

# The **Billboard**

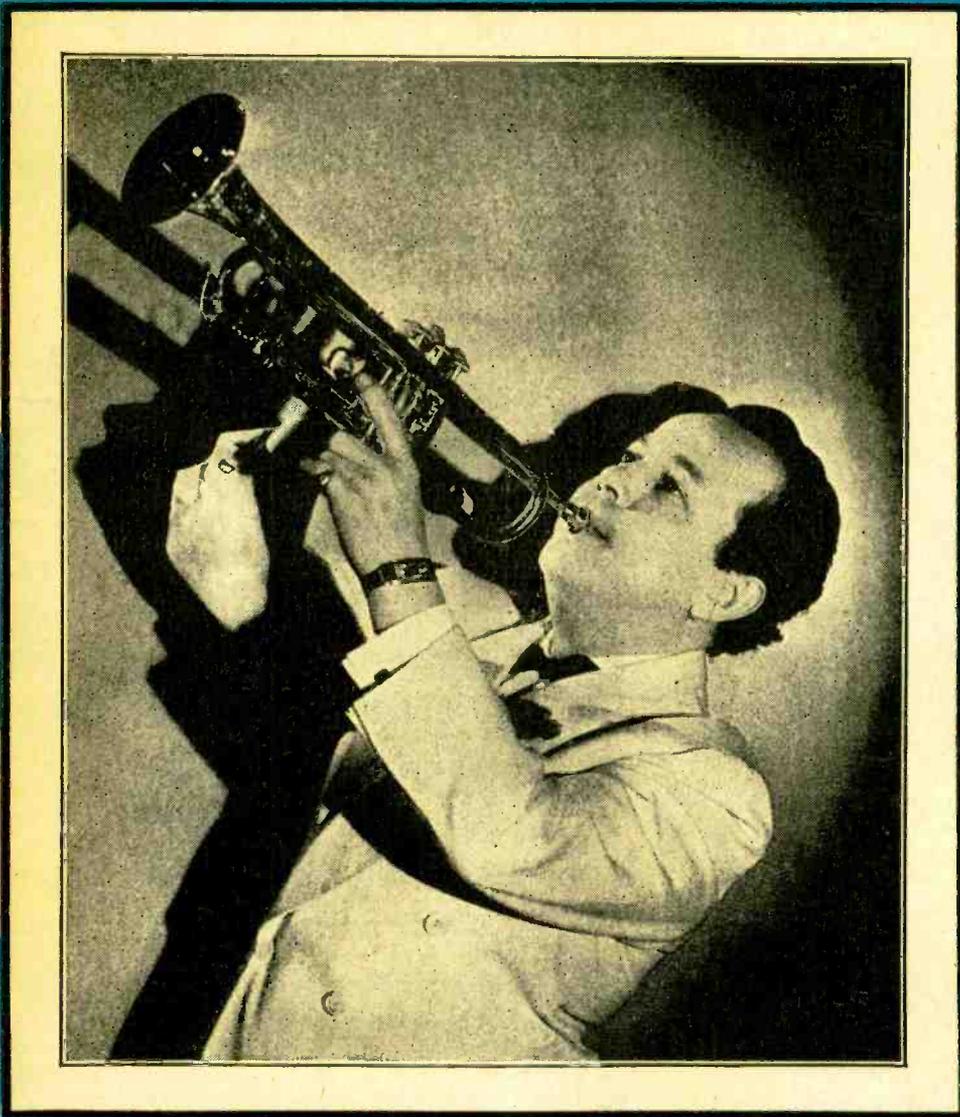
JANUARY-22, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**GENERAL NEWS**

## **BLITZING HITLER'S FOOTLIGHTS**



HENRY BUSSE  
"Hot Lips" and Holdovers  
(See page 4)

**VAUDE**

**Intimate Diary of a Camp Shows' Actor — — Part III**

**MUSIC**

**'Invaders' Now Exporting Hot Jazz in the U. S.**

**RADIO**

## **NEW USES FOR FAN MAIL**

# TALENT-GRAM

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 THEATERS — HOTEL OWNERS — RECORDING COMPANIES  
 JOLLY JOYCE PRESENTS:

## HIS VICTORY ARTISTS ON REVIEW

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**WALNUT 9451**

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- PHIL FLETCHER—M. C.
- BENNY VAN  
Class with Taps
- RAY SNEED, JR.  
In Picture "Stormy Weather"
- ALICE PERRELL GIRLS
- DARLENE—Dancer
- JOAN CLARK—Dancer
- JACK CURTIS—M. C.
- BETH CALVERT—Songs
- JOHN BARRY—M. C.
- TED BLAKE—M. C.
- CORNBREAD & HONEYCHILE
- BILLY BYRD—Dancer
- LAMAR'S DANCING DOLLS

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- EDDIE SHEPPARD
- THREE MUSICAL RIFFS
- HARRY DOBBS & His Boys
- BARBARY COAST BOYS
- THREE BROWNIES
- COOKIE WILLIAMS
- HAL BUDD TRIO
- ORIGINAL THREE CATS AND A FIDDLE
- THE CALIFORNIANS
- SWEET AND HOT
- 3 COLLEGIANS & A CO-ED
- TROPICAL SERENADERS
- SLIM SLONAKER and His Gloom Chasers
- AL SMALL FOUR
- MICKY FAMILANT & BOYS

# Blitzing Hitler's Footlights

## Natl. Service Act as Threat To Ent't, Sports

WASHINGTON, Jan. 15.—When President Roosevelt sent his message to Congress this week urging enactment of a national service law he may have set into motion a force that will have far-reaching effects on showbiz.

The threats to the entertainment business are obvious, for the measure is designed to bring specifically into the war all of the people who for one reason or another are not qualified for army service.

Under a national service law an actor not in the army because of physical unfitness could be drafted for work on a farm or in a coal mine. A radio entertainer could be put to work in an aircraft factory. So far no definite bills have been announced showing precisely how the man-power draft would operate, but all discussions have indicated that persons not directly engaged in war work would be thrown into a gigantic labor pool to be put to work doing what was needed most at the time.

Quick to react to the President's recommendation was the sports fraternity, which immediately saw a threat to continuation of its professional existence. Obviously pro baseball and football couldn't continue if grandfathers made up the teams, and an immediate reaction came from sports leaders.

### Draining 4-F's Over 38

Representative Weiss, a former pro football referee, Wednesday (12) asked for classification of football and baseball players as war workers in order that they might escape a labor conscription.

Administration leaders have estimated that a labor pool of about 6,000,000 men could be made up of 4-F's and physically fit persons over 38 years of age. Conscription of this sort would virtually paralyze the entertainment business which already is suffering badly from talent depletion as a result of service inductions. If 4-F's and persons over 38 are taken out of showbiz, little in the male line would be left.

It is difficult to appraise the weight of the threat since it is still too early to determine what strength the national service act could claim in Congress. Already AFL and CIO leaders have declared opposition to it, and it is definitely known that a sizable opposition exists in the Senate.

## 3 Circus Press Agents Fronting Paralysis Fund —Kelley, Lester and Lang

NEW YORK, Jan. 15. — Three circus space-grabbers are included in the flack roster of the National Foundation for Infantile Paralysis for its 11th annual fund appeal and March of Dimes.

They are Allen J. Lester, Ringling Bros.-Barnum & Bailey p.a. and alumnus of the RKO Texas-Oklahoma circuit; Don Lang, who worked for the Ringling "Spangles" in Madison Square Garden last summer, and Bev Kelley, boss of the Big Show's radio department for some years. Kelley is heading national publicity for the Foundation's fund appeal for the second successive year.

Lester today is attending a White House luncheon prior to a radio network broadcast featuring Mary Pickford, head of the women's division of the Foundation, and Mrs. Roosevelt. For the next two weeks, until the Waldorf Astoria party to climax the drive, he will acquire Miss Pickford on a tour of 12 cities to plug the drive.

### But Taxes Are Due Mar. 15

WASHINGTON, Jan. 15.—Actors and night club entertainers received good news this week when WPB announced that after March 1 they would no longer have to turn in old tubes when they purchased new greases, paints and cosmetics.

Tube returning was a nuisance to entertainers using large quantities of grease paints, and junking of the requirement is expected to be warmly received by showbiz. Regulation was adopted by WPB when the tin situation was acute.

## Deal Sets Revival For Chi Coliseum

CHICAGO, Jan. 15.—The Coliseum, once the leading stadium of Chicago but out of the running for a number of years, will make a comeback as the result of a deal consummated late yesterday whereby Fred Morelli, politician, and Leo Seltzer, promoter of roller derby fame, acquired the Coliseum for a reported purchase price of \$300,000.

New owners announce that they will spend more than \$200,000 to rehabilitate the building for sports events, conventions and shows. Building, occupied by the Army Air Force School since the summer of 1942, was recently turned back to the owners, the Jennings Estate.

## Television, Movie Tie-Ups Pointed in Annual Commerce Department Forecast for 1944

WASHINGTON, Jan. 15.—Commercial television is now an accomplished fact and is only waiting for the war to cease when it will become available to the public at a price well within the means of the average person, the Department of Commerce declared this week in a forecast for industry in 1944.

Motion pictures will play an important part in television broadcasting, the Department of Commerce declared, and many film companies have already secured interests in leading video outfits.

In making the announcement on acquisition of control of television by movie interests, the Department of Commerce made no comment and gave no indication as to whether it considered this a favorable or unfavorable factor in development of the science.

Commenting on developments in the radio industry, the department predicted that during 1944 radio industries may expect to supply consumer demand only to the extent to which production in these

## Bombs, Actors and Audiences Make Goebbels & Himmler Squirm, Heilers Tense

### Death Awaits Thespian Party Line Violators

By FRANK GILL

NEW YORK, Jan. 15.—One of Nazidom's main morale props—the theater—has suffered a terrific jolt from recent Allied bombing raids. Reports filtering thru from neutral and underground sources indicate

continued success for the Allied offensive aimed at lowering German morale. With the raids, Berlin's legit boom, which paralleled Broadway's current golden harvest of crowds and cash, has taken a stiff nose-dive, and Dr. Goebbels is finding it a tough proposition now to keep Germans heeling happily with legit.

Prior to the raids, Berlin's 35 legit, opera and variety houses were doing a land-office business. The S. R. O. sign was a regular nightly sight outside most of the houses and advance bookings heavy. Specs made hay with the drama devotees, who flocked to see revivals of

the classics, including Shakespeare (still a pop playwright despite the fact that he's English) and leading "Aryan" Teuton authors. Sandwiched in between such fare were numerous dramas and comedies dancing to Goebbels' tune.

### Raids Blast 17 Theaters

Came the raids and approximately 17 of these theaters were put out of commission either temporarily or permanently. In addition, several cases of theatergoers being trapped in the theaters during raids, with a resultant high death toll, kept plenty of folk home, where they missed the dose of morale-boosting entertainment. Similar stories are told of Hamburg, Hanover, Bremen, Cologne and Leipzig. In Leipzig the Apollo Theater and the Opera House have been blasted to rubble. Just how many of German's total of 262 State, municipal and provincially owned houses have been put out of commission cannot be gauged too accurately, but if scattered reports are any criterion, the raids have put a crimp in the widespread use of all these houses for selling the swastika. Just prior to the raids a dozen theaters which had been privately owned were taken over by Heinrich Himmler as Minister of the Interior and guardian of the country's culture.

That Goebbels and Himmler had their headaches backstage even during the pre-raid legit boom is evidenced from stories which reveal that Germany's 8,028 actors and actresses were not all sold 100 per cent on the Third Reich. Certain "stars" such as Emil Jannings, who is a great heiler and is consequently a top name in movies and on stage; Werner Kraus and (See BLITZING HITLER'S on page 19)

## Philco to Tele Blue Net Show From Ritz Thea.

### Relay Station in N. J.

PHILADELPHIA, Jan. 15. — Philco's Radio Hall of Fame will be the first regular network show to be picked up by the television cameras, according to plans (See Philco Tele at Ritz on page 20)

## Mpls. USO's 1,455 Bills for Million GI's—A to Z Tastes

MINNEAPOLIS, Jan. 15.—More than a million military men in the Minneapolis area were entertained at 1,455 programs sponsored by USO in the two years the org has functioned here, Ray C. Jenkins, director of the army and navy entertainment committee, said in his final report presented along with his resignation.

Because of other duties, Jenkins, sales manager of KSTP-NBC, has tendered his resignation to Josiah E. Brill, of Minneapolis, USO council chairman. During his regime, Jenkins staged shows at Fort Snelling, Wold-Chamberlain naval air station field, U. S. Veterans' Hospital, Camp Savage, Camp Ripley, Minneapolis Armory, University of Minnesota naval training station, Minneapolis Servicemen's Center and St. Olaf College naval training station.

Programs were presented by traveling shows and local talent and included movies, vaude, symphony concerts and dances. Military men's tastes in entertainment are catholic, Jenkins found, with symphony programs getting the same enthusiastic reception as variety shows. In December alone there were 29 entertainments viewed by approximately 24,000 military men.



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# Philly Drama Mil-Plus Record

## 18½-Wk. Span Over the Top At Half Time

PHILADELPHIA, Jan. 15.—Not since those fabulous and lush speakeasy days has Philadelphia seen such a steady procession of legitimate stage fare. First half of the 1943-'44 season, representing 18½ playing weeks ended Saturday (8), finds local legit flushed with almost unprecedented prosperity, ringing up more than a million dollars at mid-mark. Steady parade of 23 attractions at three Shubert houses, plus three spot bookings at the indie Erlanger, gives current stretch \$1,061,950 under its belt.

This compares with \$1,557,450 grossed for the entire 1942-'43 season, which was a record-breaker. Of the 23 attractions, the two shows bringing in the top money each stayed put for eight weeks. Biggest gross, Olsen & Johnson's *Sons o' Fun* piled up an impressive \$282,000 for eight weeks. Also eight weeks, *Kiss and Tell* road company closed last Saturday (8) with \$110,200 to its credit.

Other heavy takers included Billy Rose's *Carmen Jones*, \$75,500 for three weeks; *Jackpot*, ringing the bell with \$64,300 for three, and *A Connecticut Yankee*, \$54,000 for a 2½-week stay.

Among the straights, top money was turned in by Paul Robeson in *Othello*, his fortnight drawing a sensational \$48,200. Could have hit \$55,000 easily, but gross held down by American Theater Society subscriptions grading the box-office scale down for its clientele.

Others hitting the box-office jack pot included *Blithe Spirit*, \$45,000, and *Voice of the Turtle*, \$39,000, each two weeks.

While several attractions just about cleared operational costs, only four shows (See *Philly Drama Record* on page 20)

### HENRY BUSSE

#### "Hot Lips" and Holdovers

**F**ORTY WEEKS is a long stretch in any band's book. When they're played consecutively in a top spot, it's a stand-out. That's what's happening to Henry Busse and his band, who passed that mark this month at the Palace Hotel, San Francisco. This breaks the all-time record for the Palace, where they are playing their fourth engagement in as many seasons.

Busse is now in his 15th year fronting the ork which has made his two theme songs, "Hot Lips" and "When Day Is Done," as traditional in the music business as the maestro's trumpet. The stand comprises six reed, six brass, four rhythm and two saxes, a guitar and a trombonist double on violins. Originator of the "Shuffle Rhythm," Busse's arrangements lean neither toward the torrid and loud nor the sugary sweet.

It's a combination which has won the Busse band-wagon a leading position in the country's music parade. Decca recordings, picture engagements such as Warner Bros.' "Rhapsody in Blue," Monogram's "Lady Let's Dance" and Universal shorts, have occupied the maestro, as well as long engagements at such terp temples as Hotel New Yorker, New York; Coconut Grove, Los Angeles; Adolphus Hotel, Dallas; Netherland Plaza, Cincinnati, and Lakeside Ballroom, Denver. The band also threatened to become a permanent fixture at the Chez Paree in Chicago.

### Maybe It's To Cover Up Bad Grub

WASHINGTON, Jan. 15.—Government building cafeterias, in the basements of virtually every federal building in the city, are fast becoming a rich field for development for Muzak.

A few weeks ago a Muzak installation was made in the WPB cafeteria and this week one is going into the Railroad Retirement Building. Even the staid and dignified Supreme Court building has piped-in music now in its eatery.

## "Gay '90s" Ainer Hits the Road

NEW YORK, Jan. 15.—*Gay '90s Revue*, heard Monday nights over CBS, begins a roadshow tour February 2, playing two a day in arenas and theaters in some of the smaller cities, as well as a few big ones. Show runs 30 minutes on the air, but will be stretched into a two-hour stanza and will include Lillian Leonard, Joe E. Howard, Floradora Girls (4), *Gay '90s Quartet*, Shaw and Lee, and *Gay '90s Revue* ork.

Unit will work the road six days a week, and return to New York for the Monday broadcast. All traveling will be done by rail. Train schedules have been worked out sufficiently well to permit the following bookings: Cumberland, Md. (1 day); Pittsburgh (4); Greensburg, Pa. (1); Bradford, Pa. (1); Elmira, N. Y.

## "21" Click Slants Production Eyes Toward Lampoons

NEW YORK, Jan. 15.—With the comedy vogue going big on Broadway and plots for laugh-makers wearing somewhat thin, scribblers are showing signs of turning again to a sure-fire device for making the turnstiles click—caricatures of big names. Lampooning makes for dollars, since those who claim to be in the know have quiet snickers at the stage presentation, and those who aren't like to pretend that they know what's what. Between the two the b. o. soars.

One such lampoon has already hit Broadway with rave notices—Ruth Gordon's *Over 21*, which in an oblique way has writer-wit Dorothy Parker and press baron Marshall Field (*PM* and *Chicago Sun*) as the subjects of some broad farce.

Another script which is understood to be making the rounds and is being bid for by a Hollywood mogul and a Broadway producer, each with his own star in mind, is Pvt. Francis Key's *Lamb Is My Body*, which pokes fun at Claire Luce, her spouse's mag, *Time, Inc.*, and Columnist Dorothy Thompson. This latter opus, however, is still in the MS. stage.

(2); Buffalo (4); Boston (4); Norfolk (1); Roanoke, Va. (1); Charlotte, N. C. (1); Greenville, S. C. (1); Wilmington, N. C. (1); Trenton, N. J. (1); Nashville (1); Louisville (1), and Charleston, W. Va. (1).

Frank A. McMahon produces both the air and road versions of the show. Consolidated Radio Artists is booking.

## Lindsay & Crouse Come Thru for Theater Lovers

NEW YORK, Jan. 15.—Howard Lindsey, Russel Crouse and their associates, who acquired the Hudson Theater from the Emigrant Industrial Savings Bank this week at a price of \$300,000, have definite plans for operation.

"We are buying it," said Lindsey, "because we think it is important to own our own theater. It gives us complete control from stage to box office. We picked the Hudson because it is a good audience house. It's a 1,065-seater and, above all, it has a good, comfortable lobby. We are all agreed on one point—there won't be any balcony seats going to brokers. The man who buys a seat on the shelf is the man who loves the theater. He's entitled to get it without being nicked for an extra 50 cents. In our house he's going to get it at the box-office price."

The new owners have not yet decided on the Hudson's initial stage tenant, as of possession next October 1. They would like to see their own show, *Arsenic and Old Lace*, hold on there until that time. However, if *Arsenic* fails to survive the summer, the Shuberts, present lessees of the building, can book in whatever they like up to that date.

Associated with Lindsay and Crouse in the venture are Elliott Nugent, Leland Hayward and Howard and Joseph Cullman. Nugent is co-star of *Voice of the Turtle*. Hayward, Stem-Hollywood agent, is the husband of Margaret Sullivan, the other star of *Turtie*. The Cullmans are tobacco tycoons with a lucky yen for backing Broadway plays.

## Loser in Kaufman, Hart "Theft" Suit Pays Defendants

NEW YORK, Jan. 15.—An appeal of Vincent McConnor, author of *The Murder Issue*, from a dismissal of his plagiarism suit against George Kaufman and Moss Hart, co-authors of *The Man Who Came to Dinner*, was denied Wednesday (12) in New York Federal Court. McConnor had claimed that Kaufman and Hart appropriated the plot of his play. Other defendants named in his suit were the estate of Sam H. Harris, who produced *Dinner*; Random House, which published it in book form, and Warner Bros. Pictures, Inc., which made the screen version.

In confirming the lower court's dismissal of the action, the U. S. Circuit Court of Appeals assessed additional costs against McConnor. Attorneys for Kaufman and Hart were awarded \$623, the estate of Sam H. Harris \$225, Random House \$125 and Warner \$125.

A similar action, brought against Daphne Du Maurier, Doubleday Doran & Company, Selznick International, Inc., and David O. Selznick Productions, Inc., by Edwina Levin MacDonald for alleged copyright infringement, was marked off the New York Federal Court calendar Wednesday (12), pending an appeal from a dismissal of a suit against Doubleday Doran, publishers of the book *Rebecca*. Plaintiff alleges that her opus *Blind Windows* was infringed upon by the Du Maurier novel and by the latter's subsequent screening.

## "Ice Follies" 90G in Philadelphia, Stays Over

PHILADELPHIA, Jan. 15.—*Ice Follies* of 1944 headed for a new attendance and money high for its current extended engagement at the Arena. Opened Christmas night and getting in all holiday business at the start, the Shipstad-Johnson icer played to 87,265 people for the first two weeks ended Friday (7). With ducts from \$1.14 to a \$3.42 top on Saturday nights, the gate was better than \$90,000.

*Follies* figures on staying for two weeks, playing to virtual capacity at 6,000-seat Arena.

## MBS Cancels Bayuk's "Sizing The News"; Agency & Sponsor Burn; Net Not Talking

### Philly Radio Suspects Something Smelly

PHILADELPHIA, Jan. 15.—Bayuk Cigars, Inc., local manufacturers of Phillies cigars and Mutual network's biggest billing during the past six years, is smarting under the allegedly "foul" blow wielded by the network when it canceled Sam Balter's *Sizing Up the News* without even the courtesy of an explanation. Reasons being attached to the cancellation in local quarters are hot enough to make Walter Winchell burn up a gross of typewriter ribbons.

On Wednesday (12), Mutual sent a curt telegram to WIP, its member station originating Balter's news shots, that the show would no longer be picked up here and that Balter was going to the West Coast. Taking advantage of the cancellation clause, Mutual gave sponsor and agency, latter being Ivey & Ellington here, that *Sizing Up the News* will terminate its air career on February 2. Balter left for Hollywood on Thursday (13) and stated that he will originate the few remaining broadcasts from KHJ there. *Sizing* is slotted on Mondays, Wednesdays and Fridays from 8 to 8:15 p.m.

#### Agency and Sponsor Protest

Both agency and sponsor are protest-

ing bitterly to the network over the sudden cancellation, stating that they are completely satisfied with Balter's stint. And make no bones about it that they are burned up plenty over Mutual's silence in forwarding an explanation for this sudden cancellation, particularly since they happen to be one of the network's best customers.

Mutual's unexplained cancellation has brought up a stench here that can do neither the network nor the radio industry itself any good if the truth—and if there is any truth to the rumors—ever come to the surface. Balter, when queried, stated that beyond the fact that Mutual's action is "mysterious" to both himself, the agency and the sponsor, he had no comment to offer at such an early date. However, he intimated that he might break the silence and issue a statement after huddling with his attorneys.

However, any number of insiders, with a well-tuned ear behind the scenes, do not hesitate to state that if you look behind Mutual's action, you will find "McCormick"—others referring to "that man in Chicago." And there is no mistaking that they mean Col. Robert R. McCormick, editor and publisher of *The Chicago Tribune*.

Balter, in his newscasts, never left any doubt as to what he thinks of McCormick, along with many of his Congressional pals. And altho he would often bear down extra-heavy, both agency and sponsor backed him up—giving him full freedom of the aired press. However, one of the most repeated yarns making the rounds here is that McCormick "swore" (See *MBS Cancels Bayuk's* on page 20)

### 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 C. O. D. Orders.  
Size: Single Tkt., 1x2".

Sign in a restaurant, "Watch your coat, hat and girl friend."

### TICKETS

of Every Description.

But don't wait until you are in need of them. Order now.

### THE TOLEDO TICKET CO.

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### SPECIAL PRINTED

Cash with Order. Prices:  
2,000 . . . . \$ 4.29  
4,000 . . . . 4.83  
6,000 . . . . 5.87  
8,000 . . . . 6.91  
10,000 . . . . 7.15  
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.

# 'Listener Impression' Check

## NBC Gets Going With Video on Regular Basis

### All Net Departments Involved

NEW YORK, Jan. 17.—Television takes its place in NBC commercial operations starting today. From now on there will be an increasing number of live shows with a serious attempt to present a balanced program, although sporting events will continue for a long time to predominate scheduling.

NBC is not going to give time to advertisers, as General Electric and DuMont are doing. The RCA station will sell time (Firestone is paying for its weekly show now), and sales execs at the net state that there are any number of sponsors ready to sign.

Unlike other active orgs in the field of building visual air entertainment, NBC will not have a special television department, but will have the engineering, sales and program problems handled by the regular broadcasting net staff. Programs will be under Clarence Menser, v.-p., and he's expected to make an announcement on NBC's visual program plans when he returns from his Florida vacation.

O. B. Hanson, chief engineer, will be handling engineering and will assign several engineers to brush up on scanning with the net's cameras. Sales will fall within the province of Roy Witmer, and promotion in the lap of Charles Hammond. Publicity will be handled through John McKay's department. In other words, television is just one facet of NBC's operations. It's not going to be centralized as it was before the war and as it is at CBS and General Electric. (It's naturally a special job at DuMont, as this firm is not in the regular broadcasting field.)

There is a feeling among several top NBC men that the decentralization operation will not work, but they're all interested in seeing that it has an opportunity of making the grade. Television still falls under the vice-presidency of John F. Royal, although his greatest immediate concern is in the post-war international aspects of commercial radio. The European trip which Royal made with Niles Trammell, net prexy, developed a great deal of thinking along the lines of sponsored broadcasting on the continent.

## Farm, Home Hour To Be Given City Slicker Slant

CHICAGO, Jan. 15.—To attract listeners from urban as well as rural districts, the 15-year-old *National Farm and Home Hour* will have a major operation performed on it starting Monday (17). New formula will be built around Curley Bradley, baritone. Ork for the series will be a seven-piece combo, guitar, accordion, three violins, a string bass and a vibraphone. Mirandy, of Persimmon Holler, will continue to handle the homespun philosophy. She'll give with a city-slanted crevice every now and then, and even the Cadets Quartet plan to swing away from hymns and barbershop ballads as often as the dialers desire. Guest acts and guest agriculture, economic and national authorities will continue to be spotted on the program.

Revamp, first in program's history, is credited to conferences held by Phillips Carlin, Blue program chief who was in Chicago recently. Changes were said to have been in the mind of Bob White, producer and director of the program, for some time. Mutual feeling seems to have been that the bridge between farm and city, as far as radio is concerned, isn't too long.

## Free Sampling Hits New High at Jones'

NEW YORK, Jan. 15.—Direct selling at ad agencies is nothing new. At the William Esty office free Camels are handed out; at Ruthrauff & Ryan, it's Pall Mall; at Foote Cone & Belding, Lucky Strikes. But the Duane Jones agency has given the plan a new twist.

When you are busy with Jones his office door opens quietly and in walks a young Negress dressed in waitress garb. While you're still popeyed she asks, "Would you gentlemen like a cup of Tetley tea or Richelieu coffee with some Crax crackers?"

Jones handles all three products . . . but naturally.

## Heaven Helps MBS '43 Gross 25 Per Cent

NEW YORK, Jan. 15.—Mutual billings reached the peak of the net's history in 1943 when they grossed \$13,841,608, an increase of 43.6 per cent over 1942. Network sponsored shows accounted for \$12,527,800 of the total, while locally sponsored programs grossed \$1,313,807.

Top 10 sponsors, with amounts spent, were: Gospel Broadcasting Association, \$1,566,130; R. B. Semler, Inc., \$919,440; Kellogg Company, \$798,329; Pharmaco, Inc., \$677,132; Bayuk Cigars, Inc., \$670,230; Zonite Products Corporation, \$583,557; Sinclair Refining Company, \$516,599; Barbasol Company, \$494,510; Lutheran Laymen's League, \$477,720, and Voice of Prophecy, Inc., \$474,786.

Ad agencies spending the most dough with Mutual were: Erwin Wasey and Company, Inc., \$2,128,630; R. H. Alber Company, \$1,566,130; Ivey and Ellington, Inc., \$1,076,100; William Esty and Company, Inc., \$997,167; Kenyon & Eckhardt, Inc., \$798,329; Hixson-O'Donnell Advertising, Inc., \$672,061; G. C. Hoskin Associates, \$474,786; Ruthrauff & Ryan, Inc., \$457,662; Aircasters, Inc., \$442,754, and J. Walter Thompson Company, \$439,352.

It is interesting to note that religious organizations paid for more than one fourth of the net's gross. Out of a total of \$12,527,800 in the net group, \$3,184,845 was paid by various religious groups.

## N. Y. City Part-Time Workers in Radio Freed of "Availability Statement" Routine by WMC

### Ruling May Be Spread to State and Nation Shortly

NEW YORK, Jan. 15.—Radio stations in New York City no longer have to obtain statements of availability from employees who are to be hired to work less than 20 hours a week. This ruling, issued by Mrs. Ana M. Rosenberg, regional WMC director, after a meeting with representatives of the radio industry, applies to stations in the New York city area only. Soon, however, it is expected that the ruling will apply to all stations in New York State and after that, according to inside talk in Washington, to stations throughout the country.

The ruling, explained Mrs. Lillian L. Poses, regional WMC attorney, relieves employers and so-called multiple employees from many formalities that have hitherto been burdensome and caused considerable loss of time.

"Many employees in the radio broadcasting field," Mrs. Poses said, "work for short periods of time for different sta-

## OWI Survey Controls Are Setting Post-War System For Radio Miline Basis

### Local Stations Listeners, One to Set; Nets Vary

By CASKIE STINNETT

WASHINGTON, Jan. 15.—Establishment by Office of War Information Domestic Radio Branch officials of a system for measuring "Listener Impressions" has been tested and it is now being used regularly by the agency for gauging response to its shows.

Post-war employment of OWI's measuring device may mark another milestone in development of listener reaction systems, although OWI officials who worked the plan out denied that they had brought into use anything startlingly new. It may also be used as a basis for establishing a miline rate, something that agencies and sponsors have long hoped for.

William F. Fairbanks, chief of Allocation Division of OWI's radio bureau, explained, however, that already advertisers are looking with considerable interest at the "listener impression" plan and some are actually using it in mapping coverage.

In explaining how the system works for network shows, Fairbanks said that OWI starts with the Hooperating and multiplies it by the average number of people listening per radio set.

### Use Per Set Listener Figure

The number of listeners per set was estimated by Fairbanks to total 2.5, a figure he reached after consulting four private surveys, one of which he himself made while connected with NBC. The Hooper survey now shows the number of people per set and the figure used here is generally close to that used by OWI.

Continuing an explanation of how the "listener impression" plan works, Fairbanks cited as an example a program whose rating indicates that 10 per cent of the 30,000,000 of the U. S. radio homes are listening to it during an hour when there are 2.5 listeners per set. Therefore it has an audience for government purposes of 3,000,000 times 2.5, or a total of 7,500,000 listeners. This sounds complicated, but OWI proponents of the plan claim otherwise, and point out that it is arrived at with no more pencil work than attends the development of other

such listener devices.

"If program B has 30,000,000 listeners," Fairbanks said, explaining the system, "and program C has 100,000,000 listeners, the total of these and other programs will give the total number of listeners hearing the government war messages.

"However, with hundreds of programs carrying government war messages and listeners tuning in to more than one program, it stands to reason that the sum total of these program audiences would be greater than the population of the country.

### "Impressions" Replace Listeners

"Actually a person who listens to the war messages on Bob Hope, Kay Kyser and Jack Benny shows is counted three times, hence the total is known as 'listener impressions' rather than as 'listeners.' The OWI is interested in how many times its programs are heard rather than how many people listen to them."

Pointing out that where a soap manufacturer or some similar advertiser may be interested chiefly in just the number of homes reached—since for him there is only one person in the home who buys his product—Fairbanks explained that the position of the government is vastly different. The government is interested in reaching "every single person in the family," Fairbanks said, as even children can be influenced in salvage collections by radio messages.

This explanation concerns only estimates made of network listeners. When reckoning local shows, Fairbanks said, the figure of one person per radio set or per family is taken as average. This means that with 30,000,000 radio homes, there is an audience of 30,000,000 for each show, with the locals doing from 12 to 16 spot announcements, and with 891 stations getting transcriptions from OWI. The one person figure was used, Fairbanks explained, because during the daytime announcements were frequently made when logically only the wife was at home.

### Keying Indicates Figures Check

Whether the system is thoroughly accurate in measuring listener reaction, OWI doesn't pretend to claim since there has been neither time nor funds available for making an exhaustive survey. However, they feel it sufficiently reliable to serve as a functional and workable plan for government purposes.

One test of the plan pointed to by OWI officials was a write-in offer for a home-canning booklet made on local stations throughout the country. Results of this test were pleasing to OWI, since out of 100,000,000 "listener impressions" 1,500,000 people wrote in accepting the offer.

KEENE, N. H., Jan. 15.—Station WKNE has been purchased by M. S. and H. C. Wilder, the purchase price being \$19,400. Plans for the future have not been announced, although no change is expected since Harry Wilder has been prexy of the station for the past several years.

## WIBG Sells a Piece of '45

PHILADELPHIA, Jan. 15.—WIBG sales staff chalked up a long-distance sale, with contracts already signed selling 11 p.m. to 4 a.m. next New Year's Eve. Holiday slot purchased this week by Rev. H. B. Rittenhouse, who was heard from the station this past New Year's Eve.

# PHIL BAKER TOPS TCI AGAIN

## Kyser Replaces Allen in Fifth Evening Tabulation; Six Top "Best Buys" Repeat

### Jack Benny Still Trails the Field

NEW YORK, Jan. 15.—Despite some phenomenal gyrations respective positions highlighted the importance of talent costs in relation to program ratings. Generally the Hooperatings were up—the seasonal rise following the finish of Yuletide celebrations.

It's this seasonal tilt plus a couple of unexpected drops that make this "TCI" good reading. "Best Buy" standings for this and the previous report (E 4) are highlighted on this page in a two-column box headed "Best Buys."

The first six programs are intact as to sequence, but the talent-cost-per-point-of-program-rating has changed. The changes in the first three were only nominal. But note Winchell.

For some as yet unfathomed reason he dropped 3.9 points on his rating; this upped his "TCI" from \$196.85 to \$232.56. Notice also how Fibber McGee & Molly, despite Winchell's slump and their own tilt, even tho only a boost of 1.7, cut only about \$17 from their "TCI," or not enough to cut past the columnist.

#### Talent Cost Makes the Difference

The answer is the difference in talent cost. And in so far as the "TCI" is concerned, WW is still a "better buy" than Fibber. What will be interesting is to see how Winchell stands on the next rating. Right now he has the \$3,500 difference between his salary and that of the McGee and Molly show in his (Winchell's) favor.

Notice also how Bob Hope, despite an 8.4 jump to a 37.6 Hooperating, cut \$70 from his "TCI" and yet only picked up one notch on this index. Hope's rating is not unusual for him at this time of the year as he was up to 40.9 a year ago. It must also be remembered that he was off almost four points on his last Hooperating due to the competition of a special name-loaded one-time program on CBS.

So the Pepsodent man not only regained what he lost but he picked up almost as much again. It's these added listeners which make wonderful speculation. Apparently a lot of people stay home to recuperate after holiday joy-

making, and presumably these people know what they want, and that's all they want. What happens to these listeners after they get back their "strength" is anyone's guess.

The same holds true of Bing Crosby and Morgan and Brice. Where Hope had Cary Grant as a guesster to help garner his lush audience, Crosby had only Nan Wynn and Bill Frawley; and Morgan and Brice had no listening bonus.

Other evidences of audience preferences, which incidentally raise hob with the listening slots, are *Mr. District Attorney* and *Take It or Leave It*. *Mr. D. A.* follows Eddie Cantor on NBC, Wednesdays. With Frank Sinatra, plus Ginger Rogers as guest, starting his new show on CBS opposite Cantor, the audience deserted Cantor for Sinatra (the "Glissando Groaner" grabbed a 19.1 for his premiere airing) and then returned to NBC for *Mr. D. A.* Net result was a 2.0 tilt for the Jay Jostyn show.

#### Guesting Hits Allen's Rating

Likewise the audience deserted Fred Allen, not much but enough to get him off the "First 15" by the tune of 1.3. Presumably they had gone to listen to Phil Baker as guest of *Basin Street* on the Blue and didn't dial back to CBS and Allen after *Basin* folded. In any event Baker's *Take It or Leave It* lost only 0.6 and stayed on the "First 15."

The biggest surprise was the lack of reciprocity between the Fred Allen and Ed Gardner, nee *Duffy's*, audiences. Allen pushed Gardner's program up 2.9 and made *Duffy's* the most talked-about show of the week. Yet when Gardner guested on Allen's program the following Sunday the audience just didn't dial.

Maybe Blue listeners are just agin CBS shows.

## It's the Turnover That's Counting in Natl. & Spot Biz

NEW YORK, Jan. 15.—Radio's tremendous turnover in national spot sales since the holiday season mirrors the fact that corporations which didn't have a chance to spend their dough last year on air time are getting their innings now, while those who did divvy up in 1943 are sitting back waiting to see what tax-happens this year.

The upped turnover is the first since early 1943 and is hitched to the fact that between June and December of last year most organizations knew just about what the tax stretcher would be and raised air ad budgets accordingly. Now, however, these same companies are none too sure what's what for the current 12 months or what the '44 tax laws will bring forth and, as a result, they're playing things close to the vest. Many time buyers, net sales execs say, have cut their buying down as much as 10-15 per cent, pending a clearer picture of what Morgenthau and Congress are cooking up.

Present trend, these execs believe, will continue in a modified form, at least until after March 15—possibly even until June 15—until business knows just where it stands. Similar ins and outs, they add, are noted at local stations thruout the country where there has been a heavy turnover everywhere, tho billing continues to hit new highs.

## "Best Buys"

Current "TCI"	Previous "TCI"
Take It or Leave It.....\$116.26	Take It or Leave It.....\$113.22
Aldrich Family.....153.22	Aldrich Family.....153.84
Mr. D. A.....162.90	Mr. D. A.....175.43
Walter Winchell.....232.56	Walter Winchell.....196.85
Fibber McGee and Molly...253.73	Fibber McGee and Molly...267.71
Davis-Haley.....288.46	Davis-Haley.....277.78
Bob Hope.....292.55	Edgar Bergen.....322.48
Edgar Bergen.....333.33	Bob Hope.....376.61
Kay Kyser.....375.59	Lux Radio Theater.....395.25
Morgan-Brice.....381.52	Abbott and Costello.....408.16
Lux Radio Theater.....391.02	Morgan-Brice.....409.16
Bing Crosby.....392.16	Bing Crosby.....440.53
Abbott and Costello.....415.35	Screen Guild.....444.45
Screen Guild Theater.....432.90	Fred Allen.....563.73
Jack Benny.....796.81	Jack Benny.....790.50

## Legit Now Buying Air Time in Boston; Ether Results Checked at Box-Office

### A Little Spending Pays Off in Free Time, Too

By BILL RILEY

BOSTON, Jan. 15.—Lack of newspaper space for amusement promotion in the Hub, probably the tightest newspaper town in the country, is causing a lot of grumbling, especially among visiting theatrical press agents. Boston has seen more shows this season than in any within memory, but drumbeaters for new shows particularly are already hinting that their wares will be displayed next season in other cities, where publicity breaks give a show a better chance. Meantime the boys are trying radio as a substitute. And they've done pretty well.

Best example of the assistance radio has given was the recent eight-week run here of *Abie's Irish Rose*. Before the opening (November 15) 100-word spot announcements were placed twice a day on several stations around the time of the seat sale announcement. Strong advance sale proved radio's power. After the opening not a minute of time was paid for.

Les Appleby, flacker for the show, contracted with Johnny McIntyre, local independent, formerly Shubert resident agent, to make radio contracts. In the following eight weeks 48 free spots, ranging from 15 to 30-minute periods, were placed. Free time totaled about 16 hours, a \$3,500 cash value. Actors, appearing as guest stars of local radio shows, took part in dramatizations and were interviewed extensively with the show getting plenty of air time.

Russ Offhaus gave the most time on his *Bond Wagon Quiz* over WHDH (Blue). John Kiley's *Curtain Time*, which devotes 30 minutes to legit over WMEX (local), also came thru strong. Fifteen-minute spots, not exclusively devoted to theater, included Evelyn Howe (WEEI-CBS), Louise Morgan (WNAC-Mutual and Yankee), Sally Levi (WCOP-Atlantic) and Carl De Zeus (WBZ-NBC). Midway interviews, especially, reached the housewives and bolstered matinees.

#### Newspaper Cuts Help

Altho the trend of legit toward radio has become more noticeable with the advent of the severe newspaper cuts, it has not come suddenly. Growth has been gradual, altho it has gone ahead faster in the past year.

Tom O'Connell, now a coast guard publicity man, is credited with first interesting legit in radio and vice versa. As resident Shubert man here, during 1940-'41, he began the practice of get-

ting radio interviewers to give backstage broadcasts the same night and directly after important local openings. At the same time he arranged a lot of special event shows involving theater folk who were in town.

Within the first part of the season the effect was felt at the box office, where people proffered the information that they had heard a star on the radio and had become interested in the show. For about a full season no time was paid for. But because results were proven, shows began the following season to buy spot announcements, and, of course, the free time came more easily.

#### Standard Routine Set

The routine for paid time is pretty well settled and not very imaginative. Spot announcements, or 100 words, are usually set just before important news programs. The average is two a day, centered for three days around the announcement of the seat sale. When the sale proves slow, or a show gets middling notices, announcements are sometimes spotted just before or during a run. Between \$100 and \$400 are divided among several stations. Largest cut goes, probably to WHDH, because it is Blue Network and free time is easier to get there. Next comes WMEX, where free time also comes easily and the rates are low. WNAC gets a good share because of Yankee Network's strong coverage of New England.

As with the movie companies, the legit agents have found that a familiar show, or one of easy appeal, sells best by radio. Under this rule shows spending the most on radio included *Porgy and Bess*, *Abie's Irish Rose*, *Big Time*. Other shows going strong for radio, for various reasons, were *Skin of Our Teeth*, *Blithe Spirit*, *Count Me In*, *Snark Was a Boojum*.

## Femmes Move In On NBC Chi Newsroom

CHICAGO, Jan. 15.—The man-power shortage has become so acute here that the NBC central division news and special events department, for the first time in its history, has added two women to the staff as news writers. Additions are Margaret L. Whitehead, formerly of WLW, Cincinnati, and Myrtle Robison, graduate of the NBC-Northwestern Radio Institute.

So far the women have not invaded the NBC announcing and technical staffs.

## KFEL-Post Suit To Supreme Ct.

DENVER, Jan. 15.—Colorado Supreme Court will be asked to rule on the suit brought by Station KFEL seeking to compel *The Denver Post* to list its programs in the newspaper's daily radio log.

Attorney Harry S. Silverstein announced the appeal after District Judge George Luxford dismissed the station's suit for an injunction against the newspaper and also for damages.

Judge Luxford ruled that under common law the newspaper owed no duty to the radio station and that the newspaper was the sole judge of what it should print.

KFEL had charged that by refusing to list the station's program while carrying those of Denver's other three network affiliates, *The Post* was guilty of unfair discrimination.

The jurist further ruled that *The Post* was not a competitor of KFEL, as the station had charged in its original complaint. Finally the judge held that the Colorado Unfair Practices Act, under which the suit was filed, did not apply.

Supreme Court action on the case is not expected for several months, but will represent an important step in an important test case.

# The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN"  
HOOPERATINGS  
for evening programs

Vol. 1. No. 5E

(REPORT DATED JANUARY 15, 1944)

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
BOB HOPE	37.6	256	NBC 131	Romance—CBS R. G. Swing—BLUE Amer. Forum—MBS Sunny Skylar—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$292.55
FIBBER MCGEE AND MOLLY	33.5	379	NBC 130	Report to Nation—CBS Spotlight Bands—BLUE Coronet Quiz—BLUE Amer. Forum—MBS	Needham, Louis & Brorby	S. J. Johnson (Floor Wax)	\$ 8,500	\$253.73
EDGAR BERGEN	30.0	294	NBC 135	Jerry Lester—CBS Inkspots—BLUE Alexander—MBS	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$333.33
ALDRICH FAMILY	26.1	194	NBC 128	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$153.22
JOAN DAVIS-JACK HALEY	26.0	27	NBC 69	Dinah Shore—CBS Spotlight Bands—BLUE Coronet Quiz—BLUE Treasure Hour of Song—MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$ 7,500	\$288.46
LUX RADIO THEATER	25.6	384	CBS 123	Tel. Hour—NBC Dr. I. Q.—NBC Counter Spy—BLUE Spotlight Bands—BLUE Coronet Quiz—BLUE Heatter—MBS G. Fields—MBS Paul Winchell—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$391.02
BING CROSBY	25.5	335	NBC 132	Major Bowes—CBS Town Meeting—BLUE G. Heatter—MBS G. Fields—MBS	J. Walter Thompson	Kraft (Cheese)	\$10,000	\$392.16
JACK BENNY	25.1	445	NBC 132	Shirer—CBS Como—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$796.81
FRANK MORGAN-FANNIE BRICE	24.9	92	NBC 126	Suspense—CBS News—BLUE Lum and Abner—BLUE Oursler—MBS Confidentially Yours—MBS	Benton & Bowles	General Foods (Maxwell House Coffee)	\$ 9,500	\$381.52
MR. DISTRICT ATTORNEY	24.8	242	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Coronet Quiz—BLUE Soldiers W. Wings—MBS	Pedlar, Ryan & Lusk	Bristol-Myers (Vitalis)	\$ 4,000	\$162.90
ABBOTT AND COSTELLO	24.1	106	NBC 131	First Line—CBS R. G. Swing—BLUE Lulu—BLUE R. Clapper—MBS Carnegie—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$415.32
SCREEN GUILD THEATER	23.1	178	CBS 121	Contented Hour—NBC R. G. Swing—BLUE Out of Shadows—BLUE R. Clapper—MBS Education for Freedom—MBS	Pedlar, Ryan & Lusk	Lady Esther (Face Powder, etc.)	\$10,000	\$432.90
TAKE IT OR LEAVE IT	21.5	195	CBS 121	H. of Charm—NBC G. Lawrence—BLUE Good Will H.—MBS Cedric Foster—MBS	Blow	Eversharp (Pens and Pencils)	\$ 2,500	\$116.28
WALTER WINCHELL	21.5	537	BLUE 160	R. Digest—CBS M-Go-Round—NBC Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$232.56
KAY KYSER	21.3	301	NBC 126	Moments in Music—CBS R. G. Swing—BLUE Lulu—BLUE Gunnison—MBS Arch Ward—MBS	Foote, Cone & Belding	American Tobacco (Lucky Strike)	\$ 8,000	\$375.59

\*Kay Kyser is back after being off the first 15 for one report. Return credited to the pull of "Mr. D. A." which precedes him on NBC on Wednesday. For more on "Mr. D. A." draw see TCI commentary on opposite page.

Note: The Kyser rating is for only the first half of his show. As noted before, his program airs from 10-11 p.m.

(EWT), and programs heard after 10:30 p.m. (EWT) are not measured in the Eastern Time zone. Hence only the first half of this show is rated in the national Hooperatings.

Note: The new Frank Sinatra program for Vimms on CBS on Wednesday evenings at 9 p.m. really socked the Eddie Cantor show on NBC at the same time. Sinatra,

with Ginger Rogers as guest, grabbed a 19.1 Hooperating for the opening of his new commercial. This is highest rating for a first performance in a long time.

Sponsored evening network hours were up a bit. This report, 80½; last report, 78 1/4; last year, 69½.

Average Hooperating this report, 11.2; last report, 10.8; last year, 12.4.

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# NEW USES FOR FAN MAIL

## Dropping Time Selling, the Postman's Burden "Proves" Loyalty and Reveals "Secrets"

### Premiums Still Okay for Merchandising

NEW YORK, Jan. 15.—Fan mail is good for a lot of things, but it's no longer used as a time-selling tool by the networks or the big ad agencies. Agency and net approaches are built today upon Hooper and Crossley ratings or on special surveys made for them by Roper or any one of a number of research organizations which lay stress upon their radio research. Only the small stations located at some distance from metropolitan centers use the mail approach when selling time. When a big station uses a mail spread it's out to prove either one of two things: (1) That the other fellow's Hooper has holes or (2) that the station in question may not have top listening audience but it does have the most loyal.

Back in the old days volume of fan mail might have been used to try to prove a show had a large audience. But today top-notch radio execs, seeing the light of day, use mail breakdowns only for specialized purposes. The reasoning about fan mail has become so scientific, it ill behooves "the brain" to stick out his neck with any generalized statements.

#### Personalities Pull

Just about all the execs agree that a good program featuring a well-loved personality can draw mail. Tom Breneman, of the Blue Network's *Breakfast at Sardi's* program, can pull mail at the drop of a plug. But that is because Breneman in terms of loyalty has been built up to tops in the hearts of fem radio listeners. Blue officials, however, will never say that mail response for *Breakfast* proves anything about the quantity of listeners. Loyalty, they say; nothing but loyalty, and of course that's not bad. Loyal listeners usually buy the product.

*Terry and the Pirates* (Blue) came to bat once to prove that loyal listeners are letter-writing listeners. For a few weeks the serial had been trying to get the kids to send in "box tops" for a periscope premium offer. The youngsters were cold. So a mastermind got an inspiration. Terry was written into a tough spot, so he pulled his trusty periscope out of his pocket, and, presto, an avenue of escape. Into the picture came the element of listener loyalty, and in one week requests for the periscope tripled.

#### Letter Low-Downs

One of the newest trends in analyzing fan mail can be seen in offices of nets employing psychologists to get the low-down on the letter writers. Realizing that the smart program planner is one who shapes his shows to fit the tastes of listeners, the brain-trusters analyze each letter until they know everything but the color of the eyes and hair of its author. They are able, so they claim, to determine a letter-writer's age, sex, education and economic and social strata. Then when Mr. Potential Sponsor comes in, they are able to tell him what type of person likes what type of show. If he wants to reach a definite type of listener, an air piece can be planned for him quicker than a New Yorker will reach for tickets to *Oklahoma*.

#### Cities Have To Beg

It has come to the fore, too, that a letter from a fan in the big city is worth five from his brother or sister in the sticks. To draw mail in New York stations and networks have to just about get down on their knees and beg. Sta-

tions in rural areas can draw mail by simply putting on a hillbilly. But in the urban areas it takes a well-known, well-liked personality or a sensational free offer to do the trick. Martin Block's *Make Believe Ballroom*, on New York's WNEW, has pulled heavy mail for years. But Martin Block is a definite personality with a heavy audience in the letter writing classes anywhere—jitterbugs and housewives.

So can Paula Stone's *Hollywood Digest* (WNEW) pull mail. But here it is a free offer of legit and movie tickets that does the trick. In New York theater duos are included in the basic "eight" of fan mail pulls. That example has a local angle, but put it into the picture of any network show, and it has its place.

#### The Blarney Stone Helps

Some agency execs know that mail can still be used to do a job. They have arrived at their know-how to cold, hard-headed facts stripped of fancy trimmings. These execs use mail, correlated with a sound premium offer to hypo sales for their sponsors. Premiums are still a good part of sales promotion.

Duane Jones, of the ad agency bearing his name, has done special work in this field. Not worrying about the shortages of former premium materials that have gone to war, Jones uses brain power instead of purchasing power. Recently he had the listeners to the *David Harum* serial (NBC) crowding the B. T. Babbitt Company's mailbox with Bab-O "box

#### It's Six for Duffy's

NEW YORK, Jan. 15.—*Duffy's Tavern*, Ed Gardner's opus, has unusual writing set-up. For each episode six or more scripters submit individual shows which are complete in themselves. These are mulled over by Ed Gardner and a "committee" who select a bit here and a tid-bit there and finally concoct a program.

It's the process week after week. Each writer gets the fee set for his script no matter if a single gag or the entire program is used.

If you see six sick scripters listening to Archie on Tuesdays you'll know the answer. Not one of the six will admit that the gags of the other five are worth airing.

tops." Four hundred thousand in two weeks was the count. And this job was done merely by offering the ladies a bracelet made of stones from the Blarney Rock of Ireland. Here was a one-two combination: The personality of David Harum with built-up loyalty and the added shot in the arm of a good offer delivering the final incentive. Mail resulted, but a very special type of mail for which there was a definite reason.

A few general conclusions can be made about the radio fan mail picture today. First, and foremost, never, say the bigwigs in the know, never try to prove the quantity of listeners by mail response. Secondly, if you want to pull mail get up a show that has a strong personality who can build up loyalty among the dial twirlers. Third, use a scientific breakdown of mail response as a program guide. Fourth, if the urban listeners don't keep your mailman busy, don't be surprised. Finally, and most important of all, don't accept any generalized pitch that presents some rather impressive figures not broken down to what they mean. Mere figures can be misleading. It's the why of the figures that does the talking.

## Mutual's Angle on Bayuk Simply Program Clean-Up; Trade Fingers Crossed

### Move Opens All MBS Programs to Scrutiny

NEW YORK, Jan. 15.—Mutual is still not putting out on the Sam Balter-Phillies Cigar fracas. Even the usually verbose Miller McClintock, MBS prexy, would say only, "Mutual does not want to make any statement at this time. However, the advertising agency involved will probably select a new commentator over the week-end."

There are plenty of angles to the story. Local radlomen shy away from the Col. McCormick slant on the basis that anything as heavy handed as this sudden shuttering of Balter is not smart. "You may not like the Colonel," said one exec, "or his politics but this is too easy to leave on the doorstep of *The Chicago Tribune*. If McCormick was out to get Balter he figured to be more deft about it."

Other agency people point to Bayuk's \$670,000 billing on Mutual for 1943—making the cheroof firm the network's fourth best customer—as ample reason for the web's not "cutting off its nose to spite its face." Mutual is still growing and needs this biz like a wounded soldier needs blood plasma.

Almost everyone agrees that Balter has been caught in the middle of what is basically interpreted as a fight between the network and the ad agency, Ivey & Ellington, handling the account. The agency has had a troubled career with the commentators it has used on this account and apparently the network has decided to step in and clean up the situation.

Most recently Cal Tinney, while he

was on for Phillies, was hauled on the carpet by the War Department for some statements he had made about the operation of canteens in camps. Quite possibly, figure the sideline strategists, Balter's blasts anent McCormick had a subconscious influence on the Mutual execs.

So when they started cleaning up the Mutual program schedule—something Mutual has been wanting to do for some time—they unwittingly picked first on Balter and the Phillies program even tho there are programs on MBS with less audience appeal and lower Hooperatings—Balter has a 4.4 as compared to 3.3 for Raymond Clapper, 3.8 for Cedric Foster and 4.8 for Fulton Lewis.

Apparently the Mutual program committee decided that Balter "did not measure up to their program standards" since he had been a sports newsman and was now doing news commenting. So they stepped in at what they considered a good time, canceled Balter, and offered one of their other commentators, possibly Royal Arch Gunnison, as a substitute.

#### Big Stick Has Thorns

What Mutual didn't realize beforehand was that its timing and tactics were small-time even tho its desire might have been big-time. Once the network took an arbitrary stand, MBS could afford to get tough since the sponsor would probably find it tough getting another network of 72 stations at 8 p.m. each Monday, Wednesday and Friday,

## Ellis Drops Contest; Says Song Battle Not Unpatriotic

### Bows to Kate Smith

NEW YORK, Jan. 15.—Answering Kate Smith's blast against his early a.m. program, *Battle of Song* (*The Billboard*, December 25), because it solicited votes by mail and telephone in wartime, Steve Ellis, WOR platter jockey, who conducted the contest on his *Moonlight-Saving Time* airing, denied that the *Battle* contravened patriotic practices and used facts and figures to prove his case.

Last August, he said, before the contest went on the air, he checked with the telephone company to find out whether calls made in the early morning hours would jam up needed lines. The company told him, he said, that only about 5 per cent of all calls between 2:30 and 5 a.m., local and long distance, were business calls. Thus, since the program went on between 2:30 and 3:30 a.m. and voters were asked to phone their choice locally, not by long distance, Ellis said that there was no lack of patriotism, since phone ops were not overloaded.

#### Night Shifts Checked

Also, he explained that prior to the opening of the contest, he contacted personnel officials of Wright Aeronautical, Curtis Wright and Brewster Aeronautical aviation plants to find out the best time in which to steam up interest in the contest among war workers. Officials, he said, cited any time between 2:30 and 3:30 a.m. as the best hour, since in these plants workers were on their lunch recess. The program, which pitted disks of top chirpers and thrushes, soliciting votes for the most popular, went over big with workers, he added.

#### Steve Bows to Kate

In the 16 weeks during which he ran the contest, Ellis said that 20,000 phone calls had been received. However, bowing to the Kate Smith objections that such contests were unpatriotic, Ellis explained, the contest part of his *Moonlight-Saving Time* was dropped last week, and is replaced by *Torch Time*, an airing in which top male and femme singers are featured in love songs, while Ellis does a production job beforehand, reciting the lyrics, etc. He added that requests to start another contest have been heavy since the *Battle of Song* closed.

"We felt," he said, "that we'd like to co-operate with Kate Smith, who has done such a swell patriotic job herself."

## Candidate Buys Station

PORTSMOUTH, N. H., Jan. 15.—Station WHEB has been purchased by Charles M. Dale, former mayor and prominently mentioned as a candidate for governor, for the sum of \$60,000. Previous owner was R. G. LaTourneau. No statement as to future plans were available.

they became subject to scrutiny and criticism.

This scrutiny uncovered the McCormick angle. And criticism pointed to the puny stature of Mutual's shows as terse comment on the judgment of the MBS program committee.

Sum total of this, its first step into the "big-stick class," has Mutual deep in its foxhole worried about the Chicago angle. And they had something to worry about since the Philadelphia newspapers were sniffing about the story and at least one gossip columnist in that town had written about Sam Balter and a "certain isolationist publisher in the Midwest."

Meanwhile someone down at the network was smart enough to keep dangling commentator Gunnison before the client and his agency. Quite possibly Gunnison's rep and scrapbook, he's recently back from an extended stay in Jap prison camps, may soothe the peeved sponsor.

## Jett Nominated By FDR To Fill Payne's Shoes

WASHINGTON, Jan. 15.—The nomination of Ewell K. Jett to be a member of Federal Communications Commission for a seven-year term was announced by President Roosevelt Thursday (13).

Jett, if confirmed, will take the seat left vacant on the commission by expiration of the term of Commissioner George H. Payne. Commissioner Payne was renominated last July, but two days after his name had been sent to the Senate the renomination was withdrawn. A later explanation from sources close to the White House pointed out that the name of Payne had automatically been sent up for renomination without the President's knowledge.

The new nominee is known as a technical radio expert and is described as having grown up with radio. He enlisted in the navy in 1911 and studied at the navy radio school. Before coming to FCC he was loaned by the navy to the old Federal Radio Commission. Recently he was made chairman of the Inter-Departmental Radio Advisory Committee, and he is also chairman of the coordinating committee of the Board of War Communications.

Senate action of the Jett nomination is expected promptly as the active nature of the commission requires full membership.

## Jett "Affronts" Republicans

WASHINGTON, Jan. 15.—Ewell K. Jett's nomination to FCC membership by FDR was scored heavily by Senate Republican leader Bridges who termed the nomination "an affront to every Republican."

"Mr. Jett," he said, "is not a Republican, never has been a Republican and can, under no circumstances, qualify as Republican."

Protest is likely to stir opposition to Jett's appointment when his name is brought before the Senate for confirmation to succeed a Republican.

## Pekor to CBS

NEW YORK, Jan. 15.—Charles Pekor, for seven years a member of the NBC flackery, resigned this week to join CBS press info. He will have a road assignment with Columbia.

Pekor has a long newspaper background, he came to NBC from *The New York Sun*. When he checked out of NBC he was feature editor.

## Don Douglas 7 Times a Week

NEW YORK, Jan. 15.—In line with Tiny Ruffner's policy of building WOR's daytime listening audience, Don Douglas's *Black Castle*, one man show chiller which has been airing Tuesday and Thursday nights, will go on Monday thru Friday at 2:45-3 p.m., starting January 31. The eve shots will continue for at least two weeks and if reaction is favorable, they will be dropped in favor of five a week daytime slot. This means that Douglas will do seven shows a week for awhile. Reversing the usual trend, if show clicks, daytime will be the reward.

## Fan Lockout

TACOMA, Wash., Jan. 15.—Station KTBI had planned a New Year's Eve studio party. All during the evening announcer Burke Ormsby balled the affair.

About 11:45 Ormsby told listeners that he hoped too many had not been disappointed in not getting in for the party, but to "hurry down now, everything is all right."

Then Ormsby explained that the janitor, who had the keys to the building in which the station is located, didn't know anything about the party and had locked the doors to the building entrance at 11 p.m. The janitor unlocked the doors. The party started late but was a success after all.

## KSL Comes Forth And Is Identified

SALT LAKE CITY, Jan. 15.—KSL (CBS), thru Manager Ivor Sharp, unhesitatingly and unashamedly pleads guilty to being the unnamed station about which H. V. Kaltenborn (NBC commentator) declared: "For example in areas down under, a Salt Lake City station—call letter not remembered—comes in like a local." (*The Billboard*, January 1.)

G. I. mail response to KSL programs has been so heavy from the South Seas that KSL programs are built entirely for consumption of the armed forces stationed there. Programs are basically messages for the men in the forces from the folks at home.

No OWI use has been made of the station's freak signal. The government agency is still using stock blurbs for rationing, salvage, etc., for the Intermountain listeners only.

## Newspapers May Own Outlets "If", Says FCC Ruling

WASHINGTON, Jan. 15.—Federal Communications Commission Thursday (13) ended one of the most bitter fights in radio history when its members voted unanimously to issue no general rule discriminating against newspaper owners who have radio holdings or who are trying to acquire radio stations.

In a formal statement accompanying the ruling the FCC stated: "The commission today closed the record and dismissed the proceeding instituted pursuant to orders 79 and 79A relating to newspaper ownership of radio stations."

It was with these proceedings that the FCC had been trying to divorce joint ownership of newspapers and radio stations and prevent the granting of licenses to newspaper owners seeking to gain the right to build any type of radio station—standard broadcasting, FM or television.

In its formal statement the FCC also said the "Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business."

Then warning that this new ruling was not a green light for those who seek to gain a monopoly in the radio industry at the expense of the general public, the statement continued, "The commission, however, does not intend, in granting licenses in the public interest, to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee."

That part of the statement, it was felt here, was clearly an indication that newspaper owners might still have trouble when they apply for FM or television licenses if the granting of such licenses would represent a control of news media in their regions.

## WGN, Chi, Springs With 2 New Quizzes

CHICAGO, Jan. 15.—WGN is launching two new quiz programs, one of which changed its title at the last moment because a program of the same name is current on WMAQ. The first, which started Thursday (13), was originally titled *Words and Music* and is sponsored by *The Chicago Tribune*. When announcements of the show appeared a representative of WMAQ called the attention of WGN to a program titled *Words and Music* that has been heard on the NBC station for nearly 10 years. WGN then changed its title to *Words and Rhythm*.

WGN's other new quiz show, which debuts Sunday (16), will be known as *The Sky Riders* and will be broadcast from the Servicemen's Center, with Jess Kirkpatrick, announcer, and Sally Smith, actress, conducting it.

## Labor Needs Radio Savvy Say Program Managers at NAB - ACL Meeting

### Unions Have Squawks, Too

NEW YORK, Jan. 15.—It still is not all peaches and cream in the dispute labor orgs are having with radio execs in an effort to get more air time. This was revealed Wednesday (12) at a meeting here between the members of the program managers' executive committee of the NAB and labor representatives. The confab was engineered by the American Civil Liberties Union.

At the meeting, which was held on the second day of a two-day conference of the NAB program managers, it developed that much will have to be done both by labor and by broadcasters before that great day which satisfies all parties arrives. The NAB members went away feeling that unless labor organizations begin to realize problems of station execs who are not satisfied that labor has good program material to offer, good material that will maintain listeners, the problem will remain unsettled. The labor leaders agreed that they had a duty to offer better program suggestions than those of the past, but they also stated they felt radio should mend its ways.

Representing the ACLU was its radio chairman, Thomas R. Carskadon; Morris Novik, manager of WNYC, New York's city-owned station; Dr. Paul Lazarsfeld, director of the Radio Research Division of Columbia University, and Norman Thomas.

The labor team was made up of Charles Yale Harrison, of the AFL; George Baldanzi, CIO; Charles W. Ervin, Amalgamated Clothing Workers of America; Max D. Danish, of the International Ladies' Garment Workers, and Edward Levinson, United Automobile Workers, CIO.

The NAB line-up at the confab included Harold Fair, of WHO, chairman of the NAB PMEC; Willard D. Egolf, NAB secretary; Wynn Wright, NBC; Doug Coulter, CBS; George Sutherland, WFCI, Pawtucket, R. I.; William J. Adams, WHEC, Rochester, N. Y.; J. Robert DeHaven, WTCN, Minneapolis; Glenn Jackson, WSPD, Toledo, and Irvin G. Abeloff, WRVA, Richmond, Va.

### Labor Complains on Time

Labor opened up its barrage with the statement that according to NAB rules, labor is allowed to buy time to discuss anything but a controversial issue, but that few station managers seemed to realize that. The difficulty labor has in obtaining time on the air was stressed. The labor leaders maintained labor should be given time on the air to express its views, even on controversial

issues. In such cases, it was thought, time should be given free.

A few specific cases in which labor claimed well-known commentators had taken definitely biased attitudes were brought before the conference. It was then recommended by the labor representatives that program managers should see to it that in similar cases in the future the NAB code limiting commentators to impartial reporting of news should be applied.

### Get Program Help, Says NAB

The NAB members responded to labor's complaint that it did not receive sufficient time on the air with the warning that until it became hep to programing such a state would continue. Their position was that listeners are hard to get these days, and radio will not sacrifice listeners for any reason.

When all the fire and smoke had died away, it could be seen that the problem was a bit closer to a solution for all concerned, but there was still much to be done. Both sides agreed that only future meetings and a give and take attitude on the part of all could do the trick. That great day is still in the future.

## New Ad Agency Job---Artanis Squeal Nixer

### Juve Balcony Tried

HOLLYWOOD, Jan. 15.—First attempt to muzzle Frank Sinatra's bobby sock trade is being made here by J. Walter Thompson Agency after appeals to the juves at last week's opener failed to hold outbursts in check. Truman Bradley, announcer on the show, pleaded with the kids before the show went on the air asking them to refrain from showing their enthusiasm while Sinatra was in the middle of a number. Speech made little impression, for the kids let go whenever they felt the urge and mute appeals from the show's producer did not quiet them.

Agency feels that 1,100 patrons of the CBS Playhouse may not mind the childish outbursts, but that radio audience was getting fed up on that type of thing. Agency spokesmen claimed that most listeners did not share bobby sock contingent's views on warbler and that he would have to be sold as a straight singer, minus vocal trimmings from the audience, during numbers. Agency spokesman went on to say that kid's enthusiasm was a fine thing and that neither the network nor J. Walter Thompson wanted to dampen their spirits. Only thing they are interested in is selling the juves on the idea of doing their cheering at the conclusion of a number, not in the middle of it.

One idea to be tried is limiting downstairs ducats to grown-ups and putting the kids in the balcony, where their voices cannot be picked up so easily. Whether this will have the desired effect or not remains to be seen.

Skeptics came to the initial airing convinced that Sinatra cued the kids in their outbursts. But they found that the warbler didn't lift an eyebrow or signal the cheering in any way. Vine Street crowd is now convinced the kids are on the level.

**No \$100 "Gold Pot" For WICCListeners; Hoaxed Fans Burn**

BRIDGEPORT, Conn., Jan. 15.—WICC here has been on the receiving end of a hoax. The trouble began New Year's Eve when several hundred residents of the Bridgeport area began to receive telephone calls informing them that they had won a \$100 "pot of gold" award on a radio program. Each victim was told that he must appear at the WICC office within half an hour, with proper identification, to collect the prize.

Some of the call recipients were smart enough to telephone the station and learned that nothing was known of the alleged award. Others made the trip to the station, only to discover that they had been kidded. They burned plenty at the gag.

Florence Ballou Robinson, assistant station manager, said that the mysterious telephone caller has a girlish voice and identified herself over the telephone to the victims as Miss Evans, secretary to the station manager.

There is no Miss Evans at WICC. Bridgeport police are investigating.

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## TBA Being Set in Chi; Idea's Paramount's

NEW YORK, Jan. 15. — Broadcasters and one agency man are meeting at the Palmer House in Chicago, Monday and Tuesday (17-18) for the formation of the Television Broadcasters' Association.

It is expected that the org will be patterned along lines of the NAB for mutual co-operation among television people.

All station owners and operators are eligible for membership and agencies may be admitted under an associate membership plan.

Local reps to the meet are O. A. Hanson, NBC; Allen B. DuMont, DuMont Laboratories; Paul Knight, C. E. Bingley and Courtney Pitt, Philco; Paul Ralibourn, Paramount; James McLean and William Chamberlain, General Electric; J. R. Poppele, WOR, and Richard Hubbell, N. W. Ayer.

Chicago reps will be at hand for Balaban & Katz and Zenith Radio; and from Hollywood, the Don Lee net and Paramount.

Get-together called by Claus Lansberg of Paramount.

## Blue Still Selling No Soapies Stance With Variety Shows

HOLLYWOOD, Jan. 15.—Added plans for Blue Network's bid for daytime audience via the variety show route was announced here this week by Phillips Carlin, program head, who is in town looking for new ideas. Blue's attempt to wean listeners away from the heavily entrenched soap operas on rival webs was revealed by *The Billboard* some months ago when *Your Dubonnet Date* teed off from here.

First new variety show to hit the air-planes is the Connie Boswell program, which originates in San Francisco during the star's appearance in the legit production, *Curtain Time*. When stage production folds, show will move to Hollywood for several broadcasts and then heads for New York.

With night sked nearly sold out, web officials are turning their attention on the daytime spots. Blue is pioneering this move to give the daytime listener something besides tear-jerkers and recaps. Not too long ago program heads shied clear of any attempts to alter the daytime listening fare, current belief that a big time variety show would not do a selling job for the sponsor. These ideas have been tossed in the ash can and the smart boys have come to realize that nearly any program that sells at night, can be sold on the day schedule.

Those close to the radio picture here predict that other networks will soon be following the Blue's lead in attempting to get away from orthodox daytime schedules.

## FBI Hoover Is Lea Comm's New Headline Bid

WASHINGTON, Jan. 15.—Chief G-man J. Edgar Hoover will go before the Lea Committee Investigating the Federal Communications Commission to testify on how much co-operation the FBI has been receiving from Chairman James L. Fly.

Chief Counsel Eugene L. Garey announced this week that he was calling the ace G-man to testify.

Some capital observers were quick to point out that the Lea Committee had been getting little public attention recently, and that Garey's action in calling a colorful figure like Hoover may be a smart bid for more and better headlines.

## Riley Backstops Luckenbill

NEW YORK, Jan. 15.—Tom Riley joined William Esty & Company this week as producer-director. He'll assist Thomas D. Luckenbill, v.-p. and radio director. Riley, a veteran staffer for NBC, where he was on the tele staff, has been directing daytime programs for Pedlar, Ryan & Lusk for the past several months.

