group I would include low-cost articles essential for civilian use, and dollars-and-cents ceilings would be set up for these items. Group II would comprise most merchandise items on the market today and would allow stores to follow their usual mark-ups. Group III would include the so-called "luxury" items, and probably many specialty and novelty items would come within this group. The pricing policy to be followed in this third group would be purposed simply to prevent any unusual or especially big price increases on merchandise.

Wait for Council's Views

OPA officials say they cannot make any predictions as to what the Retail Council may do with the plan when it is discussed in January. However, the promise is held out that some simpler pricing method may be adopted for the retail trade. If the retail trade works out a simpler plan, the same principles may be extended to the wholesale and manufacturing trade.

A new difficulty in the pricing field arose recently when Fred M. Vinson, director of economic stabilization, made recommendations for pricing manufactured goods under the more liberal policy (See *NEW PRICE PLAN* on page 52)

Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Jan. 1.—A West Coast utility found out that thousands of families in that area are actively planning their new post-war homes, when it offered free copies of a home-planning file for the preservation of clippings and other data relative to home construction and furnishing. To date, over 5,000 files have been distributed. Such a file offers a good opportunity for some alert merchandiser to serve the millions of families and separated couples looking forward to new homes, new cars, appliances, gadgets, etc., after the war.

NEXT WAR BOND DRIVE.—Retail merchants in many cities met last Wednesday to hear a special Treasury broadcast which told them and their employees how they can serve in the \$14,000,000,000 Fourth War Loan Drive starting January 18. This goal is the highest set for any of the drives, and it will mean extra effort on the part of boosters to attain the sum.

TAX BILL.—On December 23 the Senate Finance Committee reported a bill of 190 pages. With Congress in recess until January 10, indications are that the excise rates are the same as reported in previous issues of *The Billboard*. During the week the Senate committee was in executive sessions, chiefly to consider big tax issues. It was reported from New York that bets are about 50-50 that the President would veto the bill when it is finally passed by Congress. Meanwhile the fur trade is studying present rulings of the Bureau of Internal Revenue covering lay-away sales in expectation of a buying rush just before the new excise tax of 20 per cent goes into effect within the next few months. The report of the Internal Revenue Bureau covering the first five months of the current fiscal year which began July 1 shows that excise taxes on the retail sales of furs increased some \$6,000,000 to a total of \$17,672,046 over last year's collections. Jewelry sales put money in Uncle Sam's pockets at the rate of \$37,346,666, which was \$7,733,118 greater than the same five months last year.

MORE ON APPLIANCES.—Henry J. Kaiser, who builds ships at fabulous speeds, was asked the other day if he was planning to start making household appliances after the war. He said: "I prefer not to answer that question directly at this time. Naturally we are looking into a great many things." Some time ago it was revealed that Kaiser was looking into the possibility of mass production of units for pre-fabricated houses which would drastically reduce the cost of home building. Ever since this much of his post-war planning became known, the big question has been whether or not these "complete" units would include the appliances to go into rooms. To date the question remains unanswered.

1944 DATES.—Calendar manufacturers in the Chicago area said their business was as high as 40 per cent over last year and that, if paper were available, they could top 1942 sales by 200 per cent. (See *Merchandise Trends* on page 53)

DEALS

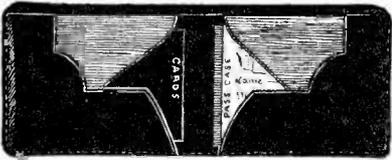
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Looking Back

The year 1943 proved again the oft-repeated claim made for the salesboard business . . . that no matter how tough conditions may get, it can always produce a living for a man who is willing to work. Shortages, priorities, freeze orders and other merchandise headaches resulting from our all-out production for war, tended to slow up operations for a while. However, thru careful shopping, and thru the use of non-priority (See *DEALS* on page 52)

BILLFOLDS



LEATHER BILLFOLDS
Highest Quality Leather, Workmanship.
All Ind. Boxed.

	Doz.
No. 02637 Billfold	\$11.00
Steerhide Grain Billfold	16.00
Saddle Cowhide Billfold	20.00
Saddle Cowhide Billfold	32.00
Saddle Billfold	22.50
Lady's Billfold	26.75
Alligator Calf Billfold	28.00
Leather Billfold	27.00
Morocco Billfold	32.00
Aniline Coat Billfold	44.00
Genuine Calf Billfold	
	\$24.00, \$40.00 and 44.00
3 Ring Leather Key Case	3.00
8 Ring Leather Key Case	4.50

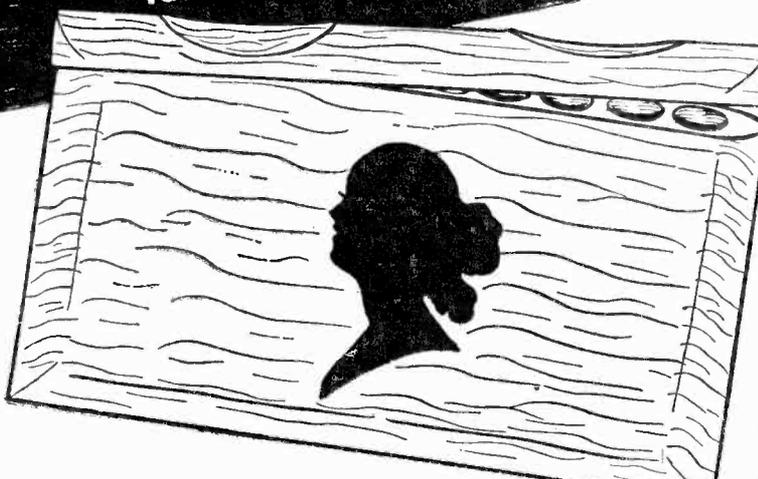
Orders Less Than Dozen Lots of a Number We will Have To Add a Small Charge.

ORDER NOW FOR IMMEDIATE DELIVERY

WIS. DELUXE CORP.
1902 No. Third St., Milwaukee 12, Wis.

Wooden CIGARETTE CASE

Ideal for Engraving

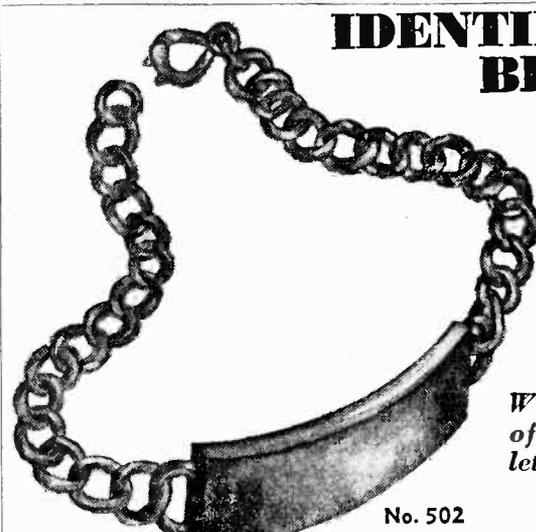


No. 4595
\$6.00
Dozen

Wooden Cigarette case with attractive assorted patterns mounted on front. Swing type top. Holds "10" Cigarettes. Ideal for engraving or woodburning. Volume seller!

Harry Pakula & Co. 5 N. Wabash Ave. Chicago 2 Ill.

IDENTIFICATION BRACELET!



No. 502—Heavy Sterling Silver Identification Bracelet. Curb chain links .070 stock. Heavy center plaque .075 stock. Highly polished!

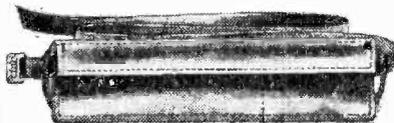
\$5.00 Each
We believe this is one of the heaviest bracelets on the market.
1/3 Dep., Bal. C.O.D.
F.O.B. N. Y.

Send for Catalog!

RATED JOBBERS! WRITE FOR SPECIAL DEAL!

MURRAY SIMON 109 South 5th Street
Brooklyn, N. Y.

3 "BEST SELLERS"



Safety MONEY BELT
Khaki, Sturdy Construction,
safe locking.

GENUINE LEATHER

CIGARETTE CASE
with PICTURE FRAME

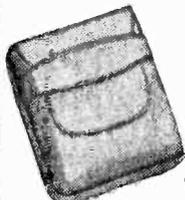


- H1 Saddle Sheep
- H9 Beige Pin Seal
- H12 Brown Cow Hide
- H13 Black Cow Hide
- H14 Gray Beige Sheep

Individually packed
in colorful gift box

GENUINE LEATHER

CIGARETTE CASE



- E1 Saddle Sheep
- E9 Beige Pin Seal
- E12 Brown Cow Hide
- E13 Black Cow Hide
- E14 Gray Beige Sheep

12 TO A CHIPBOARD
CONTAINER.

JOBBERs, write for prices. **RETAILERs**,
write for your nearest **Jobber**.

R. A. GUTHMAN & CO.

600 W. JACKSON BLVD. CHICAGO 6, ILL.

Popular Items

Soups and Stews

Making left-overs appetizing is a big job on the home front these days, and Bacharach, Inc., New York, are really out to help the housewives with their Gourmet line of earthenware. Made of non-restricted materials, you can count on volume with these soup pots and skillets (come in 4 sizes) and stew pots with handles or ears (8 sizes). Such attractive cooking pots travel right from the range to table service, so busy homemakers will find them doubly appealing.

Modern Compacts

Jay-Kel Jewelry Company, New York, who also have a good line of costume jewelry, are introducing a new compact made of genuine airplane plywood. They are light, tailored to match smart Miss America, and finished in natural hardwood grains. The compacts have a deep powder compartment with sifter, puff and mirror, and fasten with an ingenious secure hinge and lock.

Popular Bracelet

Identification bracelets, so popular with our armed forces, are finding a new market—the girls want to wear one, just like the links that circle the boy friend's wrist. Murray Simon, Brooklyn, has a honey, made of heavy sterling silver, that's highly polished, with a curved plate for engraving name and number, or a sweet sentiment.

Cigarette Cases

Wooden cases with assorted patterns mounted on the front, that are ideal for engraving or woodburning, have been put out by Harry Pakula & Company, Chicago. The cases have the swing-type top and hold 10 cigarettes. The design is as attractive as the price—these should be heavy sellers.

For Pipe Smokers

Combination pipe and tobacco pouches in a variety of styles, are available at L. & P. Products, New York. The firm has them in black and brown genuine sheepskin, or goatskin, with a moisture-proof lining and zipper closure.

BINGO SUPPLIES

- Plastic Balls
- Plastic Markers
- Midgets 1—3000
- News 1—3000
- Specials—5 Ups—6 Ups—7 Ups to Pad
- Regular Specials

Write or Wire for Catalog

JOHN A. ROBERTS & CO.

Formerly

N. M. BANK & CO.

235 Halsey St. Newark, N. J.



LEADING SELLER IN FUR COATS

LOWEST JACKETS
PRICES CAPES • SCARFS

ALL GENUINE FURS!
Our new 1943-1944 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.

H.M.J. FUR CO.

150-B W. 28th St., N.Y. 1, N.Y.

NUDIE!

A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Concessioners. Retail for \$2.50. The business gift item you often want for special occasions. A stand-out for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blue! Ind. packed. Send \$12.00 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.25.

EXCELLENT OFFER FOR JOBBERS.
AMERICAN ART PRODUCTS
2087 Broadway New York, N. Y.
(Were you ever in Paris? Yes, this is it!)

GLASSWARE

2918—Coasters, Gro. \$3.50
5755—Cups, Gro. 4.50
5756—Saucers, Gro. 4.50
1456—Pillar Tumblers, 9 Oz. Gro. 4.50

Prices of Other Glassware on Request.

SMOKER'S FUN SHOP

A "Natural" for Display Card Workers.

Each card has 53 Joker Novelties to sell at 10¢, brings dealer \$5.30—Sell dealer at \$2.75—Your cost \$1.75. Sample shipment (3 cards) for \$5.00. Cash with order—No C. O. D.'s—Exp. Only.

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

PAPER MEN

Well-known papers for every State in U. S. A. Different State combinations, but all attractive. Best and lowest price, up-to-date war maps, and small turn in. Write or wire

ED HUFF, 5411 Gurley, Dallas 10, Texas

FINAL CLOSE-OUT



MOTHER OF PEARL SENTIMENT PINS
MOTHER • WIFE • SWEETHEART • SISTER
In 10-Kt. Gold Plated on Sterling Script
Beautifully Boxed

Finely Detailed Insignia for All Services

NAVY NAVY WING COAST GUARD MARINE	ARMY ARMY WING ORDNANCE QUARTERMASTER	INFANTRY COAST ARTILLERY ENGINEER SIGNAL CORPS AIR FORCE WING & PROP	CAVALRY TANKS MEDICAL
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NAVY OFFICER'S CREST

A SENTIMENTAL PRIZE OF GREAT APPEAL

\$6 a Dozen in One Dozen Lots | \$5.40 a Dozen in Gross Lots

NO ORDERS FOR LESS THAN A DOZEN
25% Cash With Order, Balance C. O. D.

ACT QUICKLY WHILE THEY LAST!

NANCO

INCORPORATED
221 Fourth Ave. at 18th St., New York City
Gramercy 3-7963

Established 1918

Easy-to-sell QUALITY BILLFOLDS

of Genuine Leather

COMPARE with \$2.50 SELLERS!

Genuine \$7.20 per doz. Genuine \$10.20 per doz.
Goatskin Calfskin

Goatskin Sample..\$1.00 Calfskin Sample..\$1.50

These handsome billfolds are equipped with four celluloid pass leaves; glassed-in identification pocket; extra side pocket; full length, spacious compartment for paper money and valuable papers.

25% Deposit with Order, Balance C.O.D.—F.O.B. Factory
We Prepay Shipping Charges on all Cash-In-Full Orders

DEPT. B18

405 1/2 Washington St. . . Waukegan, Ill.

LUMINOUS

RELIGIOUS FIGURES & FLOWERS
By Nite Glow

Send \$2.00 for samples of our regular line of EITHER Flowers OR Figures.

NITE GLOW PROD. CO.
105 W. 47th St., N. Y. C.
ME 3-5794

PERSONALIZE YOUR ARTICLE!

Solve your problem of chain, catches, etc. **FOB TOPS**, with and without Mother-of-Pearl background with all desired names, handmade from gold-plated sterling silver wire. Pin and catch in back of the same quality. Pearl ring attached from which to hang lockets or any other article. 5 different styles. Immediate delivery. Send \$1 for 5 samples and prices.

ARLAN TRADING CORP., 254 W. 31 St., New York 1, N. Y.



BARGAIN FINDS

GENT'S WRIST WATCHES EACH \$ 5.75	
WATERPROOF WRIST WATCHES , 4 Jewels EACH	13.50
POCKET WATCHES EACH	4.25
STERLING SILVER RINGS , for various branches of the service, 2 grades. Special DOZEN	15.00 24.00
BILLFOLDS , 3 good values, DOZEN \$6.50, 9.00,	12.00
LAZY BABY DOLLS , Good values, 3 sizes DOZEN \$10.50, 12.50,	14.40
MILITARY INSIGNIA JEWELRY Pins, 14 kt. gold finish. For all branches of the service. Close-out. At least \$14.40 Gross Value. Special 10 GROSS	55.00
DESK SETS —Genuine Onyx base and quality Fountain Pen. Stock 6,000 sets. Individually boxed. DOZEN SETS COMPLETE	21.00
MEN'S TIES —Latest patterns. An exceptional value DOZEN	7.80
TOMMY GUN —Fast \$1.29 seller. A good value DOZEN	8.40
AMERICAN FLAG SETS . Lustrous rayon broadcloth. Complete with Eagle, Staffless Hanger. Individually boxed. 2 sizes. Exceptional value. DOZ. SETS COMPLETE	\$7.20, 9.60
ZIPPER UTILITY CHUCK-IN BAGS . For civilian and military use. Can also be used as a lunch or beach bag. 300 dozen closeout. DOZEN	6.00
2-PIECE UTILITY ARMY SET . Hang-It, Carry-It, Pack-It. Compact 3-in-1 Wardrobe. Bargain \$1.95 Value. Boxed. DOZEN BOXES (24 Pieces)	7.80
3-PIECE UTILITY SET . For Army or Navy. Every imaginable use. Very compact. Bargain \$2.95 Value. Boxed. DOZ. BOXES (36 pieces)	12.00
SHAVING & DENTAL CREAM . Excellent quality in lithographed tube. 2 large sizes. 20¢ & 35¢ tubes. Prices to move quantity. 10 GROSS	\$55.00, 72.00
RAZOR BLADES . Blue steel. First quality. Double edge. 5 to a box 1000 BLADES	8.25
FIRST-AID KIT . Metal box. Fast 50¢ seller. What a buy DOZEN KITS	2.75
ASPIRIN . 100 in a bottle DOZEN BOTTLES	.96
8-VITAMIN CAPSULES . None better 100 CAPSULES	1.50
BASEBALL BANKS . Size like a baseball. Display and boxes for each individual bank. 6 dozen to a carton 6 DOZEN	13.50
72-INCH STEEL RULES . Flexible. In automatic fine case. DOZEN	3.60
POCKET COMBS . 5 inch fine and coarse teeth GROSS	4.45
SHOE POLISH . Excellent value. GROSS	6.00
NOVELTY PANTIES . Improved style. Catchy slogans. A fast popular seller. Dozen \$1.85. GROSS	20.50
FLAG BOW PINS . A very fast mover. American made. Brings in \$14.40. Our price GROSS	1.35

25% Deposit With All Orders.
27 YEARS OF VALUE GIVING.
182 Page Catalog FREE With All Orders.

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK CITY
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

Stock Market Is Barometer

Buying of merchandise shares shows investors believe supplies will increase soon

NEW YORK, Jan. 1.—The stock market this week made news that indicates the in-coming year may be favorable to merchandise of all kinds. Near the close of the year there was a lot of buying of shares in the big merchandising firms listed on the exchange. These included the big mail-order firms and some of the largest department stores in the country. While these firms deal chiefly in staple lines they also are among the largest distributors of specialty merchandise and are always a good index as to how novelty items are selling.

The stock market reports also had a still more interesting item. Firestone Tire & Rubber shares have been strong and active, with a lot of investors getting as many shares as they could. The reports emphasized that Firestone today supplies its dealers with more than 3,000 different merchandise items, including all kinds of specialties, from books to toys.

The Firestone plan has been one of the interesting experiments in merchandising in recent years. Full pages of specialty merchandise items have appeared in magazines to show what the Firestone dealers had to offer. The firm placed the advertising. The emphasis on novelties and specialty items has been one of the most attractive features of the entire program.

NEW PRICE PLAN

(Continued from page 50)

of permitting a greater production of civilian items. Vinson suggested among other things a pricing plan which would control profits that firms could make on civilian goods when WPB releases more materials in the new year. He suggested in one of his plans that profits be held to 2 per cent of the cost. Many protests came from the manufacturers of consumer goods when they heard of these recommendations. It is now understood that WPB and OPA will consult on future pricing policies, and this fact may complicate the situation early in

the new year. OPA officials are sure that some simplification will take place in future pricing orders.

DEALS

(Continued from page 50)

substitutes, the boys who stuck it out managed to get their share of the do-re-mi. In fact, many of them wise enough to follow the new merchandise trends, wound up with sizable bank rolls.

All in all, 1943 was an interesting and satisfactory year, and more so, because it saw new blood continue to enter the field to pick up the distribution slack for manufacturers and supply houses. When the war is won, there is no question but that the salesboard business will cash in on post-war possibilities, right along with the rest of the nation.

Out of the Mail Bag

J. C. of Troy, N. Y., writes: "Perhaps you can help me. I have been having trouble with salesmen hired on a commission basis. Some of them take cards and never return. Result, I am out the cards and advertising expense. Would you advise that I collect a small deposit from each placement man for the cards, with the understanding that the deposit will be returned when either a collection is made or the cards brought back?"

As a rule a deposit is not requested for cards distributed. You couldn't ask for much in the first place, and that, in itself, would not prevent cards being destroyed or guarantee the placement man showing up again. When an operator is troubled with such a situation, it is usually an indication that the deal he is trying to promote isn't any good. Better to chuck the deal and start something new than to worry about saving something which apparently is not worth saving. Give a prospect a deal, featuring an item which he would very much like to own, and the chances are you couldn't get the card away from him. Give a placement man a deal with real consumer appeal and you'll never have to worry about a deposit.

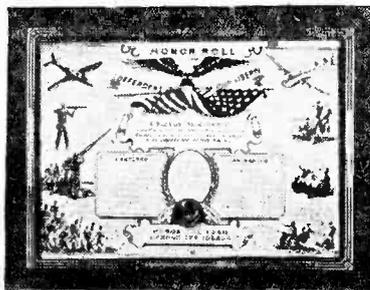
HAPPY LANDING.

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 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.

1033-1035 Mission St., San Francisco 3, Calif.



BEAUTIFUL HONOR ROLL

EVERY SOLDIER, SAILOR, MARINE OR WAAC A PROSPECT

A wonderful 4 color certificate with all branches of the service illustrated. Size 14x11 inches. Frame is simulated leather finish and gласette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever. Each roll comes in a heavy mailing envelope. Send 75¢ for sample (prepaid). **\$4.50** Doz. Retailer Easily

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS

Pillow tops for the Army, Navy, Marines, Coast Guard, Air Corps or WAAC at \$5.75, \$6.00 and \$6.50 per dozen. Send for samples. Made up for any Fort or Camp. Pennants, 9x24 and 12x30, \$12.00 and \$18.00 per hundred. Made up for any fort or camp. **BIG FLASH**—Lace-like Handkerchiefs at \$1.50 per dozen. For all branches of the service. With inscription for mother, sister, sweetheart, friend and wife. Embroidered Handkerchiefs at \$2.75 per dozen, made up for the Army, Navy and Air Corps. With inscription for mother, sister, friend and wife. **A FOUR PIECE SCARF SET**, with the Army and the Navy coat of arms embroidered. \$12.00 per dozen. A Good Number. **A NEAT HAND MADE WOODEN COMPACT** at \$12.00 per dozen. Also **HAND MADE WOODEN CIGARETTE CASE** at \$18.00 per dozen. **BEST SELLING STONE PINS AND EARRINGS, BLACKOUT FLOWERS AND RELIGIOUS STATUES, ALL KINDS OF ARMY AND NAVY MILITARY SUPPLIES AND SOUVENIRS.** 25% DEPOSIT WITH ORDER. SEND FOR PRICE LIST.

WORLD ADV. NOVELTY CO.

122 E. 25TH STREET, NEW YORK 10, N. Y. PHONE: GRAMERCY 5-2174.

INTRODUCTORY LISTINGS Covering All Items NOW READY Still Available IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.



ACME

PREMIUM SUPPLY CORP.

3333 LINDELL BLVD., ST. LOUIS 3, MO.

WE WILL HAVE A COMPLETE NEW PREMIUM CATALOG FOR 1944

In the meantime send us a list of your requirements and we will answer at once. Thank you.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.



STERLING SILVER RINGS

Two hands that clasp and unclasp go to make up this memento of true friendship. Price includes Federal Excise Tax, postage and insurance.

BB9119—Each \$1.75

MIRROR SERVING TRAY



Size 16 3/4 x 10 1/2

Chrome frame, walnut and plastic hand-les. Attractive, practical and useful—and at a price so low you can't afford to pass 'em up. Sample \$1.45.

BB102—Price, \$15.00 Per Doz.

ROHDE-SPENCER CO.

223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

BIG-VALUE SPECIALS

TOKEN WED. RINGS for prizes, games and giveaways! Lead rings with a raised design. Order today.

B124D528—TOKEN WEDDING RINGS. Sold Per Gross Only. PER GROSS \$1.25.

KEY BRACELET. Timely and handy! Colored plastic bracelets with metal-bead key chains.

B241K17—PER DOZEN \$ 1.45
KEYCHAIN BRACELETS, Per Gross 15.00

HUNTING KNIVES WITH FINE LEATHER SHEATHS

Has 7" blade and metal guard. In heavy demand by servicemen and sportsmen. Limited quantity. **\$3.95**

No. B5—Each

JOSEPH HAGN CO.

Wholesale Distributors Since 1911
223 W. Madison CHICAGO 6, ILL.

NOVELTY PANTS

GREETINGS!!

Ogden, Utah

PRINT ANY NAME OF CAMP OR CITY

VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. **FAST 50¢** retailer. Send 25¢ for sample—lots of 100 or more. \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO.

1033-1035 Mission St., San Francisco 3, Calif.

FURS OF DISTINCTION DIRECT FROM Our FACTORY

Make your selections from our SENSATIONAL 1943-1944 Style for Coats, Jackets, Chubbies, Muskrats, Squirrels, Raccoons, Skunks, Foxes in all shades, Marminks, Mouton Lamb, Sealines, Beaverettes, Persians and every other FUR. Sizes 9 to 52.

★ ★ LOWEST PRICE ★ ★

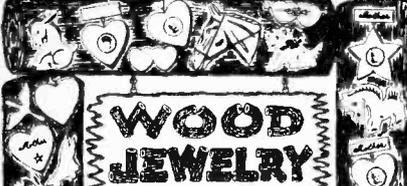
Write today for our FREE ILLUSTRATED CATALOG and Price List. AGENTS WANTED. **ANDREW PAUL (Dept. 24)** 154 West 27th Street NEW YORK 1

5000 ITEMS

At Factory Prices

Robby Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Send 3¢ stamp for price list.

BLAKE SUPPLY COMPANY
219 E. Markham LITTLE ROCK, ARK.



WOOD JEWELRY

Lapel Gadgets • Pendants • Pins • Photo Lockets • Gold Wire Mother-Hearts

\$10.00 For Sample Assortment

Or Write for No. 43

New Catalogue
Charles Demee
WOOD PRODUCTS
PHONE 116 • WALNUT ST. LOCUST 3913 • MILWAUKEE, WIS.

#3806K—Blownglass Perfume Bottles



With raised handmade polka dots in six different colors. 3 inches high, with glass dispensers on corks and rosette tops, rosettes matching colors of polka dots.

\$3.60 PER DOZ.
in Gross Lots
\$3.24 PER DOZ.

We carry a large assortment of GIFT GOODS from \$1.80 to \$90 per doz. Complete set K of illustrated price lists mailed to any reseller on application.

No C. O. D. Shipments without a 25% Deposit.

115-119 K South Market St.
Chicago

LEO KAUL IMPORTING AGENCY, Inc.

Leather Program Means Supplies For Pocketbooks

WASHINGTON, Jan. 1.—The recent announcement that the United States and Great Britain had reached agreement on a plan to distribute supplies of hides promises a more settled market for leather in the future. While shoes were the primary item in the plans, still more leather is promised for a varied line of merchandise, including pocketbooks.

Official representatives of the United States met with British officials in London and a plan of distribution was worked out. The ratio of 3.5 to 1 in favor of the United States will govern the distribution of leather supplies, according to the plan. The needs of the fighting forces will still come first, but a much better distribution of civilian supplies is now assured.

The formula for the distribution of the exportable world surplus of hides, according to trade information, is based on the maintenance of the relationship between the hide supplies of the two countries during the first full year of war; that is, 1940 for Great Britain and 1942 for the United States. In this way it is believed that available hide supplies are being put in a fair relationship to the populations of the two countries.

Under this system all three major supply sources for the two countries—United States kill, United Kingdom kill and foreign exportable surplus—are lumped together and the exportable foreign surplus then divided in such a manner that the total supply is divided in the same relationship that existed between the two countries in the first full year of war for each of them.

MERCHANDISE TRENDS

(Continued from page 50)

It was discovered too that the patriotic symbols which dominated 1943 calendars were slipping in favor of pin-up girls—the athletic type in sweater and scant skirt.

BATTERY PROBLEMS.—OPA officials met last week with members of the Dry Battery Manufacturers' Industry Advisory Committee to discuss pricing problems of that industry. A definite need for wholesale and retail price control on all dry batteries was reported. WPB's recent survey, made by the Office of Civilian Requirements, revealed that flashlight batteries are among the things most needed by the public.

WEST COAST POTTERIES.—Leading ceramic manufacturers and retailers around Los Angeles are forecasting a tremendous expansion of their industry. It has already experienced some expansion but this is not reflected in retail trade, for most of it is in war work. But all products which can be made are undergoing intensive research by plants considering or already engaged in manu-

facture of glass, china, dinnerware, ornamental pottery and similar lines. The ceramic people say that individuality of style and quality will remain California trade-marks, for factories in that area cannot compete with the East on price.

POTS AND PANS IN '44.—WPB is definitely considering the resumption of production of aluminum kitchenware on a fairly large scale, since aluminum scrap piles are now high enough to allow turning out civilian goods. Aside from quota and labor problems, WPB is said to be studying the question of allowing new manufacturers into the field. WPB is also struggling with the problem of electric irons which were definitely promised for 1944 production by OCR. Reports last week were to the effect that the program is meeting many delays because it is the first involving resumption of manufacture of an essential, durable goods product. Meanwhile the Smaller War Plants Corporation has certified to WPB a total of 571 plants which are qualified to engage in manufacture of consumer durable goods. SWPC says there are 2,260 smaller manufacturers with the labor and facilities necessary to manufacture civilian goods.

EXPORTERS' NOTE.—Government agencies and many business firms are releasing stories of export possibilities, chiefly to South America, these days, and firms or individuals interested would do well to read the article "So You Want to Be an Exporter!" in the December issue of *Domestic Commerce*, which is published by the Department of Commerce.

LAMPS MORE DEFINITE.—There've been so many conflicting rumors and stories about the resumption of lamp manufacture that we're a little fearful of reporting the latest, but here goes. WPB officials said production of portable lamps and shades will be resumed as soon as L-33, the limitation order, can be amended. But they didn't say when the amendment would be approved, altho it was admitted, formulation was nearly completed. Probabilities are that production will be started up again some time during the first quarter of 1944. As soon as the green light is given the industry can get going, for it has inventories of copper wire and other necessary materials. The New York market is speculating on percentages of production which may be permitted under the expected amendment. Anything from 30 to 60 per cent is reported.

INDIES UP.—A study of retail stores, not yet released by the Department of Commerce, is said to reveal that independent stores are suffering less from war conditions than chain stores. The chain stores in the general merchandise trade, which before the war were getting an increasing share of retail business, showed an increase of 10 per cent in 1942 over 1941 figures, while independents jumped 17 per cent. The discrepancy is even greater for 1943, sales of chains chalking up a gain of only 4 per cent, while independent sales promise to be 15 per cent higher than last year's volume.

IMMEDIATE DELIVERY GUARANTEED!

WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVE YOU IN ANY QUANTITY WITHOUT DELAY.

S-100 SWEETHEART Diamond Ring Sets

10-K. Mounting

8-100 1-Diamond Engagement Ring	\$4.50
3-Diamond Wedding Ring	
8-200 3-Diamond Engagement Ring	6.00
3-Diamond Wedding Ring	
8-300 3-Diamond Engagement Ring	8.25
5-Diamond Wedding Ring	

Beautiful Box, specially designed for the above Sets, can be furnished upon request for an additional charge of 40¢ per set.

D-400—3-Diamond Dinner Ring, selected crystal Diamonds \$5.25

SUPER JEWELRY MFG. CO.
45 Astor Pl. New York 3, N. Y.

MILITARY BOWLING PIN CIGARETTE LIGHTERS

Assorted insignia. 12 on a Card. In connection with 1000 H. Board—3¢ sales. Gross Profit, \$24.00. Your Cost Per Deal, \$7.95. Ten-Deal Lots, \$74.50. 1/3 Deposit, Balance C. O. D. Lighters Are Scarce—Order Plenty Now.