## Six-Way Pick-Up

NEW YORK, Jan. 15.—New dramatic show at Transamerica called *Jerry Morton*. . . . Carl Eastman now director there. . . . Rather than replace Louis Sorin, who does *Abie's Irish Rose* at the new time that *The Cisco Kid* goes on, the role of Pancho has been written out of the script. . . . *Appointment With Life* owned, authored and directed by Mark Goodwin, auditioned by Blue. . . . Ted Malone musical ditto. . . . In addition to his regular engineering duties, Albert April, who assisted Bunny Shell at Transamerica, will take over Shell's auditioning chores. . . . Bill Marshall directing *America Looks Ahead*, post-war forum skedded for Blue. . . . Larry Berns on Coast, will produce two War Bond shows to air January 23, 30. . . . Austin (Ginger) Johnson is back from Florida where, according to Alan Kent, Johnson became himself again. They're the team of Kent Johnson, of Pepsi-Cola fame. . . . Bill Lazar replaces Lamont Johnson for Wheatena newscast while he's on the road with *Truth or Consequences*.

Additions to WOR War Services and News Division include Paul Killiam, John R. Thornton and C. Campbell Crawford. . . . Doug Chandler new Jap menace on Chick Carter. . . . Whitford Kane on CBS's "Kitty Foyle." . . . Dot Mallinson doing Nurse on CBS's "Life Can Be Beautiful." . . . Robert Allison replaces Ed Mellinger, now in USMS, in CBS's Education Division. . . . Mitzi Gould has snared running part on "Light of the World," done by Basil Loughran. . . . Jeanette Fuller, traffic manager WCKY, Cincinnati, floored with flu for few days. . . . Dick Sanville, CBS director, will do a series of recorded programs for Belgian Information Center. It's dramatic propaganda written by Helen Candle and Anne Spinney.

CHICAGO, Jan. 15.—Everett Clarke, WBBM announcer, devoting spare time to putting on plays two Sundays a month at Jack and Jill Theater. . . . Navy public relations department and Blue network threw a press party at Great Lakes Naval Training Station launching "Navy Mother of 1944." . . . WGN staff organist Len Salvo leaves the station this week and heads for the West Coast. . . . Skip Farrell, radio singer, opens a week's engagement at the Chicago Theater Friday (21). . . . "Dynamo Dave" Edelson celebrated his 21st year in radio this month by sending to Washington for a patent on a batteryless flashlight. . . . Rena Craig, actress, is at her parents' home in Denver waiting to become a mother. . . . Louis Panico, staff musician for the last three years, started his own twice-weekly show, *Louis Panico and His Laughing Trumpet*, Thursday (13) on WBBM.

Pauline Hopkins, writer of "That Brewster Boy," back home from the hospital with her new baby, Holly Jean Vinson, and her friends are predicting there'll be a hospital sequence in the CBS show any day now. . . . June Lyon, NBC staff pianist, doubling as a free-lance actress.

HOLLYWOOD, Jan. 15.—Bill Demling inking a contract as writer and assistant megger to Dick Mack on *Blue Ribbon Town*. . . . Erskine Johnson celebrating his 500th consecutive broadcast of his *Hollywood Spotlight*. . . . Hal Gerard and Ge Ge Pearson became Mr. and Mrs. on New Year's Eve at El Rancho Vegas. . . . John Swallow resting at Big Bear and catching plenty of snow. . . . Chet Huntley, CBS news analyst, is getting a bid for an appearance before Lockheed Penguin Club. . . . Joe Bigelow in Chicago to visit his mother, who is ill. . . . Harry Geller, staff musician for the past eight years at KNX, inducted into the army this week. . . . Dick Marvin, radio head of Ward Wheelock agency, in town for a look at new program ideas.

Mary Hetherington, secretary in the Don Lee press department, sporting a new engagement ring. . . . Dick Gibson, producer of Bob Burns show, turning reins over to Sam Pierce. Gibson takes over new post as Coast talent buyer for Ruthrauff & Ryan. . . . United Airlines show,

MINNEAPOLIS, Jan. 15.—Lyaal Smith, WCCO-CBS studio supervisor, wedded Evelyn Harverud, of Minneapolis during past week. They are spending three-week honeymoon in Mexico. . . . "Swanny" Hagman, WTCN-Blue prexy, on board of Blue web. . . . Harry Aspleaf, KSTP farm service director, was given testimonial dinner. Bill paid by group of Minnesota farmers for Aspleaf's part in getting Uncle Sam to change its price policy on hog sales at South St. Paul market. . . . Clellan Card, WCCO gabber, will emcee annual banquet and meeting of Twin City Retail Drug-gists' Association January 19. Highlight will be 15-minute quiz show to be transcribed and broadcast later over WCCO. . . . Al and Hank, of KSTP's *Dakota Ramblers*, daily morning program, have been invited to take part in National Barn Dance (29). Picked by Pete Lund, of Wade ad agency, to be first guest act in a series featuring billes from all around country. . . . Chill Williams, army pin-up girl, the former Marion Sorenson, of Minneapolis, told all about her quick rise to fame on Darragh Aldrich's *Calling All Women* over WCCO.

PHILADELPHIA, Jan. 15.—Jack Rolly, KYW sportscaster, auditioning to air the Yank and Giant baseball games next season. . . . Fred Darwin's daily *Vogues in Rhythm* platter spinning on WPEN, gets 15 minutes of Joe Franzosa's studio band. . . . Edward G. Budd latest war plant to spot "help wanted" ads on WFIL. . . . Tom Moore, former WIBG mike man, upped to first looie with air force in England. . . . WIP sponsoring local preview of *War Department Report*, NAB-auspiced movie, January 24. . . . BBC sent WIP a special transcription carrying thanks from school kids of England to local youngsters. . . . Local political party groups, campaigning for an unexpired Congressional seat, grabbing up all available air time during the next two weeks. . . . Skipper Dawes, WFIL's educational director, running *Story Hours* at neighborhood public library branches to tie in with his *Studio Schoolhouse* series.

CINCINNATI, Jan. 15.—Cecil K. Carmichael, former promotion and publicity director at WLW here and until his recent induction with WEAJ, New York, is now a private in Cannon Co., 225th Inf., Camp Van Dorn, Miss. . . . Fred Thomas, former editor of WLW and WCKY newsrooms, has been promoted to sergeant in the marines. . . . France Raine Jr., former WCKY newsgraph op, has been upped to sergeant with the army at Camp Bruber, Okla. His dad is *The Cincinnati Times-Star* radio ed. . . . Dan Riss, former WLW announcer and narrator, with WTAM, Cleveland, since last July, returned to the Nation's Station Monday (9) as *Soho Reporter*. . . . James D. Shouse, v.-p. of the Crosley Corporation in charge of broadcasting, will address the Cincinnati Advertisers' Club Wednesday (19) on the subject "International Band Wagon." Shouse recently spent a month in England as a guest of the BBC. . . . Paul Davis, formerly of WCOL, Columbus, O., has joined WCPO's announcing staff here. . . . WCKY staff members chose AFRA as its bargaining agent at an election held at NLRB offices here Thursday. Thirteen employees voted, nine for AFRA and one against. Three votes were challenged.

## Central Division of Blue Shearing Its NBC Apron Strings

CHICAGO, Jan. 15.—Numerous changes in the Blue Network's central division are being made this month as a result of a marked increase in business, along with an effort to effect a complete separation of as many departments as possible since the split of the Blue and NBC.

One of the major changes will be the establishment of the Blue's own news and special events department. Under the present operating set-up the news facilities of NBC are being used. By the end of the month the Blue will have its own complete staff and will also maintain its own transcription library, guest relations department and reception staff. A number of studios have been leased from NBC by the Blue for use in broadcasting programs originating in Chicago. Some 3,700 additional square feet of space on the 18th floor of the Merchandise Mart has been taken, and the entire program and traffic departments of the Blue will be moved from the 19th floor. This will allow for expansion of the engineering, promotion, business, publicity and WENR sales departments, which remain on the 19th.

## GE Promotes Tele Listening Response Via "Phone-In" Show

NEW YORK, Jan. 15.—WRGB, GE's television station in Schenectady, N. Y., is presenting a *Phone-In* show each Friday.

The title of the series gets its name from the fact that during each show the audience at home is invited to phone in suggestions and criticisms directly to the studio while the acts are hitting the ether.

Using the idea, the technical and program staffs of WRGB have been able to collect coincidental information on audience preferences as to plan of presentation, lighting and reception. The tastes of the public will be incorporated into future programs.

Similar idea was used several years ago in radio during an *Amateur Script Writers' Hour*, when Station WBNX (Bronx, N. Y.) asked listeners who didn't like a particular script to phone in and request its being yanked. When five people called the playlet involved got the hook. It was no surprise to broadcasters, however, that very few fans called. Dialers are known to be patient.

## New Net Contract For Key Pounders Ready for Battle

NEW YORK, Jan. 15.—Radio Writers' Guild is now negotiating with NBC, CBS and Blue for a new contract for dramatic and continuity staffers. Ditto with NBC for news writers.

No date has been set for meeting with the nets but since present contract is expiring, the meeting will of necessity have to be within the next week or so.

## Early Tickets—or Else

NEW YORK, Jan. 15.—Wartime restrictions have put a crimp in the selling of extra luncheon tickets at FM Broadcasters, Inc., fifth annual meeting luncheons, January 26-27, at the Commodore Hotel. For that reason, last-minute purchase of tickets cannot be made and only such reservations as are included in the registrations for the meeting are available. No extra tickets will be sold.

## Kiddies To Look 'n' Listen

NEW YORK, Jan. 15.—WRGB, General Electric tele station, Schenectady, N. Y., will experiment with televised comic strips Sunday (16) night. "Uncle Gene" Graves will read the funnies to the kiddies. If the Schenectady area audience likes the idea, it may become a regular feature of the station and video will have its first regular "Uncle."

# West Coast Now Guinea Pig

## Fem-Participating Philly Programs OK; '43 Fine for Welles

PHILADELPHIA, Jan. 15.—It's the start of a very good year for Ruth Welles, who conducts the daily KYW women's program. Gal has had renewals from six participating sponsors since the start of the year and picked up two brand-new bank rollers on the way. Other fem programs are doing okay here also, with plenty of sponsors picking up their options every month.

Two new sponsors buying into her show are Minwax Company, Inc., New York, taking two participations a week, for 13 weeks, for liquid floor wax, thru the R. T. O'Connell Company, Gotham agency, and the local Radnal Cosmetic Laboratory contracting for one participation a week for 13 weeks, placing thru the Elinor L. Brown Agency.

Six other sponsors renewing participations for 13-week periods include: Little Crow Milling Company, Warsaw, Ind., five times weekly thru Rogers & Smith, of Chicago; Rockwood & Company, Brooklyn, thru Federal Advertising Agency, New York, continuing its three participations weekly; three participations weekly for P. Duff & Sons, Inc., Pittsburgh, for Duff's mixes, thru W. Earl Bothwell, Pittsburgh; James G. Lamb Agency here has renewed its one per week participation for the Keystone Macaroni Company, Lebanon, Pa., to plug San Giorgia Macaroni; Abbott's Dairies here, thru Richard A. Foley, two weekly participations for milk and ice cream, and Dif Corporation, Garwood, N. J., thru Grey Advertising Agency, New York, three weekly participations.

## Radio Review

### "Freedom of Opportunity"

Reviewed Saturday, 8:30-9 p.m. Style — Drama. Sponsor — Mutual Benefit Health & Accident Association of Omaha. Agency — Arthur Meyerhoff. Station—WOR (New York) and Mutual.

To tell the story of *Freedom of Opportunity* in America any radio program would have to be good. The subject is the vastness of America. It is deep with the mystery of the motivating forces that have welded this country into such a powerful segment of society. It must take into consideration the thoughts and deeds that have given life to freedom in America and made it live.

The subject is so complex it is worthy of the best writers, musicians, actors and producer to make its presentation lucid, deep and all-embracing. It would take a team representing the best in radio. It would, in fact, need a "four horsemen" of radio to put it across the goal line of a success worthy of its subject.

Apparently the men who were responsible for this program knew all that. For there was a stiffness in the show which was probably a result of the awe which all concerned had for the subject.

Not that the program was not good. It was very good. It came close to being one of the best dramatic programs Mutual has put on the air.

Device used to tell the story of "freedom of opportunity" in America is a series dramatizing the lives of famed young men of today's America, with the implication that if they had not lived in a country such as the United States they would never have reached the heights. Each week the series will tell the story of a "young man of the week." These men will be picked by a board of the top names in our country. Each week the young man whose story is being dramatized will appear on the show

## Ouch!

PHILADELPHIA, Jan. 15.—No one has suffered more from *Oklahoma's* smash song hits than Jack Surrick, general sales manager of WFIL. People insist on now calling him "Surrick With the Fringe on Top."

to accept a scroll and key from one of the judges.

On the first program Major Joe Foss, marine flier, had his life dramatized. On the show he accepted his award from J. Edgar Hoover.

The show started slowly, but when it got under way it was good. It was gripping drama well handled except for the already mentioned stiffness.

The commercials did not try to pound home the need for buying insurance with a fear-provoking technique. They merely mentioned that one way to obtain "freedom from fear" was to invest in a little insurance.

Considering the job done by all, it was an oversight on somebody's part that the names of the actors, writers, narrator, orchestra leader and producer were not given. Sometimes a pay check is not enough.

Cy Wagner.

## NBC Affiliates Hold Annual Meet, Elect New Chairman; Lunch With Wheeler in D. C.

### The Senator Is Impressed

NEW YORK, Jan. 15.—Annual meeting of the NBC affiliates advisory committee was held in New York this week for the purpose of reviewing what the stations of this net wanted to do about legislative and other matters. Sessions were closed as usual, and only general policy matters were handled with two possible exceptions. First Paul (Fritz) Morency, general manager of WTIC, Hartford, Conn., was elected national chairman, and second, the group decided to have lunch with Senator Burton K. Wheeler to let him know what they thought of the White-Wheeler Bill.

They lunched with Wheeler in Washington and then went their separate ways. That is, all except Morency and Bill Hedges, NBC v-p. in charge of station relations, who stayed behind in the capital over the week-end to implement the political views of the committee.

Statement on the meeting is expected

shortly as these matters always come from the chairman of the affiliates body as an independent spokesman not officially representing anyone but the stations themselves. It's emphasized that he does not speak for RCA, parent corporation of NBC, or for the net itself.

It's asserted by a source close to the Wheeler that he had received a picture of broadcasting from the members of the committee (each of whom is elected by a regional NBC affiliates group), quite different from the picture which he gathered from the witnesses who gave testimony before the senatorial body investigating the FCC and the need for further legislation governing that regulatory body.

They presented "facts not words," the Senator is reported to have stated. If so they came to the affiliates meet prepared for political action.

## An Idea

Why don't station operators use their microphones to talk to their audience? They use newspapers, posters, billboards and throwaways, but they ignore their own medium.

It's a fact that radio audiences are loyal to programs and stations of their choice. It's a fact that radio has successfully sold everything, including competitive advertising media. Why couldn't radio use itself to sell itself?

Obviously the best way to do this would be to intensify audience loyalty. And one way to achieve this loyalty would be for the active head of the station to make periodic reports, say every month, to the station's listeners.

These reports might cover what the station had accomplished from a public service standpoint, what it had in mind for the future, what was new commercially and, above all, why it was doing this or that. These reports would require expert scripting, obviously, and just as expert air handling. In fact, it might be worth-while to use a professional where the top executive didn't have a prime speaking personality.

But FDR has proven, and so has Mayor La Guardia of New York City, that people want to know what's going on. And just imagine how valuable such a following can be when radio needs a friend.

Of course, care must be taken not to let editorial opinion creep into the reports. But it's surprising how effective a straight factual statement can be. Kept interesting, honest and projected with a confidential approach, such reports should be effective station relations.

## Rocky Mountain Protected States Forming New Ideal Show and Ad Plan Test Tube

### Former Survey Areas No Longer Representative of Country

By LOU FRANKEL

NEW YORK, Jan. 15.—New England, once prime testing ground for advertisers and marketers, seems headed for the scrap heap in favor of the West Coast. Main reason for the geographical change is a wearing out of the test tube, i. e., there have been so many "Down East" tests made that Yankee consumers have been conditioned off the norm.

Checks of buying habits in food, drug and liquor stores show customers, in longtime "average" towns, have been overtested to where they buy a product just because it's new and then buy another new product. The

area's reaction to taste, value, performance is no longer a key to national distribution. The tests do not seem to be a true indication of the nation's reaction to products.

Ad men have been aware of this situation and have been seeking a fresh test tube for some time. Most recently Washington, D. C., was the fair-haired testing ground.

But here, as in New England, the sample was not free of upsetting influences, albeit different ones. Where Hartford, for example, was overtested thru the years, Washington was thrown out of kilter by the turnover of population and influences of thousands of home towns.

### D. C. Tried and Found Wanting

This it became increasingly difficult to provide proper tolerances in any survey or test operation. Black and white and radio campaigns did not prove out, marketing tests did not stand up and even mass surveys proved difficult to analyze.

Reasons are, to survey men, fairly obvious: Much of the populace read home-town papers, bought or wanted products they knew at home, and many others never became acclimatized to the over-packed Capital. An additional factor was the shortage of consumer merchandise, of all kinds, that had inhabitants of the District of Columbia trained to buying what they could get, not what they wanted.

Thus almost any product moved from the retailers' shelves. But the moving did not provide a check on the pulling power of an air show, printed advertisement, package or a campaign.

This was doubly true insofar as radio was concerned. Just as in Hartford and similar test tube towns in Yankee land, there was in D. C. no comparable radio check. Listeners consistently dialed in out-of-town stations and so had an incalculable adverse affect on the test. Even when they couldn't dial their home-town radio stations, they still had set ideas of what they wanted to hear based upon their home-town listening habits. A home-town dialing habit becomes set when away from home, survey men know.

### "Protected" West Coast

The West Coast, on the other hand, stacks up as an isolated entity. Thanks to the Rocky Mountains, it's a prize test tube. It has the required population sample—financially, educationally and socially.

It has newspapers that compete with each other, not with sheets from all over the country. It has stations that do likewise. Even if the populace wanted to listen to remote stations they couldn't because the mountains are a rock-ribbed hurdle that broadcasting signals don't jump. And in the Pacific Coast reports of the C. E. Hooper, Inc., it has an on-the-scene and experienced survey outfit.

Likewise, and just as important for radio, it has practically complete four network competitive coverage that is comparable to the national net picture. Thus it is possible for an advertiser to test a program on a West Coast web and, on the basis of results, project it to a Coast-to-Coast hook-up and know, within reason, what to expect.

The answer, as mentioned, is the chain of mountains known as the Rockies which effectively isolate the West Coast from the rest of the nation. This has a twofold value. First the advertiser can run a thoro test at a reason-

(See WEST COAST on page 20)

*Horace Greeley in reverse—*  
 "The sensation of the West  
 is a bigger HIT in the East!"

**BROKE THE  
 ALL-TIME RECORD  
 AT THE STRAND,  
 NEW YORK  
 AND  
 HELD OVER!**

**AMERICA'S NO. 1 SONG STYLIST**

**On a Personal Appearance  
 Tour of the Nation's  
 Leading Theaters**



# ELLA MAE MORSE

**CAPITOL  
 RECORDING  
 ARTIST**

**COW COW BOOGIE—Capitol's Biggest Seller**  
**SHOO SHOO BABY—Nation's No. 1 Best Seller**  
**NO LOVE, NO NOTHIN'—Coming Up Fast**

Sincere thanks to Charlie Yates, Leo Morgan, Harry Mayer, Zeb  
 Epstein and all those who have made my engagement so pleasant.

# U. S. HAS POLYGLOT "HOT" BOYS

## Esquire Concert Gets Extensive Radio Coverage

NEW YORK, Jan. 15.—The mag, *Esquire*, will get super air promotion for its "All-American Jazz Band" concert at the Metropolitan Opera House here Tuesday (18). Blue Network will carry it nationally from 9:30-9:55 on the *Victory Parade of Spotlight Bands*; WHN and WNEW will air the concert locally from 10-11; BBC will record the show for rebroadcast in England, and the OWI will record it for rebroadcasts to service camps overseas. There was also a possibility that NBC would short-wave the concert to South America but that fell thru.

## WNEW Makes Concert Basis For "Annual Swing Festival"

NEW YORK, Jan. 15.—WNEW here is using the *Esquire* jazz concert as a basis for programming its "First Annual Swing Festival" running for a week from tomorrow thru the 22d. Station will use Leonard Feather (one of the judges in the *Esquire* poll) to collate the material and will have him and other judges on programs to play recordings that feature the musicians they chose for "all-American" designation.

WNEW will also broadcast a jam session with Lionel Hampton, Roy Eldridge, Barney Bigard and members of Merle Pitt's studio band; interviews with Louis Armstrong, Jack Teagarden, Billie Holiday and Coleman Hawkins, and other programs devoted to playing disks by the greatest jazz trumpeters, trombonists, etc.

## Mon Patee Must Pay Leeds, Yankee for Song Infringements

NEW YORK, Jan. 15.—Mon Patee nitery here has been ordered to pay \$877.90 due in copyright infringement suit brought against it by Leeds and Yankee Music, in a ruling handed down in New York Federal Court this week. Spot had been ordered to pay for infringements in monthly installments several months ago when the suit was decided in favor of the publishers, and new ruling, requiring total payment, was handed down when it defaulted in payments for the month of December.

Songs involved were *Mr. Five by Five* (Leeds) and *There Are Such Things and Just As Tho You Were Here* (Yankee).

## Harms, Berlin File Against Casablanca

NEW YORK, Jan. 15.—Harms and Berlin Music filed copyright infringement charges in New York Federal Court this week against the Casablanca nitery here, which does not hold an ASCAP license, involving the performance of four songs.

Pubs maintain that the tunes were performed without the consent of the copyright owners, and seek an injunction and damages at the rate of \$250 per infringement.

Songs involved are *Three Little Words*, *It Can't Be Wrong* and *As Time Goes By*, all published by Harms, and *A Pretty Girl Is Like a Melody*, published by Berlin.

## Bonnie Baker To Wax for Beacon

NEW YORK, Jan. 15.—Joe Davis has signed Bonnie Baker for a single date recording deal for his Beacon label.

Davis, who specializes in race records, is using pop artists to get the pop tunes his music firm publishes on wax.

### My (Union) Card, Sir

NEW YORK, Jan. 15.—Leopold Stokowski had his artistic wrist slapped by the musicians' union because he had publicly bawled out a member of the NBC Symphony Orchestra. Penalty: public apology.

H. Leopold Spitalny, personnel manager of the NBC ork, also got a dressing down from the Local 802 board here because he failed to reinstate the put-upon musician after he had been canned by Stokowski. The Spitalny "Leopold" was found guilty of "failure to properly carry out the duties of a personnel manager."

## Non-Union Tootlers Flooding Philly; AFM Cracking Down

PHILADELPHIA, Jan. 15.—Influx of war workers into the city, many playing musical instruments without benefit of an AFM card, along with the up-and-coming high school kids taking musical jobs in the evening, has the local musicians' union combing the after-dark spots to make sure every one giving out with music holds a union card. Shortages in single piano players and small units, particularly at the out-of-way and neighborhood taprooms and taverns unable to match prices offered at the established spots, has resulted in widespread use of non-union musicians.

Also flooding the after-dark scene are musical acts not holding regulation union cards, particularly accordianists, guitarists and xylophonists. Accordingly, the local union is keeping a sharp eye out at all spots. All leaders and contractors have been instructed to ask for and inspect the membership cards of any instrumentalists appearing on engagements where they may be employed, whether the instrumentalists play in the show or not.

Union investigators found a number of places in checking where non-union musicians were used to play lulls, nitery ops complaining that they couldn't find a union man to take the job because of the low pay involved. Prize catch of the union investigators was a South Philadelphia night club where four non-union harmonica players were playing the lulls.

## Another WPB Paper Cut on Sheet Music

NEW YORK, Jan. 15.—War Production Board supplemented its ruling on paper quotas for folios with a new order cutting paper consumption for sheet music to 75 per cent of the amount used during 1941. New ruling is directed to printers instead of directly to publishers as in the case of folios, and became effective January 1.

Last year, printers were operating under an order restricting them to 85 per cent of the 1941 total, and the new order slashes off another 10 per cent.

## Joe Glaser Sets Up ABC Coast Office

HOLLYWOOD, Jan. 15.—Joe Glaser completed plans for the opening of an office here for his Associated Booking Corporation (formerly Joe Glaser, Inc.) before heading back East this week. Glaser, who plans to divide his time between his New York and Coast offices, will appoint a manager here and make formal announcement of the opening of the new branch about February 1.

NEW YORK, Jan. 15.—Harold F. Oxley, Jimmie Lunceford's manager, has trained out for the Coast for a six-week stay to line up picture deals for the Lunceford band. Oxley will stop off for a pleasure trip in Mexico en route.

## Belgium, Danish, Javanese, Egyptian, Turkish, English—Experts All on Yankee Jazz

NEW YORK, Jan. 15.—Jazz music is as indigenously American as corn whisky, but about half the oracles discoursing on the subject in the good old U. S. are polyglots from Belgium, Egypt, Denmark, Java and Turkey. The standard textbook *Hot Discography* was written by a Frenchman, and a Britisher is experting the heated stuff in mags and over the air. Outside of that us Yanks have everything under control.

Until our soldiers took it abroad with them in the last war jazz was strictly for home consumption, but once educated ears in other countries got a load of it they couldn't get enough. Louis Armstrong left these shores in 1930 and stayed abroad for three years. Long before he reached his popularity peak on this side of the big drink Duke Ellington and his orchestra gave concerts in the capitols of Europe. Coleman Hawkins led a band in Holland. Bill Coleman and Dickie Wells spent years in France, and others found attention enough in other lands to warrant self-exile.

### Performers, No; Critics, But Yes

In spite of the propinquity foreign musicians, for the most part, have failed to get the hang of the beat and the lick, and only two Frenchmen, Django Reinhardt and Stephane Grapelly, learned to swing their instruments our way. Ray Noble, the English band leader, has conscientiously studied our idiom, and his first band in America featured men like Glenn Miller, Charlie Spivak, Toots Mondello and other swing luminaries.

But critics, on the other hand, speckled the Old Country like dotted eighth-notes. "Hot Clubs" sprang up and jazz maga-

zines rolled off the presses.

The first popular book on the subject, *Le Jazz Hot*, was written by a Frenchman, Hugues Panassie, in 1934 and shortly after his fellow countryman, Charles Delauney, started compiling *Hot Discography*, a book that disclosed who played third alto on records the average listener never heard about, made by companies no longer existent.

### It's a Living

Many of those critics are now among us and, with the exception of Nesuhi Ertergan, son of the Turkish ambassador whose interest in jazz is simon-pure, they're all pretty busy working at it.

Robert Goffin, Belgium lawyer, publisher and what-not, gave lectures on jazz at the New School of Social Research here, has been a regular contributor to *Esquire*, conducted the poll that led to selection of its "All-American Jazz Band" and has a book coming out that will go into the subject more thoroly.

The English import is Leonard Feather, who works as both band press agent and critic, reviews records for *Look* and runs a record quiz program called *Platter-brains* on local WMCA.

Harry Lim, Javanese, stages a weekly jam session at the Village Vanguard here; Roger Kay, born in Egypt and educated in France, writes for music mags and had a brief career as a band leader in a local night club; and Timme Rosenkrantz, an honest-to-goodness Danish baron, has a nightly 30-minute record playing program on Station WNEW.

What will follow the current appearance of American troops—with bands—in the four corners of the earth is anybody's guess. A Russian legation official now in this country is a bug on the subject of jazz and makes no secret of it. On entering this country he greeted a customs official with a "Hi yuh, buddy. What's cookin'?"

## G. I. "Pistol" in January Hit Kit

NEW YORK, Jan. 15.—The January edition of the army *Hit Kit* introduces another version of *Pistol Packin' Mama*, this time with G.I. lyrics, penned by Pvt. Hy Zaret, David Schwartz and P.F.C. Harold Rome.

Other tunes are *My Heart Tells Me*, *Waltzing Matilda*, *Hinky Dinky Parlay Voo*, *How Sweet You Are*, *St. Louis Blues*, *Soldiers of God* and *Cuddle Up a Little Closer*.

## Marks Takes Over Piedmont Catalog

NEW YORK, Jan. 15.—E. B. Marks Music acquired all rights to the Piedmont Music catalog in a deal consummated Thursday (13), making Marks sole selling agent. Catalog, which has about 250 songs, consists almost entirely of hillbilly music, most of the tunes having been recorded.

Piedmont catalog, which is licensed by ASCAP, includes standard hillbilly favorites like *In Eleven More Months* and *Ten More Days* and *There's a Blue Sky Way Out Yonder*. Firm was originally started in 1931 by Arthur Fields and Fred Hall, hillbilly radio artists.

## Tucker Using Autos

NEW YORK, Jan. 15.—Tommy Tucker is transporting his band in automobiles again, having accumulated five passenger cars and a truck. Gasoline is not presenting too much of a problem, as most of Tucker's dates call for stays at locations or theaters and autos are used only to make the jumps.

## Tiny Bradshaw Stuck When Orp. Pit Ork Strikes

LOS ANGELES, Jan. 15.—Strike of pit musicians at the Orpheum Theater here prevented Tiny Bradshaw and Dorothy Donegan from opening Wednesday (12) because of the AFM ruling prohibiting traveling bands from playing theaters unless pit bands are working.

Pit men walked out when the War Labor Board failed to okay a request for a \$13 wage hike. Musicians, who are receiving \$63 per week, originally asked \$90 but compromised at the \$13 increase. Officials of Local 47, AFM here, claimed that the strike was unauthorized, but asserted that the men were justified in demanding an increase. Orpheum management maintained that they could not legally grant a wage hike, without WLB permission.

Bradshaw was reported to be burned up at having been pulled out, after spending \$500 for the trek to the Coast and expecting to draw \$3,000 for that date. All parties ducked the issue of who was going to pay the band, Local 47 claiming there is no money due since no services were rendered. One spokesman, however, maintained that Bradshaw was entitled to \$50 per man under the strike clause in all traveling band contracts. Reg D. Marshall, who booked Bradshaw into the theater, stated "Everybody else is passing the buck so I might as well do it, too."

Patrons attending the opening show Wednesday (12) had their money refunded, and theater management immediately switched to a first-run film, *Government Girl*, for the evening show.

# Amusement Biz Booming in War Work Center But Bands Losing Out on Dollar Divvy

PHILADELPHIA, Jan. 15.—War-booming industries in Philadelphia are pouring bountiful dollars into every branch of the amusement whirl here, but the home guard musicians are getting very little of it. They're carrying home padded paychecks, but the extra dough comes from day-time jobs they hold down at the many war plants in the area, not because there is much of a premium placed on their musical services.

Under ordinary circumstances, Philadelphia should be a gold mine to the big traveling bands. As it stands, Philadelphia might as well be a whistle stop umpteen miles west of Peoria as far as the Dorseys, Spivaks and Basies are concerned.

With all the new after-dark activity, there isn't a single bandstand in town that houses a name band—nor even a near name—and that goes for the dozen and one ballroom emporiums around town. Even the giant Met Ballroom can hardly manage to get by with scattered spot bookings of name bands for one or two nights a week. Attempt to play names for full-week stands at the Met only brought miseries to the management. Even with the Negro population enjoying war-time prosperity, race promoter Reese DuPree dare not attempt more than one name band dance a month, with only Lionel Hampton and Count Basie counting for a full house.

Local band bookers, who did a land-office business before the war, selling name bands for club dates, frat and college proms, report that band bookings have dropped to 25 per cent of what they were before Pearl Harbor.

Even those close to the scene can't put their fingers on the whys and wherefores. Only music makers really cashing in on the real dough are the cocktail units, but if they carry a local tag, it's the kiss of death as far as price is concerned. After-dark operators remember when the local lads used to toot their horns for \$25 to \$35 a week and an agent has to do a song and dance routine with a couple of hand-springs thrown in before a musical bar will shell out \$200 or \$300 for a home-grown trio or quartet. The same operator starts paying at \$500 and up if the threesome or foursome hails from out-of-town, even tho their musicianship may be below par of local standards. Some ops say they now have their chance to "get even" with the home-guard. And with biz as big as it is, can afford to enjoy such vengeance.

### Record Ban Blamed

As far as the big name bands getting the squeeze on the big coin here, observers blame the Petrillo recording ban for the lack of interest in such attractions. This Quaker City has always been a hot-bed of wax fans and the juke boxes caught on like a prairie fire from the first day one was put out on location.

Radio time doesn't rate beans here and the box-office takes at the local theaters with a stage band policy has brought that point home on more than one occasion. Any number of bands, coming in with a bumper crop of air remotes under their belts, have laid some of the most beautiful eggs ever seen at Warners' Earle Theater, only downtown film-flesher. On the other hand, many a band virtually unknown or a semi-name, crashing thru with a hit record, has grossed as big as a Miller or James at the same showplace.

Radio remotes are meaningless to local fans because they are rarely heard. Of the limited number of band remotes still floating over the airwaves, not one in a

dozen crashes the Philadelphia area because disk jockeys have all the late evening time at the local stations. Radio stations are sharing in the theatrical boom and are loaded with commercial broadcasts on and past the midnight hour.

Local band fans have learned to get along without new records and have likewise learned to get along without the bands. Dealers all over town report that youngsters now come into the store asking for a particular song, regardless of who made it. Men who sell the disks believe the Harry James, etc., will have to start selling themselves to the kids all over again.

## Melancholy Baby Renewal Rights In Legal Tangle

NEW YORK, Jan. 15.—Shapiro, Bernstein filed two causes of action against Jerry Vogel in New York Federal Court Thursday (13), charging copyright infringement in both. Songs involved are *My Melancholy Baby* and *Vip-i-addy-i-ay*. Suit on the *Melancholy Baby* song also asks for a final decision on who owns renewal rights to the tune, and demands an accounting from Vogel.

According to Shapiro, Bernstein's complaint, a tune entitled *Melancholy* was penned in 1911 by May Belle Watson and Ernie Burnett, who assigned it to Theron Bennett. Bennett entered into an agreement with George Norton, song doctor, who edited the tune, which was later assigned by Bennett to Joe Morris Music. Bennett then made further changes in the tune, and its title became *My Melancholy Baby*.

Bennett sold the tune to Frank Lawson, who in turn reassigned it to Joe Morris, and it was later assigned to Mercer & Morris when that firm took over the Joe Morris Music catalog. In 1939, when the original copyright term ran out Shapiro, Bernstein claims it secured the renewal rights from Mercer & Morris.

Controversy arose when Jerry Vogel claimed to be copyright owner, maintaining that he secured renewal rights from Charles E. Norton, son of the deceased George Norton, who originally revised the tune. Shapiro, Bernstein stated that it was unable to name Charles Norton as one of the defendants, since they could not locate him.

### Unveiling of Eldridge's Full-Size Band Postponed

NEW YORK, Jan. 15.—Roy Eldridge will not debut his full-size band at the Tic Toc Club, Boston, March 5, as originally scheduled.

Contract for Tic Toc engagement was already signed calling for Eldridge's small combo, the last date he will play with the unit.

### Kendis Enlarged Band To Debut in Dallas February 13

NEW YORK, Jan. 15.—Sonny Kendis has enlarged his outfit to 16 pieces and a girl singer, Bernice Byers, and will unveil his augmented band at the Baker Hotel, Dallas, February 13.

Kendis was a fixture in local smart spots with his small crew, his last date having been at the Copacabana here.

### Garber Auditioning Baries

NEW YORK, Jan. 15.—Jan Garber was busy this week auditioning singers to fill the gap left by Bob Davis, who reported for induction Wednesday (12) and was ordered confined to quarters for more thoro examination. Charlie Ford, Garber's road manager, was inducted into the navy last week and reports for duty Tuesday (18).



# PART 1—The Billboard

## SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, 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
Besame Mucho	Southern
By the River of the Roses	Shapiro-Bernstein
Candlelight and Wine (F)	Miller
Don't Believe Everything You Dream (F)	Robbins
Don't Sweetheart Me	Advance
For the First Time	Shapiro-Bernstein
Have I Stayed Away Too Long?	Famous
Holiday for Strings	Bregman-Vocco-Conn
Home	Am. Academy of Music
How Sweet You Are (F)	Remick
I Couldn't Sleep a Wink Last Night (F)	Harms
I Love You (M)	Chappell
In a Friendly Little Harbor	Campbell-Porgie
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
Shoo-Shoo Baby (F)	Leeds
Speak Low (M)	Chappell
Star Eyes (F)	Feist
Starlight Avenue	Wemar
Take It Easy (F)	Santly-Joy
The Same Little Words	Paull-Pioneer
When They Ask About You	Berlin
You're the Rainbow (F)	Paramount

## Lucky Strike HIT PARADE

CBS, Saturday, January 15, 9-9:45 p.m.

TITLE	PUBLISHER
My Heart Tells Me	Bregman, Vocco & Conn
Shoo-Shoo Baby	Leeds
Paper Doll	Marks
People Will Say We're in Love	Crawford
Oh, What a Beautiful Morning	Crawford
For the First Time	Shapiro-Bernstein
Speak Low	Chappell
They're Either Too Young or Too Old	Witmark
Star Eyes	Feist

## ALL-TIME HIT PARADE

NBC, Friday, January 14, 8:30-9 p.m.

TITLE	PUBLISHER
I've Got Rhythm	New World
Tea for Two	Harms
Button Up Your Overcoat	Crawford
Twelfth Street Rag	Shapiro-Bernstein
Thank Your Lucky Stars	Harms
Brazil	Marks
My Heart Tells Me	Bregman-Vocco-Conn
Rio Rita	Feist
With a Song in My Heart	Harms
Riff Song	Harms

### A Sailor's Life

NEW YORK, Jan. 15.—There's nothing quite so uncertain as planning a trip overseas. Twice Coca-Cola set up tours and hired bands, only to have them fall thru. Twice Abe Lyman had a date of departure from USO and both times that went boom. But it's on again. Lyman has canceled two Coca-Cola air shots for later this month and is ready to leave on 24-hour notice.

# Music Popularity Chart Week Ending Jan. 13, 1944

## 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
14	1	1	My Shining Hour	Morris
5	2	2	For the First Time	Shapiro-Bernstein
10	3	3	They're Either Too Young or Too Old	Witmark
—	4	4	Star Eyes	Feist
7	5	5	My Ideal	Paramount
8	6	6	No Love, No Nothin'	Triangle
15	7	7	How Sweet You Are	Remick
—	8	8	Besame Mucho	Southern
11	9	9	Pistol Packin' Mama	Morris
6	10	10	People Will Say We're in Love	Crawford
13	11	11	Little Did I Know	Lincoln
—	12	12	I Couldn't Sleep a Wink Last Night	Harms
3	13	13	Oh, What a Beautiful Morning	Crawford
2	14	14	Paper Doll	Marks
—	15	15	Spook Low	Chappel

### SECTIONAL

#### EAST COAST

POSITION	Last Wk.	This Wk.	Title
—	1	1	My Shining Hour
—	2	2	Besame Mucho
4	3	3	People Will Say We're in Love
—	4	4	Star Eyes
9	5	5	My Ideal
11	6	6	No Love, No Nothin'
—	7	7	I Couldn't Sleep a Wink Last Night
7	8	8	They're Either Too Young or Too Old
6	9	9	For the First Time
5	10	10	Paper Doll
8	11	11	Little Did I Know
11	12	12	How Sweet You Are
—	13	13	Speak Low
10	14	14	Victory Polka
—	15	15	Lovely Way To Spend the Evening

#### MIDWEST

11	1	1	For the First Time
13	2	2	My Shining Hour
1	3	3	Oh, What a Beautiful Morning
7	4	4	Pistol Packin' Mama
—	5	5	They're Either Too Young or Too Old
12	6	6	Mairzy Doats
—	7	7	Little Did I Know
6	8	8	My Ideal
8	9	9	People Will Say We're in Love
9	10	10	No Love, No Nothin'
—	12	12	Speak Low
—	12	12	The Dreamer
—	13	13	Besame Mucho
15	14	14	How Sweet You Are
4	15	15	Victory Polka

#### SOUTH

POSITION	Last Wk.	This Wk.	Title
—	1	1	My Shining Hour
12	2	2	They're Either Too Young or Too Old
15	3	3	How Sweet You Are
9	4	4	Pistol Packin' Mama
4	5	5	For the First Time
4	6	6	Star Eyes
13	7	7	Victory Polka
11	8	8	Say a Prayer for the Boys Over There
—	9	9	Besame Mucho
7	10	10	People Will Say We're in Love
3	11	11	My Ideal
—	12	12	River of Roses
2	13	13	My Heart Tells Me
5	14	14	No Love, No Nothin'
—	15	15	Little Did I Know

#### WEST COAST

—	1	1	Victory Polka
8	2	2	No Love, No Nothin'
3	3	3	My Ideal
9	4	4	Pistol Packin' Mama
5	5	5	For the First Time
—	6	6	Star Eyes
12	7	7	My Shining Hour
14	8	8	How Sweet You Are
7	9	9	They're Either Too Young or Too Old
6	10	10	People Will Say We're in Love
11	11	11	The Dreamer
—	12	12	Blue Flame
—	13	13	Lovely Way To Spend an Evening
—	14	14	What Do You Do in the Infantry?
—	15	15	I Couldn't Sleep a Wink last Night

## "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
7	1	1	G. I. Jive	Johnny Mercer	Capitol
3	2	2	It Must Be Jelly	Glenn Miller	Victor
8	3	3	All for You	Cole Trio	Capitol
1	4	4	Do Nothing 'Till You Hear From Me	Duke Ellington	Victor
6	5	5	Sweet Slumber	Lucky Millinder	Decca
2	6	6	Don't Cry, Baby	Erskine Hawkins	Bluebird
—	7	7	My Heart Tells Me	Glen Gray	Decca
3	8	8	Shoo-Shoo Baby	Ella Mae Morse	Capitol
10	9	9	Paper Doll	Mills Brothers	Decca
7	10	10	Ration Blues	Louis Jordan	Decca

# Casa Loma, Inc., Sued by Clarinetist for Accounting; All But Gray, O'Keefe Gone

NEW YORK, Jan. 15.—Clarence Hutchenrider, veteran clarinetist member of the Casa Loma Orchestra who left the outfit recently, has been granted a hearing before a referee in New York Supreme Court to determine whether or not he holds stock in Casa Loma Orchestra, Inc. Hutchenrider filed an action against the corporation, claiming that its profits had been misrepresented in payments to him and seeks examination of its books to learn the value of his stock so that he might bring suit for the balance due him.

Hutchenrider's claims were opposed by Glen Gray and Francis (Cork) O'Keefe, who maintain that they are sole stock-

holders in the corporation. In opposing the motion, O'Keefe contended that Hutchenrider, along with the rest of the members of the orchestra, sold his stock back to the corporation for \$7,000. Hearing before the referee to establish Hutchenrider's status in the corporation is scheduled for February 17. In the meantime, the clarinetist's motion to examine the orchestra's books has been held in abeyance.

### Leader and Manager Remain

Hutchenrider was one of the last two of the original band to leave. The other, drummer Tony Briglia, went into the army. Others of the original band included Sunny Dunham, Kenny Sargent, "Pee Wee" Hunt, Grady Watts, Pat Davis, Billy Rousch and Murray McEachern.

During the early '30s, Casa Loma was rated one of the very top swing crews in the business. For years its played the Paramount Theater here over the choice Christmas-New Year's weeks, was on the air three times a week for Camel's, the first of the cigarette company's *Caravans*, and was responsible for making many song hits thru its recordings.

Glen Gray, who was selected to front the band by the other instrument-playing stockholders about six years ago, and O'Keefe, who discovered the band and still manages it, are the sole remaining members of the founding group.

## Hotel Sherman Booking Bands 8 Mos. Ahead

CHICAGO, Jan. 15.—The Hotel Sherman's parade of name bands which has made the hostelry the center of swing music in Chicago during the last few years will continue thru 1944. Since the Panther Room became a haven for young folks, trend has been toward more dancing and less entertainment with management steadily cutting down on floor-show time.

Since last August the Room has had Woody Herman, Les Brown, Jerry Wald, Charlie Spivak and Johnny Long on the stand, and at present Cab Calloway is holding forth. Line-up for the next seven months has Glen Gray opening January 28; Jimmy Dorsey, February 25; Teddy Powell, March 24; April 24 to May 18 open; Sunny Dunham, May 19; Woody Herman, June 16; Charlie Spivak, July 14. Tentatively set for August and September are Tony Pastor and Charlie Barnett, but contracts for these have not yet been signed.

Of the bands that have played the spot since last August and those booked up to next August, all but two are handled by GAC. Only exceptions are Les Brown and Teddy Powell, both MCA bands.

## Flint Auditorium Buying Bands Again

FLINT, Mich., Jan. 15.—IMA Auditorium here has resumed its Saturday night dance policy, since the army turned the spot back for civilian use. Auditorium, which is being booked by Delbridge & Correll office, uses semi-names and occasional name bands when available.

Record gross since the spot reopened was piled up by the International Sweethearts of Rhythm, who walked out with \$1,975 on a \$1,000 guarantee plus percentage. Band played one dance the evening of December 25, and another for a colored attendance from 1:30 to 4 a.m. December 26.

### "Mairzy" a Copy Seller Prior to Disk Releases

NEW YORK, Jan. 15.—*Mairzy Doats*, Miller Music's new novelty tune, is off to a terrific start, orders for sheet music having hit 100,000 copies in its first two weeks out.

This without benefit of recordings by Merry Macs (Decca) and Al Trace (Hit) which will be released within the next two weeks.

### Roseland's 25th Birthday

NEW YORK, Jan. 15.—Roseland Ballroom here celebrated its 25th anniversary Thursday (13), with Tommy and Jimmy Dorsey, Charlie Spivak, Guy Lombardo, Charlie Barnet, Jan Garber and Sonny Dunham on hand as guests.

## MCA Sign Kirby To New Contract

NEW YORK, Jan. 15.—Music Corporation of America patched up its differences with John Kirby and this week signed his band to a new contract. MCA was burned up at reports that Kirby was allowing other bookers to submit his band.

The agency advanced some money to the leader, and in return received assurances from him that he has succeeded in binding Charlie Shavers and Buster Bailey to him for another year. Now that half of the original sextet is no longer with Kirby (Billy Kyle, pianist, and Russell Procope, saxist, are in the army), presence of Shavers and Bailey is considered essential for all bookings and MCA demanded guarantee that Kirby could deliver the men before it re-signed him.

### Hoaglund Parlays 2-Week Date Into a Year's Stay

MEXICO CITY, Jan. 15.—Everett Hoaglund's orchestra rounded out a year's continuous stay at Ciro's night club the first of the year.

Hoaglund brought his band in from Texas to open the spot a year ago on a two-week contract and has been here since.

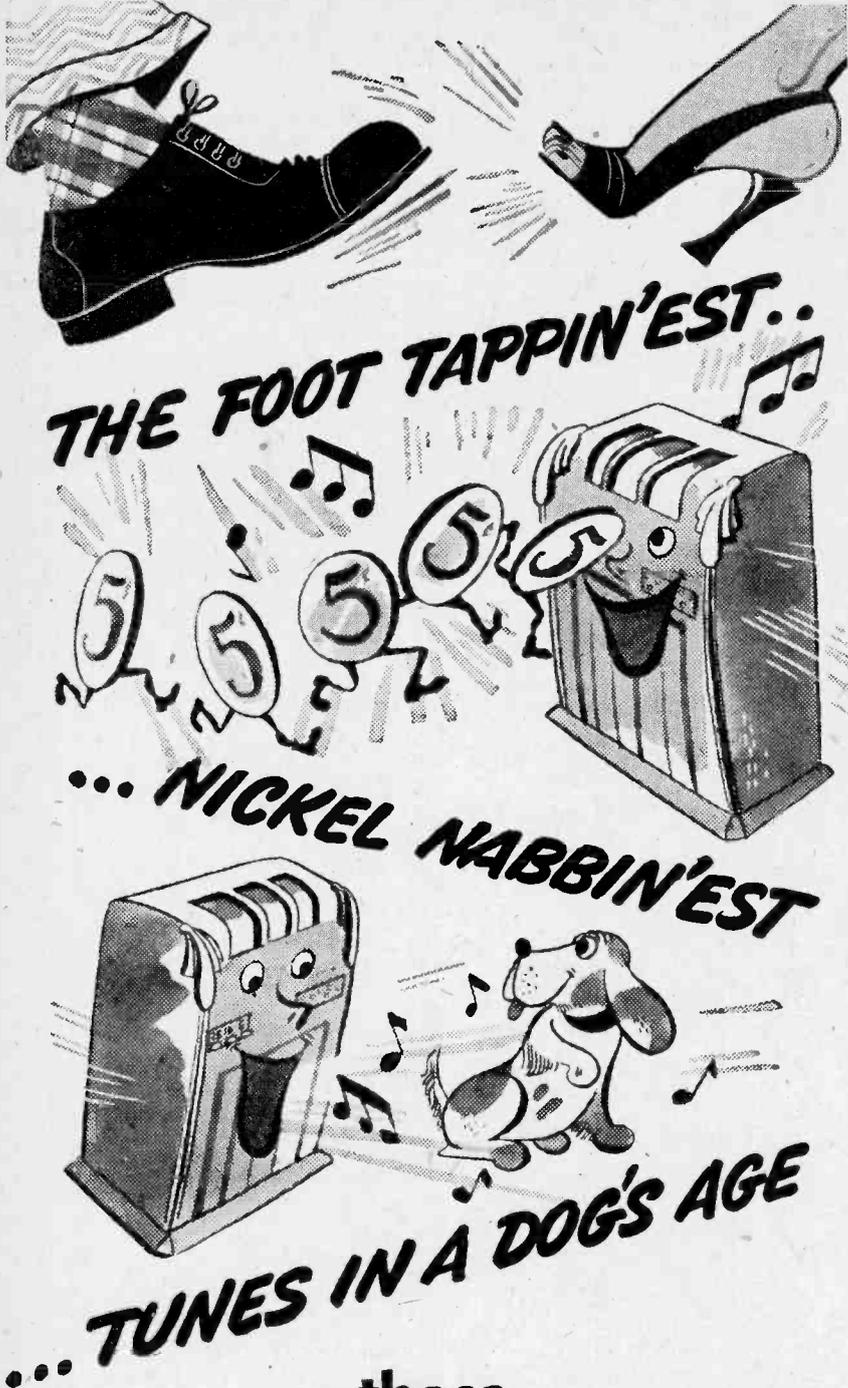
### Leo Reisman for March of Dimes Ball at Waldorf

NEW YORK, Jan. 15.—Leo Reisman will play the March of Dimes ball at the Waldorf-Astoria Hotel here on January 29, Martin Block, WNEW disk jockey, officiating.

NEW YORK, Jan. 15.—Milt Ebbins, manager of Count Basie, was handed a 4-F classification when he reported for his induction physical here Thursday (13).

### Shoot If You Must

NEW YORK, Jan. 15.—Al Dexter sure started something when he began asking that lady to be a bit more careful with her artillery. Savoy had Teddy Tucker wax a ditty called *She Didn't Lay That Pistol Down*, and Decca called on Denver Darling to tell what happened *When Mussolini Laid His Pistol Down*.



—these  
**VICTOR and BLUEBIRD hits!**

- ALL FOR LOVE.....Vaughn Monroe (20-1555)
- POINCIANA.....David Rose (20-1554)
- THE NIGHT WE CALLED IT A DAY...Tommy Dorsey (20-1553)
- CHERRY.....Erskine Hawkins (30-0819)
- DANCING IN THE DARK.....Artie Shaw (20-1554)
- HAVE I STAYED AWAY TOO LONG?...Perry Como (20-1548)
- IT MUST BE JELLY.....Glenn Miller (20-1546)
- DON'T CRY, BABY.....Erskine Hawkins (30-0813)
- HOTCHA CORNIA.....Spike Jones (30-0818)
- DO NOTHIN' TILL YOU HEAR FROM ME  
Duke Ellington (20-1547)

TUNE IN: RCA's great show, "What's New?"  
A sparkling hour of music, laughs, news,  
drama, science. Saturday nights,  
7 to 8, EWT, Blue Network.

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.	Record	Artist	Label
1		1	Paper Doll	Mills Brothers	Decca
2		2	My Heart Tells Me	Glen Gray	Decca
6		3	Star Eyes	Jimmy Dorsey	Decca
—		4	My Shining Hour	Glen Gray	Decca
8		5	Boogie Woogie	Tommy Dorsey	Victor
4		6	Shoo-Shoo Baby	Ella Mae Morse	Capitol
5		7	They're Either Too Young or Too Old	Jimmy Dorsey	Decca
7		8	People Will Say We're in Love	Bing Crosby	Decca
—		9	Blue Rain	Glenn Miller	Decca
—		10	How Sweet You Are	Kay Armen	Decca

**SECTIONAL**

**EAST**

POSITION	Last Wk.	This Wk.	Record	Artist
1		1	Paper Doll	Mills Brothers
2		2	My Heart Tells Me	Glen Gray
4		3	Shoo-Shoo Baby	Ella Mae Morse
—		4	Old Acquaintance	Joe Stafford
—		5	My Shining Hour	Glen Gray
7		6	Star Eyes	Jimmy Dorsey
—		7	No Love, No Nothin'	Ella Mae Morse
6		8	Shoo-Shoo Baby	Andrews Sisters
—		9	Boogie Woogie	Tommy Dorsey
5		10	They're Either Too Young or Too Old	Jimmy Dorsey

**SOUTH**

POSITION	Last Wk.	This Wk.	Record	Artist
—		1	Holiday for Strings	Dave Rose
3		2	My Heart Tells Me	Glen Gray
6		3	Star Eyes	Jimmy Dorsey
1		4	Paper Doll	Mills Brothers
—		5	Boogie Woogie	T. Dorsey
4		6	My Shining Hour	Glen Gray
—		7	For the First Time	Dick Haymes
—		8	My Ideal	Jimmy Dorsey
—		9	Do Nothing 'Till You Hear From Me	Duke Ellington
—		10	Cherry	Harry James

**MIDWEST**

—		1	My Shining Hour	Glen Gray
8		2	Star Eyes	Jimmy Dorsey
4		3	They're Either Too Young or Too Old	Jimmy Dorsey
—		4	How Sweet You Are	Kay Armen
—		5	Blue Rain	Glenn Miller
1		6	Paper Doll	Mills Brothers
—		7	Oh, What a Beautiful Morning	Bing Crosby
5		8	People Will Say We're in Love	Bing Crosby
—		9	For the First Time	Dick Haymes
—		10	Cherry	Harry James

**WEST COAST**

—		1	My Ideal	Billy Butterfield
8		2	Cherry	Harry James
5		3	Star Eyes	Jimmy Dorsey
1		4	Paper Doll	Mills Brothers
—		5	Besame Mucho	Jimmy Dorsey
—		6	Don't Cry, Baby	Erskine Hawkins
—		7	Boogie Woogie	T. Dorsey
9		8	People Will Say We're in Love	Bing Crosby
—		9	Blue Rain	Glenn Miller
2		10	Shoo-Shoo Baby	Ella Mae Morse

**MOST PLAYED JUKE BOX FOLK RECORDS**

(Hillbilly, Race, Cowboy Songs, Spirituals)

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.	Record	Artist	Label
1		1	Pistol Packin' Mama	Bing Crosby	Decca
—		—	—	Andrews Sisters	Decca
—		—	—	Al Dexter	Okeh
4		2	No Letter Today	Ted Daffan	Okeh
2		3	Ration Blues	Louis Jordan	Decca
—		4	They Took the Stars Out of Heaven	Floyd Tillman	Decca
6		5	Born to Lose	Ted Daffan	Okeh
3		6	Rosalita	Al Dexter	Okeh
—		7	Try Me One More Time	Ernest Tubb	Decca

# Music Popularity Chart Week Ending Jan. 13, 1944

## 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 throught the nation. These reports stem from the distributed nationally will show up in the guide. Figures in parentheses indicate number of weeks song has been in Going Strong.

(In Order of Popularity)

<b>SHOO-SHOO BABY</b> <small>(3d week)</small>	Andrews Sisters (Vic Schoen Ork) . . . Decca Ella Mae Morse (Dick Walter Ork) . . . Capitol Jan Garber (Liz Tilton) . . . . . Hit
<b>MY HEART TELLS ME</b> <small>(5th week)</small>	Glen Gray (Eugenie Baird) . . . . . Decca Jan Garber (Bob Davis & Quintet) . . . Hit
<b>THEY'RE EITHER TOO YOUNG OR TOO OLD</b> <small>(4th week)</small>	Jimmy Dorsey (Kitty Kallen) . . . . Decca Jan Garber (Liz Tilton) . . . . . Hit
<b>PAPER DOLL</b> <small>(20th week)</small>	Mills Brothers . . . . . Decca
<b>PISTOL PACKIN' MAMA</b> <small>(26 week)</small>	Al Dexter (Al Dexter) . . . . . Okeh Bing Crosby-Andrews Sisters (Vic Schoen Ork) . . . . . Decca Freddie "Schnickelfritz" Fisher . . . Decca Don Baxter (Don Baxter) . . . . . Musicraft Sid Peltyn . . . . . Hit
<b>MY IDEAL</b> <small>(1st week)</small>	Jimmy Dorsey (Bob Eberly) . . . . Decca Billy Butterfield (Margaret Whiting) . . . . . Capitol Maxine Sullivan . . . . . Decca
<b>PEOPLE WILL SAY WE'RE IN LOVE</b> <small>(15th week)</small>	Frank Sinatra . . . . . Columbia Bing Crosby . . . . . Decca
<b>VICTORY POLKA</b> <small>(8th week)</small>	Bing Crosby-Andrews Sisters (Vic Schoen Ork) . . . . . Decca
<b>OH, WHAT A BEAUTIFUL MORNING</b> <small>(11th week)</small>	Bing Crosby . . . . . Decca Frank Sinatra . . . . . Columbia
<b>THE DREAMER</b> <small>(2d week)</small>	Kay Armen (Balladiers) . . . . . Decca Peter Piper . . . . . Hit

### 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.

(In Order of Popularity)

<b>BESAME MUCHO</b>	Jimmy Dorsey (Bob Eberly and Kitty Kallen) . . . . . Decca Abe Lyman (Rose Blane) . . . . . Hit
<b>STAR EYES</b>	Jimmy Dorsey (Bob Eberly and Kitty Kallen) . . . . . Decca
<b>CHERRY</b>	Harry James . . . . . Columbia Erskine Hawkins . . . . . Bluebird
<b>IT MUST BE JELLY</b>	Glenn Miller (Modernaires) . . . . Victor

### Territorial Favorites

<b>TRY ME ONE MORE TIME</b> <small>(Memphis)</small>	Ernest Tubb . . . . . Decca
<b>FOR THE GOOD OF YOUR COUNTRY</b> <small>(San Francisco)</small>	Count Basie (James Rushing) . . . Columbia
<b>THE SURREY WITH THE FRINGE</b>	
<b>ON TOP</b> <small>(Richmond)</small>	Alfred Drake . . . . . Decca
<b>EMBRACEABLE YOU</b> <small>(Omaha)</small>	Tommy Dorsey . . . . . Victor

On the record for DECCA . . .  
**MR. FRANCIS L. ELLIS**  
of the  
**DUVAL VENDING COMPANY**  
Jacksonville, Fla.

**Writes:**

**DUVAL VENDING COMPANY**  
14 WEST EIGHTH STREET  
JACKSONVILLE, FLORIDA

Mr. R. N. McCormick  
Decca Distributing Corp.  
517 Canal Street,  
New Orleans, La.      January 7, 1944

Dear Mack:

Since your last visit here I have been meaning to write and tell you how much we appreciate the service that Decca has given us, especially since your production has been curtailed.

I know that we have continually received our fair share of Decca records and your personal attention in this matter has been very gratifying. I speak not only for myself but of all operators with whom I have been in contact.

Let me assure you that after this war is over, we will not forget that it was your company who was mainly responsible for keeping us going and that we will reciprocate in kind. Keep up this good work and you will find that we are not unappreciative.

Yours very truly,  
*Francis L. Ellis*

Thanks, Mr. Ellis . . .  
for the good will  
that sustains our efforts.



**DECCA**  
DISTRIBUTING CORPORATION



## ON THE STAND

Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters.

### Joe Marsala

(Reviewed at Tune Town Ballroom, St. Louis)

TO THESE ears, Joe Marsala's clarinet is one of the brightest spots on the musical horizon. His ideas are uninhibited, imaginative and rival those of the Shaws, Goodmans and Hermans.

Despite the fact that he is fronting a large commercial band, Marsala still takes time out to run thru chorus after chorus of something like *Ja-Da* or *The Sheik*, backed only by his rhythm section, that reminds hep listeners of the days he confined his activities to a small jam combo.

Rest of the band is adequate, serving as a backdrop for Marsala's virtuoso flights. On night caught he seemed to be having difficulty in getting his rhythm section to hit on all four, but the band as a whole pleased the crowd. Vocals are few and far between, being handled in an average fashion by Freddy Lane.

Commercial possibilities of the band are heightened by the decorative presence on the stand of Adele Girard (Mrs. M.) and her harp. Besides giving the band something special in appearance, the contrast between the stringed instrument and the sharp sudden blare of the Marsala brass section makes for something special in the way of musical arrangements.

C. W. Wells.

### Duke Ellington

(Reviewed at the Stevens Hotel, Chicago)

THE Duke opened the new Boulevard Room in the Stevens New Year's Eve to a crowd so large, the hotel broke one of its rules and seated several parties on the dance floor. More significant was the stream of people who came without reservations and settled for standing room to hear Ellington's magnificent music. Hotel showed savvy in avoiding outside acts that might detract from the band's own stars and superb music.

Ellington's recent sellout concert in the Civic Opera House made many new friends for him in Chicago, and they have packed the Boulevard Room since his opening for more of the Ellington brand of jazz. And the policy-of-Ellington-music-only has proved commercially successful. Two times an evening, once at 9:15 and again at 12:15, the band puts on a musical show featuring some of its most beautiful arrangements and all of its wonderful musicians.

All evening long the Duke and his boys play dance music so rhythmic, and with such a light touch, that it's a joy to dance and listen to. The Duke is relaxed at the piano and mixes his tempos expertly with lovely and weird ensembles that contrast effectively with the backgrounds for his soloist. There are no blasting, no loud noises and no un-danceable tempos in this unbelievably fine band.

Carl Cons.

## Cap, Strand, Para Extend Stage Shows

NEW YORK, Jan. 15.—At the moment the only theater show brought in here for the holidays that has not yet received extended playing time beyond the time originally scheduled is at the Roxy, where Jimmy Dorsey is bringing in heavy grosses.

Tommy Dorsey will remain at the Paramount till January 26, making five weeks in all; Charlie Barnet and Ella Mae Morse stay at the Strand for a six-week run, and Richard Himber and Lou Holtz will remain at the Capitol six and possibly eight weeks.

### Fields on Theater Tour

NEW YORK, Jan. 15.—With the exception of three one-nighters, Shep Fields is solidly booked in theaters from February 3 thru March 10. Fields opens at the RKO, Boston (3), following with the Adams, Newark (10); Earle, Philadelphia (18); Stanley, Utica, N. Y. (28-March 1), and Stanley, Pittsburgh (March 3).

### Savitt Filling TD Date

NEW YORK, Jan. 15.—Jan Savitt gets the Junior Chamber of Commerce Winter Carnival Ball in Schenectady, N. Y., January 29, date Tommy Dorsey was originally booked for but had to cancel when his broadcast series for Ford Motors fell thru.

### First Airing of Kern Tunes

NEW YORK, Jan. 15.—Andre Kostelanetz will introduce Jerome Kern's score for *Cover Girl*, Columbia pic, on the Coca-Cola broadcast tomorrow (16). Program will include four of the film tunes, *Long Ago*, *Sure Thing*, *Put Me to the Test* and the title tune.

### Stevens Scouting Names

CHICAGO, Jan. 15.—Management of the recently opened Stevens Hotel is busy lining up talent for the balance of the winter season, with Bernie Cummins' orchestra booked to open January 28 and Bonnie Baker scheduled for February 25.

### Long Subs for Ellington

CHICAGO, Jan. 15.—Johnny Long played a date for 2,500 servicemen Sunday (9) at the Auditorium Servicemen's Center here on 10 minutes notice, filling in for Duke Ellington who had not been notified that he was skedded to appear.



# PART 3—The Billboard

## 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.

### I COULDN'T SLEEP A WINK

LAST NIGHT ..... Frank Sinatra ..... Columbia

Ops have a double winner in his platter. Last week we tabbed the reverse side, "A Lovely Way To Spend an Evening," but it's anybody's guess whether "Evening" or "Night" will get away faster. This tune might have received a different kind of performance if The Voice hadn't set the tempo and given it the right amount of schmaltz to make it a ballad. As he does it it's strictly swoon and made to order for juke patrons.

BY THE RIVER OF ROSES ..... Woody Herman ..... Decca  
Abe Lyman ..... Hill

There has always been a song about a boy who left a girl by the River Something-or-Other and they've usually been hits. There's no reason to believe that this particular river item will be an exception, judging from the air promotion the publishers are getting it, or from the two recordings mentioned above. Each tells its story in simple melodious fashion that is bound to find sympathetic listeners. Herman will naturally benefit from the wider distribution facilities Decca possesses.

### YOU BETTER GIVE ME LOTS OF

LOVIN', HONEY ..... Johnny Long ..... Decca

The title probably describes the ditty better than anything else can. It's not groovy, it's not sophisticated, it's just wholesome stuff that is in the mood of another "Honey (Put Your Arms Around Me)" idea that did all right for all concerned. This is Long's first record release in a long, long time and his admirers who have been longing to listen to him on wax can now indulge themselves.

## POPULAR RECORD RELEASES

(From January 13 thru January 20)

\*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.

- Don't Worry, Mom ..... Sonny Dunham ..... Hit
- For Whom the Bell Tolls (Album) ..... Victor Young ..... Decca
- God Bless My Darling, He's Somewhere ..... Song Spinners ..... Decca
- Have I Stayed Away Too Long? ..... Song Spinners ..... Decca
- Holiday for Strings ..... Sonny Dunham ..... Hit
- I'll Be Around ..... Cab Calloway ..... Okeh
- In a Friendly Little Harbor ..... Johnny Long ..... Decca
- I've Had This Feeling Before ..... Johnny Long ..... Decca
- My First Love ..... Jimmy Dorsey (Bob Eberly) ..... Decca
- Rosalita ..... Denver Darling ..... Decca
- Virginia, Georgia and Caroline ..... Cab Calloway ..... Okeh
- When Mussolini Laid His Pistol Down ..... Denver Darling ..... Decca
- When They Ask About You ..... Jimmy Dorsey (Kitty Kallen) ..... Decca

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:  
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales. Birmingham: Norlan'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 Company. 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.

HA HA HA! HA HA HA!  
**ONE MILLION LAUGHS**  
HA HA HA! FOR A NICKEL! HA HA HA!  
**RECORDS WITH HUMOR**  
HA HA HA! HA HA HA!



Listen and Laugh to  
**RATION BLUES**

Coupled with DEACON JONES—Decca 8654

**LOUIS JORDAN**  
and his **TYMPANY FIVE**



PREVIEWING  
"THE GIRL WITH THE  
HORN"  
**BILLIE ROGERS**  
AND HER ALL-MALE  
SEXTETTE

AT THE PREVIEW LOUNGE, CHICAGO

# Music Popularity Chart

Week Ending  
Jan. 13, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### FRANK SINATRA (Columbia)

"I Couldn't Sleep a Wink Last Night"—FT; V. "A Lovely Way To Spend an Evening"—FT; V.

That guy with the captivating vocal chords is on deck again, and the way he pours out the pot valiant confessions for these two Harold Adamson-Jimmy McHugh pashy opuses from his "Higher and Higher" flicker is a cinch to make the whoopee-sox set purr all over the waxed grooves. Displaying a far greater gift for the bedroom style of song, his vocal innuendos and undulations are pointed to the creation of that ecstatic and rapturous entrancement so vulgarly defined as swoon. Both love ballads are inevitables to soar the song heights, and The Voice coos 'em as cuddlesome as he dare. Gets all-vocal support from the mixed choir which banked his pashy pipes for his earlier spinnings, the group establishing the slow and arduous mood as Sinatra takes full liberties with the tempo. Takes each side in identical fashion, singing the opening chorus, with the choir getting a second stanza under way and The Voice brought back to polish off the side.

For the Sinatra fans, both of these sides hold beaucoup hypnotic appeal, and the music operators have little care in seeing to it that the kids keep the kitty well filled with coins for each facing.

### STAN KENTON (Capitol)

"Do Nothin' 'Til You Hear From Me"—FT; VC. "Harlem Folk Dance"—FT.

Stan Kenton makes his debut on the Capitol label with this dinking, and it is a more auspicious bow than those four early sides that first brought the band on wax via the Decca waxworks. Moreover, Kenton comes thru with a side rich in commercial appeal in Duke Ellington's "Do Nothin' 'Til You Hear From Me." An old Ellington instrumental in the blues vein, the lyricists have done to this what was first fashioned for his "Don't Get Around Much Anymore" click. The song story blends with the melodic frame expertly. Having gotten a big send-off at the Duke's Carnegie Hall excursions, it holds much promise of building into one of the biggest ballad favorites of the year. Kenton's side not only has the advantage of a vocal refrain but also in Red Dorris handling the lyrical expressions. Lad has a natural blues appeal in his pipes and provides it with the sultry setting it calls for. Taking it at a moderate tempo, the band, sparked by the pianist, carries the opening chorus and maintains a solid rhythmic beat thruout. Pace is stepped up considerably for "Harlem Folk Dance," the conventional type of riff opus, this one molded from a repetitious run. Little imagination and less originality displayed in the development of the theme, getting it under way with the stereotyped unison saxes. Sax and trumpet rides that carry on, and without creating any undue excitement instrumentally, leave a scant few windings for the band to build it up for those block-busting finishes. In all, band displays little of its capabilities. Title tagged is strictly non compos menfis, harboring none of that real Harlem flavoring and being even less characteristic of a folk dance, either uptown or downtown.

Like everything else penned by Duke Ellington, his compositions are slow in starting. But watch out once they get under the skin. "Do Nothin' 'Til You Hear From Me" will undoubtedly chart its popularity course along similar Ellingtonia channels, with the result that Stan Kenton's side will enjoy a long ride around the music box circuits.

### 5 RED CAPS (Beacon)

"I Learned a Lesson I'll Never Forget"—FT; V. "Words Can't Explain"—FT; V.

The natural reaction to the spinning of these sides is that the Five Red Caps are a carbon copy that can never hope to be any better than a second best to the Four Inkspots. Nonetheless, the Inkspotters have established a singing style, while distinctive to their own talents, should not deter others from making capital of it. Unfortunately, the Inkspots got there first. But there is no reason why the Red Caps shouldn't come a long way in selling circles with their borrowed pattern for "I Learned a Lesson I'll Never Forget." A strictly sentimental ballad that adapts itself most readily to such singing style, the song itself is rich in both melodic and lyrical appeal. The boys sing the verse to start in a capella fashion, and into the chorus at a moderately slow tempo, it's the soulful solo singing against a bank of sustained vocal harmonies along with instrumental support in vibes, guitar and bass. Bass singer talks the second stanza a la Inkspot style, with the solo voice polishing off the chorus with the falsetto tones in an upper register. To make the carbon complete, tag the spinning with the riff ending as typical of the Inkspots as is Guy Lombardo's famous coda ending. Save for a piano providing the instrumental support, "Words Can't Explain" is identical in mood and expression

(See Pop. Record Reviews on page 61)

**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; Richard Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Company, Chicago.

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## Blitzing Hitler's Footlights

(Continued from page 3)

Goering's chirper wife, Emmy Sondermann, hew closely to the party line and reap benefits. But there are others who haven't taken Goebbels' gospel with any too good grace,

### Actor Loses Head for Performance

Several months ago a small-time actor, Robert Stampa (stage name, D'Orsay), was beheaded for what Himmler termed "psychological sabotage." With reports of his execution went a veiled warning to actors to watch Goebbels-guided p's and q's or suffer the consequences. A week later Prince zu Schaumburg-Lippe, liaison man between the Himmler and Goebbels outfits, called an actors' convention in Vienna and for two hours indulged in a tirade, the gist of which was "Play ball with us, or else!" That the assembled thespians caught the import is evidenced by the fact that no more decapitations have been reported among wearers of the sock and buskin.

Selling Nazism via legit as a morale pepper-upper has also found the going tough in the occupied countries, where every effort is made to get the conquered peoples to attend parades of the "new order" in play form. So far patriots, like planes, have been blitzing such attempts, mainly by staying away or causing riots when anything approaching freedom is pictured on the stage. Latest advices put the total number of theaters in operation in Nazi-dominated Europe at less than two dozen—10 in Czecho-Slovakia, 4 in Alsace, 2 in France, and 1 each in Lorraine, Luxembourg, Norway, The Netherlands, Latvia and Estonia. All are operated either by Nazis or collaborationists.

### Viennese Schmalitz for Paris

In France what's left of the once flourishing French theater is under the thumb of Rene Rocher, former boss of the Odeon. The Comedie Francaise is playing host to visiting German troupes, while sending its own members to Berlin on tour. Most recent visitors to Paris are Heinrich George and the Schiller Theater Company from Berlin, who specialize in schmalitz Viennese operettas

in several languages. They plan tours in Brussels and Antwerp later—unless, of course, Allied planes get there first.

Recently at the opera in Paris the Nazi banned further performances of *Lakme*, since the appearance of British officers on the stage invariably led to hurrahs for the second front from the French pew-sitters. *Carmen* has been banned from the Theater Royal de la Monnaie in Brussels because Belgians in the audience cheered *Carmen's* song for freedom. This irked the Nazis, who tried to get the singers to change the lyrics. They refused. The opera was banned.

### "Porgy and Bess" Roast

In Copenhagen all theaters have been closed by Nazi ukase. A recent performance of Gershwin's *Porgy and Bess* at the Danish Royal Opera led to a roasting from the Nazi-controlled press and precipitated the ban. In Norway all Norse plays are verboten, and the lone open theater is playing Nazi-inspired melos, straight from Goebbels propaganda plant.

In Holland a State German Theater has been opened but is well boycotted by the Dutch, a situation that has the Nazis tearing their hair. At first all the choice seats were purchased by the invaders, so the Dutch smartly bought up blocks of tickets and stayed away for the performances.

One place where Goebbels seems to be having a slight success is in Spain, where his visiting companies are holding court in Madrid theaters, playing Viennese light operas in Spanish as well as German. The Falangist audiences like such fare, so reports say.

Thruout all Nazi-dominated Europe the Gestapo is keeping a weather eye out for wise gags by comics which could undermine morale. To that end all comic material, whether on stage or in niteries, is closely scrutinized by Himmler's henchmen and woe betide the comedian who tries to slip one over. That's the price of a one-way ticket to Dachau.

In short, Messrs. Himmler and Goebbels, as far as the wedding of legit and Nazism is concerned, are constantly reaching for the aspirins.

# New Dough for New Bands

## Pollyannas See '44 Bringing New Names Fame & Fortune Even Tho '43 Was Murder

NEW YORK, Jan. 15.—After a singular lack of activity this past year in the way of new-band organization, plenty of money is reported ready for promoting outstanding instrumentalists who would look good in front of an orchestra.

Lee Costaldo, who spent the last year hiding his trumpet in Benny Goodman's brass section, is the first to step front and center. He has signed with General Amusement Corporation and will play the Pelham Heath Inn here for 10 weeks, opening January 25, as Lee Castlé, a name he used once before for a brief span as a leader.

Other deals are on the fire but most of them will be brought to a boil only when similar location jobs can be set up. It is felt that new bands can not

be broken in on the road as they were in former years—when there was a road—and unless a spot with air time can be secured, investors won't be able to determine until it is too late whether or not they are pouring their money into a bottomless pit.

### '43 Was Rough on the Weak

The fact that there are money men willing to gamble on dance bands at this time comes as of a surprise to many in the trade. For '43 was not exceedingly kind to new names, even tho it was probably the most prosperous 12 months in a decade for the more established.

Johnny McGee dropped his baton and retired to the comparative security of a radio house band job, with occasional club dates adding to his steady take. Sam Shapero emerged from the anonymity of studio work to play the Pelham Heath Inn as Sandy Spear, quickly withdrawing into the shades again where there was less glory but more dough. Bob Allen chose the year-end to wind up a band-leading career that cost his backers a reported \$50,000, and Justin Stone, also from radio, called it quits after only two months of fronting.

Only three men in the East have organized new bands within the past few months, and all three, Georgie Auld, Dean Hudson and Herbie Fields, have army discharges. Auld, who was first to start up a band, is off to a fair start. He's already played theaters and goes into the Commodore Hotel here February 3, for six weeks. Hudson has been kept busy in the South and gets his first crack at a theater January 27 when he plays the Adams, Newark. Fields, the last to get started, does 10 days at the Ramor Ballroom in Boston after having played some dates in the South.

### PHILCO TELE AT RITZ

(Continued from page 3)

being made here by the sponsor of the Sunday Blue net feature. Philco's video station here will make a direct pick-up from the Ritz Theater-Studio in New York. In addition, the New York television stations will be invited to train their cameras on the broadcasts. Gesture is in the spirit of co-operation for allowing Philco's WPTZ to rebroadcast the New York tele shows.

Pick-up of the Philco show for tele will depend on how fast engineers can set up a relay transmitter at some high spot in New Jersey at a point halfway between Philadelphia and New York.

### New Technique Developing

More important than the show itself is the technique being devised to pick up the air show, setting a pattern for tele remotes from a theater stage both near and far away. Accordingly, Philco has decided to make its own pick-up in New York for local audiences instead of rebroadcasting the show from New York video stations. Set-up evolved by engineers calls for tele cameras to beam the show as is direct from the Ritz to the relay station to be set up in New Jersey. Philly transmitter will then pick it up from relay.

## Was NAB By-Passed at Wheeler Lunch?

Last week the NBC affiliates committee met in New York and elected itself a new chairman. It also met in Washington and lunched with Senator Wheeler. Which gives rise to an inevitable question.

The NAB has yet to submit to the White-Wheeler Committee, which recently closed its hearings on radio legislation, the radio industry's recommendations anent the bill.

Has NBC taken upon itself the chore of representing the industry insofar as radio legislation and the White-Wheeler Bill are concerned? It would seem that way, since none of the other networks knew about the meeting. And quite obviously the independent stations knew nothing about the luncheon conference.

The NAB Legislative Committee submitted its report on what the industry wants in the White-Wheeler Bill, to Neville Miller, proxy of the NAB, about four weeks ago. Until this report is forwarded to the senatorial committee any such action as NBC's affiliates committee can only be construed as a lone wolf action.

One-net action can only harm all of radio. Radio must rise or fall together.

## West Coast Now Guinea Pig

(Continued from page 11)

able price, and, second, the test can be made without affecting, or being affected by, the rest of the country.

### Representative Net Coverage

The West Coast has another value to big program sponsors. With Coast-to-Coast network time at a premium, using a Pacific Coast chain provides an unofficial option on the first available c-to-c time. This stands up as the nets, in accordance with standard business practices, will usually offer the first available time to a current customer.

Also the West Coast has plenty of live talent for radio programs, has a flock of war industries that will be national advertising prospects after the war, and since it contains every type of person, from farmer to factory worker, from cosmopolitan to consumer, it's a prime try-out territory.

And at least one advertiser, Socony,

via Compton agency, is now building a show, around Orson Welles, that will be tried and tested on the Coast until a complete network is available. This show starts, subject to Maestro Welles' health, on January 26, will air each Wednesday from 9:30-10 p.m. (PWT) on the CBS Coast web.

### No Commitments on CBS-Pacific

By the time a full hook-up is ready the program figures to be ripe for rave notices, since it will have had at least four broadcasts under its belt (CBS has a 30-day cancellation clause on all its West Coast chain commercials) and should have ironed out all the bugs.

Other pluses to this operation are the top available audience, the 9:30 to 10 p.m. audience, for one isn't hit by the Coast-to-Coast programs. These are to hit the East not the West at peak listening hours. Even the net repeats don't cover the entire dial, for only a fraction of the shows that formerly did two broadcasts a night are still doing it.

Finally, at least so far as CBS is concerned, its possible to use West Coast webs without the sponsor being committed to the use of CBS nationally. Thus Socony will pipe the show to the Coast from New York, 9:30 p.m. in California means 12:30 a.m. in New York. A clear cross-country line is available at that time. Being able to air from New York and test on the West Coast is valuable, since the agency home office is usually here. When the fact is added that after the test the agency can go to any net it desires to place its business, there is little more to be said.

## Abner Artanis Antics Arouse Voice Writers

PHILADELPHIA, Jan. 15.—Lil' Abner's devastating satire of Frank Sinatra is making all the Voice's fans swoon. And it ain't good with the kids flooding the Record, local sheet carrying Al Capp's popular comic strip, with letters protesting the way their idol is being picked apart. The august and austere "Letters to the Editor" columns on the editorial page, once consumed academic discourses on government, policies and war, is now hogged up by the letters of complaint sent in by the loyal kids.

Some of the letters carry four or more signatures, indicating that the youngsters are mustering up organized protest. Not a single letter has as yet appeared that carried a kind word for Capp's characterization of a swoon singer, altho the cartoonist has never mentioned the Voice by name. But the kids here are hep to the rib.

Some of the barbs hitting the editorial page include such outcries as: "You may think you are being funny by indirectly making fun of Frank Sinatra, but to me and all of my friends you are being just plain ignorant." Another wrote in: "He doesn't look weak nor does he hold on to the microphone for support, I was in the third row and I should know what he is really like." Still another confessed: "I think Frankie is swell, I saw him 12 times when he was appearing at the Earle Theater." And a letter signed by "Four Admirers (Not Swooners) of Frankie" protested: "He may be thin and 4-F, but he's got what it takes."

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## PHILLY DRAMA RECORD

(Continued from page 4)

ran entirely out of the money. Strictly flops were *Stardust*, *Marching With Johnny*, *Manhattan Nocturne* and *A Lady Comes Home*.

Other takings (Forrest Theater): Boston Opera Company, Gilbert and Sullivan repertoire, \$36,700, three weeks; *Blossom Time* revival, \$22,700, two; *Arsenic and Old Lace* (third visit), \$31,950, two; *Uncle Harry*, \$31,000, two; *Tobacco Road* (11th visit), \$19,000, two; *Kiss and Tell*, \$110,200, eight.

Walnut St. Theater: *You Can't Take It With You*, \$16,350, two; *Life With Father*, \$32,250, two; *What's Up*, \$22,000, two; *The Patriots*, \$31,500, two; *Ramshackle Inn*, \$15,500, two; *Doughgirls*, \$31,500, two weeks (continuing).

William Goldman's independent Er-langer Theater: Philadelphia Opera Company in English repertoire versions, \$20,500, two weeks, and *Marching With Johnny*, \$16,500, each two weeks.

Highly significant is the fact that there was not a single dark week at the three regular Shubert houses, and with the call-board showing a bumper crop of advance bookings, prospects for the last half of the 1943-'44 season are even brighter.

## MBS CANCELS BAYUK'S

(Continued from page 4)

that he would get Balter off the network if it was the last thing he ever did." How much truth there is to the Colonel's "swearing" can hardly be known. But the fact remains that Balter "smacked" McCormick pretty heavily on his air shows and Balter goes off the network on February 2.

All parties here involved intimated that they have plenty to say about the whole thing. And the indications are that if the lid were opened, it would stink to the high heavens. However, feeling is that any explanations should first come from Mutual, which still owes Bayuk's, Ivey & Ellington and Balter a first explanation for such sudden cancellation orders.



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## Burnette Fair at Oriental; Long Ork Big at Chicago

CHICAGO.—Biz continues good in the two vaude-pic houses. Oriental (3,200) didn't come quite up to expectations last week with Smiley Burnette. Big kid trade was expected but didn't materialize, possible due in part to Burnette's insistence in including some off-color material in his routine. Gross, which was expected to pass the \$25,000 mark, hit around 23G. Bill which opened Friday (14) has D'Artega and his all-girl orchestra and an Olsen and Johnson picture, *Crazy House*, and is expected to account for a better than average week, possibly 24G.

Chicago (4,000) had a very good week with Johnny Long and orchestra and the picture *Young Ideas*, giving the house a gross of around \$44,000. This week, with the Andrews Sisters as the big draw and Mitch Ayers's orchestra, also popular, plus the pic *Hostages*, house should go 50G or better.

## Palomar's Eve Over 4Gs

NORFOLK, Va.—New Year's Eve lined local dance hall operators' pockets with silver, capacity crowds showing up at virtually every spot. The Palomar had one of its biggest takes since its opening, collecting \$4,290—1,300 dancers at \$3.30 per—with Herbie Fields's ork, Marilyn Duke, the Dancing Eddys and a unit floor show.

Crowds also thronged the Monticello Hotel, where Glen Williams' ork performed with a floorshow, and the Dude Ranch, where the Berk Mottley band has been playing continuously for three years.

## Ink Spots 1-Day \$4,320

COLUMBUS, O.—Ink Spots unit, at the Palace for three days ended Thursday (13) set a house record for an opening day's business, gross being \$4,320.

## Monroe Ork Record 24½G

NEWARK, N. J.—Vaughn Monroe ork, playing the Adams last week, set an all-time house record for a non-holiday stanza. Take reached \$24,500.

## Philly Perks As Tucker Hits 23G, Millinder \$9,200

PHILADELPHIA.—Week ended Thursday (13) found the local variety houses coming out of their slump. Earle Theater (seating capacity, 3,000; house average, \$20,000) chalked up a neat \$23,000 with Tommy Tucker's band out in the lead. Hal Leroy and Frank Gaby supported, along with Mary Ann Wayne, Don Brown, Kerwin Somerville, Bud Kimker and the Voice Three out of the band. *Pistol Packin' Mama* on screen.

Fay's Theater (seating capacity, 2,200; house average, \$10,000) still short of its regular stride, altho Lucky Millinder's band started things going a bit and house realized \$9,200 for the week. Spider Bruce and Company, Dave McHarris, Tanglefoot and Beatiste, Trevor Bacon and Beauty Carol rounded out the bill. *So's Your Uncle* on screen.

## Monroe, in Hub, Must Sprint to Nab Vanities 34G

BOSTON, Jan. 15.—Vaughn Monroe opened at the RKO Thursday (13) and Phil Spitalny's harem is due January 20, but both will have to sprint to catch up with *Earl Carroll's Vanities* unit.

Hottest show, in more ways than one, at this house (3,200 seats, 44 to 99 cents) during the past three weeks was the *Vanities*, playing December 30 to January 5. Gross was \$34,000. Besides the usual collection of dames and the band in the pit, the unit included Barney Grant, comic; Seller and Selbold, Moffett Sisters, Costello Sisters and Barbara La Rene. Pic was *Around the World*. Prices were scaled from \$1.10 to \$2.20 for New Year's Eve, when the take hit better than \$6,000. Top was up to \$1.10 for Saturday night.

Jerry Wald's band before the *Vanities*

## Post-Holiday and Bold Bills Make Grosses Look Bleary

NEW YORK.—That post-holiday let-down showed up in vaudefilm grosses. Added factor was the retention of holiday bills. Result was a sharp drop in takes from the whizzing figures of the week before.

Radio City Music Hall (2,200 seats; \$101,141 house average), in its fifth week with Al Loyal, Adriana and Charly and *Madame Curie* pic, pulled \$105,000, representing a drop of \$14,000 from the previous week's \$119,000. On earlier weeks house grossed \$116,000, \$110,000 and \$98,000. The Roxy (5,835 seats; \$79,612 house average), going for the third week with Jimmy Dorsey, Bill Robinson and *Gang's All Here*, plunged to \$70,000 from the previous week's dizzy \$127,000, and \$110,000 the week before that.

The Capitol (4,627 seats; \$59,010 house average) still has Lou Holtz, Kathryn Grayson, Nancy Walker, Rags Ragland, Fay and Gordon, Richard Himber Ork and *Guy Named Joe*. Went to \$75,000 from the previous week's \$110,000, and \$72,000 of the week before.

The Paramount (3,664 seats; \$62,575 house average), riding along with Tommy Dorsey, Edwards Sisters and Paul Regan, plus *Riding High*, rode down to \$56,000 from the sizzling \$100,000 of the week before, and \$72,000 for the opening week.

The Strand (2,758 seats; \$44,092 house average), playing Charlie Barnet, Ella Mae Morse; Low, Hite and Stanley, and Bunny Briggs, plus *Destination Tokio*,

and Glen Gray's the week after grossed about the same, \$24,000. Wald played December 23 to 29, with Patricia Morison as companion attraction. Chaz Chase and Three Samuels in the variety department, and Ginnie Powell and Dick Herrick from the band rounded out the unit. Screen feature was *Tarzan's Desert Mystery*.

Along with Glen Gray's Casa Loma, Anita, Boyer and Tommy Morgan were featured, with Ames and Arno and Ladd Lyon completing the group. Pic was *Son of Dracula*.

did a short slide to \$65,000 from the previous week's record \$77,000.

The State (3,327 seats; \$28,036 house average), with Grace McDonald, the Hickory Nuts, Cy Reeves, Smith and Dale, Sallci puppets, the Reddingtons, and *Girl Crazy*, pulled a fair \$29,000, way down from the previous week's \$43,000. New bill has Willie Bryant, Don Redman Ork, Una Mae Carlisle, Heckle and Jive, Holmes and Jeanne, Harris and Hunter, plus *No Time for Love*.

## Long Ork Pull at Chi; Smiley-Hal 24G Big Juve Draw

CHICAGO.—The year started off okay for the two vaudefilmers. Weather has been favorable and people still in a spending mood.

Chicago Theater (4,000) had a holdover show last week that had a few light days, but on the whole did exceptionally well, with a probably gross of around \$46,000. Current bill, with Johnny Long's orchestra and three acts, should do better than the house average.

Oriental (3,200) had a sock show last week, *Hollywood Pin-Up Girl Revue* getting a big play for better than \$26,000. This week Smiley Burnette, pic player, and Hal McIntyre's band are expected to roll up a healthy gross. Both favorites with the young folks and should bring in around \$24,000.

## Balto Neat \$18,400

BALTIMORE.—Hippodrome Theater grossed an excellent \$18,400 week ended January 12 with bill made up of Happy Felton, Shirley Wayne, Juggling Jewels, Olsen and Shirley and the Three Mandells. Pic, *Higher and Higher*.

## BURLESQUE NOTES

### NEW YORK:

JOE KELSO, juggler-dancer-magician, after completion of a Hirst Circuit contract of 30 weeks, leaves burly for the fairs, with bookings by Barnes-Carruthers. Will keep in action until the end of September. . . . SCARLET KELLY, Hirst wheel feature, and Allen Fielding, who was Al Fields, ork leader in Hirst Philadelphia houses, will celebrate their third wedding anniversary February 8. Another celebration will mark Fielding's fourth year at the Club Ball in the Quaker City. . . . JANIS KELLY, ex-burly chorine, sister of Scarlet, is now Mrs. Harold Bauers, and working in a Dayton (O.) defense plant while

husband is overseas. Another Scarlet sister, Dean, also an ex-burly chorine, is working clubs in Philadelphia. . . . RUTH JACKSON, back in the Hudson, Union City (N. J.), line-up after battling three weeks with the flu. . . . GENE MARTINI and his accordion, last in burly in 1935 and since then in Western theaters and niteries, is awaiting a call from an overseas unit. . . . EVELYN KNIGHT and June Marsh left a Hirst unit in Boston recently.

GEORGE ROSE, straight man, considering one of four offers for a USO unit after his current tour of the Hirst Circuit. . . . ETHEL DEVOE worked the Hudson, Union City (N. J.), New Year's week, with her forehead deftly covered by her blond hair to hide a cut she sustained last month in a fall on a rug in a Norfolk hotel. . . . PATRICIA MORGAN; Jack LaMont, comic, and Mrs. Joe Helso arrived in Union City, N. J., January 2 suffering with stomach trouble which, they complained, was due to Philadelphia water consumed the week before (attention, Philly city fathers). . . . RED MARSHALL, comic, trying hard to rid himself of a strep throat contracted recently. . . . BILLY FIELDS, comic, is in a hospital in Philadelphia suffering from various ailments because of which he was forced to leave his Hirst unit in Allentown, Pa., New Year's Day. . . . BETTY MONTGOMERY shifted to the Club Warren, Brooklyn, thru Paul Lester, booker. . . . INEZ RYBERG, with Jean Bedini's *Peek-a-Boo* a few years back, operates a beauty parlor here. UNO.

### PHILADELPHIA:

IZZY HIRST, having closed a deal that gives him Warners' Auditorium Theater, making for his third movie house here, has left for a vacation in Florida. . . . JACK CURTISS, off-stage singing voice at the Troc, doubling at the Cadillac Tavern. . . . MAX COHEN, former house manager for the Hirst Circuit, has been managing the Mayfair Theater, Dayton, O., since he lost his voice following a throat operation last summer. . . . "HELLO JAKE" FIELDS stepped in to fill for Charles (Red) Marshall, who

## MAGIC

By BILL SACHS

PEGGY AUSTINI, overseas with a USO-Camp Shows unit, V-mails under date of December 27: "Spent Christmas Day with Eddie Cochran and wife, Nadyne, and Prince Mendes, of *This Is the Army*, and had a big magic powwow. Milbourne Christopher is now in the army and came over on the same boat with Dr. Jester and Lady Ethel, mentalists. I managed to do three magic shows on the boat before being sent to the hospital." . . . COLUMBUS (O.) MAGIC CLUB will stage its 13th Annual Magi-Fest at the Neil House, that city, Friday and Saturday, February 4 and 5. There'll be a get-together party Friday night, and Saturday afternoon will bring the magicians-only show, both at the Neil House. The pro magic show is scheduled for Masonic Temple Saturday night, with a party at the hotel after the show. Registration fee of \$1 entitles one to all Magi-Fest activities. . . . L. E. GERDE, magician and vent, who has been presenting his wares professionally for more than a half a century, is still active on club dates in the Indianapolis area, where he is president of Ring No. 10, IBM. His wife, who has been in the hospital

there for nearly a year, is showing improvement and is expected to be discharged from the nursing home within a fortnight. . . . ED RICKARD, who stems from a long line of magicians, is presenting his shadowgraphs at Glenn Rendezvous, Newport, Ky. Rickard is the uncle of Fu Manchu (Dave Rickard), and Ed's brother is Theodore Rickard, prominent for his Chinese magic under the name of Okito. . . . THE WRITER had the honor of addressing the members of Indianapolis Assembly No. 31 at their regular semi-monthly meeting Monday night (10) of last week. It was more of a pleasure to this scribe than to those poor magi who had to listen. . . . LEN O. GUNN, West Coast magus, shoots the following from somewhere in Australia under date of January 1: "Had a fine trip over and like it fine. Expect to be here six months doing magic for the boys. Poogle-Poogle, of Oakland, Calif., also here, and have heard some very good reports on his show. Have covered many thousands of miles during 1943 for USO-Camp Shows and have enjoyed it all. They treat you swell." Gunn's address is USO-Camp Shows, (See *MAGIC* on page 25)

dropped out of the Troc show last week with a strep throat infection. . . . BILLY FIELDS, who was due at the Troc this week, is ill at a Pittsburgh hospital, and comedian Sammy Smith comes in as a substitute.

### FROM ALL AROUND:

CLIFF COCHRAN, comic, has returned to burly after two years as a toolmaker in a Cincinnati war plant. He opened Friday (14) with Jack Kane's stock unit at the Grand, Youngstown, O. STANLEY MONTFORT, stage manager and house straight, now in his fourth season at the Fox, Indianapolis, is celebrating his 70th consecutive week of working with Comic Lou DeVine at that house.

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Califon, N. J.



# MORE LATIN IN MANHATTAN

## New Boom On With Support From CIAA

NEW YORK, Jan. 15.—The Latins-to-Manhattan upsurge which quieted down about a year or two ago after bringing to notice such attractions as Carmen Amaya, Carmen Miranda, Desi Arnaz and Diosa Costello, shows signs of starting again.

A new crop of south-of-the-border entertainers is appearing in town, or is skedded to, and a government source is taking a hand in finding fresh Latin talent for presentation here in the interests of Pan-American relations. Taken together, both these developments may well lead to another renaissance of castanets-and-pepper entertainment such as evolved pre-war.

Chu-Chu Martinez: Set the Latins' cycle on the upgrade nine months ago when he broke in at La Conga after his discovery by Leon Henderson in Rio de Janeiro. Martinez has been on the air with Gertrude Lawrence and is set for (See *Latins in Manhattan* on page 27)

## AGVA Sets Up Shop Stewards In Philly Spots

PHILADELPHIA, Jan. 15.—Local AGVA chapter is adopting Equity's steward system in keeping its acts in full check. Plan devised by Richard Mayo, executive secretary of the local actors' union, provides for every emcee in a nitery floorshow to serve as union steward. It will be the steward's responsibility to see that all acts on the bill are paid up and that all have a stamped AGVA-approved contract for the engagement.

Stewards so designated will be subject to fines if not reporting irregularities, either on part of the performer, booker or nitery owner. Performers coming into a spot without paid-up cards or approved contracts will be given 24 hours to get into good standing.

Where a spot doesn't use an emcee, or the emcee is an out-of-towner, the union will designate one of the other acts on the bill as steward.

## Hannah Williams Down for Count on Act Non-Payment

NEW YORK, Jan. 15.—Two members of the trio appearing with Hannah Williams at her recent Riobamba club engagement have charged her with non-payment of salary.

When the singer finished at the spot she asked the trio to stick with her until her next engagement, according to the complainants. Instead of paying them during the two-week layoff, as they claim she promised to do, Miss Williams went to Washington, taking one of the men with her.

The two boys took the matter up with Local 802, AFM, and won their claim for two weeks' salary by default when Miss Williams failed to appear. Her lawyer has asked that the decision be held in abeyance until another hearing can be held. Case is scheduled for re-arranging Thursday (20), at which time he promises his client will be present.

## Illness Stops Al Wiser

ORANGE, N. J., Jan. 15.—Al Wiser, of Moran and Wiser, jugglers, has been forced out of Olsen and Johnson's *Sons o' Fun* by ill health and is now at his home, 97 North Day Street, here. Bill Moran continues with the show. The two have been partnered since 1906.

## Intimate Diary of a Camp Shows' Actor -- Long Delayed

By JAY (He-Shoulda-Stood-in-Radio) MARSHALL

(This is Chapter 3. The first two appeared in the June 26 and July 17 issues. Marshall was away from USO-Camp Shows in the interim, having rejoined recently.)

"Blabbermouth" Marshall is back on Camp Shows. Succumbing to the lure of this great theatrical "Foreign Legion" I have already forgotten what I came to forget. Mike Special started it. He said, "Go ahead, kid, think what you'll do for morale."

"But I've got a good job in radio, Mike. WBYN is not exactly a big deal, but it's steady; there's a future

in radio."

"Have you ever been to Pratt, Kan.?"  
"No."  
"Have you seen Malden, Mo.?"  
"No; and I don't care to, thank you."  
"You're going to. I signed the contract this morning—you leave on Saturday."

On Wednesday CSI called *The Billboard*, said, "We've got Jay Marshall back on Camp Shows—so there" . . . and hung up.

On Thursday I called CSI. "Please, I don't want to manage the show." CSI hung up again.

On Friday I got the rush act at 8 West 40th Street, winding up in Sorzano's office. Mr. Sorzano gave me a new Camp Shows' pin and the routine that goes with it. In addition he promised, "You won't have to manage the show." O, happy day!

And it came to pass on Saturday that I bid sad farewell to my radio job, my

## Mexico City in 2-a-Day Boom, Clubs Tee Off

MEXICO CITY, Jan. 8.—Arbeu Theater, remodeled, now showing vaude-revue shows, making the fifth in Mexico City showing two-a-day. Others are Lirico, Iris, Folies and Ideal, all reporting good business.

Hindu Palace, new night spot opened here with Monroy's ork floorshow headed by the Falgas, South American singer, and Gail Miller, U. S. contortionist. Palace plans to book five acts for week-long stands.

Three movie houses, Palacio, Alameda and Bucarell, are booking week-end vaude acts, apparently to cash in on the vaude surge which struck this city recently. Week-end shows run from four to six acts, most of them doubling from night spots.

Club San Souci, after a delay of two weeks, opened last week. Features Cuban dance music. First floorshow had Margarita Maris, Marianna, and Alicia Parla. Plans to use from three to five acts for week stands.

Mexican magicians had their annual get-together December 31 to 1 Patio. Those present included Fu Man Chu, Okito, Manuel Rincorn Gallardo, Olga, and Lem Sing Toy.

## Williamson-Bordie Team-Up

CHICAGO, Jan. 15.—A new partnership links Freddy Williamson, formerly with Frederick Bros., and Al Bordie, of Central Booking Office. Combine will operate under the CBO banner and will specialize in cocktail combos and bands. Office recently signed Flo Henry, of Bernard and Henry duo, and booked attractions into the Trocadero, Evansville, Ind., and the 885 Club, Chicago.

draft board and my agent and boarded the train for St. Louis. That was in September.

## Disturbing His Ablutions

Sunday night (per instruction) I went to the Claridge Hotel. The actors were out, but a room had been reserved for me. I checked in and was taking a bath when Joe Roth knocked on the door. "I'm the manager of Troupe 22. I just dropped by to say hello," and added, "Be at the depot at eight in the morning." "Thank you," I said, closed the door and got back in the tub.

Next morning I located Joe Roth, who introduced me to Al Small. I knew I was back on Camp Shows when Joe said, "I guess the two girls are late." On Camp Shows the girls are always late. Shortly the girls bustled toward us with the sophisticated "hard-to-get" look that accompanies meeting a new act.

"This is Jay Marshall," Joe said, "Meet Yvonne Sutherland and Joane Rexer." "I've worked with Joane Rexer," I began (already on the make). "It was (See *CSI ACTOR'S DIARY* on page 27)

## Stevens Changes Affects Policy

CHICAGO, Jan. 22.—The recent change in the managerial operations of the Stevens Hotel, formerly under the direction of Arnold Kirkeby, of the Drake and Blackstone hotels, and now under the executive management of Richard J. Hill Jr. and Steve Healy, will also effect the entertainment policy of the new Boulevard Room.

Previous to the opening of the hotel, the management adopted a policy of booking swing band attractions, and opened the room with Duke Ellington and his orchestra. Altho this policy has attracted unusually large crowds, it will bow out in favor on name band attractions plus a headline act.

The new change, which takes place January 28 will feature Bernie Cummings and orchestra. Gracie Barrie, who recently disbanded her orchestra, will be headlined as a single. Each of these attractions have been linked in for a four-week engagement with options. On February 25, Bonnie Baker is scheduled to go in for four weeks with options on a special contract calling for star billing, guaranteed air time over CBS every night and no room service while she's on the floor.

## Detroit Terrace Makes With Names

DETROIT, Jan. 15.—Grand Terrace Casino, opened three days after Christmas under the management of Sidney Berman, will operate on a name attraction policy. Spot opened with Ann Corio as headliner and a bill of standard acts. Miss Corio bowed out at the end of the week, with Val Irving, Hollywood emcee, stepping up as headliner.

Future tentative bookings include Milt Britton, NTG, Harry Richman, Arline Judge and Ted Lewis. Larry Lawrence, of Mike Falk Agency, is handling the bookings.

Casino seats about 800 in a series of three-level horseshoe terraces, plus a balcony, and is Detroit's only theater-style nitery.

## EL BRENDEL COMEBACK

LOS ANGELES, Jan. 15.—El Brendel, once popular movie comic, is trying for a comeback. Is set to appear at the Golden Gate Theater, San Francisco, the week of January 20, and is being offered for film engagements by Al Grossman, his manager.

## AGVA Execs To Hit Key Towns On Pact Talks

### Philly Showdown Near

NEW YORK, Jan. 15.—Agents in Buffalo, Cleveland, Pittsburgh, Cincinnati, Detroit and Chicago will be visited by Matt Shelvey, national administrator of the American Guild of Variety Artists, and Mortimer S. Rosenthal, associate counsel.

Shelvey and Rosenthal start a 10-day tour of these cities January 24 for the purpose of discussing the new contract between AGVA and the Artists' Representatives Association of New York. The trip may result in the formation of agents' organizations in those cities.

Meanwhile Shelvey is forwarding copies of the contract, plus digests and explanatory letters to all AGVA agents throughout the country.

In Chicago, Shelvey and Rosenthal will carry on further discussions with the Entertainment Managers' Association. David P. O'Malley, representing EMA, was in New York Tuesday (11) for a two-day conference with AGVA and ARA on the question of splitting the 15 per cent AGVA allows an act to pay where bookers with exclusive booking arrangements are concerned.

Chicago agents, thru EMA, sought to obtain an agreement for 10 per cent to the booker and 5 to the agent, instead of the reverse which now obtains in the AGVA-ARA pact. O'Malley returned to Chicago with the understanding that 10-5 split probably would stand as is.

PHILADELPHIA, Jan. 15.—Split in ranks among the local agents, resulting in two organizations of bookers, is near—(See *AGVA EXECs* on page 27)

## These Are the New Strip Rules By Detroit Censor

DETROIT, Jan. 15.—Lieut. Charles W. Snyder, Detroit police censor, has issued a ukase against any form of stripping on the floor. Rule applies to night clubs, and not to theaters, including burlesque, where the same rules as in the past prevail.

Snyder's regulation is not so much a new rule as a formalization of the standards he has enforced for some time. An attempt to extend special consideration to one act or type of act, he believes, would only lead to misunderstanding and further pleas for special consideration, and he intends to apply the rule generally.

The no-strip order applies, it was learned, even to such cases as a change of basic costume on the stage, and by a dancer from bouffant skirt to tights or ballet skirt, which, he contends, should not be made in full view of the audience.

Snyder also firmly opposes male strip numbers in night clubs, such as the familiar comedy strip to red flannels. He pointed out that, altho the rule is "no garment may be stripped on the stage", this does not apply to such instances as removal of usual outer garments such as coats, or inoffensive comedy bits like the act that "strips" a shirt and dickey thru the coat sleeves when apparently intending to remove gloves.

## Tom Senna AGVA Ouster Delayed by Shelvey O. O.

NEW YORK, Jan. 15.—Dismissal of Tom Senna as administrative director for the Boston area of the American Guild of Variety Artists is being held up for one week pending an investigation by Matt Shelvey, national administrator. Shelvey has received numerous requests for a personal look-see into the Boston situation before causing replacement of Senna by Fred Nerrett. He will go to Boston next week for this purpose.

And now—"THE RAGE OF THE AGE"  
**NAN BLAKSTONE**

Becomes "THE RAGE OF THE NATION'S CAPITAL"

READ WHAT  
 PETER CARTER HAS  
 TO SAY ABOUT  
 CAFEDOM'S SMARTEST  
 STAR !

WASHINGTON, D. C.

TIMES-HERALD

**Peter Carter Says**

Nan Blakstone, who is now panicking customers at The Olmsted, has had much written about her. She should have. NAN IS A GREAT ACTRESS WITH TALENTED FINGERS FOR A PIANO. Her emotions are quicksilver—one time excessively gay—minutes later poignant, dramatic with great warmth and depth. There is an intensity of feeling there that carries an audience along with her. And how she plays with her public!—a bit of a rib—a delicate slap (when needed), a deep chuckle and a low "darling" to a favored few. ONE FEELS THAT NAN BELONGS TO THEM, but also that they belong to Nan. She is vital,

with a dominant power that has an insidious hypnotism. AND SHE IS SO UTTERLY HERSELF THAT IT IS LIKE A BREEZE IN A SULTRY ROOM.

As for that singular possession of hers known as Ronald Aaron Gerard, who acts so brainily in his several capacities as Nan's Manager, Director and Producer—suffice it to state he is amazing to put it mildly. A delightful blueblood to meet and know personally; the dramatic classics he has written to highlight THE Blakstone's nightly performances provide the most thrillingly moving moments I think I have ever treasured in Nightlife.

I AM GRATEFUL INDEED TO THE FAMOUS MISS CARTER, WHOSE BRILLIANT SOCIETY COLUMN IS READ DAILY BY EVERYONE WHO IS ANYONE IN WASHINGTON, D. C. AFFECTIONATELY TERMED "THE WALTER WINCHELL OF OUR NATIONAL CAPITAL," MISS CARTER IS USUALLY NOT PRONE TO COVER ANY NIGHT CLUB EVENT. THEREFORE HER VIEWS AS EXPRESSED ABOVE CARRY ADDED SIGNIFICANCE AND WEIGHT. MISS BLAKSTONE JOINS ME IN THANKING YOU, MISS CARTER!

*Ronald Aaron Gerard*

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**Grand Terrace Casino,  
Detroit**

Talent policy: Show and relief band; floorshows at 9:30 and 12:30. Management: Sidney Berman, general manager; Mike Falk, booker. Prices: Admission, 75 cents; dinners from \$1.50; drinks from 40 cents.

Reopened as a class spot under new management, GTC entertainment policy centers on a two-hour show with a good balance of variety appeal.

Richard Rowland, a baritone with considerable range, opened with a romantic appeal in *Night and Day*, catching the hit mood of *Paper Doll*, and hitting his own stride with the more novel entertainment value of *Shine*.

Frances Wills is an unusual control acro dancer, building the first part of her act around the use of a five-foot metal hoop. Works in and out of it and gracefully molding its curves into the moving lines of her dance and poses.

Duke Art, with his clay caricatures exhibited his now-familiar skill, highlighted in modeling the face of a girl from the audience. Has become a standard and well-liked act in this territory.

Julle Dawn, vivacious brunette in green evening gown, radiates scintillating sincerity in numbers like *People Will Say We're in Love*. Has a wide range of style and tone, with a peculiarly melodious overtone that pleases over the mike. Also does vocals for the line numbers.

Calgary Brothers, slow-motion inebriates, get the ultimate absurdity into their work. They do some exceptional control acrobatics that make them tops in comedy dumb acts.

Val Irving, emcee, is the headliner, working out a variety of fast styles. Works himself into practically every act and keeps the show constantly lively. His dance job on the ad lib speed novelty side rates special mention.

Spot has two lines, totaling 16 girls, produced by Nilla Brooks and Dolly Nutter, working together but differently costumed and routined in most numbers. Costuming colorful and appealing.

H. F. Reves.

**NIGHT CLUB REVIEWS**

**The Tropics, Hollywood**

Talent policy: Small orchestra and floorshows at 8:45, 10:30 and 12 midnight. Management: Harry Arnheim, owner; Maurie Wolfe, manager; Joe Arnheim, headwaiter. Prices: Dinner, \$1.50 up; drinks, 60 cents up. No cover; no minimum.

The Tropics, located near Sunset on Vine, draws a good part of its trade from servicemen wandering around Radio Center. Informal atmosphere and reasonable tabs. Shows run about 30 minutes, and with three spotted in a night, the time is ample.

For music, The Tropics has Maurie Sherman, violin maestro, and his four-piece combo. Sherman's vio is justifiably featured. He holds down the other instruments to a reasonable tone. Intermission music by Ada Rives is pleasing.

John Law emsees in a stately manner, his spiel bringing on the acts is a more or less "here-they-are." A little relaxing by him would fit better into the Tropic's get-together atmosphere.

First on is Susan King, statuesque dancer, terping to *Begin the Beguine*, with Sherman's fiddle figuring high. Her follow-up is in a faster tempo. She cleats clean and does a nice job.

Betty McCabe, pint-sized singer, goes in heavily for novelty stuff with *Would You Rather Be a Colonel* the starter. *No Love, No Nothin'* and *Shoo-Shoo Baby* were in the wind-up. Mugs effectively and her comic warbling is satisfactory.

Mack Malone doffs his white tie and tails for the first show and does his cleating in sports attire. Malone, over six feet, wangles his legs in double-jointed motions. Work is smooth and routines well executed.

To finish, Law polishes off *Road to Mandalay* vocals in dance tempo. *My Heart Tells Me* okay. His main tune is *The Big Bass Violin*. Law has the deep bass for the booms booms and carries the other part well. On *My Heart* he uses a good bass to the point where it lacks melody. *Big Bass* got a big hand.

Sam Abbott.

**Palmer House, Empire Room, Chicago**

Talent policy: Production shows at 8 and 11:30; little show at 10; dance band. Management: E. T. Lawless, managing director; Victor Hagner, room manager; Al Fuller, advertising director; Merriell Abbott, producer. Prices: Minimum, \$3 (week-ends \$3.50); dinner, \$3.

Merriell Abbott has a winner in the new Empire Room show, which departs from the usual dignified atmosphere of the room and leans heavily to comedy. Hildegard is, of course, the top attraction. Some will like her, some will not. There seems to be no middle ground. But the way she was received on opening night indicates she rates tops with the Palmer House clientele. Backed up by Ran Wilde's orchestra, new to Chicago, she was given a hearty reception at the show caught, and both her singing and informal clowning found a receptive audience. The special lighting effects designed by Anna Sosenko, Hildegard's manager, added much to the effectiveness of the star's work.

Hildegard intersperses her singing with comedy chatter and clowning and parades around the ringside tables to exchange quips with diners, giving the show an intimate touch that goes big with the customers, despite the artificiality that is displeasing to some. She frequently over-dramatizes, but the customers love it. In her singing she is a consummate showman, using all the tricks of the trade to put her numbers across, which she does superbly. Among songs in show caught were *Thank Your Lucky Stars*, *People Will Say We're in Love*, *See That You're Born in Texas*, *With My Feet On the Sidewalk*; a hilarious number titled *I'm Going to Get Lit Up When the Lights Go Up Again*, and closed with a superb medley of patriotic airs.

A. Robins, a great clown, garners many a laugh with his loads of bananas and an endless assortment of gadgets that are the props for his clever comedy routine.

Nick Long Jr., registers well with a variety of tap routines. Long has an ingratiating personality and his footwork is entertaining.

Ran Wilde's orchestra packs a lot of talent and its dance music is very good. The ork's vocalist, Camilla Lane, is lovely, sings exceptionally well, and does a neat job at the ivories. The Abbott Dancers appear in two artistic routines, one titled *Acrobatics in White and Silver*, the other an introduction to Hildegard. They are up to the Merriell Abbott standard.

Advance reservations for the Hildegard show are heavy and indications point to a highly successful engagement.

Nat Green.

**Kitty Davis's, Miami Beach, Florida**

Talent policy: Floorshow and dance band. Shows at 8:30 and 11. Management: Kitty and Danny Davis. Prices from \$2.

Competing against powerful opposition, this spot, which is rapidly becoming known as the maker of stars, has brought back Sharon DeVries as headliner.

This fem has improved amazingly since her run of five months during the summer, and as a wacky comedienne has few peers. With a winning personality, clever songs and stories, she also does some contortion dancing and the customers were reluctant to let her go after she worked almost 30 minutes. Should remain here for the balance of the winter.

Renee Villon also is playing a return engagement. With gorgeous costumes, this shapely dancer offers a click routine.

Patsy Shaw continues to inject pep and vivacity in her songs and stories and is another fem who should go places.

Larry Kent is the new emcee, using an entirely different routine than in vaude. Gags and sings his way to score.

Madelyn Wallace chorus line offers some novel numbers. Good to look at, they do much to complete the best show the air liner has housed in some time.

Mel Mann and ork continue at this spot and round out the corking entertainment.

L. T. Berliner.

**Hurricane, Miami**

Talent policy: Floorshow and dance band. Continuous from 8 p.m., last show starting at 1:45. Management: Al Berlin. Admission: 55 cents, no cover.

This newest of Miami's night spots occupies the building formerly housing Manning's restaurant on Biscayne Boulevard, roughly opposite Club Ball. It's patterned after Detroit's famous Bowery and getting enormous biz with Sally Rand as headliner.

Sally is hitting on all cylinders with her w.-k. fan dance, and later joins in the show's finale, fully clothed, kidding the old and the young ones for a big hand. Always a swell act. A soused soldier almost broke up her first appearance when he mounted the stage and made for Sally, who yelled for help. An emergency bouncer got rid of the nuisance quickly and M. P.s did the rest.

Frank Marlow, emcee, spouted a lot of funny stories, some on the extremely blue side, but got over. Rose Marie in acrobatic dancing; Janice Reise, a thrush and terp comedienne, and Joey Woods, hooper, pleased.

Bobby Belmont was liked in a marionette number, and Larry and Lynn scored with their unicycle tricks. Dorr Stuart has a powerful tenor voice and his pleasing personality made him solid with the customers.

Roy Maxon and ork with Hal Lane handled all the music for the show and dancing capably.

L. T. B.

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**Panther Room, Sherman Hotel, Chicago**

Talent policy: Swing band; shows at 8:30 and 11:30. Management: Ernest Byfield and Frank Bering, operators; Max Sachs, publicity. Prices: Minimum \$2 and \$2.50 Saturdays.

For several weeks the Sherman Hotel entertained visiting heroes of the armed services by inviting them to sit on the stage with the eight College Inn models and to tell their adventures over the p.-a. system. Program was highly popular with the patrons and much good will was created among the American, English and Australian servicemen who were interviewed and dined.

Present show has dropped this feature, and the models come out alone, parade across the floor once in gorgeous gowns and walk off. Pianist Robert Crum, who is headlining his third month in the room, plays three or four numbers with the aid of a long mirror which is lowered so that it reflects his hands racing up and down the keyboard. The stunt is good psychology and puts the act over with those folks who must see something to appreciate it. Crum is a 27-year-old Chicagoan whose finger dexterity is excellent and very commercial. But his playing at times leaves music lovers in a fog. Neither a concert artist nor a good swing pianist, his semi-classical style of presenting numbers is often spoiled by corny tricks such as running his thumb across the keys and playing with the back of his hands. Has talent and could improve his performance by adding taste to his arrangements and eliminating some of the 'gingerbread' that passes for showmanship.

Cab Calloway and his orchestra complete the show with vocals by C. C. and Quentin Jackson, a special arrangement played by the band, and another fast tune improvised by the Cab Jivers, six of Cab's musicians who step out front and weave a little informal jazz.

Cab still gets a laugh with his snow-white zoot-suit and his *Minnie the Moocher's* hoochy-kooching. Band plays good commercial dance music, but with 20 people, and some of the best Negro musicians in America in the group, it's too bad they have to waste so much of their talent playing such mediocre arrangements.

Business here terrific, as usual, with Karl Marx the clown dispensing fun with the patrons both at the tables and on the dance floor. *Carl Cons.*



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CURRENTLY USO TOUR OVERSEAS

**BENNY RESH**  
And His Show Band  
7th Solid Year at the Bowery, Detroit.

**Hollywood Casino, Hollywood**

Talent policy: Dance band and floor-shows at 9:30 and 12. Management: Joe and Frank Zucca, owner-managers; Steve Hardin, publicity. Prices: Admission, 75 cents; dinner, \$3.50; drinks, 50 cents up.

Hollywood Casino brings burlesque to Hollywood, and so far the idea is paying off. Before this policy was inaugurated, spot featured straight floorshows and then steered off on sepi, which did very well with Noble Sissie and his entertainers. Idea now is to feature burlesque names. Those in the present line-up include Rosita Royce, Lee Trent, Ray Parsons, Mimi Reed and Harry Rose.

Don Carpa and ork open with fanfare, Lee Trent getting rousing cheers. Dave Barry, comic, heckles Trent from the audience and then helps out at the mike. Trent, under contract to RKO, does good as straight but Barry hurts his rep as a comic trying to divvy parts. The Casionettes, six girls trained by Fred Hanson, on for a one-two-three kick that is effective.

The Casionettes appear three times. After the opening there is a middle spot and one in the finale. Second appearance is a lively parade number to *A Pretty Girl Is Like a Melody*. Finale is a fiesta thing well styled.

The burlesque comedy angle is handled by Trent as straight with Barry, and Harry Rose. Ray Parsons does good work; her straight with Rose is a double-entendre sketch.

Comedy handled effectively by Barry as a single. Sketch included *I'm 4-F in the Army* and imitations, besting on the riveters as well as Joe Stalin, Wendell Willkie, Donald Duck and Jimmy Durante. Material sure-fire, delivery peppy.

Mimi Reed is spotted in a specialty dance with results. Her warbling of *Can't Get Out of This Mood* is satisfactory, but her acro dancing is well done. Easy to look at, she fits into the line-up nicely.

Spotted next to closing is the featured act, Rosita Royce and Doves. Shapely and working with finesse she does a walk-around in a flowing white gown. Takes her spot at the top of three steps, her doves, white and sleek, flying from the audience to her arms and head. Moves around rhythmically with the doves perched nonchalantly on her body. Doffing her gown, she dances in the blue light. Some of the flash of her act is lost when not presented on stage. Sells the act unusually well under the circumstances.

It's a good show. However, the \$3.50 sling for dinner and a burlesque show is a hurdle. *Sam Abbott.*

**Le Ruban Bleu, New York**

Talent policy: Intermittent show from 10:30. Owner-operator, Anthony Mele; entertainment director, Julius Monk; manager-host, Carlo; publicity, Dorothy Ross. Prices: \$2.50-\$3 minimums.

Le Ruban Bleu's new bill, debuting Wednesday night (12), is chockful of entertainment values, and furnishes the night-spot crowd one of the best reasons in town for staying up late.

Bernie West, a young comedian who has been playing here and there, bows in for his first major booking and proves an asset. Kid does impressions and satires which he times well and bats across with assurance. Material is fresh and loaded with mirth-provokers. For a clincher, West turns on a sock one-man newsreel stint which leaves the customers beating their palms and asking for more. Further work before tough audiences should turn this young fellow into a strongie.

Ilse Bois, Continental impressionist brought out of retirement by Anthony Mele, is disappointing. Shows plenty of savvy and should stack up to a solid nitery turn, but she uses material which is either dated or too esoteric for American audiences. Worked to a good reception which would have been better with improved material.

The Peters Sisters, colored trio who scored here last season, are back with their clicko vocalizing and comedy. Gals launch the bill and put the customers in a happy mood. Sparkplug of the outfit is the fattest of the three chubbies, who takes advantage of her size to pour on a brand of hoydenish kidding that had 'em bellylaughing.

Maxine Sullivan, truly a perennial favorite in this spot, closes the show. Her now-standard *Oh, No, John and Move It*

**FOLLOW-UP NIGHT CLUB REVIEW**

885 CLUB, CHICAGO.—Nick Lucas provides pleasant entertainment for diners at this Rush Street spot. Nick has long been a favorite of Chi cafe-goers since the days when he started at The Tent back in the '20s, and he fits perfectly into the intimate atmosphere of the 885. Accompanied by Mark Talent's excellent combo, Lucas strums his guitar and sings the newer ballads and a flock of oldies that revive pleasant memories. He has lost none of his charm and his mellow, restful renditions of such numbers as *O, What a Beautiful Morning*, *My Heart Tells Me*. Old favorites, *Tiptoe Thru the Tulips* and *My Blue Heaven* also win the audience's acclaim. He injects a bit of pleasant comedy into a modernized version of *Side By Side*. Booked for two weeks, Lucas is being held over an additional fortnight. Johnny Honnert fills in the intermissions at the piano. *N. G.*

**MAGIC**

(Continued from page 21)

Base Section 3, APO 923, c/o Postmaster, San Francisco.

CLAYTON AND LOUISE MARDONI are current in the Mural Room of the Baker Hotel, Dallas. . . . MARQUIS has just concluded a three-week stand at the Wade Theater, Dallas, with the house reported racking up a handsome business during his stay there. . . . VIRGIL opens his next tour of the Pacific Northwest January 27. In the meantime he is shaping up his new presentation and building new effects at his workshop in Coburg, Ore. . . . RAJAH RABOID has opened real estate offices in Miami Beach, Fla. . . . PRINCE BUDDHA, St. Louis magish, has just wound up a long run with a Sollye Childs camp show unit in Texas. . . . JONTAY doubles as magician-emcee at the Topper cafe, South Merchantville, N. J. . . . GUY L. GERBER, after a fling at commercial lines in his home town, Cincinnati, has resumed with magic. He opened last week at the Colonial Garden Club, Louisville, set by Jack Middleton, Cincy booker, and has been handed a two-week holdover. . . . JACK HERBERT opened Saturday (15) at the Lake Club, Springfield, Ill., for a week's stand. . . . DANIE takes his *Sim Sala Bim* into the RKO-Albee Theater, Cincinnati, for a week's stay opening Friday (21). . . . THE GREAT BALLANTINE (Carl Sharpe) appears at the same house the following week with Harry Howard's *Pin-Up Girl Revue*. . . . OTIS MANNING, who recently completed three weeks at the Netherland Plaza's Patio, Cincinnati, is working his way southward toward Florida. . . . GAYLE PAGE and company impressed with their magic as added attraction at the Gayety burlesque house, Cincinnati, last week. They present one of the fastest box escapes in the business. . . . LESTER LAKE (The Great Marvel) has just closed a week at the Cat and Fiddle, Cincy, with his puppets. . . . EUBAR THE MAGICIAN, located in Albany, N. Y., the past year, typewrites that he has purchased a house trailer and several new illusions and is framing a show for the post-war era.

Over earned demands for four encores. In a word, she is as big as ever.

Herman Chittison's trio provides solid and subtle accompaniment for the players and mellow ear-stuff for the customers. There is no dancing. Julian Monk emsees in a rather highfalutin' style but is okay. Capacity house when caught. *Paul Ross.*

**Earl Carroll's 51G With 'Venus' Tops N. Y.-Chi?**

HOLLYWOOD, Jan. 15.—What is believed to be the highest seven-day take for a nitery was rung up last week by Earl Carroll's Theater-Restaurant when \$51,279.63 was grossed during the first week of the new revue *V for Venus*. Those in the know claim that this record exceeds any week's gross known to have been rolled up by New York and Chicago clubs. While New Year's Eve Broadway biz was on the downgrade, after-dark trade here hit an all-time high, with Carroll's take for the night amounting to \$15,250. Over \$2,000 was grabbed off from concessions in the first week's biz.

While no figures were available from other spots, the general feeling is that New Year's biz topped anything previously grossed in this sector. Liquor was plentiful in the large spots, but stocks of the smaller niteries were seriously depleted. Tariff was up for the night, but the gilt-edge crowd laid out the price without complaint.

Survey reveals that most spots were heavy on the fizz water and light on the bourbon. However, few squawks were registered and club owners took the next day off to count up the take. Midnight closing law was thought to be a detriment to biz, but this did not keep the revelers home. No pile-up of ordered drinks is allowed at closing time and all drinks have to be off tables at 11:45.

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## VAUDEVILLE REVIEWS

### State, New York

(Reviewed Friday Afternoon, Jan. 14)

What started out as a strictly down-grade show at the opening here Thursday night (13), with the pewholders sitting on their hands, was turned into a nicely paced bill Friday (14) by the addition of Willie Bryant as emcee. With the charging-up Bryant gives the program it could have been a solid click were the array of talent better.

Don Redman ork (14), fresh out of the Zanzibar, provides a passable collection of jump tunes, with the total impression neither here nor there.

Una Mae Carlisle, marquee featured, brings out a couple of hunks of fairish pianistics, then sings two tunes she wrote. Her voice is not up to the task and she garners a so-so hand.

Heckle and Jive, a pair of eccentric tapsters, make a neat turn with their

hoofing, gags and the tapping-on-a-chair specialty of the smaller one and draw a good hand.

Holmes and Jeanne, combining nifty footwork, by the man especially, and a trick routine in which he smokes endless cigarettes and drinks water upside down, earn a good response and encored at the show caught, with Bryant assisting.

Harris and Hunter, once of *The Blackbirds* show, close with a jumbled routine of outworn darky gags, kidding, piano stuff and hoofing, which win moderate laughs and applause.

Dick Van, out of the band, does a vocal of no significance, and Dolores Brown, warbler, sings *Shoo-Shoo Baby* and *Too Young or Too Old* to a fair reaction.

Pic No Time for Love. Paul Ross.

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### Oriental, Chicago

(Reviewed Friday Afternoon, January 14)

It's a girl show all the way at the Oriental this week and they're dishing out acceptable entertainment. D'Artega, composer of *Blues in the Night*, presents a 20-piece all-girl orchestra in which there's plenty of glamour and musical talent; Kitty and Fanny Watson put on their always surefire rowdy hoke session, and Grace McDonald, of the movies, does better than the average Hollywood importation with songs, dance and chatter.

Ork has five saxes, four trumpets, three violins, two trombones, piano, drums, accordion, bass, harp and cello and delivers solid sendin' music in a style that sets palms pounding. D'Artega, only male in the outfit, is an athletic director who peps up the proceedings with his constant calisthenics. Numbers played are well suited to the band. *In the Blue of Evening* and *Rhapsody in Blue* were beautifully done, and the famous band personalities portrayed in music by members of the ork were well done and elicited generous applause. Betty Lang, cute blond vocalist with the ork, has an excellent voice, and her numbers, among which were *Shoo-Shoo Baby* and *They're Either Too Young or Too Old*, done with the Symphonettes, were put across nicely. The symphonic arrangement of *Dark Eyes* was exceptionally good. Lois Marie, ork's accordionist, did okay with *Begin the Beguine*. Betty Lou, at the piano, and Florence, at the drums, swung out for plenty of applause.

Fanny and Kitty Watson, still going strong after 25 years in vaude, have brought their clever hoke right up to date and are good for lots of laughs. Their comedy chatter and antics go big as ever. They have a particularly funny number in *They're Making Me Over for the Army*.

Grace McDonald, of the movies, makes a rather uninteresting start with some inane chatter with D'Artega, but she has a nice singing voice and put over *What Do You Do in the Infantry?* and a couple

### Chicago, Chicago

(Reviewed Friday Afternoon, January 14)

Mitch Ayers and orchestra and the Andrews Sisters divide honors on this week's bill in a feast of jivin' and singing that's first-rate entertainment and should give the house a big week. Andrews Sisters are tremendous faves here, and Ayers's ork, while brassy, is excellent. It offers a smooth swing type of music that goes over nicely. One of its clever numbers is its take-off of the "make-believe ballroom" of radio, in which impressions of Harry James, the Dorseys, Glenn Miller and other name bands are splendidly done. Johnny Bond, trumpeter, does a hilarious comedy number, *I'll Never Do It Again*, and Ruth McCullough, ork thrush, is very good in *No Love, No Nuthin'* and *They're Either Too Young or Too Old*.

Eleanor Teeman, tapster, has plenty on the ball, her routines displaying plenty of talent. Does some marvelous twirls. Gene Baylos, playing his second theater engagement, is still somewhat handicapped by his material and cafe style but does very well and gets a good hand.

The Andrews Sisters are the hit of the show, putting their numbers over in great style and getting hand after hand. Starting off with *Boogie Woogie Bugle Boy*, they went on to a cleverly done version of *Pistol Packin' Mama*, *Shoo-Shoo Baby* and *When Shadows Fall*, and to insistent demands for more they sang a medley of their recordings that sent them off to a tremendous hand.

Picture is Paramount's *Hostages*.

N. G.

of other songs very well and finished with a bit of clever taps and twirls that sent her off to a big hand.

On the whole, the show packs plenty of entertainment. Attendance good opening day. Picture is Olsen and Johnson's *Crazy House*.

Nat Green.

## More Liquor, So Mich. Clubs Back On Talent Lists

DETROIT, Jan. 15.—Swing toward increased use of talent in one or two major spots in up-State cities was indicated by renewal of floor show policies by at least three spots just returned to the Amusement Booking Service active lists.

Moose temples at Saginaw and Grand Rapids, which dropped shows some months ago when the liquor shortage reached alarming proportions in the State, are resuming, using four-act shows. At Grand Rapids the shows run Wednesday thru Saturday, and at Saginaw, Friday thru Sunday. Both spots are being operated as private clubs. Easing of the liquor situation thru better control of stocks available to bars and clubs in Michigan is one factor in the decision to return to a normal operating policy.

Also at Grand Rapids, the 21 Club, which was seriously damaged in a fire a month ago, has reopened after reconstruction, with Joe Morrison, Hollywood star, booked in as headliner for two weeks.

### C-Note Buys A. C. Globe

ATLANTIC CITY, Jan. 15.—Globe Theater, Boardwalk playhouse operated for many summers by Izzy Hirst for burlesque stock, was sold at public sale by the sheriff last week. Hirst had the house until last summer.

Property was bought for the usual \$100 bid by Girard Trust Company, Philadelphia, as trustee for sundry sources holding a first mortgage foreclosure decree of \$177,167. Former owner of the house was Mrs. Grace Seltzer, Philadelphia, executrix of the estate of her husband.

### Bloom Buys Balto Patio

BALTIMORE, Jan. 15. — Joseph G. Bloom has contracted to purchase the El Patio night club and Hotel Abbey, which houses the spot, from Henry L. Bernstein.

Nitery, since its opening several years ago, has featured Latin American revues, specialties and entertainers. Bernstein is slated to don khaki,

### Costly Visit

MINNEAPOLIS, Jan. 15.—Neil Messick, manager of Hotel Nicollet, visited Byron Calhoun's Radisson Hotel several blocks down the street just before Christmas—and somebody has a red face.

In last Sunday's *Tribune* was this ad:

"Lost—At Radisson Hotel December 17, gold chain clasp containing three sapphires. Finder call Neil Messick, Nicollet Hotel."

## Minneapolis Problems: Dames

MINNEAPOLIS, Jan. 15.—Loop bars and night spots find their clientele becoming more and more feminine, proportionately, with business on a steady uphill grade until recently. On the whole, drinkers are well-behaved, said one spokesman, with the gals acting like ladies almost always.

Almost continuous problem to operators, however, are the dames who want to be served at the bar, and solo drinkers. Signs are posted indicating service of women at the bar is in violation of a city ordinance. Some spots ask a woman coming to the bar alone to be served to take a table. If she has an escort, she is served at the bar without any questions asked.

Altho December biz was off because of income taxes, Christmas and seasonal slumps, it was all made up on New Year's Eve, the city's biggest.

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# IN SHORT

## New York:

JOE HOWARD playing Academy this week, along with the Three Mandells, Ross and La Pierre, Cy Reeves and the Four Franks. . . . LIONEL HAMPTON heads the next bill at the Capitol, with Buck and Bubbles, Mills Brothers and Pops and Louie in support. . . . LUCKY MILLINDER'S ork started a tour of one-nighters January 14. . . . DEEK WATSON, of the Ink Spots, classified 4-F. . . . ERSKINE HAWKINS into the Savoy Ballroom January 16 for 10 weeks. . . . LULU BATES to guest-star on the Good-year show, *Hook 'n' Ladder Follies*, over NBC January 29. . . . JACKIE GLEASON set to make his Eastern radio debut January 21, as emcee on a WOR sustainer, with Mary Small. . . . BERNARD BURKE, agent, starts for Florida January 27. . . . HARRY ROMM set to go Florida-wards, too. . . . GIL LAMB goes into the next show at the Paramount. . . . WALTER "DARE" WAHL will be in the Paramount show that opens early in February. . . . SMITH AND DALE set for the Academy January 24, along with the Berry Sisters. . . . DIXIE DUNBAR starts a tour of RKO houses in Boston; Columbus, O., and Cincy February 3. . . . MARTHA RAYE opens at the Roxy February 2 for four weeks, then goes to Washington. . . . JANE FROHMAN, recovering from still another operation, opens at the Capitol in mid-February. . . . MARION HUTTON opens at the State February 3.

## Chicago:

RUDY HORN, dancer, returned for second engagement within a month at Tic Toc, Milwaukee, at \$100 increase. . . . GAC, Chicago, gave testimonial dinner for Berly Adams, former employee who left for New York. . . . ROSEMARY WAYNE, secretary to Bert Gervis, recently sold some parodies to Buddy Lester and Johnny Howard.

## Philadelphia:

FRANK MURTHA shutters his New Jersey booking office to resume his career as a singer here. . . . MOLLY PICON at the Swan Club. . . . AL STEVENS moves into the Club Ball from the next-door Little Rathskeller, both under Kallner management, with the latter spot bringing in Al Schenk. . . . TED BLAKE set to open this week at Sack's Show-Bar, Detroit. . . . BETTY HUNTINGTON leaves the local nitery scene for a Canadian theater tour. . . . CLARK BROTHERS go into New York's Roxy Theater with Count Basie's Band. . . . HAROLD AND BOWSER and Pixie and Piper added starters at the College Inn.

## Miami:

RADIO RAMBLERS and Joan Grey at the Clover Club. . . . BETTY AND HER DOGS, also Suzanne and Christine, added to Ball. . . . CLAUDIA JORDAN now singing at Mother Kelly's. . . . JOE E. ROSS is the new emcee at Charlie's Inn, with June Burnett, singer, added. . . . MARTY BOHN headlines new bill at the Riptide, and his wife, Lee Bohn, is doing a singing and dancing turn. . . . PATTI RYAN and Cesar and Rosita bowed in at

## Roberts, Boila Shape "Gay '90s" for Houses

CHICAGO, Jan. 15.—Production has been started by Sam Roberts and Nick Boila on their *Gay '90s Revue*, which will open latter part of February at Rockford, Ill.

The attraction, their fourth consecutive one, will be headlined by York and King, Rigoletto Brothers and Almee Sisters. In addition to new scenery, songs and production numbers, the unit will also have a line of 10.

Show has already been booked for the Keith Theater, Indianapolis, and for five weeks on the Butterfield Circuit.

## WM Sets Thrush Gibbs for Vaude, Worcester, Then N. Y.

NEW YORK, Jan. 15.—Georgia Gibbs, featured warbler on the Moore-Durante radio show aired over CBS, has been set for her first vaude tour by the William Morris office.

Singer breaks in in her home town, Worcester, Mass., January 24, and February 3 opens a four-week stay at the N. Y. Strand.

the Five o'Clock. . . . SALLY RAND a drawing card at new Hurricane.

## Here and There:

DON DORSEY, trapeze performer formerly billed as Tommy Walsh, is playing the Comerford Time in Pennsylvania. Will Morris, tramp cyclist, is on the same unit. . . . PLUNKETT FAMILY, of circus fame, into the Kopy Kat, San Antonio, for a run. . . . MARJORIE GARRETSON set thru February 24 at Hotel Radisson, Minneapolis. . . . GLORIA GAY, who recently concluded 12 weeks at Kay Grille, Syracuse, has returned there for an indefinite stand. . . . THE RECENT \$20,000 fire at the Turf Bar Club, San Antonio, failed to halt the spot's operation.

ART BONGER AND ANDRILLITA have signed with USO-Camp Shows for an overseas tour. They have been working out of the Bert Levey Agency on the Coast. . . . COLLETTE AND BARRY took their *First Little Show* into the Philadelphia Hotel, Philadelphia, Saturday (15), after an extended stay at the Hollenden Hotel, Cleveland. Besides the principals, group includes Dorothy Jackson, singer, and six fem dancers.

GAYNOR AND ROSS, ENGLISH roller skating team, are current at the Bowery, Detroit.

## Chi Colony Likker On Block for Taxes

CHICAGO, Jan. 15.—Carter H. Harrison, collector of internal revenue, has ordered the sale of all the liquid assets, plus tables, chairs and other furnishings of the padlocked Colony Club, to be sold at auction next Wednesday (19) to satisfy a \$5,000 internal revenue bureau tax bill.

Club was padlocked New Year's Eve by revenue agents, and liquor in the place was seized until such time as delinquent cabaret and Social Security taxes should be paid. After owners of the club failed to pay, Harrison ordered sale of the property. It will be sold as a single lot to the highest bidder. The club's liquor stock includes 15 cases of champagne and sparkling burgundy, 30 cases of wine, 16 cases of assorted whiskies, rum and gin, 81 cases of beer, 67 cases of soft drinks and in addition 70 bottles of champagne, 370 bottles of wine and 386 bottles of whiskies, rums and brandies.

## Scibilia Takes Woonsocket House as 3-Day Vaudefilmer

NEW YORK, Jan. 15.—Anton Scibilia, well-known unit producer, has taken over management of the 1,400-seat New Park Theater, Woonsocket, R. I. Owner of the house, which is about a year old, is Arthur I. Darman, wool manufacturer.

Scibilia will operate on a combination vaudefilm policy (three days a week) plus whatever legit attractions come along. Legiters will be booked thru the United Booking Office.

## Hoffman Replaces Glaser

CHICAGO, Jan. 15.—Marcus Glaser, of the Charlie Hogan office, will leave that org January 28 to join the armed forces. Will be succeeded by Dick Hoffman, Chi booker formerly connected with Billy Diamond, and until his appointment by Hogan had conducted his own office.

## Sunnyside Week-End Vaude

NEW YORK, Jan. 15.—Sunnyside Theater, Long Island, has commenced operating on a week-end vaude policy. House belongs to the Century Circuit. Acts are being booked thru the Arthur Fisher office.

## LATINS IN MANHATTAN

(Continued from page 22)

the Havana-Madrid on January 20. And: Another new Latin name around town is Nestor Chaires, Mexican dramatic tenor who debuted in the States just before Christmas at the Havana-Madrid. He has already been aired, and more broadcast possibilities are looming for him.

## Abundant Debuts

Dorita and Valero: A pair of Latin terpers had their American premiere January 5 at El Chico and are staying on. As soon as his papers can be cleared,

## It's Nice Work . . .

OMAHA, Jan. 15.—Jack Pepper, billed as "Bob Hope's Overseas Buddy," is emcee on the show at the Orpheum. Pepper is reportedly getting \$750 for vaude dates on the strength of publicity arising from the overseas stint with Hope.

Fernando Vilches, Mex flamenco saxophonist, will bow in at this spot.

Also: Marta Dominguez, warbled from down Monterrey-way, came into town January 4 for an opening at La Conga on the same bill with Carmen Amaya. This was her American debut.

And: Mark Bucci, 19-year-old pianist who recently came North, is being booked for dates by Music Corporation of America.

Meanwhile: Concurrently with the appearance of this cluster of Si, Si, Senior talent, John Roy has taken on the job of unofficial godfather and smoother-outer of troubles in the Latin field. Roy was formerly manager of the Rainbow Room. Since this spot closed he has been a functionary in Nelson Rockefeller's Co-Ordinator of Inter-American Affairs office.

## Roy's Spade Work

Last month: CIAA assigned Roy to unearth more Latins to show Americans and to try to eradicate some of the headaches attending the business of presenting Latins here which have been irritating both the performers and those who handle them. The CIAA believes that if Roy succeeds on both scores it will help engender better inter-American feelings.

Roy has already set in motion a searching process among various American representatives now in Latin America. These will keep him informed of whatever good talent they run across, and then Roy will make an effort to see for himself, or to arrange for showmen to do the gandering. First fruits of his activities are Marta Dominguez and Mark Bucci.

The CIAA man does not and will not do booking, managing or agenting work himself, since he is a government official. Instead, he acts as a kind of information clearing house on L. A. talent and a soother of ruffled feathers.

## "Count Us In"

Roy has already opened negotiations with Jesse Kaye, of Loew's, who has promised to co-operate; Stanley Melba, of the Pierre, who is interested; John F. Wharton, theatrical attorney, and Oscar Hammerstein II, both of whom also are interested in Roy's project; Jack Harris, of La Conga, who has already taken Marta Dominguez at Roy's suggestion, and is receptive to additional talent, and Henri Gine, of MCA, and Harry Kilby, of General Amusement Corporation, both of whom Roy describes as willing to try to improve working conditions for Latin performers.

Not only will Roy try to bring attractions North, but he will also act in the same way to send them South. He is now trying to line up Walter Johns, singer at the Fifth Avenue Hotel for Mexican films, and intends to work on a request received from the Club Urca, in Rio, for American acts.

## CSI ACTOR'S DIARY

(Continued from page 22)

Joane and Robert Rexer. Where's your partner?"

"My brother is an air corp cadet—what's keeping you out?"

"Cancer," I said, and we boarded the train.

## That Million-Dollar "Baby"

Let me tell you about the Seventh Service Command. We debarked at Sikeston, Mo., and were accosted by visible evidence that this is a mechanized war. Waiting at the station was a hermaphrodite vehicle which we promptly named "Baby." From the driver's seat slid a huge, bald over-age male.

"Are you acting people?" he asked. We confessed to our profession.

"I'm Charlie. I'm going to drive you for the next six weeks—in this," and he pointed to "Baby."

"Baby," our box-car-length bus, was an olive drab nightmare. The front end was Buick, the back end was Chevrolet and the middle section was made of soybean plastic. Was that bus long? Wow!

"Pile in—we're going to the hotel."