REAL PROFITS!! MOISTURE PROOF CIGARETTE CASE

Cigarette will never get damp or dry in this HANDY & LASTING CASE. Attractive Colors. Packed 12 in Display Box. In connection with 1000 H. Board—3¢ sales. Gross Profit Per Deal, \$24.00. Your Cost \$19.00 for 4 Deals. (Minimum Order) This is a quick deal—You'll turn 'em over fast. 1/3 Deposit, Balance C. O. D. Prices quoted to Jobbers on large quantities.

BLANKETS

Just the thing for Auto Robe, Beach or Home. 5 beautiful Blankets, size 66x80. In connection with 1500 H. Board—5¢ sales. Gross Profit, \$67.00. Your Cost Per Deal, \$23.95. Ten-Deal Lots, \$23.45 Per Deal. 1/3 Deposit, Balance C. O. D. (Limited Supply)

Lake Erie Specialty Co.
816 HIPPODROME BLDG., CLEVELAND 14, OHIO

NEW LINE CEDARWOOD JEWELRY

Send \$10 for Sample Assortment IMMEDIATE DELIVERY
MILLER CREATIONS
6628 Kenwood Ave. CHICAGO 37, ILL.
Phone: FAirfax 4987

FREE! 1944 WHOLESALE CATALOG

About 2000 Tested Sellers for today's opportunities are illustrated and described. About 95% of the articles can be supplied promptly. This is important to you as today's sales depend on supplying the goods. The stock of catalogs is limited, so suggest that you send for a copy soon.

SPORS

SPORE PRESENTS A POPULAR TESTED SELLER!

NEW 51

SPORS COMPANY

SPORS CO., 1243 Lamont, Le Center, Minn.

AMERICA'S FOREMOST TROPICAL JEWELRY AND NOVELTY HOUSE PRESENTS 4 SENSATIONAL SELLERS!

CRUCIFIX AND HEART SHELLS
\$ 7.20 Dozen
84.00 Gross

BIRD
\$ 2.75 Dozen
30.00 Gross

PELICAN ASH TRAY
\$ 3.75 Dozen
40.00 Gross

ASSORTED SHELL PLAQUES
\$ 3.75 Dozen
40.00 Gross

Complete line of gorgeous Sea Shell, Ocean Pearl, Macaroni, Fishscale, Plastic, etc. (Necklaces, Earrings, Brooches, Leis, Hair Ornaments, Sprays, priced at \$2.75 Dozen to \$36.00 Dozen). Send for a \$10.00, \$25.00, \$50.00 or \$100.00 assortment of best selling numbers. Money-Back Guarantee. The larger the assortment ordered the greater the variety.
Terms: F.O.B. Miami, Fla. 1/3 cash with order, balance C.O.D. 25% discount to bona fide jobbers.

TROPICAL IMPORTING COMPANY
5851 N. W. 17TH AVENUE MIAMI 38, FLORIDA

Sell the NEW Automatic "ALARM" CLOCK

(A CLEVER JOKE AND NOVELTY!)

With the scarcity of REAL Alarm Clocks all over the U.S.A., this amusing item will sell like WILDFIRE. Special money-making offer to canvassers and jobbers. Ask about it quick.

Samples **25c** Cash with order.
Each **25c** Quantity cost low.
SOME FUN!

WILLIAM J. HILL—Specialties
110 E. 42nd St., New York 17, N. Y.

MAKE Extra MONEY FAST

Sell Illustrated Comic Booklets (vest pocket size) and other novelties. 10 different sample booklets sent for 50¢ or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C. O. D. orders. Send Cash, Stamps or Money Order. GRAYCO, Dept. 157, Box 520, G. P. O., New York.

Last Will and Testament of ADOLPH HITLER. Copyright, 1942. Printed in 2 colors with seal. 8 1/2" x 11". Funniest thing you ever read. A terrific seller. Big profit. 100, \$2.00; 500, \$7.50. 6 Samples, 25¢. Full cash with order. Satisfaction guaranteed. We pay postage. TRIAL ORDERS, 35 COPIES, \$1.00. JAY-JAY CO., 1608 Surf Av., Br'klyn 24, N. Y.

INDUSTRY GETS FTC RULING

Fair Trade Order Covers Catalog Firms

Ten points of trade practices laid down for jewelry and giftware lines

Merchandise firms or distributors using catalogs to sell such products as "jewelry of all kinds, silverware, watches, clocks, novelties, toilet goods, luggage, electrical appliances, furniture, sporting goods and miscellaneous goods" come under the ruling issued December 23 by the Federal Trade Commission. The order, "Title 16—Commercial Practices," covers the cata-

log jewelry and giftware industry which is given 10 rules under such headings as Misbranding and Misrepresentation, Deceptive Pricing, Misrepresentation of Character of Business, Discrimination, etc.

The order is printed in full as follows:

TITLE 16—COMMERCIAL PRACTICES
Chapter I—Federal Trade Commission
(File No. 21-378)
Part 157—Catalog Jewelry and Giftware Industry

Promulgation of Trade Practice Rules

At a regular session of the Federal Trade Commission held in Washington December 20, 1943.

Due proceedings having been held under the trade practice conference procedure in pursuance of the Act of Congress approved September 26, 1914, as amended (Federal Trade Commission Act), and other provisions of law administered by the commission;

It is now ordered, That the trade practice rules of Group I, as hereinafter set forth, which have been approved by the commission in this proceeding, be promulgated as of December 23, 1943.

Statement by Commission

Trade practice rules for the catalog jewelry and giftware industry, as hereinafter set forth, are promulgated by the Federal Trade Commission under its trade practice conference procedure.

The rules are directed to the prevention of various unfair competitive methods or practices and the protection of industry, trade and the public from their harmful effects.

Products marketed by members of the industry are of great variety. Included therein are jewelry of all kinds, silverware, watches, clocks, novelties, toilet goods, luggage, electrical appliances, furniture, sporting goods or equipment and miscellaneous items of consumer goods. The annual volume of business is reported as aggregating in normal times as much as \$200,000,000.

Catalogs issued by the members are distributed in various ways. They are supplied by such catalog houses to hardware, drug and general merchandise stores, and to other retail outlets, in small communities and elsewhere, to be used by such stores and outlets as so-called counter-salesmen or for display, regularly or occasionally, to consumer-purchasers, and from which sales may be made. Such purchasers select articles from the catalog and the dealer then buys from the catalog house the respective items of the consumer's selection. Industry membership also includes those who distribute their catalogs of this character to industrial concerns and to buying organizations for the convenience or use of employees or members of such concerns or organizations in purchasing merchandise direct from the catalog houses, or thru such industrial concerns, buying organizations, their officers or others acting as intermediaries. In some instances, industry members distribute their catalogs to individuals or concerns who themselves may be prospective purchasers or who may make the catalogs available to other prospective purchasers for the purpose of making selections and purchases of products offered by the catalog house.

In the catalogs, with but few exceptions, net consumer prices of the respective articles offered for sale are not shown or specified, but code numbers or so-called list prices or catalog figures or other methods are usually used for enabling dealers or persons having special knowledge to learn what the catalog house's price actually is and to what extent it differs from such price figures as are listed in the catalog.

The above does not include catalogs issued by manufacturers or distributors to members of the trade only for use in making purchases of their stock in trade and which, altho not carrying net consumer prices, are not used as so-called counter-salesmen for display to consumer-purchasers and from which to make sales to such consumer-purchasers. Moreover, the catalog jewelry and giftware industry, as herein referred to, is not to be understood as including the mail-order houses whose catalog business is that of selling direct to the consumer thru catalogs in which are shown, generally, for each item therein, prices or price figures which constitute actual or net selling prices of such catalog houses to their customers. How-

ever, nothing herein shall be construed as relieving anyone of the necessity of complying with whatever laws or regulations may be applicable in the premises.

The proceeding for the establishment of trade practice rules was instituted upon application from members of the industry. In the course thereof a general trade practice conference for the entire industry was held in Cleveland. Subsequently, a draft of proposed rules for the industry was made available upon public notice issued by the commission to all interested or affected parties affording them opportunity to present their views to the commission, including such pertinent information, suggestions or objections as they desired to submit, and to be heard orally. Accordingly, public hearing pursuant to such notice was held in Washington and all matters there presented, or otherwise submitted, were duly received and considered.

Thereafter, and upon consideration of the entire proceedings, final action was taken by the commission whereby it approved the following rules in Group I:

The Rules—Group I

The unfair trade practices embraced in the Group I rules herein are considered to be unfair methods of competition, unfair or deceptive acts or practices, or other illegal practices, prohibited under laws administered by the Federal Trade Commission; and appropriate proceedings in the public interest will be taken by the commission to prevent the use, by any person, partnership, corporation or other organization subject to its jurisdiction, of such unlawful practices in commerce.

- 157.1 Misbranding and misrepresentation.
- 157.2 Passing off inferior sterling silverware as that of superior grade, etc.
- 157.3 Deceptive pricing.
- 157.4 Misrepresentation of character of business.
- 157.5 Deceptive set-up of disclosed information.
- 157.6 Commercial bribery.
- 157.7 Imitation of trade-marks, trade names, etc.
- 157.8 Combination or coercion to fix prices, suppress competition, or restrain trade.
- 157.9 Discrimination.
- 157.10 Aiding or abetting use of unfair trade practices.

Authority: Sections 157.1 to 157.10, inclusive, issued under 38 Stat. 717, as amended; 15 U.S.C. 41 et seq.

§ 157.1. *Misbranding and misrepresentation.* (a) The use on any product or article offered for sale, sold or distributed of any marks, brands or labels which are false, misleading, or deceptive in respect of such product or article, or in respect of the grade, quality, quantity, use, size, weight, material content, origin, preparation, manufacture, or distribution thereof, or which are false, misleading, or deceptive in any other respect, is an unfair trade practice.

(b) It is an unfair trade practice to make or publish, or cause to be made or published, in advertisements, catalogs, bulletins, circulars, or by radio, or in any other manner, any statement or representation which is false, misleading, or deceptive in respect of any product or article offered for sale, sold, or distributed, or in respect of the grade, quality, quantity, use, size, weight, material content, origin, preparation, manufacture, or distribution thereof, or which is false, misleading, or deceptive in any other respect. (Rule 1).

§ 157.2. *Passing off inferior sterling silverware as that of superior grade, etc.* It is an unfair trade practice to pass off, directly or indirectly, thru any means or device, any sterling silverware of a certain grade, quality, thickness or weight as and for sterling silverware of superior grade, quality, thickness or weight, with the capacity and tendency or effect of misleading or deceiving purchasers or prospective purchasers. (Rule 2.)

§ 157.3. *Deceptive pricing.* (a) It is an unfair trade practice to use, in advertisements, catalogs, bulletins, circulars, or other printed matter, distributed to consumers, dealers, purchasing agents, cooperative buying groups or others, any price marks, price designations, or so-called prices, or figures, words or marks purporting to be prices, when such do not represent actual bona fide selling

prices, or which are misleading or deceptive in any respect. Nothing in this section, however, shall be so construed as:

(1) To prevent the use in catalogs or sales literature of figures, letters, or symbols, or combinations thereof, purporting merely to be the catalog number of the item or article listed, which number is not accompanied by the dollar sign or decimal point indicating dollars and cents, and is not represented to be, and does not by position on the page or otherwise purport to be, a price of any kind, but is used to provide a number and basis for use in computing the dealer's or purchaser's cost (Illustrative number "1593U1975");

(2) To prevent the use in catalogs or sales literature of the term "Catalog Figure" (or its abbreviation "Cat. Fig.") followed by a number, or the use of a number immediately preceded or followed by a symbol, when such term, number or symbol is not accompanied by the dollar sign or decimal point, indicating dollars (See *Biz Gets FTC Ruling on page 57*)

LUMINOUS	CIGARETTE CASES \$36.00 Gross
WALLETS	ALL LEATHER 4 WINDOWS \$7.50 Doz.
	REGULAR CIGARETTE CASES \$24.00 Gross
PIN-UPS	Large — \$3.60 Doz. Small — \$1.50 Doz.
PINS	STERLING SILVER ARMY — AIR — COAST GUARD ONE STAR. \$2.25 Doz.
RINGS	Heavy Sterling Silver Maritime Service, Army, Navy, Air, Etc. \$24.00 Doz.
	IDENTIFICATION DOG CHAINS Sterling Silver Light, \$15.00 Doz. Heavy, \$20.00 Doz.
	VEEDEX CASES, \$10.00 Doz.
	6-JEWEL WATCHES, \$120.00 Doz.
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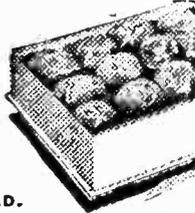
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MANUFACTURERS, ATTENTION!!

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LADIES' FULL FASHION HOSE!

65 Denier, real sheer, 45 gauge, grade "A" THIRDS, Bombardier Hose. Sizes 8 1/2 to 10 1/2. 1/2 doz. packing, latest shades, \$3.75 per doz. pair. For sample dozen add 25¢ postage. Cash with order.

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BOX 305 NEW ALBANY, IND.

PIPES

FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

WILLIAM (THE KID) DIETRICK . . . reporting big biz at the one-day stock sale at Manassas, Va.

WERE YOU around when the folks came back to exchange their gifts?

NICK BENNY'S . . . coffee shop in Orange, Va., is the hang-out for the jackpot cutters and some of those seen there recently included Col. C. A. Maitland, Jimmy Paradise, Judge Patterson, Sheffelt Brothers, W. W. Pat Malone and Jack (Bottles) Stover.

DON'T BE alarmed at the clock situation. It'll ease off soon.

CHARLIE BEAD . . . of kitchen gadgets, is headed for Lake Okeechobee, Fla. Tom McDonald is taking his inksticks to New Orleans. Jack Goldbaum and Rose, with their perfume layout, are headed for the Tampa Gasparella and the fair. Rosie's Cozy Corner in Newark, N. J., is still jackpot-cutting headquarters for Al Sears, with leaf, who reports plenty of lucre there, as the war plants are going full blast.

SAVE A FEW of the steel pennies for souvenirs. You can get a dollar a hundred for them anytime.

EDDIE DIEBOLD . . . reports a successful six weeks of sales promoting for the shoe and stocking fund for the Elks at Charleston, W. Va., where a show was staged in the Municipal Auditorium, and Charles Hudson's NBC ork provided strains for the dance. Back to his home in Pittsburgh, he met Art Nelson for the first time and thinks he is a swell guy and adds Art was operating several fine joints in Murphy's. Francis had cedarwood in Gimbel's and was taking in the long green. Mary, who used to work gadgets, has a swell wild animal walk-thru on Smithfield Street. Mrs. Allen, of shampoo, opened at Murphy's and her hubby is with *The Pittsburgh Press* and their sons are in the armed forces. Diebold expects to frame a cork cigarette shooting gallery in Altoona, Pa.

DAY AFTER CHRISTMAS should be made a National Exchange Day. There are a lot of other days of less importance.

ED GREER . . . reports from Long Beach, Calif., that all the Pitch boys are strong for their uncle with the white whiskers and doing okay.

RELICS AND CURIOS is the way one pitcher unbanded his metal Social Security plates. Try it if you have any left around the garage.

WE BUY RINGS Want any quantity from 50 to 10,000 in any condition. (Larries okay). Submit samples or ship C. O. D. Ry. Exp subject to inspection. Brass stock, sterling silver or rolled gold plate, men's, women's, white stones, cameos, etc. Quote prices in letter with sample to

STERLING JEWELERS Carroll, Ohio

GET ABOARD, Live Crew 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 Duane St., New York 13, N. Y.

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BUY WAR BONDS FOR VICTORY

Pitchdom Five Years Ago

BOB POSEY reported Christmas biz not so good in the stores in Muncie, Ind. . . . Joe E. Keown headed for Hot Springs, Ark., and the old med game with Sargolax tonic. . . . Doc Day was in Gilmer, Tex. . . . Mary E. Ragan and Chet Wedge were in San Francisco telling the folks about Maratone. . . . Hot Shot Austin was sighted in Mansfield, La. . . . Arthur Clarke worked novelty jewelry and watches to fair biz in Hagerstown, Md. . . . Speedy Rose visiting his relatives in Pittsburgh. . . . Harold (Tommy) Thompson worked tie forms in Green Bay, Wis., and then headed for Columbus, O. . . . C. J. Butterfield clicks at Appleton, Wis. . . . B. Glauder worked tops and just made the nut in Detroit and reported boys made nothing working the lots. . . . Warren Lewis and C. G. Casey Jr., and the latter's family working Ypsilanti, Mich., for a small reader from the city clerk. . . . Chief Red Feather gave up his show on Broadway because the med biz was n.g. there, and was in St. Louis. . . . Bill Dubois, the block and blade exponent, was heading for New Orleans. . . . Gus Lonsberry and Harold Newman worked coils in East Liberty, Pa. . . . Lucille Roberts was in Auckland, New Zealand, where she gave her mental arithmetic demonstration at His Majesty's Theater on the same bill with Nicola, the magician. . . . She reported Stromberg condensers were selling for \$3 in U. S. money without a demonstration. . . . Mrs. W. D. Gibbons was working glass fruit knives in Louisiana. . . . Bill Gates in a Boston store with knives. . . . Oscar Mandel purveying parers in Miami Beach, Fla. . . . Lionel Hirsch had peelers in St. Petersburg, Fla. . . . Mac Weiner with Dur-X glass knives at Macey's store in Asbury Park, N. J. . . . F. C. Keith med show celebrated the holidays at Carbon City, Ark. . . . Doc Victor B. Lund reported the celebration given by Ed Felix, of the Victoria Hotel, Oklahoma City. . . . S. H. Shackelford bowled them over with juices at the Nazi show at Grand Central Palace, Asbury Park, N. J. . . . That's all.

Events for Two Weeks

January 3-8
N. Y.—New York. Dog Show, 9-10.
New York. Poultry Show, 2-7.
PA.—Pittsburgh. Natl. Poultry Club, 3-8.
Uniontown. Poultry Show, 5-8.
January 10-15
KAN.—Topeka. Poultry Show, 10-15.
MICH.—Bay City. Poultry Show, 13-16.
PA.—Philadelphia. Gift Show, 10-14.

MIAMI OUTDOOR CLUB

(Continued from page 35)

ond floor, 140 feet long and 60 feet wide, and it is expected that all work will be completed so that the rooms can be occupied soon after the first of the year. Milton Paer will act as temporary secretary until a permanent secretary, who lives in Miami all year-round, can be selected. House committee, the only one appointed until the next meeting, which will be held in the new quarters, comprises Maurice Louis Garber, chairman; Dave Fineman, Louis A. Rice, Bill Cowan, Eddie Hackett, Maxie Herman, Ralph N. Endy, Lyman Truesdale and Charles Schreiber. After the election, President Endy made an opening address, stating policies and outlining work to be done by the organization in the coming year. Vice-President Parker proposed that Frank LaBarr, 90 years of age, and who was present, be made the first honorary life member and the motion was carried. Judged by present enthusiasm, the

founders believe that the club should have over 200 members soon.

Charter Membership

All committees will be announced at the next meeting. This is a list of the membership: David B. and Ralph N. Endy, William D. Bartlett, Robert R. Parker, Louis A. Rice, Maurice L. Garber, Ben Weiss, William J. Tucker, Milton S. Paer, Henry Goldberg, Sid Markham, Lyman Truesdale, David E. Fineman, Willis E. Lilley, Matthew J. Riley, Erston H. Hawkins, Joseph Payne, Paul W. Lane, Peter Manzi, Max Levine, Jerry Shulock, Frank Robinson, Jack Feldberg, Raymond Korhn, William Tara, Erwin Eule, Edgar L. Lewis, Louis J. Margolis, Robert H. McClure, William Cowan, James Zabriskie, William R. Duncan, Jack Burke, Brayton Seamans, John L. Downing, William H. McGovern, Charles Hulfish, Max Terban, Nick Lecardo, Johnny Miller, Edward Hackett, George Langley, Otto F. Mack, Harry Weiss, Eddie Allen, Mack McNally, Albert Cherner, Harry Schreiber, Harry Edwards, Sol Geffen, Bert E. McGrean, Leo Lussion, John F. O'Conner, James C. Conners, Russell D. Erdell, Henry Tarbis, Joseph Ross, Daniel Elias, Harry Modell, Max Tarbes, James Finn, Charles Gerard, Louis Weinberg, Paul Prell, Frank Hamilton, Ernest Buzzzella, M. E. Shoemaker, Elbert L. Edwards, Duke Jeannette, Curley Graham, Charles Lewis, Nat Braunstein, Richard M. Crawford, Jack A. Stone, Joe Sanfratello, Patrick F. Kelly, Al S. Cole, Andrew J. Swilling, Enoch Ratzell, Max Herman, Frank Woolvorton, Saul Salzberg and Albert Palitz.

CLUBS CONSOLIDATE

(Continued from page 35)
Morris Bennett and Harry Levine. Women's directors include Estelle Hanscom, chairman; Lucille King, Marlo LeFors, Sis Dyer, Ethel Krug, Betty Coe, Leona Barie, Vera Downie, Rosemary Loomis, Clara Zeiger, Virginia Kline, Maybelle Crafts, Martha Levine, Mary Ludington, Inez Walsh, Lill Schue, Nellie Bowen, Relley Castle Burglon, Mora Bagby, Gladys Patrick, Allerita Foster, Ruth Korte, Ruth McMahon, Cecelia Kanthe, Lucille Dolman, Jessie Loomis, Bertie Harris, Jewel Hobday, Jessie Campbell, Minnie Pounds, Violet Sucher, Allie Wrightsman, Helen Brainerd Smith, Marie Bailey, Lillabelle Lear, Nancy Meyers, Inez Alton, Nell Robideux and Margie Kennedy.

The combined boards will work as one unit and under one banner. It was reported that accomplishments by the organization during the regime of President Estelle Hanscom had placed the club on a sound financial and social foundation, with over 200 members. The new rooms have aided greatly in securing new members. But this year all applicants for membership must conform with the by-laws and have a background not less than five years' experience in show business. The new building fund has been greatly augmented and social affairs in the clubrooms have surpassed all previous undertakings.

On New Year's eve installation of officers was held in the clubrooms, followed by open house, with entertainment, dancing and refreshments. On January 6 the annual banquet and ball in Florentine Gardens, Hollywood, will be held, with reservations for over 200 members, and all facilities of the nitery have been placed at the club's disposal. On January 13 the first meeting of the combined organization will be held in the clubrooms, with the new officers taking over, followed by a midnight luncheon. Other features are on the calendar for January. President Miller will arrive from her home in Mission Beach soon to announce the various committees.

HASC HOLIDAY WEEK

(Continued from page 35)
graves of Orville Hennies and George Ross and a large wreath was placed on the Hennies grave. On December 29 the Ladies' Auxiliary schedule began with installation of officers in the afternoon and open house in the evening. Thursday there was the annual dinner in the Continental Hotel, followed by the Tacky Party in the evening, and Friday evening festivities ended with the HASC ball in the banquet room of the Reid Hotel.

CARNIVAL

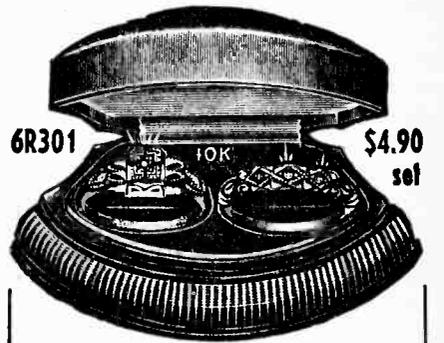
(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Bistany Greater: Pompano, Fla.
Burke, Harry: Baton Rouge, La.

Fay's Silver Derby: Baxley, Ga.
Groves Greater: Abbeville, La., 3-9.
Herrmann, A. J., Am.: Larose, La., 6-18.
Park Am. Co.: Alexandria, La.
Southern Empire: Ashdown, Ark.
Stebiar: Columbia, S. C.
United Expo.: Leesville, La.
Whiteside: Laurel, Miss.

MISCELLANEOUS

Amazo: Biloxi, Miss., 10-14.
Birch: Sldell, La., 5; Bogalusa 6; Marrero 7;
Baton Rouge 10-11; Houma 12; Morgan City 13; Franklin 14.
Campbell, Loring: Provo, Utah, 5; Salt Lake City 6-7.
Couden, Doug & Lola: School assemblies, Los Angeles, Calif.
Folds, Lew (Kentucky Hotel) Louisville 3-14.
Herbert, Jack (Riviera Club) St. Louis 3-15.
Long, Leon: Houston, Tex., 4-6; San Antonio 7-10; El Paso 12-15.
Ricton's Dogs: Florence, Ala., 3-8.



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6R301—1 Diamond Engagement Ring and 3 Diamond Wedding RingSet \$4.90
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Mighty Midway Shows

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OPENING FEB. 1 IN LOS ANGELES

Want non-conflicting Rides; will buy or book Ferris Wheel. Concessionaires—40 weeks' work in defense areas. Dependable Ride Help in all departments. Will finance any worth-while Grind Show.

Write, don't wire.

HARRY WARREN, 4453 Whittier Blvd., Los Angeles 22, Calif.

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BAXLEY, GA., JAN. 3rd to 8th on Court House Square.

Want Concessions—Popcorn, Cigarette Gallery, Fish Pond, Duck Pond, Clothes Pin Pitch, Scales or any Grind Store not conflicting. Rides—Will book or buy for cash Eli #5 Shows—Minstrel with own transportation. Can use Ride Help and Man for Cookhouse. This show never closes. Notice: W. O. Seymour is no longer connected with this show.

E. J. FAY, Owner.

Wanted—Notice—Wanted

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WORLD OF TODAY SHOW

Could use a few more Freaks, Pit Platform Attraction, also Mind-Reading Act. Address

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Want Foreman for Merry-Go-Round, #5 Ferris Wheel, Smith and Smith Chairplane and Second Man for Ridee-O. Top salary. Want to hear from some reliable party who would be interested in taking over all the Concessions for the coming season on the entire midway. No griff wanted. For Sale—Stationary Lead Gallery, worth \$1500.00, first \$650.00 takes it.

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124 Cedar Ave. Patchogue, N. Y.

WILL PAY CASH FOR LATE MODELS OCTOPUS or ROLL-O-PLANE

No Junk Wanted. Write or Wire 702 INDIANA AVE., WICHITA FALLS, TEX.

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2-ABREAST MERRY-GO-ROUND WITH ORGAN. 7-CAR TILT-A-WHIRL or 9-CAR TILT-A-WHIRL. 18-CAR RIDEE-O COMPLETE PENNY ARCADE. (85 Machines, including 9 Skee Ball Machines.) Suitable for Park or Stationary Location.

JACK RUBACK

2240 E. Houston St. San Antonio, Tex.

American Beauty Shows

Want Ferris Wheel and Double Loop Operator. Will book or buy Tilt-a-Whirl. Want Shows with own transportation. Louie and Lizzie Selzer and Clarence Terrell, answer. Opening for a few more Stock Concessions. Show opening at Chaffee, Mo., April 15th; St. Genevieve and De Soto to follow. Excellent Fair Route in Iowa and Missouri.

H. W. BARTHOLOMEW — JOE SHARP
Box H. Steele, Mo.

TILT-A-WHIRL FOR SALE

7-Car Tilt, 1936 model, \$2500.00 cash. Stored Anniston, Ala. Powered by Eli Power unit, in first-class condition. A real bargain. Will buy for cash 32-ft. Merry-Go-Round and small Light Plant, 15 K.W. or less; also want Converter with 60-watt output to convert D.C. to A.C. Write only.

W. E. MORGAN

P. O. Box 670 Anniston, Ala.

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

Garbage Valley, S. C.
January 1, 1944.

Dear Editor:

After swapping their show for the Drawhead Sisters' Cultured Carnival the Ballyhoo brothers arrived here two weeks ago to take over their newly acquired property. The bosses gave me their permission to stay here in quarters. Unless you have been one of the well-bent press agents, who try to make the winter under the guise of not being a necessary evil, you wouldn't know that they live double lives. During the evenings, while loafing in the lobby of the hotel in which the bosses live, you are considered a man of letters. But from 11 p.m. until lobby-loafing time arrives the next evening you just ain't.

After arriving in quarters, the show-train porter gave me a stateroom. That is about all that winter-time porters do around coaches. I was given to understand that when more workmen arrived I would have to share it with a few. Of course, the light plants on coaches are not operated during the winter, nor are the cars watered because of switching expense. On closing day the porters store all of the good blankets, which leaves those that look like lace. Heat isn't considered essential because no one is supposed to go into their rooms until flopping time.

The bosses said that they didn't have much for their press agent to do except to send a weekly show letter to *The Billboard* and to keep his ears open for names of visitors. But they wanted the p. a. to uphold the dignity of the press at all times. The first three nights in the stateroom were nightmares because of extreme cold weather. Then a house trailerite, who had a show booked on the midway and wanted to get the press department obligated to him in order to get publicity next season, donated an oil stove, which belched smoke when lighted, and rest came that night.

Big-hearted Pete Ballyhoo commended the showman for his good deed and said to me: "We want you to enjoy your winter with us. Of course, there will be no salary involved. You can get two square meals in our cookhouse daily. Remember, familiarity breeds contempt. Do not eat at the table with the workmen. Our staff is always served after the men finish their repast. Do not mooch cigarettes off of the workmen. Our secretary will give you a sack of tobacco each week." Staff? Hell! There are only myself and the secretary here, and he lives downtown. When the men get thru eating there is nothing left. I come under the heading of winter quarters skeleton crew that press agents write about.

While in the hotel lobby last night the boss introduced me to a visiting fair

Outdoor Work Done By Virginia Greater

SUFFOLK, Va., Jan. 1.—With better weather, outdoor work is continuing in winter quarters of Virginia Greater Shows here.

Newcomers are Marino brothers' midget troupe, Mike, Ike and Leo, who will have the Midget Show next season. They are comfortably housed on the fairgrounds. Leo Marino, of the troupe, is acting as chef. Owner Rocco Masucci reported that he had purchased a ride from Joe Kaus in New Bern, N. C., to be shipped into quarters soon. He is expected here shortly from New Jersey, where he and Mrs. Sarah Masucci were at home for the holidays. He has also purchased equipment for lighting effects, which will be enlarged, and is shipping a consignment of paint for new fronts and for all rides. William C. Murray, general agent, who has been in and out of town on booking trips, has two of the shows' large trucks on hauling jobs this winter. Albert (Dummy) Rivers left quarters for a job in Norfolk, Va. Dan Cotney is working on Merry-Go-Round equipment. Christmas festivities were staged in quarters and Mr. and Mrs. Masucci provided cake, nuts, oranges, wine and cigarettes. General Agent Murray, who spent Christmas in Greenville, S. C., also visited his niece, a patient in the T. B. Sanitarium, Asheville, N. C.

secretary with: "Here is the best press agent in the biz. When you are ready for mats and copy, drop him a line." Then they stepped into a restaurant for steaks. While walking the three miles back to quarters that night I felt elated over the nice thing that the boss had said about me. Hungry but happy. Will have to close, as that smoking stove has about smothered me and I want to have enough oil in it to warm shaving water in the a.m. Will mail this tomorrow, when I get a stamp out of the office.

P. S.—The porter just came by and informed me that the laundry had sent word that it would hold my wash for 30 days before peddling it.

MAJOR PRIVILEGE.