"Lucky" Marshall got the back seat. It was lovely—on a clear day you could see the driver. When we drove thru town people stopped to stare. We stopped at the hotel. Later that afternoon I was talking with the driver, "Everyone looks at the bus—don't they?"

"Why yes," I agreed, "And there are three things that have got to be changed before this bus leaves Sikeston."

"What things?"

"Well, in the first place, you've got to put a hinge in the middle so the bus can turn corners; secondly, I want a telephone so I can talk with the front seat, and third, you've got to enlarge the back window so I can take bows."

"Oh, the army couldn't do that."

Charlie, I decided, was not exactly a hep gee.

(To be Continued)

## AGVA EXECES

(Continued from page 22)

ing a showdown. Variety Bookers' Association, the new org, will send a committee to meet with Richard Mayo, AGVA local exec sec, and a committee of the AGVA board to work out a co-operative deal and a plan for mutual understanding.

For the meeting, to be held next Friday (21), Mayo has also invited the Entertainment Managers' Association, the older agents' org here, to also send up a group. Not known what rules and regulations the new VBA seeks to work out with the actors' union, but Mayo has declared that no agreement will be made with one agents' group without being made available to the other group. For that reason Mayo has invited EMA to sit in on his meeting with VBA.

While most VBA members still hold membership in EMA, it is no trade secret that the new org plans to be the prime force in the local booking field. VBA membership is made up primarily of nitery and cocktail unit bookers, long complaining that EMA catered to the club and party bookers who are no longer an important force in the booking industry. As a result, a dozen or more bookers set up the VBA along the lines of a business trade association, figuring on working as a co-operative unit, retaining David Kaliner to serve as counsel.

EMA, in recent years, has built up a fat treasury on fines collected from the nitery agents, who complained that the EMA rules and regulations were detrimental to their well-being as nitery bookers and served the interests only of the club bookers, who are large in number, altho small in booking billings.

## McNALLY'S BULLETIN No. 16 PRICE ONE DOLLAR

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

# Lounges as Lil Brother to Main Show Latest Trend in Operation---It's \$ Catch-All

NEW YORK, Jan. 15.—Bookers with an eye for a trend are talking about the growing inclination among operators of night clubs and hotels to open cocktail lounge adjuncts to their regular and more expensive dine-dance-show layouts.

Recent straws to indicate which way the wind is blowing are these: The cocktailery running as a little brother to the Copacabana; the use of the former Monte Carlo Beach as a sideline for the recently reopened Monte Carlo nitery; the small room set aside as a lounge at the Blue Angel; a similar operation at the Latin Quarter in Boston, and the opening of a cocktail room at the Club Jalna, Washington, two weeks ago.

Like many other ideas in night-spot operations, using an adjunct annex is not new. Ben Marden's Riviera had one when this place was in operation, and so did the Top Hat in Union City, N. J., and various hotels here (Waldorf, New Yorker, Park Central, Biltmore, to name a few) have had them for some time.

However, the Copacabana, Monte Carlo, Blue Angel, Latin Quarter and Club Jalna developments are a set of symptoms regarded as foreshadowing a strong trend in this direction.

### Cheaper Talent

There are several distinct and considerable advantages to setting up a marginal operation of this type, bookers point out. One is that the location-owner can buy less expensive talent for such places because the requirements are such that a full-bull, name-heavy amusement roster is not necessary. This also has the advantage of allowing the owner to get his talent with less of a struggle because cocktail acts are more available than bigger club performers.

Another plus angle is that the cock-

tail annex provides a place for people to meet or to wait before adjourning to the big room for a full meal or a night's amusement. This situation permits them to come earlier, stay longer and spend more.

A third strong point is that the cocktailery is a stop-off place on both the way in and the way out. Offering a different kind of entertainment than the big room, it is a natural for those who aren't ready to take on the works, and for those who want a change after casing the main bout.

In other words, it functions something like the side show at the circus, and spells dollars in quite the same way.

## Off the Cuff

### EAST:

BOBBY SAND'S quintet extended to June 15 at the Horseshoe, Sunnyside, L. I. . . CLARICE RALSTON into Hotel Emerson, Baltimore. . . ROSAMON CASHIER opens at the Park-Lane, Buffalo, January 30. . . LAURA WILSON at the Musical Bar, Philly. . . NORMA SHEPARD into the Dubonnet, Newark. . . DON CABALLERO has opened at Pat and Don's, Newark, for two weeks. . . TUCKER SISTERS into Doc's, Baltimore, January 17. . . RITA ROY set for Tommy Jay's place, Utica, N. Y. . . MAC TAYLOR opens at Martin's, NYC, January 24. . . HUMBER AND BARRIE into the Barn, Kingston. . . HAMPTON AND WILKINSON have opened at the Town House, Albany. . . CHIC (FORREST) WADE at the Hour Glass, Newark, for four weeks. . . THREE NOTES into Rogers' Corner, New York. . . JERRY SALISBURY and the Royalaires set for the Silvertone Ballroom by Jean Rose, of Mike Special's office. . . BERNIE GEORGE opens at the Beachcomber, Providence. . . ART BARKER quartet, set for the Colonial Inn, Paterson, N. J., being turned into a theater act by MCA. . . HAUKANE AND LONYA, dancers and puppet manipulators, have signed a William Morris contract. . . MORGAN SISTERS have opened at the Tropic Isle, new Brooklyn nitery. . . PALM BEACH TROUBADOURS at the Club Jalna, Washington. . . THREE JAYS at 44 Club, Newark. . . MILT PAGE TRIO booked by MCA into Copacabana bar. . . SHIRLEY SHAININ now associate booker at Anthony Phillips office. . . MARY MCCALL back at the 51 Club.

### MIDWEST:

DUKE SCHILLER at Clover Club, Salt Lake City. . . BILTMORE BOYS drew a holdover at Hoffman Hotel, South Bend, Ind. . . EASTABROOK and FARRAR inked in at Preview, Chicago, for three months. . . GEORGE YOUMAN (Youman Brothers) has been assigned overseas with USO. . . ESTRELITOS at New Wigwam, St. Paul. . . RABY CUMMINGS has replaced Rockaway Boys, who moved from Riviera to Frenchy's, Chicago. . . STAN JACOBSON opens at Balinese Room, Galveston, Tex. . . NORD RICHARDSON and organ replaced Bob Morgan Trio at Germania of Freeport, Ill. . . BETTY MCGUIRE and her ork at the Happy Hour, Minneapolis.

## Philly Clock Grille Fire Takes 10G Liquor Toll

PHILADELPHIA, Jan. 15.—A general-alarm fire Friday night (7) destroyed the Clock Grille, musical bar in the 69th Street sector. Blaze started after midnight in a motor in the cellar of the cocktail lounge. Harry McKay Trio, playing on a balcony overlooking the main floor, was notified of the emergency by Joseph Egan, manager of the spot, and the unit continued to grind as some 250 patrons fled to the street. No one was hurt, but what hurt most, in addition to the physical damage, was the loss of a \$10,000 liquor stock. Bursting bottles of rare whiskeys fed the flames and there is no replacing the stock.

Some damage by water was caused to the 69th Street Rathskeller, near-by nitery, which itself was damaged in a recent fire.

## Buy Newark Dubonnet

NEWARK, Jan. 15.—The Dubonnet, local cocktailery, has been sold by Ira Berncoff and Raymond Gallagher to William J. Babner for an undisclosed figure. Babner has operated night clubs and restaurants in several parts of the country, but chiefly in Westchester County, N. Y., and Brooklyn. Wilbert (Ket) Kustner is general manager under the new ownership. Spot will operate without a floorshow.

## Margie's Stables to Rosetta

PHILADELPHIA, Jan. 15.—Margie's Stables, one of the town's pioneering musical bars, passed into new hands. New owner is Doc Rosetta, new to cocktail set, and same policy will be maintained. New owner brings in Al Small and His Four, booked by Mickey Familant of local Jolly Joyce Agency.

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ROYAL JESTERS (duo) now at Park Plaza, St. Louis. . . MADONNA MARTIN is playing the piano at the Hollywood, Chicago. . . SLIM, STEM, STUMP, and SINCLAIR MILLS are traveling thru Eastern territory. . . ART VAN DAMME signed a three months' contract for Music Box, Minneapolis. . . GEORGE BARNES, in the army, is doing some arrangements for Billie Rogers, "The Girl With the Horn," and her sextet, now at Preview, Chicago.

JOY CONLEY, Georgia Lockett, Sid Starr and Snow White at the Skyline, St. Louis. . . MAXINE AND HER BAND at the Hotel Coronado, St. Louis. . . BERNICE PARKS playing at the Chase

Club, St. Louis. . . FOUR KINGS AND A QUEEN at the Musical Bar, Cleveland.

**WEST COAST:**

SHADRACK BOYS booked into Zanzibar Room of Florentine Gardens. . . FOUR SPACES head for San Francisco bay area for engagement at 21 Club. . . DON ROLAND and ork open at Cafe Society, formerly Gene Austin's Blue Heaven. . . DICK ROCK has been signed for eight more weeks at Army-Navy Club, Long Beach. This marks his eighth month there. . . VICTOR VINCENT'S ork bows out of the Clover Club and opens engagement at Riviera.

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

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

**A**  
Aarons & Broderick (Circle) Indianapolis 21-27, t.  
Abbott, Pat (Glass Hat) NYC, nc.  
Aibins, The (Lookout House) Covington, Ky., nc.  
Allen, Johnny (Swing Club) NYC, nc.  
Alyson, June (Capitol) NYC, t.  
Amaya, Carinen (La Conga) NYC, nc.  
Ames & Arno (Paramount) Toledo, O., t.  
Andre, Rod (Punch & Judy) Grosse Pointe, Mich., cl.  
Andrews Sisters (Chicago) Chi, t.  
Ard, Dottie (Clover Bar) Chi, nc.  
Art, Duke, Jr. (Kentucky) Louisville, h.  
Auld, George (Earle) Phila, t.

**B**  
Bailey, Bill (Earle) Phila, t.  
Bancroft, Penny (Village Barn) NYC, nc.  
Banks, Warren (Rockhead's Paradise) Montreal, until Feb. 11, nc.  
Barbosa, The (Pan American) Chi, c.  
Barrett, Helen (Paramount) Toledo, O., t.  
Barrys, The (Chez Paree) Chi, nc.  
Barton & Brady (Colosimo's) Chi, re.  
Baylors, Gene (Chicago) Chi, t.  
Belmont Bros. (Trocadero) Henderson, Ky., 17-20, nc; (Glenn Rendezvous) Newport 21-Feb. 3, nc.  
Belmore, Barbara (Latin Quarter) Boston, until Feb. 5, nc.  
Biltmore Boys (Hoffman) South Bend, Ind., h.  
Blakstone, Nan (Olmsted) Washington, nc.  
Blanche & Elliott (Henry Grady) Atlanta 17-27, h.  
Blanche, Jeanne (Stanley) Pittsburgh, t.  
Blanche & Gomez (Persian Room) NYC, h.

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Bois, Ilse (Ruban Bleu) NYC, nc.  
Bowers, Cookie (Capitol) Washington, t.  
Boyer, Anita (Paramount) Toledo, O., t.  
Brazil, Chiquita (Leon & Eddie's) NYC, nc.  
Briggs, Bunny (Strand) NYC, t.  
Britt, Elton (Riverside) Milwaukee, t.  
Brown, Evans (Clendenings) Upper Darby, Pa., cl.  
Brown, Ralph (Albee) Cincinnati, t.  
Brown, Walter & Jean (Terrace Room) Newark, N. J., nc.

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Brownlee's Hickville Three (Village Barn) NYC, 18-Feb. 1, nc.  
Buckley, Dick (Glass Hat) NYC, nc.  
Burnette, Smiley (Capitol) Washington 20-28, t.  
Burton's Birds (Mayfair) Boston 17-25, nc.

**C**  
Campbell Sisters (Andy's) Minneapolis, nc.  
Cappy Barra Boys (Latin Quarter) Chi, nc.  
Cardo, Mel (Helsing's) Chi, re.  
Carlisle, Charlie (Bowery) Detroit, nc.  
Carlisle, Una Mae (State) NYC, t.  
Carr, Billy (Vine Gardens) Chi, nc.  
Carr Bros. (Earle) Washington, t.  
Cassano, Cassi (Hickory House) NYC, re.  
Caston, Bobbe (Three Sixes) Detroit, until Feb. 14, nc.  
Castro, Isabella (Clover) Los Angeles, nc.  
Champeon, Barbara (U. S. Naval Station) Norman, Okla., 23-25.  
Clark, Coleman, & Co. (Golden Gate) San Francisco 17-19, t; (T. & D.) Oakland 20-26, t.  
Claudet, Marguerite (St. Paul) St. Paul, h.  
Clawson Triplets (RKO-Boston) Boston, t.  
Coley Bay (Andy's) Minneapolis, nc.  
Collette & Barry (Philadelphia) Phila, h.  
Conway, Carl (Patino) Cincinnati, nc.  
Corey, Irwin (Cotillon Room) NYC, h.  
Cortez, Florez (Te Pee) Coral Gables, Fla., nc.  
Cummings, Baby (Riviera) Chi, cl.  
Cummings, Julia (Glenn Rendezvous) Newport, Ky., nc.  
Curran, Vince (18 Club) NYC, nc.

**D**  
Daniele & Danice (Vine Gardens) Chi, nc.  
Daro & Corda (Charles) Baltimore 17-25, nc.  
De Croft, Ann (Astor) Montreal, nc.  
Delahanty, Irene (Bomb Shelter) Long Beach, Calif., nc.  
De Lys, Geraldine (Maisonette) NYC, h.  
DeSimone, Cheena, Dancers (Bowery) Detroit, c.  
D'Ivons, The (Rio Cabana) Chi, nc.  
Dixon, Gaye (18 Club) NYC, nc.  
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.  
Domiguez, Marta (La Conga) NYC, nc.  
Dorita & Valero (El Chico) NYC, nc.  
Dorsey, Don (Penn) Wilkes-Barre, Pa., t.  
Douglas, Roy (Gay Continental) NYC, nc.  
Dover, Ben (Palace) Cleveland, t.  
Doyle, Eddie & Amy (Roxy) Cleveland, t.  
D'Ray, Phil (400 Club) St. Louis, nc.  
Dulo, Ginger (Village Vanguard) NYC, nc.  
Dunedin, Myrtle, & Co. (Orpheum) Oakland, Calif., 17-19, t; (Orpheum) Los Angeles 26-Feb. 1, t.  
Duncan Sisters (Sheraton) NYC, h.  
Dunn, Snozz (Bismarck) Chi, h.

**E**  
Easterbrook & Farrar (Preview) Chi, cl.  
Edwards Sisters (Paramount) NYC, t.  
Emmy, Carleton, Dogs (Central) Passaic, N. J., t.  
Estrelitos (New Wigwam) St. Paul, nc.  
Estelita (Rio Cabana) Chi, nc.  
Evans, Steve (Riverside) Milwaukee, t.

**F**  
Fassler, Fred (Gay Continental) NYC, nc.  
Fay, Frances (Latin Quarter) Chi, cl.  
Fay & Gordon (Capitol) NYC, t.  
Ferguson, Paulene (American Legion) Columbus, O., nc.  
Fields, Gene (Helsing's) Chi, re.  
Fields, Marsha (Sawdust Trail) NYC, nc.  
Fisher, Buddy (Latin Quarter) Chi, cl.  
Fitzgerald, Ella (Albee) Cincinnati, t.  
Floretta & Boyette (Beacon) Vancouver, B. C., t; (Palomar) Seattle 24-30, t.  
Fraser, Pete, Trio (Bandbox) Baltimore, cl.  
Frisco, Joe (18 Club) NYC, nc.

**G**  
Galanta & Leonarda (Latin Quarter) Washington, nc.  
Gallagher & Shean (Lookout House) Covington, Ky., nc.  
Galli Sisters (U. S. Naval Sta.) Norman, Okla., 23-25.

Garretson, Marjorie (Radisson) Minneapolis, h.  
Giovanni (Bowery) Detroit, nc.  
Giraldo, Alex (Trouville) NYC, c.  
Gleason, Jackie (Greenwich Village Inn) NYC, nc.  
Gloria & Howard (La Hula Rumba) Honolulu, T. H., nc.  
Glover & LaMae (King Edward) Toronto, h.  
Golden Pair (Cave Supper Club) Vancouver, B. C., 10-22, nc.  
Gory, Gene, & Roberta (Bama) Columbus, Ga., until Feb. 1, nc.  
Gray, Zola (Iceland) NYC, re.  
Grayson, Kathryn (Capitol) NYC, t.  
Green, Jackie (Rio Cabana) Chi, nc.  
Gwyn, Jack, & Co. (Colosimo's) Chi, c.

**H**  
Harris & Hunter (State) NYC, t.  
Harrison & Fisher (Capitol) Washington, t.  
Hartnells, The (Blackhawk) Chi, re.  
Hatvary, Carlo (Vine Gardens) Chi, nc.  
Hazard, Hap, & Mary (U. S. Naval Sta.) Norman, Okla., 23-25.  
Henrie, Flo (Club Alabam) Chi, nc.  
Herbert, Jack (Lake) Springfield, Ill., 17-28, nc.  
Herbert, Tim (Earle) Washington, t.  
Hildegard (Palmer House) Chi, h.  
Hin Lowe, Florence (Kentucky) Louisville, h.  
Hixon, Al (18 Club) NYC, nc.  
Holmes & Jeanne (State) NYC, t.  
Holtz, Lou (Capitol) NYC, t.  
Hoysradt, John (Persian Room) NYC, h.  
Hune, Elayne (Monte Carlo) NYC, nc.

**I**  
Ink Spots, Four (Albee) Cincinnati, t.  
**J**  
Jaxon, Great (Times Square Supper Club) Rochester, N. Y.  
Joyce, Tyril & Juli (Village Barn) NYC, nc.

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Judson, Ann, Jr. (Edgewater Beach) Chi, h.  
Jules & Webb (Mayflower) Akron, O., h.  
Jagger, Kenny (Sportsman) Indianapolis, nc.

**K**  
Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.  
Keller, Dorothy (RKO-Boston) Boston, t.  
Kelly, June (The Brook) NYC, cl.  
Kennedy, Mae (Swing Club) NYC, nc.  
Kilty, Jack (Rio Cabana) Chi, nc.  
Kolombar (Village Barn) NYC, nc.  
Kramer's, Henry, Hollywood Midgets (Kentucky) Toledo, O., 10-23, nc.  
Kurtis Marionettes (Blackhawk) Chi, re.

**L**  
Lane, Lenny (Gay Continental) NYC, nc.  
Lang & Lee (Southern Manor) Phenix City, Ala., 17-30, nc.  
Laird, Horace (Shrine Circus) Flint, Mich.  
Lathrop & Lee (Roosevelt) New Orleans, h.  
LaVola, Don, & Carlotta (Utah Canteen Service) Salt Lake City, until March 15.  
Lee, Bob (Wivel) NYC, re.  
LeRoy, Howard (St. Paul) St. Paul, h.  
Lester, Buddy (Latin Quarter) Chi, nc.  
Lester & Irmajean (Continental) Chesapeake, O., 10-22, nc.  
Lewis, Ralph (Paul Young's) Washington 10-22, nc.  
Lewis, Joe E. (Chez Paree) Chi, nc.  
Lindsey's, Earl, Glamourettes (Glenn Rendezvous) Newport, Ky., nc.  
Long, Nick, Jr. (Palmer House) Chi, h.  
Louis & Cherie (Last Frontier) Las Vegas, Nev., until Jan. 26, nc.

**M**  
Lowe, Hite & Stanley (Strand) NYC, until Feb. 3, t.  
Lucas, Nick (885 Club) Chi, nc.  
Lynn, Herbie (Showboat) Cleveland 7-20, nc.  
Lyon, Ladd (Paramount) Toledo, O., t.

**M**  
MacDonald, Grace (Oriental) Chi, t.  
Maghandis, Two (Silver Dollar) Boston, nc.  
Malloy, Ullaine (Olympia) Miami, 26-Feb. 1, t.  
Manson, Marjorie (U. S. Naval Sta.) Norman, Okla., 23-25.  
Marco (Patino) Cincinnati, nc.  
Marsot, Karla (Jimmy Kelly's) NYC, nc.  
Martiz (Blue Danube) Chi, nc.  
Martin, Dean (Statler) Boston, h.  
Martin, Madonna (Hollywood) Chi, cl.  
Mathews, Lucille (885 Club) Chi, nc.

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Mathews, Steve & Dorothy (Gene's) Fargo, N. D., cl.  
Maison, Gil (RKO-Boston) Boston, t.  
Maurice & Andrea (Roosevelt) Jacksonville, Fla., 17-31, h.  
Maurice & Maryea (Edgewater Beach) Chi, h.  
Mazzone-Abbott (Latin Quarter) NYC, nc.  
Middleton, Sam (Park Lane) Buffalo, h.  
Midnight Zombie Jamboree (Yale) Claremore, Okla., 20, t; (Yale) Sapulpa 21, t; (Fox-Midland) Coffeyville, Kan., 22, t; (Tulsa) Tulsa, Okla., 24, t.  
Mildred & Maurice (Leon & Eddie's) NYC, nc.  
Miller, Susan (Earle) Phila, t.  
Mills Bros. (Palace) Cleveland, t.  
Moke & Poke (Albee) Cincinnati, t.  
Molina, Rita (Trouville) NYC, c.  
Montana Kid (Andy's) Minneapolis, nc.

Morse, Ella Mae (Strand) NYC, t.  
Morris, Doug (Auditorium) Providence 13-23.  
Morison, Patricia (Capitol) Washington, t.  
Mostel, Zero (La Martinique) NYC, nc.  
Murphy Sisters (RKO-Boston) Boston, t.  
Murtah Sisters (La Martinique) NYC, nc.

**N**  
Nalley, Velva (Alamac) NYC, nc.  
Nelson's Marionettes (Bismarck) Chi, h.  
Nichols, Les (Alvin) Minneapolis, t.  
Norton, Peggy (Hickory House) NYC, re.  
Novellos, The (Edgewater Beach) Chi 17-27, h.

**O**  
O'Connell, Frank (Rose Room) Newark, cl.  
Olson & Shirley (Earle) Washington, t.  
O'Neill, Peggy (51 Club) NYC, nc.  
Owens, Lou (American Legion) Columbus, O., nc.

**P**  
Page, Joe, & Nona (Cremorne) Brisbane, Australia, Jan. 1-30, t.  
Pendleton, Buntly (Blue Angel) NYC, cl.  
Pentone, Maxie (Palomar) Seattle, t; (Beacon) Vancouver, B. C., 24-Feb. 1, t.  
Peppers, Three (Zanzibar) NYC, nc.  
Peters Sisters (Ruban Bleu) NYC, nc.  
Pickwick Four (Edgewater Beach) Chi, h.  
Porter, John (Dan Levy's) New Orleans, cl.  
Princess & Willie Hawaiians (Riviera) Columbus, O., nc.

**R**  
Ragland, Rags (Capitol) NYC, t.  
Raft, Tommy "Moe" (Brown Derby) Chi, nc.  
Ramos & Nanette (Park Plaza) St. Louis, h.  
Rapps & Tapps (Cave Supper) Vancouver, B. C., nc.  
Read, Kemp (Luke's Lodge, Newport Beach) Newport, R. I., h.  
Regan, Paul (Paramount) NYC, t.  
Reis Bros. (Brown Derby) Chi, nc.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.

Rimac, Ciro (Havana-Madrid) NYC, nc.  
Ritz Bros. (Earle) Phila, t.  
Robbins, A. (Palmer House) Chi, h.  
Robinson, Al (Village Barn) NYC, nc.  
Rocco, Maurice (Zanzibar) NYC, nc.  
Rollet & Dortha (Edgewater Beach) Chi, h.  
Rosella, Jessie (Vine Gardens) Chi, c.  
Ross, Harry (Brown Derby) Chi, nc.  
Rossi Sisters, Two (Patino) Cincinnati, nc.  
Rosini, Paul (885 Club) Chi, nc.  
Royal Jesters (Park Plaza) St. Louis, h.  
Russell, Connie (Drake) Chi, h.

**S**  
Salerno, Lawrence (Helsing's) Chi, re.  
Savo, Jimmy (Cafe Society Uptown) NYC, nc.  
Savoy, Harry (Central) Passaic, N. J., t.  
Schiller, Duke (Clover) Salt Lake City, nc.  
Scott, Hazel (Cafe Society Uptown) NYC, nc.  
Sebastian, John (Cafe Society Uptown) NYC, nc.  
Sedley, Roy (18 Club) NYC, nc.  
Sharon, Nita (Esquire) Norfolk, Va., nc.  
Shea, Chautse (Lookout House) Covington, Ky., nc.  
Siegel, Irving (Astor) Alexandria, La., h.  
Silver, Cyclones (Idle Hour) Charleston, S. C., nc.  
Skating Vanities (Auditorium) St. Louis 10-22.  
Slatyer, Jane (Chez Paree) Chi, nc.  
Sloan, Estelle (Latin Quarter) Chi, cl.  
Smart, Doris (American Legion) Columbus, O., nc.

Smith, Ted, & Roy Rogers (18 Club) NYC, nc.  
Sorell, Larry (Gamecock) NYC, c.  
Spencer, Kenneth (Cafe Society Uptown) NYC, nc.  
Stone, Ginny (Chicagoan) Chi, h.  
Sullivan, Maxine (Ruban Bleu) NYC, nc.  
Sumner, Helen (Ivanhoe) Chi, re.  
Suns, Three (Piccadilly) NYC, h.  
Szmayer, Paul (Rogers' Corner) NYC, cl.

**T**  
Tarasova, Nina (Blue Angel) NYC, nc.  
Teaman, Eleanor (Chicago) Chi, t.  
Thomas, Dick (Village Barn) NYC, nc.  
Toppers, The (Enduro) NYC, cl.  
Trotter & Mimi (Madrid) Louisville, c.  
Tudell, Julio & Jean (Bismarck) Chi, h.  
Tyne, Gwen (Village Vanguard) NYC, nc.

**V**  
Van Damme, Art (Movie Box) Minneapolis, cl.  
Vestoff, Florida (Glass Hat) NYC, nc.  
Victory Boys & Lysa (Enduro) NYC, cl.  
Victor, Chas. (Rose Room) Newark, cl.  
Vinn, Al & Anita (Silver Frolics) Chi, nc.  
Vinson, Eddie (Albee) Cincinnati, t.

**W**  
Waffl, Walter Dare (Stanley) Pittsburgh, t.  
Walker, Nancy (Capitol) NYC, t.  
Walker, Cy (Trouville) NYC, c.  
Waltons, The (Kentucky) Louisville, h.  
Warren, Annette (Carter) Cleveland, nc.  
Watson Sisters (Oriental) Chi, t.  
Webb, Ruth (Gay Continental) NYC, nc.  
Wedder, Virginia (Stanley) Pittsburgh, t.  
Welles, Three (Capitol) Washington, t.  
West, Bernie (Ruban Bleu) NYC, nc.  
West, Buster, & Lucille Page (Palace) Cleveland, t.  
Westley, Roger (365 Club) San Francisco, until Feb. 10, nc.  
Whitson Bros. (Earle) Washington, t.  
Wilkins, Louise (The Brook) NYC, cl.  
Willys, The (Florentine Gardens) Hollywood, nc.  
Wilson, Marcellus (Zombie) Detroit, nc.  
Woods & Bray (Odenbach's) Rochester, N. Y., 10-22, nc.  
Worth, True (Riverside) Milwaukee, t.

**Y**  
York & Tracy (U. S. Naval Sta.) Norman, Okla., 23-25.

**ICE SHOWS ON TOUR**  
Carnival on Ice (Netherland Plaza Hotel) Cincinnati.  
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.  
Henie, Sonja, Hollywood Ice Revue (Madison Square Garden) NYC, Jan. 17-Feb. 4.  
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.

## Saroyan "Birth-Funeral" Gets Going in Hub Tributary Theater; Flapdoodle and Moonshine Talk

BOSTON, Jan. 15.—William Saroyan, the Armenian wordman from Fresno, has had another premiere here under the good offices of the Tributary Theater, a division of Community Recreation Service of Boston, Inc., opened yesterday.

The bad boy of American letters has produced another combination of fantasy and reality called *A Decent Birth, A Happy Funeral*. Again he has performed with his usual lack of restraint. His warm and abundant affections for all mankind.

Saroyan packs an actor off to war while his lawyer-brother remains behind, turned down by army medics. In the course of a farewell party, the actor's death is foretold by a Gypsy fortune-teller and at once he makes his friends promise to make his funeral a happy one with a similar party. While the actor is away, his brother falls for a burly queen. And in the final act, while friends are making a merry shindig of the actor's funeral, his brother hangs on the tenterhooks which usually impale expectant fathers.

Occasionally, amid the profusion of words, there are flashes of warm, human wit, moments of acute, deep perception. Without much regard for sequence, Saroyan places side by side obscurities and syllogisms, prose poems and flapdoodle. His people express wonderment at life in a boozy, mystical sort of way that is often touching, sometimes genuinely moving. And his roundabout logic is frequently tickling. But there are

## "Mex" 31G Wallop In Hub; "Cherry" 13G; "Stude" 12½

### "Peepshow" Fair \$9,500

BOSTON, Jan. 15.—Hub legit business has begun to settle into stride, with grosses generally creeping up to their pre-holiday level.

Carly Wharton and Margaret Webster opened *Cherry Orchard*, starring Eva Le Gallienne and Joseph Schildkraut, Monday (10) and got lukewarm, but appreciative notices. Ernest Pascal's *Peepshow* premed Tuesday, and altho the press said the show needed a lot of work to give it sparkle, biz has been pretty good.

*Mexican Hayride* continued at sellout pace, with \$31,000 for the third week at the Shubert.

*Cherry Orchard* turned in a respectable figure at the Wilbur, about \$13,000 indicated with one stanza to go. Edward Chodorov's *Decision* comes in January 24, and so does *Rosalinda* same day.

*Student Prince* picked up nicely at the opera house, with about \$12,500 in the till for the second and final week. Katherine Dunham's heat-wave, *Tropical Revue*, opens Monday (17).

*Peepshow* got a late start at the Plymouth, and the gross crept to about \$9,500.

*House in Paris* bows January 24, with Theater Guild's *Jacobowsky and the Colonel* due January 31.

## Marc Connelly, "Veteran" Actor

NEW YORK, Jan. 15.—Playbill for current revival of *Our Town* blurbs, Marc Connelly as making his "Broadway debut as an actor under the auspices of the New York City Center."

There seems to be a slight case of amnesia. Connelly made his Stem stageshow bow under the aegis of John Golden nearly 18 years ago. According to *The Billboard's* records, he replaced Malcolm Williams in the cast of his own play, *The Wisdom Tooth*, at the Little Theater in April, 1926, when the latter withdrew from the cast because of illness.

For the further record, Connelly played Mr. Porter, boss of the tooth-troubled chief-clerk, who was Thomas Mitchell. *Wisdom Tooth* opened February 15, 1926, at the Little and closed June 26 of the same year.

If Connelly, et al., want to forget about his baptism of footlight fire, we ain't gonna let them.

oceans of moonshine talk that make pretty deep wading.

Of the three acts, the first is the most tenuous. It meanders along in a dreamy fashion. There are fewer such moments in the other acts. Although a lot of the repetitious dialog should be thrown out.

Saroyan has learned very little about the conventions of the theater, despite all his practice. But perhaps it's just as well, for his weird assortment of characters and flamboyant, albeit exultant spirit might be sorely cramped by the lean and racy dramatic forms.

The Tributary Theater's production was a model of semi-pro performance. Earnest and enthusiastic, it was also more than just competent. Director Eliot Duvey (also drama prof at Boston College) did a smooth, tho sometimes hesitant job of staging. *Bill Riley*.

## Moss Puts Nix On Six Ticket Specs

NEW YORK, Jan. 15.—License Commissioner Paul Moss this week said "No" to the applications of six ticket brokers for their 1944 licenses. Refusal came after Moss had investigated charges, either direct to his office or to the Legit Code Endorsement Board, that these specs had charged more than the legal 75 cents commission on Broadway show ducats.

All others got the go signal, altho each broker had to make a personal application this time to Moss, who lectured all but the top few who hew strictly to the legal path, in line with his statement to a recent meeting of legit producers and managers that he was on the war-path against pasteboard sales gouging.

## 'Abie' Okay 9G Mpls.

MNINEAPOLIS, Jan. 15.—Indication that Minneapolis is legit-hungry is contained in box-office grosses of *Abie's Irish Rose*, *Jane Eyre* and *The Corn Is Green*, which played 13 performances in as many days at the Lyceum.

*Corn*, with Ethel Barrymore, sold out for its four performances to gross better than \$13,000. *Jane Eyre*, with Sylvia Sidney and Luther Adler, hit \$10,000 for four last week (6-8). Both were \$2.75 tops. *Abie*, playing five shows this week (9-12) at \$2.20 top, hit swell \$9,000.

*Abie* was followed in by *Arsenic and Old Lace*, with Boris Karloff, for four performances (13-15), \$2.75 top. On January 21-22 San Carlo Opera will present three shows.

## Chandra Terpers Quit 'Mex' In Hub—Too Much Cutting

BOSTON, Jan. 15.—Chandra-Kaly dancers have boked out of Michael Todd's musical, *Mexican Hayride*, currently at the Shubert.

Group, which specializes in Latin native dances, is understood to have withdrawn because its stint in the show was heavily cut during initial week's tryout. Show opens on Broadway January 27.

## BROADWAY OPENINGS

### SUDS IN YOUR EYE

(Opened Wednesday, January 12, 1944)

#### CORT THEATER

A comedy by Jack Kirkland, based on the novel by Mary Lasswell. Staged by Kirkland. Sets, Joseph B. Platt. Costumes, Kermit Love. Stage manager, James Gelb. Press representative, Michael Coldreyer. Presented by Brown and Del Bondio.

Chinatown .....Frederic Munn Zseto  
Buyer .....Chueck Ming Chin  
Mrs. Feeley .....Russell Morrison  
Mr. Fitzgerald .....Jane Darwell  
Miss Tinkham .....John Adair  
Shipyard Worker .....Branda Forbes  
Conchita .....Bruno Wick  
Mr. Reynolds .....Ruth Gilbert  
Mrs. Rasmussen .....Tom Hoier  
Mrs. Rasmussen's Daughter .....Kasia Orzazewski  
Elmer .....Wanda Sponder  
Kate Logan .....John Gerard  
Mrs. Ferguson .....Janet Tyler  
Mr. Wilson .....Lujah Fannesbeck  
Mrs. Katz .....Robert Rhodes  
Mac .....Marie Kenney  
Mrs. Miller .....Kenneth Tobey  
Danny Feeley .....Cynthia Latham  
Policeman .....Will Hare  
Armond Hansen .....Bert James  
Pinkie Kennedy .....Frank Tweddell  
Moe .....Tom McElhany  
June .....Loy Nilson  
Helene Young

Mary Lasswell's *Suds* has been hijacked by Jack Kirkland, needled and sold to the public in a series of slow-moving scenes, spotted all too seldom by bits of comedy business and a minimum of laugh lines. There's a chasm between the funny book and the unfunny play and only the heroic efforts of Brenda Forbes, Jane Darwell and Kasia Orzazewski, in the three main roles, squeeze what little humor there is out of a relatively dull evening. A few of the lesser players turn in flashes of bright comedy characterization. But these are few and far between, and the play moves haltingly and heavily thru the rest of the time allotted. There seems to be a jinx on the Cort which, in the past month or so, has housed two top-flight turkeys—*Get Away, Old Man* and *South Pacific*. *Suds* isn't likely to banish the hoodoo.

The Lasswell book had plenty of atmosphere, screw situations and rollicking humor in its story of Mrs. Feeley, the beer-loving junk-yard dealer and her two "house guests," the zany Miss Tinkham and the mistreated Mrs. Rasmussen. They're in the play, too, but on stage they never seem quite real; a hurdle that the three aforementioned principals do their level best to surmount. Brenda

## Va. McWatters Back to "Rosalinda" for Last Leg, Then Off to Road Version

NEW YORK, Jan. 15.—Virginia McWatters returns to the cast of *Rosalinda* next week for the last three performances (21-22) before going with the show on the road. Tour opens in Boston January 24. Miss McWatters, who left the show early in December to join the cast of *Marianne*, a musical currently trying out in Washington, had differences with the New Opera Company, producers of *Rosalinda*, about her abrupt departure.

Spat has now been ironed out, according to Felix Brentano, stage director for the NOC, and Miss McWatters returns to her old role of Adele. *Marianne*, which is finding the going tough on tour, having dropped approximately \$10,000 last week in Baltimore, may be withdrawn if its present seven-day stint proves no bonanza.

## 'KISS' TALL 20G IN BALT.

BALTIMORE, Jan. 15.—*Kiss and Tell*, presented at Ford's Theater for a week ended today, grossed an excellent \$20,000. Betty Anne Nyman, Violet Heming and Walter Gilbert in the cast.

Press reviews very favorable, with Miss Nyman given palms in role of Corliss Archer. Capacity house attended opening night, and sell-outs prevailed thru-out.

## 'Folies Bergere' 38G Average

SAN FRANCISCO, Jan. 15.—Now in its seventh week, *Folies Bergere* of 1944 at the 3,000-seat Winterland, is doing capacity business and is grossing about \$38,000 weekly at a \$2.75 top. The daily gross average of \$4,500 to \$5,000 was incorrectly credited as the weekly take in a recent issue of *The Billboard*.

Forbes' Miss Tinkham gets most of the laughs because she plays it to the hilt. Kasia Orzazewski's Mrs. Rasmussen, with its mournful moments, neatly underplayed, brings a chuckle here and there. But Miss Darwell, who works unceasingly to project the garrulous Mrs. Feeley, never seems quite at home in her role. Her performance, except in a few very brief instances, suggests that she's somewhat baffled by the whole business.

While the basic thread of the bookplot has been retained in the play, there have been quite a number of changes; none to the good. On stage Mrs. Feeley, joined by her two guests, is concerned over two things: paying her taxes on the dilapidated house and yard and getting her sailor nephew, Danny, married off to the pretty teacher of the Spanish class, Kate Logan. The leaden pace of the play makes both these objectives seem very nebulous and inconsequential, and even the trick final curtain doesn't jibe. Maybe if the dialog had had more sparkle, the whole business at the Cort would have seemed more believable; but the pedestrian line—this reviewer found only three or four that merited guffaws—throw a pall over the proceedings. The romantic interludes played with needless zest and many mannerisms by Will Hare, and quietly and effectively by Janet Tyler, are strictly in the groove of standard boy-meets-and-eventually-gets-girl routine. Joseph B. Platt's set lends an added touch of unreality to the whole business, even tho it merits a hand for its imagination. Kermit Love's costumes—especially those of Miss Tinkham—are just right.

Among the lesser lights who twinkle betimes are Ruth Gilbert, Wanda Sponder, Robert Rhodes, Tom McElhany and young Fredric Munn Zseto, who is alternating the role of Mrs. Feeley's "adopted" nephew with Chueck Ming Chin.

Frank Gill.

## STORM OPERATION

(Opened Tuesday, January 11, 1944)

#### BELASCO THEATER

A play by Maxwell Anderson. Staged by Michael Gordon. Sets, Howard Bay. Lighting, Moe Hack. Stage manager, Moe Hack. Press representative, Philip Stevenson. Presented by the Playwrights' Company.

1st Sgt. Peter Moldau .....Myron McCormick  
Abe .....Joseph Dorn  
Winkle .....Alan Schneider  
Simeon, a Technical Sgt. ....Cy Howard  
Mart, a Technical Sgt. ....Millard Mitchell  
Dougie .....Michael Ames  
Bread Seller .....Joseph De Santis  
The Muezzin .....Nehem Simone  
Stefano .....Carlo Respighi  
Lieut. Thomasina Grey .....Gertrude Musgrove  
Lieut. Kathryn Byrne .....Dorothea Freed  
Lieut. Dammartin .....Walter Wohler  
Corp. Ticker .....Bertram Tanswell  
Capt. Sutton .....Bramwell Fletcher  
Mabroukha .....Sara Anderson  
Arab Guide .....Maurice Doner  
Chuck, a Technical Sgt. ....Charles Ellis  
Corp. Hermann Geist .....Louis Fabien  
Squillini .....Nick Dennis  
Arab Women: Marianne Bier, Elizabeth Inglis,  
Julie O'Brien, Lela Vanti  
Arab Boy .....Neil Towner

Since the war is moving faster than Maxwell Anderson's pen, *Storm Operation* (his latest and 25th) seems dated, being concerned with the struggle in North Africa, when the Allies were pushing Rommel out of the area. Anderson made a special trip to the Mediterranean area to get first-hand material. But that was in the days before General Eisenhower gave the signal for the Italian campaign.

What the playwright has evolved from his notes is good, sound reporting as long as he's talking about G.I. subjects. But, somewhere along the line, he decided to pander to public taste and inject romance into the proceedings. That's where the play hits a king-size snag. The love motif is trite, stagey and talky and succeeds only in bogging down the action and slowing up the entertainment values.

Sans romance, *Storm* has plenty of good meaty stuff, even if Anderson seems more concerned with individuals and a tiny segment of the fighting Yanks than with the war as a whole. *Storm* as it stands has pretty slim chances for success unless theatergoers can take those romantic moments in their stride. Odds are they can't.

Top sequences are the prolog and epilog wherein the first sergeant talks things over with his men as they stand in an invasion barge waiting to cast off. In between there are two acts laid on the desert and Anderson projects a series of well sustained and strongly built scenes of G.I. life under fire. There are several

climaxes (without feminine interference) that are socked across the footlights. The pity here is that so much that is good so often has to come smack up against amorous obstacles.

What Anderson has are actually two stories. One he picked up in Africa about Yanks in uniform; the other is his misguided emotional injection. The former revolves around the top sergeant who, when his officers are all absent, is in command of a detachment of Yanks. He finds himself in difficulties when a British officer from the Eighth Army arrives as liaison officer, which means that he has to take commands from the Yank non-com. This leads to a tough situation and some bickering before matters are finally smoothed out. The other tale has an Australian nurse for the heroine. The sergeant, who knew her when he was in hospital, is still carrying the torch for her, but she is also being wooed by the British captain. She takes a whale of a time to make up her mind about choosing one of them, and finally succumbs to the sergeant. They are married by the British captain during a Stuka raid.

Under Michael Gordon's expert staging, the cast delivers handsomely. Myron McCormick handles the top sergeant role with skill and fine underplaying. He shares top honors with Bramwell Fletcher, who gives a fine performance as Captain Sutton. Another standout is Cy Howard as the double-talking tech sergeant, Someone, who balances his swell comedy with a smash melo finale. Millard Mitchell turns in another of his neat comedy characterizations as Mart. Gertrude Musgrove provides the femme lure. Being given to mannered acting at the slightest provocation, she somehow never seems very convincing. Others who merit hands are Sara Anderson, Maurice Doner, Walter Kohler, Louis Fabien, Nick Dennis and Dorothea Freed.

a much-better-than-average line of beauties. There are several promising tapsters and a ballet trained by Weidman. There is a catchy tune or two by Duke and some ribald lyrics by Dietz. It is flashy with costumes by Kiviette and is backed by eight smartly contrived sets by Sovey and Jones. In fact, it has about everything—except a book. And it's a book show.

The Bolton-Sheldon-Roberts yarn may have read better than it plays. It is based on a cute idea—about a gal who puts herself up as a prize to the buyer of a lucky number bond in a Treasury War Bond drive. Three marines chip in for an \$18.75 scrip and win a third of her apiece. From there on the frolic continues in and around a recreation center, hotel bedrooms and gardens, near a marine training barracks, with No. 1 marine trying to brush off his pals from divvying on the gal.

However, the scripters have stemmed most of their fun from the sex angle, and have packed the dialog with two-way jokes and situations, that were old when the burly wheel was young. Having the comic take vitality pills and make passes at the femme lead is a gag that has been kicking around these many years. When you do it twice in the same show, it's redundancy. That's the trouble with *Jackpot*—it tries too hard to be funny, and ends up faintly dirty. And the dirt isn't too inventive.

The result leaves funsters Jerry Lester and Benny Baker more or less out on a limb. That goes, too, for Betty Garrett, who is good for a lot of rib-tickling, when she has the stuff to work with. Lester clocks plenty of laughs for himself, but they're for Lester and his club technique rather than for anything that the scripters give him to do or say. Baker is in the same boat. It's the Baker moon-faced grin that pulls the chuckles. Betty Garrett helps them out, but it is only when she has a song to chant that she approaches her stride. The book hog-ties them all.

Allan Jones plays the marine hero pleasantly. His voice is good and a couple of his song numbers, *I Kissed My Girl Goodbye* and *What Happened?*, may reach the hit list. His operetta chores, however, have left him a little heavy-handed for the *Jackpot* type of musical. He needs to loosen up and give. Nannette Fabray makes the kind of gal anybody would buy a bond to win. She improves with each Broadway try and puts plenty of personality into this latest one. Mary Wickes is her girl friend who pushes her way thru an overdose of burly-hued lines and situations to one bright spot in the show, when she lampoons Mary Martin in a travesty of a *One Touch of Venus* ballet.

The last is called *Grist for De Mille*, and pokes fun at the onslaught of the ballet on Stern musicals. Weidman has conceived and directed it amusingly and it's a chuckle-raiser for the wise ones who have seen *Oklahoma*, *Venus*, et. al. But if you're going to take cracks at Agnes De Mille, you've got to have dancers as good as hers. Weidman's don't make the grade. However, the idea is original and the general effect a decided lift for *Jackpot*.

*Jackpot* may get a play on the basis of its trimmings. Freedley has fed plenty of coin into the slot. It's a plush job on the surface, but it takes more than covering for solid wear. *Jackpot's* upholstery needs more springs underneath.

Bob Francis.

DRAMATIC AND MUSICAL

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

Aldrich Family (Shubert Lafayette) Detroit.  
 Abie's Irish Rose (Lyric) Bridgeport, Conn., 17-19; (Bushnell Aud.) Hartford 20-22.  
 Abie's Irish Rose (Davidson) Milwaukee.  
 Arsenic and Old Lace (Shrine Aud.) Des Moines, Ia., 19; (Music Hall) Kansas City, Mo., 20-22.  
 Barrymore, Ethel, in Corn Is Green (Strand) Vancouver, B. C., 19; (Temple) Tacoma, Wash., 20; (Auditorium) Portland, Ore., 20-22.  
 Blithe Spirit (American) St. Louis.  
 Blossom Time (Cass) Detroit.  
 Blossom Time (High School Aud.) Steubenville, O., 19; (Auditorium) Newark 20; (Hippodrome) Marietta 21; (Virginia) Wheeling, W. Va., 22.  
 Cherry Orchard (Wilbur) Boston.  
 Curtain Time (Curran) San Francisco.  
 Decision (Playhouse) Wilmington, Del., 21-22.  
 Doughgirls (Ford) Baltimore.  
 Doughgirls (Walnut) Phila.  
 Dunham, Katherine (Boston O. H.) Boston.  
 Gilbert & Sullivan Operas (Studebaker) Chi.  
 Good Night Ladies (Blackstone) Toronto.  
 House in Paris (Royal Alexandra) Toronto.  
 Jane Eyre (Strand) Ithaca, N. Y., 19; (Erlanger) Rochester 20-22.  
 Junior Miss (White) Fresno, Calif., 19; (Concert Hall) Long Beach 20; (Russ Aud.) San Diego 21-22.  
 Kiss and Tell (Harris) Chi.

Out-of-Town Openings

THE CHERRY ORCHARD

(Opened Monday, January 10, 1944)

WILBUR THEATER, BOSTON

A comedy by Anton Chekhov. Translated by Irina Skariatina. Staged by Eva LeGallienne. Sets and costumes, Motley. General manager, John Haggott. Company manager, John Tuerk. Press representative, Elmer Kenyon. Stage manager, Thelma Chandler. Presented by Carly Wharton and Margaret Webster.

Lopahin.....Stefan Schnabel  
 Dunyasha.....Elizabeth Eustis  
 Epikhodov.....Rex O'Malley  
 Firs.....A. G. Andrews  
 Anya.....Lois Hall  
 Varya.....Katherine Emery  
 Lyubov Andreyevna.....Eva Le Gallienne  
 Leonid Andreyevich.....Joseph Schildkraut  
 Charlotta Ivanovna.....Leona Roberts  
 Semyomov-Pistchik.....Carl Benton Reid  
 Yasha.....Stanley Phillips  
 Petya Trofimov.....Eduard Franz  
 A Tramp.....Bruce Adams  
 Station Master.....Michael Gray  
 A Post Office Clerk.....Jack Lynds  
 Servants and Guests—Lois Holmes, Beatrice Manley, Annette Sorell, H. Etienne

The faults of *The Cherry Orchard* do not lie so much in the play or production as in the times. When history is being made every hour, a drama of inaction and frustration has struck out before it gets to bat. Carly Wharton and Margaret Webster have assembled a fine cast, but their efforts are not enough to bring to life this poignant and subtle play when the times are impatient for swift and melodramatic action.

Eva Le Gallienne has staged the play with understanding. Her direction is a model of good taste and judgment, altho the production lacks kinetic energy. The futile, lightheaded manner in which the owners of the cherry orchard approach their bankruptcy is hard to convey dramatically without enervating the action completely.

The graybeards of the Moscow Art Theater probably would have delighted in the present production. Two players of considerable renown and a distinguished supporting cast have sublimated themselves to the whole ensemble. Acting a Chekhov play is like performing string quartets—each part must be balanced with the others. Because *Orchard* lacks outward form and compulsion to command attention, its inner tension must be fully realized in taut and balanced ensemble acting.

Miss Le Gallienne manages to suggest the frivolous and the generous, the tragically serious but wholly incompetent nature of Mme. Ranevsky, a silly character which she somehow brings to life. She is luminous and lovely to look upon and always expressive. Schildkraut's performance of her addled, billiard-playing, eccentric brother stand out solely because of his rare gift of understatement. He draws sympathy to a completely irritating character.

Stefan Schnabel makes an undeniable mark as the merchant prince who buys the ancestral home from under its bankrupt owners, while Rex O'Malley handles his role with skillful, tho obviously broad effect. Outstanding, too, are the portrayals of Carl Benton Reid and Eduard Franz. Reid is robust and hearty, but sensitive withal, while Franz's performance, as an intellectual who is brilliant but lacks direction, is the most distinguished of all. Despite the girlish manners, derived from Margaret Sullivan, Lois Hall is an attractive younger sister, while Katherine Emery stands in contrast as the repressed other sister. Each of the minor roles has its small distinction. Acting virtuosity has no

Kiss and Tell (Biltmore) Los Angeles.  
 Kiss and Tell (National) Washington.  
 Life With Father (Hanna) Cleveland.  
 Mexican Hayride (Shubert) Boston.  
 Oklahoma (Erlanger) Chi.  
 Patriots, The (Cox) Cincinnati.  
 Peep Show (Plymouth) Boston.  
 Porgy and Bess (Erlanger) Buffalo 17-19; (Sheal) Erie, Pa., 20; (Park) Youngstown, O., 21-22.  
 San Carlo Opera Co. (Lyceum) Minneapolis 21-22.  
 Something for the Boys (Forrest) Phila.  
 Sons of Fun (Civic O. H.) Chi.  
 Student Prince (Court Square) Springfield, Mass., 19; (Shubert) New Haven, Conn., 20-22.  
 Tobacco Road (Hartman) Columbus, O.  
 Tomorrow the World (Selwyn) Chi.  
 Wallflower (Locust St.) Phila.

place here and it has been subdued for the most part.

The translation by Irina Skariatina is not wholly new. Serviceable chunks of dramatic exposition have been drawn bodily from the stodgy Constance Garnett translation. But scenes of especially comic or dramatic moment are new and pointed. Motley's designs for settings and costumes are a marvel of period style. Whatever one's reservations, when the performances reach their full strength this may be regarded as the definitive American production.

Bill Riley.

PEEPSHOW

(Opening January 11, 1944)

WILBUR THEATER, BOSTON

A comedy by Ernest Pascal. Staged by David Burton. Sets by Lemuel Ayers, supervised by Carl Kent. Costumes, Bianca Strock. General manager, Harry Fleischman. Company manager, Al Lee. Press representatives, Fred Spooner, Harry Davies. Presented by Ernest Pascal in association with Samuel Bronston.

Jonathan Mallet.....John Emery  
 His Conscience.....David Wayne  
 Julius.....Lionel Monagas  
 Tommy Cobbe.....Dwight Weist  
 Leonie Cobbe.....Tamara Geva  
 Jessica Broome.....Mary Howard  
 Waiter.....Dayton Lummis  
 Musician.....Henry Manzella  
 Porter.....Edward Brandley  
 Nurse.....Elizabeth Dewing

If Ernest Pascal's delightfully wicked *Peepshow* gets the right treatment during its pre-Broadway practice spin it will emerge as a wholly captivating stage piece. It's novel, naughty but nice and designed solely for the sophisticates. But if a heavy hand so much as touches it in the process of revision the show is a goner.

Pascal has seen to it that a Manhattan rakehell is followed everywhere by an urbane, fully embodied Conscience. During the course of his amours in boudoir and bedroom, Jonathan Mallet, bridge expert and Casanova, has acquired the standing of a tomatcat. His Conscience disapproves (with a wink) and tries to lead him in straighter paths as he approaches his marriage to Jessica Broome. But the attractions of Leonie Cobbe, wife of his best friend, lead him off on a tangent toward a rendezvous at a country inn.

This was to have been the end of their affair, but returning from their weekend in the country they are involved in an accident. Jessica discovers the situation and breaks the engagement, but with a bit of skillful maneuvering Mallet smooths things over and lures her into bed in a slick plot turn that leaves Conscience massaging his dignity.

There are quite a few spots in the comedy where plot exposition is badly in need of lightness. More laughs are in order. And the best role (also the best acted) sorely needs additional dialog, for Conscience is reduced most of the time to looking urbane and wise. In sum, the show is witty, but it lacks grace.

David Wayne's portrayal of Conscience, wherein his clothes are identical to Casanova's, is wonderfully engaging. His acting is as inventive as Pascal's playwriting. He has caught the winking, charmingly wicked quality of one of the most natural roles to come along in years.

John Emery is a bit like a fish out of water as the Manhattan Casanova. Being essentially an actor of dramatic roles, he has descended to "cuteness" as a bedroom comedian. He is arch and petulant, but frequently amusing. As his opposite, Tamara Geva (Mrs. Emery) acts intensely in serious scenes and handles her comedy with piquant effect. Mary Howard is rather uncertain as the fiancée, while Dwight Weist is the plodding husband.

Lemuel Ayers' sets are smartly suited to the play's atmosphere, while the costumes, executed by various hands under the supervision of Bianca Strock, are as sophisticated as the dialog.

At the opening here performances in general were pedestrian, altho David Burton's staging is imaginatively planned. A lighter touch to the acting, plus a sparking of the dialog will make this one a strong contender for the big money.

Bill Riley.

JACKPOT

(Opened Thursday, January 13, 1944)

ALVIN THEATER

A musical comedy by Guy Bolton, Sidney Sheldon and Ben Roberts. Directed by Roy Hargrave. Music and lyrics, Howard Dietz and Vernon Duke. Musical direction, Max Meth. Dances, Loretta Jefferson. Ballet, Charles Weidman. Costumes, Kiviette. Sets, Raymond Sovey and Robert Edmond Jones. Business manager, Kravette. Stage director, Harry Howell. Press representatives, Karl Bernstein and Martha Dreibratt. Presented by Vinton Freedley.

SONGS: "The Last Long Mile," "Blind Date," "I Kissed My Girl Goodbye," "A Piece of a Girl," "My Top Sergeant," "Sugar Foot," "What Happened," "Grist for De Mille," "He's Good for Nothing But Me," "What's Mine Is Yours," "It Was Nice Knowing You," "Nobody Even Pins Me Up," "One Track Mind," "There Are Yanks."

Peggy.....Althea Elder  
 Billie.....Billie Worth  
 Mr. Dill.....Morton L. Stevens  
 Bill Bender.....Ben Lackland  
 Nancy Parker.....Mary Wickes  
 Sally Madison.....Nanette Fabray  
 Dexter De Wolf.....Houston Richards  
 Edna.....Jacqueline Susann  
 Hedy.....Helena Coudvis  
 Hawley.....John Kearny  
 Assistant Bartender.....Walter Monroe  
 Jerry Finch.....Jerry Lester  
 Winkle Cotter.....Benny Baker  
 Hank Trimble.....Allan Jones  
 Girl.....Flower Huijer  
 Reporter.....Bill Jones  
 Tot Patterson.....Althea Elder  
 Sgt. Naylor.....Wendell Corey  
 Sgt. Maguire.....Betty Garrett  
 Helen Westcott.....Frances Robinson  
 Sniper.....Bob Beam  
 1st Marine.....John Hamill  
 2d Marine.....Bill Jones  
 Edith.....Edith Turgell  
 Accordionist.....Eva Barcinka  
 Monica.....Drucilla Strain  
 Pat.....Pat Ogden  
 Betty.....Betty Stuart  
 Sherry.....Sherry Shadburne  
 Mary Lou.....Marie Louise Meade  
 Connie.....Connie Constant  
 Nurse.....Billie Worth  
 HOSTESSES: Cece Eames, Virginia Barnes, Diane Chase, Gene Cooke, Billie Dee, Marion Harvey, Marion Lulling, Edith Laumer, Dorothy C. Thomas, Dorothy Matthews, Aileen Reed, Ellen Taylor, Sally Tepley, Edith Turgell, Jeanne C. Trybom, Lorraine Todd, Georgia E. Yeager.

VOCALISTS: Fague Springman, Robert Beam, George Frank, Mario Pichler, Bill Jones, Michael Kozak, Roger E. Miller, John Hamill.  
 MARINES: Ray Cook, Lawrence Evers, Bob Ferguson, T. C. Jones, Jack McCaffrey, Robert Sullivan, Joe Wisnak, Frank Westbrook.

Vinton Freedley has hit the three bells in the past and got the kick of having the coin spew out of the little slot by the handful. He hasn't hit more than a couple of cherries this time. He's spent a lot of dough—but *Jackpot* doesn't pay off at the Alvin.

The newest production has all the trimmings to make it look like a click musical. There are half a dozen good players to sing and make fun. There is

# The Final Curtain

**ALBERTA**—Mrs. Alexander, 19, band singer professionally known as Frances Bishop, in Philadelphia December 24 after a long illness. Her husband is an orchestra leader in Philadelphia. Also survived by her parents, a daughter and two brothers, all of Richmond, Va. Interment at Federalburg, Md.

**BRAGG**—Charles, 65, New York advance agent, January 4 in Sacramento of a heart attack. He was agent for the stagemusical *Junior Miss*.

**COCHRAN**—John E., 55, formerly one of the Morans, of Moran and Mack, the Two Black Crows of vaudeville, in Jefferson Barracks (Mo.) Hospital January 10 following a heart attack. Services in Bisch Memorial Home, with interment in Camp Butler National Cemetery, Springfield, Ill., January 10.

**COLLINS**—John G., 63, on the staff of *The Philadelphia Bulletin* and formerly of the vaude team of Collins and Anger, of a heart attack in Philadelphia January 11. Survived by his widow, Mary.

**COUTTS**—John E., 61, retired producer and vaudeville agent, formerly of New York, at St. Francis Hospital, Miami Beach, Fla., January 6. Survived by his widow. Mass in St. Mary's Church, Miami, with interment in Woodlawn Cemetery there.

**DICKERSON**—Edward W., 58, Atlantic City night club operator, of a heart attack December 29 at his home there. He operated the Canteen Cafe at the resort. Services in Atlantic City, with interment at Pleasantville (N. J.) Cemetery January 3.

**DOWNING**—Mrs. Thomasina, former actress and mother of Harry Downing, Boston booking agent, at her home in that city January 5.

**HAAS**—Hugo, 55, formerly one of the original Four Haas Brothers, bar act, in Hines Veterans' Hospital, Chicago, January 8. At one time he was a pyro-technician for Thearle-Duffield Fireworks, Inc., and more recently was with the FBI in the Chicago district. Survived by a brother, Oscar, Sedalia, Mo. Following a military service body was interred in Maywood (Ill.) Cemetery.

**HUTTON**—Jacqueline, 19, actress in

the soldier play *Direct Hit*, at Lawrence, Mass., December 28.

**KLAW**—Alonzo, 58, retired New York theatrical producer and son of the late Marc Klaw, of the theatrical firm of Klaw & Erlanger, in Winter Park, Fla., January 12 after a long illness. He studied art as a young man and went into theatrical production where he often designed his own settings. For the play, *Hell-Bent for Heaven*, he made a personal tour of the mountain regions of North Carolina to collect furnishings for a mountain cabin setting. Survived by his widow, Mrs. Alma Ash Klaw, chairman of the Schools Motion Picture Committee, New York, and active in the operation of the New York Stage Door Canteen; a son, Sgt. Spencer Klaw, U. S. Army, and a daughter, Margaret Whitney. Body will be cremated and the ashes taken to Carmel, N. Y.

**LAMB**—Tom, brother-in-law of Tommie Warren and Cortus Henderson and well known among show people, following a heart attack in St. Joseph Hospital, Paris, Tex., December 11. Interment in Evergreen Cemetery there.

**LE LENKO**—Amil, 27, killed instantly in an auto accident December 28 while en route from Pittsburgh to his home in New Castle, Pa. He started in show business several years ago with a Major Bowes unit, and the last fair season was associated with Klein's Attractions, of New Waterford, O., in the capacity of emcee and impersonator. He leaves his parents and three sisters. Burial in New Castle December 31.

**LOEW**—Jack, proprietor of the Gayety Theater, Boston, and a brother of E. M. Loew, New England independent theater circuit operator, in Boston recently. Survived by his widow and two children.

**MCCARRON**—John, 68, company manager of Brooklyn Academy of Music special shows and events and former secretary-treasurer of Association of Theatrical Agents and Managers, in New York January 9 of a heart attack. He was secretary-treasurer of ATAM since it was founded in 1928-1938. Services at St. Malachy's Church, New York, January 12.

**MCCRABB**—Ray, 57, for many years road man with traveling burlesque attractions and in recent years electrician and maintenance man at various downtown Cincinnati theaters, last at the Strand Telenews, in that city January 13 following a stroke. Services January 17, with interment in Spring Grove Cemetery, Cincinnati. His widow, Nellie, survives.

**MCGOLDRICK**—Edward, 69, the last surviving member of the original Dumont Minstrels, following a long illness at St. Luke's and Children's Medical Center, Philadelphia, January 6. He was associated with the theater since he was 14 years old and known as the "Boy Basso" when he sang with the Dumont show. He was with the troupe 16 years and later sang in musical comedy and vaudeville, appearing on Keith's and other circuits. Altho he retired from the stage some time ago he continued to sing and entertain at the Minstrel Tavern, a night club in Upper Darby, Pa., operated by his son, Edward Jr. Besides his son he is survived by his widow, Mrs. Caroline V. Services January 11 at Highland Park, Pa.

**NOBLE**—Johnny, 51, one of the best known and most prolific of Hawaii's native composers, January 14 in Honolulu. Among his works were *For You a Lei*, *King Kamehameha*, *Want To Learn To Speak Hawaiian* and *Little Grass Shack in Kealakakau Hawaii*. He led a band at the Moana Hotel, Honolulu, for 17 years. Surviving are his widow and daughter.

**NORTH**—George T., 68, last charter member of the IATSE, Local 20, St. Paul, January 11 in St. John's Hospital there after a brief illness with pneumonia. He joined the stagehands' union in 1894, and served as secretary of Local 20 for almost a quarter of a century. He had worked in theaters in Duluth, Minn., Los Angeles and St. Paul. Services January 14, with burial in Oakland Cemetery, St. Paul, under auspices of the Masons. Survived by his widow, Florence, and a brother, William, of Minneapolis.

**O'DONNELL**—Staff Sgt. James J., former manager of RKO's 23d Street Theater, New York, in action over Bremen, Germany, last October. A Memorial Service Mass was sung January 14 at St. Patrick's Cathedral, New York.

**PARKER**—Fred Bryant, 80, former assemblyman, leader of the Republican Party in Genesee County many years and prominent in Genesee County and New York State fair circles, in Batavia (N. Y.)

hospital January 6. He was born at Elba, N. Y., November 4, 1863. An accomplished horseman, he was owner and breeder of fine horses, both riders and hunters. His equine interest led to the annual Batavia Horse Show, held as part of Genesee County Fair. His interest in fairs extended to the last century; in fact, to his youth, when he was eight and obtained his first job at the Batavia fair in checking coats. He was treasurer of Batavia fair in 1889-'95 and in 1914 became its secretary, serving in that post until well into the 1920s. He had served as president, secretary and treasurer of the fair society. He was on the New York State Fair Commission in 1915-'31 and also was in charge of the up-State New York exhibit at the New York World's Fair, 1939-'40. Surviving are the widow, a daughter and three grandchildren.

## William Collier

William Collier, 77, playwright, veteran of 60 years on the stage and screen, and father of William (Buster) Collier Jr., of the William Morris Agency, at his home in Beverly Hills, Calif., January 14 of complications following pneumonia. In poor health for two years, the actor-playwright who began his career after running away from home at the age of 11, had been in a critical condition for nearly a month.

His career as a performer was linked with that of many of world's outstanding actors, including Weber and Fields, Lillian Russell, Sam Bernard and David Warfield. Collier made his first appearance with a children's opera company, playing *H. M. S. Pinafore*. Before going to Hollywood to play in the old Mack Sennett productions, Collier played in stage productions in England, on the Continent and on Broadway.

He was with George M. Cohan in *Hello, Broadway* and wrote and played in *Cotton Time*. He also appeared in George White's second *Scandals*, the first *Vanities* and *Sweetheart Time*. Film appearances included *Valiant Is the Word for Carrie*, *Thanks for the Memory* and *Disputed Passage*.

Funeral services in the Church of the Reformation, Forest Lawn Memorial Park, Glendale, Calif., January 15. Besides his son he leaves his widow.

**ROBINSON**—Charles S. (Doc), 53, owner of Robinson's Silver Minstrels which operated thru Virginia and the Carolinas, following a heart attack in Veterans' Hospital, Fayetteville, N. C., January 2. Survived by his widow, Mrs. Margaret A. Robinson; two sisters and a brother. Interment in Woodlawn Cemetery, Knoxville.

**ROTHE**—Anita, 77, retired legit actress and widow of James Kearney, in the Home for Incurables, Bronx, N. Y., January 9. Her first stage appearance was in the production of *Nero* at Niblo's Garden, and in 1890's she played with Mrs. John Drew in *The Rivals* and *The Road to Ruin*. She was later seen in *The Husbands of Leontine* at the Madison Square Theater, New York, and appeared in the original cast of *Captain Jinks of the Horse Marines* with Ethel Barrymore at the Garrick Theater, New York. For many years she was a member of Miss Barrymore's company, appearing in *Cousin Kate*, *Lady Frederick*, *Her Sister*, *Mrs. McChesney*, *The Kingdom of God* and *Scarlet Sister Mary*. Her last appearance was in a revival of *Sheridan's School for Scandal*, also with Miss Barrymore at the Barrymore Theater, New York. She retired from the theater in 1940 and became a guest at the Actors' Fund Home, Englewood, N. J. Services under the auspices of the Actors' Fund of America at Walter B. Cooke's chapel, New York, with interment in the family plot in Kensico Cemetery, Westchester, N. Y.

**WELCH**—Charles E., 64, former vaudeville monologist who worked the circuits on his leaves of absence from *The Times-Union*, Rochester, N. Y., where he had been employed as a reporter and political writer for 25 years, in Rochester January

10. Survived by his widow, Anna Temmerman Welch; three daughters, Sister Stella Regina, of the Sisters of St. Joseph; Mrs. Fred J. Zaunick, Angeltown, Tex., and Rosemary Welch; a son, Charles J. Welch, and two brothers, William, Geneva, N. Y., and James, Rochester, N. Y.

**WHEELER**—Harry B. (Pop), in his late 70's, January 10 at his home in Kenmore, N. Y. Wheeler had been a concessionaire with many shows. His widow and several sons survive.

**WRIGHT**—Charles Rial, 59, former tenor soloist with the Neal O'Brien and J. R. Van Arnam minstrels, at his home in Syracuse January 10. Survived by three brothers, Dr. George L., Bartholomew and Leroy H. Wright, and a sister, Anne Wright. Services in St. Anthony of Padua Church, Syracuse. Interment in St. Agnes Cemetery there.

## Marriages

**CALU-KADE**—Sgt. Tone Calu, nonpro, and Eleanor Kade, Philadelphia night club singer, in Wilmington, Del., January 3.

**COOPERMAN-KAPLAN**—Alex Cooperman, booker for Universal Pictures Corporation in Philadelphia, and Irene Kaplan, nonpro, in that city, January 9.

**DIXON-CURRY**—Sgt. James L. Dixon, in charge of theater at Reception Center, Fort McPherson, Ga., to Olivia Irene Curry, professional, at First Presbyterian Church, Atlanta, January 16.

**KAYE-EVANS**—Don Kaye, orchestra leader, currently appearing at the St. Francis Hotel, San Francisco, to Elizabeth A. Evans, nonpro, January 5 in Del Monte, Calif.

**LADD-SMITH**—Robert Ladd, drummer with the Lawrence Welk orchestra, and Arlene Smith, nonpro, January 5 at Taylorville, Ill.

**LEVY-SAYKIN**—Bernard Levy, Connecticut manager for Lieberman Theater Circuit and manager of Proven Pictures Theater in Hartford, Conn., to Alice Saykin, nonpro, at Temple Beth El in Springfield, Mass., January 9.

**MCCALLION-MARLOW**—Pvt. Jimmy McCallion to Nora Marlow, actress, in New York recently.

**MESMAN-DIAMOND**—Corp. Frank Mesman, nonpro, and Esther Diamond, assistant to Edgar Moss, branch manager for 20th Century-Fox Film Corporation in Philadelphia, in that city, December 30.

**PORTER-COOPER**—Roland Porter, candy butcher, and Victoria Cooper, dancer, December 21 in Toledo. Both are in burlesque.

**SANFORD-EATON**—Warren H. Sanford, entertainer, to Bernadine Jeanette Eaton, pianist, in Greenwich, Conn., November 15.

**SHEPPARD-UNGER**—Frank R. Sheppard, with Bantley's All-American and Cetlin & Wilson shows the past season, to Ellen Unger, formerly of James E. Strates and Cetlin & Wilson shows, in Waycross, Ga., December 31.

**TUCKER-POWELL**—Lieut. Orrin Tucker, former band leader now in the navy, and Jill Powell, model, January 12 in Chicago.

**WALKER-MANNERS**—Lieut. William J. Walker, of the army air forces, to Lucille Manners, concert soprano and radio star, January 6 at Short Hills, N. J.

## Births

A daughter, Elaine Joy, to Mr. and Mrs. Henry Stella December 26 at Farmington, Conn. Parents are Earl and Elaine, ballroom dancers.

A son, David Lee, to Mr. and Mrs. Herbert Gillis, December 29, at the Lying-In Hospital, Philadelphia. Father is a booker for 20th Century-Fox Film Corporation in that city.

**IN THE HIGH COURT OF JUSTICE—PROBATE DIVORCE and ADMIRALTY DIVISION (DIVORCE)**

To  
**MRS. DUDLEY FOSTER**

believed to be residing in the United States of America.

TAKE NOTICE that a Petition for Divorce by Vera Kathleen Hadley of 7, Glenmore Road, Minehead, Somerset, has been filed indorsed with a notice to you that you are entitled within fifty days after the date of this publication to apply upon summons at the Divorce Registry, Somerset House, for leave to appear, intervene in this cause, and answer the charges therein. In default of your so doing the Court will bear the evidence and pronounce judgment.

H. A. DE C. PEREIRA, Registrar.  
Messrs. Reed & Reed, 1, Guildhall Chambers, Basinghall Street, London, E. C. 2, Solicitors.

## Charles King

Charles King, 49, stage and screen actor and singer, January 11 in London of pneumonia contracted aboard ship en route from New York to England to entertain soldiers with a USO troupe.