L. A. Notes

By VIRGINIA KLINE

LOS ANGELES, Jan. 1.—Around the lobby of Bristol Hotel: There is always a general get-together in Lucille King's room. She has a hotel of her own in L. A., but took a vacation for the holidays and has been showing visiting showfolks a good time. Edith Walpert was host to a dinner party in Chinatown last week with Bird Brainerd, Madge Buckley, Virginia Kline and Margaret Farmer as guests. The party was too much for Margaret, as she has been confined to her room since with a bad cold. Lillabelle Lear, who has been on the sick list, has come out of it. Her sailor husband has been transferred to the San Francisco area, where she will join him later. Walton de Pellaton has been helping to audit a private account of Ethel Krug's. Incidentally, there was an error made in describing Ethel's costume at the recent PCSA banquet and ball. Ethel's unusual Madame Chiang Kai-shek dress was given to Betty Coe, who wore a different gown of lime green crepe with sequin ornaments.

Eddie Brown is in the lobby several nights a week and manages to get a little news from the changing crowd. Pete Siebrand was in for a few days from Phoenix, Ariz. Bird and Art Brainerd are enjoying their stay here. This was the first time in many years that they missed the holiday festivities in Kansas City, Mo. Viola Shaffer and son, Bruce, of Salem, Ore., are also here on a visit and have been taking in the radio and picture studios. Bill, Muriel Smith, son and daughter-in-law of Helen Smith, entertained the Brainerds, Shaffers, Smiths, Virginia Kline and Capt. Robert M. Patterson Christmas Eve.

The PCSA and the RATS clubs keep open house for the showfolks. The latter group entertained New Year's Eve with a party and cocktail session.

Mr. and Mrs. Herb Usher spent Christmas in San Diego, but are back at the Bristol again. Babe and Moxie Miller also came in for the festivities over the new year. Bill Meyer entertained the seat holder-downers recently with a true story of how he had driven the first old-time hack up to the old Coates House in Kansas City, Mo. Lou Berger tried to figure out how old Bill is if the tall tale he told is true. High times over the banquet and ball got too fast for Rosemary Loomis, so she just gave up her job and settled down to having a good time.

PCSA, Aux Serve 215 Holiday Dinners

LOS ANGELES, Jan. 1.—Two hundred and fifteen dinners were served to members of the Pacific Coast Showmen's Association and the Ladies' Auxiliary at the clubrooms Christmas Day. Number of dinners served was lower than last year, due to the cutting down on outsiders who had attended in the past.

Chairman of the event was Joe Krug, well-known showman, who accepted the chairmanship several weeks ago. Assisting Krug in the preparation and serving of the dinner were Charles W. Nelson, Jockey Lewis, Pat Ryan, Dick Kanthe, Harry Quillen, George Hey, Johnnie R. Miller, Bob Clifford, Frenchie LaMonte,

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 1.—Early activities for the year indicate that shortly after January 10 counsel for the association will undertake to investigate matters of general interest to the industry in Washington. Date selected coincides with the reconvening of Congress.

It is anticipated that a representative of the association will be in attendance at the Pennsylvania fairs meeting in Reading in January and, in accordance with the annual custom, the secretary plans to attend the New York State fairs meeting in Albany.

The Albany meeting attracts many Eastern and New England showmen, and it has been found from experience that a great deal of good is accomplished by attendance at the meeting, as it gives a second opportunity to discuss in person with those members present details of matters of interest to them at the time. The Albany meeting is set for February 8 and the secretary plans to be available in Albany from Sunday evening, February 6. It would be helpful if members who plan to be in attendance would so advise in advance, as it would afford a better opportunity to prepare such matters as may be necessary for efficient conduct of this activity.

United States Department of Commerce has issued information relative to paint and its post-war prospects and issued several circulars of business conditions in the Philadelphia region, East-Central division and Far West region, as well as a survey covering many fields of endeavor, including construction, lumber, machinery and transportation.

Current issue of the United States Department of Commerce publication contains a glowing tribute to all trade associations and sets forth in detail the manner in which trade associations have contributed to the national welfare, particularly in time of war. It has been reported that for October, 1943, gross receipts of amusements exceeded those of October, 1942, by about \$16,000,000.

There is still considerable agitation in Congress regarding discriminatory freight rates, and it is likely that there may be some legislation on the subject. War Man-Power Commission indicates that within the first six months of 1944 additional communities will experience an acute labor shortage, which no doubt will be due in part to reclassification of all pre-Pearl Harbor fathers in Class 1-A.

John Pepin, Blackie White, Clyde Gooding and Herbert Dunn.

The turkeys and trimmings were prepared by members of the Ladies' Auxiliary. Those helping with this work included Ethel Krug, Marge Kennedy, Lucille Gilligan, Peggy Bailey, Jenny Perry, Sis Dyer, Mae Hendricksen, Wilma White, "Mother" Minnie Fisher, Carol Kesterson and Mrs. Zuker.

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FOR SALE

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Sutton To Operate; Acquires Equipment

ST. LOUIS, Jan. 1.—After selling the equipment of the Great Sutton Shows to Turner Brothers, of Petersburg, Ill., Manager Frank Sutton has decided to return to the business, recently purchased considerable equipment, including rides, and will open winter quarters in Osceola, Ark., about February 15, where everything will be reconditioned.

The unit will carry about 8 rides, 7 shows and 30 concessions.

BIZ GETS FTC RULING

(Continued from page 54)

and cents, and when such term, number or symbol as used is not a price of any kind nor is represented as such, but, while occupying a position on the page ordinarily occupied by price marks, is used merely to provide a number and basis for computing the dealer's or purchaser's cost, which method is described on another page;

Provided, however, That on each page showing such term, number or symbol, there is conspicuously and prominently set forth a notice to the effect that the "Catalog Figure" or "Cat. Fig.," or the number immediately preceded or followed by a symbol, is not a price but is a number or code mark from which the selling price of the catalog house is determined. The following are examples of such page markings specified in this paragraph:

- (Description of Article offered for sale) Catalog Figure 18 1/2
- (Description of Article offered for sale) Cat. Fig. 18 1/2
- or
- (Description of Article offered for sale) -

12** (At the top or bottom of each page, notice to the following effect is to be set forth in clear and conspicuous form, heavy bold type in contrasting color preferred:)

Notice: The figures designated Catalog Figures (Cat. Fig.) shown on this page are not retail prices nor any other prices. They are merely assigned figures from which the dealer or purchaser may determine his cost,

or
**This is not a price but a code symbol from which you find your cost. See page —.

(b) Nothing in this section shall be construed as prohibiting the showing of a bona fide suggested resale price when clearly and nondeceptively designated as a suggested resale price: Provided, That as a resale price it is fair and reasonable and is not fictitiously inflated nor deceptively higher than the ordinary going resale price in the general market for such articles of the grade and quality to which the suggested resale price is applied: And provided further, That no deception is practiced in respect thereto.

(c) Except in so far as authorized or required by law, nothing in this section shall be construed as requiring or permitting any number of the industry or other person to cause, directly or indirectly, any dealer or other reseller to charge any certain price or to fix or control the price at which any such dealer, reseller, or other person shall sell or resell any product. (Rule 3.)

§ 157.4 Misrepresentation of character of business. (a) It is an unfair trade practice for any member of the industry, thru catalogs, advertisements, or other means, to represent or hold himself or itself out directly or indirectly as being a wholesaler, jobber, distributor, wholesale distributor, wholesaler jeweler, manufacturer, manufacturing wholesaler, manufacturer's distributor, importer, or exporter:

(1) Unless such member of the industry is respectively such wholesaler, jobber, distributor, wholesale distributor, wholesaler jeweler, manufacturer, manufacturing wholesaler, manufacturer's distributor, importer, or exporter in respect of all the articles or products offered for sale or advertised in such catalogs or under such representations; or

(2) Unless, when true in part only, the representation is accompanied, in immediate conjunction, by such explicit qualifications or disclosure as will confine the representation within truthful scope, expressed and implied, showing the fact that such member is, as the case may be, such wholesaler, jobber distributor, wholesale distributor, wholesaler jeweler, manufacturer, manufacturing wholesaler, manufacturer's distributor, importer, or exporter as to only a certain stated proportion, or designated groups, of articles (or only as to certain specified articles) and not as to all the articles or products offered for sale, advertised, cataloged, or sold under or in connection with such representation.

(b) It is an unfair trade practice for any member of the industry to represent, by catalog, advertisement, or otherwise, that any article or product offered for sale by such member may be secured directly or indirectly from such member at the usual wholesale price or at other designated price when such is not true in fact. (Rule 4.)

§ 157.5 Deceptive set-up of disclosed information. In setting forth any statement, designation, or other information to be disclosed under any of the rules in this part, the same shall be set forth clearly and unequivocally and not in a minimized or obscured manner, nor shall it be remotely or inconspicuously placed. Failure or refusal to make such disclosure in accord with the provisions of the rules in this part, thereby causing or promoting deception of the purchasing or consuming public or injury to competition, is an unfair trade practice. (Rule 5.)

§ 157.6 Commercial bribery. It is an unfair trade practice for a member of the industry, directly or indirectly, to give, or offer to give, or permit or cause to be given, money or anything of value to agents, employees, or representatives of customers or prospective customers, or to managers, superintendents, personnel officers, purchasing agents, or persons occupying similar positions in any business, without the knowledge of their employers or principals, as an inducement to influence such employers, principals, customers or prospective customers to purchase or contract to purchase products

manufactured or sold by such industry member or the maker of such gift or offer, or to influence such employers, principals, customers or prospective customers to refrain from purchasing or dealing in the products of competitors or from dealing or contracting to deal with competitors. (Rule 6.)

§ 157.7 Imitation of trade-marks, trade names, etc. The imitation or simulation of the trade-marks, trade names, brands, or labels of competitors, with the capacity and tendency or effect of misleading or deceiving the purchasing or consuming public, is an unfair trade practice. (Rule 7.)

§ 157.8 Combination or coercion to fix prices, suppress competition, or restrain trade. It is an unfair trade practice for a member of the industry or any person, firm, partnership, corporation, or association:

(a) To use, directly or indirectly, any form of threat, intimidation or coercion against any member of the industry to unlawfully fix, maintain or enhance prices, suppress competition, or restrain trade; or

(b) To enter into or take part in, directly or indirectly, any agreement, understanding, combination, conspiracy, or concert of action with one or more members of the industry, or with one or more persons, firms, partnerships, corporations or associations, to unlawfully fix, maintain or enhance prices, suppress competition, or restrain trade. (Rule 8.)

§ 157.9 Discrimination—(a) Prohibited discriminatory prices, or rebates, refunds, discounts, credits, etc., which effect un-

lawful price discrimination: It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to grant or allow, secretly or openly, directly or indirectly, any rebate, refund, discount, credit or other form of price differential, where such rebate, refund, discount, credit or other form of price differential, effects a discrimination in price between different purchasers of goods of like grade and quality, where either or any of the purchases involved therein are in commerce, and where the effect thereof may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them: Provided, how-

ever: (1) That the goods involved in any such transaction are sold for use, consumption or resale within any place under the jurisdiction of the United States:

(2) That nothing herein contained shall prevent differentials which make only due allowance for differences in the cost of manufacture, sale or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered;

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(Continued next week)

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Want Ride Help for Merry-Go-Round, Eli Wheel, Octopus, Chairplane, Whip and Kiddie Rides. Winter quarters now open. Can place any legitimate Concession, Bingo, Mug Joint, Pop Corn, Candy Apples, Candy Floss, Pitch To Win, Fish Pond, Duck Pond, Cigarette Gallery, Custard, Scales, String Game, High Striker, Dart Game, Arcade, Hoop-La, small Cook House or Sit Down Grab. Percentage and Penny Pitches all booked. Earl Harvey, answer this ad. All Address: J. M. RAFTERY, Box 1047, Wilmington, N. C.

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Will furnish beautiful Fronts and Tents for any Shows and responsible Showmen.
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WANT RIDE HELP OF ALL KINDS. Top salaries paid. A few Concessions still open. Tell us what you have and book with a winner.
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Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago 1, Ill.

Post-War Planning—1

EMPLOYMENT

The time is here for the coin machine industry to begin planning to create as many jobs as possible in keeping with the plans of the nation to give employment to everybody when the war is over.

In beginning now to plan for jobs in the future, there will be no slackening in the effort to push the war vigorously until it is won. Leaders in government and industry are increasing their efforts to win a complete victory as soon as possible, but at the same time they are beginning to plan to prevent unemployment when it is all over. This will be such a big undertaking and so worthy in its motives that the coin machine industry cannot afford to be caught napping as the post-war period draws near.

The modern phase of the industry began in a time of serious depression when unemployment was the biggest national problem. The coin machine industry at that time made a good reputation for itself in providing jobs and a business for thousands of men who otherwise would have been unemployed. If the industry could do such notable work then, it should prepare itself to do an even better job in the post-war period.

Many organizations and firms, including government agencies, are already beginning to draw up plans to provide jobs in the future. This shows that planning can be done and the industry must be progressive enough to make its own plans.

A big majority of the manufacturing firms will make individual plans for giving as many jobs as possible. Many of these firms have made considerable expansion during the war, have greatly increased their working forces, and they will be well prepared as soon

as the war ends to begin the production of coin machines on a bigger scale than ever.

The majority of distributing firms have managed to weather the storm up to the present and will be in good position to start business on a scale bigger than before when times become normal. Distributors are in a position to provide many hundreds of jobs, and the industry can count on them to increase their employment.

The operating business is, of course, the great employment field of the industry. Established operators will be ready to employ their former servicemen and also take on additional help. The bright prospects for the industry in the future suggest that operators can increase their employment by at least 50 per cent and perhaps double it.

One of the first steps will be to provide jobs for men returning from the armed services. Many operators remaining in the business during the war are veterans of World War I, and will remember what happened to many of their fellow soldiers following that period. These men will understand how urgent it is to employ veterans returning from the present war and to give them every advantage possible.

No bigger goal could be suggested for the coin machine industry at the present time than that of providing future employment. For this reason, employment will be the big theme in the 1943 Coin Machine Convention-in-Print issue of The Billboard. This issue will be dated February 26, and work is already under way to make it an even bigger success than the 1943 edition. The coin machine industry's part in furnishing future jobs will be featured in every way possible.

Automatic Grocers in Future!

By C. C. VAN LEER JR.

EDITOR'S NOTE: Recently a story on how housewives may in the future purchase groceries from vending machines appeared in "Science Service." The story was also published in condensed form in many newspapers throughout the country. C. C. Van Leer Jr., author of the report, developed a more complete story for our readers. Van Leer has written many scientific articles and the following represents his views of how present progress in the food field may prepare the way for greater use of vending machines in the future.

Many grocers shut their doors at 6 p.m. They lock out their customers for about 16 hours a day; and all day on Sundays. Perhaps they haven't heard of the Amsterdam grocers, whose store windows used to sell food automatically, after the clerks went home. These ingenious Dutch merchants, as long ago as 1935, rigged up their store fronts to sell foods by a "coin-in-the-slot," and did a real business after hours.

American grocers are not likely to be far behind. The chain stores will probably want to sell foods on holidays, too, as soon as they can get vending machines—and delicious, compact foods to sell in them. During the war, some foods shipped abroad are made remarkably compact, by being compressed and then dried. These compressed foods are readily made in standard sizes, ideal for automatic sale.

In our neighborhood, a vending machine is selling 5-cent candy bars, each of which occupies a space 2 by 6 by 1 1/4 inches. Into this same space could go three blocks of compressed cranberries, each 1 1/4 inches square and an inch tall. Weighing six ounces altogether, they are equivalent to almost four pounds of fresh cranberries. These cranberries will not make up a major part of the sales of automatic grocers, but they illustrate how new war foods may be retailed thru vending machines when peace comes.

This new form of cranberries is no laboratory dream. Recently a carload of compressed cranberries worth \$106,444.68 broke all existing records as "the most valuable carload of food ever to move over the rails or highways of the United States." This smashed previous records for a valuable carload by \$70,000! Cranberries were packed in at the unprecedented figure of \$33.35 a cubic foot, more berries moving in one railroad car than 30 cars could have hauled—as cranberry sauce. But the one question the public will ask is, "How do these cranberries taste?"

Legislators Watch

Recently Congressman Mundt, and the writer, cooked a block of compressed cranberries in the "sacred" cloakroom of the House of Representatives, to show how shipping space is saved. Legislators watched as we simply dropped the block into boiling water, containing sugar. In about 20 minutes they saw the two-ounce block become 52 ounces of cranberry sauce, full of whole, red berries. It was easier than using fresh cranberries, which need to be picked over. You may have seen news pictures of Mundt and Joe Martin eating the cranberry sauce; but the "inside" story is that about 200 congressmen tasted it. It was served on crackers, and when these gave out the legislators dug it out of the bowl with penknives and coins. Some congressmen came back for sauce three or four times, and most of them exclaimed that they wouldn't ask for a more delicious dish.

While compressed cranberries may not be available for sale in vending machines until after the war, the writer has described them at length because they have passed the vital test—of tasting delicious. Unfortunately, many dried foods now being shipped abroad simply don't taste good enough to sell to the public, in spite of much "loose" publicity about them. Many dried foods, of course, are not available for sale to civilians now. But the most promising of all—dried soups—are available and unrationed.

Mrs. America ought to be keenly interested in this subject now. She is struggling home from the store under heavy loads of groceries. And she may have waited in line at the store for 20 minutes, even to pay for one or two items. She is weary under the weight of foods. Wouldn't she be remarkably receptive to stories about featherweight foods, which folks are already purchasing—without waiting in line—in an automatic grocer?

Samples of fine dried soups can easily be had from the people who make them. The National Dehydrators' Association reports that a considerable number of delicious soups are being marketed in dried form. The association would doubtless help in locating samples of them. Soup makers can readily use nourishing soya in their mixtures; and some are working with mixtures using wheat and corn embryo—even finer than soya. Priorities have just been granted for making two million pounds a year of corn germ, which will be cheaper than any other protein food equal to meat. Large amounts of it will be available.

When the most delicious soups have been selected, the Auto-Ordnance Corporation, New York, will be glad to compress trial runs of them. John C. Donnelly, of Auto-Ordnance, has done excellent work compressing soup into consumer-size cubes, and can easily make them 1 1/4 inches square by about an inch high, with machinery on hand. Perhaps three could be wrapped together into a package 1 1/4 inch by 5 1/4 by an inch; or perhaps some other size could be had. Foods can be compressed in any size, eventually; but some standardization of size might save lots of time and money. Coin machines must have food packages worth certain amounts of money in the right size, so it should be mutually helpful for food compressors and vending machine people to work closely together from the earliest possible moment, even if no action could be taken to sell foods automatically, during the war.

May Co-Operate

The National Automatic Merchandising Association will doubtless be glad to help its members in surveying the field of compact foods, and weeding out products which don't come up to par.

Besides soups, excellent dried carrots can be sold to civilians, during the war. E. H. Spiegel in Salinas, Calif., is making dried diced carrots which are being eaten by New Yorkers with enthusiasm. Restaurants, especially, are finding it more convenient to use these dehydrated carrots; and cheaper since they don't have to pay help to prepare them. Keen men in Washington declare they can't tell these from diced fresh carrots—they taste fine! Besides carrots, perhaps good dried sweet potatoes can be sold to civilians, automatically. Dried carrot and tomato juice cocktails, made by a Chicago firm, are selling well and are not rationed. They might be packed for sale in coin machines. Bouillon cubes may be a promising item; perhaps even vitamin capsules.

There are excellent dried foods to be sold now if someone can locate a vending machine capable of handling them. Such an automatic grocer located in a promising spot; in a large apartment house, for instance, should sell soups briskly, especially after store hours.

Even tho the first machine should do well, perhaps this business could not be expanded much, during the war. But it would gain invaluable experience, for the only way to tell how the public will respond to food merchandising is to try it. There may be problems involved in setting up such a machine now, but the publicity should be well worth the effort. Writers are always hungry for new ideas. Such a venture could make real news "copy," and bring in suggestions from all over the United States on automatic selling.

This machine could be first on the sale of amazing new foods, such as the dried guava, a phenomenal source of vitamin C, which we need, especially in the winter. It could "scoop" the country time after time on new foods; and could have attached to it an exhibit of curious new foods still in the laboratory stage. This might well attract the public from miles around; even bring scientists to examine it. It might bring considerable credit to the coin machine



"—but AFTER the week-end, my wife found out there hasn't been a convention for two years . . ." (Cartoon in December National Carbonator and Bottler).

industry; become a real "spot" for food stories.

To make a real success of this new field, vending machine people might well have someone read all that is published about new foods and keep in touch with laboratory work in progress. This might pay well in helping solve old problems, as well. For instance, it hasn't been published yet, but peanuts are kept from becoming rancid for a longer time, by frying them in oil which contains a slight amount of a wheat germ oil formula. This is reported to be a great advantage, and the cost is too small to measure. This discovery, of course, is of direct benefit to the vending machine industry.

Government Leads

Governments are spending considerable sums during the war to make foods more compact, and there's no reason why vending machine interests should not follow this work closely, and cash in upon it. In fact, it is vital to national preparedness that a large business in compact foods continue during peace; that these foods be made as delicious and nourishing as possible. The use of many compact foods collapsed after 1918; and we paid a heavy price for this when World War II caught us unprepared. Vast amounts of priceless shipping were wasted before we could dehydrate food on a large scale; and then huge amounts of inferior dried food was produced for our armed forces and allies. The magnitude of this tragedy has never been made public; but it crippled the striking power of our fighting forces on every front.

The lightning strokes of modern war require highly mobile fighting foods, which can't be produced overnight, in volume. That's why the vending machine people, who stimulate the production of compact foods in peacetime, will be making a vital contribution to our national defense. With encouragement, the spark of a new dehydration discovery can be kept alive, and fanned into

action. Among new processes which promise to make our dried foods far more delicious, quick-drying by electronics, infra-red rays, and natural gas are very promising. Wheat germ oil and silver powder may be vital, and combinations of these factors may prove revolutionary. There's no place for food which is grown or processed poorly, but fine featherweight foods are badly needed in peacetime. In the future, milk powder weighing only 4 1/4 ounces per quart can be sold in February, at half the price of liquid milk—which is then inferior in food value. Milk powder is technically able to increase the average span of life in the United States, according to research, and may have other far-reaching effects.

The market for lightweight foods should be permanent. Older people who don't want to carry heavy loads should be good customers. So should campers and summer vacationers, and all folks who want to buy food at a time when they aren't going straight home from the place of purchase. While merchandising must be skillful, the super-convenience of compact foods can be sold to the public.

Help for Merchants

Food merchants will be operating under heavy burdens of all sorts, including taxes. Their pay rolls will mean complicated bookkeeping. Keen grocers will need "automatic salesmen" to help them survive the battle of competition.

These are only some first thoughts on a magnificent new field of possibilities. The "Automatic Grocer" should be made "human" in relations with the public—for his incomparable efficiency can mean more to the welfare of a poor man than billions of dollars spent to "buy" social security by methods so clumsy that the goal cannot be reached.

By skill and vigilant work, the automatic sale of food can make a magnificent contribution to the welfare and security of our country in peace, and to the defense of our country in war.

ORIGINAL RED, WHITE AND BLUE JAR-O'-DO
 2100 Tickets. \$33.00 Definite Profit.
\$2.90 Per Set Less Than Gross
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JOHN GLASSPIEGEL CO. 534 N. WATER ST. MILWAUKEE 2, WIS.

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Beverage Dispensers Exceed 1942 Volume; Outlook Bright

BALTIMORE, Jan. 1.—Beverage dispenser operators in Baltimore report appreciable gains in collections, some going as high as 50 per cent over last year. This is attributable to the comparatively mild weather that has prevailed in this area and to the increased allotment to manufacturers and bottlers of sugar and flavoring products.

Operators of beverage dispensers report they closed a most successful summer season which extended well into October, with the volume of both unit sales and collections greatly exceeding the corresponding period of last year. Since the beginning of the fall season sales volume and collections are continuing on an excellent level. With a good supply of beverages now available, operators look forward to an excellent winter season.

Aside from the loss of outside spots, operators point out beverage dispensing operations are gradually becoming more and more of a year 'round business. Defense plants, theaters, bowling alleys, garages and other commercial enterprises in which large numbers of persons are served are considered year 'round types of locations.

One operator finds root beer a favorite beverage. During the summer months it formed 70 per cent of the beverage dispensed by his machines. Now that cola drinks are more plentiful,

operators look for Coca-Cola and other cola drinks to lead the soft drink parade.

While there is a national shortage of glass bottles, local operators are managing to get enough for their operations. However, the shortage of paper cups is being felt by operators of bulk dispensing units. So far, operators have managed to get along due to large reserve stocks. Operators fear that a continued drain on this reserve may create an acute situation.

Tax Calendar

ALABAMA: Jan. 10—Tobacco use tax and reports due. Jan. 20—Sales tax reports and payment due, including small taxpayers. Use tax reports and payment due. Jan. 30—Annual sales tax reports due.

ARKANSAS: Jan. 10—Cigarette distributors' report due. Cigarette salesmen's report due.

CALIFORNIA: Jan. 15—Sales tax reports and payment due. Use tax reports and payment due.

COLORADO: Jan. 14—Sales tax reports and payment due. Use tax reports and payment due.

CONNECTICUT: Jan. 10 — Cigarette distributors' monthly inventory reports due.

DELAWARE: Jan. 15—Monthly cigarette tax reports due.

FLORIDA: Jan. 10—Wholesale dealers' and agents' cigarette tax reports due.

GEORGIA: Jan. 3—Soft drink sirup returns and taxes due. Jan. 10—Tobacco wholesalers' reports due.

ILLINOIS: Jan. 15—Cigarette tax returns due. Sales tax reports and taxes due.

IOWA: Jan. 10—Cigarette vendors' reports due. Jan. 20—Sales tax reports and payment due. Use tax reports and payment due.

KANSAS: Jan. 15—Compensating tax reports and payment due. Jan. 20—Sales tax reports and payment due.

KENTUCKY: Jan. 10—Cigarette tax reports due.

LOUISIANA: Jan. 1—Wholesalers' tobacco tax reports due. Wholesale soft drink dealers' semi-monthly reports due. Jan. 15—Wholesalers' and retailers' tobacco tax reports due. Wholesale soft drink dealers' semi-monthly reports due. Jan. 20—New Orleans sales and use taxes and reports due. State sales and use taxes and reports due.

MAINE: Jan. 10—Cigarette dealers' and distributors' monthly reports due.

MASSACHUSETTS: Jan. 15—Cigarette licensees' tax reports and payment due.

MICHIGAN: Jan. 15—Sales tax reports and payment due. Use tax reports and payment due.

MISSISSIPPI: Jan. 15—Manufacturers', distributors' and wholesalers' tobacco tax reports due. Sales tax reports and payment due. Use tax reports and payment due. Jan. 30—Annual sales tax reports and payment due.

MISSOURI: Jan. 15—Retail sales tax and payment due.

NEW MEXICO: Jan. 25—Use or compensating tax reports and payment due.

NEW YORK: Jan. 15—Cigarette agents' reports due. Jan. 20—New York City retail sales tax returns and payment due. New York City use taxes and returns due.

NORTH CAROLINA: Jan. 15—Sales tax reports and payment due. Use tax reports and payment due.

NORTH DAKOTA: Jan. 1—Cigarette distributors' reports due. Jan. 20—Sales tax reports and payment due. Use tax reports and payment due.

OHIO: Jan. 15—Cigarette use tax and reports due. Use tax reports and payments due. Jan. 31—Sales tax reports and payment due.

OKLAHOMA: Jan. 15—Sales tax reports and payment due. Jan. 20—Use tax reports and payment due.

RHODE ISLAND: Jan. 10 — Tobacco products tax reports due.

SOUTH DAKOTA: Jan. 15—Sales tax reports and payment due. Use tax reports and payment due.

TENNESSEE: Jan. 10—Cigarette distributors' reports due.

UTAH: Jan. 15—Sales and use tax returns and payment due.

WASHINGTON: Jan. 15—Sales tax reports and payment due. Use tax reports and payment due.

WEST VIRGINIA: Jan. 15—Sales tax

reports and payment due. Jan. 30—Annual sales tax reports and payment due. WISCONSIN: Jan. 10—Tobacco products tax returns due.

WYOMING: Jan. 15—Sales tax reports and payment due. Use tax reports and payment due.

New Coin Machine Firm

RALEIGH, N. C., Jan. 1.—A certificate of incorporation has been filed with the secretary of state by Brady Music Company, of Durham, N. C., to buy, sell, operate, lease and rent and generally deal in all types of automatic kinds of coin machines, music machines, games and entertainment; authorized capital stock \$100,000, subscribed stock \$300 by Mrs. Maude Isley Brady, R. S. Jeffreys and J. B. Harris, all of Durham.



MAKE MONEY WITH A ROUTE OF NUT VENDORS

Plenty of good locations are now available. Start now by buying a few machines. A route of nut vendors will earn a steady income for you.

SPECIAL SPECIAL
Just received 100 factory reconditioned Mod. 33 Nut Vendors.

GET STARTED DEALS
5 Model 33
30 Lbs. Peanuts

\$32.25

Sample .. \$5.50
5 or More,
\$5.25 Each.

1/3 deposit required with order, balance C.O.D. Large selection of New and Used Vendors in stock. Send for complete list of New and Used Machines. Rush Your Order.

MAKE COIN MACHINE EXCHANGE
2014 Market Street
PHILADELPHIA 3, PA.

FOR SALE!
EASTMAN DIRECT POSITIVE PAPER
Fresh Stock—1944 Dating—All Sizes.
Disposing of Stock
At Ceiling Prices!
BOX 548, care The Billboard, 1564
Broadway, New York 19, N. Y.

FOR GUARANTEED
BAKERS PACERS
PACES RACES and SERVICE
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

EASTMAN DIRECT POSITIVE PAPER
LOWEST PRICES!
Our ad in the Classified Section (Photo Supply Column) quotes our prices!
POSITIVE PAPER & CHEMICAL CO.
30 Clifton St. NEWARK 5, N. J.

MECHANIC
If you care to connect in the Philadelphia area and you are thoroughly experienced in Music and Pin Games, write me today in detail as to draft status, age, experience, etc. Salary \$75.
BOX #D-162
Care The Billboard Cincinnati 1, O.

NAMEPLATE TAPE
200 Lbs. in 2 Lb. Rolls
MAKE BEST OFFER!
BOX 549, care The Billboard, 1564
Broadway, New York 19, N. Y.

WANTED
Experienced Mechanic, draft exempt, who is interested in a steady position. This position pays \$80.00 a week, 8-hour day. No Sunday or holiday work. \$1 an hour for overtime. Must know how to repair Ray Guns, Automatic Pay Table Machines, Western Baseball Machines and Music Boxes.
Address: BOX D-168, The Billboard, Cincinnati 1, O.

BARGAINS!!
19 Chrome 24 Scl. Latest Buckley Boxes, Ea. \$15.00
2 Wurlitzer 24's with Adapter, Ea. 75.00
1 Wurlitzer 616 Amplifier, Needs Checking 15.00
1 P. M. Speaker with Baffle, Walnut 15.00
1 Exhibit Sky Blazer Pin Game 69.50
MAKE OFFER FOR ENTIRE LOT!
JULES OLSHEIN, 284 S. Allen, Albany, N. Y.

CARL TRIPPE Price Plus Guaranteed Satisfaction

NEW YEAR'S SPECIALS
All A-1 Reconditioned—Ready for Locations

5 1943 VICTORIOUS FREE PLAY GAME	Each \$139.50
1 MILLS 26c GOLF BALL MACHINE	179.50
1 MILLS OWL (1 or 5 Ball Free Play), Like New	89.50
5 WURLITZER 24'S IN THE NEW 1943 VICTORY CABINET	469.50
1 SEEBURG 20 RECORD IN THE NEW 1943 VICTORY CABINET	29.50
1 PACKARD WALL BOXES (Like New)	3.95
SCAVENGERS FOR JUMBO PARADE	12.00
WURLITZER 412 AMPLIFIER (No Tubes)	12.00

Terms: One-Third Deposit, Balance C. O. D.
Phone: Franklin 5544
2823 Locust St.
St. Louis, Mo.

IDEAL NOVELTY CO.

CLOSEOUT!
GENUINE A.B.T. PELLETS FOR GUNS (Guaranteed)
\$1.75 per 1000 in 25,000 Lots Only
GENUINE KEENEY SUBMARINE PELLETS \$32.50 per 1,000—\$4.00 per 100
STEEL PELLETS FOR CHALLENGER TEXAS LEAGUE \$5.00 per 100—\$40.00 per 1,000

TERMS: 1/3 Deposit With Order, Balance C. O. D.
WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

ECONOMY SUPPLY COMPANY
615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

COIN WRAPPERS
Lowest Prices—All Denominations
1c-5c-10c-25c-50c

65c per 1,000	1,000 to 50,000
55c per 1,000	50,000 to 100,000
50c per 1,000	100,000 and Over

Write for Special Prices on Larger Quantities.

"MIDGET SKEE BALL"

(9 BALLS FOR 5c)



While MIDGET SKEE BALL is only 6' long by 22" wide, it is scientifically proportioned to give it the same playing appeal, fascination and thrill as the larger alleys—plus the advantage of an adjustable playing field.

LEGAL! Opens Closed Territory!

Because of unique, small size, can now be operated in Diners, Luncheonettes and similar locations where formerly bowling alleys could not be placed because of lack of space.

**SENSATIONAL IN
ARCADES, PARKS,
BOWLING ALLEYS,
NEAR ARMY CAMPS,
IN DEFENSE AREAS**

Any Location, Anywhere!

- Takes up less room. Takes in more Money.
- No more crawling underneath alley for repairs. Entire head removable from table by loosening 2 screws.
- Simple, fool-proof scoring and ball release mechanisms. Scoring totals are adjustable.
- A.B.T. Coin Chute—2 1/4" Wooden Balls.
- Can be carried inside your car with back seat cushion out—or on top—legs are removable. RUSH YOUR ORDER TODAY!!

Operator's Price **\$239.50** F.O.B. Bklyn., N. Y.
1/3 Cash or Certified Deposit, Bal. C. O. D.

AMUSEMENT SPECIALTIES, INC.
1011 Winthrop St. Brooklyn, N. Y.
Phone: President 4-6194

EASTERN FLASHES

By BEN SMITH and BOB SEIDEL

Hotel Arcade

The Homestead Hotel, Hot Springs, Virginia, one of the swankiest Southern resort hotels, is setting up a complete arcade in one of its ballrooms. Games already installed include guns, hockey, baseball and an assortment of pin machines. With mirrored wall background and other fine appointments in the room, Homestead guests are expected to okay this as one of the most popular fun spots on the grounds.

Glorious Gloria

Dave (Royal Distributors) Stern is extremely proud of Gloria Davis, daughter of his very good friend, Al Davis, who operates music machines in military camps. Gloria is "swinging" her way thru the South and Southwest as part of Razzle Dazzle Unit No. 228 of the USO-Camp Shows, Inc. Gloria, only 18, already has a repertoire of 48 impressions of famous showfolk—she pantomimes them with the aid of recordings. Gloria is doing a grand job for our armed forces. Dave has a just right to be proud of this music machine ambassador of good will.

Coin Machine Bondbardiars

With *The Billboard* BONDbardment Number (December 25) now on the stands, it is gratifying to see the many coin machine men's names listed as bond purchasers. Those boys came thru like the soldiers they want to be.

**FOR GUARANTEED
MILLS EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS**

**EASTMAN DIRECT POSITIVE PAPER
LOWEST PRICES!
Our ad in the Classified Section (Photo Supply Column) quotes our prices!
POSITIVE PAPER & CHEMICAL CO.
30 Clifton St. NEWARK 6, N. J.**

TUBES

PLEASE ORDER FROM THIS LIST!

1B5	\$1.35	6F6	\$1.20	7H7	\$2.00
2A3	1.85	6F8	1.20	70L7	2.85
2A4G	4.10	6H6	1.10	12J7	1.10
2A5	1.10	6J5	1.10	12Q7	1.00
24A80	6K7	1.10	12SF5	1.10
5U4G90	6L6	1.85	25L6	1.10
5V4G	1.55	6N7	2.00	25Z6	1.50
5Y390	6R7	1.10	4180
5Y475	6SC7	1.85	4280
5Z3	1.60	6SQ7	1.10	45	1.20
6A6	1.60	6SR7	1.00	7690
6B5	1.85	6V6	1.30	8090
6C6	1.00	6X5	1.00	2051	2.50

SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

Signature _____

Date _____

PLEASE CLIP AND MAIL THIS COUPON WITH YOUR ORDER.

TERMS: 1/2 Deposit, Balance C. O. D., F. O. B. Elizabeth, N. J.

ROYAL DISTRIBUTORS

409-411 NORTH BROAD STREET ELIZABETH, N. J.
ALL TELEPHONES: ELIZABETH 3-1776
PROPRIETORS: TOM BURKE AND DAVE STERN

ORIGINAL WURLITZER PLASTICS

Original Model 750—Top Corners	\$3.75 Each
Original Model 750—Bottom Corners	8.75 Each
Original Model 850—Top Corners	9.50 Each
Original Model 850—Lower Corners	8.75 Each
Original Model 950—Lower Sides	9.75 Each

Specify "Left" or "Right" (Facing Phonograph)

BEST QUALITY SHEET PLASTIC (PLIABLE)

60 Gauge, Red, Yellow, Green (Thickness of a New Half Dollar) (Sheets 20"x50")	\$18.00 Per Sheet, \$10.00 Per Half Sheet
80 Gauge, Red, Yellow, Green (Thickness of a New Silver Dollar) (Sheets 20"x50")	\$25.00 Per Sheet, \$14.00 Per Half Sheet

WE REFUSE TO BE UNDERSOLD

PLASTIC REPLACEMENTS AT LOWEST PRICES FOR WURLITZERS, ROCK-OLAS AND SEEBURGS

LET US KNOW YOUR REQUIREMENTS

Terms: 1/3 remittance with order—full remittance with order will save you C. O. D. charges.

Reference: Clinton Trust Co., 330 W. 42nd St., New York.

DURAL PLASTIC CO., 1451 Broadway, N. Y. 18, N. Y.

ROTOR TABLES

Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

ONLY A FEW LEFT—\$79.50

**NATIONAL NOVELTY COMPANY
183 MERRICK ROAD, MERRICK, L. I., N. Y.**

Blue & Gold VEST POCKET BELL \$49.50	
With Metered Jackpot	52.50
With New Type Jackpot Att.	74.50

ARCADE EQUIPMENT

Chicken Sam Jap Conversion	\$149.50
DeLuxe 5¢ Texas Leaguers	49.50
Sky Fighter	375.00
Waiting Big Game, P.O.	112.50
Pace Saratoga (Skill Field)	129.50
Pace Reels (Rails)	129.50
Jennings Bobtail, F.P.	119.50
Jennings Silver Moon, F.P.	119.50
Keeney 1938 Tracktime	129.50
Keeney Triple Entry (9-Coin Play)	189.50
Bally Royal Draw (Cash & Tick.)	119.50
Evans Lucky Star	99.50
Mills Flasher (Fr. or Anim. Symbols)	159.50
Jennings Fast Time	84.50
Jennings 10¢ Good Luck	59.50
Jennings 1¢ Good Luck	39.50

CONSOLES

Mills Square Bell	\$129.50
Jumbo P.O., Late Head	109.50
Jumbo P.O., Brown Head	89.50
Waiting Big Game, P.O.	112.50
Pace Saratoga (Skill Field)	129.50
Pace Reels (Rails)	129.50
Jennings Bobtail, F.P.	119.50
Jennings Silver Moon, F.P.	119.50
Keeney 1938 Tracktime	129.50
Keeney Triple Entry (9-Coin Play)	189.50
Bally Royal Draw (Cash & Tick.)	119.50
Evans Lucky Star	99.50
Mills Flasher (Fr. or Anim. Symbols)	159.50
Jennings Fast Time	84.50
Jennings 10¢ Good Luck	59.50
Jennings 1¢ Good Luck	39.50

See Us for PARTS for all Games & Phonographs.

FIVE-BALL FREE PLAYS

All Plastic Bumper Models	\$47.50
Gottlieb Champ	44.50
Baker Entry	44.50
Bally Silver Spray	49.50
Baker Big Time	39.50
Baker Target Skill	44.50
Keeney 4 Diamonds	47.50

BELLS

Blue Fronts, 5¢, 10¢, 25¢
Brown Fronts, 5¢, 10¢, 25¢
Cherry Bell, 5¢, 10¢
Gold Chromes, 10¢
Original Chromes, 25¢
War Eagle, 5¢, 10¢, 25¢
Pace Comet, 5¢

WRITE FOR QUOTATIONS!

COUNTER GAMES SUPER SPECIAL PRICES

15 Brand New X-Ray (Visible Token Pay), Each	\$14.95
3 American Eagle, 5¢, Each	24.50
2 Marvel, 5¢, Each	24.50
4 New Zip (Clg. Reels, 1¢), Each	11.95
1 Mills Gold Award	7.50
7 Amer. Flags, 1¢, Each	7.50
9 Races, 5¢, Each	7.50

40 Grotchen Klux, Only \$6.95 Each.

Write for Complete List and Quotations. You'll See Why IT PAYS TO GET ON OUR MAILING LIST!

LET'S ALL BACK THE ATTACK—BUY MORE WAR BONDS!

Irving Owitz

Oscar Schultz

Automatic Coin Machines & Supply Co.

3824 W. Fullerton Av. (Phone CAPitol 8244) Chicago 47, Ill.

1000 HOLE JACKPOT CHARLEY SALESBOARD

Extra Thick—30-Hole Jackpot—Protected Numbers—Ave. Profit \$57.65

SPECIAL \$2.09 EACH

JOHN GLASSPIEGEL CO. 534 N. WATER ST. MILWAUKEE 2, WIS.

A-1 RECONDITIONED EQUIPMENT FOR SALE

4 RECORD TIMES	Each \$130.00	1 10¢ MILLS BLUE FRONT	Each \$189.00
1 BLUE GRASS	150.00	2 5¢ MILLS BROWN FRONTS	215.00
1 1941 DERBY	350.00	1 5¢ MILLS FUTURITY	95.00
1 MILLS 1-2-3, 1940	75.00	1 MILLS GOLD AWARD	100.00
2 JENNINGS SILVER MOONS (Free Plays)	\$ 99.50	1 5¢ MILLS SKY SCRAPER	60.00

8 SLOT MACHINES	1 BALLY GRAND STAND (Auto. Payout) 79.50
10 5¢ MILLS BLUE FRONTS (Late Serials)	149.00
1 KEENEY SUPER TRACK TIME (Comb. Cash or Ticket Model)	275.00

Terms: 1/3 Deposit With All Orders, Balance C. O. D.
ST. LOUIS NOVELTY CO. 2718 CRAVOIS AVE. ST. LOUIS 18, MO.

NEW PEP FOR RECORDS

See Wealth of Materials In Recent Developments

Juke box trade expects inventions to add new horizons to post-war era

CHICAGO, Jan. 1.—The juke box industry has always shown its progressiveness by adapting new inventions and ideas to better reproduction of recorded music. The news columns have recently been filled with new ideas in recording machines and also materials for recording music, such as substitutes for shellac. These new ideas promise to break the jam in the production of records that has brought about a record shortage for nearly two years now.

The popular idea is that the Petrillo record ban really caused the record shortage, but when steps to remove the ban actually began to take place it became clear that shortages of materials had as much or more to do with the lack of record supplies as anything else. Scientists have been at work since the war began trying to find some substitute for shellac that would make good phonograph records.

As early as last April rumors quickly spread that records were actually being made from a new synthetic material. The production of these records was soon connected with Capital Records, and they were apparently actually manufactured

by the Clark Phonograph Company. Officials of these firms soon denied that they had any substitute for shellac, but it has been generally accepted that they did have non-shellac records on the market.

The most recent reports tell of a new recording device which uses a spool of cellophane tape on which to record sound. The machine itself may prove to be the greatest development in the future, for it makes possible the use of a recording needle on tape or film, an idea that has been long sought by the movie and recording industry.

The new device may eventually be turned out for home use to sell at about \$50, according to the inventor. The cellophane tape is said to have many advantages, altho it would also have well-known limitations. The cellophane "record" promises to be much better for the quality of sound reproduced, has much less bulk than disk records, and so on, but the recordings on cellophane cannot be produced in quantity; hence it may become noted chiefly for home use or else some system of music services may appear in the future for the home and in public places.

Two Substitutes

About the time this new recording machine was announced, there were reports of two new substitutes for shellac. A new kind of plastic material was given a patent, No. 2,335,986, which covers eight claims on the new substance. The fact that Carbide and Carbon Chemicals Corporation of New York has taken an assignment on this patent indicates that (See *New Pep for Records* on opp. page)

OPERATORS, ATTENTION!

RECORD BUYING GUIDE (Most Played Juke Box Records) NOW A PART OF NEW, ENLARGED MUSIC POPULARITY CHART IN MUSIC SECTION, FRONT OF BOOK.

The Record Buying Guide, featuring records most played in Juke Boxes (including records "Going Strong," "Coming Up," "Possibilities" and the "Week's Best Releases"), is now part of a new, enlarged Music Popularity Chart which appears in the Music section of The Billboard each week.

The new chart contains much authentic information about songs and records which supplements the data concerning juke box records. Operators will find the new chart even more helpful than they have found the Guide itself in the past.

Advertisements of record companies, music publishers and others which formerly appeared on the pages with the Record Buying Guide will now appear in the Music section on pages with the new Music Popularity Chart.

MUSIC IN THE NEWS

By MARGARET S. WELLS

SHORT STORY—Walter Winchell, in his column summarized practically the entire story of *Paper Doll*, under the heading "N. Y. Novelette."

The tune was written in 1922 by Johnny Black. The first time he played it for a publisher, his pet canary, perched on his shoulder, chirped along. The publisher, E. B. Marks, was so impressed he bought the song. "Any tune so simple that a bird can whistle it should be a sensation," Marks declared. But for some reason Marks never plugged the song and it perished.

Johnny Black died soon after. . . . The Mills Brothers heard a small-time cafe singer offer it this year. . . . But the Marks firm had run out of copies, and none could be found until Tommy Lyman located an old copy in his trunk. . . . The Mills Freres then made a recording of it for Decca, and *Paper Doll* was re-born. (*Newsweek* says the tune was recorded by the boys in the spring of 1942 and gathered dust on dealers' shelves until a few months ago.)

Over 1,000,000 platters have been peddled to date, plus 700,000 or more song copies. . . . The publisher then had to locate the author's survivors to pay royalties. . . . He finally located Johnny Black's father living on an old "tobacco road" farm near Hamilton, O. . . . The 82-year-old father of Johnny Black, who died young and penniless, will realize \$50,000 in royalties from *Paper Doll*, which his boy wrote 21 years ago.

WE CAN'T HELP WONDERING—The Voice passed thru Chicago last week en route to Hollywood to make another movie. The local papers took due note of the fact by publishing stories, with pictures, on their front pages. And as usual, reaction to the singer was mixed. Two girl reporters turned in straight news stories, complete with by-lines. The third paper, in its late afternoon edi-

tions, waxed mildly sarcastic, a trait it shows every time the singer's name appears.

We've never seen Sinatra in person and have no way of knowing, other than newspaper reports, how he responds to the somewhat peculiar actions of his public. A few New York columnists have taken the trouble to attend niteries where he has performed, and some of them have said some very kind things about the singer and have apparently done what they could to dispel the inevitable unfavorable reaction of the non-swooning portion of the public.

Our personal feeling is that the singer has been somewhat over-publicized; that he is practically certain to have a large part of the public indifferent to, or even disliking him as a result of his publicity build-up. The type of publicity is also unfortunate; a following of almost hysterical high school kids, loyal tho they undoubtedly are, doesn't make for any lasting success. As for the "swooning," which has played so large a part in the singer's build-up, it has probably disgusted more people than it has attracted.

We happened to hear some recordings recently that Sinatra had made with Tommy Dorsey and Harry James, before he adopted his present limping style. As music, they were far more attractive than what he now dispenses. Not even the most susceptible high school girl would swoon over them, but to this listener they were a lot more enjoyable than his more recent recordings.

Oh, well, we're probably getting old and crabby and just can't appreciate the youngsters' viewpoint!

OPERA FOR DOUGHBOYS—The *St. Louis Globe-Democrat* reports that the Neapolitan Grand Opera season was officially opened a short time ago—50 (See *Music in the news* on page 64)



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Platters and Pix

Columbia Records has announced release of two sides by Frank Sinatra, both tunes from his new *Higher and Higher* pic at RKO-Radio. Waxings are all-vocals, tunes being *I Couldn't Sleep a Wink Last Night* and *A Lovely Way To Spend an Evening*. Disk will be ready for shipment January 12, right after the film will have started its rounds, and altho the waxing will have a good start on the strength of the Sinatra name on the title strip, ops can insure a heavier coin return by tying up display material with film exploitation. Besides checking with local houses to find out when the picture will play, ops should also contact local Columbia distributors, as this is the film with which they are supposed to inaugurate exploitation campaigns in each territory for artists recording for the Columbia label featured in films.

Ops will also have another waxing of *A Lovely Way To Spend an Evening* on the Decca label, altho release date has not yet been announced. Waxing was made by the Ink Spots, and will probably be released shortly, to coincide with release of the *Higher and Higher* flicker.

Victor also released an all-vocal disk, waxed by Perry Como, which can be exploited on the basis of the singer's appearance in 20th-Fox's forthcoming *Louisville Lou* and also because one of the sides, *I've Had This Feeling Before*, will be featured in RKO's *Show Busi-*

ness. Como is currently on a theater tour, and ops might also check to see if the singer will be seen at local houses, as personal appearances can go a long way to hypo demand for recordings.

PA Starts

Producing Artists, Inc., has lined up four new films, two of them to be musicals. Company plans to lay emphasis on musical fare in its forthcoming productions, and first two will be *Love Is Where You Find It*, with a score by Jerome Kern, and *High Spirits*, a musical comedy.

RKO Pic Score

Low Pollack and Mort Greene have penned five numbers for RKO's forthcoming musical, *Seven Days Ashore*. Titles are *Ready, Aim, Kiss*; *Hail and Farewell*, *Apple Blossoms in the Rain*, *Sioux City Sue* and *Over the Waves*.

News Notes

New title for 20th-Fox's semi-biographical film of Benny Goodman's life, starring the band leader, is *Sweet and Low Down*. Pic was formerly titled *Moment for Music*. . . . Frank Sinatra is returning to Hollywood after the New Year to start his second film for RKO. . . . UA's *Up in Mabel's Room* will have a theme song entitled *Oh, Mabel*. . . . Kay Kyser reporting to the Columbia lot to work on a new flicker.

Here in CHICAGO

War Shadows Curb Festivity Of Coinmen's Holidays

Sentiments of trade members this season, as observed in Christmas greeting cards, leaned heavily toward the patriotic and victory theme. One large manufacturer expressed a tribute to those in service, as follows: "At this Christmas season our hearts and our thoughts are with those who have left us to join in the Fight for Freedom . . . every one a great American!"

In the same vein another manufacturer's card read: "At this season thoughts turn to those serving our country, at home and abroad. They have placed every one of us deeply in their debt, for all that is precious in America's heritage, including the ideals which Christmas itself best expresses, is in their valiant keeping. To them, our homage; in their behalf, our prayers. May the New Year bring victory to their arms and peace and joy to the world."

As was to be expected, the holiday season was observed in a less festive manner this year by coinmen generally. The majority of homes with members in the service had a vacant chair this Christmas, since furloughs brought only a limited number of sons home for the holidays. And somber shadows cast upon homes by World War II were deepened by memories of the first war in which a high percentage of coinmen served.

Spirits of another kind were depleted in quality and quantity. Chicago liquor stores had bare shelves generally. One or two Loop spots with something to sell offered brands with unknown labels.

Lights Go On Again All Over the Town (Arcades)

Arcade machines with scoring devices, dark for several weeks following an interpretation that they were chance machines, were again in operation this week when the new Chicago ordinance became official. Penny and nickel electrical games excepting "bagatelle" are licensed by the new ordinance. Credit for obtaining the new ordinance goes largely to Paul Gerber and Max Glass of Gerber & Glass Distributing Company, who also operate the famous Hotel Sherman game rooms and other Chicago arcades. Also active in behalf of the ordinance was Fred Mann of Mann Novelty Company, who recently purchased an arcade on 83d Street in Chicago. Fred's enthusiasm in flashing up his new fun spot caused observers to conclude that he had bought himself a swell Christmas present.

Chicago Boasts Total of 15 Teen-Age Fun Centers

Considered the nation's "most hospitable city" by service men and women who have been guests at its outstanding USO centers, Chicago by no means neglects its own young folks. A total of 15 teen-age centers, equipped with juke boxes and other recreational facilities, are now in operation. The movement was sponsored by *The Chicago Herald-American*.

Veterans in Two Respects

Veterans in more ways than one are Irving Ovitz and Oscar Shultz who recently joined hands to form the new Automatic Coin Machines & Supply Company. Both have served in the armed forces and both are seasoned salesmen in the coin machine industry.

Demonstration of Cooker Leads to Groetchen Hobby

Started as an experiment to demonstrate the possibilities of the Groetchen Rotary Cooker, the Groetchen Restaurant on West Madison Street blossomed into a profitable enterprise. Then Mrs. Groetchen took an interest in the place, added the La Fiesta cocktail lounge, and

today the undertaking represents a full-fledged hobby for both. There's a warm welcome waiting and, supplies permitting, a deliciously broiled steak, for coinmen who visit the Groetchens in this colorful and unusual environment.

Technical Topics

Cellophane Records Called Revolutionary Development

NEW YORK, Jan. 1.—"A new sound-recording machine which may upset the recording industry" is reported in the December 20 issue of *Time*.

Already in production in the Manhattan factory of Jefferson-Travis Radio Manufacturing Corporation, the new device, not much larger than a portable radio, makes records on cellophane tape. Says *Time*: "They are first class as to tone and in durability, ease of production, and in cheapness they beat any records previously produced."

Recordings can be made by simply plugging into a microphone, radio or telephone. After the record is made, a flip of the switch sets the same machine to play the record back. The cellophane tape, a little over an inch wide and 350 feet long, permit eight hours of recording or playing without changing. Once around the endless loop of recording tape represents eight minutes of sound. In eight hours of recording the sapphire needle, which does not scratch and does not have to be changed, cuts 60 parallel grooves in the tape. The cost of recording is said to be only 50 cents per hour.

The cellophane records may be played thousands of times, according to the report, and they emit almost no surface noise when playing.

Jay Fonda, cinema sound man, is the inventor, getting his idea from the movie sound track. He believed that a sound record on film, using a needle instead of the strong light by which a movie track is translated into sound, would have many advantages over records made of wax disks or cylinders. His biggest problem was how to press a sound track on film with a needle without cutting thru the film. A "yieldable bed," or felt under the film, permitting the needle to emboss a groove in the tape without cutting thru it, was his solution. The cellophane tape is double the thickness of ordinary cigarette paper.

Cellophane records, according to the inventor, are even less bulky than recordings on magnetized wire and are more permanent. Furthermore, there is no possibility of magnetic interference, as with the records on fine wire.

A comparison with movie sound track recording shows that cellophane records are considered much less costly to make, based on present costs of light-wave recording, even if the sound track system should be reduced to a domestic scale.

Unlike phonograph records, cellophane recordings cannot be produced in quantity by molding from a master record. However, says *Time*, "Fonda expects no great difficulty in finding ways to achieve mass production. Neither do the young manufacturers."

In the home anticipated uses of the Fonda Recorder range from catching the baby's early cooings to the reproduction of broadcast music. Commercial uses offer a variety of possibilities, but wartime shortages have limited its use to that of monitor in airport control towers and a few other important jobs.

New Television Units Are Compact in Size

CHICAGO, Jan. 1.—Remarkably compact, considering that they are designed for the reception as well as sound, the modern television chassis and power supply is only about twice the size of ordinary console radio receiver units. The RCA model TRK-120 television unit is illustrated in the January *Popular Mechanics*. Altho it appears to have a multiplicity of controls, most of them require only an initial setting, after which tuning and adjusting for both sight and sound is accomplished with a few controls on the front of the set. The television tube may be mounted for direct viewing or the image may be reflected by a mirror.

Ratio Stamps Counted By Small Precision Scales

CHICAGO, Jan. 1. — Scales which count pennies and nickels have proved valuable timesavers for operators. Today, scales are available which are accurate enough to count up to 5,000 ration stamps in one lot, making the op-

eration 400 times faster than hand counting.

"Searchray" Device Allows Peek Into Sealed Packages

CHICAGO, Jan. 1.—Appearing somewhat like a de luxe cigarette or candy bar vender, is a new anti-sabotage weapon known as the "Searchray," which permits suspicious packages and luggage to be inspected without opening them. Internal examination is possible by a fluoroscopic and radiographic process. Anticipated uses include examination of lunch boxes and packages at entrances to war plants, as well as quick inspection of parcels at post offices, customs offices, police stations, etc. It is operated by plugging into any standard power source.

EDITOR'S NOTE: People might pay to see something like this operate, if provided with a coin chute and installed in an arcade where mysterious packages are provided for the operator to inspect.

NEW PEP FOR RECORDS

(Continued from opposite page)

it must have some big possibilities.

A new synthetic material known as Luckite has also been announced recently by Century Distributors, a New York firm. The formula for this new synthetic was developed in private laboratories and many advantages over shellac are claimed for it. It is said to have superior sound qualities in many ways, and the recording can be made much easier. The new synthetic also is more durable than shellac, according to claims. It is being offered to record manufacturers, and reports say they are giving it careful consideration.

The materials that go into this synthetic are obtainable in limited quantities now, and it may be that some real relief for record manufacturers may be had in this new substance.

In all of these new developments there are some shortages of materials which may last for the duration, but at the same time the ideas are accumulating so that recording manufacturers may begin counting on plenty of materials before another year passes. The government has reported that shellac from India will probably be imported in less quantities in 1944 than in the year just passed. This means that record manufacturers are certain to try every possible substitute that will be offered.

While these new substitutes have already been announced, at the same time scientists are going right ahead with a number of other experiments which may prove very fruitful in the near future.

In November the War Production Board announced that a new synthetic shellac was being made in quantity by the Corn

Products Refining Company of Illinois. Government officials said the new shellac was very promising, but the armed services would need all that could be produced until the war is over. This new synthetic does assure the record trade, however, that if nothing else shows up as a substitute for shellac, here is something that is being tried under the severe conditions of war.

Big news was given during the summer to a new device which records sound on wire. The fact that General Electric Company was using this method gave it all the more importance. GE engineers have been engaged in correcting difficulties in the recording device and the wire itself.

Future Outlook

Even when that new type of recording was announced, many began to ask the question whether such ideas would not entirely change the future type of record—that maybe the very popular disk record would disappear from the market. Others said that all these ideas might completely change the juke box industry and might even force it completely out of business.

The commercial success of the juke box during the last 10 years has shown that the cabinet and its service to retail establishments is basic and that it is very likely to endure. While new types of recordings may appear from time to time, the basic idea of the juke box itself is sure to remain as the most practical way of reproducing popular music in retail establishments. The coin machine industry itself has been alive to these possibilities. Long before any of these new ideas appeared on the market or in the news the coin machine trade was hard at work adapting a movie film to reproduction in coin-operated machines. Successful machines of this type have now been on the market for some time, and all of these new ideas may greatly improve their usefulness in the future.

A coin machine manufacturing firm in Chicago has basic patents on a spindle for handling the film or tape method of recording which may be made extremely valuable if film and cellophane tape recording becomes practical in the future.

Thus the juke box industry, instead of being alarmed at these important developments, looks to the future with great assurance, knowing that it can adapt any successful and practical idea to the useful purpose of providing popular music in thousands of retail establishments all over the country. Important also is the fact that the record manufacturing industry will have a wealth of new ideas and materials in the post-war period for making records in many price ranges and types.

WURLITZER—ROCK-OLA

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COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

Japs To Hear PPM

The Japs may soon hear *Pistol Packin' Mama* played by the marines, according to the dispatches sent to friends in Philadelphia, by musician Lawrence E. Forand, on duty at an advanced aviation base, somewhere in the South Pacific, with the only organization of its kind in the area—a combination of a modern

and old-time band and orchestra. He wrote that the most popular selection among the marines stationed there is *Pistol Packin' Mama*, and that the base band is all set to hit into the tune when they start marching into Tokyo.

Folk Songs Cheer Troops

A hillbilly guitar brought life to a weary troopship, according to a dispatch printed in *The Philadelphia Record* recently, by David G. Wittels, the newspaper's round-the-world war correspondent. Writing from New Delhi, India, Wittels devoted his entire column to a hillbilly singer from Tennessee, who kept the spirits high among the boys on the troopship, entertaining them with the native folk songs.

"What nostalgic root-feeling so magically transmutes these thousands of weary men into a typically alive group of Americans?" wrote war correspondent Wittels. "I don't know, but the moment made me want to cry, out of a pride almost too much to bear. Maybe it is just as well that we don't have any real folk songs. Maybe that is one of the secrets of our strength.

"That scene and that hillbilly boy came back to my memory tonight, six months later, because at an airport in the middle of India, I ran into an officer who had been with that outfit. After serving with it in Australia, he had been sent to India on a special mission. We talked about the ship and the fighting in New Guinea. Then I asked him if he recalled that Tennessee boy and his 'gittar.'"

"Yes," he said, "I remember him well. Did you know that he was killed at Lae, in New Guinea, last September?"

Tunester Tattle

Cowboy Jack and Jean Swan, now holding forth on WKNE, Keene, N. H., recently introduced a new song, *Knocking At Your Door*, which has had a nice reception. The Down Homer, Guy Campbell and Shorty Clark, who have been on WKNE for the past 18 months, are still going strong there.

Murray Clinton of Pan-o-Ram, writes that *The Honeymoon Is Over* (On a Mexico Lane), by Frank Wallace and Syd

Wyner, is soon to be put on disks. Chuck and Ellie Story have been featuring the number over WOR and Mutual from the Village Barn, New York, and it is being used by a number of hillbilly and cowboy entertainers thruout the country.

Lew Mel has a new number, *If You Can't Go Over, Come Across*, released via BMI. Lew's *Our Baby's Not a Baby Any More*, introduced over WKRC, Cincinnati, by Judie and Julie, is said to be gaining momentum.

Jennie Lou and Her Buddies, heard over WLS, Chicago, have endeared themselves to many hospital patients. Every Saturday morning they visit a different hospital or institutional home and put on their entire program before enthusiastic audiences.

Lou (*Sweethearts or Strangers*) Wayne, who will have 20 Wayne-Boyd tunes in Bill Boyd's new song folio, soon will have a folio of his own. Since he was 17 years of age Wayne has composed more than 400 songs.

Location Comment

Holiday activities materially cut down the reports from ops during the past week, only 11 cities reporting. Several of these say that *Pistol Packin' Mama* is slipping, but in most spots it's still tops.

Baltimore: Of the hillbilly tunes which have been favorites for many weeks, only the Crosby-Andrews PPM remains a prime favorite. The others are losing ground and, while still receiving some play, appear to have passed out of the favorite class.

Bridgeport, Conn.: PPM (Crosby) is doing best, leading the Dexter version by a wide margin.

Cincinnati: In the hillbilly field it's *It's Coming Home to You* and *Try Me One More Time*, both Ernest Tubbs recordings.

Erie, Pa.: PPM generally slipping but still paying. *Rosalita* continues fair.