He began his career at the age of 12 as an amateur at Miner's Bowery Theater, New York, and later became a song-plugger in burlesque houses. His next job was in a blackface act with Bob Higgins. In 1909 he had a small role in the Winter Garden's *Mimic World*, which was followed by an engagement in George M. Cohan's *A Yankee Prince*, with Elizabeth Brice for a partner. His sisters, Nellie and Mollie King, entered vaudeville, and he teamed with them for a time.

Some of the shows in which he appeared were Cohan's *The Little Millionaire* and *Little Nellie Kelly*; 1921 edition of George White's *Scandals*, *Ziegfeld Follies*, *Hit the Deck*, *Branded Men*, *Remote Control*, *Present Arms* and others.

He popularized the songs *Singing in the Rain* and *Happy Days Are Here Again*, and in 1929 starred in MGM's *Broadway Melody*, the first fully synchronized musical in the early talkie days. Other early movies included *The Hollywood Revue*, *Chasing Rainbows* and *The Girl From the Stage*.

When Hollywood veered from musicals about 1931, lean years followed for King, and he was forced into bankruptcy in 1935. After six years in night clubs and vaude, he made a comeback on Broadway in *Panama Hattie*. When the U. S. entered the war he began entertaining with USO units. He was an officer in the Marine Corps in the World War I.

Surviving are his widow, Mrs. Lila Rhodes King; two daughters, Helen and Lila King; a son, Joseph, in the navy, and a sister, Mrs. Thomas Claffey, Washington. Military services at Brookwood Cemetery, near Woking, Surrey, England.

# DOTTED LINES PULL SIGS

## SLA Kicks Off On Active Year Member Drive Is Hot

CHICAGO, Jan. 15.—Showmen's League of America is well launched on its 1944 season, which bids fair to be especially active. With the holiday season past, President Floyd E. Gooding has had an opportunity to confer with other officers and outline the year's program.

League will again be active in raising funds for the Red Cross, and a representative committee of outdoor showmen has been named to conduct the '44 drive. Servicemen's committee, which supervises sending packages to members in armed service, is again in the hands of William Carsky and Bernard Mendelson, who did a swell job in 1943. Membership committee has made an excellent start and hopes to top last year's record.

### New Committee Line-Up

Personnel of the committees: Ways and means, G. L. Wright, chairman; Ernest (Rube) Liebman, co-chairman; M. J. Doolan, George A. Golden, Sam Gordon, J. C. McCaffery, Harold Paddock, Michael Rosen, Jack Ruback, George Terry, Ned E. Torti, M. M. (Neil) Webb.

Finance, Fred H. Kressmann, chairman; M. H. Barnes, Leo Barrington, William Carsky, J. W. Conklin, Charles G. Driver, S. T. Jessop.

Entertainment, William Carsky, chairman; Arthur F. Briese, co-chairman; (See SLA in Active Year on page 34)

## New Miami Club Gets Into Stride

MIAMI, Jan. 15.—At the first regular meeting of the new Miami Showmen's Club in the rooms, 236 West Flagler Street, the 168 members present were told that the membership was now 282. Photos were taken of the meeting, presided over by President David B. Endy, and all officers were in their chairs, reported Acting Secretary Milton S. Paer.

A board of directors of 25 will outline and guide policies. Wilbur Shaffer was named assistant secretary. Jack Moore, who was elected as counsel, is preparing by-laws for adoption. Ralph N. Endy has been named chairman of the finance committee, Max Klimmerer chairman of the relief committee. Eddie Hacket heads the membership and Maxie Herman the entertainment committees. C. W. (Chick) (See Miami Club Growing on page 34)



OFFICERS INSTALLED in combined posts of the consolidated Regular Associated Troupers and Men's Auxiliary at open house in the clubrooms, Walker Building, Los Angeles, December 31. Left to right: Minnie Pounds, second vice-president; Ruth Korte, substitute for Ruth McMahon, vice-president, who was absent; Herb Sucher, second vice-president; Babe Miller, president; Joe Krug, first vice-president; Estelle Hanscom, past president; Betty Coe, first vice-president; Walton de Pellaton, secretary-treasurer. Vera Downie, secretary-treasurer, was absent because of illness.

## Alamo Is All Set For Feb. Shove-Off

SAN ANTONIO, Jan. 15.—Alamo Exposition Shows' winter quarters' work has been completed for the opening in February. New rides, Tilt-a-Whirl, Merry-Go-Round and Comet Streak are ready in quarters, reported Ted Custer. Mr. and Mrs. Jack Turner will be in charge of special work ahead. Louis (Blackie) Ringgold, general representative, is working on a route calculated to conserve gas and rubber. Owner-Manager Jack Ruback has added several more trucks for riding devices. Albert Wright, legal adjuster, on the West Coast, will arrive soon.

Mr. and Mrs. Bill Williams, who purchased (See Alamo Ready for Feb. on page 34)

## Marks Augmenting

RICHMOND, Va., Jan. 15.—John H. Marks, head of the shows bearing his name, has contracted with the International Harvester Company for rebuilding of all his motorized equipment by the first week in April. This decision was made when he was shown the apparently almost new working of his Diesel plants, which were rebuilt by the Lewis Engineering Company during early winter. Show, which was cut in size during the 1943 tour, is to be returned to its former proportions when it takes the road. Several rides left in quarters last year are being gone over. T. A. (Red) Schulz will again be in charge of tickets and front gate.

## Gay Way Debut Trek Turns in Big Winner

MACON, Ga., Jan. 15.—J. L. Johns, owner, and Bill Brown, manager of the Gay Way Shows, have returned to their homes here after closing the shows December 18 in Crestview, Fla. First season for the new show, 37 weeks, was a big winner, Johns said, and reopening will be in Crestview March 4.

Some equipment was stored in a building leased in Crestview and part was returned to permanent quarters here. Some trucks were brought here for overhauling, as well as Funhouse and Monkey Show with 30 monkeys. Ernest Rice, Ferris Wheel foreman, is supervising work (See Gay Way Big Winner on page 34)

## O'Brien Leases Theatorium Location on Miami Avenue

MIAMI, Jan. 15.—Opening on Miami Avenue near the Capitol Theater, the traveling museum operated by W. J. O'Brien has a front similar to a theater, with lobby and silk-fringed marquee over sidewalk, and is billed as the Theatorium.

Management plans to stay here until Revere Beach, Mass., opens May 12. Frank Lentini is with the show, which is being strengthened for the summer season. Doc H. Murray Coe, who is managing the unit, is now in the North. Owner O'Brien, who has leased the location, plans an arcade thru the summer and fall seasons here.

## Visitors' Swoop to Los Area Sparks Clubs' Social Rounds

LOS ANGELES, Jan. 15.—Social activities of the winter so far have surpassed those of all previous years. Rooms of the Pacific Coast Showmen's Association and Auxiliary, Regular Associated Troupers and Bristol Hotel have seen visiting showfolks descend upon Southern California for vacations and be royally entertained during the holidays. Dozens of room parties in the hotel and parties in homes have been held. Mecca for many has been the rooms of Lucille King, in for a vacation of two months from Mission Beach. Madge Buckley is on a two-month vacation at the Bristol from her home in Seattle. Virginia Kline, Salem, Ore., after visits in Chicago and Kansas City, spent three weeks

at the Bristol and held open house nightly. Babe and Moxie Miller, Mission Beach, spent week-ends at the Bristol. Estelle and Elmer Hanscom's rooms were popular, with buffet luncheons prepared by her.

Among other "millionaires from Mission Beach" whose rooms were entertainment centers were Violet and Herb Sucher, Lill and Moe Elsemann, Babe and Mike Herman, Frank and Fern Redmond and Mr. and Mrs. Joe Mettler. Hosts from Kansas City, Mo., were Art and Bird Brainerd, on a vacation at the Bristol. From Salem, Ore., came Viola Schafer. From San Francisco came Mike Kerkos, Leo Leos and Mr. and Mrs. Harry Meyers; from Dallas, Jean and Frank Yaglia; from

## RAS Signs State Fairs

ST. LOUIS, Jan. 15.—Carl J. Sedlmayr, general manager and co-owner of the Royal American Shows, said here on Tuesday, while he was en route to the Minnesota Fairs' meeting in St. Paul, that he had contracted to furnish midway attractions at these 1944 fairs: Anderson (Ind.) Free Fair; North Wisconsin District Fair, Chippewa Falls; Tri-State Fair, Superior, Wis.; Minnesota State Fair, St. Paul; Kansas Free Fair, Topeka; Oklahoma State Fair, Oklahoma City; Mississippi State Fair, Jackson; and Louisiana State Fair, Shreveport. Several other large annuals pending are expected to be signed in the next few weeks, he said.

Due to recent acquisition of part of the former RAS equipment, the two owners have combined much of that equipment with the best of the former Rubin & Cherry Exposition to organize a larger major show, Sedlmayr said.

A crew has been in winter quarters there since the show closed in Caruthersville, Mo., last October, has been augmented since first of the year and much work is being done under supervision of Sam Solomon, business manager and co-owner. Mr. and Mrs. Solomon returned to Caruthersville January 4 after spending Christmas week in St. Louis. Manager Sedlmayr will attend several state fair association meetings, after which he will go to his home in Miami Beach for three weeks and thence to winter quarters.

## WM To Repeat at Two

NEW YORK, Jan. 15.—Maine State Fair, Skowhegan, and Allentown (Pa.) Fair have been inked by the World of Mirth Shows, General Manager Max Linderman announced. They're both repeats, Skowhegan for the second year and Allentown a long-time regular on the WM circuit.

## Illinois Fairs Contracted

ST. LOUIS, Jan. 15.—At the Illinois fairs meeting, Springfield, January 6 and 7, Turner Bros.' Shows signed eight contracts, reported C. Ray and Cecil G. Turner. Lone Star Shows, owned by Mr. and Mrs. J. R. McSpadden, got nine contracts. K. H. Garman, owner and general manager, contracted fairs at Morrison, Oregon and Carthage, with several others pending. Others who said they had landed contracts included Mike Rosen, Buckeye State Shows; Sam Fidler, Fidler United Shows; John H. Maher and William (Red) McCoy, Maher's Mighty Midway; Earl H. Bunting, Bunting Shows, and Harry Small, Rogers Greater Shows.

## La Crosse Fair to Sheesley

ST. LOUIS, Jan. 15.—Vaughn Richardson, general agent of the Mighty Sheesley Midway, signed contracts last week for that show to furnish midway attractions at the 1944 La Crosse (Wis.) Fair. He also was awarded several other contracts at the Indiana and Illinois fairs meetings. He reported that rides, shows and concessions which John M. Sheesley is operating in his Pensacola (Fla.) winter park have been doing excellent business.

Hollywood, John (Spot) Ragland, Harold Mook, Cecelia Kanthe and Ruth and Lou Korte. Among others whose rooms and homes were scenes of gaiety were Ted and Marlo LeFors, Joe and Ethel Krug, Marge Kennedy, Ed and Inez Walsh, Rosemary Loomis, Allerita Foster, Harry and Martha Levine, Everett and Betty Coe, Frances and Herb Dunn, Arthur Hockwald, Helen Brainerd Smith, Charles and Edith Walpert, Hunter and Margaret Farmer, Sis Dyer, Ed and Birdie Harris and Walton de Pellaton.

During a reunion of the Kline, Brainerd (See Visitors Swoop on Los on page 34)



CORP. GWEN LEWIS, WAC, at Station Hospital Laboratory, Camp Upton, N. Y., is granddaughter of the late Fred Lewis, noted show builder and carver of fronts and pioneer operator of Venetian Swings. Her father is of candy floss note and she formerly trouped with the Johnny J. Jones Exposition.

**SLA IN ACTIVE YEAR***(Continued from page 33)*

George B. Flint, Hogan Hancock, Art Frask, Fred H. Kressmann, Ernest (Rube) Liebman, Sam J. Levy, David P. O'Malley, George Terry, Ned E. Torti, Toby Wells, Boyle Woolfolk, Ernie A. Young, Charles F. Zemater.

House, Max B. Brantman, chairman; Sam Bloom, co-chairman; Oliver Barnes, Jack Benjamin, James Campbell, Frank

Ehlentz, Charles H. Hall, Jack Hawthorne, Vince McCabe, Irving Malitz, Ray S. Oakes, Ralph R. Pope, Thomas Sharkey, Harry B. Wheeler.

Funeral, Robert Seery, chairman; Fred F. Donnelly, Walter F. Driver, Nieman Elsmann, Charles H. Hall, William Hetlich, Jack Pritchard.

Welfare, James Campbell, chairman; Val Coogan, Charles H. Hall, Ernest (Rube) Liebman, Louis Leonard, Jack

Pritchard.

Cemetery, Edward A. Hock, chairman; M. H. Barnes, E. Courtemanche, Max Goodman, Charles R. Hall, Harry A. Illions, S. T. Jessop, Louis Keller, E. W. Weaver.

Press, Nat S. Green, chairman; J. A. Darnaby, Jack Grimes, Robert E. Hickey, William H. Green, Frank B. Joerling, Johnny J. Kline, William B. Naylor, Sam R. Stratton, Leonard Traube, Sam L. Ward.

Servicemen, William Carsky and Bernard Mendelson.

Membership, Bernard Mendelson, Morris Lipsky, James P. Sullivan, co-chairmen; Wayne R. Barlow, Earl H. Bunting, John W. Chapman, Ralph J. Clawson, A. R. Cohn, E. C. Drumm, Sam Feinberg, Noble C. Fairly, Paul Flanagan, John W. Gallagan, Harry Gaughn, George Golden, Sam Gordon, William J. Goutermont, Maurice Hanauer, Joe C. Harris, Harry W. Hennies, Maxie Herman, Arthur R. Wopfer, Louis Leonard, Ernest (Rube) Liebman, Ralph G. Lockett, R. L. Lohmar, Andy Markham, Frank C. Miller, Warren W. Murphy, J. D. Newman, Harold Padlock, Earl H. Parks, I. J. Polack, Denny Pugh, A. L. Putnam, L. C. Reynolds, Michael Rosen, Harry Ross, H. B. Shive, Harry Stahl, Lloyd I. Thomas, Ned E. Torti, E. C. Velare, E. W. Weaver, A. J. Weiss.

**Trustees for Home**

Showmen's Home trustees for the year are B. S. Gerety, chairman; M. H. Barnes, J. W. Conklin, M. J. Doolan, Frank P. Duffield, Max Goodman, W. R. Hirsch, Sam J. Levy, R. L. Lohmar, J. C. McCaffery, E. Lawrence Phillips, Joe Rogers, Sam Solomon, Cliff Wilson.

J. C. McCaffery is again chairman of the Red Cross War Relief Drive, and G. L. Wright is co-chairman. Committee members are W. D. Bartlett, O. C. Buck, Oscar Bloom, Ray Marsh Brydon, Earl H. Bunting, William Carsky, Ralph J. Clawson, Hadji Delgarian, Mel G. Dodson, M. J. Doolan, Charles G. Driver, Frank P. Duffield, David B. Endy, K. H. Garman, John W. Gallagan, F. E. Gooding, Sam Gordon, Nat S. Green, Harry W. Hennies, L. J. Heth, Vic Horwitz, S. T. Jessop, Johnny J. Kline, Fred H. Kressmann, Louis Leonard, Ernest (Rube) Liebman, R. L. Lohmar, Roy E. Ludington, Vince McCabe, Michael Rosen, L. C. Reynolds, Robert K. Parker, E. Lawrence Phillips, Jack Ruback, John F. Reid, Nat D. Rodgers, C. D. Scott, Carl J. Sedlmayr, I. J. Polack, Henry N. Shelby, Denny Pugh, John M. Sheesley, William R. Snapp, Harry Stahl, C. F. Zeiger, Harry Marsh, Andy Markham, Charles E. Miller, Ray S. Oakes, C. D. Odom.

**ALAMO READY FOR FEB.***(Continued from page 33)*

chased several more monkeys for their Hollywood Circus, are training them in quarters. Jerry, trained chimpanzee, will again be used in War Bond drives in cities played. Rosemary Ruback, Sophie Mullens and Martha Rogers are nightly visitors at the Showmen's Club. Mr. and Mrs. Joe Paluki spent several days with Mr. and Mrs. Hubert Hall. Joe Rosen reports continued good business at Brazas and Laredo streets with his ride unit. New Year's party at the Showmen's Club was largely attended and Clarence (Blackie) Tarkington, Lefty Block and Jack Ruback were hosts.

Roland Smith, of show park note, who has his show on Houston Street, said he would have 100 more feet facing Houston Street and would install more attractions there. Tony Kitterman is expected from Kansas City. Brownie Bishop, Arcade Shows, who was a visitor, reported business good. Red Baker and Blackie McPeet, who visited quarters, will be in concession row again. Mr. and Mrs. M. O. Williams, who have their concessions booked again, are in quarters. Personnel of the show will be about the same as last year's. Bill Tank will be in charge of front gate, with two assistants.

**VISITOR SWOOP ON LOS***(Continued from page 33)*

erd and Smith families in the hotel and at the home of Helen Brainerd Smith many forays were made to niteries of Hollywood and Los Angeles. Mr. and Mrs. Art Brainerd, Virginia Kline and Viola Schafer joined Helen Brainerd Smith and her family in Los Angeles. "Spot" Ragland, after a three-week visit to relatives in North Carolina, returned New Year's Eve. Jean and Frank Yagla returned from a visit to relatives in Dallas on New Year's Day. Mike Krekos, en route to Gilman Hot Springs, spent the week-end visiting the PCSA. Pvt. Charles Marshall, after a furlough in Los

Angeles, departed for a cantonment at Pittsburg, Calif. Ethel Henry returned from a vacation with her family in Missoula, Mont. After two weeks in Phoenix, Ariz., Louis Wall returned. The writer is house guest of Mr. and Mrs. Glenn H. Perry, San Diego.

Mr. and Mrs. Martin E. Arthur went on a week's visit to San Francisco. Frank and Vera Downie are on a short vacation in Las Vegas, Nev. Claude and Leona Barie, after a vacation in Nevada, returned to the Paramount Studios, where he is with the wardrobe department. Relley Castle Burglon returned home to San Francisco after a short visit. Madge Buckley departed for her home in Seattle January 7. Jessie and Hort Campbell have been frequent visitors, coming from their home in San Diego. Hazel Fisher, continuing her defense work in Portland, Ore., has recovered from a lengthy illness. Verna Seeborg has been connected with a large organization in Oakland for the past year. Marie Jones, who came from her home in Salt Lake City to attend the banquet of the Regular Associated Troupers, will spend a few weeks with friends before returning. Violet Sucher returned from the banquet to discover that her room had been robbed of a number of War Bonds. Harold Mook left for Salem, Ore., on a vacation. In the lobby of the Bristol Lou Berg may be seen daily.

**Douglas to Tacoma**

After several weeks here E. O. Douglas, owner of Douglas Greater Shows, returned home to Tacoma. Herb Dunne went to Seattle to assume duties of general agent of the Douglas shows. Lou's Cecchini, who was inducted into the army, left for an Eastern camp. Harold Lear, who was stationed at a naval base in San Diego, was transferred to Oak Knoll Hospital, Oakland. Tommy Miller is now in his second year with a construction corporation in Honolulu. Since his return from an Alabama army camp Billy Farmer has been at his concession on the Pike, Long Beach. Mr. and Mrs. Jack Christensen are visiting relatives in Nebraska after a short trip to the South. Nellie Bowen has become proficient in tattooing while working in husband Hugh's studio in San Diego. Sonny Freeman is at a training depot at the naval station, San Diego, as is Eddie Anderson. Gladys Belshaw, who moved from her home in Portland, is in business in Lebanon, Ore. After a visit to the South Dr. David Reid returned home to Lebanon. Back from Mexico City, Calvin Lipes is readying his shows for the season. Reported by Walton de Pellaton.

**MIAMI CLUB GROWING***(Continued from page 33)*

Franklin was named head of the publicity department.

Clubrooms have all new chrome furniture and general offices are finished in pastel blue. New office furniture is of oak. There is new carpeting and over 200 new chairs for the meeting room, which is 50 by 70 feet. Mike Wright, Chicago, and Oscar C. Buck, president of the National Showmen's Association, who were present and made talks, joined the club. Org has taken a lease for five years on the rooms, with one year paid in advance. An information bureau is now in the making for all visiting show-folks.

**GAY WAY BIG WINNER***(Continued from page 33)*

here. Work in Crestview will start about February 1.

The organization, which had a successful opening here last April, played lots in Columbus, Ga., 14 weeks. Best stands of late fall were Carrabelle, Fla., and Crestview. Brown has been re-engaged as manager; also S. J. Clark, Chairplane foreman; Billy Smith, Kiddie rides foreman, and Rice.

**MOUND CITY SHOWS****WANT**

MERRY-GO-ROUND FOREMAN. ROLL-O-PLANE FOREMAN. WORKING MEN FOR ALL RIDES. PAINTER AND CONCESSION BUILDER. ALSO WANT 2 OR 3 GOOD SHOWS. Address:

CHAS. OLIVER  
1417 Craftan Street St. Louis 4, Mo.

**GREAT SUTTON SHOWS****NOW BOOKING**

SHOWS, RIDES AND CONCESSIONS.  
WHAT HAVE YOU?

P. O. BOX 304 OSCEOLA, ARK.

**CONCESSIONS WANTED FOR OCEAN BEACH PARK**

at New London, Conn., in a beautiful \$80,000.00 new recreation building. Can place a limited number of CONCESSIONS. Flat rate or percentage. This building is located on beach front, in very active defense area and is a playground for both civilians and service men stationed at the Naval Base and Army Camps. Draws capacity day and night.

**WRITE—WIRE—PHONE TODAY**

Can also place 10 or 20 X-Ray Poker Tables on percentage. Wonderful opportunity for right man.

**JOSEPH CLOTH**

103 BANK STREET

(Phone: New London 9717)

NEW LONDON, CONN.

**Scott Exposition Shows**

Opens 27th Season March 27, Atlanta, Ga.; then Marietta, Ga., one block from Court House. Big Bomber Plant operating 24 hours daily. Then follows Dalton, Ga. 30 Bed Spread Mills working day and night. Clinton, Tenn., Big Defense Plant; Knoxville, Tenn., next; then Nashville, Tenn., 2 weeks. Plenty Defense Work and Servicemen. Then Kentucky Camps, Defense Works, Coal Mine Towns.

Want to buy for cash, Octopus and No. 5 Eli Wheel with or without transportation. Want Painters, Carpenters and Builders, Ride Help that Drive Semis. Top salaries. Want 7-Car Tilt Foreman. Smith & Smith Chairplane Foreman. Showman and Concessionaires have plenty of space to build and repair. Free quarters to those joining now. Address

C. D. SCOTT, Southeastern Fair Grounds, P. O. Box 1562, Atlanta, Georgia

**WANT**

Foreman for Scooter; Charlie Watson, write. Foremen for Tilt-a-Whirl and Roll-o-Plane. Ride Help, come on. Winter Quarters open and six rides working in park here. Can use three high-class Grind Shows that won't conflict. Want capable Man to operate Arcade; good proposition. Ben Wells and Harry Daniels, come on; will wire ticket. Nat Worman, superintendent. Earl Kettering, Frank Zorda, communicate with us at once. Address all mail

**MIGHTY SHEESLEY MIDWAY**

San Carlos Hotel, Pensacola, Florida

**DIXIE BELLE SHOWS****Now Booking and Contracting for 1944 Season****OPENING IN KENTUCKY APRIL 29TH**

ALL Shows and Concessions open. Want to book Shows with own equipment. Good opening for small Cook House or Grab, Corn Game, Pitch-Tilt-Win, Fish Pond, Duck Pond, Photos, Bumper, Hoop-La, Penny Pitch, Ball Game, Pop-Corn, Cigarette Cork Gallery, Mitt Camp, Snow Ball, Pan Game, Pea Pool, Under and Over, Beat Dealer, Dart Game, Cane Rack, Watch-La, or WHAT HAVE YOU? Our Privilege is reasonable and a deposit will be required on all bookings. Want a few Ride Men who will stay sober and can drive good trucks. We will pay you a good salary if you are a good Ride Man. We have six Rides to operate. Our winter quarters in Cloverport, Ky., now open and work is in progress. Shows and Concessions booking are welcome to go in there any time to do their repair and paint work. Address:

LOUIS T. RILEY, Owner-Manager, P. O. Box #4837, Miami 29, Fla., until March 1st.

**ELITE EXPOSITION SHOWS****WILL OPEN IN APRIL****NOW BOOKING FOR SEASON 1944**

Want Shows with own outfit and transportation; very good proposition. "Count" Zaino, write. Will book Octopus with transportation or will buy. Will book any major ride not conflicting with what we have. Can use Second Men on Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Roll-o-Plane. Also want Foreman for Wheel; must be good and will pay good salary. For Sale—Loop-o-Plane with five horse motor, fence, ticket box, electric arch, etc., \$400.00. All address:

CHAS. ROTOLO, MGR., ARMA, KANSAS.

**WANTED FOR ARCADE**

Concessions of all kinds—Mug Joint, Jewelry, Cigarette and Gallery will clean up; others write. Girls for Ball Game, Dart and Penny Pitches, Agent for Swing Ball, Paper Men that know how to work, Arcade Mechanic that can and will keep machines running. Salary all you are worth; wire only. Arcade in Mobile on Main Street, corner building, sixty foot front. Big defense town, thousands of workers pass daily. Will buy good used Arcade Machines. State lowest price and condition first letter.

MGR. PLAYLAND ARCADE, BATTLE HOUSE, MOBILE, ALA.

# ROYAL AMERICAN SHOWS

## "World's Largest Midway"

The best Equipment of the ROYAL AMERICAN SHOWS and the RUBIN & CHERRY EXPOSITION has been combined into ONE MAMMOTH ORGANIZATION and will make the 1944 VICTORY TOUR under the title of the ROYAL AMERICAN SHOWS, presenting by far THE LARGEST, FINEST AND MOST MERITORIOUS MIDWAY ON THE NORTH AMERICAN CONTINENT.

DUE TO THE COMBINING OF THESE TWO MAMMOTH ORGANIZATIONS, WE HAVE THE FOLLOWING SUPERFLUOUS EQUIPMENT FOR SALE: 72-Ft. All-Steel Flat Cars (Warren Tank Car Co., Mfrs.); Steel Box Cars; Sleepers; Diesel Plants; Numerous Riding Devices, such as Hey-Dey, Ferris Wheels, Boomerang, Rocket, Sky Rocket, Roll-o-Planes, Loop-o-Planes, etc. Show Fronts, Canvas, Wagons, Light Towers and much other Show Equipment and Paraphernalia.

### WE HAVE ALREADY CONTRACTED THE FOLLOWING 1944 FAIRS

★ ANDERSON FREE FAIR, Anderson, Ind.  
 NORTH WISCONSIN DISTRICT FAIR,  
 Chippewa Falls, Wis.  
 TRI-STATE FAIR, Superior, Wis.  
 MINNESOTA STATE FAIR,  
 Minneapolis-St. Paul.

★ KANSAS FREE FAIR, Topeka, Kan.  
 OKLAHOMA STATE FAIR,  
 Oklahoma City, Okla.  
 MISSISSIPPI STATE FAIR, Jackson, Miss.  
 LOUISIANA STATE FAIR, Shreveport, La.

AND SEVERAL OTHERS, WITH STILL MORE DEFINITELY PENDING.

WE HAVE SOME OPENINGS FOR RIDE FOREMEN AND DEPARTMENT HEADS AND CAN PLACE RIDE HELP AND WORKINGMEN IN ALL DEPARTMENTS.

WE CAN AND WILL PLACE SEVERAL MORE SHOWS OF MERIT. Such Shows must be in keeping with the Royal American standard.

## ROYAL AMERICAN SHOWS

CARL J. SEDLMAYR  
 General Manager

SAM SOLOMON  
 Business Manager

WINTER QUARTERS: CARUTHERSVILLE, MO.

### TENTS

New and Used

CARNIVAL and SKATING RINK

Write for Prices

E. G. CAMPBELL TENT & AWNING CO.  
 100 CENTRAL AVE. ALTON, ILL.

### TENTS

UNITED STATES TENT & AWNING CO.  
 2315-21 W. Huron St. Chicago 12, Ill.

### TENTS—BANNERS

We have Canvas for your needs.  
 No priorities needed.

Charles Driver — Bernie Mendelson.

O. Henry Tent & Awning Co.

4862 North Clark St. CHICAGO 40, ILL.

### OUTDOOR WIRE

\$12.00 PER 1,000 FEET

2 Conductor #18 gauge, used on army maneuvers. Good as new.  
 1/3 deposit with all orders.

CROWN MACHINE CO.  
 4521 Diversey Blvd. CHICAGO, ILL.

### SOUND CAR

Exact replica of a Navy Zeppelin, factory built, painted beautiful Red, White and Blue, no lettering, 22 feet long. Has own generating electric plant, mounted on Ford 85 H.P. chassis. What is your offer? JOHN CANOLE, 6th Ave. at 30th St., Altoona, Penna. Phone 21241 or 5500 Anytime.

### American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 15.—Participants in the association's public relations fund are notified that plans have been completed for a visit by the secretary to Washington on January 21-23 on matters of interest to the membership. This will be followed by attendance at the Richmond (Va.) fairs' meeting January 24 and 25 and the Reading (Pa.) fairs' meeting January 26 and 27. It would be very helpful if members who plan to attend these meetings would advise the ACA secretary. An additional meeting is scheduled during the New York fairs' meetings in Albany February 7 and 8.

It is planned to hold informal meetings of association members at each of these fairs' meetings and, depending upon developments in Washington, it is possible that a formal meeting of public relations fund participants may be held at the Albany meeting. President James E. Strates, accompanied by Special Agent Keith Buckingham, has visited association offices in connection with planning association activities.

The War Man-Power Commission having sent detailed information on the labor shortage, the membership will be interested to know that the labor picture is improving somewhat. As of December 1, areas suffering from acute labor shortages have declined from 69 to 67 and areas where labor shortages were expected to develop within the next six months have declined from 124 to 119. Communities in which a labor surplus is to be anticipated within the next six months have increased from 102 to 112 and it is reported that there are 358 areas, all including a city of at least 25,000, population where labor is plentiful. Names of communities where such labor is available are on file in the association offices.



INQUIRE ABOUT NEW LOW RATES ON MIDWAY INSURANCE FOR 1944

CHARLES A. LENZ

"The Showman's Insurance Man"

A1338 INSURANCE EXCHANGE, CHICAGO



"A GOOD SHOW TO BE WITH"  
 PLAYING MONEY SPOTS IN THE VICINITY OF DETROIT  
 WE WANT TO BOOK OR BUY A ROLLOPLANE, FLY-O-PLANE, SPITFIRE, FLYING SCOOTER, SMALL CATERPILLAR OR DODGEM.

### WANT—J. F. SPARKS SHOWS—WANT

For Season Opening the Middle of March

LEGITIMATE CONCESSIONS. Candy Floss and Apples, Photo Gallery, American Mitt, Cookhouse. Al and Mary, write again; mail misplaced. Bob Jones, contact us.

CAN PLACE GRIND SHOWS OF ALL KINDS

Want Capable Foremen for Merry-Go-Round, Twin Wheels, Octopus, Spitfire and Kiddie Rides. Can place Workingmen on all rides. Must drive semi. Want to hear from L. L. Davis, Burgess Lawrence, Bill Allen.

Want A-1 Billposter. Also want Bingo Caller who can drive semi. Can place Musicians and Performers for Minstrel. Salary out of office.  
 Lee Houston wants to buy Trained Chimp, Seals and Lions.

All Replies: J. F. SPARKS, 311 Westover Drive, Birmingham, Alabama.

### ALLEN & NICKERSON SHOWS

WANT FOR 1944 SEASON

Opening Early in April in Evansville, Indiana, and Followed by One of the Best Routes. RIDES—Will book, lease or buy Octopus, Roll-O-Plane or Till-A-Whirl. SHOWS—Will book any Shows, 25 per cent. What have you? Concessions and Concessions Agents, all contact J. J. (Chick) Allen. Want to hear from Ride Men that can stand prosperity. We pay you every week and give you the best of treatment. Prefer men that can drive semis. Anyone that has worked for either of us, get in touch with us at once. Want to buy the following at once: One thousand feet One-O or Two-OO Electric Cable. Must be in good condition; also want Fifty or Seventy-Five K.W. Transformer. Also Small Merry-Go-Round. Want to hear from good Free Acts. All Concession People address J. J. ALLEN, 35 Spring St., Springfield, Mass. All others, S. W. NICKERSON, Allen & Nickerson Shows, Box 94, Evansville, Indiana.



**PENNY PITCH GAMES**  
 Size 46x46", Price \$25.00,  
 Size 48x48",  
 With 1 Jack Pot, \$35.00.  
 Size 48x48", with 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$12.00

**BINGO GAMES**  
 75-Player Complete .....\$5.00  
 100-Player Complete ..... 7.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
 124-126 W. Lake St. CHICAGO, ILL.

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

**BOOKING or fishing?**

**DIAMOND-TOOTH BILLY ARNTE** is wintering in Columbia, S. C.

**STILL** talking on the front of Tracey Bros.' Side Show with Bistany Greater Shows is Jack (Red) Lang.

**PRODUCING** Comedian Eight-Rock White is working at the Warden Hotel, Newark, O.

**MADAM BURLESON** has her company playing clubs and theaters in Norfolk, Va.

**SNAKE** lecturer: "This monster won't hurt me because it knows my smell."

**JOINING** the Steblar Greater Shows in Columbia, S. C., with their concessions were Bill Martin and Bill Penny.

**J. B. HENDERSHOT**, agent for the J. C. Weer Shows, was in Chicago on business last week.

**JOE DUPONT**, Cetlin & Wilson Shows, is driving a bus from Richmond to war plants at Magruder, Va., this winter.

when he owned his own show he would pay exceptionally high wages—but at that time he wasn't a manager.—Oscar the Ham.

**NATE FELTON**, "Midget Samson," who was with Sam Golden's Side Show for the past two years, is working as a welder in shipyards at Pascagoula, Miss.

**NATE EAGLE** has his two midgets, Mary Ellen and Nita, playing clubs in the Chicago territory, billed as Teenie and Tiny.

**"RED" HENDRIX**, who has joined the John H. Marks Shows as Ferris Wheel foreman, reported to Richmond (Va.) quarters last week and is overhauling the rides.

**MR. AND MRS. AL PORTER**, formerly of the 101 Ranch, who stopped off in Richmond, Va., for a visit with T. A. (Red) Shultz, expect to spend the remainder of the winter in Florida.

**TWO** side-show operators were cutting up a naval victory in a hotel lobby. One cracked: "We have been a sea power ever since the day of the Monitor and the Mermaid."

**ANNEX** attraction with Harry Lewiston's World's Fair Freaks, Claudette infoed that the show would move from Columbus, O., to Wheeling, W. Va., January 15.

**ROBERT (BOBBY) KLINE**, general agent of the All-American Exposition



**PVT. LLOYD D. SERFASS**, owner-manager of the Penn Premier Shows, and now stationed with the United States Marines, Platoon 849, 5th Battalion, Parris Island, S. C.

**BLACKIE EDWARDS**, ride man, visited his former employer, John H. Marks, in Richmond, Va., during the holidays.

**"THAT** guy," remarked a manager, "doesn't seem like a real trouper. He worked off his nut to the office."

**THOMAS VOLLMAR**, of midget note, who was a Chicago visitor last week, is still at Soldiers' Home, La Fayette, Ind.

**GENERAL** Agent Charles S. Reed will again be with the Great Sutton Shows.

**FRANK (SHORTY) SMART** and Harry (Happy) Holmes had the ex on peanuts and popcorn at Lakeland (Fla.) Rodeo.

**HARRY AND ADA ROEBUCK** have moved into a new home they purchased on Northside, Cincinnati.

**SOME** of us get so wrapped up in shows with which we spend years that we become prejudiced against others.

**SEVERAL** of the boys stopped off in Chicago on their way to the Minnesota fairs' meeting. Among them were Denny Pugh, C. J. Sedlmayr and Noble C. Fairly.

**WHILE** Manager J. G. Steblar visited at his home at Stamford, Conn., during the holidays, the Steblar Shows were under management of Fernie Spain.

**TOMMY AND RUBY WILSON** are wintering in Richmond, Va., where he has a restaurant position. Henry and Ruth Wray will also spend the off season there.

**PERCY SINK**, of R. & S. Amusements, is in Richmond, Va., after having taken his wife, Nellie, to Stuart Circle Hospital for an operation.

**WHEN** a manager was a boy he swore that

**JOHN C. LEMOINE**  
 Says:  
 "The **BIG ELI** has finished its 17th season. I am sure it will go 17 years more with the same care that it has had."  
 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.



**ELI BRIDGE COMPANY**  
 800-820 Case Avenue, Jacksonville, Illinois

**NOW BOOKING**  
**RIDES**—Will book Loop-O-Plane, Tilt-A-Whirl or Octopus.  
**SHOWS**—Snake, Girl, 10-in-1, Fun House or any Show with own outfits.  
**CONCESSIONS ALL OPEN.** Want Bingo. This Show is one Show that has but one boss. If you want to be with a clean outfit, contact. Have contracted very best Free Act available, Capt. Billy Sells Lion Act.  
 This Show Plays Always **FIRST** in **SECOND** to **NONE.** All replies:  
**GEREN'S UNITED SHOWS**  
 PARIS, KY.

**WANTED**  
**OCTOPUS**  
 in first-class condition for cash.  
**D. E. TRUAX**  
 R. D. 1 Corning, N. Y.

**WANT TO BOOK**  
 Milk Bottle Double Ball Game, Pea Pool and Under Seven for the Season 1944. Want Lady Agent or Man and Wife for Ballgame. Can live in trailer if desired.  
**BOX 168, Punta Gorda, Fla.**

**MOORE'S MODERN SHOWS**  
 Show opens in Illinois in April. Want Ride Foreman on Merry-Go-Round, Ferris Wheel, Mix-Up and Loop-o-Plane. Have several tops for Shows, all open. Nearly all legitimate Concessions open; no Flaties. Like to buy Merry-Go-Round Horses. Will book Rides not conflicting with my five. Showmen with me before, answer. Address: **BOX 925, Aransas Pass, Texas**, until Feb. 15th; then Parma, Mo. **JACK B. MOORE**

**FOR 1944 MISSOURI**  
**AUTO LICENSES**  
 Write  
**C. J. BABKA**  
 1728A IOWA AVE. ST. LOUIS 4, MO.  
 Representative Missouri State License Bureau.  
 For all information pertaining to purchase of Missouri Auto, Truck and Trailer Tags for 1944. Chas. T. Goss now with Dodson's World's Fair Shows.

**M. B. (Doc) Rutherford**  
**AT LIBERTY**  
 Publicity Director  
 Side Show or Girl Show Manager.  
 35 Years Outdoor Showman.  
 87 Marlboro Street, Boston, Mass.

**28 FOOT FLEET WHEEL**  
**HOUSE TRAILER**  
 Finest in America. Very streamlined. Has marine toilet, shower, fluorescent lighting. Cost over \$7,000; bargain.  
**JOHN CANOLE**  
 6th Ave. at 30th St. ALTOONA, PENNA.  
 Phone 21241, or 5500 Anytime

**DYER'S GREATER SHOWS**  
 Now contracting. Open in March. Want capable Foreman take full charge percentage proposition on Octopus, Tilt-a-Whirl, Big Eli, Kiddie Autos. Will furnish new top, complete outfit for Snake or any worth-while Show. Cookhouse, Diggers, High Striker open. Want capable Agent for Bowling Alley, 10¢ Grand. Address: **BOX 197, Greenwood, Miss.** For Sale—5 place Smith & Smith Kiddie Ride, \$750.00.

**WANTED**  
**TO BUY OR LEASE**  
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**WANTED**  
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**All Readings Complete for 1944**  
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**"WHAT IS WRITTEN IN THE STARS,"** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100; Sample 10¢.  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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 19 West Jackson Blvd. CHICAGO  
 Send for Wholesale Prices.

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 228 W. 42d Street, New York City  
 Open 1 P.M. Daily  
**WANT NOVELTY ACTS OF MERIT.**  
 State salary and all details in first letter.  
 Open all year round.  
**SCHORK & SCHAFFER.**

**Wanted To Buy**  
 Octopus and Flying Skooter, also Kiddie Rides.  
 Must be in A-1 Condition  
**LeSourdsville Lake, Inc.**  
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**World of Pleasure Shows**  
 Now booking for 1944  
**SHOWS CONCESSIONS**  
 Ride Help, write us now.  
**JOHN QUINN, Mgr.**  
 100 Davenport Detroit 1, Mich.

**ARCADE SHOWS WANT**  
 Mitt Camp, Fish Pond, Cane Rack and other Shum Joinks, two Grind Shows; also other Girl Show People. Will book or buy Ferris Wheel and Kid Ride. Want Ride Men; business is good. Write, wire  
**B. M. BISHOP, Cotulla, Texas (next week).**

30th annual tour . . . offering 32 weeks of Fairs, Celebrations, also proven spring money spots. Opening early in April.  
**BARLOW'S BIG CITY R. R. SHOWS**  
 Outfits open for showmen . . . all Concessions open. Can place Ride Foremen on percentage. Useful carnival people, write. Address:  
**HAROLD BARLOW, Mgr.**  
 529 North 52 Street East St. Louis, Ill.

**GOLD MEDAL SHOWS**  
**NOW BOOKING FOR 1944 SEASON**  
 Address: **OSCAR BLOOM, Mgr.**  
 P. O. Box 32 Columbus, Miss.

**WANTED**  
 Modern Kiddie Rides in good condition. Write  
**Abner C. Rosenzweig**  
 20744 Gratiot Avenue East Detroit, Michigan

TROUPERS' friend, Mrs. Philips, Norfolk, Va., had the following as Christmas guests: Madam Burleson, blues singer and minstrel show manager; Kitty Rudd, Mrs. Jerry Jackson and daughter and J. P. Warren.

MEL SMITH, operator of a large amusement spot at Tullahoma, Tenn., spent several days in Chicago last week purchasing supplies for his spot, which is a favorite resort for men of the armed forces stationed at Camp Forrest.

AMONG showmen seen on the lot of the Steblar Shows in Columbia, S. C., were Lou Riley, owner of the Dumont Shows; John Hobbs, B. & H. Shows; Sam Weintraub, owner of Columbia Amusement Park. Charlie Sutton and Buck Denby are wintering there.

ONCE upon a time, during fair booking season, a manager kept the name of his agent a secret and later learned that two other shows, whose pay rolls the agent was on, were doing the same thing.

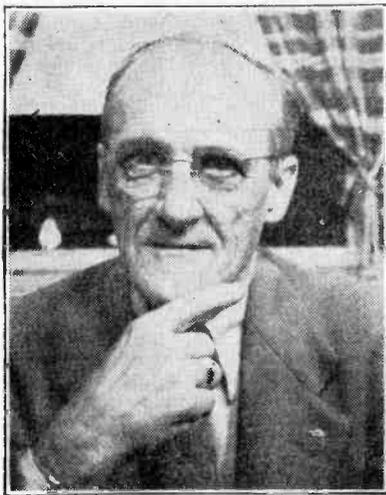
ROY VINCENT, trick roper, is in his sixth week at Hubert's Museum, New York City. When finished there he will go back to Hollywood night club, Bridgeport, Conn. Fred Smythe, Side-Show manager of the Ringling circus, has been in the Museum several times. Vincent will be with a show next summer.

DON FOLTZ carded from quarters of the Elite Exposition Shows, Arma, Kan., that H. A. Anderson had booked two rides for '44, that General Agent James White wrote from Hugo, Okla., and that Mrs. White and daughter were leaving for quarters and that Dutch Lash and John Ellis were keeping quarters well supplied with rabbits.

BILLY FITZGER, who last season had guess-your-age and bottle game in Playland Park, San Antonio, is in his fourth winter in Mexico. Instead of playing theaters, he has three cabarets lined up, one in Vera Cruz, one in Mexico City and the other in Guadalajara. He alternates every two weeks and does emcee, as well as producing his all-girl revue. He will be back at Playland March 15.

KAY Amusement Company, which closed in Parkdale, Ark., Christmas week after two weeks of cold weather, went into quarters at Ferriday, La. Show was out eight weeks in Arkansas. Management bought equipment of the Missouri Amusement Company. Owner Kay, Mr. and Mrs. Roy Little and Mr. and Mrs. Jesse Kepley will remain in Ferriday for the winter.

BERTHA (GYF) McDANIELS, who will operate her arcade and Rocky Road to Dublin on the Johnny J. Jones Exposition next season, left Cincinnati for the South last week after visits there and in Kokomo and Anderson, Ind., and attending the Chicago outdoor conventions and



EDWARD K. JOHNSON, contracting agent of the Cetlin & Wilson Shows, who has begun his eighth year with that organization. He is wintering in Philadelphia. Since November 26 he has been in the mail division of the police department of the Pennsylvania Railroad.

the Indianapolis fairs meeting. She will visit Mr. and Mrs. Carl J. Lauther in Virginia and spend some time in Birmingham and in Florida before going to Jones quarters in Augusta, Ga.

JEAN PORTER, costumer and drapery man for the *Follies* of the Johnny J. Jones Exposition, seasons of 1942-'43, and pianist for the Del Rio Midgets, is at the Temple Theater, Jacksonville, Fla., with the Dana Fitch revue as costumer for a 16-girl line. He reports a number of Jones showfolk wintering there, including Mr. and Mrs. John (Blackie) Jakes, he being talker for the Del Rio Midgets. Mr. and Mrs. Carl J. Lauther, who visited Mr. Lauther's mother in Jax, returned to their Virginia farm. Dick Schwanz, Merry-Go-Round foreman, and Mrs. Schwanz were among others seen.

A SURPRISE birthday party was tendered Mrs. Jean Catlin at her home in La Crescentia Heights, Calif., by her friends of the Regular Associated Troupers' Club January 11. Those present were Babe Miller, Ethel Krug, Ruth Korte, Spot Ragland, Lou Korte, Minnie Pounds, Joe Krug, Estelle Hanscom, Marlo and Ted LeFors, Elmer Hanscom, Marge Kennedy, Violet and Herb Sucher, Ruth McMahon, Walton de Pellaton, Cecelia and Dick Kanthe, Marie Jones, Lucille Dolman, Sammy Dolman, Lucille King, Hilton and Lucille Hodges and Glenda Catlin.

NOTES from Al Baysinger Shows' quarters, Poplar Bluff, Mo., by L. B. (Barney) Lamb: Al Baysinger purchased a set of light towers from Sam Solomon. Show has its own neon plant, open every day, with Phil Reauter in charge. Writer is putting neon on his rides. Bob Heth is framing some new concessions and overhauling and repainting old ones. Mrs. Baysinger is framing a new popcorn stand. Al Baysinger, who is in and out of quarters from booking trips, has the season nearly lined up. Opening probably will be with two or three rides and some concessions next to the post office in Poplar Bluff about March 1 or as soon as weather breaks.

NOTES from Philly by Edward K. Johnson: Russell Harms has been working since November 15 on the mail platform at the 30th Street station of the Pennsylvania Railroad. Mr. and Mrs. John W. Wilson spent New Year's week with Mrs. Wilson's sister, Mrs. Sue Campbell, Drexel Park, Pa. Mr. and Mrs. I. Cetlin spent New Year's week in New York and stopped over night in Philadelphia on their return to the show's winter quarters, Petersburg, Va. Claude Sechrest has been working here since the season's close of the Cetlin & Wilson Shows. He and Mrs. Sechrest are spending the winter with Mrs. Sechrest's mother. Sam Burgdorf is still working in Philadelphia. Around the lobby and staying at the Hotel Senator are Harry Newfield, Sammy Taylor, Joe Baker and Mr. and Mrs. Walter (Dubbles) Tyski. Andy Mihalow has a job in one of the leading hotels. Charley Ross, of the old school, has an apartment house at Ninth and Walnut streets, where Russell Harms is living.

## 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.

BILL POWELL, formerly of the World of Mirth Shows, sent holiday greetings to friends from the Southwest Pacific.

PVT. ARTHUR L. MCINTYRE, 33658005, Battery D, 4th Bn., 3d Platoon, Fort Eustis, Va., was agent on Mrs. Helen Owens's bingo with the W. C. Kaus Shows the past two seasons.

PVT. ARMAR E. LEWTO, known in show business as Little Finn, formerly talker on Pryor's All-State and Jones Greater shows, has been transferred overseas. His number is 36373470 and address is care APO Postmaster, San Francisco.

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 Tickets—Paddles—Laydowns  
 Complete KENO Outfits  
**CARNIVAL SUPPLIES AND EQUIPMENT GAMES, STRIKERS, ETC.**  
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**H. C. EVANS & CO.**  
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**GENERATOR AND MERRY-GO-ROUND**  
 50 K.W. Generator, A.C., 220 volts, 3 phase, carries 20% overload, driven by gasoline motor mounted on two-ton Diamond T truck, special built enclosed body. Generator and truck good as new. Price \$3000 complete. ALLAN HERSCHELL MERRY-GO-ROUND, three abreast, no horses, top, organ or sidewall. Prices \$500 or will sell any part. For particulars address  
**JACK ESSNER**  
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10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
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 60c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**  
 2000 PER ROLL  
 1 ROLL.....75c  
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**WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARK.  
 TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

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 Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE  
 World's Most Popular Rides

- Operate Slowly
- Operate Carefully
- Keep Well Oiled
- Keep Nuts and Bolts Tight

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**1944 PROMISES TO BE A RECORD SEASON!**  
 ARE YOU PREPARED FOR IT?  
**ORDER THAT NEW TENT TODAY**  
 ANCHOR SUPPLY CO., Evansville, Ind.

**VIRGINIA GREATER SHOWS**  
 NOW BOOKING WORTH-WHILE ATTRACTIONS FOR 1944 SEASON

WANT Sign Painter and Scenic Artist, Automobile and Truck Mechanic. Jimmy Hodges, answer. Want Girl Show Manager for two Girl Shows. Must have wardrobe. Charlie Fay, answer. Want Fat Lady Show, War or illusion Show. Following Concessions open: Scales, Guess-Your-Weight, Frozen Custard, Photos, American Palmistry, Penny Arcade (must be neatly framed). Want Experienced Help for Cookhouse. Winter Quarters now open, Tidewater Fairgrounds, Suffolk, Virginia. Write or wire  
 WM. C. MURRAY, Nansemond Hotel, Suffolk, or P. O. Box 461, Suffolk, Va.

**3,000 TICKETS ALREADY SOLD**  
**AMERICAN LEGION CIRCUS AND FAIR**  
 DAYTON, O., FEBRUARY 16, 17, 18, 19

Can book Freak Show, Side Show, Hawaiian and Wild Life. Opening for Photos, Penny Arcade, Scales, Peelers, Ball Games of all Kinds, Guess Your Age, Weight, or what have you? No buy-backs. 21,000 Patterson and Wright Field employees to be admitted free on their badges. Address  
 J. W. COLLINS, Manager, Room 6, Rauh Bldg., Dayton 2, Ohio

**WANTED**  
**BINGO CALLER—MANAGER**  
 To take complete charge of Bingo on percentage basis. Long season. Also can use Men and Women Agents for Cat Rack, Dart Game, Penny Pitches, Pan Games. Season opens April 15th. Give all details in first letter. All inquiries will be answered promptly. Write only.  
 BOX D-171  
 Care The Billboard, Cincinnati 1, O.

**WANT**  
 Free Act that works on stage. Ride Help. Foremen and Second Men. Good pay. Agents for 15 Concessions. Will book X Popcorn, Custard, Photo, Cookhouse, Legitimate Concessions. No racket.  
 Shows—Monkey, Hillbilly, Snake. We furnish tops and fronts. All people contracted write.  
**THE HYALITE MIDWAY**  
 BONHAM, TEXAS  
 Opening March 15th  
 Also Want General Agent and Ride Superintendent.

**FOR SALE**  
 25 Freak Blow Ups. Size 4x8 ft., 4x5 ft. Weather preserved. All new with moulding and backing. Will stand any kind of weather. Specially built for outdoor. Just the thing for Side Show or Museum. Sell for \$150 cash, cost \$500.  
**MAX GRUBERG**  
 BOX 101 PHILADELPHIA, PA.

## 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally card in all sets of—50 cards, \$3.50; 100 cards, \$4.00; 150 cards, \$4.50; 200 cards, \$5.50; 250 cards, \$6.50; 300 cards, \$7.50; 350 cards, \$8.50; 400 cards, \$9.50; 450 cards, \$10.50; 500 cards, \$11.50; 550 cards, \$12.50; 600 cards, \$13.50; 650 cards, \$14.50; 700 cards, \$15.50; 750 cards, \$16.50; 800 cards, \$17.50; 850 cards, \$18.50; 900 cards, \$19.50; 950 cards, \$20.50; 1,000 cards, \$21.50. 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 4x6, 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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19 W. Jackson Blvd., Chicago

## YOU

are invited to  
Newark, Ohio, to see  
The New Show  
"BOUQUET OF LIFE"

Praised By All Showmen Who Saw It At  
CHICAGO CONVENTION

31 Foot Banner Line, and great inside. No nut. One person on front and one inside run the show. Several biggest Carnival and Park Men have already ordered show. They say: "Boy, you've got something there, because it helps solve the help problem."

If you can't come to Newark send a representative or write for booklet showing banner line, cuts of inside, letters from surgeons, showmen and from park managers where show averaged more than \$100.00 per day.

This Show for the biggest Carnivals, Parks and Circuses in the land, and smaller ones also.

**Chas. T. Buell & Co.**

BOX 306, NEWARK, OHIO

## BERRYHILL UNITED SHOWS

OPENING NEAR SAVANNAH, GA.,  
SATURDAY, FEBRUARY 12th

Want Concession Agents, few Stock Concessions. Man and Wife to take charge of Penny Arcade, small Grab, Grind Shows. Ride Help for Big Eli, Chairplane, Allan Herschell Auto Ride, one Mitt Camp. For Sale—Over one hundred Arcade Machines. Write or wire

Route 4, Box 7, Savannah, Ga.

LEO BERRYHILL and W. O. SEYMOUR.

P. S.: Those formerly contracted answer this ad.

## FOR SALE

Complete Penny Arcade. Good assortment, 80 machines, all in good condition and ready to work. Brand new Top, never used.  
Address

**CHARLES LEWIS**

Ocean View Park, Norfolk, Va.

## NOTICE

Are you willing to pay a premium price for a particular type of car, such as a 1941 or 1942 Cadillac Convertible Coupe, a 1942 Lincoln Continental Convertible Coupe, or any other kind of car you want and haven't been able to purchase? Please write me a complete description of your wants and what you are willing to pay and I'll find it for you.

**Richard Geisinger**

376 Fairfax Road, Drexel Hill, Pa.

## Mid-way of Mirth Shows

Want Mechanic and Ride Foreman for Eli and Merry-Go-Round. Opening early in March. Have Smith & Smith Chairplane for sale, Artizan Organ, Show Tops, Office built on Semi.

Winterquarters: Imperial, Missouri, just south of St. Louis; mail address, Kilmmswick, Mo.

# Club Activities



**National Showmen's Assn.**

Palace Theater Building  
New York

NEW YORK, Jan. 15.—On the night of January 12 the 1944 officers were installed, President Oscar C. Buck coming from Miami for the ceremony. After President Emeritus George A. Hamid had made the installation addresses President Buck outlined a campaign to increase membership and add to enjoyment of club facilities. Fred Murray was installed as chaplain. Secretary Joseph McKee was complimented upon his reelection, as was Assistant Treasurer Harry Rosen. Vice-Presidents Jack Rosenthal, John W. Wilson and David B. Endy and Treasurer Joe Hughes, unable to attend, were installed by proxy. Club Physician Dr. Jacob Cohen and NSA Attorney Max Hoffman were given rising votes of thanks for their work during the regime of the retiring president, Art Lewis, and they assured President Buck that their allegiance to him and to the club would continue. Dais guests were President Emeritus Hamid, Past President Max Linderman, New York, and Trustee James E. Strates, who came from Elmira, N. Y., to attend.

At a meeting of the eligibility committee presided over by Chairman Jack Lichter, these were elected to membership: Ralph Decker, sponsored by Harry Decker; Cyril J. Babka, Maxie Herman, Robert R. Kline, Ned E. Torti, Al Wagner, Frank West, by Oscar C. Buck; Nelson Beardsley, Daniel Dick, Albert Franko, by Ross Manning; Morris Black, by James Davenport; Eddie Brenner, by Jack Gilbert; Ben Cheek, by Louis Rice; William C. Crosby, by Max Linderman; Sydney Cutler, Sol Wechsler, by Joe End; William G. Dieckmann, by Harry Rosen; Morris Friedenheim, by Nate Weinberg; Sam Glickman, by Sam Rothstein; Jack Golden, by Frank Miller; Luther C. Heck, by John Gecoma; Sam Housner, by Louis G. King; Harry A. Illions, by Art Lewis; Albert Patler, George P. Winters, by Morris Black; Fred B. Perkins, by Jack Perry; A. M. Podsibinski, by R. C. McCarter; Michael Rosen, by Izzy Cetlin.

Among soldier and sailor visitors recently were Pvt. Frank Rappaport, and Frances King, from the Naval Hospital, St. Albans, L. I.; Pvt. Raymond Schwartz, son of Harry Schwartz, on furlough from Chanute Field, Ill., and Pvt. James Mortellaro from the naval hospital, Norman, Okla. Pvt. Bill Powell, in the South Pacific, and Pvt. Arthur Goldberg thanked the club for Christmas gifts. Frank D. Shean in to say hello and then off to Virginia Beach. Lew Dufour reported that Mrs. Dufour was to have a serious operation in St. Luke's Hospital, New York, January 13. R. H. Miner Jr. in from Central Pennsylvania, Max Gruber from Philadelphia and Jack Perry from New Bern, N. C. Meetings for remainder of the winter will be on the second and fourth Wednesday of every month. When Jack Carr, chairman of the entertainment committee, placed tickets for the President's Birthday Ball, night of January 29, on sale, they went like the proverbial hot cakes.

### Ladies' Auxiliary

Sixth installation, held on the night of January 10 in the Oxford Room of the Hotel Rosoff, was attended by 80 members, and was presided over by the retiring first vice-president, Mrs. Marlea Hughes. Mrs. Helene Rothstein administered the oath to the incoming officers, who were escorted by Jane McKee and Mrs. Flora Elk, marshals.

New executive committee is Mrs. Edna Lasures, president; Mrs. Dolly McCormick, first vice-president; Mrs. Ethel Shapiro, second vice-president; Jeanette Rattiner, corresponding secretary; Mrs. Lydia Nall, recording secretary; Mrs. Ruth Gottlieb, treasurer; Mrs. Emma Fink, assistant treasurer; Mrs. Mildred Peterson, chaplain; Julia Tafet, auxiliary hostess. New chairman of the board of governors is the retiring president, Blanche M. Henderson, and Mrs. Anna

(See NSA on page 56)



**Heart of America Showmen's Club**

Reid Hotel  
Kansas City

KANSAS CITY, Mo., Jan. 15.—At the first meeting of the new year January 7, President C. F. (Doc) Zeiger was in the chair, and G. C. McGinnis, secretary, and Harry Altshuler, treasurer, were present. Letter from Glenn Hyder, Jacksonville, Ill., read, and a letter of thanks for Christmas gifts from John R. Castle, who is in Leeds (Mo.) Sanitarium and who is reported on the way to recovery.

President Zeiger named these committee chairmen for the year: House committee, George Howk, chairman; George Carpenter, co-chairman; entertainment, Ellis White, chairman; Sam Benjamin, co-chairman. Press, Al C. Wilson, chairman; flowers, Harry Altshuler, chairman; emergency, Art Brainerd, chairman; finance, Chester L. Levin, chairman; Roger Haney, co-chairman. Ways and means, W. Frank Delmaine, chairman; Slim Johnson, co-chairman. Warden, George Elser; chaplain, W. Frank Delmaine. Banquet and ball, Buck Ray, chairman; Art Brainerd, co-chairman. Membership, L. C. (Curley) Reynolds, chairman; Capt. E. H. Hugo, co-chairman, with every member of HASC on the committee. Board of directors, Noble C. Fairly, chairman; George Carpenter, co-chairman. Cemetery, Art Brainerd, chairman. President Zeiger will appoint a temporary committee to handle the Fourth War Loan Drive and members can invest in War Bonds thru this committee. "Tacky Party" and ball were reported financial successes.

After the meeting members and the Ladies' Auxiliary were guests at a luncheon given by Mr. and Mrs. Zeiger and prepared and served by members of the Auxiliary entertainment committee. President and Mrs. Zeiger left January 10 for winter quarters in California. Denny Pugh, en route to Chicago, arrived in time for the meeting.

Present were W. P. Turner, Frank Calhoun, C. F. (Doc) Zeiger, George Carpenter, L. K. Carter, Owen Dodd, George Sargent, Chester L. Levin, Al C. Wilson, Frank Capp, Ellis White, Roy Marr, P. W. Deem, Morris Ventling, Charles Coleman, George Howk, Harry Altshuler, Moxie Hanley, Roger Haney, Clay Weber, Sam Ansher, John McBain, J. C. McBride, Buck Ray, Al Campbell, Sam Benjamin, Ivan Micalson, Percy Jones, Joe Howard, Doc Day, G. C. Stevens, Ray Hansen, George Dean, Jimmie Maxwell, Charles Hutchinson, Capt. E. H. Hugo, Harley Evert, Denny Pugh, Toney Martone and George Elser.

L. C. (Curley) Reynolds and family and Art Signor left for Arkansas City. F. M. Shortridge returned to Des Moines. Frederick Allensworth, formerly with the Landes Shows and now in the navy, vis-

(See HASC on page 56)

## Lone Star Show Women's Club

Campbell Hotel, Dallas, Tex.

DALLAS, Jan. 15.—At the first winter meeting December 18 in the home of Mr. and Mrs. Riley Hickman, 5815 Morningside Avenue, these officers were elected and these committees were appointed for 1944: Mrs. F. Percy Morency, president; Annabelle Hoblit, first vice-president; Mabel Welshman, second vice-president; Louise Hickman, third vice-president; Pearl Vaught, secretary-treasurer. Sunshine committee, Mrs. Eddie Vaughan, Mrs. Phil Little, Mrs. Myrtle Potter; entertainment committee, Sally Murphy, Margaret Pugh, Aneta Lake.

Plans are under way for new clubrooms to accommodate the growing membership. A group of members placed wreaths on Christmas day on graves of the following deceased showfolks: Mrs. Edna Chambers, Pearl Mahoney Johnson, W. F. Murphy and T. E. Silvers. Plans are also under way for a cemetery plot to be sponsored by the organization.

Installation of officers will be held

(See LSSWC on page 43)



**Pacific Coast Showmen's Assn.**

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Jan. 15.—President Ed Walsh, Vice-Presidents Taylor, Meyers and Le Fors and Secretary Nelson and Treasurer Tait were on the rostrum at opening of the meeting January 3. Applications of George Bernard Perkins, Scott Lawrence, Rene L. Thezan, Raymond W. Brown, W. M. Thompson, Ben Stone, David Cohen, Sgt. Robert Dallas Rigby, William S. Gallamore and Melvin L. Gallamore and reinstatements of Capt. Eric Van de Wall (Albert Schon), Adam Drexler and Thomas Lee Tunney were approved.

President Walsh then surrendered the gavel to the new president, Ted Le Fors. Harry Fink installed the new officers as follows: President, Ted Le Fors; first vice-president, H. A. (Pop) Ludwig; second vice-president, Everett W. Coe; third vice-president, Hunter Farmer; fourth vice-president, Joe Mettler; secretary, Charles W. Nelson; treasurer, Edwin Tait; member of cemetery board for five years, Mike Krekos. Charles Walpert subbed for Vice-President Farmer, who was ill.

Mike Krekos, assisted by Harry Fink, then staged a building fund drive. Krekos gave a \$100 bond, Frank Downie and Ross Davis each a \$50 bond, and the following each donated a \$25 bond: Clarence Allton, H. A. (Pop) Ludwig, Harry Myers, Joe Mettler, Lloyd Lusby and Bob Robinson. John M. Miller donated a \$25 bond to the cemetery fund. The following also contributed to the building fund: Cal Lipos, \$5; Walter De Pellaton and George Perkins, \$2 each; Sam Coomils, \$3; Jimmy Dunn and Harry Myers, \$1.50 each, and the following \$1 each: Dan Meggs, Ed Kennedy, Candy

(See PCSA on page 55)

## MATTHEW J. RILEY ENTERPRISES

WANT SHOWS: Ten-in-One, Snakes, Girl or any Show of merit. WANT RIDES that do not conflict. WANT Merry-Go-Round and Chairplane Help, Electrician that can handle lot. WANT CONCESSIONS of all kinds. Penny Arcade. Open early in April, playing Eastern territory.

**MATTHEW J. (Squire) RILEY**  
P. O. Box 3302 MIAMI, FLA.

## JOHN MCKEE SHOWS FIRST CALL

Opening Gideon, Mo., April 1 to 8.  
2 Saturdays. Downtown location. Mills working day and night. WILL BOOK OR BUY TILT-A-WHEEL OR OCTOPUS WITH OWN TRANSPORTATION. CAN PLACE RIDE HELP THAT DRIVE SEMIS. Salary and percentage. Must be capable. No drunks. CAN PLACE SHOWS THAT DO NOT CONFLICT. WILL BOOK STOCK CONCESSIONS THAT DO NOT CONFLICT. We have a fine lot of proven spots and fairs in Illinois, Missouri, Iowa and Arkansas for the cotton. P.S.: We have been awarded the spring contract for Dexter, Mo., April 10th (uptown location).  
Address: BOX 82, FISK, MO.

## WANTED TO BUY

ELECTRIC FROZEN CUSTARD MACHINE  
MULLIGAN'S CONCESSIONS  
P. O. Box 92, Spencer, W. Va.

## SAM LIEBERWITZ WANTS

Corn Game Agents. Bill Hollis, please wire.  
Care WORLD OF TODAY SHOWS  
Box 782 Muskogee, Okla.

## SUNSET AMUSEMENT CO. WANTS

SIT DOWN GRAB OR SMALL COOKHOUSE Small privilege. If you have a truck only we will practically give you the Cookhouse.  
P. O. BOX 468, Danville, Ill.

## GIRLS! GIRLS!

Can use Hawaiian, Oriental, Acrobatic, Egyptian, Russian Dancers. \$40.00 PER WEEK SALARY. No freaks. Will guarantee work for winter. Write or wire JOE SORENSON, HOLLYWOOD NOVELTY SHOW, 113 N. Broadway, St. Louis, Mo.

## GARDEN STATE SHOWS

NOW BOOKING AND CONTRACTING FOR 1944 All employees and concessionaires please contact immediately. Want Shows of all kinds and have a few Concessions still open. What have you? J. Eck and Robert Howell, contact. Can place outstanding Free Act for season contract. Address R. H. MINER JR., 161 Chamber St., Phillipsburg, N. J.



## Michigan Showmen's Assn.

156 Temple Street  
Detroit

## Showmen's League of America



Sherman Hotel  
Chicago

### Ladies' Auxiliary

At a social on the night of January 6 President Phoebe Carsky was hostess, assisted by Elsie Miller and Edna Stenson. Prizes were awarded. A short meeting was called by President Carsky to discuss the birthday party of the auxiliary. Frances Keller is chairman. Grace Goss lettered that she would remain south for the winter.

Chairman Nan Rankine called a special meeting on the night of January 13 on new by-laws being compiled. The committee, Nan Rankine, chairman; Mrs. Edward A. Hock, Mrs. Henry Belden, Mrs. L. M. Brumleve, Frances Keller, Ann Doolan, and Elsie Miller, secretary, reports excellent progress.

Sick list included Leah Greenspoon, Hattie Wagner, Rose Page, Myrtle Hutt, Cleora Helmer and Alice Hill. Esther Weiner, who will be in the city for a while, donated coffee and cake. Members on the road are asked to forward permanent addresses to Secretary Elsie Miller, 4004 North Avers Avenue, Chicago, Ill.

Fort Shelby Hotel, Joe Bennett is in charge of reserving tables for club members. Mr. and Mrs. Sam Gould left for California and Oscar Margolis for Miami.

DETROIT, Jan. 15.—Session January 10, with a near-record attendance, was called to order by President Harry Stahl. Membership was grieved to learn of the death of "Pop" Wheeler, honorary member. Ill in Grace Harper Hospital here, "Cap" Seymour needed several blood transfusions and volunteer donors left for the hospital after the meeting.

Increasing the service honor roll to 41 names are those of Joey Moss, Wilford L. McHugh and Niese Sobel. Honorably discharged after 18 months' service, Sgt. Louis Stone has returned. T/Sgt. Harry Harris is on a 10-day furlough. Chairman Jack Gallagher read interesting letters from members serving in England, Africa, Italy and South Pacific and acknowledged donations of \$5 from Abe Mandell, \$10 from Lars Skogen and a \$25 War Bond from Gil Cohen. Manny Brown gave a \$25 War Bond to T/Sgt. Harris.

Despite a heavy vote, election returns were tabulated before adjournment and Past President Leo Lippa, chairman of the election board, made the report: President, Harry Stahl; first vice-president, Jack Gallagher; second vice-president, Manny Brown; third vice-president, Mike Allen; treasurer, Louis Rosenthal; secretary, Bernhard Robbins; directors, Joe Bennett, Marshall Ferguson, Sam Gould, Ben Morrison, Ben Moss, Harry Schreiber, Hymie Sobel.

For the Michigan fairs meeting in the

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

### Dayton Legion Post Show To Cater to War Workers

DAYTON, O., Jan. 15.—With more than 8,000 tickets reported sold, plans are progressing for the Indoor Circus and Fair to be staged here under auspices of American Legion Post 200, Air Service Command Headquarters, in Memorial Hall.

Upstairs and downstairs of the hall, located in downtown district, will be utilized. A midway of concessions and shows will be downstairs and the main auditorium will be used for stage presentation of acts.

Post is largely made up of members who are employed at Wright and Patterson fields. More than 21,000 war workers of the fields will be eligible to free admission thru identification badges.

J. W. Collins, who for 13 years has supervised annual charity entertainment of the Legion Post, has been appointed show manager.

### Mexican Shrine Fete Big

MEXICO CITY, Jan. 15.—Two-week holiday celebration at Guadalupe shrine closed January 2, with operators reporting terrific biz. It opened with annual pilgrimages to the shrine by thousands of natives, followed by Christmas and New Year's festivals. Tent operators, photo booths and pitchmen did well. Rides from Cardenas Bros.' Shows were heavily patronized.

ART CRANER directed the San Francisco civic entertainment and dance for members of the service personnel there Christmas Eve and two shows Christmas afternoon. He worked for weeks with Supervisor Dan Gallagher. There was a program of over 35 stellar acts from night clubs, theaters and radio stations. The civic auditorium was lavishly decorated and more than 30,000 service men and women danced and made merry. Everything was free, financed by the city and hotel industry. E. E. Howell, former showman and owner of the Grand Hotel, was finance chairman. Harry Ettlting, of the State Door Canteen, directed the show, and Phil Sapiro, director of the municipal band, furnished 35 soloists and played for dancing. Organizations that aided were the AWVS, Red Cross, Stage Door Canteen, CIO, AFL and San Francisco Hospitality House.

### MORRIS HANNUM CARNIVAL UNIT

Opening Near Philadelphia Early in April

Want Ride Help, Show Electrician. Harold Hadley, write. Want Shows, Fun House, Glass House, Monkey Show. Want Concession Agents for Grind Stores. Ball Games, Cook House and all Percentage sold. Ephrata people, write.

MORRIS HANNUM  
232 E. Union St. Bethlehem, Penna.