Indianapolis: Favorites are *Beneath a Lonely Mound of Clay* (Roy Acuff), *Pins and Needles* (Bot Atcher), *Pay Me No Mind* (Jimmy Davis) and *I'm Glad I Met You After All* (Ernest Tubbs).

Memphis: Both PPM's dying out; Dexter's slipping faster than Crosby's.

New Orleans: PPM has definitely shown a turn for the worse, but still tops. *No Letter Today* seems unable to rise above an also-ran. Dexter is doing better with *Rosalita*.

St. Louis: Hillbilly tunes going big. *I Hung My Head and Cried* (Gene Autry) a favorite.

Salt Lake City: Crosby version of PPM now on top. They are now turning Dexter's Okeh version of PPM over for *Rosalita* and it is back to the point it once was before radio revived PPM after it first slipped. Tillman's *They Took the Stars Out of Heaven* seems nominated to replace PPM when and if—unless *Rosalita* sneaks in. They still have a warm spot here for Dexter despite turning to the Crosby PPM.

Southern Brewery Quits; Blames War Conditions

RICHMOND, Va., Jan. 1.—Despite stories from other sections of the country stating there is no beer shortage, the Atlantic Company, with breweries in Atlanta; Charlotte, N. C.; Chattanooga, Norfolk, and Orlando, Fla., which was the largest firm of its type in the South, has given up the manufacture of beer and ale.

The company's official statement said: "The Atlantic Company has for over a year overcome extreme difficulties of transportation and rationing in order to continue serving you with Atlantic ale and beer. Now thru circumstances beyond our control—the shortage of tires, gasoline, trucks and containers—we are forced to stop. Our investment in time, effort, distribution, merchandising and advertising is lost to us for the present at least. You can well understand that, with a great sales lead in this territory, it is a sad day for us when we have to give it up. We realize that it is a sad day for you, too, in losing the pleasure of your favorite beverages—Atlantic ale and beer. Wartime conditions and circumstances beyond your control and ours are responsible. We leave you with regret—we hope to return—and soon. Please remember us."

MUSIC IN THE NEWS

(Continued from page 62)

miles behind the muddy, frozen front. An audience of 2,000 war-weary Yankees packed the theater and found, to their amazement, that they loved the performance.

The opera was *La Boheme*, the singers, artists from the San Carlo Opera Company, of Naples, and La Scala, of Milan. The singers quickly caught the spirit of the soldiers and sang their hearts out.

Altho the words were all Italian, the colorful cavortings of the singers and their gestures were universal, and it is reported that the lilted lyrics brought even the bored military policemen, who served as doormen, inside to watch and listen.

The war had scattered members of the two famous opera companies, but they were brought together and directed by the Army Air Command Special Service outfit. The artists, who thought there would be no opera in Naples this winter, were delighted at the opportunity to appear. They kept their fingers crossed, however, about the reception they'd get from the doughboys, even after they learned the soldiers themselves had chosen the opera to be presented.

The audience of soldiers who had come to yawn stayed to call the singers back for curtain call after curtain call.

MECHANICAL MISHAP—The soup got cold and the beer went flat at the army officers' newest mess in Grosvenor House last week, while several hundred officers stood rigidly at attention and listened to a phonograph go haywire and play *The Star-Spangled Banner* three and a half times, according to *The New York Times*.

The phonograph, attached to a public-address system, had just finished playing *When You Wore a Tulip*. After a slight pause the opening bars of the national anthem began. Every person in the place snapped to stiff attention. When the record reached the concluding note and started back at the beginning, no one smiled.

No one smiled when the piece was played a third time, but when, halfway thru the fourth run, it suddenly ended, there was a big sigh.

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TALENT and TUNES
ON MUSIC MACHINES

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

ALTHO Decca has held back new releases for the past couple of weeks, the diskier is planning to raise its weekly number of new records from two to four or five after the first of the year. Since Decca got its AFM license, firm has had recording sessions with many bands anxious to get their disks on the market. Limited production has kept releases down, however, as the diskier has been concentrating on only one or two new records a week. Under its new plan Decca will spread production over four or five disks, meaning that a smaller quantity than before of each record will be turned out in order to satisfy impatient leaders. . . . Savoy Records is moving in on the pop tune market, planning to record dance bands, and signed Paul Martell to a term contract last week as a start. Martell has been the house band at the Arcadia Ballroom, New York, for umpteen years. Savoy made its first move in the direction of the pop field when it waxed *It Can't Be Wrong* and *As Time Goes By* with Ross Leonard

many months ago. . . . Bob Allen's band is breaking up, with the leader expecting to be inducted soon. If he's rejected, Allen intends to work as a single. . . . Martha Stuart, former chirper with Claude Thornhill and featured on the *All-Time Hit Parade*, currently on the Coast for pic work, has been signed to a two-year contract with Victor, to record for the Bluebird label. Contract becomes effective when the diskier starts recording again.

Note

For a listing of songs played most often over the radio, for the week ended Thursday, December 30, 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 sepien best sellers under Harlem Hit Parade.

MARKET REPORTS

Birmingham

Amusement Industries Seek To Modify State Music Ban

BIRMINGHAM, Jan. 1.—As coin machine operators in Alabama enter the new year they hope there will be some modification of the ruling of the Alabama Alcoholic Beverage Control Board, which says there shall be no music in places which sell whiskey or beer. This ruling promulgated early in 1943 put a crimp in the phonograph business in Alabama. Most places preferred to keep their liquor licenses rather than furnish musical entertainment for their customers.

There are a good many places, of course, which do not sell liquor, including drug-stores and some restaurants. These continue to furnish automatic music. In addition, operators and distributors have looked to other sources of income. Boxes have been rented out for home parties and a few commercial juke boxes have been sold for use in the home. Coin machine concerns have also taken to radio repairs and are pushing new and used record sales. One has taken on a line of furniture.

Near the year end, coin machine operators enlisted the aid of night clubs, theaters, hotels and other interests in behalf of a more liberalized entertainment program for Alabama. It was pointed out that Birmingham, for instance, was far behind Atlanta, Memphis and New Orleans in the recreational facilities offered. As now viewed, an educational campaign is needed to counteract the "narrow" attitude prevailing, rather than any court action on the part of coin machine interests. However, they do feel their constitutional rights are being jeopardized.

Detroit

Flu Epidemic Jolts Take; Venders in Post-War Plan?

DETROIT, Jan. 1.—Operators reported a serious drop in collections from all machines during the past month. Direct reason for this was the epidemic of influenza which struck the city about the second week of December and resulted in public warnings by health authorities to stay away from all public gatherings. Hundreds of thousands of Detroiters carried out the injunction to the best of their ability, as mounting deaths from the flu were reported in Windsor, Ontario, Canada, just across the river.

Pre-holiday trade normally has shown a slump, and this added to the health situation hurt trade seriously. Most operators are not much worried over the condition, realizing that they have had a very good year on the whole, as far as gross business is concerned, and can afford a little let-down now.

Operators of music machines generally report some improvement in the record situation. While new recordings have been very scarce, operators have exercised considerable ingenuity in digging out older records and using them in bolstering the play on their machines. Record distributors have been co-operative, and the record market appears to be under control now.

Vending machine operators now active report generally good business. With the disappearance of hundreds of machines from locations, as operators have given up routes because of the man power and supply shortages, those remaining get more than their share. Another favorable factor has been the difficult problem of getting waited on in most stores, driving proprietors, and the public alike, to prefer venders for cigarettes, stamps, etc. This situation is not new, but it has become of increasing significance and may point the way to a wider post-war field for venders.

Discussion with production engineers, who must remain anonymous, within the past month indicates that some of the larger Detroit manufacturing companies are casting eyes on the coin machine field for post-war production. Ideas still remain very nebulous, and none are in position for broadcast, but with an anticipated sudden change-over from war production and hugely increased plant capacity, many production men are counting

on new devices to allow a sustained volume of production. The feeling in some instances appears to be that the post-war world will be more than ever an era of machines and gadgets, and the coin machine naturally comes in for prominent attention in many forms.

Fort Worth

Year's Earnings Top Those Of '41-'42; New Spots Open

FORT WORTH, Jan. 1.—Coin machine operators in this area launch the new year with hopes that it will be as good as old 1943, when a record amount of business was rung up in the face of many working handicaps.

It was estimated by the operators that business generally has been 30 per cent above two years ago and about 15 to 20 per cent over 1942.

"The only thing that kept us from a greater year is that we did not have the machines," said one operator.

The heavy business applies to coin-operated music machines, as well as vending machines, marble tables and other games.

Operators had large numbers of well-paid war workers and many soldiers in this section of Texas to draw from for patronage.

The year just passing saw practically every piece of coin machine equipment in use, unless lack of parts prevented repairs, according to Jack Maloney, operator of the Panther Distributing Company. He said that additional records for juke boxes are being received and that reports show the public is pleased with recent releases.

The Selective Service Act took more operators during December—the father group—but wives and trained staffs are carrying on.

Taxation was met as a matter of course and did not send any machines to the storeroom. It was just put down as added cost of operation, as was the increase in price for phonograph records.

Several good coin machine spots opened during the year. Despite shortages and priorities, operators of cafes and taverns were able to get equipment. A new dine-drink place will soon be opened in the heart of the business district by Toots Beach. It will have 30 booths.

Big pay rolls always are reflected in the coin machine business, one operator said. He pointed out that retail sales for the year, according to government reports, were up 40 per cent over 1942 and that postal receipts set an all-time high for this city.

Restaurants have enjoyed a big business during most of the year. There was a slump in trade during December, however, for which managers were unable to account.

Mechanics, some working at war plants, have been employed part-time to keep machines in repair in this section of the State.

Minneapolis

War-Time Pinch Increases; Wives Become Operators

MINNEAPOLIS, Jan. 1.—With December now a matter of history, the coin machine industry feels its real test lies ahead. The past 30 days saw the industry feeling the wartime pinch as never before.

The OPA ceiling prices on used machines has had its effect on business, with jobbers indicating that sales fell off 50 per cent.

Music machines continue to lead the field, altho the lack of equipment is being noticed more and more with each passing day. The record situation is not very healthy, especially for out-of-town operators.

Victor and Decca distributors here have managed to take pretty good care of their customers, but even so it's somewhat on a first come, first served basis. Under such an arrangement Twin Cities operators naturally have the advantage over their country cousins and get into the available stock piles as often as possible. Small-town operators have been crying against the injustice of it, and

some rearrangement of the record situation is expected.

Man power continues to be a difficult problem with little hope for an early cure. Recent layoff of some 2,000 persons at Twin Cities Ordnance plant was looked upon by some of the coinmen as an aid to the man-power needs of their industry. But the War Man-Power Commission is obtaining new jobs in essential work for those layed off and the coin machine men haven't benefited.

Wives Now Operate

A steady stream of wives taking over the routes of their husbands who have entered military service was noted during the past month. The wives, expecting their husbands to go into uniform, all took training from their mates before induction and have stepped into the business with a better knowledge of its demands.

Location collections have held up in good shape. Recent reform wave in town has found the police directing considerable attention to pinballs to see that games are used for skill and not for gambling. Several arrests were made where coin chutes paid off nickels instead of chips.

Merchandise operators continue to encounter difficulty in obtaining necessary supplies for machines. The cigarette problem is growing more vexing, while the candy situation hasn't been eased to any great extent.

Indoor arcades all are busy, getting heavy attention at almost every hour of the day and night. Soldiers stationed at Fort Snelling or home on furloughs, sailors and soldiers from the University of Minnesota, as well as war workers

seeking relaxation, have been giving the four or five indoor arcades in the loop district a good deal of play.

The juvenile delinquency problem has been recognized for what it is here, and the recent curfew keeps youngsters off the street from 9:30 p.m. until 5 a.m. unless accompanied by an adult. Police authorities are enforcing the ordinance and bringing in parents of errant children.

Miami

Tourists, Racing Crowds Jam City; Collections Up

MIAMI, Jan. 1.—The biggest winter season in this area is in full swing now and biz in all lines exceeds that of other years.

Miami led the nation in percentage increase in retail sales this year, and the holiday trade was enormous.

The racing crowd and tourists have filled hotels and apartments to capacity and are spending plenty of money. Many new night clubs are open.

Operators report greater play on machines and this should get better as the season advances. Shortage of cigarettes is somewhat of a handicap in the more popular lines, but no hardships are involved as yet.

Distributors of machines are getting good orders from out of town and are filling them as best they can, as there is a shortage in used machines here.

FOLK RECORD REVIEWS

(Continued from page 21)

ruses to the side, with the mechanical reproduction leaving much to be desired.

ERNEST TUBB (Decca)

"Try One More Time"—FT; V. "That's When I'm Comin' Home to You"—FT; V.

A heavy favorite with the hillbilly fans, Ernest Tubb, singing to the accompaniment of string bass and guitars, impresses much with these two original and authentic outdoor tunes. Takes both sides at a bright and moderately paced tempo, with the single note pickings of the electric guitarist adding instrumental polish to the vocal appeal of the sides. *Try One More Time* has Ernest Tubb seeking lyrical forgiveness, asking his sweetheart to give him one more chance. Turns the tables in lyrical theme for the turn-over in *That's When I'm Comin' Home to You*. This time his sweetie is on the receiving end and he threatens to pay her back double for all her two-timing antics. With both sides ringing true, they both should enjoy wide popularity with the music-box fans.

ROY ACUFF (Okeh)

"Not a Word From Home"—FT; V. "The Prodigal Son"—W; V.

With the trusted guitars of his Smoky Mountain Boys providing the musical accompaniment, Roy Acuff raises his voice for two typical mountain songs that should bring immediate approval from the many fans who find so much enjoyment in the mechanical reproductions of folk music. *Not a Word From Home*, an original by Acuff, and taken at a moderate tempo, follows the same lyrical theme as the currently popular *No Letter Today*. More of the backwoods flavor is

contained in F. Jenkins's *The Prodigal Son*. Taken as a slow waltz, with hymnal attributes to both words and music, Acuff gives most sympathetic expression to this lyrical saga of the lad who strayed too far off the straight and narrow. Again, operators of music machines finding a more generous flow of coins coming in for the hillbilly and cowboy tunes should find both of these sides coin catchers.

POP. RECORD REVIEWS

(Continued from page 21)

responsive chord. For such amplified listening her "I'll Be Seeing You" is most caressing to the ears.

DON BAXTER (Musicraft)

"Pistol Packin' Mama"—FT; V. "Hitler's Funeral"—FT; V.

The ubiquitous revolver-toting *Mama* can be easily dismissed. Don Baxter, with male voices joining in on the chorus, sings it out to the bitter end without creating undue enthusiasm in any one way or another. A small band, paced by accordion squeezings, provides adequate rhythmic accompaniment in the lively tempo. Interest in the coupling is principally for *Hitler's Funeral*, a polka-styled novelty ditty by Abner Silver and the Kenny boys—Nick and Charlie. In substance, it's an up-to-the-minute interpolation of *I'll Be Glad When You're Dead You Rascal You*. Baxter's singing, with the male trio again on the refrains, adds nothing to the song itself. And any interest sustained depends entirely upon the listener's approbation for the song lyrics itself.

For the tap and tavern locations, *Hitler's funeral* cannot come too soon. And such sentiment expressed in song, as contained in "Hitler's Funeral," should be a cinch to gain wide attention among the phono fans at such spots.



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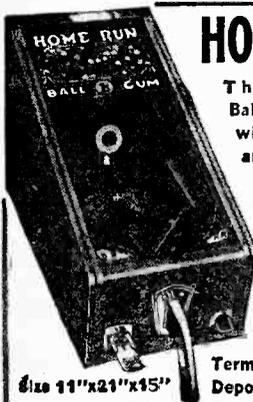
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1943 Production of Soft Drinks Falls 20-25% Below 1941

NEW YORK, Jan. 1.—Production of soft drinks for civilian consumption during 1943 averaged between 75 and 80 per cent of the 1941 level, after restrictions limiting it to 70 per cent of normal during the greater part of the year, according to a statement issued this week by John F. Leary, president of the American Bottlers of Carbonated Beverages, national association of the industry.

Total production, including approximately 2,000,000,000 bottles delivered to the armed forces, is estimated at 14,000,000,000 bottles, as compared with 16,000,000,000 in 1941.

Leary's report said bottlers have had to economize greatly in delivery operations during the past year. Truck mileage was reduced almost 50 per cent by making less frequent deliveries and insisting that all trucks be fully loaded on each trip. Normally, the soft drink industry operates 40,000 vehicles, but the number in service has been reduced 25 per cent during the war and many companies report that deliveries will have to be curtailed further during 1944 unless the tire situation improves.



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The Outstanding Ball Gum Vendor with a fascinating amusement feature that BATS THE BALL THRU THE AIR. 1 Home Run (with 25 lb. carton Ball Gum—includes winners) complete only...\$24.50.
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MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

Authority Outlines Beverage Material Prospects for 1944

ATLANTA, Jan. 1.—Restrictions and limitations in the beverage ingredients supply need be nothing more than uncomfortable, Myron J. Hess, president, National Manufacturers of Soda Water Flavors, says in an article in the December issue of *National Carbonator and Bottler*. Substitutions can be made, some beverages eliminated in favor of others, and a generally satisfactory picture will result, in view of the limitations imposed by the controlling factors—namely, sugar, bottles, carbon dioxide and crowns, he concludes.

Citric acid is one of the most essential items which has been restricted. Bottlers are now getting about 60 per cent of the quantity they used in 1941, with supplies allocated by the War Food Administration. Those doing a volume of business requiring more than this amount of citric acid must be prepared either to substitute or eliminate beverages requiring citric acid or to substitute other acids for citric.

Principal substitutes available to bottlers at present are tartaric acid, lactic acid, phosphoric acid and others which, however, are available in such small quantities as to be of little practical value.

Tartaric acid is the most promising of the substitute acids. Large quantities of crude argoyles from which it is refined are being held in the Mediterranean area, awaiting only means of transportation to this country, where they would be refined and made available for domestic use. Some refined tartaric acid is reaching this country from Spain and Portugal, but in such small quantities that it has had little effect on the supply picture.

Lactic Acid a Newcomer

Lactic acid is a comparative newcomer to the beverage field, and opinions differ as to its value. On reason may be that some bottlers have not had the time or were not in a position to get satisfactory information on the qualities of lactic. This ingredient lacks the tart taste that citric acid has. It doesn't give the character to a beverage that citric acid or even tartaric does, but it is highly satis-

factory as an extender in citric acid and other type beverages. Phosphoric acid is most used in cola type beverages. Supplies of this acid have been rather steady, tho at times it seemed as if it, too, would go into complete allocation.

Certified food colors are essential in the list of beverage ingredients. Last summer the War Production Board sharply curtailed their use, but when it was pointed out to them that beverage manufacturers use very small quantities of the total dyestuff manufactured, they took the limitation off food colors. These can now be obtained in any quantity desired.

Caramel, made from sugar processed from corn, recently became the victim of unusual war-time conditions. So little corn sugar was left last summer that none was available for making caramel. The situation was eased after the government forced large quantities of corn out of warehouses. The future supply of this item is dependent on crop conditions and other factors, such as the amount of corn exported to foreign countries.

Essential Oils Supply Uncertain

The supply situation in regard to essential oils is extremely uncertain because so many of them must be transported thru or from points near the war zone. No one knows when the material is going to come in, and it is impossible to place an order and know that the material will arrive in port in a month or two.

Orange is the single bright spot in the essential oil situation. Because of the tremendous orange juice requirements of the armed forces, large quantities of orange oil are produced, and no shortage can possibly develop in that product.

The principal solvents used in beverage manufacture are alcohol and glycerin. Alcohol has been vital and a critical war material right from the start. At first supplies were short for some manufacturers, but since August alcohol allotments for manufacturing flavoring extracts have been increased 10 per cent. Although this is not ample in some individual cases, it is generally believed that enough will be available for normal requirements.

Glycerin has had many ups and downs since the war started, but now it is on complete allocation and the supply is steady. For flavoring purposes beverage makers are getting practically enough to take care of their requirements.

VENDER SUPPLY NOTES

NOTE OF REASSURANCE.—A report from London says one of the newspapers there was so concerned over the spread of the American gum-chewing habit to the British that it asked the Royal Anthropological Institute whether this would alter the British profile. The institute's answer was that Britons could chew from now until doomsday without making any difference to the jawl.

HUGE PEANUT CROP.—Practically all of the 1943 peanut crop of more than 2,500,000,000 pounds has been picked and a large proportion already has moved from farms into commercial channels, the War Food Administration reports.

Crushings of peanuts have increased in the Southeast and supplies of peanut meal are now large enough to permit some car-lot movement to feed mills and dealers, it was said. Supplies of oil are increasing, but still are insufficient to meet the demand. Prices on both oil and meal continue at ceiling levels.

SMALL OIL STOCKS.—The essential oil trade is facing a new year with about the smallest stocks on record. For the past two years it has been forced to draw on reserves of various imported oils cut off by the war and today the industry is faced with a more serious problem of supplying various domestic oils. Shortage of labor, low price ceilings and government regulations are blamed for hampering the marketing and production of do-

mestic oils. It is understood that the War Food Administration has granted permission to some consumers to buy limited quantities of peppermint oil which will be sold mainly to pharmacies.

SOFT DRINKS, ICE CREAM FOR SOLDIERS OVERSEAS.—Soft drinks, ice cream and sodas, as American as hot dogs, will soon be available to many units of the army now stationed in the United Kingdom, the Army Exchange Service announces.

A large number of soda fountains, ice-cream freezers and beverage dispensing machines is expected to arrive in England soon and will be installed in post exchanges. Ice cream will be made from a concentrated "mix" made in the United States.

Six civilians are being sent to install the fountains and machines and to instruct soldiers and civilians in the mysteries of soda-jerking. A survey made abroad is said to show that many soldiers prefer drugstore drinks to beer.

SALES TALK.—Nut growers, with record crops of California and Oregon walnuts to market, are centering their sales talks on the meat shortage. They urge housewives to stretch their rations by such expedients as spaghetti with nuts and mixing nut meats in with vegetable casseroles and meat loaves.

The Pacific Coast's walnut harvest is

Peanut Situation

RICHMOND, Va., Jan. 1.—The Bureau of Agricultural Economics places the production of peanuts for 1943 at 2,561,610,000 pounds from the acreage picked and threshed in its December Crop Report. This is a reduction of slightly more than 120 million pounds as compared with the estimate of November 1, but it is still the largest crop on record and exceeds the previous record crop of 1942 by about 16 per cent. Acreage well above those of 1942 was planted to peanuts in each of the three important areas. Growing conditions were good in the Southeastern area and harvesting of the large crop was completed without serious difficulty.

In the Southwestern area, where the largest expansion in acreage took place, growing conditions were unsatisfactory and considerable acreage intended for picking was diverted to other uses. Early floods delayed planting and later drought retarded normal development. Low yields in some cases made harvesting un-economic and resulted in the diversion of acreage to hogging.

A somewhat smaller increase in acreage took place in the Virginia-Carolina area than in the other areas. Lack of adequate rainfall during the growing season held yields below recent averages. Production of peanuts in this area accordingly was only moderately higher than in 1942.

The Peanut Stocks and Processing Report, released by the Bureau of Agricultural Economics this week, shows holdings of farmers' stock peanuts at mills and warehouses on November 30 as totaling about 933 million pounds. A year ago holdings of farmers' stock peanuts on November 30 stood at slightly over 800 million pounds. Production of edible grade shelled peanuts during November was about 5 per cent above the total produced during November last year.

Practically all peanuts in the Virginia-North Carolina sections have been picked and estimates indicate that 85 per cent of the crop is out of farmers' hands. The movement of peanuts thru this section has been light recently, partly on account of an unwillingness on the part of farmers to sell at this time.

expected to top last year's 800,000 bags. Pre-war annual sales ranged from 500,000 to 600,000 bags.

CIGARETTE PROSPECTS.—While consumption of cigarettes by civilians this year will show only moderate gains over 1942, large sales to the armed forces are expected to lift total volumes well above that indicated by tax-paid withdrawals. Despite this, however, profit margins of most companies were adversely affected by higher tobacco costs, which, together with liability to excess profits taxes, undoubtedly kept earnings from showing any worth-while improvement. Prospects for 1944 are not regarded as particularly bright, since tobacco shortages are likely to prevent any important extension of the current year's sales gains.

BUYS SUGAR MILL.—The Pepsi-Cola Company has completed purchase of the Espanza sugar mill near Perico, Matanzas Province, Cuba. Several months ago it was indicated that negotiations were under way for this property, which would insure the company of a long-term supply of sugar at stable prices. In announcing the purchase, the firm gave no indication of the price paid, but reports from Cuba suggest the transaction involved approximately \$3,500,000. The mill property has a capacity of 600,000 bags of sugar a year and includes 66,000 acres of land, a standard-gauge railway and a refinery.

LIMIT USE OF BURLEY.—Allocation intended to control distribution to manufacturers and other handlers of the 1943 burley tobacco crop has been made by the War Food Administration.

Since 1941, WFA said, production has not kept pace with demand. Last year, as a result, the crop was allocated so as to effect an equitable distribution.

Under the order each manufacturer's allocation is limited to 90 per cent of the burley he used during the 12 months ending September 30, 1943. However, 1943-crop tobacco which a manufacturer buys at auction below the ceiling price will not be charged to his allocation.

Also, auction purchases by a manufacturer—except purchases below the ceiling price—cannot be a greater fraction of his total burley allocation this year than they averaged from the crop of 1939, 1940 and 1941. This means that the purchase methods (purchases at auction as (See Vender Supply Notes on opp. page)

West Coast News Notes

By SAM ABBOTT

218 Radio Center Bldg., 1509 Vine St., Hollywood 28, Calif. Phone HO. 1866.

LOS ANGELES, Jan. 1.—The teen-age club idea continues to mount here under the guidance of *The Los Angeles Examiner*. This newspaper has assigned L. C. Claypool to do a series. So far the stories have not been frequent with the exception of those in connection with the visit of Ruth Clifton, 18-year-old originator of the Moline plan. She left here recently after having spent some time in Hollywood in connection with her work as technical adviser for RKO-Radio on *Are These Our Children?* Miss Clifton plans to go to Washington, to confer with federal officials and congressional committees on juvenile delinquency problems which her Moline Club was formed to combat. Her Washington visit will be followed by a tour of the larger Eastern cities where Miss Clifton will aid in the formation of teen-age recreational clubs.

The juke box is playing an important role in the formation of these clubs. *The Los Angeles Examiner* in listing activities in 18 schools, gave credit to this type of music as doing a good job. Typical of the mentions is the one of Kern Avenue High, about which the newspaper said, "Working out elaborate program for clubs, gym work, games, juke boxes, using school facilities."

The Peek Show conversion business here is going right along with the production of both the conversions and pictures swinging into full tilt. William Nathanson has launched his Peek Show conversion project along with his arcade activities. Les Lorden, too, is manufacturing a similar product. Quality Pictures along with Les Lorden, is making films for the machines. Merle Connell, formerly with Boris Petroff, well-known dance and show director, has signed with Standard Pictures Corporation to make movies for movie machines. While it isn't known at this time what attention Standard will give Peek Shows, it is doubted that it will be much. Standard, from the impression given *The Billboard* by Fred Walker, the president, will be focused on pictures for Panoram machines before conversion.

Badger Sales Company has chalked up some good sales of Peek Show conversions. Baer & Stein, of Fresno, are on

the list of those purchasing a Hollywood Peek Show conversion here. Other Hollywood Peek buyers included H. H. Beckett, of Pendleton, Ore.; James Wilson, Flagstaff, Ariz.; Nevada Novelty Company, Reno; Tony Brill, Los Angeles, and H. A. Preshler, San Diego, Calif. L. C. Foisy, of Prosser, Wash., turned in a good sized order to Badger and the shipment included Hollywood's. . . . John Patrick, of Patrick Music Company in Santa Monica, Calif., was in the city and made the rounds of the West Pico spots.

Those music machine operators who go strong on recordings by the Andrews Sisters, will be glad to hear that this singing trio will cut the "A" side of a Decca platter with *Home* for early release. Tune is by Peter Van Steeden and Harry and Jeff Clarkson. The boys here will be looking forward to its release. . . . Ted Bloomer and wife, of Mojave, Calif., flew to Mexico City recently for a visit. They return to California soon after New Year's. . . . A. M. (Smile) Keene, sent out some classy Christmas cards again this year. It doesn't do justice to this genial maestro, but it gets plenty of "Smiles," Keene's copyrighted gag-line.

Bert Beutler, who was with Paul Laymon for several years, has joined the E. T. Mape Music Company. Mape recently added several new men including Percy Shields, who operated a jobbing firm under his own name for several years.

Business Trends

Cites Four Factors Which Help Control Inflation

NEW YORK, Jan. 1.—The nation has made a real advance in its fight against inflation and substantial progress toward obtaining "the economic and monetary equilibrium which is so essential to total victory," said Stephen M. Foster, economic adviser for the New York Life Insurance Company, in the company's review for the year which was released recently.

Economic and monetary controls, together with the patriotic response of the public to appeals to exercise restraint, made possible this progress, according to Foster.

"It cannot be denied, of course, that the inflationary forces of the last few years are still present in dangerous amounts, altho the chief and most important one, the government rate of spending, has apparently stopped expanding," declared Foster. "But to the great surprise of many economic observers, certain powerful anti-inflationary factors have developed, and these are now tending to neutralize the inflationary forces and therefore to check the upward movement of prices."

Anti-inflationary factors mentioned by Foster included the following: Supply of goods and services available to the civilians has been much greater than anticipated; wage ceilings have tended to curtail demand; taxes, and the tendency of the people to save.

Agency Helps Small Firms Get Essential Contracts

WASHINGTON, Jan. 1.—The Smaller War Plants Corporation has referred 2,260 small manufacturers to the War Production Board as being qualified to participate in 1944's increased civilian program. These firms were chosen from applications received by the SWPC. In recommending a client the agency certifies that the article the company wants to produce is its peacetime products and that the company has the capacity to produce these civilian items without cut-back in whatever war production it may be working on.

A total of \$60,000,000 in contracts, either for war or for essential civilian production, has been placed by the SWPC with small business firms in a recent four-week period. Officials stated that the organization is still in its infancy and predicted that in the coming months the agency will play an increasingly large part, not only in getting war contracts for small plants, but also in helping small businesses get allotments of material from the

WPB to participate in forthcoming civilian goods production.

It was pointed out that the SWPC cannot get contracts for civilian goods for small plants but can recommend them for allotments of materials from the WPB. Officials said that the agency is trying to aid small firms which have not been engaged in war work but which are unable to produce their peacetime product at full capacity.

Since October, 1942, more than 1,800 applications have been received by the SWPC asking for a total financial assistance of more than \$11,000,000 for conversion to war work. Of these, 1,078 applications were approved, totaling \$50,000,000. Applications of 253 manufacturers were withdrawn before action could be taken, and \$49,000,000 were not approved. The SWPC will not make a loan to a small manufacturer until he has exhausted his regular sources of credit. Regional offices can approve loans up to \$25,000 without going to the Washington office. The largest single loan yet made by the SWPC is \$1,500,000; the smallest was \$280.

U. S., Canadian Business Failures Hit Record Low

NEW YORK, Jan. 1.—Business failures in the United States for the week ending December 23 dropped to a new low for the year, according to the Dun & Bradstreet, Inc., report. A year ago business failures for the same week numbered 81.

The same trend was reported for Canada, with only one business failure reported for the week ending December 23, as against 9 for the same week in 1942.

Government Economy Trend Cuts 200,000 From Pay Roll

WASHINGTON, Jan. 1. — Continuing economy trend in federal government will see close to 400,000 workers trimmed from the pay roll in a few months, according to Chairman Robert Ramspeck, of the House Civil Service Committee. Federal agencies have dropped 200,000 workers since the peak of more than 3,000,000 was reached last May, Ramspeck reported, and there is evidence the total figure may drop to 2,600,000. Prior to last May, when Rep. Ramspeck's committee began investigating government hiring, workers had been added at the rate of 100,000 a month for more than a year. Of the 200,000 dropped 150,000 were let out by the war department alone, which at the peak had almost half the federal employees' total on its roll.

Ramspeck, Democratic representative from Georgia, estimated that the reduction of the federal pay roll by 200,000

would save the taxpayers \$400,000,000 annually.

December N. Y. Retail Sales No Higher Than for 1942

NEW YORK, Jan. 1.—Retail sales by 11 large New York and Brooklyn department stores increased 21 per cent in the week ending December 24 over the business for the same week in 1942, according to the figures released by the Federal Reserve Bank in New York. However, average weekly sales by these same 11 stores were unchanged in the four weeks ending December 24 from the corresponding period in 1942.

New Orleans

NEW ORLEANS, Jan. 1.—O. C. Marshall has assumed management of the New Orleans Coin Machine Exchange and has moved into quarters at 914 Poydras Street.

A card from Louis Boasberg tells of plans for his first furlough from the Great Lakes training camp in many months. Louis looks forward to a big get-together of his friends and associates at his New Orleans Novelty Company office on Magazine Street Christmas Eve.

Harry Batt, genial head of Pontchartrain Beach, soon will return to the city after a prolonged stay in Hot Springs and on the East Coast where he called on other resort ops. Harry looks for a big victory season in 1944 at the big lakeside spot here.

R. N. McCormick, Southern sales manager for Decca Distributing Corporation, reports that November was the biggest month in his firm's history and looks for even heavier disk turnover in December. Mac is high in his praise of *The Billboard's Music Year Book* and has distributed many issues at the nine branches under his management in the South. "It was a great job and *The Billboard* editors deserve a big hand for their efforts," Mac says.

Hugh Smith in charge of Victor and Bluebird disk sales for Electrical Supply Company, says he wonders just what kind of record he could set up if his company could get enough recordings of *Don't Cry, Baby* by Erskine Hawkins. Two dealers in the city asked for 5,000 disks each of this number. "Our backlog now runs around 25,000 on this record in New Orleans," Smith says.

VENDER SUPPLY NOTES

(Continued from opposite page)

distinguished from other purchases) which each manufacturer employs must be the same he employed in purchasing from the 1939, 1940 and 1941 crops.

MORE BOTTLE CAPS.—Efforts to obtain public co-operation in the conservation of bottles and their caps have paid dividends. The shortage, which appeared so serious early this year, is no longer a problem.

Wartime shortages of metals from which bottle caps are made threatened to cause a drastic restriction of production in the beverage bottling industry. A national drive to have bottle caps returned was highly successful. Methods of reclaiming the caps were perfected, and altho the reconditioned bottle crowns cost more, the supply was sufficient to meet the immediate need.

Bottle caps are being made now from reclaimed tin cans. These are flattened and punched and the shearings are sent to detinning plants. About one-fourth of the caps now being used are reconditioned ones.

.22 SHORTS—.22 LONGS
50 CASES
FOR SALE

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Board Size	Price Per Sale	Name	Price Each
400	5c	Win a Buck—Thin	\$0.66
600	5c	Getzum Bucks—Semi-thick	1.20
600	5c	Getzum Smokes—Semi-thick	1.20
1000	5c	Silver Bucks—Semi-thick	1.54
1000	25c	Jackpot Charley—Thin	1.42
1200	25c	Cheerful Charley—Thick	2.73
1200	25c	Texas Charley—Thick	2.32
1800	5c	Lu Lu—Semi-thick	2.87
2400	5c	E.Z. Pickin'—Thin	3.70
2400	10c	E.Z. Pickin'—Thin	3.70
2500	5c	Hit the Fins—Thin	2.98
2500	10c	Hit the Sawbucks—Thin	2.98

- 1000 Hole Girl Cigarette Boards... 94¢ Net
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 - 1 Western Baseball 100.00
 - 1 Bally Club Bell, F.P. & P.O. 220.00
 - 1 Paces Saratoga, F.P. & P.O. 140.00
 - 1 Paces Reels, Cash Payout 130.00
 - 2 Silver Moons, F.P. 80.00
 - 2 Jumbo Parades, F.P. 75.00
 - 1 Texas Mustang Pin Table, F.P. 62.00
 - 1 Gun Club Pin Table, F.P. 82.00
 - 1 Big Chief Pin Table, F.P. 40.00
 - 1 Bolaway 50.00
 - 1 Defense Pin Table, F.P. 40.00
- Terms: 1/3 Deposit, Balance C. O. D., Coral Gables, Fla.

MAGIC MUSIC CO.

1905 Ponce de Leon Blvd., Coral Gables, Fla.

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WILL PAY \$260.00 PER CASE
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NEWS OF PRIORITIES and MATERIALS

Developments of the Week in All Industries

MORE RADIO TUBES.—Because thousands of radio sets have been "blacked out" by limited supplies of radio tubes, the War Production Board is moving to correct the situation. The board announces that at least 4,500,000 tubes of critical types for civilian receiving sets have been scheduled for production in the first quarter of 1944. Officials said that tubes will continue to reach civilian outlets in increasing quantities as the new program progresses.

PAPER, PAPERBOARD USE CUT.—Production of paper and paperboard for the first quarter of 1944 has been fixed at 1,400,000 tons a month by WPB. This is 2.3 per cent under the over-all production level of July, August and September, 1943, and 9 per cent under the quantity which mills had proposed to make during the period.

WPB's forest products bureau, whose report provided the basis for the new program, said that reserves of pulp and pulpwood have declined continuously in the last 14 months and the new program is intended to "arrest the declining inventories."

Mills have been asked to stretch the raw material by the use of waste products and fillers and by encouraging the use of lighter weight papers.

WPB said the limitation on pulp usage would divert "very substantial amounts" of pulp to military uses in explosives and high-tenacity rayon. Actual tonnage to be allotted for these direct war purposes and for essential civilian non-paper uses will be announced shortly.

WARTIME PATENTS.—Fewer inventions are being patented now than before Pearl Harbor, but a surprising number of patents would not have been applied for if it were not for the war. An average of 600 patents a week has been applied for this year, whereas before Pearl Harbor the average was around 800.

Many of the patents are for direct war use—such as a flush gun turret, a digit signal translator and a cooling system for air-cooled internal-combustion engines. Others only reflect the war, such as a shoe tree made with a minimum of metal, a plastic pencil sharpener and a trailer mounting device which is probably an outgrowth of the wartime rise in trailer use.

Several reasons are given for the apparent decline in inventing activity. One is that mechanically ingenious individuals are being absorbed into war industries. Also, many inventions that would normally be patented are probably still being made—and kept secret. Professional inventors regularly employed by the larger companies have had their efforts detoured into jobs that must be kept secret until after the war. This is especially true of chemical patents.

Another reason for the decline in the number of patents issued is the practical wiping out of applications for patents from inventors in Continental Europe. In pre-war days most such applications came from Germany. There are no applications from occupied countries either.

SUBSTITUTE FOR SILICA.—Use of a

pine-wood chemical in the making of armor-steel castings for combat vehicles has broken a foundry bottleneck. Before the war each ton of cast steel usually required half a ton of new, especially graded silica sand. With production stepped up to unprecedented heights, foundries had difficulty in obtaining the core material, and it was then that they learned to mix pulverized resin extracted from Southern pine wood with new or mechanically reclaimed old sand.

Truline binder, as the resin is called, is said to be especially effective with clay-bearing sands and is destroyed by heat after casting, thus permitting easy removal of the sand from the core cavity. In the case of one foundry making 5,000 tons of armor-steel casting each month, the resin cut the monthly new-sand requirement from 2,500 tons to 600 tons.

METALS BRANCH.—A new office for metals and minerals to handle all problems of metals, including the surpluses developing beyond military needs, has been formed by WPB.

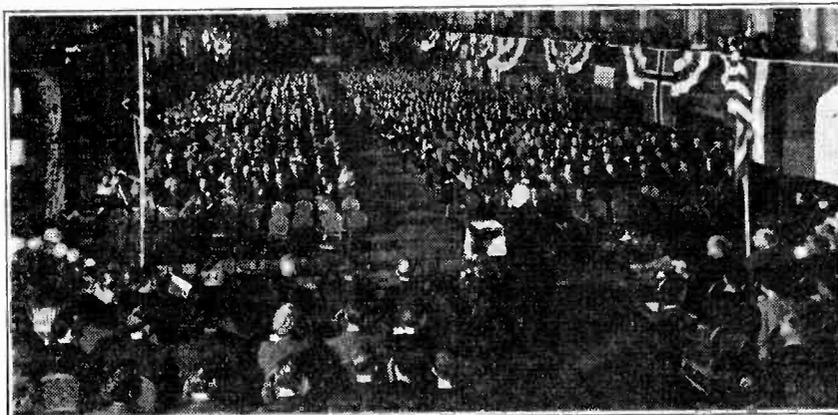
Arthur H. Bunker was named vice-chairman and will bring metals and minerals under a single control. His appointment completes the reorganization of the former office of operations vice-chairmanship.

Bunker will assume direction of the steel, copper, aluminum and magnesium divisions, the mineral bureau and the minerals resources co-ordinating division with its related committees.

SCRAP PAPER.—The *New York Times*, under the heading, "Paper From Paper," printed the following article December 26:

A piece of paper can play a part in the war out of all proportion to its size and weight. It may be turned into shell casings, bomb rings, ammunition chests, supply and flare parachutes, blood plasma and ration containers, or any one of 700,000 items used by the armed forces. These many new uses of paper have raised production from 14,500,000 short tons in 1940 to more than 16,500,000 tons this year. The new demand has strained the industry's resources, and the situation has been complicated by the lack of cutters of pulpwood.

For the raw material, pulpwood, there seems to be just one replacement: salvaged paper. Last week a nationwide drive to collect waste paper for America's pulpwood mills was in its third week. Sponsored by newspapers at the request of Donald M. Nelson, War Production Board chief, the campaign seeks a monthly collection of 667,000 tons—500,000 are now collected—to add 2,000,000 tons annually to paper scrap piles. From scrap heaps the salvage, pulped into a mass by machines, becomes the raw material for new paper. Demand for the waste paper is constantly growing as standards for higher grades of new paper are forced down; 90 per cent of the content of paperboard, used for containers, is now salvaged paper.



SCENE AT GRAND BALLROOM, Hotel Sherman, when the Army-Navy "E" Flag, symbol of highest production honors, was presented to officials and employees of Lion Manufacturing Corporation. More than 2,000 persons witnessed the colorful and dramatic official ceremony, and remained to celebrate the production record achieved by the well-known "Bally" plant.

Over 75,000 Now Giving Trouble-Free Service!

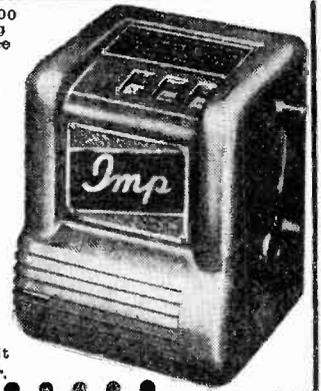
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MERCURY \$9.90 Ea.

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CHAMPION \$14.90 Ea.

Used 1/3 Deposit With Order.

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914 DIVERSEY, CHICAGO 14, ILL.

ARCADE EQUIPMENT

- 4 Chicken Sam S'burg Gun \$129.50 Ea.
- 5 Chicken Sam Jap. Conv. . 149.50 Ea.
- 1 Mutoscope Sky Fighter . . 335.00

MUSIC EQUIPMENT

- 50 Seeburg Remoto Wall
- Wall Boxes \$ 25.00 Ea.
- 100 Buckley Boxes, Like New 19.50 Ea.
- 200 Keeney Wall Boxes . . . 3.00 Ea.
- 5 412 Wurl. Music Mach. 59.00 Ea.
- 4 616 Wurl. Music Mach. 89.00 Ea.

PIN GAMES

- 1 Big Parade \$129.50
- 1 Knockout 129.50
- 4 Victories 99.50 Ea.
- 2 Sky Blazers 69.50 Ea.
- 1 Slugger 55.50
- 6 Keeney Tracktime, P.O. Consoles 95.00 Ea.

ACCESSORIES

- 20 Coin Chutes \$ 3.00 Ea.
- 12 Wurlitzer Motors 6.00 Ea.
- 6 Amplifiers for Wurlitzer 616 and 24 18.00 Ea.
- 20 Rockola Motors 16.00 Ea.

Write for Prices on Model

880 Seeburgs and Major

Remote Control.

EASTERN AMUSEMENT COMPANY

641 Hunterton St.
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WILL PAY CASH

for LATE PIN GAMES and ALL MODEL PHONOGRAPHS
State quantity, price and condition in first letter.

B. D. LAZAR CO.

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(Phone: GRant 7818)

THIS WEEK'S SPECIAL

- Exhibit's Knockout \$95.00 Ea.
 - Captain Kidd 45.00 Ea.
 - Red, White, Blue 29.50 Ea.
 - 50 Assorted Games 12.50 Ea.
 - 5 32 V.D.C. Wurlitzer Motors . . 10.00 Ea.
 - 2 Wurlitzer Bar Boxes 8.00 Ea.
- Send 1/3 With Order, Balance C. O. D.

GEO. ROWLAND SALES CO.
Poplar Bluff, Mo.

JOIN THE MARCH OF DIMES

FIGHT INFANTILE PARALYSIS

JANUARY 14-31

MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY

- 2 MILLS 25c GOLD CHROMES, 2-5
- 1 MILLS 25c CHROME, 2-5
- 6 MILLS 25c BROWN FRONTS, Drillproof, C.H., Knee Action
- 3 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action
- 2 MILLS 5c BROWN FRONTS, Drillproof, C.H., Knee Action
- 3 MILLS 25c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 2 MILLS 10c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 3 MILLS 5c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 4 MILLS 25c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
- 3 MILLS 10c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
- 4 MILLS 5c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
- 2 JENNINGS 50c CHIEFS, 3-5
- 3 MILLS FOUR BELLS, High Serials
- 2 MILLS 25c CLUB CONSOLES
- 3 KEENEY SUPER BELLS
- 3 MILLS JUMBO PARADES, F. P.
- 2 BUCKLEY SEVEN BELLS
- 11 MILLS VEST POCKETS

PHONOGRAPHS

- 1 SEEBURG COLONEL, Wireless
- 2 SEEBURG ENVOYS, Wireless
- 1 SEEBURG COMMANDER, Wireless
- 2 WURLITZER VICTORY MODELS
- 1 MILLS THRONE OF MUSIC
- 3 WURLITZER ROLAWAYS
- 2 WURLITZER 616
- 2 WURLITZER 412
- 1 BALLY RAPID FIRE GUN
- 2 SEEBURG CHICKEN SAMS, Conv.
- 1 KEENEY SUPREME GUN

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. "WE ARE WHOLESALE AND SELL FOR RESALE."

OUTSTANDING BUYS IN CIGARETTE VENDING MACHINES

Just because these Machines are being sold at these Low Prices does not mean they are not in A-1 operating condition. Every one of these Machines is in operative condition or else is in operation at the present time. If you need Machines do not hesitate to purchase these, as they are really a steal at the prices quoted below. We are cutting down the extent of our operations and for that reason are offering them at these very low prices.

- 7 Col. STEWART-McGUIRE, MODEL "S" (15c and 20c Operation) With Double Shift Container, holding 325 Packs. \$30.00 Each in Lots of 10. Single Machines, \$35.00 Each.
- With Standard Container \$20.00 Each in Lots of 10. Single Machines \$25.00 Each.
- 8 Col. U-NEED-A-PAKS \$20.00 Each in Lots of 10. Single Machines, \$25.00 Each.
- 6 Col. ROWE IMPERIALS \$22.50 Each in Lots of 10. Single Machines, \$25.00 Each.
- 8 Col. ROWE IMPERIALS \$27.50 Each in Lots of 10. Single Machines, \$30.00 Each.

1/3 Deposit, Money Order or Cashier's Check, Balance C. O. D., F. O. B. St. Louis.

AUTOMATIC CIGARETTE SALES CO.
2208 LOCUST ST. ST. LOUIS, MO.

WANTED MILLS

5-10-25-50c

Blue Fronts, Brown Fronts, Original Chrome; Gold, Green and Copper Chrome Bells.

HIGHEST CASH PAID.

Valley Specialty Co., Inc.

1061 Joseph Avenue
Rochester 5, N. Y.

JAR DEAL TICKETS

1836 Count Combinations
2280 Count Combinations
2040 Count Red, White and Blue 120 Tips
With 10 Seal Cards, Also Sales Boards.
Write for New Low Prices.

AUTOMATIC AMUSEMENT COMPANY
633 Massachusetts Ave. Indianapolis 4, Ind.

Injury Halts Regular Income, Detroit Turns to Venders

DETROIT, Jan. 1.—One of the few new operators to plan definite wartime expansion here is Harry E. Shaw, who has just organized his business as the Shaw Vending Company. He is picking, incidentally, one of the most difficult fields of coin machine operation under today's conditions—the peanut vending division.

Shaw has operated a few machines for some time and has now decided to go into it on a full scale basis. The experience gained over a considerable period with relatively few machines will stand him in good stead for the 500 machines he expects to have in operation by spring. He has established his sources of supply for both machines and nuts, and is going ahead with a definite program that should mean success.

Run Over By Truck

The factor that has turned Shaw entirely to machines was a recent accident. He was in the moving business, with a few peanut machines on the side, for a long time. Then he was run over by a moving truck which went across his chest, causing serious internal injuries and making the type of work he had been doing out of the question. With the experience he already had with venders he knew, however, that he had another source of income open to him.

Shaw believes in keeping his machines on a regular service basis. Under today's conditions this means servicing each machine not less than every two weeks, and this means cleaning, polishing, minor repairs as necessary, as well as filing the machines. For this reason he does not place too large a stock of nuts in the machines at a time, thereby keeping the nuts fresh and assuring a frequent, steady service policy.

Shaw has used some single unit venders, but favors the three-unit vender which gives a variety of choice.

He usually places three types of nuts in the machines—blanched, Spanish and redskin peanuts. The blanched nuts have been hard to get, and he has sometimes had to place Spanish nuts in two of the units in recent months, but the supply situation now seems to be rationalized, so that he can continue to offer his patrons the proper degree of variety. The blanched nuts, he finds, are by far the best sellers in this territory.

Opposed 5-Cent Chutes

Shaw, after considerable experimenting, is strongly opposed to using 5-cent coin chutes on his venders. He says that the amount of nuts passed out is more than the average person expects to get or can easily handle, and the result is that some of the nuts spill over onto the floor when they are delivered. The person buying them has a squawk then because he has not his full money's worth, tho he might even have been satisfied with fewer nuts in the first place; and the location is hurt because the nuts mess up the floor of his place,

sometimes leaving a permanent oily or greasy spot.

Shaw is planning to move his business, now located near the downtown district at 3215 Brooklyn Avenue, to a new and large location in the near future. He is placing his father in charge of the service department, and is planning a well-balanced operation of the entire business.

Texas Operator Dies Following Year's Illness

DALLAS, Jan. 1.—Clifford W. Percy, who operated extensive routes of scales, vending machines and phonographs in this area, died December 14 after a year's illness. Percy was stricken with malignant tumor about a year ago at his home in Preston Hollow, Dallas suburb, and became gradually worse despite several operations and frequent trips to the hospital.

At the time of his death Percy was reported to have 500 scales in operation, but had disposed of a large route of peanut vending machines and more than 200 phonographs.

Percy, who died at the age of 48, was born at Waco, Tex., a son of Dr. Albert Percy who founded the Baby Percy Medicine Company. It was sometimes said that the infant picture on the carton in which Baby Percy medicine was sold was that of Clifford Percy. He and his brother inherited controlling interest in the patent medicine firm which has become known as the Merrick Medicine Company.

While operating a tire shop at Clarksville, Tex., in 1927 Percy purchased his first phonographs from Fisher Brown, Dallas distributor. They became close friends.

Percy was a Shriner and a member of the R. O. of Jesters Club. He is survived by Clara Byrd Percy, widow, and a daughter, Ann Louise Percy.

Operator, Former RAF Pilot, Shot; Partner Is Held

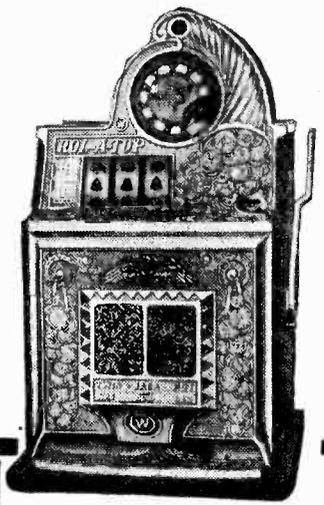
BIRMINGHAM, Jan. 1.—Gus Alley, 31, proprietor of the Magic City Music Company and well known in the coin machine field, was shot to death here December 24, and O. L. Coker, his long-time friend and business associate, was jailed on a charge of murder. The shooting took place at Central Park Airport which Alley also operated.

Alley was a well-known aviator and formerly a captain in the Royal Air Force connected with the ferry command.

Pass Chicago Licenses

CHICAGO, Jan. 1.—Following a meeting of the city council December 29, three separate sections of a new city ordinance to increase the revenue were applied to coin machines of various types which will go into effect upon legal publication of the document. One section of the new revenue bill which has been under consideration for several weeks, places an annual fee on juke boxes; another section puts an annual fee on target guns and another section licenses penny and nickel amusement machines. Each section covering the three different types of machines is a unit in itself and is considered as a separate ordinance. The section licensing amusement machines states definitely that pinball games are not included under the license plan. The city is much in need of revenue and has increased licenses on business generally and is still looking for other sources of revenue.

It is reported that the juke box trade will take a test case to court when the juke box tax goes into effect. The fee on jukes is considered very excessive by the trade. The amusement machine trade, especially the arcade operators, consider the ordinance affecting their machines to be favorable, altho the fees are considered a wartime tax. Paul Gerber, well-known distributor, led the amusement machine trade in discussions concerning the new license ordinance.



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Get your machines rebuilt now and have them ready for the holiday play.

WATLING MFG. CO.

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Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE," Chicago.

FOR SALE

- 5 BALL PIN MACHINES
- 1 Genco Big Town \$22.50
- 1 Genco Band Wagon 22.50
- 1 Genco Argentine 42.50
- 1 Genco Metro 22.50
- 1 Baker Defense 17.50
- 1 Baker Big Time 27.50
- 1 Exhibit Duplex 39.50
- 1 Bally Beauty 17.50
- 2 Bally Vacations, Plastic Bumpers, Ea. 29.50
- 2 Bally Silver Skates, Each 32.50
- 2 Bally Cross Lines, Each 37.50
- 1 Bally Topic (No Motor) 49.50
- 1 Chicago Coin Snappy 37.50
- 1 Chicago Coin Polo 17.50
- 1 Chicago Coin Sporty 17.50
- 1 Chicago Coin Show Boat 37.50
- 3 Chicago Coin Sport Parades, Each 29.50
- 3 Chicago Coin All Americans, Each 22.50
- 1 Victorious 1943 139.50
- 1 Gottlieb Score-a-Line 22.50
- 5 Chicago Metal Double Safes, Double Door, A-1, Each 50.00
- 5 Chicago Metal Single Safe, Single Door, A-1, Each 30.00
- One-Third Certified Deposit, Balance C. O. D.

Central Texas Amuse. Co.
1701 Guadalupe Street AUSTIN, TEXAS

BRAND NEW MACHINES NEVER BEEN UNCRATED

- Super Bells, Comb. \$350.00
- Watling Big Game, F.P. 150.00
- Watling Rol-a-Tops 199.50

USED MACHINES IN GOOD CONDITION

- Super Bells, Comb. \$249.50
- Jumbo, F.P. 99.50
- Watling Big Games, F.P. 89.50
- Jumbo Automatics 119.50
- Watling Big Games, Auto. 109.50
- Ciga-Rolas 49.50
- Watling Rol-a-Tops, Slightly Used, Cannot Be Told From New 159.50

J. B. WOOD

EL DORADO, ARK.

RED, WHITE & BLUE

(Single, Fivefold or Stamped) COMBINATION TICKETS (Single or Fivefold)

NUMERAL TICKETS, BINGO AND J. P. BINCO

TIP BOOKS (All Kinds), TRADE CARDS, SALESBOARDS
No Catalogs. Write for Prices—Please State Your Business and Requirements.

WILNER SALES CO.

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WANTED

Mechanic for permanent position. Must be good. State experience first letter.

UNITED NOVELTY COMPANY
BILOXI, MISS.

CLEVELAND COIN

OFFERS:

10 PANORAM PEEK SHOWS—
COMPLETELY CONVERTED—THE
LATEST MONEY MAKER.
\$395.00 EACH

SLOTS

- 1 5c Bonus Bell.....\$225.00
- 1 5c Walling Roll-a-Top, 3/5... 90.00
- 1 5c Walling Treasury, 3/5... 75.00
- 1 5c Mills Skyscraper, 3/5... 125.00
- 2 5c Q. T. Gliffer Gold, each... 115.00
- 1 10c Q. T. Gliffer Gold... 125.00
- 3 Jennings Free Play Mint Vendors, each... 75.00
- 2 Jennings XV Cigarollas, each... 85.00
- 6 Columbia 5c Gold Award, each 65.00

SAFES

7 Double Slot Safes, Newly Painted,
Ready To Go, Inside Height 26 Inches,
Front Sliding Doors and Locks.
\$35.00 EACH

MUSIC

- 1 Seeburg Concert Grand.....\$335.00
- 1 Seeburg Rex..... 185.00
- 2 Seeburg Regals, each..... 250.00
- 1 Seeburg Vogue..... 285.00

CONSOLES

- 4 Beulah Parks, each.....\$ 85.00
- 1 Sugar King..... 50.00
- 3 Silver Moons, F. P., each... 110.00
- 1 Kentucky Club..... 110.00
- 1 Late Lucky Lucre, 5 Nickel Head 275.00

ARCADE

- 1 Bally Defender.....\$295.00
- 2 Bally Rapid Fires, each..... 235.00
- 2 Keeney Air Raiders, each... 250.00
- Brand New Revamp "Tail Gunner" 325.00
- Brand New Revamp "Tokio Gun". 325.00
- Brand New Midget Skee Balls.. 239.50
- 10 Shipman Double Column

- Postage Stamp Vendors, ea... 22.50
- 3 Rotary Claws, each..... 150.00
- 3 Deluxe Buckley Diggers, each. 85.00
- 3 Regular Buckley Diggers, each. 75.00
- 1 Five Machine Gun Mac Glashen Range.....2,000.00

TERMS: 1/2 Deposit With All Orders,
Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave., Cleveland 15, O.
Phone PProspect 6316-7

Police Cars Now Guard Convoys of Liquor, Cigarettes

BALTIMORE, Jan. 1.—State, county and city police in Maryland, Delaware, New Jersey and Pennsylvania now are escorting truck convoys carrying liquor, cigarettes and other valuable cargoes in an effort to combat widespread hijacking, it has been announced by W. F. Kneip, general manager of the Maryland Motor Truck Association, Inc.

Convoy fleets may number as few as two or as many as 20 trucks. Police use both motorcycles and squad cars when on convoy duty, and the plan is reported to be very effective.

The plan was undertaken primarily for the protection of trucks carrying liquor and cigarettes, but vehicles carrying other valuables and readily salable goods, especially commodities in demand on black markets, are afforded similar protection.

The recent hijacking of cigarettes valued at \$35,000 from the garage of a local trucking concern climaxed a mounting number of lesser thefts. A truck and trailer loaded with 506 cases of cigarettes was taken from the garage before the transfer company had completed arrangements to deliver the shipment. The truck owners offered a reward of \$3,500 for information leading to the recovery of the cigarettes.

E. V. Ross To Dispose of Cigarette Vending Route

BALTIMORE, Jan. 1.—Todd Cigarette Service Company, one of the city's largest operators of cigarette machines, has contracted to purchase the extensive cigarette machine routes owned by E. V. Ross, of Oriole Coin Machine Company here. Final arrangements for the purchase are scheduled within the next week or 10 days, it is reported.

MARKEPP VALUES

- SLOTS**
- 5c MILLS BLUE FRONTS, C.H., S.J. \$169.50
 - 10c MILLS BLUE FRONTS, C.H.S.J., New Crackle Finish 189.50
 - 25c MILLS BLUE FRONTS, S.J.C.H., New Crackle Finish 289.50
 - 10c MILLS BROWN FRONTS, A-1 C.H. 239.50
 - 25c MILLS BROWN FRONTS C.H., New Crackle Finish 319.50
 - 5c WATLING ROLATOPS, 3-5 P.O. 79.50
 - 25c WATLING ROLATOPS, 3-5 P.O. 129.50
 - 5c WATLING CHERRY BELL, 3-5 P.O. 125.00

- PHONOGRAPHS**
- Mills PANORAMS, Wipers, Late \$319.50
 - Mills EMPRESS..... 194.50
 - Seeburg MAYFAIR..... 239.50
 - Seeburg WALLOMATICS, Wireless 39.50
 - Rock-Ola '39, Standard..... 179.50
 - Rock-Ola '40 SUPER, Walnut.. 289.50
 - Rock-Ola '40 SUPER R. C., with 8 Dialatone Wall Boxes... 495.00
 - Wurlitzer or Rock-Ola Motors. 17.50

- ARCADE EQUIPMENT**
- Chicoin ALL STAR HOCKEYS...\$209.50
 - Keeney SUBMARINE GUN.... 199.50
 - TOM MIX RIFLES..... 59.50
 - TEN STRIKES..... 49.50

Half Certified Deposit With Order.
WE ARE WHOLESALEERS ONLY
The Markepp Company
3908 Carnegie, Cleveland 15, O.
(Henderson 1043)

WANT TO BUY

JENNINGS DOUBLE CIRCUIT TELEPHONE
MUSIC EQUIPMENT
Price and Particulars in First Letter
STERLING NOVELTY CO.
669-671 S. Broadway Lexington 20, Ky.

JOIN THE MARCH OF DIMES
FIGHT INFANTILE PARALYSIS
JANUARY 14-31

WESTERHAUS INVASION — THE LATEST 5-BALL CONVERSION:
PRICE \$165.00.