### WANT WALLACE BROS.' SHOWS WANT

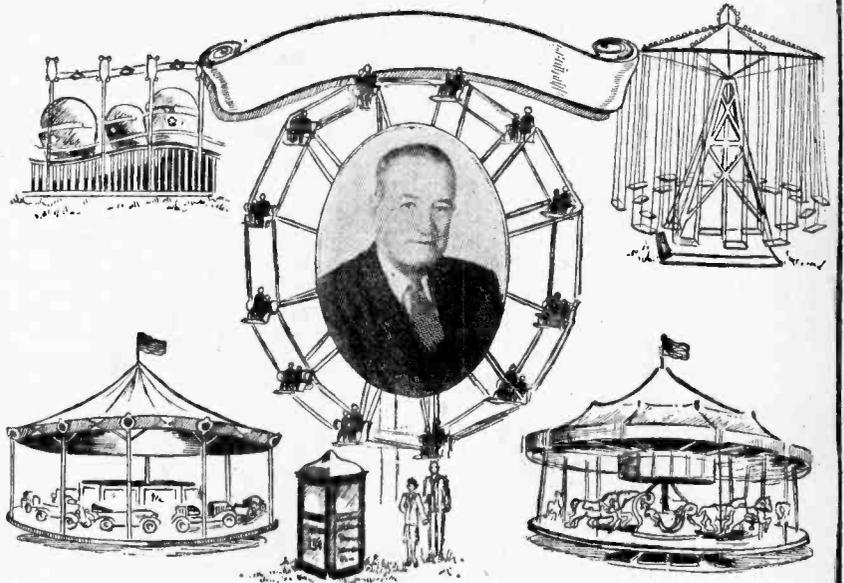
EXPERIENCED LOT MAN — L. H. Hardin, Write.  
PLACE PENNY ARCADE — Good Territory.  
Exclusive Open on Following: Scales, Cotton Candy, Lead Gallery.  
Want Chairplane Foreman — Mr. Brooks, Write.  
Merry-Go-Round Foreman — Little Beauty  
WALLACE BROS.' SHOWS, BOX 1184, JACKSON, MISS.

### BEE'S OLD RELIABLE SHOWS, INC.

Now Contracting for 1944 Season

RIDES—Want to buy or book new model Rocket, must be in good condition. Will book any other ride we do not have. Want Foreman and Second Men for all Rides. SHOWS—Want people for Ten-in-One and Athletic Show, have complete outfit, or will book either of the above or any other Show with own transportation. CONCESSIONS—Want Bingo and Arcade. Want Agents for twenty office-owned Concessions. All Agents we had last year, write. Address: R. F. D. #1, Winchester, Ky.

## J. R. EDWARDS SHOWS



OPEN IN WOOSTER, OHIO, MAY 13, 1944

### WANTED SHOWS

with own outfits, or will furnish same. Can place free act. Ride foreman for Tilt-a-Whirl, Merry-Go-Round, Chairplane, Kiddie Ride, Ferris Wheel.

### WANTED CONCESSIONS

Will sell exclusive Corn Game, Cook House, Pop Corn, Waffle & Apples. Can place legitimate concessions of all kinds.

ADDRESS ALL MAIL AND WIRES

## J. R. EDWARDS SHOWS

WOOSTER, OHIO

### LAWRENCE GREATER SHOWS

Now Booking For 1944 Season

OPENS APRIL 3RD

WANT — SIDE SHOW, MONKEY SHOW, SNAKE SHOW, PLANT SHOW. Have Complete Outfit for All Above Mentioned. (Sol Speight, write at once.)  
RIDES—Will book or buy OCTOPUS, LOOP-O-PLANE.  
CONCESSIONS — ARCADE, BINGO, COOK HOUSE and all 10-Cent STOCK CONCESSIONS.  
Useful Help in all departments. Winter Quarters now open. Top salaries for Ride Foremen. No meal tickets. All address

P. O. BOX 317, SANFORD, NORTH CAROLINA

### L. B. "BARNEY" LAMB

With

### AL BAYSINGER SHOWS

Can place Foremen and Ride Help for Octopus, Roll-o-Plane and Flying Scooter. Will book or buy Kiddie Rides. Can place Agents for Stock Concessions. Will book Photo Gallery. Good opening for Side Show, Monkey Show, Snake Show and Grind Shows with or without equipment. Show opens April 1. Long season in proven territory. All those who have worked for me, please write.

L. B. "BARNEY" LAMB, BOX 475, POPLAR BLUFF, MO.

### Wanted—WOLFE AMUSEMENT COMPANY—Wanted

For big opening March 1st at Toccoa, Ga. 60,000 soldiers, steel mills with a tremendous payroll. Can place all legitimate Concessions, Ball Games, Devil's Bowling Alley, Heart-Shaped Pitch, Fishpond, Clothespin Pitch, Cigarette Gallery, Cigarette Pitch and any 10¢ Grind Concession. Can place the following Ride Help: Foreman on Ferris Wheel and Chair-Plane, must be able to drive trucks. Will pay top salary. Also Second Men for all Rides, including Merry-Go-Round. Will play (7) seven weeks on the road, then go into a permanent location. Winter quarters now open. Can also place Man and Wife to take charge of 2 Kiddie Rides. Will buy Snow Machine, complete with top and frame, good condition, NO JUNK. What have you? Pop Corn exclusive open, or will buy Popcorn Machine. The following people, get in touch with me: Leonard Ortega, Walter King, Shorty Shell, Slim Williams. Can also place Agents for Slum Concessions. Jimmie Shipman wants Caller for Bingo and Bingo Help. Can also place small Cookhouse or Grah. I'll furnish points. We play all uptown locations—no gate, no racket. Address all mail and wires to BEN WOLFE, Owner, Royston, Ga.  
P.S.: Winter quarters now open. "BUY BONDS FOR VICTORY."

# MORE, BETTER SLOGANED

## Kansas To Up '44 War Work By Its Annuals Wheat Type Plugged

TOPEKA, Kan., Jan. 15.—Better fairs and more of them became the slogan of managers as the announcement that all 75 fairs that were conducted in 1943 would be back in the 1944 schedule and that a number of others would return provided an optimistic atmosphere at the 21st annual meeting of Kansas Fairs' Association, January 11 and 12, in the Hotel Jayhawk here.

A unanimous conclusion that the 1943 Kansas fairs had contributed materially toward the State's big agricultural goal resulted in the prediction that '44 events would find an even greater emphasis on the part fairs can play in the war effort. One of the major fairs emphasizing exhibits of captured war material and booths by branches of armed service was Kansas Free Fair here, and Manager Maurice W. Jencks asserted the fair had done more than anything else to cement proper feeling between civilians and armed services. He plans greater emphasis on the war effort this year.

### Program Called Best

Attendance numbered 87 registered delegates, a slight decline from normal, but the program was generally conceded to have topped anything in the association's history. Highlights included greetings from Gov. Andrew Schoepel and Mayor Frank Warren and talks by J. C. Mohler, secretary of Kansas State Board of Agriculture; L. C. Williams, extension division of Kansas State College, Manhattan, and Dr. John H. Parker, Manhattan, director of Kansas Wheat Improvement Association. The last named asserted the fairs had figured prominently in showing Kansas wheat farmers advantages of the new Comanche variety of wheat, now commanding a premium of 20 cents per hundred pound on Eastern markets.

Art McAnarney, Haviland, vice-president, was elected president, succeeding L. H. Galloway, Wakeeney. Ivan Roberson, Abilene, was named vice-president, and R. M. Sawhill, Glasco, was elected secretary-treasurer for his fourth term. On the board of directors Carl Henning, Burlington, became new representative of the fourth district. Other directors are M. W. Jencks, Topeka; D. Linn Livers, (See Kansas Ups War Work on opp. page)

## Good Ga. Turnout Expected

ATLANTA, Jan. 15.—At the 31st annual meeting of Georgia Association Agricultural Fairs here January 20 in the Piedmont Hotel, President Mike Benton, Atlanta, and Secretary E. Ross Jordan, Macon, said officials of the 44 fairs are expected, as well as representative show owners, booking agents, concessionaires, exhibitors and livestock, poultry and agricultural leaders. At the banquet and floorshow, entertainment to be staged by talent donated by show people, the program will be sponsored by Benton, who is president of Southeastern Fair.

## Sandfer R. C. Director

CHICAGO, Jan. 15.—Gilbert Bryan Sandfer, vice-president of the State Fair of Texas, Dallas, now in the service of the American Red Cross as program director, has arrived safely in India, according to word received by his mother, Mrs. J. D. Sandfer, Abilene, Tex. From 1927 until his Red Cross appointment, Sandfer was supervisor and manager of the internationally famous Texas Cowboy Band that toured the States, continental Europe, Mexico and Canada, and has been heard at many leading fairs and at rodeos in Madison Square Garden, New York; Boston Garden and Chicago Stadium.



GILBERT BRYAN SANDEFER, vice-president of the State Fair of Texas, Dallas, the former manager of the famous Texas Cowboy Band, is now American Red Cross program director, and his safe arrival in India was announced last week.

## Bloomsburg Net Exceeds \$18,000

### 9G in Bonds Held

BLOOMSBURG, Pa., Jan. 15.—The 1943 Bloomsburg Fair earned over \$18,000, considered by its officials an outstanding achievement in the 89 years of operation. Report shows a balance on hand of \$23,074.64, \$9,685.20 more than last year's.

Columbia County Agricultural, Horticultural and Mechanical Association, which operates the fair, during the year invested \$3,000 in government bonds, boosting its holdings in government securities to \$9,000, and spent over \$5,000 in labor, repairs and supplies in maintenance of the plant, now valued at (See Bloomsburg Net Big on opp. page)

## Five Principles--How Wisconsin Sounded Out 1943 Public Sentiment

By A. W. KALBUS

Associate Manager, Wisconsin State Fair

ADDRESS at the 1943 annual meeting of the Association of County and District Fairs in conjunction with the IAFE convention in the Hotel Sherman, Chicago, November 29.

About a year ago there was considerable discussion in our State among fair officials as to the advisability of having fairs in 1943, whether government restrictions would permit the conduct of fairs and whether it was patriotic to attempt to have the usual fairs. A number of fair officials discussed this subject informally with members of the State Department of Agriculture, University College of Agriculture, county agents and other agricultural leaders.

It was decided to appoint a committee with instructions to sound out sentiment in the various communities of the State and make a recommendation to the fairs. The committee appointed consisted of fair officials, members of the State Department of Agriculture, College of Agriculture, 4-H Club people and other leaders interested in agriculture and the fairs. This committee met on January 6, 1943, and made some interesting reports and recommendations.

## Profits in Pa. To Cut Lapses

READING, Pa., Jan. 15.—Profits of county fairs last year will encourage a large number in 1944, the Pennsylvania State Association of County Fairs predicted in a report this week. Charles W. Swoyer, secretary of the association and of Reading Fair, declared:

"People want county fairs. Of the 41 fairs operated in Pennsylvania during 1943 only 18 were conducted at a loss. It was a good year despite all wartime restrictions."

He put aggregate profits of the 41 fairs at more than \$55,000, and said 1944 plans were already under way in numerous communities. State association will meet here January 26 and 27. Total 1943 attendance was placed at 1,006,865, compared with 1,571,000 the year before when 60 fairs held had total profits of only \$29,000.

## Dayton, O., Profit Runs to Nearly 11G

DAYTON, O., Jan. 15.—Net profit of \$10,686.98 during 1943 was reported by Secretary Ralph C. Haines at the Montgomery County Fair board's annual meeting. Year's profit, with a balance of \$49,178.05 at beginning of the year, gives a balance of \$59,865.03 on hand as of January 1, 1944. Of this, \$35,075.03 represents cash in bank, \$24,790 having been invested in War Bonds to bring \$33,500 at maturity.

Total receipts from operation of the plant were \$51,866.70, and expenditures \$41,179.72. Despite bad weather gate and parking receipts, \$16,906.17, were ahead of the same items, which totaled \$15,354.12 in 1942. The '44 fair will be held on four days and nights. There is a move on to up the gate from 35 to 50 cents.

These officers were re-elected: C. C. Neff, president; E. J. Shank, vice-president; R. C. Haines, secretary; Edward R. Mueller, treasurer. Contemplated post-war improvements include a subway from the grandstand under the track to the infield, fireproofing the grandstand, new dining hall and new agricultural building.

## State-Aid Tilt Goal Urged for Illinois Execs

SPRINGFIELD, Ill., Jan. 15.—Ray A. Dillinger, president, and Clifford C. Hunter, secretary-treasurer of Illinois Association of Agricultural Fairs, with the aid of William V. (Jake) Ward, general manager of Illinois State Fair here, were responsible for arranging an interesting program for the 34th annual meeting here January 6 and 7. President Dillinger told delegates that the 53 fairs held in 1943 had their most successful annuals and that over \$1,000,000 in War Bonds and Stamps had been sold at the fairs.

Howard Leonard, State director of agriculture, promised all co-operation possible from his department, saying he would try to increase State aid thru a bill in the next Legislature. Richard (Dick) Lacy, 4-H Club boy, breeder of the grand champion fat steer of 1943 at the International Livestock Show and breeder of two reserve champion fat steers in previous years, was introduced. In seven years he has taken over \$25,000 in prizes and sales of his champion steers.

Friday morning General Manager Ward reported on *What I Learned at 52 Fairs*. He visited 52 of the fairs in the State last year as a representative of the director of agriculture. Pointing out what fairs should do to improve, he did not mince words in telling the fair men what they "had to do" if they expected continued and more State aid.

Annual banquet in the Elks' Club Auditorium drew about 600. President Dillinger was toastmaster. Address of welcome was by Mayor John W. Knapp Jr. Director Leonard was followed with a forceful address by Gov. Dwight H. Green. Elza Brown, mathematical wizard, entertained from the speakers' table. Sunny Bernet, Globe Poster Corporation, emceed the stagershow, which included Arthur L. Dick, "one-legged gymnast," courtesy of Joe J. Smith Amusement Service; Niccolis Sisters and Ambros Haley, radio artists, courtesy Orla Lashbrook; Gloria Lee Dancers, courtesy Edna Deal-Ray Shute Theatrical Exchange; Bert Lynn, "Music at its Best," courtesy Barnes-Carruthers Fair Booking Association; Al Mack, magic, and Bill Bentlage, pretzel man, courtesy Grover (See State Aid for Ill. on opp. page)

## Jackson Signs Young

CHICAGO, Jan. 15.—Mississippi State Fair, Jackson, has contracted with the Ernie Young Agency here for the grandstand show at the 1944 fair, it was announced by Ernie Young, whose productions in the past in Jackson have been especially successful.

He said that he had also signed contracts for the '44 fairs in Austin, Olaton and St. Charles, Minn., and Cresco and Mason City, Ia.

## Parker Career Is Ended

BATAVIA, N. Y., Jan. 15.—Death of Fred B. Parker here January 6 marked the passing of a pioneer fair executive and horse breeder, long a leader in New York State fairdom and widely known thruout the country during his active years in the field. Details in the Final Curtain.

VIRGINIA Association of Fairs will hold its annual meeting January 24 and 25 in Richmond in the John Marshall Hotel, as scheduled, and not in another hotel, as was stated in error last week. Meeting of the Georgia Association of Agricultural Fairs January 20 will be in Atlanta in the Piedmont Hotel and not in the Henry Grady Hotel, as previously reported.

JAMES COGSWELL has booked his still clown act at Big Four Fair, Postville, Ia.

## AROUND THE GROUNDS

**DUPONT, O.**—Putnam County Fair Board reported its largest receipts were from 1943 fair, \$22,258.42. Arrangements are on for a bigger fair in 1944. All directors were re-elected except N. H. Whitis, Perry, who resigned because of a change in residence. W. S. Myers, Dupont, succeeds him.

**COLEMAN, Tex.**—Top animals from Coleman County Livestock Show here, said E. W. Scott, secretary, will be sent to Southwestern Exposition and Fat Stock Show, Fort Worth. There will be a patriotic observance and War Bond selling movement at the Coleman show.

**INDIANAPOLIS.**—Plans for a 1944 State 4-H Club Fair were formulated by the State Fair board here January 7. Annual financial statement showed a deficit of \$17,000 on the '43 club fair. Expenses were \$39,489 and members said they intended to cut costs for the coming fair.

## Fair Elections

**SHELBYVILLE, Ind.**—Shelby County Fair Association re-elected L. V. Hauk, Morristown, president; Ora L. Mann, Lowell Fix, vice-presidents; Harry Melks, secretary; Walter Hungerford, treasurer. Officials said the organization was in the best financial condition in its history. Large-scale improvements are planned for stock barns, fences and race track this year.

**OWEGO, N. Y.**—William M. Miller, Owego, was elected president of Tioga County Agricultural Society, to succeed Ralph Berry, who declined re-election. Other officers named are Joseph Signs and Louis Rudin, Owego; R. D. and George Pike, Waverly, vice-presidents; Charles Simons, Owego, secretary; Genevieve W. Lowe, Strits Corners, treasurer. Miller, who was not at the meeting, said later that he would be unable to accept the office. He was secretary of the association several years.

## Meetings of Assns. of Fairs

Georgia Association of Agricultural Fairs, January 20, Piedmont Hotel, Atlanta. E. Ross Jordan, secretary, Macon.

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.

## STATE AID FOR ILL.

(Continued from opposite page)

LaRose Agency; Sid Blake, comedian, courtesy Boyle Woolfolk Agency, and Harry Beiler and His Little Mule, indie act. Favors and noisemakers were by the Illinois Fireworks Display Company and badges by the Regalia Manufacturing Company.

### Attractionists Numerous

Attractionists present included Ernie Young, Ernie Young Agency; Noble C. Fairly, World of Today Shows and Reynolds & Wells Shows; Mike Rosen, H. B. Shive, Buckeye State Shows; Vaughn Richardson, Mighty Sheesley Midway; Mr. and Mrs. Sam Fidler, Robert Kobacker, Fidler United Shows; Sunny Berne, Globe Poster Corporation; Ted Woodward, J. C. Weer Shows; Mr. and Mrs. Joe J. Smith, Joe Smith Amusement Service; Charles Oliver, Oliver Amusement Company; Mr. and Mrs. K. H. Gorman, Sunset Amusement Company; John Francis, John Francis Shows; John H. Maher, William (Red) McCoy, Maher's Mighty Midway; C. Ray Turner, Cecil G. Turner, Jack Price, Jack Thomas, Turner Bros.' Shows; Earl Kurtze, George Ferguson, WLS Barn Dance; Ray Shute, Edna Deal, Edna Deal-Ray Shute Theatrical Exchange; Bob Shaw, Harry Shannon, Gus Sun Agency; Harry Beachler, United Fireworks Company; Toby Wells, Performers' Consolidated Attractions; Dick Clemens, Polack Bros.' Circus; Boyle Woolfolk, Mr. and Mrs. George B. Flint, Boyle Woolfolk Agency; M. H. Lines, E. G. Staats & Company; E. R. Gray, Gray's Attractions and American Decorators; Mr. and Mrs. Earl H. Bunting, Bunting Shows; Harry Small, Rogers Greater Shows; Sidney Belmont, Belmont Amusement Service; Mr. and Mrs. Grover LaRose, Grover LaRose Attractions; Orla Lashbrook, Mount Vernon Tent and Awning Company; Camille Lavilla, Ethel Robinson, W. C. (Billy) Senior, Barnes-Carruthers; Ken Murray, United Liberty Shows; Walter Armbruster, Clyde Schmidt, Armbruster Tent & Awning Company; Carl Amrhein, Amrhein Baking Company; Joe P. Porcheddu, Illinois Fireworks Display Company; Mr. and Mrs. Ray Wilson, Ray Wilson Shows; T. P. Eichelsdoerfer, Regalia Manufacturing Company; W. M. Hoffner, Hoffner Amusement Company; Ernie G. Campbell, Campbell Tent & Awning Company; Mr. and Mrs. Dick McSpadden, Hannah Doane, Lone Star Shows; Lee Sullivan, Ben O. Roodhouse, El Bridge Company; Al Baysinger, L. B. (Barney) Lamb, Bob Heth, Al Baysinger Shows; Paul M. Lewis, Lewis Bros.' Circus; Robert Atterbury, Atterbury Bros.' Circus.

## BLOOMSBURG NET BIG

(Continued from opposite page)

about \$500,000. Paid '43 attendance was 82,798, sixth largest paid total in history, despite traffic curtailment and rain on Friday. Officers said that with weather comparable to that during the biggest year, 1941, it appeared a certainty that the paid gate would have gone beyond 100,000 to a new high.

Officials in charge were Directors C. R. Kressler Jr., George M. Hock, Franklin Drumm, William M. Ent, Harry K. Gilmore, E. Myron Sands, Kester E. Diefenbacher and President Paul D. Jacobs; Harry B. Correll, secretary; J. Howard Dely, treasurer; Carl H. Fleckenstine, superintendent of concessions.

Receipts from grandstand attractions were \$29,825.95, topped only in 1942 with \$31,213.75. Friday afternoon program was rained out and thrill-show features were not staged. Concessionaires paid \$13,006.50, in addition to \$1,459.20 for rental space in exhibit buildings. There was paid out in premiums, including almost \$6,000 in horse racing purses, \$18,870.45 and this was reflected in excellent showings in all departments. Grandstand entertainment cost \$16,900. There was paid during the year for labor and repairs \$4,036.72, and for repairs and supplies \$3,495.10, practically all expended before the fair.

## KANSAS UPS WAR WORK

(Continued from opposite page)

Barnes; George Dietrich, Richmond; Harold F. Smith, Iola; W. D. Jones, Girard; Cooper Osterhout, Columbus; Ivan Robertson, Abilene; Everett Erhart, Stafford; Art McAnarney, Haviland; L. F. Davidson, Glasco, and L. H. Galloway, Wa-keeney.

### Vital Topics Listed

Program included *The State of the Nation*, Lew H. Galloway. *Fairs as Educational Institutions*, L. C. Williams,

Manhattan. *Outlook for Fairs in 1944*, S. M. Mitchell, secretary Kansas State Fair, Hutchinson. *Fairs and Crop Goals*, Jean Kissel, Norton; L. F. Davidson, Glasco; Henry F. Geib, Tonganoxie; R. E. Dresser, Harper, and W. D. Jones, Girard. *Carnivals in Wartime*, M. A. Srader, Charles Rotolo, Cecil Goree, Ben Brodbeck, W. A. Gibbs, Fred Brodbeck, J. W. Mahaffey. *4-H in Wartime*, J. B. Kuska, Colby; H. N. Eller, Salina; H. J. Carsten, Stockton; James L. Farrand, Smith Center; Arthur Goenner, Kingman. *Poultry Exhibits Limited*, Homer Alkire, Belleville; J. S. Olds, Delphos; L. M. Leffler, Allen; Clarence Hegarty, Effingham; John Blair, West Mineral; T. W. Spachek, Pilsen. *Best Kinds of Fair Publicity*, John Redmond, Burlington; Frank Hill, Beloit; C. P. Ashcraft, Hillsboro; Herb Shineall, Goodland; Sam V. Pratt, Dodge City; Floyd M. Brown, Blue Rapids. *\$1,500 Profit Per Fair*, D. Linn Livers, Barnes; Ivan Robertson, Abilene; Cooper Osterhout, Columbus; Earl Mayor, Oak Hill; O. M. Hurlbut, Sylvan Grove; Roy Peterson, Rush Center. *Should Kansas Fairs Fold Up?*, Everett Erhart, Stafford; Kenneth Card, Coffeyville; John H. Roeckers, Richmond; Loren Law, Clay Center; John H. Morse, Mound City.

Attractionists and supply men present included E. G. Staats & Company, Inc., Russell Green; M. A. Srader Shows, Larry Lolan; Ralph Rhoades Fireworks; *Three Cheers Revue*, Tom Drake, Hazel Randall; Truex Fireworks, Ben Truex; Regalia Manufacturing Company, Frank Sharp; Cherokee Amusement Company, J. W. Mahaffey; Brodbeck Amusement Company, Fred Brodbeck; Brodbeck Bros., Ben Brodbeck; Sunflower State Shows, Cecil Gore. Convention badges were by E. G. Staats & Company, with the banquet program by Ben Truex, Tom Drake, Hazel Randall and Station WIBW entertainers.

## WIS. FIVE PRINCIPLES

(Continued from opposite page)

There is an old saying that "there is nothing so constant as change," and I believe this applies particularly to fairs.

### Emphasis on Food

The committee made five definite recommendations. The newspapers, in reporting the meeting, rather glorified the suggestions by calling them the Five

Principles. The five recommendations or principles were as follows:

1. "To revise fair premium lists, bringing new emphasis on Victory quality food production programs."

This matter of fair premium list revision is nothing new to fairs. The committee felt, however, that with the severe restrictions on food and travel, some rather radical changes should be made. The committee recommended, among other things, that the aged classes in the swine department be discontinued. The members felt that aged stock should be left on the farm for breeding purposes; they also estimated that a classification of this kind would reduce the average weight of each exhibit by about one ton. In the poultry department they cut down the number of classes to only 10 utility breeds. A definite classification for Victory Garden vegetables was worked out. I am not going to go into detail on all of the recommendations, because this covers some 22 typewritten pages. We have a number of mimeographed copies in our office, and if you are interested I will be glad to have you write me at State Fair Park, Milwaukee 14, Wis., and I will see that a copy is sent to you.

(Continued next week)

## LSSWC

(Continued from page 38)

at a banquet in the Baker Hotel the last week in January. On December 21 a Christmas dinner was served in the Elks' Club for the members and their families, at which time it was voted that \$100 be given to the Mile of Dimes for needy children, and a check was mailed on the following day.

FOR REAL THRILL—INDOORS OR OUTDOORS—BOOK MY ACT FEATURING THE ONLY 35 FT. SWAYING HANDSTAND ATOP A HIGH POLE. WRITE FOR DETAILS... ANOTHER CARTOON STRIP NEXT WEEK.

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Despite Wartime Restrictions and Shortages, We Are Able to Offer the Finest Array of High Grade Attractions for Grandstand Presentations.

2 BEST • WAR BONDS BUYS • AL MARTIN ATTRACTIONS

## S.A. Playland Closes; Plans Bigger Midway

SAN ANTONIO, Tex., Jan. 15.—Playland Park, Broadway and Alamo, owned by James E. Johnson, managed by Johnny Delaporte, and praise-agented by Frank J. Lee, has closed down to permit alterations to the midway that will increase its size by 50 per cent. A new picnic grounds will also be laid out in time for the spring opening. Playland, which has been rolling continuously since last March, has had a good season, according to Lee.

The park staff and operators remained practically the same thruout the season, says Lee. On the roster, besides Johnson, Delaporte and Lee, were the following:

Scotty Norton, artist; William Rae, maintenance; Hal Tower, watchman, and Jesse Ledbetter, auditor. Merry-Go-Round—Carl Wagner, foreman; Mrs. H. O. Delaporte, tickets; Caterpillar—Bob Baldwin, foreman; June Waters, tickets; Ferris Wheel—Jimmy Rhodes, foreman; Mrs. Nora Harrell, tickets; Ridee-O—Lee Gilbert, foreman; Mrs. Frank Betz, tickets; Roll-o-Plane—Howard Belote, foreman; Carolyn Sorrell, tickets; Scooter Cars—Dick Shadel, foreman; Ray Smith, assistant; Ada Gilbert, tickets; Zipper—H. Causby, foreman; Lena Cottner, tickets; Acroplane—Harry Brennan, operator; Lina Cain, tickets; Flying Scooter—Frank Betz, operator; Mrs. Carl Wagner, tickets; Kiddie Rides—S. J. Harrell, foreman, and assistants; Mrs. W. R. Wylie, tickets; Boomerang—Robert Winn, foreman; Mary Ebrum, tickets; Dipsy-Doodle (See Playland Augmenting on opp. page)

## Anita's Death a Problem—Whole Thing Blows Over

DETROIT, Jan. 15.—Anita, the elephant who tried "tight-rope walking" on spiked tiles at the Detroit Zoo, fell, and had to be shot, last week proved a major civic problem that almost slowed up the war effort here for a few days.

Zoo Director John T. Millen got plenty of suggestions from housewives, het up over fats conservation, about salvaging the estimated two tons of fat in Anita (gross weight, six tons). He contacted four rendering companies to dispose of the carcass. Result:

1. One company wrecked its plant three years ago on another elephant.
2. Another figured the job was too big.
3. Another had a man-power shortage.
4. The fourth claimed it'd make no money on the deal but would undertake it for patriotic reasons—but not before Wednesday.

Millen, after sniffing over the situation, decided to have Anita buried on the grounds—and before Wednesday—to appease the neighbors.

## Wildwood Blaze May Give Resort Improved 'Walk

WILDWOOD, N. J., Jan. 15.—Destruction of the buildings along the North Wildwood Boardwalk in the disastrous \$1,000,000 fire Christmas Day may result in the continuation of the resort's Boardwalk along one straight line connecting with that of Wildwood proper. Mayor George A. Redding disclosed that plans are being advanced for such construction. Prior to the fire, North Wildwood's 'Walk ended at 26th Avenue, with a curve being located at that point connecting with the Wildwood proper line.

At the same time, a discussion is going on on the feasibility of eliminating all stores and stands on the ocean side of the North Wildwood Boardwalk. Nine stores were destroyed by the fire, all located on the ocean side. The suggestion will be advanced that the store owners, if they have intentions of rebuilding, to do so on the westerly side of the Boardwalk, so that all buildings will be in uniform line along the Wildwood and North Wildwood 'walks.

Meanwhile, repairs to the parts of the Boardwalk destroyed by the fire are being rushed. Apart from the losses sustained by William C. Hunt, including the burning of his Ocean Pier, Nixon theaters and numerous stores, concession stands, apartment houses and hotels, it was learned last week that S. B. Ramagosa, operator of the Casino Arcade Park here, also sustained heavy losses. Ramagosa reported that the fire, in spreading to North Wildwood, destroyed six of his stores in addition to an apartment house and restaurant which he purchased several months ago.

## Drops 40Gs on the Horses

HARTFORD, CONN., Jan. 15.—The Merry-Go-Round broke down last Saturday afternoon (8) at Savin Rock, West Haven, Conn., and Owner Joseph Giullano, of New Haven, Conn., said it was to the tune of \$40,000 for repairs. The weight of slushy snow on the roof of the eight-sided building caused the structure to collapse.

## Seaside Passes To New Owners

VIRGINIA BEACH, Va., Jan. 15.—After 28 years of operation, Sea Pines Improvement Corporation, owners of Seaside Park here, last week turned over the park property to the new owners, Greenco Corporation, Jack Greenspoon, president, and the operating company, Seaside Park, Inc., Art Lewis, president, when Frank D. Shean, manager and operator for the past two years, handed over the keys of the property.

Present, during a downpour of rain, were Lewis, Greenspoon, Shean; Bernard Neal, park police officer; Elmer Huttenpiller, in charge of maintenance, and the park construction superintendent, Al McKee, who recently arrived from New Jersey to take over the revamping and rehabilitating of Seaside for the Lewis-Greenspoon companies.

McKee, brother of Joe McKee, superintendent at Palisades (N. J.) Park, has taken over a furnished home here, where he will reside with his new bride upon their return from their honeymoon.

Shean will take up his duties soon at the New Casino, recreation beach resort 17 blocks south on the ocean from Seaside Park. The Casino will open sometime in June.

## Ammon Addresses Fair Men

DETROIT, Jan. 15.—A park man will occupy a prominent spot at the Michigan Association of Fairs' convention for the first time Monday (17) when Ralph Ammon will be the principal speaker at the opening session of the meet here. Ammon, general manager of Charles S. Rose Enterprises, came to Edgewater Park as resident manager last summer. He was formerly Wisconsin Commissioner of Agriculture.

## American Recreational Equipment Association

By R. S. UZZELL

The war is moving to a conclusion much faster than was anticipated at our annual meeting in Chicago. Nevertheless, we would be short-sighted indeed to even think of opening our 1944 season under any other than war conditions. Even should peace be declared by Easter time, as Mayor La Guardia of New York has predicted, we shall have drastic shortages of materials and man power.

Our printed booklets on the proceedings at the Chicago meeting will soon go out to each of our AREA members. They will be valuable as a handbook on priorities and are sure to be consulted frequently by men even as well informed as Ben O. Roodhouse, R. E. Chambers and Clarence M. Gerhart. We cannot expect keen interest in the booklet by any but those wanting repair parts and those who must produce these parts.

The rise in railroad accidents is due to a large extent to scarcity of materials and man power and not to poor management as detractors allege. The railroads, the auto industry and housing interests could absorb all material which could be produced for two or three years after the termination of the war and would take it all away from our industry were it not for priorities. This situation behooves all of us to become thoroly informed on these government regulations if we would obtain our rightful share of building and repair material.

## Expo Editorial Impresses Bond

CINCINNATI, Jan. 15.—Cy D. Bond, former widely known park manager and now Quality Control Representative of the Curtiss-Wright Corporation, Nashville, in a letter to the home office of *The Billboard* here this week evinced considerable interest in an editorial, headed "Tennessee's 1946 Birthday—Let Sesquicentennial Exposition Mark It," which appeared in *The Nashville Banner* of January 6.

Bond in his letter infers that it is the first post-war feeler along the exposition line that has been suggested. However, a like feeler was extended in Los Angeles some time ago.

"I talked to A. C. Dunkleberger, who wrote the editorial for the Nashville newspaper," said Bond, "and he is of the opinion that the suggestion made in the editorial carried a great deal of appeal, judging from the spontaneous replies he has already received from it."

Before joining Curtiss-Wright here, Bond was sales manager for the Dodgem Corporation.

SAN FRANCISCO.—Big Bill, one of the largest giraffes in captivity, died New Year's Day at Fleishhacker Zoo of a heart attack. Big Bill was presented to the city by William Randolph Hearst in 1937.

### CITY RIDES PARK

Located in the Busy 600 Block of S. Main Street, Greenville, S. C.

#### WANT FOR SEASON 1944

**RIDES**—Will pay cash for any of the following, must be in first class condition: Octopus, Moon Rocket, Roll-o-Plane, Silver Streak or Spitfire.

**CONCESSIONS**—Will book a limited number of high class Merchandise Concessions that operate for 10c. (Positively no Gift.) Devil's Bowling Alley, Pitch Tilt U Win, Hoopla, Balloon Dart, Shooting Gallery, Souvenirs, Frozen Custard and Refreshments. Especially want up-to-date Photo Studio. Will book or buy.

**FUN HOUSE**—Will buy for cash modern portable Fun House.

**RIDE HELP**—Can place experienced Foremen and Second Men for the following rides: Twin Ferris Wheels, Merry-Go-Round, Chairplane and Tilt-A-Whirl.

**FREE ACTS**—We invite correspondence from Sensational Aerial Acts for our season's program, which calls for at least one New and Sensational Act each week.

**NOTICE**—City Rides Park is not an experiment, but a proven winner. Ask anyone who have been with us or visited this popular park the past two seasons.

Address All Communications to  
J. T. TINSLEY  
22 E. Court St., Greenville, S. C.

### CRYSTAL CITY PARK

WILL OPEN ABOUT APRIL 15th

NOW BOOKING FOR COMING SEASON

Have a wonderful location and building for Penny Arcade, 24 by 48. Will book small Grind Shows with own outfit. Will pay cash for ten or twelve Dodgem Cars in A-1 shape, or will book any ride that does not conflict. Will need some Ride Help. No brass, no tear downs and no trucks to drive. Address all correspondence to C. E. MEEKER, General Manager, P. O. Box 1297, Tulsa, Oklahoma.

### A Life Time Opportunity

For Amusement Resort—Bathing Pavilion, Restaurant, Dancing. 100 acres where river meets Gulf. Sand beach, paved boulevard to property at Country Club. Terms. Also Lithia Spring, 200,000 gallons per hour. Warm swim pool, also Gulf bathing, almost half mile Gulf front; Highway 19. Trailer park, cottages, beach resort, \$100,000. Terms. Also Gulf front Home, 500 ft. on water, cyprus lined, enclosed sun porch, steel windows, 41 foot open porch, clear view window, tile bath, electrically equipped, beautifully furnished, 3-car garage, 3 rooms and bath above, \$17,000. Terms. Also water front Lots and Plots.

**HARRY W. DAVIS, Owner**  
Tarpon Springs, Fla.

## WANTED

Maintenance Men and Ride Operators for year-around work.

Also

Good Swimming Pool Manager capable of operating filtering plant for year-around work.

Apply in person or write

### EASTWOOD COASTER COMPANY

20744 Gratiot Avenue East Detroit, Michigan

### Cunningham Gets a Boost

ATLANTIC CITY, Jan. 15.—Louis Cunningham, on leave of absence from his job as director of Atlantic City publicity, has been promoted from the rank of lieutenant, junior grade, to that of full lieutenant in the navy. Cunningham entered the service in September, 1942, and is stationed at the Philadelphia Navy Yard as assistant district public relations officer, editing the navy newspaper in that district.

### Wanted To Buy

Octopus and Flying Skooter, also Kiddie Rides.

Must be in A-1 Condition.

### LeSourdsville Lake, Inc.

RR No. 1 Middletown, Ohio

### WANT READERS

Can use two-year round work. Also Ball Game Workers, Help on Rides. No tear down, best salaries. Wire or come on.

**Mgr. PLAYLAND PARK**  
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### SECRETARY WANTED

We can offer exceptional position to man capable of handling complete office detail and books. Man with previous park or major carnival experience preferred. Write stating full capabilities and experience.

**Art Lewis, Seaside Park**  
VIRGINIA BEACH, VA.

### FOR SALE

One Two-Abreast "Parker Merry-Go-Round" with Top, Music Box, Electric Motor, Ticket Box and Fence. Also one Ten Car Hey Dey with Electric Motor, Ticket Box, extra Drive Cable, Steel Plates and Parts.

**Mrs. L. Dexter**  
Stanton Walsh Park, Utica, Mich.

## State and National Figure Competish Rules Set by ARSA

NEW YORK, Jan. 15.—Ozzie Nelson, president of the Amateur Roller Skating Association with headquarters here, has announced the following revised competitive dance rules and details for the State and national competitions.

**REVISED COMPETITIVE DANCE RULE:** A juvenile pair who first in a national dance competition shall not be compelled to move into another division unless he or she has reached their birthday as of the first day of the national meet.

A rule was adopted by the ARSA that a certain period be allotted during our national championships for the taking of the gold medal proficiency dance test. Candidates wishing to take the test must inform the Amateur Roller Skating Association office in New York at least three weeks prior to the national championships.

It was decided by the executive that due to existing conditions the discussed

Eastern States Championships be canceled for the duration.

Amateur Roller Skating Ass'n,  
Ozzie Nelson, president.

### State Competition

The State meets may be staggered to insure judges from out of the State. Each State must send in a date choice to the chairman of competitions committee, c/o ARSA, 120 West 42d Street, New York, by the first of January. In the event of two or more States making bids for the same date, they will be notified by the committee as to which dates are open and States in question will rebid for new dates.

On the first of February the figures for the State meets will be drawn by lot by duly appointed representatives who will be selected by the competitions committee. These sets of figures will be announced publicly immediately upon their drawing.

The figures drawn are those that shall be skated by each State that is going to participate in the nationals.

Each State will draw for foot or figure 15 minutes before the time that the figures are to be skated. Figure and foot for men and ladies will be drawn separately.

### National Competition

Thirty days before the date of the national meet the figures will be drawn by lot by duly appointed representatives who will be selected by the competitions committee. Those sets of figures will be announced publicly immediately upon their drawing.

Fifteen minutes before the time that the figures are to be skated another drawing will be made for foot or figures. Figure or foot for men and ladies will be drawn separately.

## Soldiers To Skate; Ask Info on Rules

GALVESTON, Tex., Jan. 15.—With four large army camps depending upon this city for its recreation, Sgt. Francis A. Burnham, who is stationed at one of them, is endeavoring to interest the USO, with the assistance of the YWCA, in a program of skating at the local rink. He wants to organize a skate club and have dancing and skating taught under the RSROA rules. The YWCA has about 50 pair of skates and utilizes its small gym for little parties. More equipment is necessary.

Sergeant Burnham is an ardent skater and has been since 1937, when he began to take an interest in the recreation at New Skateland, Jamestown, N. Y. During the past two and a half years that he has been in the service he has skated in 22 States. He has asked for information about the conduct on skating and the rules in a letter to Fred Martin, national secretary of RSROA.

## Making Changes

NEW YORK, Jan. 15.—Arrangements have been made for a new floor, modern soundproofing and other improvements in Gay Blades Rink here. Manager Charles Womble, observing his first winter of roller skating, was formerly in ice-skating work at St. Paul in past cold-weather months. Prior to his employment at the Gay Blades Rink last November he was with the Coliseum in Washington and previously with the Cavalier Arena in Richmond, Va. He is a silver medalist for dances and bronze medalist for figure skating. He holds class after the regular sessions on Monday nights and gives private instruction. A party was given to his staff after the New Year's Eve session, with Louise Rush providing music at the organ console. Lots of showfolk attend the Gay Blades, a member of the RSROA, according to M. Meshirer.

## Reopens With Party

TACOMA, Wash., Jan. 15.—Midway Roller Rink, dark for several months, was reopened here recently under the management of Roger Adams, veteran Pacific Northwest operator.

Midway Rink, owned by Tom Page and one of three within the city limits, was shut down by Page due to pressure of other business. After renovation it was opened with a gala victory party.

ARENA ROLLER RINK, Detroit, is holding a benefit revue for the Infantile Paralysis Fund January 31.

## Heads Change At AOW Spots

ELIZABETH, N. J., Jan. 15.—Don Victor, former manager of the Mount Vernon (N. Y.) Arena, has been named manager of the St. Nicholas Arena, New York, replacing Frank Morris, who has been inducted into the army. Andrew Morris, manager of the Casino Arena, Asbury Park, N. J., moves to the Mount Vernon Arena, and George Carson replaces him at the former spot. Announcement of the changes was made by W. Schmitz, general manager of America on Wheels.

Managers and organizers respectively of the America on Wheels rinks are William Annis and Estelle Martinique, Twin City Arena, Elizabeth, N. J.; Art Sohl and Adele Swift, Capitol Arena, Trenton, N. J.; William Morris and Jimmie Raymond, Boulevard Arena, Bayonne, N. J.; Dave Barr and Lee Alexander, Perth Amboy (N. J.) Arena; Don Victor and Marty Buckler, St. Nicholas Arena, New York; George Carson and John Copeland, Casino Arena, Asbury Park, N. J.; Andrew Morris and Andrew Weis, Mount Vernon (N. Y.) Arena, and Anthony La Rue and Dan Schneider, Passaic (N. J.) Skating Rink. The foregoing are members of the United Rink Operators.

The professional staff consists of Eddie O'Neill for Boulevard and Perth Amboy; Bill and Eldora Best, Twin City, Casino and Passaic, and Bob and Lonie Riley for the St. Nicholas and Mount Vernon arenas.

ARCADIA RINK, Chicago, operated by Phil Hays and Lois Reynolds, will hold a skating revue for the benefit of the National Infantile Paralysis Fund February 7, under RSROA sanction.

MICHIGAN RINK owners are being exhorted by Fred A. Martin, Michigan State chairman of the Infantile Paralysis Fund for skating, to hold special shows for the benefit of the fund regardless of rink affiliations.

ART MILLER is now representative for the Sterling Roller Rink Company and Rollerade, Inc. He was formerly an agent with Cole Bros.' Circus, and recently spent a few days in Omro, Wis., which is his home State.

DOYLE O'KELELY, SC 3/c, is in a Southwest Pacific base hospital receiving treatment for his nerves. He saw service in both the Pacific and Atlantic navy fights. He was formerly associated with the Sterling Roller Rink, Sheboygan, Wis., and Weydt Amusement Company of that State.

BILL LOVE, New York Journal-American skating columnist, copied a roller rink practice and had his own skate bag stickers printed. So popular are they with his readers that in a little over two months almost 8,000 have been sent to skaters who wrote in for them.

ALBERT NEBES, of West Chemsford, Mass., has raced in 45 States and was on the road for 16 of the 27 years he

has been in the business. He is asking about Billy Carpenter, who was a fancy skater and toe spinner and is now believed to be operating a rink.

ROLLARENA RINK, San Rafael, Calif., operated by Edgar H. and Newman Owens, will be the scene of the California State championships in all events, under sanction of the RSROA, probably in March, according to word from the national office in Detroit.

J. C. STANLEY and Delores Keyeole will present their specialty of spinning and other stunts at the Broadway Skating Palace in Joliet, Ill., January 21. There will be special parties at the rink until February 20. Sessions are held from 7:30 to 10:30 p.m., and GAA classes every Saturday morning from 10 to 12 o'clock, with Ralph Sheeler instructing. H. W. Price is the manager.

A ROLLER-SKATING contest will again be sponsored by The Philadelphia Daily News. This is an annual promotion for the industry, tying in with many of the rinks in the territory. All of last year's champions have signified their intention to enter this year's contest and the list of co-operating rinks will be announced later. The Daily News contests are credited with much of the stimulation enjoyed by the roller-skating industry in Philadelphia.

## PLAYLAND AUGMENTING

(Continued from opposite page)  
Funhouse and Glass Palace—Bob Sanders, operator; Mrs. Jesse Miller, tickets.

Lunch Stands—Whitey Meeks, manager; Arthur Lay, griddle; Evelyn Digg, cashier; Candy Floss—Mr. and Mrs. George Lynn; Popcorn, Peanuts, Snow Cones—H. O. Delaporte with two assistants; Turkey Wheel—Clyde Norton; Palmistry Booth—Ercell Baldwin and Becky Carlson, readers; Archery—Bill Read; Guess-Your-Age—Prof. Billy Pitzer; Cigarette Shooting Gallery—Otis Meisenheimer; Hun and Jap Ball Game—Mary Cottner; Milk Bottles—Patti Meisenheimer; Photos—Bertha Pierce; Add 'Em Up—Lee Compton; Basketball—Mary Meisenheimer; Penny Pitch—Tommy Pierce; Dart Store—Mabel Hubbard; Hoop-a-La—Scotty Norton and Bill Rae.

Press Agent Lee is now managing editor of The Elks' News, a monthly published by the local Elks' lodge.



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**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3318 Ravenswood Ave. Chicago, Ill.  
The Best Skate Today

**WANTED 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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4019 W. North Ave. CHICAGO, ILL.

**No. 321 DUSTLESS FLOOR DRESSING**

Cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

**GAGAN BROTHERS**  
444 Second St. Everett, Mass.

**WANTED TO BUY FOR CASH**

Used Rink Roller Skates and Parts. Write us immediately.

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132 Seventh Street PITTSBURGH, PA.

**Promote Roller Dancing**

GIANT VISUAL INSTRUCTION PORTFOLIO DIAGRAMS TO HELP YOUR PRO. TEACH BRONZE AND SILVER DANCES. Approved by RSROA and Perry Rawson.

For Details:  
**L. M. BIGHAM PROCESS STUDIOS**  
7644 Woodward Ave., DETROIT 2, MICH.

**WANTED**

Hammond Electric Organ, any model. Write or wire

**GLENN DAVIS**  
646 S. Cornell Ave. Villa Park, Ill.

**BALL BEARINGS**

**\$1.85 PER M.**

No Orders Filled Under 5 M. No C. O. D.'s

**C. A. COREY**  
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**WHITE Rubber Heel "TOE-STOPPERS"**  
PRE-WAR QUALITY THAT WILL NOT MARK YOUR FLOOR



**Hyde**

**HYDE ATHLETIC SHOE COMPANY**  
Manufacturers of Those Famous "Betty Lytle" Figure Skating Outfits.  
CAMBRIDGE, MASSACHUSETTS

**WARE BROTHERS**

For the past three years have devoted their entire energy and all of their facilities to help win the war . . . so that we might return to our own business and serve you.

**The BIGGEST fight is still ahead of us!**



**WALTER WARE RALPH WARE ROBERT R. WARE**

We have won the Army and Navy "E" Flag, the Ordnance Flag and the Minute-Man Flag - - -

**DO YOUR PART NOW! BUY MORE WAR BONDS**

**CHICAGO ROLLER SKATE CO.** 4427 West Lake St. Chicago 24, Ill.

Communications to 155 North Clark Street, Chicago 1, Ill.

# Confer in Washington To Pep Up War Film Organization

**Distributors, co-ordinators, govt. film agencies meet January 19-20**

WASHINGTON, Jan. 15.—During the coming week film distributors and local and State war-film co-ordinators will join with national civic organization leaders and the 16mm. Advisory and Policy Committee at a two-day conference with government war film agencies in Washington. Meeting January 19 and 20, the conference will stress the fact that altho much has been done in the use of war films, even more must be done. The meeting is in line with government insistence that the people of the U. S. awake to the fact that the war is yet to be won.

Palmer Hoyt, OWI exec, puts it this way: "America needs the facts about the war on both the military and civil fronts to start it completely as a nation and as individuals who go to make up that nation. The American people need more facts and not philosophy. They need stories of action as grim and realistic as war itself—and not preaching and lectures."

First day's meeting will be held in the U. S. Information Building, 1400 Pennsylvania Avenue, N. W., Room 2105. Program for the day:

9:30 to 10:30.—Screening of new war films.

**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, Memphis, Tenn.

**EXPERIENCE NOT NECESSARY**

**Southern Roadshowmen!**

We have several factory rebuilt Projectors we will sell on rental-to-buy basis to established roadshowmen who can take \$20 per week or more in pictures during period. We have the largest and cleanest library in the South. Write at once before these go!

**IDEAL SOUTHERN MOTION PICTURES**

9536 N. E. 2nd Ave. MIAMI 38, FLA.

**CHARLIE MOGULL SAYS:**

**THIS IS AN UNBELIEVABLE BUY!**

54"x72" (washable) Screens on spring roller and batten back . . . \$12.88

SCREENS—Various Sizes, Types in Stock. PROJECTORS for Sale. SOUND FILMS—Sale and Rental.

**MOGULL'S** 59 W. 48 St. New York 19, N. Y.

**NOW AVAILABLE**

16MM. Sound United States Government Motion Pictures, starring Vice-President Henry Wallace, Clark Gable, Henry Fonda, James Stewart, Orson Welles, Andy Devine. Free list.

**SAMUEL SOLOMON** Official Distributor

47 N. 6TH STREET READING, PA.

**16 MM. RELIGIOUS SUBJECTS 35 MM.**

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.

**OTTO MARBACH, 630 Ninth Ave., N. Y. City**

**16MM. FILMS WANTED 35MM.**

Silent or sound in quantity. State titles and description in first letter.

**AMERICAN FILMS West Alexandria, O.**

**WANTED 16mm. SOUND AND SILENT PROJECTORS**

Highest Prices Paid

**ZENITH 308 West 44th St. NEW YORK CITY**

10:30 to 12:30.—Advisory and Policy Committee meeting.

2 to 5.—Meeting of war-film co-ordinators and distributors with 16mm. Advisory and Policy Committee.

On January 20 conferees will meet in the National Archives Auditorium, Eighth and Pennsylvania Avenue, N. W. Program for the day:

9 to 10.—Screening of new war films.

10 to 12:30.—Conference of national civic organizations to discuss their opportunities and responsibilities in use of war films (also to be attended by policy committee, war film distributors and co-ordinators). Addresses by George H. Healy Jr., director of the OWI domestic branch, and by Stanton Griffis, chief of the OWI motion picture bureau.

12:30 to 2.—Luncheon in Roger Smith Hotel Ballroom, with Col. Frank Capra, of the Army Pictorial Service, as speaker. (Afternoon sessions will be held in Roger Smith Hotel Ballroom.)

2:30 to 3:30.—Round-table discussion on how States and local communities can organize for most effective results.

3:30 to 4:30.—Round-table discussion on war films for war plants.

## ANFA To Hold Dinner Conference

NEW YORK, Jan. 15.—At an executive session of the Allied Non-Theatrical Film Association at the Hotel Sheraton, New York, it was decided to resume the annual association dinner conferences at the Hotel New Yorker Tuesday and Wednesday, April 25-26.

Business conferences will take place both days, and dinner will act as a finale Wednesday night.

Full turn out of members and guests is expected.

## Old-Time Movies

We frequently receive comments on the showing of old-time movies at various places thruout the country. One of the finest settings for the showing of old movies was encountered recently at the Rosenwald Museum of Science and Industry in Jackson Park on Chicago's South Side.

The museum has set up an exhibit called "A Look at Old Chicago," which consists of an old street, complete with ancient automobiles and store fronts bearing names of old familiar Chicago merchants. Store windows are filled with the merchandise of that day. A police officer, in uniform complete with the derby-like hat, presides over the exhibit.

Along the street is heard the tinkling of a piano. Drawing near one sees posters adorning the front announcing the appearance of Patty Arbuckle and Mabel Norman, plus other old-time stars. Entering the theater, the old familiar chairs, piano and pictures of several decades back come to life.

Projection is by 16mm. and master showmanship realistically recalls the tribulations of the old moviegoers. At the height of the action, the screen can be counted on to go white. Immediately a slide is inserted, upside down, of course, announcing a change of reels and asking for patience.

If the enjoyment and attendance in the old-time theater is indicative of general reaction of the public, old-time movies could operate profitably in many populous sections.—*The Roadshowman.*

## 2,500 Bond Premieres

NEW YORK, Jan. 15.—In a special deal designed to bring about more "Bond Premieres," motion picture (35mm.) distributors have agreed to release any film to exhibitors 30 days prior to its established availability date, providing it is used in a "Bond Premiere."

It is expected that at least 2,500 showings, where bond purchases establish the right of the patron to view the picture, will thus result.

## CUTTING IT SHORT

By THE ROADSHOWMAN

GEORGE E. BRENNAN, roadshowman with the American Field Services in India as a volunteer, writes: "This is the first opportunity I have had to thank you for your paragraph of last September. There is quite a bit of roadshowing being done at the present time in India. It is all 35mm. Not even in the educational field have I found any 16mm. in use. The Indians demand a long and diversified program. As short subjects are unknown, everything must be included in the feature. This results in a conglomeration of everything from heavy drama to pathos to comedy to animation, topped off by a minimum of three songs. It is no wonder that the average running time is well over three hours. Fortunately, the double-feature is unknown! Due to the limited number of houses, even the toughest of the turkeys enjoy long runs. One mediocre picture has played SRO, three times a day, for 63 weeks! Imagine what GWTW would do—our grandchildren could see the same print—in the same house that we did."

QUENTIN REYNOLDS quotes: "Motion pictures are as important in winning the war as planes, guns, tanks and factories."

BRANDON FILMS is source of a story appearing in *The New York Herald-Tribune* on the subject of Soviet films. Brandon reports that bookings of Russian pictures has risen from a low of 300 in 1940 to approximately 4,000 in 1943.

## Timely Films Aid Roadshowmen's Bookings

PHILADELPHIA, Jan. 15.—Roadshowmen exhibiting the 8 and 16mm. films at sponsored affairs and before numerous groups thruout the city, report that there has been an unprecedented high demand for their services since the start of the year because of the availability of two "official" government films. The two business-booming films are the *Cairo and Teheran Conferences* and *The Battle of Tarawa*.

The more enterprising roadshowmen had sent out notices to their entire mailing lists advising as to the availability of both history-making pictures, with the result that a bumper crop of dates came in, even including afternoon bookings at luncheons. The combination of both timely war films has given the roadshowmen their strongest selling

## Film Shipments Fly To South America

NEW YORK, Jan. 15.—Doing its part to advance cultural and trade relations between North and South America, the U. S. motion picture industry today ships most of its films to exhibitors in Mexico, Central and South America by co-ordinated rail-air or direct air express.

According to a recent survey made by the air express division of Railway Express Agency, which handles these film shipments for the domestic and international airlines, one of the largest New York film brokers forwards more than 300 shipments a week to Latin American countries. Both the Office of War Information and the Co-Ordinator of Inter-American Affairs utilize air express service to get film productions to Central America and points even further away in the fastest possible time.

These U. S.-made pictures, weighing from 1 to 300 pounds per shipment, also are being flown to the farthest corners of Allied-occupied territory. Films destined to places beyond the limits of commercial transport planes (restricted to the Western Hemisphere in accordance with war regulations) are placed aboard Air Transport Command planes and flown to Russia, India, England, Italy and a host of other allied countries.

Films intended for exhibition overseas, after being passed by the Boards of Review, must be inspected by a representative of the U. S. Customs. Then they are sealed and packed, to start their trip by either rail-air or direct air express to destination.

## Bells and Sirens Hail Fourth War Loan Campaign

NEW YORK, Jan. 15.—Church bells will ring and victory sirens will blow for five minutes at noon January 18 thruout the United States and territories pealing opening of the motion picture industry's Fourth War Loan drive.

Aim of the campaign directed to theaters will be to sell a bond for every seat in every theater in the country.

point in closing dates. Both pictures are presented as features, running about 14 minutes each, and rounding out the program with news, sports and cartoon subjects. In some cases, roadshowmen have been able to sell the showings as added feature shorts at affairs and meetings, having been made available both films as shorts, each running only about four minutes.

## REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

## Harry Hugo Readies At Kearney Quarters

KEARNEY, Neb., Jan. 15.—Harry Hugo, at home here for the winter, with equipment of his summer show stored in his new quarters here, is readying his repertoire and cast for an early March opening. The Hugo Players will play houses until May before moving under canvas.

Hugo reports that his past canvas season, which ended the last week in September, was very good, considering the various war restrictions such as shortage of help and the gas and tire shortages. Despite the absence from the field of many performers now engaged in war work, Hugo says he was able to assemble a capable cast which pleased the natives and drew money.

Kearney in recent weeks has taken on the appearance of a showman's roost. Chick Boyes, veteran rep show operator, is working his *Star Radio Troupe* out of here on a show and dance policy, with a daily broadcast over Station KGFV. Earl and Norah Ramsey are also located here, Norah playing the part of a homemaker, while Earl holds down a position in the offices at the Kearney Air Base.

the Hugo Players, typewrites from his Kearney, Neb., base: "Enjoyed the recent article by our good friend, E. L. Paul, labeled 'Even Shakespeare Had His Toby.' Well, Paul should know. I believe he has written as many Toby bills as anyone, and I have never played a bad one from his pen." . . . CHARLES MILLER has a school and hall show in Okanogan County, Washington. . . C. W. KNOWLES has a two-people trick playing schools and halls in Know County, Maine, using E. F. Hannan's *The Man From Maine*. . . TURNER AND NOREEN DEPPEN-BRINK, veteran repsters, recently joined the Blackstone magic show in Kansas City, Mo. . . LARRY NOLAN and Mal B. Lippincott met up for the first time in many years at the Kansas Fairs' Association meeting at the Jayhawk Hotel, Kansas City, Mo., January 11-12. They first met some 20 years ago when Larry was the dashing juve with the Jack Kelly Stock Company in Michigan, and Lippincott was the handsome hero with the Belle Barchus Players in the same State. Nolan is now general agent with the M. A. Srader Shows and Mal is a magician.

## Matties Puzzle Signaigo

Dallas. I read in your issue of December 18 a letter from E. L. Paul in which he stated that Mattie Goodrich, in years gone by, did the leads in the Isaac Peyton Company.

However, back in the early '90s, when the Isaac Peyton Company visited Texas on Isaac stands, I saw them for at least two seasons and Mattie Keene was the leading woman and featured player.

I wonder if these two names could have been the same actress.

GEORGE J. SIGNAIGO.

## Rep Ripples

JERRY AL BRUCE, well-known repster, while doing his old-soldier act with a burly show in Canton, O., recently, was spotted by a Warner scout and offered a part in a picture depicting the Civil War which is slated to go into production the middle of February. . . BILLY BRYANT spent several days in Chicago last week shopping for a top to house his showboat troupe the coming season. . . HARRY HUGO, boss of



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 PREPARED for prominent Broadway performers. Complete original collection, \$2.00. Money back guarantee. Kleinman, 25-31 30th Road, Long Island City 2, N. Y.

HAWAIIAN GUITAR MUSIC — LIST ON REQUEST. Golden Gate Publications, 1724 Telegraph, Oakland 12, Calif.

MELODIES WRITTEN FOR SONG LYRICS — Royalty basis. Good publishers connections. Comedy-novelty preferred. Al Sanders, 1261 N. LaSalle St., Chicago.

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.

AGENTS & DISTRIBUTORS

AGENTS — SELL \$1.00 PACKAGE VITAMIN Tablets for 75¢. Dozen, \$2.00; Gross, \$18.00. Sample, 25¢. Veribest Products, 4256 Easton, St. Louis, Mo.

AGENTS, FITCHERS, SALESMEN, DEMONSTRATORS in drug stores, send 10¢ for 25¢ item. Amogen Co., 147 North St., San Antonio 3, Tex.

AGENTS, PITCHMEN AND SALESMEN — Article that sells on sight to all auto owners, garages and parking lots everywhere. Send 25¢ coin for liberal sample and details. Chemical Products Co., 1220 Huron Rd., Rm. 601, Cleveland 15, O.

DISTRIBUTORS! — PROFITABLE PATRIOTIC Sellers. Two complete displays; other samples (\$3.00 retail); \$1.00 returnable. Marcus, 74-T Bergen, Jersey City 5, N. J.

EVERY DEFENSE WORKER WILL BUY MY Genuine Leather Clip Holder to hold identification badges. Sample 15¢. Gameiser, 3065 Brighton 13th St., Brooklyn 24, N. Y.

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 20¢; \$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.

MAGIC RACES — AT CIGARETTE TOUCH SIX horses are off. Fast seller. Big profits. 50 Races, \$1.00. Quantity prices. Sample free. Barkley, 1316 Arch, Philadelphia 7, Pa.

MEXICAN LEATHER HAND MADE BEAUTIFUL small Curio Saddles, \$8.00 dozen; sample, \$1.00; Aztec Walking Cane, beautiful decoration, \$15.00 dozen; sample, \$1.50; Catholic Rosaries, \$2.00 dozen; gross, \$18.00; sample, 35¢. General Mercantile Co., Laredo, Tex.

NEW AND HOT SELLER KEY CHAIN — Holds 8 keys with the Miraculous Medal Charm. Jobbers, write. Sample 15¢. Gameiser, 146 Park Row, New York 7.

NEW RIOT CARDS! — CHINA'S BIRTHDAY Greeting to Hirohito, What To Do With Hitler. Samples, 10¢. Theron Fox, 1024 Carolyn, San Jose 10, Calif.

PIN-UP GIRLS — 10 RARE COLLECTORS' items; actual photographs, not drawings. Gorgeous beauties, size 8x10. You can buy other Pin-Up Pictures, but collection will be incomplete without these. Retail \$1.25 per set of 10, 8x10. Wholesale sale, \$8.50 per dozen packs. 1/2 deposit. U. S. Photo Supply, Chattanooga, Tenn.

SELL TO STORES! — COMPLETE LINE "COMIC Novelties." Rush 50¢ (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, Decolorized Skunks, Coati-Mundis, Macaws and Canaries. Snake King, Brownsville, Tex.

JANUARY MULE AND CART, GOOD KICKER and chaser, \$150.00; Bareback Riding School Mechanic, complete, well made, \$75.00; Steel Dog Cage, seven cages in one, good condition, \$60.00. Capt. Anderson, 27 Upton Court, Allston 34, Mass.

MIDGET COW — 6 YEARS OLD, ONLY 28 inches high; smallest known cow alive. Make offer. Jimmie Cope, 1917 S. 16th, Phoenix, Ariz.

SNOOKUM BEARS (COATIMUNDIS), SEMI-tame, \$15.00, or two for \$25.00; very tame, \$25.00; Puma, Lion, \$75.00; Mexican Donkeys (Burros), \$30.00 or two for \$55.00; tame Armadillos, \$3.00 or two for \$5.00. General Mercantile Co., Laredo, Tex.

BUSINESS OPPORTUNITIES

ARCHERY RANGES — INSTALL BIG PAYING Robin Hood Archery Range now. Four Shooter Range costs \$50.00; 8 Shooter, \$95.00. Stanley Johnson, Salamanca, N. Y.

SIGNS AND SHOWCARDS EASILY AND EXPERTLY painted with Letter Patterns. Write for free samples. John Rabin, D1330 Central Ave., Chicago.

127 WAYS TO MAKE MONEY, IN HOME OR office, business of your own. Full particulars free. Elite, 214 Grand, New York.

\$96.00 WEEKLY SALARY FOR PHOTOGRAPHERS. No experience necessary. Send 50¢ coin for Working Kit. If job isn't wanted return kit for refund. George Tony, Box 125, New Kensington, Pa.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column.

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 Postal, 6750 N. Ashland, Chicago.

ALL KINDS 5c SELECTIVE CANDY BAR VENDING Machines. LeBoy Scales, 1c Peanut Venders. Adair Company, Box 166, Oak Park, Ill.

FOR SALE — 1 LATE MODEL SHOOT YOUR Way To Tokio, \$289.50; 2 Chicago Coin Hockey's, \$199.50 each; 2 Keeney Submarines, \$169.50 each; 2 nine foot Target Roll Skeeballs, reconditioned like new, \$139.50 each; 1 Keeney Air Raider, \$235.00; 1 Baby Shoot the Bull, needs slight adjustment, complete all parts, \$69.50; 2 Kellogg 5¢ Hot Pop corn Venders, \$49.50 each; 2 large Watling Guess Your Weight Scales, all parts complete, make us an offer; 10 Groetchen Imp Machines, \$49.50 for lot; 1 Northwestern Stamp Vending Machine, vends three 3¢ stamps for dime and four 1¢ stamps for nickel, sacrifice, \$19.50. Terms: Half deposit with order, balance C. O. D. 2% discount if full amount sent; \$5.00 extra crating charge for all games. Lemko Coin Machine Co., 31 W. Vernor, Detroit 1, Mich.

FOR SALE — PENNY ARCADE COMPLETE, with 75 machines. Can be seen any time. F. J. Koske, P. O. Box 35, Palm Bay, Fla.

FOR SALE — 32 YANKERS, 3 LUCKY SMOKERS, 2 5¢ Races, 3 1¢ American Flags, 1 1¢ Marvel, 5 Wings, 2 1¢ American Eagles, 1 5¢ American Eagle. Make us an offer. Birmingham Vending Company, 2117 Third Ave., N., Phone 3-5183, Birmingham 3, Ala.

HAVE TWENTY 600 HOLE AUTOMATIC PLAIN Coin-Operated Salesboards, \$7.50 each. Satisfaction guaranteed; refills available. R. C. Walters, 2532 Semple Ave., St. Louis 12, Mo.

HOLCOMB & HOKE POPCORN MACHINE, floor model, 70x30x30, fully automatic, factory rebuilt; cost new, \$550.00; our price, \$195.00. Bomb-Hit, counter, 1¢ play, original crate, \$10.00; Holly Grip, 1¢ play, \$8.00; Mills Empress, \$250.00; Rockola Remote Master Deluxe, \$350.00; Seeburg Pipeorgan, RG Speaker, \$35.00; Popmatic (5¢ coin operated) Popcorn Machine, like new, \$89.50; 1 Pop-It 15¢ coin operated, Popcorn, \$150.00 (factory rebuilt); American Duplex Electric Coffee Grinder (aluminum shaped like turn), grinds three (3) grinds; cost \$350.00; our price, \$100.00. Terms: 50% deposit with order, the balance C. O. D. The P. K. Sales Co., 6th and Hyatt, Cambridge, Ohio.

I WILL PAY \$300.00 EACH FOR WURLITZER 700's, 800's, 750's, 780's, 750's, 780's. Ship, wire or write. F. J. Herynek, 508 Gough St., San Francisco, Calif.

MILLS 1-2-3, FREE PLAY, \$34.50; 1-2-3, AUTO-matic, \$41.50. Request list. Quarter, Dime, Nickel Slots, \$49.50 up. Coleman Novelty, Rockford, Ill.

ORIGINAL MILLS QUARTER PLAY BULLSEYE, Jack Pots, Jennings Nickel Play Victrolas, Caille Dime Silent Sphinx, Mills Penny Q.T., thirty-five dollars each. Grand Valley Novelty Company, Traverse City, Mich.

POPOMATIC, \$25.00; 9 CENTAMINTS, \$20.00 for all; 2 1-2-3 Ball Gum Venders, \$2.50 each; 2 Northwestern 3¢ Junior Peanut Venders, \$2.50 each; 7 Model V Ball Gum Venders, like new, all for \$30.00. First \$85.00 buys entire lot, 1/2% deposit. Lee Parker, P. O. Box 141, Alexandria, La.

ROCK-OLA 40, WALNUT, \$240.00; '39 Deluxe, \$200.00; Monarch, \$110.00; Windsor 100, Imperial 16 Records, \$75.00; 12 Records, \$50.00; one 5¢ Vest Pocket, Blue Gold, \$40.00; Argentine, \$25.00; Flicker, \$18.00; Power House, \$12.00. One-third deposit. H. M. Hopkins, Marlinton, W. Va.

SPECIALIZING REBUILDING SLOTS — LOT closest 75 Counter Games. Request list. Mills Skeeboarder Wolfhead, quarter play, D.J.P. Coleman Novelty, Rockford, Ill.

STAMP VENDERS — 12 SHIPMAN, DUPLEX, \$19.50; 40 5¢ Bar Vend, \$6.50; 30 Razor Blade Vend, \$1.35; Walzer Moderne 1¢ Bar, \$1.75; 32 Neko 1¢ Peanut, \$2.25. Northside Co., Indianola, Iowa.

WANT TO BUY SEVERAL GOOD GROETCHEN Columbus, D.J.P. 3/5. State best price and condition. Scott Novelty Co., Austin, Tex.

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 — LATEST MODEL PHONOGRAPHS. Please quote your prices and write Casino Novelty Company, P. O. Box #4152, Tampa, Fla.

WANTED — PHONOGRAPHS OF ALL TYPES. State price, quantity and condition. Also need all types of Coin-Operated Equipment. Enterprise Novelty Co., 511 Perry St., Albion, Mich.

WANTED — KEENEY ANTI-AIRCRAFT GUNS, any amount, black or brown. Advise quantity and price. Gilles Candy Co., 608 Main, Osage, Ia.

WANTED — ROLLASCORES, BOWLETTE JRS., Rock-o-Ball Jrs., and other Skee Ball Alleys. Also Ten Strikes. Name lowest price. L. Bilow, 2512 Irving Pk. Rd., Chicago.

WANTED — 1¢ AND 10¢ SINGLE JACK POT Straight Mystery Blue Fronts, over 400,000 serial; must be good clean equipment, refinishing not necessary. Also want 1¢ and 10¢ Original Chromes, one Cherry 2-5 play. Please give general information and lowest price in your first letter. W. A. Hoffman, Box 751, Taos, N. M.

WANTED — TWO HAND OPERATED COIN Counting Machines. United Novelty Co., Biloxi, Miss.

WANTED — A.B.T. BIG GAME HUNTERS, late models. Name price and quantity. C. S. Needleman, 1200 Kedzie Ave., Chicago 51, Ill.

WILL BUY TOP GLASSES AND PARTS FROM old Buckley Track Odds; complete parts to change 5¢ Track Odds to 25¢ play. Can use 1941 Bangtail Glasses and 1940 or '41 Evans Bangtail Parts. Wanted also, Portable 5¢ Counting Machine. Copeland Who. Co., 1303 Carondelet St., New Orleans, La.

1 MILLS PUNCHING BAG, NEW PAINT, Perfect shape, \$139.50; 1 Moving Ducks Target, a real arcade machine, \$32.50; 1 Seeburg Regal, no rack door, \$189.50; 1 Silver Skates, \$35.00; 1 Big Trail, \$25.00; 1 Ten Spot, \$35.00; 1 Trail Wars, \$29.50; 1 Cadillac, plastic bumpers, new finish, \$42.50; 1 Four Roses, plastic bumpers, new finish, \$42.50; 4 Daisy Cork Guns, with 1,000 corks, all for \$35.00; 1 Hot Dog Steamer, \$40.00; 1 Frigidaire Bottle Box, \$65.00. Wanted: Two 700 or 800 Wurlitzers, all kind Arcade Machines. 1/3 deposit, balance C. O. D. Leo Lane, Morganfield, Ky.

2 MILLS BROWN FRONTS, REBUILT, R.F. finished, 5¢ play, \$175.00 each; \$25.00 cash deposit, balance C. O. D. John Stuart, Paris, Ky.

5¢ VEST POCKET, \$30.00; 5¢ SMOKER Q.T., \$45.00; 2 Paces Races, \$85.00 each; 2 Jennings 5¢ Jackpots, \$35.00 each. 1/3 deposit. Hunter, Box 86, Pittsburg, Kan.