NAME IN HEADLINES PRINTING PRESS, INCLUDING NEON SIGN! PRICE \$295.00

SPECIAL! NEW SUPREME GUN. PRICE \$330.00

- | ARCADE EQUIPMENT | GUNS | MISCELLANEOUS |
|--|---|--------------------------------------|
| MUTOSCOPE LATEST CARD VENDERS...\$ 45.00 | 1939 DELUXE WESTERN BASEBALL...\$ 99.50 | PIKE'S PEAKS..... 19.50 |
| BALLY RAPID FIRES, A-1..... 225.00 | JAP CONVERTED CHICKEN SAMS... 149.50 | SEEBURG TWO PLAY HOCKEY.... 84.50 |
| MUTOSCOPE ACE BOMBER..... 429.50 | KEENEY TEXAS LEAGUER, A-1.... 49.50 | EXH. HAMMER STRIKER & STAND. 79.50 |
| SINGLE GRIPPERS..... 9.50 | CASINO GOLF, Like New..... 39.50 | BATTING PRACTICE, Latest..... 129.50 |
| KEENEY ANTI-AIRCRAFT GUN.... 79.50 | EVANS TOMMY GUN-TRACER LITE. 169.50 | ANTI-AIRCRAFT SCREENS, New... 9.50 |
| BALLY DEFENDER..... 345.00 | PHOTO CELLS, SEEBURG & BALLY. 3.50 | PIN GAME LOCKS, Per Dozen, Used 3.50 |
| KICKER & CATCHER..... 24.50 | EXH. COUNTER GAME STANDS.... 10.00 | ADVANCE SHOCKER..... 12.50 |
| EXHIBIT KISS-O-METER, Like New. 250.00 | | |
| BINGO-COUNTER ARCADE GAME.. 12.50 | | |
| CARD VENDER, Floor Size Life Up. 24.50 | | |
| BACK GLASS FOR BALLY 1-BALLS.. 6.00 | | |
| USED 5c F. P. COIN CHUTES, A-1. 1.50 | | |
| CHICAGO HOCKEYS..... 245.00 | | |
| BALLY CONVOY..... 295.00 | | |

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

- SLOTS—ONE-BALLS—CONSOLES**
- HI-HAND.....\$139.50
 - CASH P. O. WATL. BIG GAME, New 150.00
 - ABOVE, FACTORY RECONDITIONED. 130.00
 - JENN. SILVER MOON F. P., A-1.. 119.50
 - BALLY SUN RAY F. P. CONSOLE F.S. 159.50
 - BIG GAME CASH P. O., Used, A-1. 115.00
 - 4-BELLS, 5c-5c-5c-25c, Perfect... 695.00
 - PACES RACES, Brown, Perfect.... 139.50
 - EXH. RACES, 7 Coin Console.... 79.50
 - JUMBO PARADE, Cash Hi-Head.. \$ 99.50
 - TURF KING, New, Original Crate.. 625.00
 - CLUB TROPHY, Like New..... 345.00
 - SPORT SPECIAL, Perfect..... 160.00
 - BALLY LONG SHOT, A-1..... 345.00
 - BALLY RECORD TIME, Like New.. 169.50
 - MILLS OWL, Like New..... 74.50
 - KEENEY FORTUNE, Cash or F. P.. 345.00
 - KEENEY SKYLARK, Cash or F. P.. 265.00

- PIN GAMES—NEW AND USED**
- | | | |
|--------------------------|------------------------------|--------------------------|
| MIDWAY, New ..\$175.00 | PARADISE.....\$ 44.50 | LEAGUE LEADER ..\$ 34.50 |
| BOLAWAY..... 64.50 | STREAMLINER, New..... 195.00 | ACTION..... 145.00 |
| TOPIC..... 84.50 | JEEP, Like New..... 119.50 | MIAMI BEACH..... 49.50 |
| SILVER SKATES..... 44.50 | FOX HUNT..... 35.00 | NEW CHAMPS..... 54.50 |
| GUN CLUB..... 69.50 | STAR ATTRACTION..... 52.50 | DUPLEX..... 47.50 |
| ZOMBIE..... 47.50 | BANDWAGON..... 39.50 | WILD FIRE..... 39.50 |
| SPEED BALL..... 49.50 | ZIG ZAG..... 54.50 | BELLE HOP..... 54.50 |
| SPOT-A-CARD..... 69.50 | BROADCAST..... 39.50 | SCHOOL DAYS..... 39.50 |
| TEXAS MUSTANG..... 69.50 | METRO..... 39.50 | BIG CHIEF..... 42.50 |
| SEA HAWK..... 42.50 | ALL AMERICAN..... 39.50 | STRATOLINER..... 39.50 |
| SPOT POOL..... 57.50 | CHAMPS..... 47.50 | SPORT PARADE..... 39.50 |
| TEN SPOT..... 47.50 | HOROSCOPE..... 47.50 | DIXIE..... 39.50 |
| LEGIIONNAIRE..... 49.50 | 5-10-20, Like New 124.50 | FLICKER..... 39.50 |
| SNAPPY..... 49.50 | DUDE RANCH..... 32.50 | LEADER..... 44.50 |
| SHOW BOAT..... 49.50 | PLAY BALL..... 42.50 | FOUR DIAMONDS..... 49.50 |

WE WILL PAY \$40.00 EACH FOR EXH. WEST WINDS, SUN BEAMS,
DO-RE-MI AND DOUBLE PLAY

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

EMPIRE COIN MACHINE EXCHANGE

2812 W. NORTH AVE.
CHICAGO 47, ILLINOIS
Phone: Humboldt 6288

A SOCKER-00

No. 1000
Punch It Again

with a
PROFIT PUNCH

OF \$31.²⁹
1000 holes

of "dynamite-in-action" rakes in the coin. It's another GARDNER - Profiteer 5c board with thick slot symbols. Order now! Write for price list 438-3.

GARDNER & CO.
2309 ARCHER • CHICAGO

WANTED: Assistant To Mechanic

Must have working knowledge of Seeburg remote capable of catching location service calls. Must be reliable. Furnish references with first letter. Pay in accordance with ability.

Coin Machine Service Company

W. R. BURTT
442 NORTH SENECA WICHITA 12, KANSAS

GUARANTEED USED GAMES

OLIVE'S SPECIALS THIS WEEK

SOLD ON MONEY BACK GUARANTEE

SLOT MACHINES

- Mills 5c Blue Fronts (Serials about 400,000) \$175.00
- Mills 5c Blue Fronts (Serials about 400,000), Drill Proof 200.00
- Mills 10c Blue Fronts (Serials about 400,000) 200.00
- Mills 10c Blue Fronts (Serials about 400,000), Drill Proof 225.00
- Mills 5c Brown Fronts (Serials around 450,000), Drill Proof 250.00
- Mills 10c Brown Fronts (Serials around 460,000), Drill Proof 275.00
- Mills 5c War Eagles, Factory Re-built, 3-5 Pay 150.00
- Mills 5c New War Eagles, Knee Action, Drill Proof (Serials 475,000) 250.00

Everything We Ship Guaranteed in Perfect Condition. Money Refunded if Not Satisfied Within 10 Days.

Terms: 1/3 Dep. With Orders, Bal. C.O.D.

OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 8820)

WANTED

First-class Mechanic for Pin Tables, Consoles, Phonographs and Remotes. Must know his stuff and be draft exempt. \$75.00 a week to start. Good living conditions. Write or wire

E. & R. SALES COMPANY
813 College, N. E. Grand Rapids, Mich.

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 20 MILLS PANORAMS, like new.....\$325.00
- 5 PANORAMS, CONVERSIONS PEEK SHOW..... 395.00
- 5 BALLY HIGH HANDS, Comb., late serials..... 149.50
- 12 JUMBO PARADES, C. P., A-1 condition..... 99.50
- 10 JUMBO PARADES, F. P., A-1 condition..... 89.50
- 5 SILVER MOON TOTALIZERS, F. P., like new..... 109.50
- 2 BOBTAIL TOTALIZERS, F. P., like new..... 109.50
- 2 BALLY BIG TOPS, F. P., animal reels..... 89.50
- 5 WATLING BIG GAMES, C. P., A-1..... 109.50
- 2 WATLING BIG GAMES, F. P., A-1..... 99.50
- 5 SUPERBELLS, comb., F. P., like new..... 249.50
- 1 2-WAY SUPERBELL, like new, 5c-5c..... 399.50
- 1 PACE SARATOGA, A-1, C. P..... 89.50
- 2 CHARLI HORSES, C. P., 5c-5c..... 149.50
- 3 JENNINGS CIGAROLLAS XV 5c and 15c play..... 109.50
- 2 MILLS 4-BELLS, serials over 2400, look like new.. WRITE
- 1 4-WAY SUPERBELL, 5c-5c-5c-25c, like new..... WRITE



Wolff Solomon

- SLOTS**
- 5c BLUE FRONTS, rebuilt, knees, C. H.....\$169.50
 - 10c BLUE FRONTS, rebuilt, knees, C. H..... 199.50
 - 25c BLUE FRONTS, new crackle, knees, C. H..... 275.00
 - 5c BROWN FRONTS, 3/10 P. O., knees, C. H..... 249.50
 - 10c CHERRY BELLS, 3/5 P. O., knees, C. H..... 275.00
 - 25c CHERRY BELLS, 3/5 P. O., knees, C. H..... 299.50
 - 10c BONUS BELL, A-1..... 269.50
 - 5c-10c WAR EAGLE, 3/1, knees, C. H..... 139.50
 - 5/10/25c JENNINGS CLUB CONSOLE CHIEFS, set..... 750.00
 - 5c CHROME BELL, 1 cherry P. O., newly rebuilt.... WRITE
 - 10c CHROME BELL, 1 cherry P. O., newly rebuilt.... WRITE
 - 1c Q. T.'s BLUE FRONTS..... 49.50
 - 5 JENNINGS GRANDSTANDS, cig. reels, check P. O. 29.50

- 5 Mills 1940 1-2-3, \$89.50 Each.
- 5 Brand-new Buckley 32 Selection Wall Boxes, Adapter and 175 Ft. of New B-8 Wire Cable, all \$225.00.

Used Keeney Wall Boxes, 24 Selection, \$5.00 Each.

2 TWIN 12 Wurlitzer Kitchen Cabinets, Complete with Adapter, \$75.00 Each.

BUY WITH CONFIDENCE

ARCADE EQUIPMENT

- | | |
|--------------------------------------|---------------------------------|
| TOMMY GUN, Late, Tracer.....\$165.00 | TEN PINS, Low Dial.....\$39.50 |
| HOCKEYS, Late..... 209.50 | POISON THE RAT..... 22.50 |
| BATTING PRACTICES..... 119.50 | CHESTER POLLARD GOLF..... 89.50 |
- PIN BALLS**
- | | | |
|---------------------------|-------------------------|-------------------------|
| GENCO DEFENSE.....\$99.50 | ARGENTINE.....\$59.50 | DUPLEX.....\$59.50 |
| HOME RUN..... 79.50 | LEGIONNAIRE..... 49.50 | SOUTH PAW..... 59.50 |
| SNAPPY..... 49.50 | ANABEL..... 39.50 | ZOMBIES..... 49.50 |
| ZIG ZAG..... 59.50 | SEA HAWK..... 45.00 | GUN CLUBS..... 59.50 |
| 5-10-20..... 129.50 | PAN AMERICAN..... 45.00 | SPORT PARADE..... 45.00 |
| SPOT-A-CARD..... 79.50 | SPARKY..... 39.50 | HI-HAT..... 59.50 |
| TOWERS..... 79.50 | DUDE RANCH..... 32.50 | CROSSLINE..... 32.50 |
| BOLWAY..... 72.50 | BROADCAST..... 32.50 | REPEATER..... 39.50 |
| SKYLINE..... 29.50 | MYSTIC..... 32.50 | WOW..... 32.50 |

1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED

IF NOT SATISFIED, RETURN WITHIN 10 DAYS, MONEY WILL BE REFUNDED

- | ARCADE | SLOT MACHINES | CONSOLES |
|---|-----------------------------------|---|
| Mutoscope Poker Rolls.....\$ 80.00 | MILLS | Keeney Dark Horse.....\$ 90.00 |
| Mutoscope Lift-o-Graph..... 169.00 | 5c Blue Front.....\$185.00 | Keeney 2 Way, 5 & 25c Write Head..... 125.00 |
| Mutoscope Sky Fighters..... Write | 10c Blue Front..... 220.00 | Keeney Tracktime, Red Head..... 125.00 |
| Mutoscope 2c Card Vendors..... 35.00 | 25c Blue Front..... 300.00 | Keeney 2 Way 5c Supor Bell..... 375.00 |
| Mutoscope Punching Bag, Like New..... 275.00 | 25c Chrome Bell..... 450.00 | Mills & Bells Parades..... Write |
| Mutoscope Pistol Sniper, Like New..... 260.00 | 5c Glitter..... 140.00 | Jennings Silver Moon..... 150.00 |
| Exhibit Mystic Eye..... 145.00 | 5c Bonuses..... 250.00 | Jennings Liberty Bell..... 25.00 |
| Exhibit Smiling Sam..... 125.00 | 5c Roman Head..... 190.00 | Baker's Pacers, DD..... 275.00 |
| Exhibit Striking Power..... 120.00 | 10c Roman Head..... 220.00 | Evans Galloping Dominos, '38..... 70.00 |
| Exhibit 1c Card Vendors..... 35.00 | 25c Roman Head..... 270.00 | Evans Galloping Dominos (Late Head)..... 275.00 |
| Evans Ten Strikes..... 65.00 | 5c Front Vendor..... 95.00 | Evans Rollett Jr. (Late Head)..... 250.00 |
| Genco Play Balls..... 190.00 | 5c War Eagle..... 150.00 | Bally Gold Cup.....\$ 49.50 |
| Scientific Football..... 90.00 | 10c War Eagle..... 200.00 | Bally Eureka..... 30.00 |
| Scientific Basketball..... 90.00 | 25c War Eagle..... 275.00 | ONE BALL PAYOUTS |
| Keeney Submarine..... 225.00 | 5c Brown Front..... 225.00 | Bally Preakness.....\$ 30.00 |
| Keeney Anti-Aircraft..... 75.00 | 10c Brown Front..... 270.00 | Bally Santa Anita..... 285.00 |
| Bally Bull..... 95.00 | 25c Brown Front..... 340.00 | Keeney Velvet..... 32.50 |
| Bally Rapid Fire..... 225.00 | PACE | COUNTER GAMES |
| Bally Alley..... 35.00 | 5c 1942 Slug Ejector.....\$120.00 | A.B.T. Target Pistols.....\$ 25.00 |
| Rockola Ten Pins..... 60.00 | 10c 1941 Slug Ejector..... 135.00 | Kicker and Catcher..... 25.00 |
| Rockola World Series..... 100.00 | 5c Comet..... 70.00 | Pikes Peak..... 25.00 |
| Warner Voice Recorder..... 595.00 | 5c Bantam..... 22.50 | Hitler Target, Pistol..... 25.00 |
| Poker Joker..... 65.00 | 10c Bantam..... 25.00 | 1, 2, 5c Coin Chutes, New and Used |
| United Nations..... 50.00 | 25c Bantam..... 27.50 | Ray Gun Lamps, Used |
| Radio Rifle..... 75.00 | JENNINGS | 30 Wire Cable |
| Chicken Sam..... 125.00 | 5c Chief 4 Star.....\$125.00 | 500 Other Machines Not Listed. |
| Western Baseball..... 85.00 | 10c Chief 4 Star..... 165.00 | |
| Mountain Climber..... 140.00 | 25c Chief 4 Star..... 245.00 | |
| Mills Electric Shocker..... 65.00 | Club 4 Bell..... 395.00 | |

STEWART NOVELTY COMPANY

133 EAST 2ND SOUTH (Phone 3-5055) SALT LAKE CITY, UTAH

BUCKLEY EQUIPMENT FOR SALE

- | | |
|--|--|
| Buckley Steel Cabinets.....\$12.50 | New Type Light-Up 24 Boxes.....\$15.00 |
| All Types of Buckley Adaptors..... 15.00 | Buckley Steel Pedestals..... 3.50 |
| Old Type 24 Boxes..... 5.00 | Buckley Bar Brackets..... 1.00 |

WE HAVE IN STOCK FOR IMMEDIATE DELIVERY all types of COILS, KNOCKOUT PINS, SPRINGS, TRANSFORMERS, CANCEL COILS, TOGGLE SWITCHES, COIN CHUTES, LOCKS, SCREWS and all other parts for Buckley Systems.

1/3 Deposit With Order, Balance C. O. D.

SUPREME ENTERPRISES

577 ROGERS AVE. BROOKLYN, N. Y.

-FOR SALE-

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.

L-C SALES CO.

855 Pearl St., P. O. Box 2988

Beaumont, Texas

Information Corner

Tax on Arcade Machines Is \$10 for Each Machine

To the Editor:
Will you please send us at once the latest literature on the rates of federal taxes on coin machines used in Penny Arcades, etc.
W. O. KING,
King Amusement Company.

Dear Mr. King:
On arcade machines, at the present time, the rate on all amusement machines not classed as gaming devices is \$10 per year per machine, regardless how many you may have in your arcade. This \$10 rate applies to penny machines as well as nickel machines. It also applies to machines in arcades for only a part of a year. The rate is \$10 even when used one day.

A strong petition for a change in this rate was made this year, but Congress adjourned without making any such amendment, so the \$10 rate for each machine in arcades still applies.
INFORMATION EDITOR.

Wants Coin-Operated Lighter Fluid Venders

To the Editor:
We are greatly interested in operating small gasoline pump style lighter fillers. These fillers are placed on counters and operate at 1 cent per fill up. Sure you have seen the machine and we were wondering if you might help us obtain some, by letting us know who the manufacturer is. Perhaps you know of the manufacturer or distributor, or where we might possibly get some today. We are subscribers to *The Billboard* and shall appreciate your co-operation. Thanking you for an immediate reply with details.
C. S. ZIMMERMAN.

Dear Mr. Zimmerman:
The style of lighter fillers you mention in your recent letter has not been made for many years. It was formerly manufactured in Detroit and has been used both for lighter fluid and as a fountain pen filler (coin operated).
The best suggestion we can make is that you watch the classified ad column in *The Billboard*, advertising used coin machines, or that you send a "Wanted" ad stating that you want such devices. There is always a chance that someone might have some to sell.
If we get a reply we will forward it to you.
INFORMATION EDITOR.

Mills Workers Win Prizes for Christmas Trees

CHICAGO, Jan. 1.—Mills Industries, Inc., distributed \$450 in prize money in a Christmas tree competition entered into by employees of 150 departments.
Among the prize winners was a servicemen's tree, which was delivered to the Belmont-Cragin Servicemen's Center. Decorated with over \$50 in coins and paper money, it helped to buy 200 servicemen turkey dinners Christmas Day. Another servicemen's tree was transported to Hines Hospital, and was covered with packs of cigarettes, cigars, books and other novelties to cheer the sick veterans.

Others that were outstanding also centered around the service theme: Serviceman's Dream was a tree liberally decorated with Petty and Varga girl pictures. Framed servicemen photos decorated another. An entire building front with a tree in a lace-curtained window, with a service flag in the window, also got a prize. A "ration tree" consisted of a butt-end of a tree decorated with old shoes, Bull Durham sacks, etc.

Prize winners, in most cases, contributed winnings to service centers or other charities.

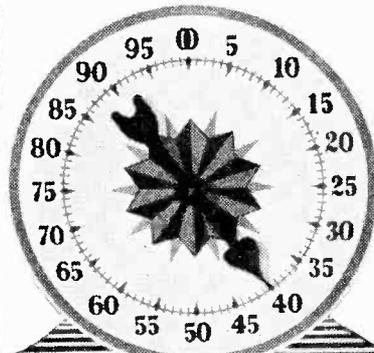
BALLY HIGH HANDS, F.P., \$150.00; Silver Skates, \$35.00; Jungle, \$42.50; BOSCO, \$55.00; Evans Tommy Gun, \$175.00; Four Aces, \$100.00.
FIRST CITY AMUSEMENT MACHINE CO.
316 S. Union St. Wilmington 129, Delaware

JOIN THE MARCH OF DIMES FIGHT INFANTILE PARALYSIS
JANUARY 14-31

CLOSE-OUT!

Evans' Sensational Stimulator

WIN-O



WHILE THEY LAST—
OUTFIT COMPLETE WITH MOTOR, ONLY, \$3.85
LIST PRICE \$12.50

Outfit includes unit illustrated plus 1000 Win-O Cards, Motor, Electric Cord and Button, Blackboard, Streamers, Display Card, "Free" Tabs.

BUSY LOCATIONS FROM COAST TO COAST ARE RIPE FOR WIN-O! ORDER TODAY AND CLICK OFF BIG QUICK PROFITS! QUANTITY LIMITED... ACT NOW!

Terms: 1/3 Deposit, Balance C. O. D.

H. C. EVANS & CO.

1520 W. Adams St., Chicago

The Famous, Patented

Chicago "ACE" Lock insures

"UTMOST Security!"



Only the Ace ROUND Key Opens It

Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

CHICAGO LOCK CO.

2024 N. Racine Ave., Dept. 68, CHICAGO

PIN GAME PARTS

FOR PRACTICALLY EVERY TYPE PIN GAME BUILT DURING 1935 TO 1941

SALESBOARDS

Closing out 1000 thick die cut slot symbol boards from 1080 to 1280 holes. Approximately 10 different numbers at

\$3.00 each

WRITE—WIRE—TELEPHONE

WINNER SALES CO.

3400 Armitage Ave. CHICAGO, ILL. Telephone: Belmont 5400

WANTED

'39 and '40 Rockolas, Wurlitzer 500-600-700-800-750-850, Seeburg 8800-9800-7850, BALLY RAPID FIRE, BALLY SKY BATTLE. Give us your price and condition of machine crated F.O.B. shipping point.

HERMITAGE MUSIC CO.

416 A Broad NASHVILLE 3, TENN.

NEW YEAR SPECIALS

ONE BALLS

Just Off Location—In Excellent Condition!

Club Trophy\$340.00
Fortune 335.00
Skylark 285.00
Thistle-down 65.00
Fleetwood 29.50
Fairgrounds 29.50
Breakness 29.50
Gold Cup 49.50
Late 1939 Mills 1-2-3, Completely Overhauled by Mills 89.50
Mills Owl, Like New 84.50
Mills Owl, Brand New In Orig. Crates 149.50

FIVE BALLS

ABC Bowler	\$44.50	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
Belle Hop	44.50	Polo	19.50
Big Chief	29.50	Pylon	24.50
Big Parade	99.50	Red, White & Blue	29.50
Big Six	14.50	Repeater	39.50
Big Time	34.50	School Days	44.50
Bola Way	59.50	Snappy '41	39.50
Broadcast	39.50	Sparky	29.50
Defense	Sport Parade	39.50
(Genoo)	89.50	Spot Pool	54.50
Defense (Baker)	29.50	Stratoliner	34.50
Dixie	24.50	Target Skill	34.50
Dude Ranch	29.50	Ten Spot	39.50
Duplex	39.50	Tex. Mustang	59.50
Entry	29.50	Thumbs Up, Rex	69.50
Five & Ten	129.50	Twin Six	39.50
Fishin' Rev.	69.50	Velvet	34.50
4 Diamonds	34.50	Victory	84.50
Fox Hunt	24.50	Wild Fire	34.50
Legionnaire	49.50	Wow	24.50
Majors '41	39.50	Zig Zag	49.50
Metro	34.50		

COUNTER GAMES

Cubs, 5¢\$ 4.95
Aces, 5¢ 4.95
Liberty, 1¢ 6.95
American Eagles, Like New, 1¢ 9.95
Lucky Smokes (New) 9.95

SLOTS

CAILLE Commander or Playboy (Exceptionally Clean), 6¢\$59.50
10¢ 64.50

Write for our attractive prices on late Slots, Blue Fronts, Brown Fronts, Copper Chromes, Silver Chromes. Also 3 Bells and 4 Bells.

CONSOLES

Overhauled, Checked and Cleaned

Jennings 4-Coin Mult., Brand New \$	69.50
Used	39.50
Jennings Liberty Bell, Flat Top	17.50
Slant Top	27.50
Derby Day, Flat Top	17.50
Slant Top	27.50
Keeney Kentucky Club	79.50
Exhibit Tanforan	29.50
Bally Ray's Track, Serial over 4300	94.50
Bally Long Champ (Large)	39.50
Bally Solitaire Flicker	39.50
Stoner's Zippers	34.50
Bally "The Favorite," 8-Coin Head	39.50
Sugar King, P.O. (Floor Sample)	69.50
Jennings Good Luck	29.50
Pace Saratoga, Convertible to Free Play or Pay Out	149.50

1/3 Deposit — Balance C. O. D.

State Distributor for Seeburg Phonographs and Accessories

BACK THE ATTACK WITH WAR BONDS!
Please address mail to Milwaukee 8, Wis.

Milwaukee COIN MACHINE CO.
330 W. Lisbon Ave., Milwaukee, Wis.

When Profits Top Expenses, Meters Declared Illegal

RICHMOND, Va., Jan. 1.—Automobile owners in Richmond are piling up about \$40,000 a year in the city treasury in parking meter revenues, that both the present and former city attorney have declared illegal. When the parking meter revenues amount to more than the cost of collecting the nickels, maintaining, replacing and repairing the meters, they become revenue from a tax on one class of citizen for using the streets.

Parking meter revenues in 1942 amounted to \$51,345, and the cost of their operation and maintenance was around \$8,000, giving the city a net profit during the year of approximately \$43,645.

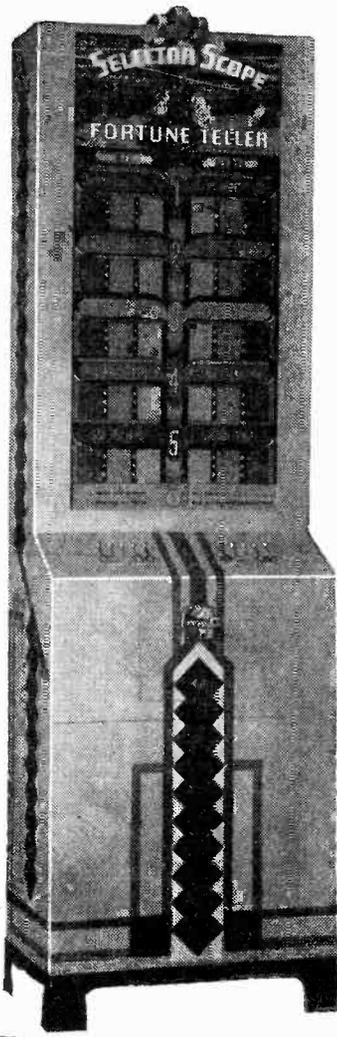
Altho no official report has been made as yet on the exact amount of revenue collected thru the meters in 1943, the revenues have already exceeded the comptroller's estimate of \$35,000. The cost of operating and maintaining the meters this year will be \$7,630, so that the city is approximately \$31,932 over and above expenses.

City Comptroller Miller places costs chargeable in his office to parking meters at \$1,600 a year. The police department charges the meters with a total of \$6,030, making the total maintenance and operating cost \$7,630.

When installation of meters on the city streets was first discussed, former City Attorney James E. Cannon ruled that the city streets are for the benefit of the whole public and city council has no right to rent parts of the street to a few. City Attorney Horace Edwards, September 14, 1939, in an exhaustive opinion given Councilman John Hirschberg, held that the use of parking meters is within the police powers of the city up to the point where the revenues and the expense attached to the meters get out of balance.

Parking meter collections have run well over \$200,000 since they were installed in 1939. The net revenue received from them are an additional tax of well over \$1 a year on each of the city's 30,000 automobile owners.

When the meters were installed city council stated that the meters would make it possible to cut down the amount of the city automobile license. However, this plan never materialized.



OLD DAME FORTUNE GETS A NEW LEASE ON LIFE!

SELECTOR SCOPE FORTUNE TELLER

Here's that grand old Money-Making Appeal all ready with a honey of a new act and decked out in a flashy new costume from top to toe! Just look at this different action and you'll see why you'll want SELECTOR SCOPE for the star attraction in your Arcade! Five questions for men and five for women are shown in lights on the brilliantly colored panel. Player selects question by pressing corresponding button for Men or Women. When coin is inserted lights flicker up and down, accompanied by **mystic rapping sound effects**, before answer is revealed in lights! Popular questions get the play . . . answers are new—unusual! It's great fun for players—and what a come-on for watchers!

SELECTOR SCOPE

The perfect Arcade Machine! Enclosed Cash Box with individual key . . . animated lighting effects adjustable to up and down or side to side action . . . simple mechanism . . . sturdy, handsome cabinet.

AVAILABLE IN 1c OR 5c PLAY.

Operators' Price **\$375.00**

IMMEDIATE DELIVERY!

EXCLUSIVE NATIONAL DISTRIBUTOR

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

Like New Mills Glitter Gold Slots, \$87.50

Send us your Mills Escalator Type Slots. We will rebuild them into "Like New Glitter Gold Machines" for only \$87.50.

1c or 10c Play Machines can be changed to 5c Play.
5c Play Machines can be changed to 25c Play.
2/4 Payout Machines can be changed to 3/5 Payout for \$12.50 additional.

Mechanisms completely overhauled and installed in new drill proof cabinet with club handle. All work performed by experts specializing on Mills Machines.

This offer for limited time only and subject to change without notice. Cash in on this opportunity by shipping us your machines today.

★ CAN REPAIR . . . LIKE NEW . . . A LIMITED NUMBER OF MILLS SLOT CLOCKS . . . \$7.50 EA.

Special
10 Rebuilt Mills 50c Glitter Gold Slots for quick sale—Write for Special Price.

25 years
in the business
your guarantee of satisfaction.

WE BUY FOR CASH
1c-5c-10c-25c Mills Escalator Slots. MAIL US YOUR LIST NOW.

RED ZOGG

7600 GREENWOOD AVENUE

CHICAGO 19, ILLINOIS

"We are Wholesalers and Sell for Resale"

ARCADE MACHINES FACTORY REBUILT!

Mountain Climber\$150.00
Bally Defender 325.00
Mystic Ray (Pen) 125.00
Seeburg Hockey 75.00
Mills Large Electric 150.00
New Midget Skee Ball 239.50
Gypsy Palmist 100.00
Rock-Ola World Series 85.00
Evans Ten Strike 52.50
Gottlieb Skeeballette 62.50

OVER 500 OTHER MACHINES IN STOCK! FREE LIST ON REQUEST.

MIKE MUNVES 820 W. 43d St. New York, N. Y. Bryant 9-6677

2 WIRE CABLE

\$12.00

PER 1,000 FEET

Used on army maneuvers, in good condition. Specs.: 18 gauge weatherproof twisted—7 strands—4 steel, 3 copper—all tinned. Spooled on 2,000 ft. reels, 1 reel minimum.

1/3 with order, balance C. O. D.

CROWN MACHINE CO. 4521 Diversey CHICAGO, ILL.

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTLIEB & CO. CHICAGO

WANTED TO BUY

MILLS EMPRESS
KEENEY SUPER BELLS
EXHIBIT STARS

Write or Wire Quantity and Best Prices. Send us your list of other games

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO 47, ILL.

FOR QUICK SALE!

2 Chicago Hockey, Each\$200.00
1 Chester Pollard Football 75.00
1 Vitalizer (Vibro) 45.00
1 Keeney Submarine (Inside Glass Broken) 145.00
5 Billiard Tables, 3x8, Green Cloth, Each 65.00

MARCUS KLEIN, 577 10th Ave., N. Y. C.

FOR GUARANTEED

JENNINGS EQUIPMENT BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

SALESBOARDS
OUR PRICES GREATLY REDUCED

Write For Our Catalog Before Stocking Up, You Will Save Money

A. N. S. CO. 312 Carroll St., Elmira, N. Y.

SOLO-VUE!
Complete PANORAM MACHINE Converted

On Display

Photo on Request

\$495.00 F. O. B. Newark

GEORGE PONSER CO. 763 South 18th Street, Newark, N. J.

WANTED TO BUY FOR CASH!

PHONOGRAPHS

ROCK-OLA
SUPERS, MASTERS
STANDARDS
DELUXES

WURLITZER
500
600 — 750E
800 — 850

5-BALL FREE PLAY

STARS
SUNBEAM
WEST WIND
DO RE MI
DOUBLE PLAY

Send us your list for quick action! WE PAY HIGHEST PRICES!

50 LINCOLN LOW BOY SCALES, MADE IN TOLEDO\$34.50 EA.

Bally Rapid Fire ... \$225.00
Chi Coin Hockey ... 250.00
Keeney Air Raider ... 285.00
Evans in the Barrel ... 125.00
Evans Tommy Gun, Late Mod. ... 225.00
Keeney Submarine ... 220.00
Exh. Fist Striker ... 150.00
Exh. Bicycle Trainer ... 125.00
Watl. Guesser Scales ... 115.00

ARCADE EQUIPMENT

Slap the Jap, Reb. ... \$139.00
Shoot the Chutes ... 139.00
Batting Practice ... 129.50
Bally Shoot the Bull ... 100.00
West. Baseball DeL. ... 94.50
Tom Mix Rad. Rifle ... 85.00
Skee Ball Ette ... 85.00
Keeney Anti-Aircraft ... 79.00
Evns. 10 Strike, HI-Dial ... 85.00

Rock-Ola 10 Pin, Low Dial ... \$42.50
Kicker & Catcher ... 27.00
ABT Challenger ... 27.50
ABT Streamline, Model F ... 27.50
Pikes Peak ... 19.50
Gott. Triple Grip ... 18.50
Advance Shocker, on Metal Stand ... 12.50

5-BALL FREE PLAY GAMES

Double Feature ... \$24.50
Sparky ... 29.50
Flicker ... 27.50
Pan American ... 32.50
Dixie ... 32.50
Sport Parade ... 37.50
Stratoliner ... 37.50
Big Chief ... 37.50
Metro ... 37.50
Gold Star ... 37.50
All American ... 37.50
Broadcast ... 37.50
Silver Skates ... 37.50
School Days ... 39.50

Horsoscope ... \$47.50
Snappy ... 47.50
Miami Beach ... 47.50
Sea Hawk ... 47.50
ABC Bowler ... 47.50
Mystlo ... 47.50
Champ ... 47.50
Ten Spot ... 49.50
HI-Hat ... 49.50
Zig Zag ... 52.50
Jungle ... 57.50
Sluggo ... 57.50
Argentine ... 59.50

Capt. Kidd ... \$59.50
Bowlaway ... 64.50
Spot Pool ... 69.50
Gun Club ... 69.50
Toplo ... 84.00
Moniker ... 84.00
Gobs ... 95.00
Yanks ... 95.00
Knockout ... 99.50
Big Parade ... 109.50
Four Aces ... 119.00
5-10-20 ... 124.50
Keep 'Em Flying ... 139.50

CONSOLES

Bally Record Time, 1 Ball, F.P. ... \$169.00

Bally Sport Special, 1 Ball, F.P. ... \$180.00
K'ney Kentucky Club 115.00

Jenn. Good Luck, 5¢ \$ 35.00
Rolletto Jr. ... 100.00

Curved Glass for Evans Ten Strike ... \$2.75
Laval Marvelous Cleaner for Pin Ball Games and Phonographs, Gal. 1/3 Deposit, Balance C. O. D., F. O. B. Chicago. ... 2.00

BACK THE ATTACK WITH WAR BONDS!

NATIONAL COIN MACHINE EXCHANGE
411 1/2 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

Operators Unable To Meet Demands for Slots, Games

ST. JOHNS, N. B., Jan. 1.—The people of Newfoundland, and particularly St. John's, the top city on the big island, now in a record war boom, are demanding coin machine entertainment. Distributors cannot buy enough equipment to meet the demand from the merchant marine, armed forces and civilians.

Arthur and Ruth Boudreau, partners in the Novelty Jobbing Company, Halifax, distributors of coin machines, have returned from a machine buying trip in Montreal. They devote special attention to pinballs and juke boxes in Nova Scotia and Prince Edward Island. The Boudreaus have located machines in recreational centers, hostels and canteens of the United Nations war services.

Robert Woodgate, who established the first arcade in war-boom Dartmouth, across the harbor from Halifax, several months ago, suspended activities because he had no lease. Strategic locations are scarce in Dartmouth, but Woodgate expects to resume business when he can lease a proper site.

Currie & Jones's arcade in Dartmouth attracts excellent patronage, with indications of expanded business after the holidays.

ATTENTION SALESBOARD OPERATORS

The HOTTEST Thing Since the Chicago Fire!
"PISTOL TOTIN' MAMA"

A new SUPER-ACTION SENSATION that will net plenty long green in all your locations. Die-cut, colorful and plenty action. 1216 Holes—5¢ Play—Takes In \$60.80.
AVERAGE PROFIT, \$30.80
Place Your Order NOW at These Low Prices

Each Three for Per Dozen
\$6.75 \$20.00 \$75.00

RED, WHITE & BLUE JAR TICKETS
2160 — Profit \$36.00 — Each \$2.75 — Doz. \$30.00 — Gross \$325.00.

POKER JAR TICKETS—5¢ or 10¢ LABELS
2160—5¢ Deal Nets \$27.50—10¢ Deal \$54.00—Each \$6.00.

BINGO JACK POT CARDS
60 Seal—Per Doz. \$6.25—Per 100 \$45.00.
70 Seal—Per Doz. \$6.50—Per 100 \$50.00.

We carry a complete line of **MONEY & PLAIN BOARDS JAR AND BINGO TICKETS**
Write for our complete price list 50% with order, balance C. O. D.

HENRY WEISS
140 N. 31st St., BELLEVILLE, ILL.

JACK POT CHARLEY

THICK 25¢ PER SALE 1000 HOLE, PROFIT \$52.04. 30 Hole Jack Pot. Can be had with 5 or 6 Advances.

\$1.56 EACH

One or a Million. 1/3 Deposit. Immediate Delivery.

DIVERSO PRODUCTS COMPANY
617 North Second Street MILWAUKEE 3, WISCONSIN

RUBBER BALLS

Size 2 1/4"—Inflated—for **POKERENOS**
First quality balls—all hand finished. Limited supply. First come—first served. Minimum quantity 100 balls. Write, Wire, Phone for Prices Today.

MELROY BALL CO., 6 N. Austin Avenue, Ventnor, N. J.
Phone: Ventnor 2-0587

SALESBOARD USERS, Attention:

PAYS OUT 36 JARS CANDY

On a 600-Hole Board @ 5¢ Sale
TAKES IN ... \$30.00
YOUR COST PER DEAL ... 15.00

PROFIT TO YOU ... \$15.00
10 Deals or More, \$13.50 Per Deal.
25% Deposit With All Orders.

J. R. KRAMER
530 Walnut St. East Liverpool, Ohio

MUSIC—ARCADE

RADIO TUBES AT LIST PRICES
5 750-E Like New, Ea. ... \$500.00
5 24-A, Like New, Ea. ... 200.00
5 Mills Throne, Ea. ... 250.00
2 1/2 24 Wurlitzers, Converted, Ea. ... 450.00
2 850 Wurlitzers, Like New, Ea. ... 600.00
2 Jaibirds, Seeburg, Ea. ... 150.00
5 Chicken Sams, Like New, Ea. ... 150.00
5 Shoot the Bulls, Ea. ... 150.00
2 Shoot the Bulls, Converted Into Hitler, Ea. ... 150.00
5 Mills Jumbo Parades, F.P., Ea. ... 80.00
2 Parachutes, Seeburg, Ea. ... 150.00
2 Seeburg Chicken Sam, Converted Into Hitler and Mussolini, Ea. ... 150.00

TURCOL & SON
1008 Union St. Wilmington 160, Del.

FOR SALE—A. B. T. RIFLE RANGE
A.B.T. RIFLE RANGE, complete, A-1 condition. 7 Guns, 3 Targets, Compressor, Counters, Ball-Bearings, Cartridges. NOW IN OPERATION in Downtown Chicago. Communicate at once.

PRICE \$3,000.
STATE ST. SHOOTING GALLERY
755 S. State St., Chicago. Phone: Crawford 0938

RADIO TUBES FOR THE COIN MACHINE TRADE

All Prices Net as Shown in This Ad

SPECIAL! 7½-WATT BULBS CASE OF 120 **\$10.75**

We Have **PHOTO ELECTRIC CELLS** For Bally Gun, Chicken Sam, Parachutes, etc. **\$2.50 Each.**

Write for Prices of GUN LAMPS for Chicken Sam, Parachutes, Rapid Fires, Etc.

1 CASE 18" LUMILINE BULBS.....\$22.80
1 CASE 12" LUMILINE BULBS.....\$20.40

1B5 \$1.45	6A8 \$1.35	6K7G \$1.15	6V6G \$1.15	47 \$1.15
1H5 1.60	6B5 2.00	6L6 1.90	6X5 1.05	56 .85
1N5 1.65	6B8C 1.35	6L7C 1.60	6Y6 1.55	58 .95
2A3 2.00	6B8M 2.00	6R7 1.15	7B5 1.35	75 .90
2A4G write	6C6 1.05	6S7 1.65	7B6 1.35	76 .95
3Q5 1.65	6D8 1.65	6SC7 1.85	7F7 1.65	77 .95
5X4 1.15	6F6G .95	6SL7 (Re-	12Z3 1.45	78 .95
5U4G 1.05	6F8 1.25	places 6SC7)	24 .95	80 .95
5Y3 1.00	6H6G 1.15	—No change	30 1.45	83 1.35
5Z3 1.60	6J5 1.20	in Socket—	37 .90	70L7 2.85
6A4 1.65	6J7 1.35	Reverse #1	38 1.15	2051 2.60
6A6 1.65	6K6 1.15	& #3 Wires	41 .90	25Z5 1.25
6A7 1.15	6K7 1.15	\$1.75	42 .90	25Z6 1.35
6D6 1.05	6K8 1.35	6SQ7 1.15	45 1.20	117Z6 2.35

#51 Bulbs, box of 10....\$0.65
#55 Bulbs, box of 10. Box. .65
#63 Bulbs, can be used instead of #81, box of 10..\$0.75
1503 Bulbs for air raiders and shoot your way to Tokio, 35c each

Special Polish for Phonographs.....\$3.00 Gal.

SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

Signature _____ Date _____

PLEASE CLIP AND MAIL THIS COUPON WITH YOUR ORDER

NO ORDER SHIPPED UNDER \$5.00—½ DEPOSIT MUST ACCOMPANY ORDER

RUNYON SALES CO. 123 W. RUNYON ST. NEWARK, N. J.

WE WILL PAY HIGHEST PRICES FOR MUSIC ROUTES OF ANY SIZE!

RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J.

WE HAVE ON HAND

Used MILLS Chromes, Brown and Blue Fronts, and Q. T.'s; JENNINGS, PACE and WATLING SLOTS in 1c, 5c, 10c and 25c Play. Also CONSOLES and other Coin Operated Machines of every type. Write us what you are interested in.

PRACTICALLY NEW 5c Blue and Gold Mills Vest Pocket Bells.....\$54.50

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REAL VALUES

War Admirals	\$265.00
(Same as Jockey Club)	
Race King	265.00
These Machines are the new improved type in original crates.	
Watling Big Games, F. P.	79.50
Super Bells, 5c	229.50
Mills Q. T., 5c	79.50
Jenning's Fast Times	79.50
Cigarolla XV	79.50
Cigarolla X	49.50

We Carry a Complete Line of Super Bell Parts.

Will Buy Any Quantity Pin Games, Slots and Music Boxes.

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Similar in Player Appeal to

FAIRMONT

Now Being Converted From

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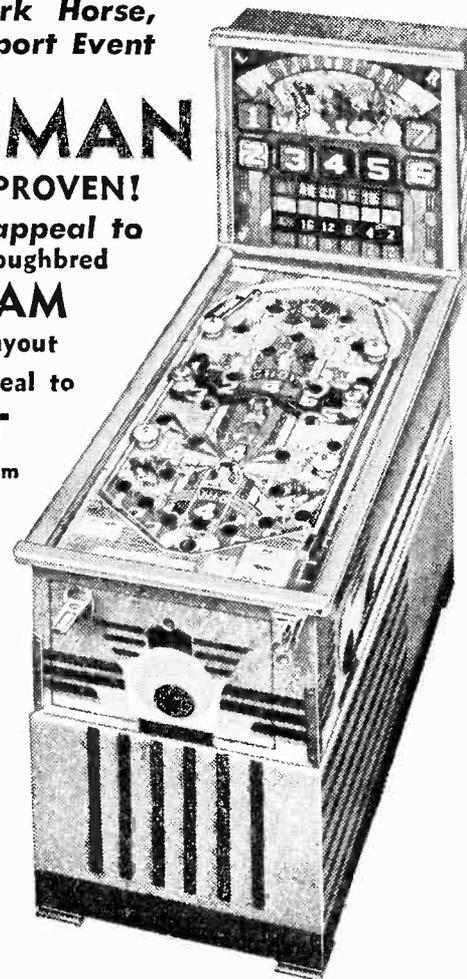
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400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00	\$.85
850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT \$24.63 PROT.	2.69
1000 HOLES 25c CHARLIE BOARD (PLAIN)	1.32
1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT \$29.45 PROT.	2.99
1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20	2.49
1200 HOLES VICTORY BELL, SPEC. THICK "C," 5c, AVERAGE PROFIT \$38.57 PROT.	3.15
1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT.	2.95
1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT \$24.75	3.25
1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT \$52.00 PROT.	2.35
1000 HOLES CIGARETTE BOARDS, 10 OR 20 SEC., ANY PAYOUT, FROM 26 PKG. TO 40 PKG.	.99
LARGE STOCK PLAIN, TIP AND JACKPOT BOARDS. WRITE FOR PRICE LIST. STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D.	

DAVE LOWY 594 10th AVENUE, NEW YORK, N. Y.

COIN MACHINE MOVIES

16MM. SOUND FILM for use in Panorams and other makes of Coin Operated Machines or any ordinary 16MM. Sound Projector.

FOR SALE—\$32.50 TO \$39.50

Reel of 8 Subjects. Just Enough "Spice and Oomph" to Bring in the Dimes. (Specify if for use in Panorams.) 1/3 Deposit With Order. Balance C. O. D.

1667 N. McCADDEN PL. PHONOFILM HOLLYWOOD, CALIF.

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Eastman Direct Positive Paper, 1944 Dating, 1 1/2 "x250", Sealed in Original Boxes. Per Roll.....\$7.50

Nameplate Tape for Roovers Machine. Per Lb.\$ 3.00

ABT 2c Coin Chutes (New) Write

WILL BUY .22 SHORTS

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Phone Pennsylvania 6-9495

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**RE-BUILDS—
RE-CONDITIONS—
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REPAIRS—**

Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and converts them into "SHOOT THE JAP" Ray Guns. Cabinets are completely repaired and Amplifiers overhauled and reconditioned.

FOR **\$59⁵⁰** F. O. B. Chicago

IMPORTANT

Consumer's or Supplier's Certificates must accompany all orders in accordance with the terms of WPB. Order #L-265.

HARD TO FIND RADIO TUBES

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.

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
1B5/25S		6B5..	2.00	6Q7..	1.35	7B6..	1.35	38...	1.15
...	1.35	6B8..	2.00	6Q7G.	.90	7F7..	1.65	41...	.90
1H4G.	1.05	6B8G.	1.35	6R7G.	1.15	12SK7GT		42...	.90
1H5G.	1.35	6C5G.	1.05	6SC7.	1.35	...	1.10	43...	1.10
2A3..	2.00	6C6..	1.05	6SF5GT		12SQ7GT		45...	.85
1Q5GT	1.65	6D6..	1.00	...	1.00	...	1.10	47...	1.15
2051	2.60	6F5G.	1.15	6S17GT	1.15	24A..	.90	56...	.85
5U4G.	1.05	6F6G.	.95	6SK7.	1.05	25L6GT		57...	.95
5V4G.	1.65	6F8G.	1.35	6SQ7GT		...	1.15	58...	.95
5W4G	1.05	6H6GT	1.15	...	1.15	25Z5.	1.10	75...	.90
5Y3G..	.75	6J5..	.95	...	1.15	26...	.75	76...	.95
5Y4G	.80	6J7..	1.35	6SR7.	1.05	27...	.70	77...	.95
5Z3..	1.15	6J7G.	1.15	6V6G.	1.35	30...	1.05	78...	.90
6A4..	1.65	6K7G.	1.15	6V6GT	1.15	31...	1.05	79...	1.65
6A6..	1.65	6K8GT	1.35	6X5GT	1.05	32...	1.35	80...	.75
6A7..	1.00	6L6G.	2.00	6Z4/84		35Z5GT		83...	1.35
		6L7..	1.65	1.1085		

Every Order Subject to Prior Sale

* NO ORDERS FILLED OUTSIDE U. S. *

SIGN THIS

"SUPPLIER'S CERTIFICATE"

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order (or invoice) under the provision of Limitation Order L-265, with the terms of which I am familiar.

Signature

Date

SEND WITH ORDER

Photo Electric Cells (#CE-23)\$2.50

(Can be used on "CHICKEN SAMs," "JAP," "CHUTES," "RAPID FIRES" and other Ray Guns)

\$100.00 WANTED FOR CASH SEEBURG'S "CHICKEN SAMs" "JAIL-BIRDS" **\$100.00**

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$15.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

Games that get the play

GRAND CANYON Converted from DOUBLE PLAY
SANTA FE Converted from WEST WIND
BRAZIL Converted from DO - RE - MI
ARIZONA Converted from SUN VALLEY
MIDWAY Converted from Z O M B I E

A few games available without requiring older models

- INCREASED EARNINGS
- TROUBLE-FREE OPERATION
- LASTING POPULARITY

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY

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MISS AMERICA '44

(A Conversion for All American)

Players will actually stand in line to play MISS AMERICA. The colorfully designed score glass has all the come-on appeal that can be packed into one game. Here is really a lively number for that dead location. Five big ways to win, including HIGH SCORE. Only five minutes required to make the change-over.

\$9.50 each. Cash with order, F. O. B. Chicago, Illinois

Each conversion packed complete with a NEW MULTI-COLORED SCORE GLASS, a NEW SET of TWO-TONE, LARGE SIZE, ILLUSTRATED BUMPER CAPS made to fit small or large bumpers. And NEW INSTRUCTIONS and SCORE CARDS.

STILL GOING STRONG—

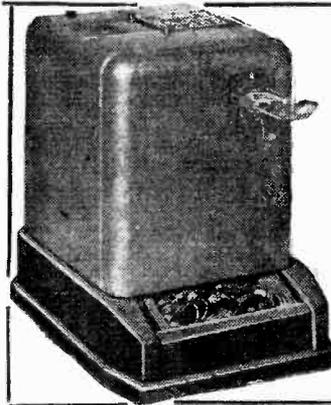
WORLD SERIESfor.....Seven-Up SLAP the JAPS.....for.....Stratoliner
 BOMBARDIERfor.....Victory SINK THE JAPS.....for.....Seven-Up
 KNOCK-OUT the JAPS..for.....Knock-Out HIT the JAPS.....for.....Gold Star
 BOMB the AXIS RATS..for..Star Attraction SMACK the JAPS.....for.....Ten Spot

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VICTORY GAMES, 2140-44 Southport Avenue, Chicago 14, Illinois

Telephones: DIVERSEY 5680-5681.

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MILLS VEST POCKET BELL

5c Play Only

Complete With Automatic JACK POT

Pays Out Automatically Just Like a Big Slot.

Rebuilt Machines From

\$50.00 to \$75.00.

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VALLEY SPECIALTY CO., INC.

1061 Joseph Ave., Rochester 5, N. Y.

SALESBOARDS

ALL ORDERS SHIPPED SAME DAY RECEIVED

- 400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00\$.85
 - 850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT \$24.63 PROT. 2.75
 - 1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT \$29.45 PROT. 3.10
 - 1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20 2.50
 - 1200 HOLES VICTORY BELL, SPEC. THICK "C," 5c, AVERAGE PROFIT \$38.57 PROT. 3.60
 - 1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT \$24.75 3.25
 - 1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT \$52.00 PROT. 2.50
 - 1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT. 3.00
 - 1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT FROM 26 PKG. TO 40 PKG. 1.00
- LARGE STOCK PLAIN, TIP AND JACKPOT BOARDS. WRITE FOR PRICE LIST. STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D.

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CONTACT US ON ANY COIN MACHINE SUBJECT 37 Years' Experience

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UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

DETERMINE "RIGHT" OR "LEFT" AS YOU FACE THE MACHINE

ROCK-OLA COMMANDO PLASTICS

Top Corners . . . \$10.00 Ea. Top Center . . . \$8.00 Ea. Long Sides . . . \$14.00 Ea.
Combination Yellow and Red Blended Color Scheme

SEEBURG HI-TONE MODELS 8800 and 8200

Bottom Corners (Solid Red or Green) . . . \$16.50 Ea.

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UNBREAKABLE AND "ORIGINAL" PLASTICS AVAILABLE FOR ALL PHONOS. ALSO PLIABLE SHEET PLASTIC. WRITE FOR UP-TO-DATE LIST AT NEW REDUCED PRICES!

TERMS: 1/2 DEPOSIT WITH ORDER OR REMIT FULL PAYMENT AND SAVE C. O. D. CHARGES. CHECKS ACCEPTABLE!

IMPORTANT! We Can Make Prompt Delivery!

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414 W. 45th ST.
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CIRCLE 6-7740

FIRST COME! FIRST SERVED! FOR SALE

- 10—(TEN) COMPLETE INSTALLATIONS, Each Consisting of
- 1—Twin Twelve Wurlitzer Unit, in Closed Metal Cabinet. Complete With Keeney Adapter.
- 8—Keeney—24 Selection—Wall Boxes.
- 125—Feet of Cable for Installing.

ALL FOR \$99.50 Each

1/2 Certified Deposit With Order—Balance C. O. D.

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WHIRLAWAY!!! WHIRLAWAY

ALL TIME TOP MONEY MAKER
SEND IN YOUR

BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT
WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

ROY MCGINNIS COMPANY

2011 MARYLAND AVE.

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WANTED....500 PHONOGRAPHS

WURLITZER PHONOGRAPHS 600, 750, 750E OR LATER MODELS

Will pay highest cash price or will trade you brand new Slot Machines for your complete route.

Write at once, giving models, price and guaranteed condition.

MOSELEY VENDING MACHINE EX., INC.

80 Broad St., Richmond, Va. Phone—Day, 3-4511, 3-4512. Night, 5-5328

WANTED WURLITZER

SKEE BALL MACHINES

\$100.00 CASH—ANY QUANTITY

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LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** MILWAUKEE SEE CARL HAPPEL

SPECIAL Hollywood Peekshow Conversions SPECIAL

Conversions to change Panorams to "Peep Shows," complete with large Beautiful Front Display, Colorful "Pin-Up Girl" Pictures, Signs, Parts and Complete Instructions. Change-over can be made in five minutes. Order immediately to avoid delay in delivery.

\$42.50
Express Prepaid in U. S. A.

24 MILLS JUMBO PARADE

Combination Free Play & Payout. Used Only 30 Days. Look Like New Machines. **\$189.50**

14 KEENEY SUPER BELLS

Combination Free Play & Payout. Used Only 30 Days. Look Like New Machines. **\$244.50**

RECONDITIONED CONSOLES

Evans Lucky Star (Late '41 Model) . . . \$189.50	Baker Pacers (Late Daily Doubles) . . . \$295.00
Pace Reels, 5c & 10c Double P.O. . . . 295.00	Pace's Racer, 25c (Late Brown Model) . . . 295.00
Pace '41 Saratoga (Comb.), F.P., P.O. . . . 159.50	Bally Club Bells (Late Serials) . . . 249.50
Pace Reels Jr. (Late '41 Models), P.O. . . . 149.50	Bally Roll 'Em (Refinished Like New) . . . 189.50
Pace Saratoga Jr. (Late '41 Models), P.O. . . . 129.50	Mills Jumbos, Late (Like New), P.O. . . . 159.50
Pace Saratoga Sr. (Skill Field '41), P.O. . . . 129.50	Mills Jumbos (Free Play) . . . 89.50

ALSO IN STOCK FOR IMMEDIATE DELIVERY

NEW MILLS GOLD CHROME, 5c, 10c, 25c, 50c; MILLS BROWN FRONTS, 50c; MILLS ORIGINAL CHROME, 5c, 10c, 25c, 50c; NEW JENNINGS CHIEFS, 5c, 10c, 25c, 50c; NEW VICTORY CHIEFS, 5c, 10c, 25c, 50c; NEW SILVER CHIEFS, 5c, 10c, 25c, 50c; MILLS BLUE FRONTS, 5c, 10c, 25c; MILLS CHERRY BELLS, 25c; KEENEY 4-WAYS, 2-WAYS SUPER BELLS; MILLS FOUR-BELLS; WURLITZER, SEEBURG, ROCK-OLA AND MILLS PHONOGRAPHS. Write or Phone for Prices on All Coin Machines Not Listed.

RECONDITIONED ARCADE EQUIPMENT

Supreme Shoot Your Way to Tokyo . . . \$330.00	Genoa Playball (Late Lite-Up) . . . \$189.50
Chicago Coin Hockey . . . 225.00	Keeney's Submarine . . . 225.00
Seeburg Shoot the Chutes, New, Modernized Rock-o-Lite . . . 179.50	Seeburg Chicken Sams, Modernized New Axis Rats, New Rock-o-Lite . . . 179.50
Exhibit K.O. Pull-Up Puncher . . . 169.50	Exhibit Rotary Merchandiser . . . 179.50
Mutoscope Grip-o-Graph . . . 169.50	Wink's Blow Ball (Modernized Jap) . . . 89.50
Exhibit Punching Bag Trainer . . . 249.50	Bally Basket Ball . . . 89.50
Exhibit Chinning Rings . . . 195.00	Keeney Anti-Aircraft, Modernized in Red, White, Blue . . . 79.50
Gallop Push or Grip . . . 89.50	Exhibit Foot Ease Vitalizer . . . 79.50
Western DeLuxe Baseball, All Modernized New Rock-o-Lite . . . 129.50	Exhibit Magic Eye (Modernized) . . . 89.50
Exhibit Striking Clock . . . 89.50	Jennings Barrel Roll . . . 169.50
Bally Basket (Refinished) . . . 89.50	Exhibit Cock-Eyed Circus (Each) . . . 69.50
Love Teller (Floor Model), Refinished. . . 149.50	Exhibit Love Nest (Each) . . . 69.50
Uncle Sam Grip . . . 89.50	Exhibit's All Late Model, Like New Love Meters, Wheels of Love, Wise Owls, Ea. . . 49.50
Groetchen Pikes Peak . . . 19.50	Exhibit Tiger Pull . . . 89.50
Mills Flip Skill . . . 49.50	Electric Chair (Refinished) . . . 129.50
Casino Golf . . . 49.50	Goalie 3-Way Gripper . . . 19.50
Keeney Texas Leaguer . . . 95.00	Exhibit Late Model Card Venders . . . 29.50
Bally Bulls Eye . . . 79.50	Groetchen Zooms . . . 24.50
Exhibit Hi-Ball . . . 325.00	Owl Dial Lifter . . . 69.50
Tall Gunner (New) . . . 395.00	Evans Play Ball . . . 225.00
Mutoscope Drive-Mobile . . . 395.00	Bally Torpedo . . . 225.00
Mutoscope Skyfighter . . . 395.00	Bally Rapid Fire . . . 225.00
Exhibit Bicycle Trainer . . . 125.00	Evans Tommy Gun (Late Model) . . . 249.50

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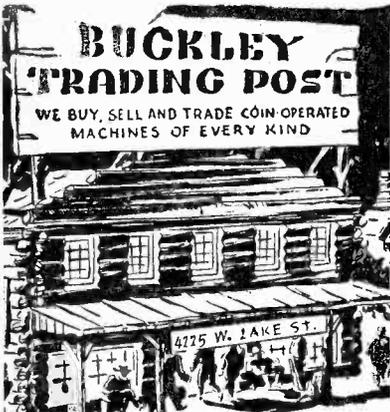
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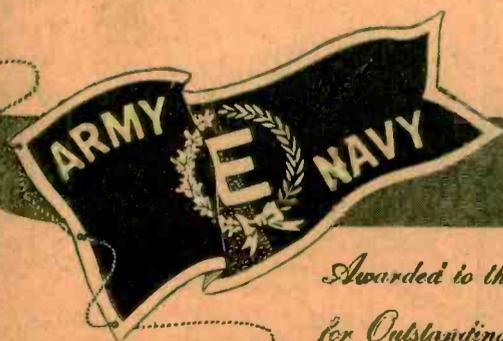
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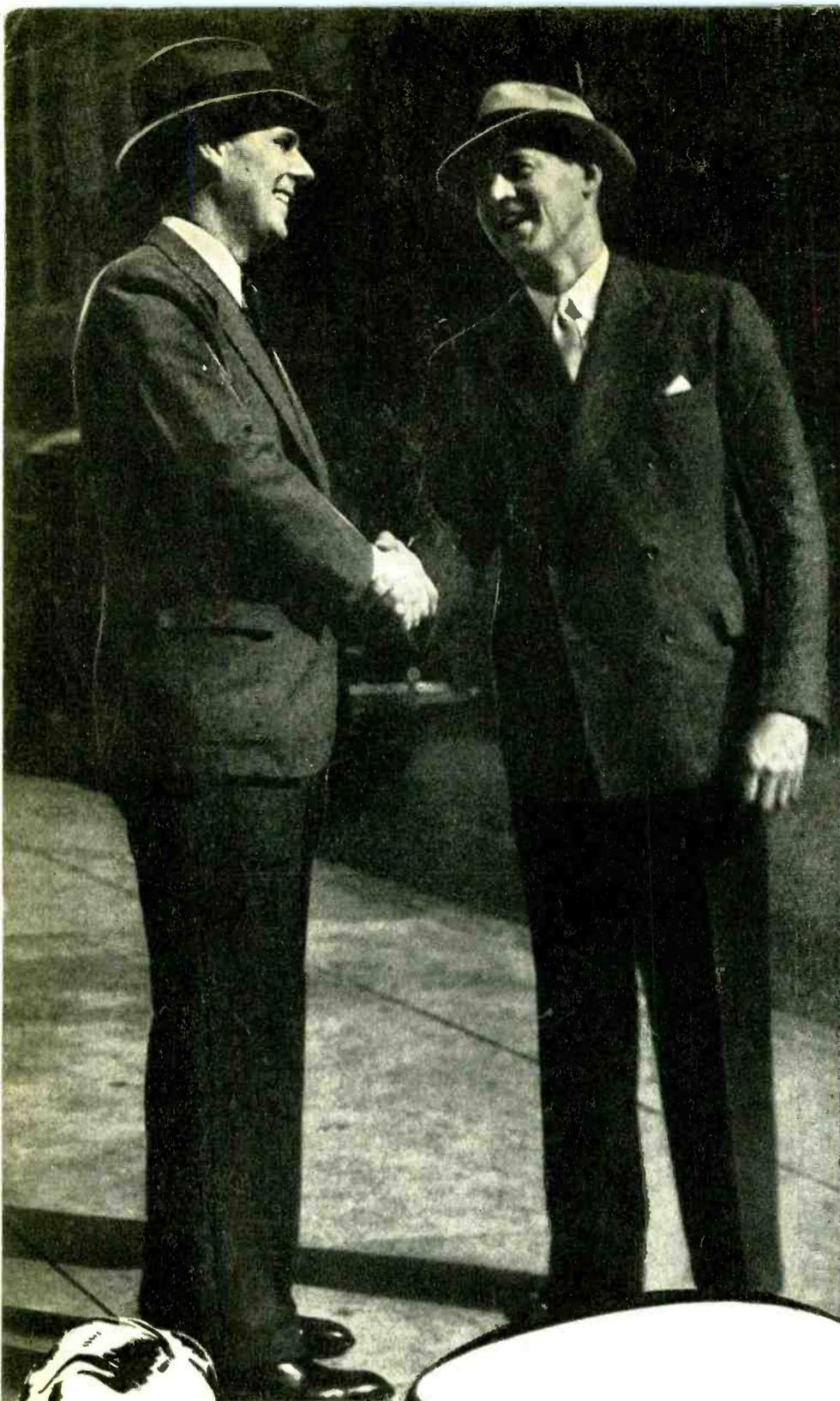


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