COSTUMES, UNIFORMS, WARDROBES

A THOUSAND COSTUMES — STAGE, MASquerade; Men, Women, Children, \$1.50 each; single or lots. Closing sale. Conley, 308 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.

MAGICIANS' IVERNNESS CAPES, DEVIL SKEL-eton Costumes, Red Velvet Curtain, 14x16, \$40.00; Rhinestone Indian Girl's Striptease, Rumbas, Wallace, 2416 N. Halsted, Chicago.

FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES — ALL Electric Burch, Star, Pomatics, Kingery, Carmelcorn Equipment, Burners, Tanks, Vending Machines. Northside Sales Co., Indianola, Ia.

ALL AVAILABLE MAKES POPPERS, FIFTY All-Electric Machines cheap. Burch 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. Carmelcorn Equipment, 120 S. Halsted, Chicago 6.

CHEVROLET SUBURBAN — SEATS 11 PERSONS, mechanically perfect, good tires and paint; 4 speed transmission and hill holder; delivers 20 miles per gallon gasoline; \$1,000 gets it. John Canole, 6th Ave. at 30th St., Altoona, Pa. Phone 21241 or 6500 anytime.

DIAMONDS, FUR COATS — FORCED TO SAC-rifice. Cocktail Ring, 6 large diamonds, 8 genuine rubies, latest style, cost \$295.00, for \$135.00; 2 large Platinum Dinner Rings, 29 and 17 diamonds, \$225.00 each; 1 karat Man's Solitaire, blue white, \$225.00; Ladies' Solitaire, \$90.00; several others. Genuine Skunk Coat, cost \$239.00; never worn, \$110.00; Gray Opussum Coat worn twice, cost \$179.00, for \$75.00. Send examination allowed. C. O. D. anywhere. Ulrich, 1403 Bryson, Youngstown, O.

FOR SALE — ROLLER SKATES AND REPAIRS, 168 pairs of Chicago Skates, \$2.95 pair; 113 pairs Richardson Skates, \$1.95 pair; 20 pairs Shoe Skates, \$7.25 pair; new Chicago Skate Wheels and Repairs, \$217.00; new Richardson Repairs, \$29.00. Box C-165, The Billboard, Cincinnati 1, O.

FOR SALE OR TRADE — NEW HOUSE Trailer. Can use Pure White or Palameno Shetland Ponies, Pony Harness, Buggies and Wagons. W. R. Colvin, Box 591, Tulsa, Okla.

FOR SALE — PORTABLE SKATING RINK complete, A-1 condition, 52'x124'. Now in operation. O. L. Tillinghast, Phone No. 7, Grand Prairie, Tex.

FOR SALE — BEAUTIFUL PORTABLE RINK Tent, 50x135 feet, used six months. Also other Portable Rink Fixtures; no skates or floor. Wheeling Roller Rink, Wheeling, W. Va.

GUESS YOUR WEIGHT, FORSCHNER POLE Scales, good condition, case for Dial; \$75.00 takes all. Frank Layne, 135 E. Town, Columbus, O.

FIVE PORTABLE REGULATION DUCK PIN Alleys, like new, used two seasons; equipment, supplies included, \$1,500.00. Phone 1652, Mills-nough Bowling Alley, Abingdon, Ill.

MOOREMADE HI STRIKER, 28 FT., COM-plete with lights, mauls, extra boots; excellent condition, \$60.00. Charles Eunice, 3351 6th Ave., S., St. Petersburg 7, Fla.

FOR SALE — SECOND-HAND SHOW PROPERTY

A BIG SUPPLY OF 35MM. WESTERN AND Action Features for outright sale; also Comedies. Standard, Box 782, Charleston, W. Va.

CANVAS — VARIOUS WIDTHS AND WEIGHTS, Tarpsulins, 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 SALE — MY STANDARD ACT, INCLUD-ing patent rights, complete rigging, costumes, music, etc. Flo Mayo, Montrose Beach Hotel, Chi-cago, Ill.

FOR SALE CHEAP — 20x40 COOKHOUSE complete. All in first class condition. Anchor top, white pine frame, tanks, burners, griddles, dishes, trays, etc. All ready to go. Jerry Fish, 12 E. Michigan Ave., Battle Creek, Mich.

FOR SALE — 35MM. SOUND FILMS. WANTED: 35MM. Portable Sound Projectors, any condition. Buonomo Films, Box 2, Secaucus, N. J.

GIANT GASOLINE BURNER WITH 5 GALLON pressure tank, wires, complete, new, \$37.00; large Peanut Roaster and Corn Popper, new, \$45.00. Send fourth money order, balance collect. W. Tarkington, Warner, Okla.

NUMBER 12 ELI FERRIS WHEEL, GOOD AS new. Address Hugo Zaccchini, Dodson's World's Fair Shows, P. O. Box 216, Beaumont, Tex.

PAIR ACME PORTABLE 35MM. SOUND Pro-jectors, Amplifier, two Speakers, 2,000 ft. Maga-zines. Complete outfit, \$850.00. Demsey, 1613 Stewart, Youngstown, O.

QUICK SALE — THREE WESTERNS IN RUN-ning condition, 16MM., all for \$35.00 cash. Pastime Film, P. O. Box 164, Poplar Bluff, Mo.

TENTS — SKATING RINK, SHOW AND CON-cession, all khaki, new and slightly used. Tar-paulins, Campbell Tent & Awning Co., Spring-field, Ill.

TENTS — 12x12 to 40x200, ALL PUSH POLE. Complete list, \$1.00. Hand roped, good as new, rented couple weeks. Sidewall, Poles, Stakes, Sledges, etc. Describe fully. Send stamp. Smith Tents, Auburn, N. Y.

UNIVERSAL 16MM. SOUND MOVIE Pro-jector, Model 4-H, portable. Works good, idle 18 months. \$400.00 cash. Earl Van Cise, Bad Axe, Mich.

FORMULAS & PLANS

MAKE GOOD BEER — FORMULA BY NOR-wegian brewer of "Rock-Bayer" sent for \$1.00. J. Russell, 201 S. Brittain, Shelbyville, Tenn.

HELP WANTED

A NUMBER OF MECHANICS — PERMANENT positions for Music, Slots, Pintables, Buckley Track Odds. One of oldest houses in the business. United Novelty Co., Biloxi, Miss.

ACCORDION MAN FOR TENOR BAND — ONE doubling Piano preferred. Must read and fake. Contact Orchestra, Washington Yourec Hotel, Shreve-port, La.

ALL GIRL HILLBILLY BAND WANTED — FID-dle, Accordion, Bass, Clarinet, Mandolin and Electric Steel. State if lead. The Checkers, Knox-ville, Tenn.

CONCESSION AGENT WANTED FOR ALL YEAR round work. State type of games you have worked on and for whom. Full references required. H. Germain, Box 292, Newark, N. J.

DRUMMER — MUST PLAY SOFT, SMOOTH rhythm for small combo. Short hours, good pay, long location. Write Box C-167, Billboard, Cin-cinnati 1.

GIRLS — WANT SET TRIO IF POSSIBLE. Prefer Tenor Sax, Accordion and Drums; \$75.00 weekly each and room. Box 861, Fayetteville, N. C.

GIRL MUSICIANS WANTED IMMEDIATELY — Write air mail or wire Post Office Box 1922, Los Angeles 53, Calif. Very good opportunity.

HILLBILLY MUSICIANS — STEADY WORK, good pay. Contract work, radio, theatres, night clubs. State all in first letter; send photo. Bill Johnson, Hillside, N. J.

IMMEDIATE OPENING — ACCORDION MAN that doubles. Hotel style, must read, fake. Good salary, steady engagement. Wire Ralston Ayers, Leader, Bentley Hotel, Alexandria, La.

LOUNGE ENTERTAINERS — MUSICIANS, Singers, Pianists, Novelty Units, Duos, Trios, Foursomes coming South, contact Al Durnings At-tractions, 415 Godechaux Bldg., New Orleans, La.

MAN AND MAN AND WIFE — WORK WITH small show and concessions. Year round work to right people. E. S. Holland, Daleville, Ala.

MUSICIANS WANTED — UNDER DRAFT AGE or 4-F. Will pay top salary. Write or call Elmer Hall, P. O. Box 152, Phone 1084, Grand Island, Neb.

MUSICIANS FOR REPLACEMENT — TENOR. Swing and Dixie Style Band. Location jobs. State salary expected. Orchestra Leader, Rm. 569, Hotel Detroit, Detroit, Mich.

NEED TRUMPET AND TROMBONE — SALARY \$60.00 per week. Orchestra Leader, New Ken-more Hotel, Albany, N. Y.

PIANIST WANTED WHO CAN READ AND AND fake. Location work. Minimum sixty dollars per week. Other musicians write. Eddie Howeth, Gen-eral Delivery, Fayetteville, N. C.

PIANO ACCORDION FOR LOCATION WORK — Long engagement, playing mostly all standard and popular tunes. Living conditions very reasonable. Leonard Gonyea, Middleton, Wis.

TWO GIRL AERIALISTS — STATE ALL IN first letter with photo. Will teach amateurs. Billy Daniels, 139 Kendrick Ave., Quincy, Mass.

UNION MUSICIANS FOR 1944 RACING SEAS-on, Club Belvedere. Open February 5, salary \$60.00. Jump band. Dick Wolever, 150 Arbor, Hot Springs, Ark.

WANTED — 2 FIRST CLASS EXPERIENCED Mechanics for Phonograph, Final and Rayrun a route; \$200.00 a month and commission; 6 days a week. Write Casino Novelty Company, P. O. Box 4152, Tampa, Fla.

WANTED — TWO ACROBATS FOR GROUND tumbling, to join recognized organization. Would consider good amateurs. Address Box C-164, care Billboard, Cincinnati 1.

WANTED — RIDE FOREMEN FOR MERRY. Wheel, Loop and Chairplane. Truck drivers preferred. Season 22 weeks starting April. If you want top salary, write H. M. Sweeney, 334 Pierce Ave., Daytona Beach, Fla.

WANTED — EXPERIENCED TENOR MAN; also Bass Man. Must read, fake in tune. Leader, Box 2252, Sarasota, Fla.

INSTRUCTIONS BOOKS & CARTOONS

EARN UP TO \$25.00-\$50.00 WEEKLY AS A Singing Entertainer. Learn to sing beautifully, quickly in your spare time. Free folder. Pitman, 624 Linden Ave., Las Vegas, Nev. ja22x

LEARN METASCIENCE - REMARKABLE drugless healing. No manipulation. No apparatus. Unbelievable simplicity and results. Inexpensive correspondence course. Write Metascience, De Land, Fla. fe12x

SCENARIO COURSE WRITTEN BY PRODUCER. Covers drama, comedy, markets, plots. Mimeographed copy, dollar postpaid. Oriole Films, Box 942, Baltimore, Md. ja22x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalogue 10c. Balda Art Service, Oshkosh, Wis. ja29x

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Hocuspocus, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. Write Nelson Enterprises, 336 S. High St., Columbus, O. ja29x

ANSWER QUESTIONS, CALL NAMES, BIRTHDAYS. Professional Master Mindreading Act (no assistant). Self contained, use anywhere, \$1.00. Magical Enterprises, Roseville, Mich. fe5

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc., 25c. Kanter's (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. ja29

LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. Max Holden, 220 W. 42d St., New York City, N. Y. fe19x

QUALITY MAGIC SINCE 1907-3 NEW CATALOGUES available, 25c each. Book catalog and lists free. Thayer's Studio of Magic, P. O. Box 1785, Wilshire-Labrea Station, Los Angeles 36, Calif. ja29x

MISCELLANEOUS

DO YOUR OWN PRINTING WITH AN INEXPENSIVE home-made Printing Press. Details free. The Novelty Shop, Downsville, La.

SAVE NOW ON A BETTER BALLROOM WAX while prices are still reduced. This time try a 100#. \$18.00. Old Colony Wax, Davenport, Iowa.

SENSATIONAL 1944 OFFER! - THRILLING Oddities, Tricks, Photographs, Books, Pictures, Imported Figurines, unusual Curios, Stamps, etc. Over 20 items sent collect plus express. Money back guarantee. Hobby Shop, 2039 E. 21st, Oakland 6, Calif. ja22

MUSICAL INSTRUMENTS, ACCESSORIES

WILL PAY CASH FOR USED HAMMOND NOVACHORD. Must be in good playing condition. Wire collect to Bob Machat, Fayetteville, N. C.

PARTNERS WANTED

PARTNER FOR LAUGH INVOKING VAUDEVILLE Act. Unlimited possibilities. Copyrighted; \$500.00 for half interest with your services. Nothing like it. Can make pictures or big time. 1 furnished props. Male person. Bennett, 103 N. Topping Ave., Kansas City, Mo.

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL OUR OLD CUSTOMERS-EK DIRECTPOS Rolls, Cutsheets, Chemicals at EK ceiling prices; also some 11/2" machines. Wabash Photo Supply, Terre Haute, Ind. ja29

ARE YOU INTERESTED IN RECEIVING steady supply of the following? E.D.P., all sizes unopened packages, late 1944 datings, at attractive prices. Write your needs today. Will quote price upon receipt of your letter. Box 534, Billboard, 1564 Broadway, New York 19. fe5

BLACK RUBBER TUBING FOR BLEACH AND Developer. 100 ft. for \$25.00. Limited supply. Better hurry. Photo Machine Service, 25 Tremont St., Boston, Mass. ja22x

CASH FOR YOUR PHOTO EQUIPMENT-WHAT have you? Give details. P. D. Q. Camera Co., 111 E. 35th St., Chicago, Ill. ja29

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. ja29x

DIRECT POSITIVE OPERATORS - WRITE for catalog today. Frames in all sizes, assorted and patriotic; Rollers, Chemicals, Backgrounds, Rubber Clives at 90c 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

EASTMAN D.P.P.-1944 DATING. 1 1/2"x250, \$8.50; 2"x250, \$7.25; 2 1/2"x250, \$8.75; 3"x250, \$10.50; 3 1/2"x250, \$11.25; 4"x250, \$14.00; 5"x250, \$17.50; 5x7, \$6.25. Any amount, 25% deposit. Frank Bonomo, 25 Park St., Brooklyn, N. Y. ja29

EASTMAN D.P.P. - FRESH STOCK, GUARANTEED rolls. 1 1/2" \$7.25; 2" \$9.65; 2 1/2" \$11.70; 3" \$13.80; 3 1/2" \$15.40; 4" \$18.20. Half deposit. Grecco, 858 DeKalb, Brooklyn, N. Y. ja22

EASTMAN D.P.P. LATEST DATING - 1 1/2" \$9.25; 2" \$6.70; 2 1/2" \$8.15; 3" \$9.55; 3 1/2" \$10.50; 4" \$11.00; 4 1/2" \$11.50; 5" \$15.50. 25% deposit. Capitol Photo Service, 7 Randolph Pl., N. W., Washington 1, D. C.

EASTMAN D. P. PAPER, 1944 DATING - 3 1/2" \$17.50 roll; 3" \$16.50 roll; 2 1/2" \$15.50 roll, and 1 1/2" \$7.00 roll. 1/2 deposit. Gerber & Glass, 914 Diversey, Chicago 34, Ill. th

EASTMAN DIRECT POSITIVE - DECEMBER, 1944 dating. Prices: 1 1/2"x250 @ \$8.22; 2"x250 @ \$8.00; 2 1/2"x250 @ \$9.75; 3"x250 @ \$11.49; 3 1/2"x250 @ \$12.44; 4"x250 @ \$13.29. 25% deposit required on all orders. Albany Camera Shop, Inc., 204 Washington Ave., Albany, N. Y. mh25x

EASTMAN D.P.P. - 50 ROLLS 1 1/2" \$5.25; 25 rolls 3 1/2" \$10.50; 20 rolls 3" \$9.50. Immediate delivery. Capitol Photo, 7 Randolph Pl., Washington 1, D. C.

EASTMAN DIRECT POSITIVE PAPER - GOOD dating, sizes 5, 3 and 1 1/2". Eastman list price. Send deposit. New Art Studio, Neosho, Mo.

EASTMAN DIRECT POSITIVE PAPER - Latest dating. All sizes at ceiling price. Immediate delivery. Box 556, Billboard, 1564 Broadway, New York 19.

EASTMAN DIRECT POSITIVE PAPER, LATE 1944 and 1945 dating. Latest price list. All 250 ft. rolls. 1 1/2" \$8.00; 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, 75c. Clearing, 25c. 1/4 deposit, balance C. O. D. Send full remittance with orders less than \$50.00. Positive Paper & Chemical Co., 30 Clifton, Newark 5, N. J. x

EASTMAN D.P.P. - IMMEDIATE DELIVERY. 1 1/2" \$5.98; 2 1/2" \$9.25; 3" \$10.75; 3 1/2" \$11.75; 4" \$12.75. 1/2 deposit. Grecco, 858 DeKalb, Brooklyn, N. Y. x

EASEL PHOTO MOUNTS, ALL SIZES-WOOD, leatherette, glass frames, latest styles. Sizes 2x3 to 8x10. Patriotic Heart Mirrors, Frames, Easels for 1 1/2"x2. Everything for direct positive operator. Prompt shipment. Capitol Equipment Co., Box 287, Saint George, N. Y. fe12x

ENLARGER AND TWO GROSS OF EASTMAN Paper. Will trade for P. D. Q. Camera or 3 1/2 or 4 inch Lens. Write: 517 W. Schunior, Edinburg, Tex.

FOLDERS, ASSORTED DESIGNS, 1 1/2" \$3.00 per hundred; 2"x3", \$4.25 hundred; 3"x5", \$5.00 hundred. P. D. Q. Camera complete with lens, like new, \$85.00. 1/2 deposit. U. S. Photo Supply, Chattanooga, Tenn. x

FOR SALE - 10 ROLLS EACH OF 1 1/2"x250 and 2 1/2"x250 and 10 gross of 5x7 Eastman Direct Positive Paper, all 1944 dating; also 2 cases of C.B. Caps. Make your best offer to R. Boyd, 476 Tenth St., Oakland, Calif. ja22

FOR SALE - EASTMAN DIRECT POSITIVE Paper, late 1944 and 1945 datings; 50 1 1/2", 50 2 1/2", 50 3 1/2", 50 5x7. Give best offer. Don't ask prices. Box 45, Sta. A, Brooklyn 6, N. Y. fe5

FOR SALE! - EASTMAN DIRECT POSITIVE Paper, 1944 and 1945 dating. All sizes at ceiling prices. Immediate delivery. Box 551, Billboard, 1564 Broadway, New York 19.

MUST SELL EASTMAN D.P. PAPER-1 1/2"x250, \$11.95; 2 1/2" \$17.50; 3" \$22.50. All 1/4 dating. Richard Robinson, 2450 Overlook Rd., Cleveland Heights, O. ja29

NO. 1 PHOTO FLOOD, \$2.00 DOZEN; NO. 2 Photo Flood, \$4.00 dozen. No O.O.D.'s. M. R. Levy, 316 Melwood St., Pittsburgh, Pa.

OLD PHOTOS COPIED AND ENLARGED. \$1.50; colored in oil, \$1.00 extra. Cash with order. Dollar Studio, Box 661, Glendale, Calif. ja22

PHOTO MOUNTS FOR DIRECT POSITIVE studios. Easel and book types. For best prices and quick deliveries write to International Sales Co., 3902 Garrison Blvd., Baltimore, Md. fe5x

POSTAGE STAMP PHOTO FLAT MOUNTS, heavy card, neatly bordered, \$2.00 per 1,000. Folders, patriotic and regular designs. Prices per 100. For 1 1/2"x2 Photos, \$1.75; for 2x3, \$1.85; for 3x4, \$2.75; for 3x5, \$2.85; for 4x6, \$4.00; for 5x7, \$4.25. Flat Mounts assorted for 1 1/2"x2, 60c; for 2x3, 75c. Comic Post Cards for 1 1/2"x2 Photos, 300 for \$5.00. Others. Satisfaction or refund. Miller Supplies, 1335 Franklin Ave., St. Louis, Mo. x

SELLING OUT AT BARGAIN PRICES THE FOLLOWING-Twelve rolls Direx B Direct Positive Paper, one and half by two fifty, ten dollars roll; five gross Direx B, five by seven Enlarging Paper, twelve dollars gross; four rolls Eastman three by two fifty, make offer; four rolls Marks and Fuller four inch by two fifty, make offer; twelve rolls Modern Direct Positive Paper, two and half by two fifty, six dollars roll. This is good paper, uses Eastman chemicals. One Visualizer for one and half pictures, enlarges to five by seven. Will help sell enlargements; brand new, swell looking, price forty dollars complete. One Friedman Black Back Box Street Camera complete with Best Winner Lens, takes heads, busts or full length; enough supplies to take in several dollars; price forty dollars, complete with tripod, etc. There is no shortage of supplies for this camera. Will ship any above on half deposit, balance C. O. D. Five per cent off for full cash with order. Address all telegrams or letters to Palace Photo Shop, 923 Congress Ave., Austin, Tex. x

WANTED TO BUY - ONE MINUTE STREET Camera; also B.R. Cards. Earl Macon, General Delivery, Nacodoches, Tex.

4 FOR 10c PHOTO GALLERY - HANSON Gallery preferred. State lowest price and condition. Harold Barker, 2850 Boyd Ave., Indianapolis 3, Ind.

PRINTING

A BIG PACKAGE OF COMIC CARDS, 25c; 100 Letterheads, 100 Envelopes, postpaid \$1.00. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. fe12

LITHOGRAPHING OF ALL KINDS - SPECIALIZING in orchestra advertising; also Black and White Postcards. Kitterman Lithographing Co., 2913 E. 25th, Kansas City 1, Mo. ja22

WINDOW CARD - 14x22. ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. The Bell Press, Winton, Penna.

\$1.00 EACH POSTPAID - 200 8 1/2"x11 BOND Letterheads, 200 6 1/2" White Envelopes, 100 No. 10 Envelopes, 200 Business Cards, 200 5 1/2"x8 1/2" Statements. Mero Products, Box 344, Punxsutawney, Pa. ja29x

100 8 1/2"x11 LETTERHEADS, 100 ENVELOPES, \$1.00; Plateless Engraved, \$1.50 postpaid. General printing. Yankee Printing Co., 4701 Sheridan, Chicago, Ill. fe12

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago, Ill. ja22

TATTOOING SUPPLIES

FOR SALE - 21 TATTOO DESIGN SHEETS, hand colored, \$25.00; 1 Outlining Machine, \$10.00; 1 Shading Machine, \$10.00; 4 Blue Print Design Sheets, \$3.00; 1 American Flyer Transformer, \$5.00; Woodburning Pencil, \$1.00. Send cash. Fisher, Fairgrounds, Leesville, La.

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines wanted, Mac Postel, 6750 N. Ashland Ave., Chicago, Ill. fe12

FOR CASH AT ONCE - 1 CHAIRPLANE, 1 Octopus, 1 Loopplane. Connecticut Carnival Supply, John J. Belloise, 35 Winthrop, Bristol, Conn.

NATIONAL SKEE BALL OR WURLITZER Alleya. Give serial numbers and full particulars. Neil Whitesell, 1521 E. 37th St., Tulsa, Okla. ja22

ONE MERRY-GO-ROUND HORSE - MEDIUM size rearing horse preferred. Must be in good condition; no breaks. Write full description and color. Jack Holt, 524 College Ave., Fayetteville, Ark.

PERMANENT OR PORTABLE ROLLER SKATING Ring. Also Maple or Masonite Floor. M. W. Davis, General Delivery, Faribault, Minn.

SET OF CATS FOR BALL GAME - MUST BE good condition. Box 311, care Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

WANT DEALERSHIPS - NOVELTIES, CARToons, Photos, other items suited mail order. Send complete details and prices. Mailtrade, Box 591, Vicksburg, Miss.

WANT COIN OPERATED POOL TABLES, SOUND Moving Picture Equipment, Roller Skates, Photo Galleries, Ball Throwing Machine. E. Shafer, Odon, Ind.

WANTED - 22 AMMUNITION, 22 SHORTS and Longs, Winchester Rifles, Model 74, 62, new or used. Any quantity. Wire Vernon Stewart, 106 1/2 High St., Portsmouth, Va. ja22

WANTED - BIG ELI WHEEL, IN GOOD CONDITION. Not particular. Send price and description first letter. Don Sorensen, 501 Locust St., Atlantic, Iowa.

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell; Merchandise, Jewelry, Tools, Instruments, Equipment, Justice Jobbers, Box 150, Chicago. ja29x

At Liberty Advertisements 5c a Word. Minimum \$1. Cash With Copy.

AT LIBERTY AGENTS AND MANAGERS

TOP FLIGHT METROPOLITAN NEWSPAPERMAN with exceptional business experience, now employed by an outstanding newspaper, will consider connection with major producing and exhibiting organization, either outdoor or indoor. Experienced in public relations, publicity, promotion, advertising, editorial, research, market analysis and related fields as well as in management, contracting and booking. Thirty-one years of age, college and legal education. Protestant. Known favorably by many newspapers and publishing organizations in the South and East, but can get results anywhere. Sober, reliable, industrious and dependable. Everything secondary to opportunity. If yours is a large and reliable organization and you need the services of this type man, contact Newspaperman, P. O. Box 1345, Knoxville, Tenn.

AT LIBERTY BANDS AND ORCHESTRAS

SMOOTH, SWEET SWING - SMART NEW York 14 Piece Union Orchestra. Modern arrangements, equipment, style, class. Singing entertainment. All versatile, well organized. Booking advance one night engagements for ballrooms and clubs in New York, Pennsylvania and New Jersey. Price to suit. Available thru direct contact, saving agency fee. Particulars upon request. Address Box NY-58, Billboard, 1564 Broadway, New York City 1. ja29

"THE FOUR MOODS" - FEATURING 3 BOYS and girl, desire immediate steady spot. Union, presenting versatile dance and vocal arrangements. Now appearing uptown's largest circular dance bar. Fully equipped unit. Photos sent upon request. Now playing 17th week. Feature Solorex if available. Wire immediately for details. "Ray's Place", 165th St. and Broadway, New York City.

WESTERN BAND FOR ENGAGEMENTS ANYWHERE. Radio, stage and dance experience. Sober, reliable, draft exempt. Write via air mail or wire Bob Calkins, Chinese Duck Night Club, Houston, Tex.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY - TATTOOED MAN AND TATTOOER. Completely tattooed; new bright heavy work. State best offer with tattoo privilege. Sober and reliable. Captain Elvy, 211 S. Fryer Ave., Clay Center, Neb.

AT LIBERTY MISCELLANEOUS

GAGWRITER, IDEA MAN - WRITING BAND Novelties, Comic Patter, Original Parodies, Dramatizations, Monologues. Free to travel. Don Frankel, 30283 Dickens, Chicago.

AT LIBERTY MUSICIANS

ALTO OR BARITONE SAX, CLARINET - PREFERRED small combo or 5th Sax. Ride Tenor Saxist also available. Musicians, Rm. 30, Albany Hotel, Page Blvd., St. Louis 13, Mo. ja22

AT LIBERTY - DRUMMER, READ, FAKE, show experience. 4-F, good equipment. Travel anywhere. Write or wire Bill Apperson, immediately, Tennessee Hotel, Memphis, Tenn. ja22

AT LIBERTY - TRUMPET MAN, PREFER 4 or 5 piece jam bands. Draft 4-F. Modern style. Take off. No read. Low salaries void. State all in first letter. No floor shows. Reliable. Write Heavy O'Connor, care General Delivery, Texarkana, Tex-Ark.

AT LIBERTY - A-1 RHYTHM DRUMMER. 14 years' experience. Draft exempt, union and sober. Have modern equipment. Solid, no mickies. Address E. P. Lee, Elkins, W. Va.

AT LIBERTY - A DRUMMER THAT IS A drummer. Fine equipment and know how to use it. Fine dance man. Absolutely tops in my profession. Lots of experience. Reliable, sober, 4-F. Go anywhere with good band. Name bands preferred. All offers considered. Address Drummer, Eddyville, Iowa.

BASS PLAYER - DOUBLES GUITAR AND sings comic songs. Read, fake; also does bow work. Thirteen years' experience in radio; writes script. Prefer radio but willing to travel with high class band. Draft exempt. Al Marcus, 3222 Waverly, East St. Louis, Ill.

DRUMMER - EXPERIENCED, UNION, READ and jam. Shows, location only. Excellent equipment. Married, honorable discharge. Available January 25. Write or wire stating all to Bob England, 500 10th St., Columbus, Ga.

DRUMMER - DRAFT EXEMPT, SHOW AND radio experience. Union, fine equipment, good appearance. Location only. Box C-163, The Billboard, Cincinnati 1, O.

DRUMMER - EXPERIENCED, SOLID, READ, fake. Can cut shows. Prefer small combo. Young, attractive. Do vocals, whistle. Union. Jean Mattice, 310 E. 95th St., Chicago, Ill. ja29

ELECTRIC GUITARIST - RHYTHM AND SOLO. Union, sober, draft exempt, dependable. Expect top money. Pat Patterson, 163 Lancaster St., Albany, N. Y.

FIRST ALTO SAX, CLARINET - GOOD READ-er, tone, intonation. Go anywhere on tight job. Union, medical discharge from army. Prefer large band. Saxophonist, 98 Currier, N. E., Atlanta, Ga.

GIRL FIRST ALTO - DOUBLING CLARINET. Union. Read, ride, fake, experienced all lines. Available immediately. Box 312, care Billboard, St. Louis 1, Mo.

HARMONICA PLAYER SEEKS EMPLOYMENT in the vaudeville shows. State particulars in first letter. Address George Petzold, 317 S. Throop St., Chicago, Ill. ja29

LEAD TENOR, CLARINET, FLUTE - TRK NS-pose, arrange. Any style, legitimate, jam. Baritone voice; sight-sing or barbershop. Schooled, widely traveled, congenial. Experienced hotels, theatres, ballrooms, liners, concert. Large and small bands. Age 34, draft exempt. Location only. Send complete details. Available after January 12. Larry Gibson, 608 E. Calhoun, Macomb, Ill. ja29

TENOR, ALTO, CLARINET AT LIBERTY - Prefer 3d or 4th on commercial band. Draft exempt. References. Ralph Harkoddy, 729 Main, Manchester, Iowa.

TRUMPET PLAYER AND SINGER - UNION, free to travel. Howard Moore, 6254 Glenwood Ave., Chicago. Sheldrake 3779.

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

VIOLINIST, DOUBLING CELLO, SAX - EXPERIENCED all lines. Draft exempt, union. Wife experienced Pianist, Organist. Have Solorex, Vibratone. Address Wm. Keshner, 504 Perry St., Vincennes, Ind.

AT LIBERTY PARKS AND FAIRS

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

HIGH WIRE ACT OF MERIT - AMERICA'S finest. The Great Calvert, 164 Averill Ave., Rochester, N. Y. fe19

AT LIBERTY PIANO PLAYERS

PIANIST AND WIFE DESIRE TAVERN WORK. Non-union. Wife experienced cashier, book-keeper or bar. Man experienced; read all types music. Play requests. Draft exempt. No orchestras. Pianist, Apt. 3, 1493 Belt Ave., St. Louis, Mo.

PIANIST - READ, FAKE, ETC. UNION, DE-pendable, capable and all essentials. Write or wire Box C-144, care The Billboard, Cincinnati 1, O. ja29

PIANIST - GRADUATE, AGE 39, DRAFT EX-empt, young appearance, dependable; 15 years' professional experience. All essentials. Ability is my recommendation. Interested only in first class reliable openings that pay top salary. Railroad fare to join. State all, write or wire Norris Guthrie, 321 S. Walnut St., Troy, O. ja29

AT LIBERTY SINGERS

VOCALIST - GOOD VOICE, EXPERIENCED, age 20. Good personality. Prefer cocktail unit or small combo. Write or wire Joann Wint, 1503 W. Third St., Marion, Ind. Phone 2010-M.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY - COMEDIAN, EXPERIENCED all branches. Burlesque, presentation, radio, dramatic, night club work. Do singles, vaudeville acts. Fair singing voice. Have up to the minute sure fire material. Can stage and direct. Will consider anything worth while. Draft exempt, sober, reliable. Box C-166, care The Billboard, Cincinnati 1, O.

# CHICAGO BEGINS SHOW MONTH

## Variety, Gift And Furniture Marts Open

Home furnishings on display this week; china, giftware show begins Jan. 31

CHICAGO, Jan. 15.—Starting next week the Windy City will welcome thousands of retail buyers and store

**WOOD JEWELRY**  
Lapel Gadgets • Pendants • Pins • Photo Lockets • Gold Wire Mother Hearts  
Send \$10.00 For Sample Assortment  
Or Write for No. 43 New Catalogue  
Charles Demee  
WOOD PRODUCTS  
PHONE 418 E. WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

owners from all over the country. Over a dozen wholesale trade shows are scheduled here between January 17 and February 12, and stock-hungry storekeepers are expected to swarm over the exhibits and showrooms in the Palmer House, Merchandise Mart and American Furniture Mart in an effort to buy merchandise that will fill up gaps the big holiday shopping season left on shelves and in stockrooms all over the nation.

The American Furniture Mart and the Merchandise Mart will see the first rush when furniture men come in to replenish diminished inventories and to provide, where possible, substitutes for supplies not available because of war necessities. Home furnishings dealers will probably find more merchandise than they expect since reading of government restrictions on the use of wood, but there will also be indications of tighter situations later on in the year if military needs for lumber continue as high as present anticipations. Some degree of comfort may be gained with the appearance of new firms exhibiting in the home furnishings show for the first time and the reappearance of others after an absence of several years. Reports are that the new firms are mainly manufacturers of smaller pieces such as racks, juvenile furniture, tables and toys. Over 30 such firms are listed at the American Furniture Mart.

While they can't take orders or even make definite promises, representatives of electric appliance firms will also be at the January show ready to discuss allotments of the new models, which they may be allowed to manufacture this year. Production of appliances for the civilian market is, of course, dependent upon the breaks of the war, but with present indications so heartening, manufacturers are not missing chances to lay the foundation for post-war business.

### Gifts and Variety Items

Four shows of closer interest to the merchandise trade will open in Chicago on January 31. Running until February 4, the Chicago Merchandise Fair at the Palmer House will feature 5-cent to (See Chi Begins Show Month on page 53)

## Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Jan. 15.—With the Fourth War Loan Drive beginning January 18, retailers are preparing to earn the handsome display banner which will be awarded by the Treasury Department to all stores whose retail staffs reach an average quota of \$200 in the sale of Series E Bonds. The banner is 18 by 24 inches in blue, white and gold carrying the Minute Man Insignia and the words "Retail Award, 4th War Loan. Send your check for \$1.25 to Retailer's War Campaigns Committee, 1627 K Street, N. W., Washington 6, and show your customers you're helping them fill the quota.

ALUMINUM REPORTS—Two conflicting reports by top officials of the Aluminum Company of America indicate the complexity of reconversion problems in this and other industries. One official said America's production rate last year was 7½ times greater than its peacetime output and that the new plants owned by the government as well as the expansions financed by Alcoa would assure vast numbers of post-war jobs because of the new uses industry has found for this strong lightweight metal. A few days later another official explained production cutbacks in the same firm were dictated by the man power and fuel situation. He said that since the supply was now greater than military demands for aluminum, continued production would be unpatriotic in its waste of labor and fuel. WPB has already cut four lines and shutdown of 17 in all, both government and privately owned, is expected, but the aluminum industry claims the slashes would still leave a surplus. Regardless of these aluminum stock-piles and the easier steel situation, indicated by WPB's action in relaxing restrictions on 169 products which can now be packaged in

metal containers, reconversion to civilian production will depend upon man power. Plants located in labor shortage areas will probably be the last to be allocated materials for making civilian products.

## High Prices Booming Fur Market, Leaders Report

CHICAGO, Jan. 15.—The Chicago fur market showed some interesting trends in recent weeks. Sears, Roebuck & Company is considered the world's largest buyer of furs direct from trappers, and this firm recently reported that shipments are almost tripling those of last year.

Reports from the field show a shortage of traps, ammunition and also many former trappers engaged in other work. But high prices and the big demand are spurring farmers and woodsmen to make an earlier catch and thus keep the market supplied.

The proposed increase in the federal tax on furs produced a retail buying spree, but there are other factors also boosting the market. Due to the big demand, the Canadian trade is also beginning to sell in the United States. Dealers say they have never seen such a scramble to buy skins at country towns.

MORE PLYWOOD—Further reports on the supply of plywood come from the president of the United States Plywood Corporation, who said recently that the industry is now taking care of military requirements with only part of its production and that more commercial plywood should be released as such a policy would not interfere with war needs. If government restrictions were lifted, he said, the demand for plywood would exceed the supply for a considerable period of time.

SALES TO MEXICO—Altho U. S. firms must still get an export permit from their government to sell manufactured articles to Mexico, trade between the neighboring countries is expected to be expedited with elimination of the necessity for a prospective Mexican buyer to obtain an import permit from the Mexican government. The Mexican foreign office announced that under a new agreement (See Merchandise Trends on page 53)

## CEDAR CHESTS

New Model, Oval Top, with Mirror Inside Lid. Packed with 1 Pound Box of Mixed Chocolates. \$2.35 Ea. in Dozen Lots; \$2.25 Ea. in ½ Gross Lots or Over.

SAMPLE ORDER \$2.50

### CEDAR CHESTS WITH STATIONERY

\$1.85 Ea. in Dozen Lots; \$1.75 Ea. in ½ Gross Lots or Over.

SAMPLE ORDER \$2.00

### MIRRORED VANITY CHESTS—NEW!!!

Packed with 1 Pound Box of Mixed Chocolates—\$2.95 Ea. With Stationery—\$2.65 Ea.

### PICTURES

Beautiful Landscapes with Mirror Border. 6 Different Scenes. 8x10 Size. \$6.50 Per Dozen. \$5.75 Per Dozen in ½ Gross Lots or Over.

Write for Prices on Empty Chests. All Prices Net F. O. B. Detroit.

Send 25% With Order

NOVELTY CHEST & SALES CO.

3750 Rochester Street  
DETROIT 6, MICHIGAN

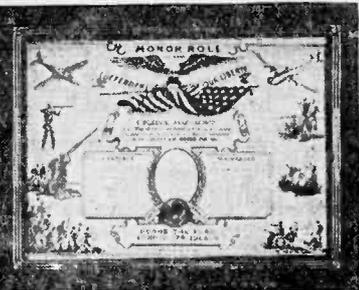
## BEAUTIFUL HONOR ROLL

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 glassette. 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 \$4.50 Doz. Retail Easily

\$4.50

Doz. Retail Easily



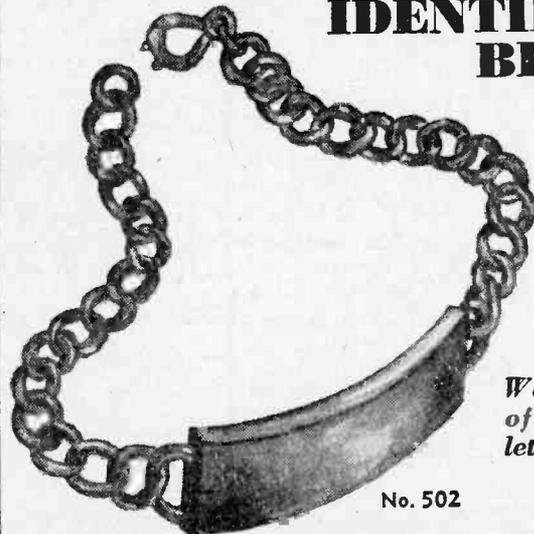
MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS  
Pillow tops for the Army, Navy, Marines, Coast Guard, Air Corps or WAAC at \$5.75, \$6.00 and \$6.50 per dozen. Send for samples. Made up for any Fort or Camp.  
Pennants, 9x24 and 12x30, \$12.00 and \$16.00 per hundred. Made up for any fort or camp. A 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 6-2174.

## IDENTIFICATION BRACELET!



No. 502

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.

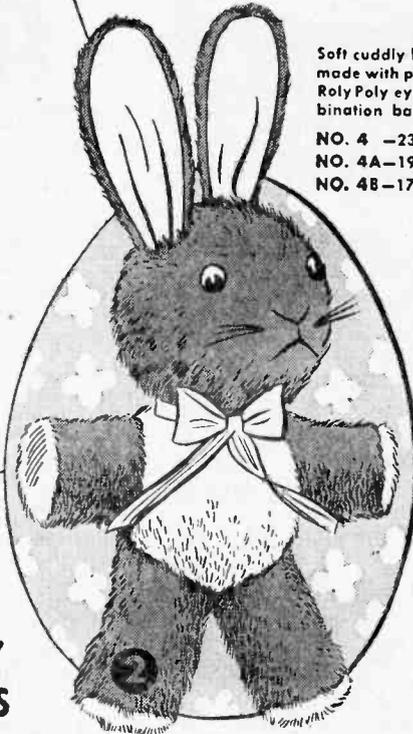
Send for Catalog!

RATED JOBBERS! WRITE FOR SPECIAL DEAL!

MURRAY SIMON 109 South 5th Street Brooklyn, N. Y.

# TIMELY PREMIUMS

All toys illustrated here are full cut, well stuffed and EXPERTLY made, in glamorous combinations of pastel shades, such as—light blue, pink, light green, red, maize and orchid.

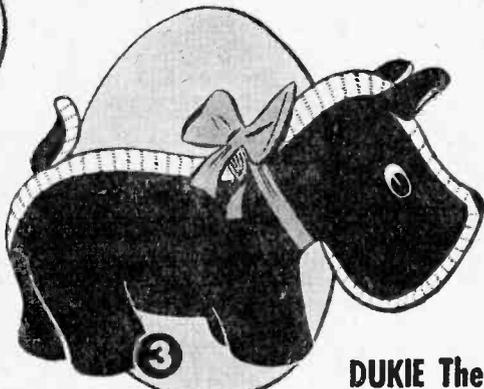
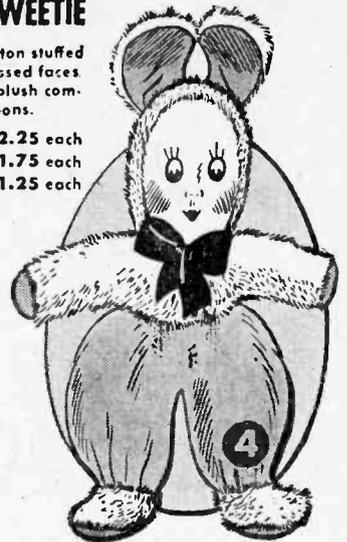


## CUDDLY BUNNIES

Made of high lustered, long ply rayon plush. Cotton Stuffed and full cut, in six sizes as follows:  
 NO. 2 —34 inches tall \$6.00 ea. NO. 2B—27 inches tall \$4.25 ea.  
 NO. 2A—30 inches tall \$5.00 ea. NO. 2C—24 inches tall \$3.50 ea.  
 NO. 2D—20 inches tall \$3.00 ea.

## SWEETIE

Soft cuddly bunny dolls, all cotton stuffed made with plush heads and pressed faces. Roly Poly eyes and velour and plush combination balloon type pantaloons.  
 NO. 4 —23 inches tall....\$2.25 each  
 NO. 4A—19 inches tall....\$1.75 each  
 NO. 4B—17 inches tall....\$1.25 each



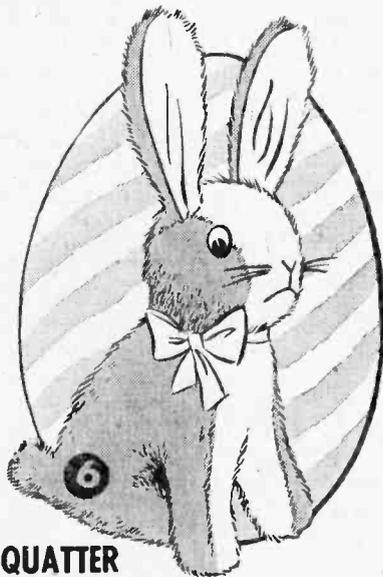
## DUKIE The Dog

Is made of rayon cordelaine with Roly Poly eyes, full cotton stuffed. Sizes  
 NO. 3—Tail to nose 14 inches long, toe to tip of ear 12 inches high. ....\$2.25 each  
 NO. 3A—Same material as above. Tail to nose 12 inches long, toe to tip of ear 12 inches. ....\$1.50 each



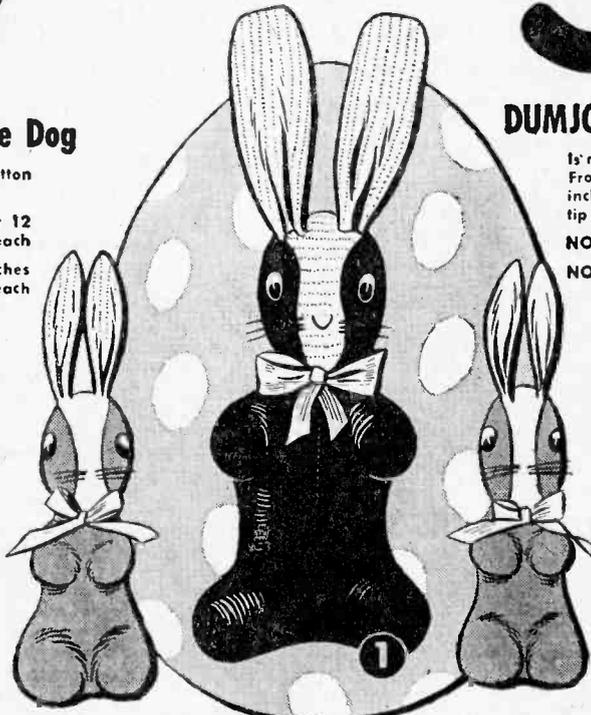
## DUMJO The Elephant

Is made of beautiful rayon cordelaine with Roly Poly eyes. From the tip of his tail to the end of his snoot he is 18 1/2 inches long, and, from his jumbo front toe to the furthest tip of his floppy ear he is 16 inches high.  
 NO. 5 .....\$2.25 each  
 NO. 5A—Same as above, 12 inches high....\$1.50 each



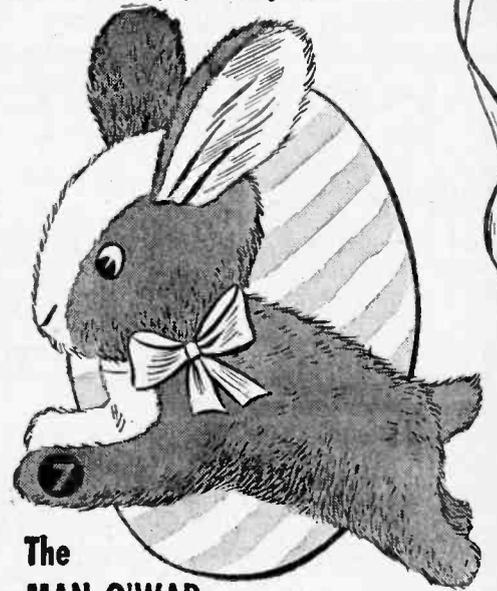
## The SQUATTER

At last, a sitting rabbit—20 inches high, as he sits on his haunches he is 9 inches wide. Must be seen to be appreciated. In beautiful contrasting colors of long ply plush. NO. 6...\$4.50 each  
 NO. 6A—Same as above, 15 inches high, 7 inches wide. ....\$2.75 each



## THE JACK O'RABBIT FAMILY

NO. 1 — Mama is 20 inches tall and her twins are each 12 inches tall. They all have Roly Poly eyes. Made of beautiful rayon cordelaine. Each set of three individually boxed. ....\$4.75 per set.  
 NO. 1A — JACK O' RABBIT Junior is 15 inches tall and made of the same beautiful material as above. ....\$1.75 each.



## The MAN O'WAR

The world loves a good runner... and here is a running rabbit that's going places FAST. In beautiful combinations of long ply rayon plush.  
 NO. 7 —22 in. long, 21 in. high...\$7.50 each  
 NO. 7A—14 in. long, 18 1/2 in. high \$4.00 each

**DON'T WAIT!**  
 MAIL THIS EASY  
 ORDER FORM NOW!

**JERRY GOTTLIEB, INC.**  
 303 FOURTH AVE.  
 NEW YORK CITY

Please ship me F.O.B. New York the amount of items as indicated in the boxes below, as illustrated by numbers. Attached herewith is my check covering at least 25% of the order, balance C.O.D. Should I not be entirely satisfied with merchandise as represented you will refund my money.

PLEASE PRINT

NAME

ADDRESS

CITY AND STATE

<input type="checkbox"/>																	
1	1A	2	2A	2B	2C	2D	3	3A	4	4A	4B	5	5A	6	6A	7	7A

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At last the demands of Theatre Managers and Premium Users for a COMIC BOOK to use as a give-away at a price that they can afford to pay are answered. Here is a beautiful COMIC BOOK, 16 pages, self-cover, printed in 4 brilliant colors on all pages, a complete story in itself, below any price you ever paid. If you want to be a jobber or wholesaler who sells theatres . . . buy a large quantity, and sell in small lots. There are no discounts from these prices. They are Net cash, f. o. b. New York.

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**ORDER TODAY.**

**VITAL PUBLICATIONS, Inc.** 148 Lafayette St. New York 13, N. Y.

## Popular Items

### Novel Ash Tray

A weebegone trio, Tojo, Hitler and Mussolini are cleverly sculpted on the back of a new and amusing tray put out by Berg Sales Company of Minneapolis. Around the top edge of the tray are the words "Going, Going, Gone!" to match the Axis triumvirate. Musso is sunk as far as his head, and his expression indicates how far he's gone! Adolf is definitely on the skids for the second going, and Tojo isn't too comfortable either. The ash trays, 5 by 5 by 6 inches, are handpainted in eight colors. Good deal item.

### Pocket-Size Photo Case

Called the Photomite, a plastic folder case which holds five small snapshots is an unusual and different article that will appeal to servicemen and women and civilians, too. The snaps tuck into lucite swing frames, which close to matchbox size for purse or pocket. They come in red and navy shell and in leather. Staylor, Inc., New York, has them for immediate delivery.

### Good for Deals

Seaboard Products Company, Newark, N. J., is offering an assortment of merchandise in two different groups. One includes a list finder, two compacts, insignia pins, bracelets, tie sets, a locket and two men's wallets. The second set is made up of a thermometer, cigarette and vanity cases, insignia brooches, glass knives, a book bank and two men's wallets. The jewelry items in both sets are of 24-karat gold plated.

## 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 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 \$1.85 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, 2oz & 3oz 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. Displays and boxes for each individual bank. 6 dozen to a carton . . . 6 DOZEN 13.50

**72-INCH STEEL RULES**, Flexible. In automatic fine case. Bargain. . . . 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.  
192 Page Catalog FREE With All Orders.

### Pin-Ups

12 GORGEOUS GLAMOUR GIRLS



Each pin-up is accurately drawn and fully colored with a new clean style. For the Up-to-date woman.

Each pin-up is mounted on a sturdy card with a hole for fastening.

Each pin-up is mounted on a sturdy card with a hole for fastening.

OTHER SERIES TO FOLLOW... WATCH FOR THEM

## GORGEOUS! GLAMOROUS!

WITH SALES APPEAL, PLUS!

12 glamour girl pin-ups! Each one lovelier and livelier than the last! 12 full-color prints—reproductions of the original Evlgren paintings. Prints are bound in portfolio, but tear out with clean edge for framing. Each in convenient self-mailer that will go anywhere. B31L52—Per Dozen Portfolios, \$3.60. Send 25% Dep. with Order, Bal. C.O.D.

**JOSEPH HAGN CO.**  
Wholesalers Since 1911  
217-223 WEST MADISON, CHICAGO 6

## NOVELTY PANTS

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.

## 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 Commissionaires. 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 Blues! 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**  
2067 Broadway New York, N. Y.  
(Were you ever in Paris? Yes, this is it!)

## FUR COATS

LEADING SELLERS IN

**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.**  
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**MILLS SALES CO.**  
Our Only Mailing Address OF NEW YORK INC.  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALE

## Sell LATHER LEAVES

THE BIG MONEY-MAKER That SELLS and REPEATS!

It Solves The Soap Problem

**EARN 2-WAY PROFITS!**  
Your Price So Low You Can Sell Dealers! Tremendous Profits When You Sell Direct!

THE DEMONSTRATING MARVEL OF THE YEAR!  
A Lather Leaf demonstration is a sure-fire order clincher. Yes, when folks see the gobs and gobs of rich lather produced from a single paper leaf for washing or shaving, it's just a question of how big an order you get! Every person is a prospect! Service Men—Nurses—Mechanics—Defense Workers.

Cash in on this compact, easy-to-carry soap miracle of the age that does away with the nuisance of carrying a messy bar of soap.

**Peter Peyton**  
405 1/2 Washington St. Dept. B122, Waukegan, Ill.  
25% Deposit With Order—Balance C.O.D.—F.O.B. Factory. We Prepay Shipping Charges on Cash-In-Full Orders.

FREE! COMPLETE CATALOGUE OF ALL PETER PEYTON MONEY-MAKING MERCHANDISE



**YOUR PRICE \$7.20 a gross**  
144 Packets  
Sells for 10c  
A Packet of 24 scented Lather Leaves  
SAMPLE BOX OF 12 PACKETS \$1

4 Sales Apelling Service Designs  
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Plastic Balls  
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Midgets 1—3000  
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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.

## RAZOR BLADES

DOUBLE EDGE

Guaranteed First Quality—Surgical Edge Steel.

**\$7.95**  
Per 1000  
Immediate Delivery.

SEND \$1.00 FOR SAMPLE BOX—100 BLADES—PREPAID

To Avoid Disappointment Send Your Order Today. 25% Deposit With Order.

**OPTICAN BROTHERS**  
300 BB W. Ninth St. Kansas City, Mo.

**INTRODUCTORY LISTINGS** Covering All Items NOW READY  
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.

**1-day Service**

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3, MO.

## 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.

### #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.

115-119K South Market St. Chicago

**LEO KAUL** IMPORTING AGENCY, Inc.

### LUMINOUS NOVELTIES

**SMALL CRUCIFIX**, 4" high, 2" wide, 1/2" deep, with hanging hook. Dozen ..... \$2.75  
**WALL BRACKETS**, 4"x4". Dozen. 4.25  
**SAINTS**, 6 1/2" high. Dozen ..... 4.25  
All articles in 2 or 3 colors—equally attractive for day or night use.

Send \$2 for samples of our religious figures

1/3 Deposit, Balance C.O.D., F.O.B. N. Y. Watch For Our New Spring Line

**J. K. NOVELTY CO.**

108 W. 46th St., NYC 19, N. Y.

### MIRROR SERVING TRAY



Size 16 3/4 x 10 1/2

Chrome frame, walnut and plastic handles. 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

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., 1603 Surf Av., Br'klyn 24, N. Y.



**MONEY GETTER**

No. D2—Doesn't a circus tickle the fancy for something funny, something different, something exciting? The "Big Circus" deal possesses features like these. It's teeming with laughter, mystery and excitement, all rolled into a Big Show of Fun. Inns, taverns, cigar stores, etc., are a few of your prospects. There are 70 tabs on front of cabinet. Brings in \$7.00 at 10¢ a sale. Suggested price to dealers, \$5.50. COSTS YOU \$3.60. LOTS OF 14—\$3.45 EA. SPORS CO., 144 Lamont, Le Center, Minn.

# DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Because of the shortage of room accommodations, this season's New York Gift Show will be held at two hotels, the New Yorker and Pennsylvania. The date will be February 28 thru March 3. Shows are sponsored by the National Gift and Art Association Incorporated and directed by George F. Little Management, Inc.

Wherever possible it is wise to split jobs on an operation, having one man devote his time to securing locations and placing deals and another to take care of collections. In this way more good locations can be brought into the house, locations can be checked more closely, collections speeded up and merchandise pulled promptly from spots which prove unsatisfactory.

Manufacturers who ignore the sales-board market overlook one of the finest distribution outlets available to them. Year in and year out cards and boards turn over quantities of merchandise running into millions of dollars and the manufacturer who is not getting his share of this business is definitely missing something. Not only is he foregoing the chance of making large sales to operators but thru not making use of the latter's efforts he is losing a fine stimulant for his goods in retail stores. When an item is illustrated on a card it receives invaluable direct-to-the-consumer publicity and quite often men and women who became aware of a particular piece of merchandise because of a sales-card promotion will walk into a store and buy it.

HAPPY LANDING.

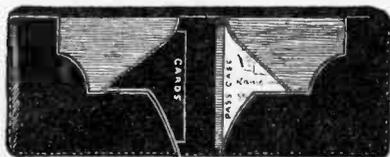
### CHI BEGINS SHOW MONTH

(Continued from page 50)

\$1 items and all kinds of variety goods. Also at the Palmer House but extending until February 10 will be the Chicago Gift Show, an exhibit of Eastern manufacturers' and importers' goods. The merchandise on display will be a complete representation of items available in today's wholesale art and giftware markets. The show is expected to be marked by the absence of much import goods, altho there will be a scattering of South American products. "Made in America," however, will be the predominant stamp.

From January 31 to February 12 the Merchandise Mart will play its usual role of popular host to buyers attending the Mart Gift Show and the Mart China, Glass and Pottery Show.

### BILLFOLDS



LEATHER BILLFOLDS

Highest Quality Leather, Workmanship. All Ind. Boxed.

No.	Description	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.

### MERCHANDISE TRENDS

(Continued from page 50)

ment firms south of the border will be able to deal directly with United States manufacturers, who, according to informed Mexico City sources, now have an appreciable surplus of nonessential articles for export. Pitchmen and street hawkers, incidentally, were reported to have done sensational business over the holidays in Mexico City with toys of a military nature.

**RULING ON RATED ORDERS**—Sellers whose regular business practice is to deliver only in multiples of a specified quantity may reject rated orders to the extent that such orders interfere with their established selling method, according to a further interpretation by WPB of Priorities Regulation 1.

An example of such a case given in the interpretation is of a manufacturer who regularly sells his product only in standard shipping packages containing one dozen and who receives a rated order for 40. He may fill the whole order or he may fill it to the extent of 36 and reject it for four.

Also clarified by the interpretation is the problem of a seller who receives an order with split ratings. According to it, a manufacturer who sells his product only in standard shipping packages of a dozen and who receives an order for 30 rated AA-4 and 20 rated AA-5 may treat the order as one for 24 items rated AA-4 and 24 rated AA-5 and reject it for two of the items. In other words, the general rule is that amounts in excess of a multiple of the standard shipping package ordered at the higher rating may be included with amounts ordered at lower ratings if the manufacturer wishes to adhere to his standard shipping package and not fill the order as received.

### VALENTINES COMICS



Here they are—funny laugh provokers that children and grown-ups enjoy sending. Cleverly illustrated with a "knock-out" verse. Large assortment of titles in each gross.

Asst. No.	Per Gr.	Per Gr.
3495—6x9 In.	40¢	45¢
3750—6x9 In.	45¢	80¢
2—8x11 In.	80¢	85¢
3510—8x11 In.	85¢	

And here are the popular fancy Valentines with envelopes for mailing. Retail 2 for 1¢.

Asst. No.	Per Gr.	Asst. No.	Per Gr.
9402	45	7903	45
8260	45	9403	45

Retail 1¢ Each

Asst. No.	Per 100	Asst. No.	Per 100
7766	\$1.50	7767	\$1.50

Retail 5¢ Each

Asst. No.	Per 100	Asst. No.	Doz.
9440	\$2.00	7781	\$.40
7970	\$3.00		

Retail 10¢ Each

Asst. No.	Doz.	Asst. No.	Doz.
7981	\$.65	7982	\$.65

We Can Furnish a Circular Covering Our Complete Line of Valentines.

We have listed only a few of our many numbers. Write for complete list of Valentines, St. Patrick's Novelties, Spring Toys and Gift Articles. 25% deposit with all C. O. D. Orders. Prices do not include postage.

**KIPP BROS.**

117-119 So. Meridian St. Indianapolis 4, Ind.

### FIRE EXTINGUISHER

Limited Supply Going Fast—Hurry!  
Only 800 Left!  
CLOSE-OUT

38c



Sturdy! Easy to Operate! Effective! Operate Non-Poisonous!  
**\$1.00 SELLER ON SIGHT!**  
Here's a fast-selling, low-priced product that's different and in demand. Popular plunger-type. Made of non-critical materials. Puts out fires instantly. Safe to use. Nothing to get out of order. Can retail for \$2. Only 800 left. Closing out at 38¢ each in gross lots. Dozen price 50¢ each.  
Send 25¢ Dep., Bal. C.O.D.  
**ILLINOIS MERCHANDISE MART**  
500 N. Dearborn St., Dept. AL, CHICAGO, ILL.

### PIN-UP GIRLS

Novelty Stores—Gift Shops—Musters  
We have attractively packaged sets that are real sellers and good values.

Set #1 has 12 Pictures, 7x9 Inches  
Set #2 has 9 Pictures, 6x7 Inches  
Set #3 has 5 Pictures, 4x5 Inches  
Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing sordid or offensive, priced right for profit.

Also a new line of ten-cent packaged Novelty Items suitable for Joke and Trick Stores. Clever, comical laugh-makers that sell fast. Consisting of Joke Business Cards, Tickets, Quiz Paks, Puzzles, Placards, War Jokes, Nation Card Jokes, Diplomas, Licenses and others. Two-pound Sample Pack of over fifty items and THREE complete sets of PIN-UPS with wholesale price lists of entire line, \$2.00.

**KANT NOVELTY COMPANY**

323 Third Ave., Dept. B2, Pittsburgh 22, Pa.

### IMMEDIATE DELIVERY GUARANTEED!

WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVICE YOU IN ANY QUANTITY WITHOUT DELAY.



### SWEETHEART Diamond Ring Sets

10-K. Mounting

8-100 1-Diamond Engagement Ring	\$4.50
3-Diamond Wedding Ring	
S-200 3-Diamond Engagement Ring	6.00
3-Diamond Wedding Ring	
S-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.

D400—3-Diamond Dinner Ring, selected crystal Diamonds ..... \$5.25

**SUPER JEWELRY MFG. CO.**

45 Astor Pl. New York 3, N. Y.



GENUINE Vici Kid Z-I-P-P-E-R CHANGE POCKET MONEY BELTS

Limited Quantity. First Come, First Served.  
Gross Lots or More \$12.00 Per Doz.  
Single Dozen Lots \$15.00 Doz.

Re-Sale Price, \$2.25 Each.  
HERE'S a belt that is in wide demand by men and women in the armed forces and the traveling public. NEEDS NO SELLING—JUST DISPLAY IT! Made of VICI-KID, all leather, with long pocket and short ZIPPER change pocket. Fastens securely with non-slide METAL buckle. Universal size. In brown. TO INSURE DELIVERY ORDER NOW.

**MURRAY VARAT CO.**

Brief, Catalog and Sample Cases, Ring Binder, Etc.  
118-124 S. Clinton St. CHICAGO 6, ILL. Central 6753

### THE REAL McCOY



\$3.95 EACH

In lots of 20 or more each shipment. In smaller lots, \$4.15 each. Price is F.O.B. Kansas City. 1/2 cash deposit with order. Balance C.O.D. or remit in full. Tell whether to ship freight or express.

Honest Joe's TREASURE CHEST is the selling sensation of 1944. It's brand new; hot off the griddle and ready to go. 80 individual 10-cent packages. Deal takes in \$8.00; sells readily; excellent profit for jobber and dealer. It's chock-full of genuine value, fun and mystery! LET'S GO—ORDER TODAY! DO IT NOW.  
**HOWARD CO.** 729 Baltimore Ave. KANSAS CITY 6, MO.



**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.

**BIZ GETS FTC RULING**

(Continued from issue of January 8)

(4) That nothing herein contained shall prevent price changes from time to time where made in response to changing conditions affecting either (i) the market for the goods concerned, or (ii) the marketability of the goods, such as, but not limited to, actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales under court process or sales in good faith in discontinuance of business in the goods concerned.

(b) Prohibited brokerage and commissions. It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to pay or grant, or to receive or accept, anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, except for services rendered in connection with the sale or purchase of goods, wares or merchandise, either to the other party to such transaction or to an agent, representative or other intermediary therein where such intermediary is acting in fact for or in behalf, or is subject to the direct or indirect control, of any party to such transaction other than the person by whom such compensation is so granted or paid.

(c) Prohibited advertising or promotional allowances. It is an unfair trade practice for any member of the industry engaged in commerce to pay or contract for the payment of advertising or promotional allowances or any other thing of value to or for the benefit of a customer of such member in the course of such commerce as compensation or in consideration for any services or facilities furnished by or thru such customer in connection with the processing, handling, sale or offering for sale, of any products or commodities manufactured, sold or offered for sale by such member, (See BIZ GETS FTC RULING on page 56)

Genuine All Leather PASS CASE BILLFOLDS Saddle Finish—Brand New **67c**  
**CLOSE-OUT!**

Supply Limited!  
Order Now



This Great BARGAIN Offered You by AMERICA'S FOREMOST BILLFOLD MART

Dozen Lots, \$8.40 a Doz. (70c Each)  
Gross Lots, \$8.00 a Doz. (67c Each)

Through a fortunate purchase we can offer just 50 gross of these highest quality, genuine Saddle Finish ALL LEATHER BILLFOLDS for as low as only 67c each. Each Billfold is equipped with 4 celluloid pass leaves. Closes with a metal snap fastener as shown. Place for identification in front—extra side pocket at other end. Beautifully sewn and cleanly trimmed. Finest workmanship throughout. Leather has good weight and thickness. All are smooth Saddle Finish of uniform high quality. You can't go wrong with these fine Billfolds at our low prices. Worth considerably more. We own Billfolds outright and are closing them out for quick sale. 50 Gross is all we have—they'll go fast—so rush your order. Send 25% deposit, balance C. O. D. plus postage.

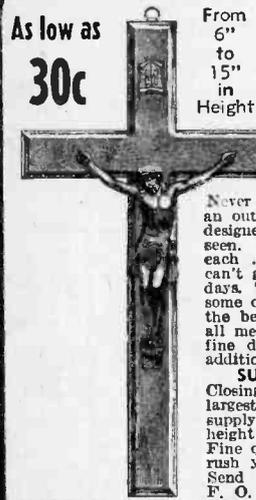
ILLINOIS MERCHANDISE MART, Dept. A1  
500 N. Dearborn St. CHICAGO 10, ILLINOIS

**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

As low as **30c**



From 6" to 15" in Height

**Special Close-Out Sale of CRUCIFIXES**

Gilt Finished, All-Metal Figure Mounted on Beautiful GENUINE-WALNUT CROSS

Never again will you have a chance to get in on such an outstanding bargain. These are the most skillfully designed and beautifully made Crucifixes you've ever seen. Actually retailed for as much as \$10.00 each. . . . your cost now as low as 30¢ each. You can't go wrong. Crucifixes are in Big Demand these days. The Cross is of finest cabinet wood, some walnut, some oak—all genuine and hand rubbed to bring out the beautiful grains fashioned there by nature. The all metal corpus is delicately gilt-finished and retains fine detail of features. An attractive and valuable addition to any home.

**SUPPLY LIMITED—RUSH YOUR ORDER!**  
Closing out entire remaining stock of one of Chicago's largest Crucifix manufacturers. No more when this supply is gone. So hurry. Crucifixes measure in height from 6" to 15" and vary in price accordingly. Fine quality throughout. Note Sale Price List—then rush your order for sizeable quantities in each size. Send 25% deposit with order, balance C. O. D., F. O. B. Chicago.

**SALE PRICES!**

- 6" High, only 30c each.
  - 8" High, only 41c each.
  - 9" High, only 50c each.
  - 10" High, only 55c each.
  - 12" High, only 63c each.
  - 15" High, only 89c each.
- Send 25% Dep., Bal. C. O. D., F. O. B. Chicago.

ILLINOIS MERCHANDISE MART, Dept. AL 500 N. DEARBORN ST. CHICAGO 10, ILLINOIS



**FUR COATS**

JACKETS—CHUBBIES  
LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.  
**S. ANGELL & CO.** Manufacturing Furrier  
236 W. 27th St. (Dept. b-3), New York 1, N.Y.

LOWEST FACTORY PRICES

**BINGO**

SUPPLIES—CARDS—PLASTIC MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

**SALESBOARD ITEM**

Can Be Used With Salesboards.  
1 Lb. Chocolate Covered Cream Loaf packed in individual cartons.  
Price Per Dozen, \$6.00.  
Per Six Dozen, \$5.50 Per Dozen.  
Per Gross, \$5.00 Per Dozen.  
Sample Loaf, \$1.00 Prepaid.  
Full payment with orders, no C. O. D.'s.  
**RAKE COIN MACHINE EXCHANGE**  
2014 Market St. PHILADELPHIA 3, PA.

**Identification Tags**

For Bracelets, Anklets, Etc.  
Stainless Steel—All Sizes—Highly Polished.  
1 or 1,000,000.  
No. 1016—Sample Assortment, 75¢.  
BRACELETS AND ANKLETS (complete).  
No. 1917—1 Dozen Assorted, \$5.22.  
**MILLER CREATIONS**  
6628 Kenwood Ave. CHICAGO 37, ILL.

**25 USED RUBBER MOLDS**

In Good Condition for Sale.  
We manufacture plaster items for concessionaires in carnivals and parks in and around Detroit who can call and pick up orders. **WYANDOTTE STATUARY**, 17014 Toledo Road on U. S. 25, Wyandotte, Mich.

**BOBBY PINS**

Metal, 2 inches long, 1 gross to box, 12 boxes to case (1728 bobby pins), mailed post paid for \$12.60. Send money order, no C. O. D. shipments. **ATTENTION, JOBBERS!** 20 case lots—\$9.60 per case, freight or express collect. Send money order, no C. O. D.'s.

**M. P. COLE CO.**

P. O. Box 1109 BEAUMONT, TEXAS

**Sell VALENTINES**  
Share in the Profits

No Priorities — Stock Calore  
BX3495—144 Designs, All Comic, 4 Color Imprint, Size 7x10 In. 1 Gr. 40c to Pkg. Per Gross . . . . .  
3510—COMICS—72 Latest Comic 85c Verses—Size 10x13 1/2 In. Gr. . . . .  
Postage Extra—Aver. Wt. Gr. 2 Lb.  
FULL CASH WITH ORDERS.  
WRITE FOR COMPLETE ILLUSTRATED CIRCULAR—MANY NEW DESIGNS!

**LEVIN BROTHERS**

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

**COMIC CARDS**

Over 35 Cards and Folders, all in 4 to 8 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.

**ORIGINATORS OF THE GENUINE INSECT REPELLENT Lamp**

to Keep Mosquitoes and other Insects Away—and **DOCTORS SAY VERDARAY** to Conserve Vitamin A and Reduce Fatigue  
FREE Literature. SAVE ELECTRIC. Toledo, O.

**PLASTIC CIGARETTE CASES**

HOLDS FULL PACK—\$22.00 GROSS  
1/3 Deposit—Balance C. O. D.  
**BORDER NOVELTY CO.** 405 Woodward Ave. DETROIT 26, MICH.

**MANUFACTURERS AND JOBBERS**

of General Store Merchandise, Premium Goods, Novelties, Jokes, Gifts, Billfolds, Etc. **SUBMIT YOUR PRODUCTS TO US.** We buy in large quantities only.  
**ERNIE'S ENTERPRISES**  
"The Midwest's Fastest Growing Novelty House"  
725 PINE ST., ST. LOUIS 1, MO.

**WE WILL HAVE A COMPLETE NEW PREMIUM CATALOG FOR 1944**

READY ABOUT MAY 1

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.

**OUR NEW JEWELRY LINE IS READY!**  
Beautiful Styles—Matchless Colors!

Complete line of gorgeous Sea-Shell Ocean Pearl, Fishscale, Plastic, etc. (Necklaces, Earrings, Brooches, Pins, Hair Ornaments, Sprays, priced at \$2.75 Dozen to \$48.00 Dozen.) Send for a \$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. SPECIAL DISCOUNTS TO BONA FIDE JOBBERS. We prepay all orders where full remittance accompanies order.  
**TROPICAL IMPORTING COMPANY**  
"America's Foremost Tropical Jewelry and Novelty House"  
5851 N. W. 17th Ave. Miami 38, Florida

**LADIES' FULL FASHION HOSE!**

65 Denier, real sheer, 45 gauge, grade "A" THIRDS, Bemberg 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.

**FALLS CITY MERC. CO.**

BOX 305 NEW ALBANY, IND.

**THEY'RE SENSATIONAL**

**COMIC POST CARDS**

Get Our Latest "Hit" Numbers  
**FAST 5c SELLERS**  
Only \$20 Per 1000  
Order Sample Set of 12—25¢.  
Direct From Manufacturer.

**LIBMAN CO.**

Box 7833, Del Valle Sta., Los Angeles.  
Also Airplane Picture Packs, 30 planes (8 1/2 x 11), latest releases. Hot 50¢ sellers. 25¢ per pack postpaid to you.

**LEATHER BILLFOLDS**

Imported Leather Billfolds, regular and combination Coin Purses, two styles. Finest \$1.00 retailer on the market today. Gross \$42.00. Sample dozen assorted styles, \$4.00 postpaid.

**MONARCH PRODUCTS CO.**

161 SUMMER ST. BOSTON, MASS.



#1909  
#1909  
**#1909—4-JEWEL PIN LEVER MEDA**  
5/4 and 6 by 8 Ligne Movement

**OPA CEILING PRICE \$8.06**  
Effective December 15

Retail Ceiling Price \$15.00

**TUCKER-LOWENTHAL**  
5 So. Wabash Chicago 3, Ill.

# PIPES

FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

JACQUES E. GOULDE . . . has a vitamin demonstration in Crowley's in Detroit. He reports working the Cities Store Chain which took him to Louisville, Birmingham, Miami, Orlando, Fla., and Philadelphia. Takes were reported very good.

WRITE A PIPE and read the pipes.

HYMAN . . . met Belfast Blues, an ex-navy chief radioman, who had a medical discharge and was ready to cut up a jackpot in Carteret, N. J. He asked for lines here.

FRENCHY THIBAUT . . . is now an-AMM in Uncle's navy and he is taking his training at the Great Lakes Station. When he returns there from his visit to Cincy he will call on the boys working around Chicago. Energy to get out the old med kit and Indian head-piece is not lacking, and he is only awaiting the okay on victory day.

IF YOU can take criticism you'll never remain at the bottom of the ladder.

MADALINE E. RAGAN . . . is back in San Francisco after a sojourn in Los Angeles. While there, she met several pitchmen she had not seen in several years, including Paul Hunt, who is in his second year with vitamins at the Lyons store; Gummy Smitty working flowers on Hill and Sixth streets; Bill Kingston, who was just released from the army, was working kitchen gadgets to good results; Jerrico and partner, with Svengali decks, on a Main Street parking lot; Mickey and Irene with a nice wood jewelry layout at Ocean Pier; Chick Townsend working a lot on Spring Street; Eddie (King of all scale workers) Kennedy again working scales after being in a hospital for a time, and Herb Johnson spending the holidays in the City of Angels.

COME FORTH in the Fourth War Bond campaign.

DANNY LEWIS . . . and his wife, Mary, are in their seventh year with med in the Crystal Palace Market, San Francisco. Danny has religious articles in a stand there, too. Madaline E. Ragan, Mary's sister, visited her for a short time before going on to Portland, Ore. From there she will go to Seattle, with Reno the next stop prior to Chicago in the spring.

TARZAN . . . of exercise fame, now has a filling station in the Golden Gate City. Fred Weideman is still holding his spot in the market, where he is rounding out a 15-year soap pitch. Polish Fisher is in downtown San Francisco and his place is a rendezvous for cutting up jackpots.

LUCRE AWAITS the pitchman who does not wait too long to get it.

HYMIE B. CHASES . . . believes that the early to bed and early to rise plan has made it possible for him to keep going strong at the age of 65. He hopes to pass the century mark in Fresno, Calif., where he is now located.

CHARLIE BOLTON . . . is working rad at the May store in Cleveland. Big Al Wilson is doing okay with his handwriting analysis in McCrory's dime and nickel store there.

HI HIGHTOWER . . . is disappointed in not seeing pitchmen taking advantage of the waiting geedus in Atlanta. He believes it's ripe for some old-time transferene workers, and should

take the air at 25 cents or three-for-a-half.

TAKE ADVANTAGE of the extra day in February. This is leap year.

PVT. JAY ROSS . . . has just entered the pitch for Uncle Sam and is stationed at Camp Blanding, Fla., but lacks anyone with whom to cut up jackpots.

K. MAX SMITH . . . is still with the Seabees at Camp Perry, Va., and is keeping in touch with the biz thru *The Billboard*. He urges the fellows still working to send in pipes so those in the service can follow their friends still cutting up jackpots.

JACK GRANT . . . pipes from Indianapolis that he recently spotted Duke Kelly, of sheet fame, who formerly worked around the Al Wagner shows. Duke is now a guard-at the Link Belt Company in the Hoosier Capitol.

IT ONLY REQUIRES a few minutes to send in lines about yourself and your fellow pitchmen.

RAY HEBERS . . . is working in and around Indianapolis and reports the take is great.

## Events for Two Weeks

- January 17-22
- ALA.—Montgomery. Police Dept. Circus, 17-23.
  - COLO.—Denver. Poultry Show, 17-22.
  - Denver. Stock Show, 17-22.
  - MASS.—Boston. Poultry Show, 19-23.
- January 24-29
- CALIF.—Los Angeles. Gift & Art Show, 24-27.
  - San Francisco. Dog Show, 29-30.
  - MASS.—Worcester. Charity Circus, 25-30.
  - MICH.—Grand Rapids. Shrine Circus, 24-29.
  - N. J.—Trenton. Poultry Show, 26-27.
  - S. D.—Watertown. Grain Show, 22-29.

## PCSA

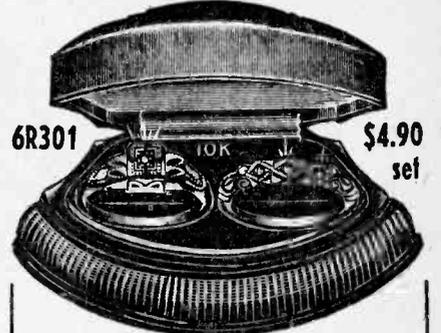
(Continued from page 38)

Moore, Frank Yagle, Clyde Gooding, Blackie Stein, Captain Barnett and Brothers Kinkald and Rumbell.

President Le Fors presented his list for new board of governors and committees and it was posted on the bulletin board. Lion's head brought in \$50.18 for the 1944 Christmas dinner.

When President Le Fors presided at his first meeting January 10, he conducted it like an emcee, to the delight of members. He called upon committees for reports with favorable results. Moxie Miller, Spot Ragland, Joe Krug, Louis Wald and Sammy Dolman were ringleaders in bringing forth an avalanche of fines which enlivened the session. The lion's head for the Christmas dinner fund worked overtime. Representing the MSA, Detroit, were Sam Gould and E. W. Elwell, who gave interesting talks. They told of the plan to set aside \$300 for each member in armed forces, to be turned over upon their return. Upon suggestion of Moxie Miller a similar plan will be presented to the board of governors at its next meeting. Present were some members who, due to circumstances, had not attended previously during the winter. Among those called upon were Moxie Miller, Elmer Hanscom, Sam Brown, Pat Shanley, Mike Collins, Bill Sherman, Bones Hartzel, R. C. Cardwell, Henry Cohn, Herb Usher, George Monroe, Bill and Ensign Fred Overshansley; James Parcell, of the navy; G. C. Loomis, Harry Gordon, George Morgan and W. D. Newcomb. Drawing was won by Johnny Branson. Third Vice-President Hunter G. Farmer, III on installation night, was on the rostrum and got an ovation.

Applications of Wayne De Long and James O. Burkett and reinstatement of Wallace W. O'Connor were approved. Louis Wald donated a \$25 War Bond to



6R301 \$4.90 set

**DIAMOND RING SETS**  
10K Gold Mountings

6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . . Set \$4.90

6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . . Set 6.40

6R302—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . . . Set 8.65

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

**BIELER-LEVINE**  
37 South Wabash CHICAGO 3



WE'LL BE SEEING YOU

The OAK RUBBER Co.  
RAVENNA, OHIO

**VITAMINS**

Get in on this big paying field NOW! "BONUS" VITAMINS, our new multi-vitamin capsule is one of the best on the market. Over seven vitamins in each capsule. One month's supply sells for \$1.00, your cost 50c F. O. B. Harlan, Iowa. JOBBERS, DISTRIBUTORS and Large Users: Let us pack you a private brand vitamin. We can give you any formula. We supply bottles, labels and vitamins. Write for prices and details. Special discount offered to jobbers and distributors.

No C. O. D.'s.

**THE GIBSON COMPANY**  
Gibson Building HARLAN, IOWA

**BOBBY PINS—HAIR PINS**  
Straight & Safety Pins  
Packaged or Bulk.  
State Quantity Wanted or No Reply.

**ACE SALES CO.**  
Dept. 10 Buffalo, N. Y.

**FOUNTAIN PENS**  
Push Button Filler; Iridium Tipped 14 Kt. Gold-Plate Point; Gold-Filled Band; Military Clip; Asst. Colors; Guaranteed; Per Doz. \$9.50.  
Others from \$7.50 to \$12.00 Doz.

**ACE SALES CO., Dept. FP, Buffalo, N. Y.**

**FAST SELLING JEWELRY**  
FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE!  
Send \$10.00 or \$20.00 for Samples.

**MAJESTIC BEAD & NOV. CO.**  
307 Fifth Avenue NEW YORK 16, N. Y.

**THE CHEWING GUM SORRY!**

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

**AMERICAN CHEWING PRODUCTS CORP.**  
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

**GLOWS LIKE A STAR**  
LUMINOUS FLOWERS AND STATUES  
If you are interested in big volume business, here is your chance.

Large Luminous Gardenias In Two Glowing Colors, With Separate Buds . . . . . \$36.00 Gro.

Small Luminous Gardenias . . . . . \$24.00 Gro.

Hairbows In 20 Different Colors, With Glowing Gardenias . . . \$24.00 Gro.

**FINEST QUALITY SILK ORCHID, IN NATURAL COLOR, OR IN BLUE, COUNTRY-WIDE ADVERTISED. \$46.00 GROSS.**

Preference given to big jobbers and dealers.

**STAR-GLOW MANUFACTURING CO.**  
1183 Sixth Avenue  
New York City 19, N. Y.  
Phone BRyant 9-0219

**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

**National Organization**  
Offering permanent employment for two Salesmen. Excellent earning possibilities experienced Salesmen for War and Post War era. Reply to

**BOX D-174**  
The Billboard Cincinnati 1, O.

**ZIRCONS** 3 FOR \$2.75  
Genuine White Diamond Cut  
Blue Zircons . . . . . \$1.25 Per Carat

**ZIRCON RINGS** SOLID GOLD Ladies or Gents \$4 to \$8 EACH

B. LOWE, BOX 311, ST. LOUIS, MO.

**KIDDIE SOAPERS**  
Exciting, mystic novelty that reverses color on application of face soap. TOY for the KIDS; PARTY FAVOR and TRICK GADGET for GROWN-UPS. Descriptive folder with prices. Sample 35c. Novelty Dept., BENSON PROCESS ENG. CO., Eden, New York

**MEDICINE MEN**  
Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
187 E. Spring St. Columbus, Ohio  
BUY WAR BONDS FOR VICTORY

**HEEL HITLER**  
Greatest Laugh Novelty Ever Originated!  
It's a colorful greeting card with SURPRISE ANIMATED ACTION when you lift the heel. Each card is individually packed in a humorously illustrated envelope. A 10¢ retailer.

Jobber's Price, \$20.00 per 1000.  
Sample 100, \$3.00 Prepaid.  
Remit full amount with order. No C. O. D.

**D. ROBBINS & CO.** Newsweek Bldg. NEW YORK CITY

the building fund. Clyde McGahen donated \$50 to the general fund.

**Ladies' Auxiliary**

Meeting January 10 was called to order by President Edith Walpert, and all other officers were present. Letters were read from Elsie Miller, Ladies' Auxiliary, Showmen's League of America, and Hazel George. Mora Bagby reported Jessie Loomis on the sick list. Emily Mettler presented President Walpert with a dozen red roses on her first night in the chair.

Bank Night award went to Wilma White. Donations were made by Marie La Doux to the sick and relief fund. Bazaar and books will be conducted this year as before. There were 62 members present and those called upon were Helen Anderson, Dora Carlson, Mrs. Oberhanskey, Mae Allman, Peggy Steinburg and Lucille Dolman.

These are the 1944 committee chairmen: Edith Bullock, board of directors; Nina Rogers, finance; Wilma White, house; Betty Coe, ways and means; Rose Rosard, Red Cross; Dolly Kay, entertainment; Mora Bagby, sick and relief; Clara Zeiger, Virginia Kline, "Ambassadors of Good Will"; Mother Fisher, reception; Peggy Bailey, Vivian Gorman, Vivian Horton, publicity; Lalia Peplin, sergeant at arms; Mother Minnie Fisher, chaplain. Luncheon was donated by ladies of the West Coast Shows.

**HASC**

(Continued from page 38)

ited while on furlough. Frank Murphy, formerly with the Landes Shows and now a sergeant in the armed forces, is visiting his mother in Abilene, Kan. The club will start the Fourth War Loan Drive with the purchase of a \$750 bond.

**Ladies' Auxiliary**

At the first business meeting of the '44 season, January 7, President Clara Zeiger presided and at the table with her were Treasurer Hattie Howk, Recording Secretary Lettie White and Corresponding Secretary Ruth Martone. Applications for membership were approved from Mrs. Pearl Van Wert, Frances Adams, Nellie M. Findley, Lucille King, Betty Coe, Katie Signor, Margie Michels, Ruth Clapp, Naomi Pike and Eve La Tour. It was voted to buy \$400 in War Bonds.

Viola Fairly gave Mrs. Zeiger a surprise, presenting her with a gold life membership card, a birthday gift from her husband. After dismissal by Chaplain Mae Wilson members went to the men's clubroom for refreshments, with Mr. and

Mrs. Zeiger as hosts, a farewell supper before their departure for Los Angeles. On January 5 Mrs. Zeiger was hostess to 31 members. Cards and other games were played. Jess Nathan won the bean contest, Mike Noble the clothespin contest, Harriet Calhoun the donkey contest and Mae Wilson the door prize. Buffet launch was served.

After spending Christmas afternoon assisting the men's club to entertain children with a tree and program, at 8 o'clock members assembled in the clubroom for the annual Christmas party. The room was decorated by Chairman Nellie Weber and the entertainment committee. Bells and wreaths were hung and there was a tree in front of the old-fashioned fireplace. Each member brought a gift and each received one. Door prize went to Dorothy Hugo. Fruits, nuts and candy were served. On December 26 the memorial service was well attended.

On December 28 installation of officers was followed by open house. The retiring president, Viola Fairly, presented Lettie White, retiring first vice-president, with a beautiful pin, then named Margaret Haney installing officer and Ann Callender marshal. Each new officer was marched in by Mrs. Callender to music played by May Wilson. Mrs. Clara Zeiger, new president, took the chair. First Vice-President Myrtle Duncan, Second Vice-President Nellie Weber, Third Vice-President Jess Nathan, Treasurer Hattie Howk, Recording Secretary Lettie White and Corresponding Secretary Ruth Martone each pledged her support.

On December 30 the annual luncheon in the Green Room of the Continental Hotel was attended by 49 members and guests, marching in to music played by Mike Noble. Table decorations were in red and white with candles, and attached to each place card a crocheted Mexican lapel doll. Flowers came from the Pacific Coast club and Midge Buckley; Ladies' Auxiliary, Showmen's League of America; a plaque from Missouri Show Women's Club; potted flowers from Ladies' Auxiliary, National Showmen's Association; bouquet from Heart of America Showmen's Club and orchids from Clara Zeiger from the Regular Associated Troupers, Los Angeles.

A candelabra for each sister club was placed on the speakers' table and lighted with ceremony by Viola Fairly, who was named toastmistress by President Zeiger. Each member at the speakers' table was presented with a corsage and each outgoing officer was presented with a gift. Mrs. Fairly received an onyx ring, Hattie Howk a dresser set and Lorreta Ryan a blue chenille robe, adding to her thanks her regrets that, owing to business and shortage of help, she had been unable to serve as secretary another year. Ruth Martone was given a black corday bag. Vatas Engesser, present after an absence of several years, spoke briefly. Members were dismissed by Chaplain Mae Wilson and returned to the hotel to prepare for the "Tacky Party" in the evening.

On December 31 at the New Year's party three little ladies made their debuts, two being known to members since they were tots—Lorelei Hugo, daughter of Captain and Mrs. Hugo, and Jerry Ann Jewett, daughter of Mr. and Mrs. Russell Jewett. With them was their friend, Betty Blackmore. President Zeiger, in a black velvet gown, wore orchids in her hair, the gift of the Regular Associated Troupers, Los Angeles.

**NSA**

(Continued from page 38)

Halpin, retiring treasurer, is vice-chairman.

When officers had been installed corsages were presented by Mrs. Ann Lager, and the marshals escorted the new officers to the dinner table. The national anthem was rendered by the first president of the club, Dorothy Packtman, followed by an invocation by Magnolia Hamid and a moment of silent prayer in memory of departed members. At dinner Manhattan cocktails were served thru courtesy of Mrs. Ida Rosoff. After the retiring president had presented the gavel to the incoming president, Miss Packtman, accompanied by the assembly, sang a chorus of *Marching Along Together*. A candle ceremony was presented by Midge Cohen, during which a candle was lighted for each auxiliary. First candle was lighted by the new president for this club, followed by Dorothy Packtman, representing the auxiliary of the Showmen's League of America. Agnes Burke sponsored the Heart of America Showmen's Club Aux-

iliary and Mildred Schwartz lighted a candle for the Missouri Show Women's Club. The new treasurer represented the Caravans and Blanche Henderson represented the Pacific Coast Showmen's Association Auxiliary. Evelyn Fallon stood for the Lone Star State Association, and Frances Fournier for the Regular Associated Troupers. This ceremony was followed by group singing of *California, Here I Come*, honoring Retiring President Henderson.

Mrs. Rose Lange paid tribute to the 13 original members of the auxiliary, with a brief resume of the organization, following which Miss Packtman presented for the first time the NSA Auxiliary song. The new president presented a gold life membership card to the outgoing president and awards of membership to the three members who secured the largest number of members during the year. Secretary Anna Halpin received the award for having the largest number, which was the Dorothy Packtman award, given by Mrs. Bess Hamid. This award was a check, which was promptly returned to be applied to the fund for the iron lung. Second prize was a baby War Bond, given by the membership committee and won by Mrs. Miriam Sussman, who was not present, so the gift was received in her name by Mrs. Ethel Weinberg. Third prize was won by Mrs. Evelyn Buck, and was given by the retiring secretary, Mrs. Frances Simmons. Mrs. Buck was not able to attend, so it was received for her by Mrs. Marietta Ware.

Juanita Timmons, who was accompanied, rendered a solo, *Paper Doll*, after which the new president made a short address, accepting office for herself and on behalf of the other officers.

Much to the surprise and merriment of members, the two past presidents, Dorothy Packtman and Midge Cohen, delivered a "Past President Dialogue," both humorous and apropos. Presentation of gifts to the outgoing officers and chairmen of committees was made by the outgoing president. The secretary's gift, which always takes the form of a check, was donated back to the iron lung fund by Frances Simmons. Toastmistress Hughes thanked the women who had assisted her in making the event memorable, among them being Jane McKee, Agnes Burke, Helene Rothstein, Flora Elk, Ida Harris, Ann Lager, Dorothy Packtman, Midge Cohen and Ethel Shapiro. Group singing, led by Miss Packtman, was followed by the benediction by Chaplain Mildred Peterson. During the evening accordion music was rendered by Joseph Share, who also accompanied Miss Timmons' solo. Flowers came from the caravans and auxiliaries of the Showmen's League and Heart of America Showmen's Club.

**BIZ GETS FTC RULING**

(Continued from page 54)

unless such payment or consideration is available on proportionally equal terms to all other customers competing in the distribution of such products or commodities.

(d) *Prohibited discriminatory services or facilities.* It is an unfair trade practice for any member of the industry engaged in commerce to discriminate in favor of one purchaser against another purchaser or purchasers of a commodity bought for resale, with or without processing, by contracting to furnish or furnishing, or by contributing to the furnishing of, any services or facilities connected with the processing, handling, sale or offering for sale, of such commodity so purchased upon terms not accorded to all purchasers on proportionally equal terms.

(e) *Inducing or receiving an illegal discrimination in price.* It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, knowingly to induce or receive a discrimination in price which is prohibited by the foregoing provisions of this section.

(f) *Purchases by schools, colleges, universities, public libraries, churches, hospitals and charitable institutions not operated for profit.* The foregoing provisions of this section relate to practices within the purview of the Robinson-Patman Antidiscrimination Act, which Act and the application thereunder of this section are subject to the limitations expressed in the amendment to such Robinson-Patman Act, which amendment was approved May 26, 1938, and reads as follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That nothing in the Act approved June 19, 1936 (Public, Numbered 692, Seventy-Fourth Congress, second session), known as the Robinson-Patman Antidiscrimination Act, shall apply to purchases of their supplies for their own use by schools, colleges, universities, public libraries, churches, hospitals and charitable institutions not operated for profit. (52 Stat. 446; United States Code, 1940 edition, Title 15, Sec. 13c). (Rule 9)

§157.10. *Aiding or abetting use of unfair trade practices.* It is an unfair trade practice for any person, firm or corporation to aid, abet, coerce or induce another, directly or indirectly, to use or promote the use of any unfair trade practice specified in the rules in this part. (Rule 10)

Promulgated and issued by the Federal Trade Commission December 23, 1943. WILLIAM L. HAIGH, Acting Secretary.

**LETTER LIST**

(Continued from page 47)

- |                                |                            |                        |
|--------------------------------|----------------------------|------------------------|
| WEAVER, Geo.                   | WILLIAMS, Robert           | Eldridge, Art          |
| Webb, Harry D.                 | WILLIAMS, Vine             | Farnsworth, Dudley     |
| Weinburg, Joe                  | Wilson, John               | Fenwick, James         |
| Weinke, August                 | Willis Jr., Geo. Burl      | Fineman, David         |
| Weinmann, Geo.                 | Wilson, Albert & Constance | FINN, John             |
| Weir, Al                       | Wilson, Cliff              | Freedman, Sarah        |
| Weiss, Harry                   | Wilson, Geo. P.            | GNAZZO, Joseph         |
| Weiss, Kay                     | WILSON, Harry              | Graysons, Janet        |
| Weiss, Louis & Kathaleen       | Wilson, Horace D.          | Harris, Joseph         |
| Wells, Albert                  | Wilson, Loyd & Betty       | Harrison, Lloyd        |
| WELLS, Joe                     | Wilson, Loyd               | Hayward, Aurora L.     |
| West, Bess & N. L. Westbrooks, | WILSON, Robt.              | Healey, Michael        |
| Clarence A. Winniman, Sully    | Wright, Jerry              | Hebron, Lillian        |
| Weuthrick, Jean & Johnny       | Wise, Frank Dutch          | Horton, Bertha C.      |
| WHEELER, Eddie Lee             | Woodrow, Calvin            | Howard, K. W.          |
| White, Thos. V.                | WOODRUME, Earl             | Keywood, Stewart       |
| Whitside, A. R.                | Woods, Johnnie J.          | King, Iona             |
| WILKE, Thomas Joseph           | Woodrom, Calvin            | Kline, Robert R.       |
| WILKERSON, George              | Wright, Jerry              | KORYTKO, Martin J.     |
| Will, Paul V.                  | Yancey, Beeman             | Lamont, Laddie         |
| Willander, John M.             | YANNULITTIS, Michael       | Leonard, Ada           |
| WILLARD, Frank David           | Yee, Richard Geo.          | Lewis, Jack            |
| Williams, Clyde D.             | Yerkes, Jas. M.            | Lyons, Bayne           |
| Williams, Colleen              | Young, John A.             | Marshall, Jeanne       |
| Williams, Carmen               | YOUNG, Max                 | Martin, R. M.          |
| WILLIAMS, Daniel Allen         | YOUNGQUIST, Bryon          | Masterson, Jack        |
| Williams, Dome                 | Zahl, Mary                 | McLaughlin, P. S.      |
| Williams, Earl                 | ZIMMERMAN, Hubert E.       | Shows                  |
| Williams, Edwin N.             | Zurbiede, Alfred & May     | Miller, Russ           |
| Williams, Johnnie              |                            | Mortan, Nat            |
| Williams, Orval                |                            | Napolitano, Guiseppino |
| Chas.                          |                            | Nazzo, Dorothy         |

**MAIL ON HAND AT CHICAGO OFFICE**

12th Floor Ashland Bldg. 155 No. Clark St. Chicago 1, Ill.

- |                      |                         |
|----------------------|-------------------------|
| ADAMS, Richard       | NICHOLSON, Clyde Archie |
| Atterbury, John D.   | Ray, Yogi               |
| Blair, Nancy         | Robertson, Maj.         |
| Bradley, Caroline    | George S.               |
| Brownfield, David W. | Sato Family             |
| Bush, Prof. G.       | Sanders, Robert M.      |
| Carroll, Lady Mary   | Seabury, Beatrice       |
| Cole, Mrs. Philip    | SELLERS, William        |
| Gibbons, E. J.       | Shannon, Jerry          |
| GRAY, Anthony M.     | SIMS, Leonard           |
| Henley, Mrs. Ethel   | STANFIELD, Marvin       |
| Fleming              | Melford Herbert         |
| HOLT JR., Theodore   | Stein, Louis            |
| Horn, Mac            | Thurston, Helen         |
| Kennedy, Jack        | Varnadore, Vannie       |
| (Clown)              | YOUNT, Wade             |
| MARTIN, Lawrence     | Duane                   |
| May, Bobby           |                         |

**MAIL ON HAND AT ST. LOUIS OFFICE**

390 Arcade Bldg. St. Louis 1, Mo.

- |                             |                          |
|-----------------------------|--------------------------|
| Bahnsen, Wm. A. & Elizabeth | MILLER, Charles James    |
| Baldwin, Billie             | MONTGOMERY, Paul         |
| Bales, Elmer D.             | Nielsen, Lolita          |
| Bell, Marvin                | Noel, Chas. S.           |
| Berk, Frank                 | Redman, Ace              |
| Chapman, Keith              | ROBERTS, Maxwell Aldria  |
| Clark, I. J.                | Shannon, Willburn        |
| Coken, Mrs. Philip          | Starbuck, Henie          |
| Davis, Edward C.            | Teuscher, Kathryn        |
| Duffy, Bruce James          | Thomas, G. W.            |
| Dutcher, Jeanne             | (King) Community Players |
| Dutty, Pleasant             | Wald, Mrs. Frank         |
| EUBANKS, John Madison       | Webb, Mary               |
| Field, E. L.                | WELLS, Earl              |
| HARRIS, Ralph L.            | WILLIAMS, Herbert        |
| Henley, Mrs. Ethel          | Wilson, William          |
| Fleming                     | Max                      |
| Holcomb, Roy                |                          |
| Jacobs, Mrs. J. K.          |                          |
| Johnson, William            |                          |
| Concessions                 |                          |

**MAIL ON HAND AT NEW YORK OFFICE**

1564 Broadway, New York 19, N. Y.

- |                     |                    |
|---------------------|--------------------|
| Adams, Miller       | Britton, Sherry    |
| Alberta, Albert     | Calkins, Tex       |
| Albrezesse, Louis   | Castle, Huket      |
| Ali, Jerome         | Cole, Olive Cooper |
| Annis, Bob          | Courtney, Mrs.     |
| BEECHEL, Mathew F.  | Dalbanie, Great    |
| Benoit, Louise      | Dale, Emaline      |
| Brennan, Michael J. | Davis, M. C.       |
| Brent, Tommy        | Davis, William     |



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**WANTED TO BUY .22 SHORT AMMUNITION**

Will Buy Any Amount You Have

**PLAYLAND AMUSEMENT**

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**McMAHON SHOWS WANT**

Tilt-a-Whirl and Ferris Wheel Foreman. Shows of all kinds, Penny Arcade, Bingo, other Stock Concessions. Want to buy Octopus and Kiddie Auto Ride.

Address: **MARYSVILLE, KAN.**

**FOR SALE**

2 Pony Mules, age 2 years, sired by smallest Jack on record. One a sorrel Jack Mule, one mouse colored Jenny Mule. Both 34 inches, halter broke. Ideal stage or circus. Price pair \$250.00.

**ANFENGER, Box 854, Valdosta, Ga.**

**FAY'S SILVER DERBY SHOWS**

Valdosta, Ga., Jan. 17 to 29

**WANT**

Concessions: Fish Pond, Duck Pond, Cork Gallery, String Game, Watch-La or any Stock Store not conflicting. Can use Grind and Minstrel Show.

Write or Wire **E. J. FAY, Owner.**

# Ohio Fairs Set Gate for Tax Boost; Want Women on Boards

COLUMBUS, O., Jan. 15.—A 40-cent minimum gate admission was established by Ohio Fair Managers' Association at its annual meeting in the Deshler-Wallick Hotel here January 12 and 13. It was recommended that member fairs increase this minimum to 50 cents if Congress votes an increase in federal admission taxes.

The association also recommended to members that a woman be elected or appointed on the board of each county fair in the State and that she be assigned to the culinary, domestic science and art departments.

There were 13 more fairs represented than at any meeting in many years and optimism of the executives augured well for a big season. Registration at the banquet was 1,007.

Award of the annual Myers Y. Cooper Trophy went to Harry Kahn, secretary of Auglaize County Fair, Wapakoneta, for outstanding efforts in promotion of 48 victory gardens inside the race track and his informative talk, the former rating 80 per cent and the latter 20 per

cent in contest scoring. E. W. Laut, who has been a member of the Auglaize board 50 years and fair president for the past 20 years, was honored with gift of a pocketbook in which reposed a \$50 bill.

Officers re-elected are N. E. Stuckey, Van Wert, president; Walter J. Buss, Wooster, first vice-president; William H. Kroesen, Berea, second vice-president; Mrs. Don A. Detrick, Bellefontaine, executive secretary, and B. U. Bell, Xenia, treasurer. Hamilton County (Carthage) Agricultural Society was represented by D. R. Van Atta; Honorary President Myers Y. Cooper, former governor; Lawrence P. Lake, George Foster, F. D. Roudebush, Edward Hagan, Mrs. D. B. Phillips and Elvira Bloom. Further details in the next issue.

## Miami Shrine Fair Has Record Opening

MIAMI, Jan. 17.—Records of business at previous shows were broken at opening of the third annual Mahi Shrine Fair and Exposition, with perfect weather and over 9,000 paid admissions, Friday night.

Endy Bros.' Shows are presenting 14 rides, 11 shows and 52 concessions, said C. W. (Chick) Franklin, of the press department. Mahi Shrine Band and marching units were out for the opening, attended by Mayor Thompson. Run is scheduled for 23 days on circus grounds opposite the Seaboard Railroad.

## Caravans in 20th Meeting

CHICAGO, Jan. 15.—At the 20th regular meeting of Caravans January 11 President Pearl McGlynn presided, and Vice-President Lillian Lawrence, Treasurer Rose Page and Secretary J. Wall were at the officers' table. Letters came from Mrs. Floyd Matter and Ruth Gottlieb, and Mrs. Gloth sent in a donation. Ruth Gottlieb was elected to membership. Members attending their first

meeting were Stella Swiader, Mrs. M. Witter, Helen Wittour and Veronica Campbell. Mae Sopener is visiting in the East. Edna O'Shea, who is planning a trip to New York to visit her sister, Midge Cohen, will take a needed rest. Betty Broderick has donated a silk American flag for walls of the clubrooms. By-laws, presented for final reading, have been ordered printed. Claire Sopener and Becky Daniels will be hostesses at a social January 18. Prizes donated by Bessie Mossman and Edith Streibich went to Ann Young and J. Wall.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Arcade: Cotulla, Tex.
- Berryhill United: Savannah, Ga.
- Bistany Greater: Hialeah, Fla.
- Burke, Harry: Baton Rouge, La.
- Endy Bros.: Miami, Fla.
- Fay's Silver Derby: Valdosta, Ga., 17-29.
- Gentsch & Sparks: Biloxi, Miss.
- Groves: Opelousas, La.
- Herrman Am.: Kewner, La.
- Mid-West: Ajo, Ariz., 20-26.
- Park Am. Co.: Alexandria, La.
- Stebler Greater: Columbia, S. C.
- Texas: Raymondville, Tex., 17-30.
- United Expo.: Leesville, La.

## CIRCUS

- Clyde Bros.: Norman, Okla., 19-20; Chickasha 21-22.
- Davenport, Orrin: Grand Rapids, Mich., 24-29.
- Polack Bros.: Flint, Mich., 16-19; Hammond, Ind., 22-29.

## MISCELLANEOUS

- Birch: Crowley, La., 19; Lafayette 20; Opelousas 21; Eunice 24; Oakdale 25; Alexandria 26-27.
- Campbell, Loring: Warren, Minn., 19; Bemidji 20; Eveleth 21.
- Dagmar, Bert (Club 509) Detroit, nc.
- Daniel, E. A.: St. Louis, Mo., 16-21.
- Dennis & Sayers (Edison Hotel) Rochester, N. Y., 17-22.
- Lady Crystal (Moose Club) Hartford City, Ind., 20-22.
- Long, Leon, with Lee's Minstrels: Mobile, Ala., 17-25.
- Louis & Cherie (Army Camps) Phoenix, Ariz., 21-27.
- Princess Chio (Showboat Night Club) Cleveland 17-Feb. 4.
- Rieton's Dogs: Florence, Ala., 17-22.
- Rock & Dean (Perkasie Club) Perkasie, Pa., 17-22.
- Slout, L. Verne, Theater Workshop: Pewaukee, Wis., 19; Milwaukee 20-22.

Well, Boys and Girls, Florida Was Swell, But Let's Get Back To Work!

## CLEVELAND, O.

10,000 Seat Public Auditorium  
**JAN. 29 THRU FEB. 6**  
 And Thirty More Hard Weeks Ahead  
**LARRY SUNBROCK**  
 Cleveland Headquarters, Hotel Auditorium  
 TO ALL MY FRIENDS AND ENEMIES  
 I WISH THEM GOOD LUCK IN '44.  
 Larry Sunbrock's Original Huge Combined  
**RODEO & THRILL SHOW**

## Coleman Bros.' Show

**OPENING EARLY IN APRIL**  
 Want Shows—Midget, Monkey, Ice, Penny Arcade, Revues, Man to manage Motor Drome, Riders for same; have first-class Drome. Any new or novel Shows—will furnish complete outfits for all Shows. A few Concessions still open. Want Foremen for all Rides. Long season, good wages. Help in all departments, Semi-Drivers. Fairs start August 1st.  
**THOS. J. COLEMAN**  
 508 Main Street Middletown, Conn.

## WANTED TO BUY AMMUNITION

**22 CAPS SHORTS LONGS LONG RIFLE**  
**CENT AMUSEMENT CORPORATION**  
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## WANTED For TROPICAL PARK

**KEY WEST, FLA.**  
 Agents for Stock Concessions. Will place American Palmist, Jewelry Booth; also Newspaper Head Line. Couple to operate Strip Picture Machine. Good Tattooer. This is good spot. Many sailors and soldiers here. The Barfields are not connected in any way with this park.

## WANTED

Join at once. All winter and full season work. Comedians, Chorus Girls that sing and dance. Performers for Colored Minstrel. Salary out of office. Wire, don't write. Tickets to those we know.  
**Doc Anderson, Manager**  
 Care Bistany's Greater Shows  
 Hialeah, Florida, next week

## WANT FERRIS WHEEL

Will book for season of 24 weeks, opening near Huntington, W. Va., in April. Openings for Stock Concessions. Book Roll-a-Plane and Tilt-a-Whirl. **HOWARD POTTER**, Buffalo Shows, Zone 14, Buffalo, N. Y. Long Distance Phone: Amherst 2271.

## RAY MILLER

WHO FORMERLY WORKED FOR ART MARTIN  
 Wire, Write or Contact  
**CHAS. T. GOSS LAREDO, TEXAS**

## WANTED GIRLS

Young Strippers, Carnival and Circus Side Show Girls. Season's work or permanent. \$40.00 for six days. Twenty years on same spot.  
**SHOWETERIA JACK CHAPLE**  
 526 S. State Street Chicago, Ill.

## Coast Notes

By VIRGINIA KLINE

LOS ANGELES.—Annual New Year's party given by John (Spot) Ragland and the Lou Korte was in at the Korte home in Glendale. The crowd started to gather at 2 p.m. and dinner was served at 5. Tables were arranged for buffet serving, but guests were told they could serve themselves unless they wanted a serving of the piece de resistance, chicken and rice soup, which was well worth stopping for and was served at a separate table. Ruth Korte brewed the masterpiece by a process that took almost all day. Huge turkeys were sliced and piled on platters with wedges of spiced baked ham, and vegetables and salads, and then the 12-layered cake, brought from Carolina by Spot Ragland, was put on the table and the feast was on. The party lasted till daylight and breakfast was served before the last guest departed.

Among those attending were Billie and Ralph Johnson, Lucile King, Mr. and Mrs. Eddie Harris, Benjamin and Clem Korte, Ethel and Joe Krug; Lucile, Jean and Hilton Hodges; Cecelia Kanthe, Roberta Korte, Maybelle Crafts, Mr. and Mrs. Frank Warren, Vincent Cito; Betty Jo Livingston, now with Lockheed but formerly with the Good Will Flyers as a parachute jumper; Mr. and Mrs. Ernest R. Murray and Ernest Jr.; Patsy, Clarence, Minnie and Charlie Pounds, the latter formerly in the office for Capt. John M. Sheesley and who says that, while he likes California and is doing all right, he will always miss his old boss; Harold Mook, Cheryl Mueller, Lee Sutton, Mr. and Mrs. Lloyd L. Lusby, Madge Buckley, Mr. and Mrs. Sammy Dolman, Sergeant and Mrs. R. W. Munn, Toney Nelson, Mr. and Mrs. Bill Dill, Dorothy Davenport, Virginia Kline, and the hosts, Spot Ragland and Mr. and Mrs. Lou Korte.

The new year was brought in with all the trimmings in rooms of the Regular Associated Troupers, new officers being installed before the party. Specially baked hams with slices of pineapple held with pecan halves, luscious baked turkeys, salads, chilled beer and frequent cocktails blended in a perfect pattern for seeing the old year out and the new year in.

Singing, dancing, a special stunt by Moxie Miller of his Russian Spy number, a cadenza by Mr. and Mrs. Herb Sucher, a camisole dance by Marge Kennedy, a clown stunt by Bill Meyer, stories by Roy Ludington and speeches by the new officers made a thoroughly enjoyable affair. Mr. and Mrs. Joe Krug, Mr. and Mrs. Elmer Hanscom, Lucile King, Minnie Pounds and Ruth Korte helped with serving and Sammy Dolman did the bar honors.

Art and Bird Brainerd were guests, as were Vy Shaffer and Fred Smith. Belle Jaap attended for the first time during the holidays. I took time out to go to the Biltmore Bowl for the midnight show and dinner but returned to the clubrooms to finish off the night, teaching the male members the old Kansas City New Year's custom of the Kiss Salute.

## Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

Garbage Valley, S. C.  
 January 15, 1944.

Dear Editor:

General Agent Lem Trucklow returned to quarters with a pocket full of fat Florida fair contracts which started work in our cold barns at a fever heat. The family-style cookhouse is feeding 30 people, including the five bosses, their wives and 10 children, three staff members, two train porters, Lem and Mrs. Trucklow and three workmen who double as cooks, dishwashers and night watchmen. About February 1 the free-for-all culinary department will open when more workmen arrive. The shows' staff and owners will then return to the private car to make more gorging space at the tables.

Because of the man-power shortage the bosses stated that the train would be cut to 40 cars, which is 10 more than the actual count. (We use the 40-car copy because our letterheads read: "Traveling on a two-section train of 40 cars.") That forces the writer always to write the train in the numeral 40. Monday morning our three workmen roused the shows' superintendent out of his berth to start the work of putting a few new boards in the wagons. Each man selected a wagon and started removing old timber. The more that they removed the more bad lumber was found, and at quitting time all that was left of the three wagons were the wheels. This cut down the needed loading space from 40 to 39 cars or 29, the actual count.

Pete Ballyhoo decided to boss the work on Tuesday and gave orders for no more wagons to be repaired but to be painted. The burning off of old paint was started and at 3 p.m., when most of the paint was off, the three wagons crumbled, filling the air with wood dust, which cut the carloading space from 40 to 38 or 28, the actual count.

Lem Trucklow decided to settle the wagon repair problem by contacting all bottlers in town. He told the bottlers that he wanted some of their signs to use as panels on our drink stands and would

give 'em the advertising free in exchange for the stuff. They delivered the signs, but, to the boss's chagrin, he found them to be made of cardboard and not tin. This stopped the repairing of three more wagons and cut the loading space down another car, and the score stood 37 cars or 27, the actual count. On Thursday some railroad car knockers condemned a wooden flat, No. 174, which cut the train down from 40 to 36 or 26, the actual count.

Knowing that they would have to pay a 40-car move for anything over 35, the co-owners decided to take out a 35-car show or 25 cars, the actual count. You may use the 35-car train stuff until our new letterheads, which are being printed for the benefit of committeemen and fair officials, come off the press, and they will carry a line reading: "50 double-length railroad cars." Kindly watch our letterheads carefully for the change, as we will use them when opposition booking gets the heaviest.

P. S.—Pete Ballyhoo announced that no rest rooms would be carried this season. Rather than take off another car he will release the four 14-foot wagons for show purposes and will book any show that is in keeping with his high standards.  
**MAJOR PRIVILEGE.**

*If it's Profit you're after, see the George Ponsler Co. ad on Page 76 in the Coin Machine Section!*



# 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—3*

## USE OF SURVEYS

In recent years surveys have become an important step in planning for the programs in trades and industries. Individual firms have become accustomed to making surveys before starting any important plans on marketing new products.

Due to the wide use of surveys, firms have been organized which specialize in making surveys to order. The advantage of these specialists is that the workers who make the surveys are usually trained for that purpose. The most important factor in the making of any kind of survey, whether for trade purposes or to determine public opinion, is the person who interprets the facts or statistics gathered in the survey. It is easily seen that two persons who may interpret a survey can differ widely in their explanations of what the facts indicate. Firms that are planning to market new products or to determine the appeal of a new invention should keep this fact in mind at all times.

The nation has already seen how far astray surveys may be when the wrong interpretation has been given to the statistics or facts gathered.

Another important factor in making surveys is that of the person or persons who do the interviewing or the field work. Specialists in making surveys usually employ trained interviewers, but when it comes to industry surveys, firms that plan to develop new products and markets often need more than trained interviewers.

An important firm that has been investigating the future of the coin machine industry for many months has used one of its best engineers to travel extensively and interview all types of people in the coin machine industry. Their particular aim is to find out just what the operators in the trade want in the way of post-war machines. It is easy to see that the trained engineer who has such a valuable background can get much more information in interviews than a real professional census taker would gather.

This suggests that coin machine manufacturers who plan to make surveys in the study of post-war business should consider using their trained engineers and mechanical men to find out what the trade may want for the future and also to explore new ideas that the trade might welcome once the idea was placed on the market. A number of coin machine manufacturers have already made surveys among operators to gather some idea of what operators are thinking about for

the future. It is understood that these surveys have been in the form of questionnaires, and the returns from such surveys will serve as a good index of the popular feeling of the trade, if the returns are interpreted by men who have a good background acquaintance of the operating field.

The manufacturing industry has long experience in testing new products thoroly before they are placed on the general market. It is expected that the practice will be continued in the future, for the necessity for surveys of various kinds still exists whatever testing plan a manufacturer may use before the new machines are placed on the general market.

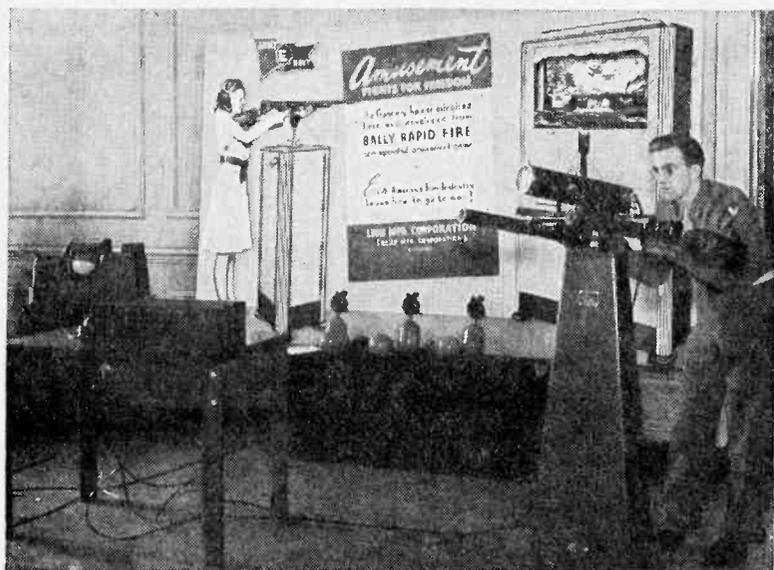
For many years distributors in the coin machine trade have played an important part in finding out what operators really want and in reporting to manufacturers any ideas for improving present machines and developing new ones. The trade can trust to distributors to continue this valuable service. Distributors in the majority have remained in business during the war, and they have not been asleep at all. It is evident that these men of long experience in the trade have been carefully studying the operating field and also have closer contacts with the public and with operators of long experience. All the information that distributors have gathered during the years of the war will be of great value to manufacturers when they begin to introduce new machines and products.

Operators will know that all this experience and knowledge is being transmitted to every manufacturing firm in the business.

The Billboard staff has been busy for many months gathering whatever information it could about post-war opportunities and will continue to get all the information it can to help in planning for post-war trade. The Billboard conducts surveys of the trade from time to time, and all information gathered is available to any firm in the industry upon request. Information gathered by our staff is usually very general in nature and relates more to the public front of the industry than to specific products and machines. Our studies of the industry often unearth specific ideas, however, which could be used in the development of new machines and new business trends. The editorial columns of The Billboard should become more important with every issue as the post-war period draws near.

# FREE-PLAY PIN GAMES UPHELD

## Judge Rules Games May Be Played for the Fun of It



"BALLY'S" RAPID FIRE and the Gunnery Trainer were featured at a recent Army Air Force demonstration at Racine, Wis., to illustrate American industrial flexibility. The Gunnery Trainer, which the "Bally" organization manufactures for the Army Air Forces, is a development of the popular photo-electric game.

**Ruling releases pin games seized at warehouse—sets precedent on free-play feature as games have lawful use in providing entertainment**

ST. LOUIS, Jan. 15.—Circuit Court Judge William L. Mason handed down what appears to be a very favorable verdict for pinball operators in a case that was decided here January 8. The case involved the legality of 122 games that had been taken from distributors' storage warehouses. Several men prominent in the amusement machine industry here were involved in the situation, and it was considered a precedent-making case. The court ordered the police department to return 121 of the games because they were considered as legal; one other machine was ordered destroyed.

Nineteen of those men involved in the case were either operators or employed by operators. Arraignment of 14 others was laid over on request of their counsel. Five other defendants had not been served by the sheriff. Circuit Attorney Thomas C. Hennings Jr., represented the city.

### Revoke of Rule Does Not Erase Prior Violation

#### Actual Use the Test

Judge Mason, in a 26-page opinion which reviewed gambling-device litigation since 1814, when Missouri was still a territory, held the test of whether a pinball machine was a gambling device to be whether or not it was actually used for gambling.

"In other words," his opinion said, "the statute does not make it an offense merely to possess or own a gambling device. The thing prohibited is the keeping of it, plus the setting up of the same and inducing persons to bet money or property thereon."

The pinball machines before the court had not been set up and used but were seized when in storage.

"It might very well be," Judge Mason added, "that all the machines offered in evidence in this case would properly be held to be gambling devices if set up and used for that purpose, but there is no evidence that they were so set up and used."

This phase of the court's opinion left the way open for seizure and destruction of pinball machines when they are set up and used in taverns, restaurants and other places, altho the decision blocks the circuit attorney's plan to strike at the source of the matter by seizing machines held by distributors.

This phase of the decision, while knocking out Hennings' plan to strike at the root of the pinball machine business by seizing machines in the hands of distributors, left the way open for police action to seize machines actually set up and used for gambling in taverns, restaurants and other places where they were once commonly found.

#### Case of Silver Moon

In the case of the Silver Moon device, contrived solely for gambling, the court held that the statutes do not apply but that such machines may be seized and destroyed in summary proceedings as public nuisances.

The Silver Moon, Judge Mason held, operated on the same general principles as the once-familiar "one-arm bandits," except that there was no automatic payoff. Instead, a clocklike device designated as a "totalizer" indicated for winning players a certain number of free games. There was, however, a button which could be pressed, to cancel the

WASHINGTON, Jan. 15.—The United States Supreme Court, in handing down a group of decisions January 3, decided on an OPA case that will have its reactions in many industries.

The case came to the high court from Boston and involved a price regulation which had been revoked and supplanted by another order before the indictment was returned. The District Court held that the defendants could not be made to answer for an OPA order that had been revoked or replaced by another order. The product involved was meat at wholesale. The Supreme Court reversed the quashing of the indictment by the District Court in a 6 to 3 decision.

Justice Roberts rendered the majority opinion in which the following paragraph gives the substance of the decision:

"Revocation of the regulation does not repeal the statute; and tho the regulation calls the statutory penalties into play, the statute, not the regulation, creates the offense and imposes punishment for its violation."

free-game play, and testimony was offered at the hearing last month that one winner of 10 free games on a Silver Moon was paid 50 cents in money, the free games being canceled.

Each of the pinball machines also provided "free games" for winners, and, in each instance, there was a button similar to that on the Silver Moon, which might be used to cancel the free play. There was testimony that players of similar pinball machines sometimes received money in lieu of free games.

Judge Mason held, however, that this button device, in the case of pinball machines, did not put them in the class of gambling machines, per se, because they are capable also of lawful use.

#### "Sport or Recreation"

"The evidence shows," his opinion said, "that the playing of a pinball machine constitutes a game, sport or recreation that is amusing and entertaining for the mere sake of the game itself without any regard to anything won or lost."

The court's ruling was on testimony submitted in hearing of the McCall case, but by agreement between defense counsel and the circuit attorney's office, it will apply to all the others.

## West Coast News Notes

By SAM ABBOTT

218 Radio Center Bldg., 1509 Vine St., Hollywood 28, Calif. Phone HO. 1866.

LOS ANGELES, Jan. 15.—Business with jobbers in this section was spotted during the week with the attention on sales being turned definitely away from arcade equipment. Late model phonographs, consoles and automatics were the big sellers. While the arcade equipment lull was not alarming, its falling off did stir comment. This slackening is laid to seasonal influence, however.

The arcades themselves continue to do good business. Weather conditions have not been the best for trade in these spots. Naturally with arcades lumbering along in the cool weather the demand for replacements would slip. Sales that were chalked up in this line were given over to proposed expansion of the spots. This alone is a good sign that the falling off of sales is not permanent.

Gasoline and plans for continuing the war on a large scale in the Pacific are causing a lot of talk here. Much of it is founded on hearsay, but worthy of consideration.

Gasoline has been hard to get. Rationing boards are cutting down on motorists, with a large number of "C" book owners being issued "B" books. In addition to the cutting down on the issuing, there is the problem of getting the gasoline. A number of stations have found themselves without supplies to sell. While this condition has been reported in some degree in the past, the widespread "out-of-gas" situation is more prevalent at this time. One operator told *The Billboard* that it was not the

problem of securing tickets anymore but that of getting the gas for the tickets. This is certainly true.

West Coasters feel that at the finish of the war in Europe everything will be concentrated on the Pacific to bring the Japs to defeat. When this happens, the flow of war materials and troops to this area will be tremendous. Some talk and thought is already being given to the effect such action will have on the flow of non-essential goods to the Coast. If the flow is cut down much more business in non-essential lines will be hit. Shipments at present are in no way good. A small package ordered by air mail from New York but sent parcel post took 20 days. Larger shipments are equally as long on the road.

Increasing of the amount of shellac allowed record manufacturers was received here as good news. While it isn't known how much this will affect the local companies, the gesture on the whole gave encouragement to the industry. Capitol will no doubt come in for some additional shellac. Premier Record Company, a new firm, is not expected to benefit by the increase, for this company only starting pressing its own records a few months ago.

#### Badger Pushing Peeks

William R. Happel Jr., of Badger Sales, reports good business on Hollywood Peek Show machines. Happel is making plans for a spin thru the territory to contact

(See West Coast Notes on page 60)

## "Amusematicians" Unite

CHICAGO, Jan. 15.—The new Amusematic Association, composed of amusement machine operators in the Chicago area, has established headquarters in the Sherman Hotel. Theodore A. Kruse, of Des Plaines, is president of the organization.

According to Max Glass and Fred A. Mann, members of the board of directors, the new amusement association stems from co-ordinated efforts, during recent weeks, of operators interested in licensing amusement machines in Chicago. Following the adoption of new Chicago ordinances relating to penny and nickel amusement machines, the men were unanimously in favor of continuing their business associations and formed the new organization for this purpose. The association is interested solely in legal amusement machines and arcade equipment.

Other officers of the association include Lou Finn, vice-president; Vincent T. Connor, secretary and treasurer, and Louis Shudnow, a director.

**ANOTHER WEEK NEARER VICTORY!**

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

*Wm Rabkin*

**INTERNATIONAL MUTOSCOPE CORPORATION**

Penny Arcade Headquarters Since 1895.  
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

# Ready for DELIVERY!

- Baker's Sky Pilot .....\$129.50
- Keeney Anti Air Craft Gun, Marbled ..... 69.50
- Evans Tommy Gun ..... 159.50
- Keeney Submarine Gun ..... 159.50
- Chicago Coin Hockey ..... 199.50
- Bally Torpedo ..... 159.50
- Scientific Batting Practice ..... 99.50
- Evans Ten Strike or Rockola Ten Pins ..... 59.50
- Western Baseball ..... 119.50
- A.B.T. Challenger, Target Skill or Your Score ..... 19.50
- Mutoscope Digger ..... 49.50
- Mutoscope Drivemobile ..... 295.00

- Bally Sun Ray, Free Play .....\$ 99.50
- Silver Moon or Bob Tails, Free Play ..... 89.50
- Liberty Bell, Hey Dey or Derby Day ..... 17.50
- Jumbo Parade, Free Play ..... 69.50
- Jumbo Parade, Cash Payout ..... 99.50
- Jungle Camp, Free Play ..... 49.50
- Jennings Good Luck ..... 27.50
- Fast Time, Free Play ..... 49.50
- Exhibit's Tanforan ..... 29.50
- Keeney Super Bell, 25c Comb. .... 229.50
- Keeney Super Bell, 5 & 25c Comb. 299.50
- Exhibit Silver Bells ..... 39.50
- Paces Reels ..... 79.50
- Hi Hands, Combination ..... 119.50
- Jennings Mint Vender, 5c, F.P. .... 49.50
- Paces Saratoga ..... 129.50
- Exhibit Saratoga, Slant ..... 27.50
- Mills 1939 1-2-3, Free Play ..... 44.50
- Record Time, Free Play Table .. 129.50

WRITE TODAY FOR NEW LIST OF FREE PLAY GAMES, PHONOGRAPHS AND MUSIC ACCESSORIES.

**SOUTHERN AUTOMATIC MUSIC CO.**  
 542 S. Second St.      312 W. 7th St.  
 Louisville, Ky.      Cincinnati, Ohio  
 531 N. Capital Av.      425 Broad St.  
 Indianapolis, Ind.      Nashville, Tenn.

## NEW AND USED MACHINES

- 8 Watling Big Game, F.P. ....@ \$89.50
- 6 Mills Jumbo Parades, C.P.O. ...@ 97.50
- 1 Watling 1c D.J.P. .... 39.50
- 15 Used Holly 1c Grip Scales ....@ 13.50
- 5 Kirk Weighing Scales .....@ 79.50
- 40 New Never Uncrated 1c Holly Grip Scales .....@ 17.50

Will pay top price for WURLITZER 750 or ROCK-OLA 39 STANDARDS. Advise how many you have and price wanted (will buy one or one hundred).

**S. R. MONTCALM**  
 P. O. Box 392      BASTROP, LA.

## WANTED EXHIBIT ROTARY MERCHANDISERS

Also Motors and Parts for same.  
 Address: BOX D-170  
 The Billboard      Cincinnati 1, O.

**FOR GUARANTEED MILLS EQUIPMENT BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD.  
 CHICAGO 12, ILLINOIS

## FOR SALE

- 5-10-20 .....\$124.50
- KNOCKOUT ..... 109.50
- VICTORY ..... 89.50
- CLICK ..... 84.50
- TOPIC ..... 89.50
- '42 HOME RUN ..... 74.50

Terms: 1/3 With Order, Balance C. O. D.  
**FORD VENDING MACHINES**  
 319 Long Beach Road      Oceanside, L. I., N. Y.

## CORRECTION!

Price of \$200.00 for 1 Seeburg Vogue, R.C. which appeared in Billboard ad January 15th issue was incorrect. It should have been listed at \$300.00.

**AMERICAN COIN MACHINE CO.**  
 437 Elizabeth Avenue      Newark, N. J.



EMPLOYEES AND OFFICIALS of Globe Printing Company, Philadelphia, at their annual Christmas party. Absence of toys shows St. Nicholas (Sales Manager Otto Goldman) hasn't yet changed his costume. Goldman is seated in gray suit.

## Here in CHICAGO

**Industry's Man of Many Accomplishments**  
 Jim You-Can-Do-Anything Mangan, of Mills, was awarded top spot by a *Chicago Sun* columnist last week who printed his statement that he "does all of his reading while telephoning," utilizing those brief (?) intervals when the other party says: "Just a moment please." But anyway, who crowds more accomplishments into his minutes, weeks and years than the industry's own Jim Mangan?

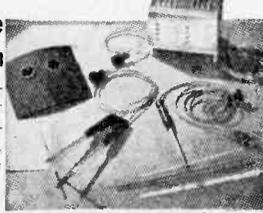
**Capehart Will Announce Senatorial Candidacy**  
 Speculation can cease regarding the plans of Homer E. Capehart, the music industry's business dynamo. He has formally announced his candidacy for the Republican nomination for United States senator from Indiana. Members of the industry (which knows him best) will agree that "Cape" can deliver the practical business punch that government needs.

**Chicago Amusement, Arcade Operators Form New Assn.**  
 Chicago trade news last week featured the formation of a new association of amusement machine and arcade operators. Amusematic Association of Chicago is the name of the new organization, providing, among other things, a coined word for coinmen to practice rolling around on their tongues. Ted Kruse, popular operator in the Chicago area, heads the new organization which is an outgrowth of successful efforts of a group of leading operators to obtain licensing under the new Chicago ordinance.

**WANT ARCADE MECHANIC**  
 Permanent Job. Good wages. Must know Ray Guns. Must be sober.  
**Harry Gordon**  
 744 Fourth St.      SAN DIEGO 6, CALIF.

## ALWAYS CONSULT SOUTHWESTERN For Coin-Operated Equipment and Parts

**14 Brand New U-NEED-A-PAK Cigarette Machines, in Carbons, \$107.50 each**  
 For Globes and essential parts always consult Southwestern. We have practically every type of miniature globe. 44-46-47-50-51-55. Some as low as 47 cents a box. Phonograph Lamps. Mutoscope Glamour Girl and Yankee Doodle Caris.



We Carry Photo-Cells, Tubes, Coin Wrappers. No Order Too Small.  
**Southwestern Vending Machine Company**  
 2833 WEST PICO BLVD.      LOS ANGELES 6, CALIF.

## WEST COAST NOTES

(Continued from page 59)  
 operators and to look for additional equipment. . . . Elaine Ryan, Badger secretary, lunching at the Wilshire Boulevard Brown Derby. . . . L. B. McCreary, who was recently made general manager of the Mape companies, is in San Francisco. He has been dividing his time between the Bay City office and the Stockton branch. . . . Mrs. Lloyd Smith in the city buying parts and getting repair work done for her husband who operates the Desert Operating Company in Lancaster, Calif. Mrs. Smith takes over so that her husband may devote all of his time to his routes. . . . William Curley of Parker, Ariz., made one of his periodical visits to Los Angeles to look over the sales floors. He is particularly interested in music machines. . . . Sid Snyder, formerly with Bill Shorey, of Inland Amusement Company, is in business for himself in San Bernardino and operating the Coin Movie Company. Snyder was in the city Tuesday (11) looking around for new ideas in coin machines. While here he contacted quite a few of the jobbers handling these films. He also took a look-in on the production end of the game.

**DICK SALES BARGAINS OF A LIFETIME MILLS MACHINES**  
 10 Panorams—\$267.50 each.  
 17 Square Bells—Write  
 21 Jumbo Parades, Ch.—\$97.50 each.  
 53 New Chrome Vest Pockets In Original Carbons—\$67.50 each.  
 1 \$1.00 Mills Blue Front—Write Me.  
 7 50¢ Mills Blue Fronts—Write Me.  
 9 Jumbo Parades Combination in Original Carbons—\$157.50 each.  
 7 Mills Three Bells—Write.  
 47 6¢ Mills Blue Fronts—Write.  
**BALLY MACHINES**  
 7 Slightly Used Turf Kings—Write.  
 2 Blue Grasses—\$147.50 each.  
 5 Dark Horses—\$147.50 each.  
**EVANS MACHINES**  
 7 Black Cabinet Dominos—\$37.50 each.  
 4 Galloping Dominos with Jackpot—Write.  
**RACES**  
 5 Baker's Races—Write Me.  
 9 Buckley Travelling Cranes—\$67.50 each.  
 11 Double Steel Cabinets, Safes for Slot Machines—\$107.50 each.  
 6 Single Cabinets, Safes—\$57.50 each.  
 37 New 5¢ Milco Escalators—Write me.  
 300 New Variety Slots for All Types of Novelty and Payoff Tables—Write.  
 I have a warehouse full of equipment not mentioned. If you live in trucking district of this area bring your truck or van and get a load and save yourself 2 1/2 % on \$7000.00 worth or 5 % on \$10,000 worth. I will ship equipment subject to inspection one-third remittance with order. Full remittance with order will save C. O. D. charges. This equipment is not rebuilt. This equipment will be shipped from my warehouse in Virginia.  
**DICK SALES NOV. CO.**  
 1605 Doune St.      Winston-Salem 6, N. C.

**WANTED! EXPERT MECHANIC**  
 EXCELLENT SALARY!  
 ALSO ALL-AROUND MEN FOR PENNY ARCADE IN N.Y.C.  
 REPLIES WILL GET IMMEDIATE ANSWERS!  
 Write BOX 557, Care The Billboard, 1564 Broadway, New York 19, N. Y.

**SPECIALS**  
 One latest Single Steel Slot Safe, \$15.00. One Double Safe, \$35.00. Two Jennings Roll-In-Barrel, O.K. shape, \$90.00 each. Several Vests and all kinds of Slots, write. One Three-Way Lifter and Grip, National Novelty makers, \$75.00. Five Ten Strikes, good shape, all on location, \$40.00. One Goofy Golf, \$40.00. Good buy, money maker. One Play Ball, Genco, good shape, \$90.00. Three Bally Alleys, \$25.00; each good shape. One Brown Cabinet Keeney Gun, \$60.00. Holly Grips, \$10.00 each. One lot Pin Tables, write. A number of Juice Boxes, different makes. A number of Scales. One Bally make Skee Ball, just like Wurlitzer, same size and all, \$50.00. Screens for Keeney Anti-Aircraft Guns, \$6.00 each. 2 Mills Empress, fine shape, \$250.00 each.  
**PORT JERVIS DISTRIBUTING CO.**  
 PORT JERVIS, N. Y.

- 2 Ten Strikes, Each .....\$ 35.00
  - 1 Lighthouse Squeezer ..... 39.00
  - 1 Palm Reader, Large ..... 65.00
  - 1 Rockola Baseball ..... 75.00
  - 3 Seeburg Shoot the Chute, Each ..... 125.00
  - 1 Air Raider (Needs Rewiring), As Is ..... 165.00
  - 2 Seeburg Hockey's ..... 54.00
  - 1 Grand Father's Clock Grip ..... 35.00
  - 2 Exhibit Lifters, Each ..... 60.00
  - 1 Roovers Name Plate ..... 60.00
  - 1 Mills Punching Bag ..... 90.00
  - 2 Ball Grips, Each ..... 70.00
- And Many More Others.  
**PATERSON COIN MACHINE EX.**  
 209 MARKET ST.      PATERSON, N. J.

**CLIP THIS AD**  
**and SAVE \$60** OR MORE  
**BINGO JAR TICKETS**  
 1260 Stitched Tickets to the Bag.  
 Takes In @ 5¢ \$63.00. Definite Profit \$23.00.  
**ONLY 85c PER BAG**  
 Shipped ONLY in Lots and  
 Multiples of 100 Bags  
 Not a Closeout—Just the beginning of a  
 series of real specials.  
**THIS AD MUST ACCOMPANY ALL ORDERS**  
 Price Good Only Until Feb. 5. After that  
 regular price \$1.45 per bag.  
 1/3 Deposit. Balance C.O.D., F.O.B. Chicago.  
**KOPLO SALES & SUPPLY CO.**  
 5000 N. Kimball Ave. CHICAGO 25, ILL.

**POP. RECORD REVIEWS**

(Continued from page 19)

and gets the identical treatment from the Red Caps. Both songs the composition of Joe Davis, who is also the power behind the Beacon label, but all the appeal is packed into the *I Learned a Lesson* side.

The music box fans might complain that the Five Red Caps sound or try to sound too much like the Inkspots. But with all, if any, such complaining, they can't help but like their delivery, particularly with such stellar song material as "I Learned a Lesson I'll Never Forget."

**JOHNNY LONG (Decca)**

"No Love, No Nothin'"—FT; VC. "You Better Give Me Lots of Lovin', Honey"—FT; VC.

Nothing particularly distinctive in the Johnny Long arrangement or execution for these two pop tunes, with the pattern cut for dance rather than listening pleasure. Sounds more like something the boys cut on the run when the lifting of the Petrillo ban overcrowded the Decca recording studios. In an event, the disk offers an up-to-the-minute impression of the currently popular Harry Warren-Leo Robbin ballad from *The Gang's All Here* movie—*No Love, No Nothin'*. It is the song rather than the band that makes the favorable impression to spell for sales across the record counters. Maintaining a monotonous 4/4 rhythmic beat thru-out and set at a moderately paced tempo, band lays down an opening chorus, with Patti Dugan's adequate chautauque carrying the rest of the run. A livelier tempo is set for Fred Spielman's and Kermit Goell's *You Better Give Me Lots of Lovin', Honey*, one of those likable and easy-to-listen-to 16-bar refrains with catching qualities. Band beats out three stanzas, to best advantage in the stretch featuring the voicing of muted trombone and clarinets, with Miss Dugan handling the two sets of lyrics for the ditty.

Already attracting wide attention on the air waves, immediate attention for the music boxes is centered on the "No Love, No Nothin'" side.

**DEANNA DURBIN (Decca)**

"Say a Pray'r for the Boys Over There"—FT; V. "God Bless America"—FT; V.

For those whose favoritism points to Deanna Durbin's piping, the kid soprano is for the sun to rest and set on. Others appraising her talents on wax more dispassionately are led only to greater bewilderment. Whatever warmth of expression or appeal of intimacy the Durbin vocal expressions hold for so many, such attributes are entirely foreign when transposed on wax. In substance, the gal can sing. But apart from pure commercial consideration, her singing doesn't sell. And the tunes tackled for these two sides doesn't help her score any on any count. Of course, *God Bless America* gives Decca a catalog item for the Irving Berlin patriotic classic that undoubtedly has some prestige value for the label,

altho there was no selling short on Bing Crosby's early rendition of the song for the same record banner. Whatever spirit there is to the Deanna Durbin side is imparted by the supporting male quartet. *Say a Pray'r for the Boys Over There*, by Jimmy McHugh and Herbie Magidson, is one of those sticky flag-waving ballads which Miss Durbin featured in her current *Her's To Hold* celluloid. Takes full tempo liberty in singing the verse, settling down to a slow and sluggish tempo for the chorus with an instrumental and vocal reprise to complete the side. A large string ensemble directed by Victor Young provides adequate support for the screen song, with nothing more distinctive added in the instrumental accompaniment provided by Max Terr for *God Bless America*.

Neither of these sides are designed for the juke boxes, even the picture song being highly restrictive for such play.

**BUDDY JOHNSON**

"When My Man Comes Home"—FT; VC. "I'll Always Be With You"—FT; VC.

Long a favorite with the race record fans, Buddy Johnson steps out in the big-band class with these two sides. However, the band here provides little else than an elaborate background, that is purely run of the mill, for the maestro's alto sax sorcery and for the vocalists. Johnson's attempt at pure commercial copy with his *I'll Always Be With You* is pretty sad and extremely dull and listless. There is nothing in the original ballad itself, either words or music, to hold attention. Nor does the band or the vocalist ever get beyond the material at hand. James Lewis is called upon to sell the song, and the kindest words that can be applied to his efforts is that the lad is in dead earnest and sings in tune. But it is just one of those things never meant to be. Taken at a moderately slow tempo, Lewis handles the lyrics for the opening chorus, the maestro fingers his sax for the starting of a second stanza, giving way to the piano midway with Lewis called back again to finish the side. A more favorable score is tallied for the original *When My Man Comes Home*, a typical race blues, with Ella Johnson singing it in typical race fashion. Tempo is stepped up a bit for this opus, and save for a single chorus by the ensemble that is paced by both alto and tenor sax, Miss Johnson carries the side—serenading her man who is away serving for his Uncle Sammy. Stylized alto sax phrasing serve as interesting introductions for the sides. Such starting holds much promise, but unfortunately there is much of a letdown as spins its course.

Music operators should find plenty of use for the "When My Man Comes Home" side, expressly at the race locations.

**FOR SALE**  
 Like New 5¢ Mills Blue Fronts . . . . . \$149.50  
 10¢ Mills Blue Fronts . . . . . 179.50  
 Wanted: Mills and Jennings Low Boy, Scales.  
 What Have You?  
**GENERAL NOVELTY COMPANY**  
 521 N. 16th St., Milwaukee 3, Wisconsin

**McCALL'S SPECIAL SALE**  
 All Equipment is Thoroughly A-1 Reconditioned Before Shipping.  
**CONSOLES**  
 15 Baker's Pacers, D.D. . . . . \$295.00  
 10 Pace's Races, Brown Cabinet . . . . . 185.00  
 25 Mills Jumbo, P.O. . . . . 125.00  
 35 Keeney's Track Times, 1938 . . . . . 189.50  
 10 Bally Roll-Em, P.O. . . . . 72.50  
**FREE PLAY CONSOLES**  
 10 Mills Jumbo, F.P. . . . . 95.00  
 20 Jennings Silver Moon, F.P. . . . .  
**ONE BALLS**  
 Race Kings, P.O. . . . . \$325.00  
 Bally Grand Stands, P.O. . . . . 75.00  
 1943 VICTORIOUS, COMB. . . . . 169.50  
 PIMLICO, F.P. . . . . 385.00  
 DARK HORSE, F.P. . . . . 175.00  
**SLOT MACHINES**  
 12 Mills Brown Fronts, Club . . . . . \$225.00  
 Handle . . . . . 49.00  
 10 Mills Vest Pockets . . . . .  
 1/3 Deposit, Balance C. O. D.  
**WE BUY, SELL AND EXCHANGE**  
 3147 Locust St.  
 ST. LOUIS, MO. **McCALL NOVELTY CO.**

**FOR SALE**  
**RIGHT OFF THE ROUTE!**  
**SLOTS**  
 5 Brown Fronts, Like New, 5¢ \$160.00  
 6 Blue Fronts, Like New, 5¢ . . . . . 115.00  
 10 Bally HI Hands . . . . . 129.50  
 3 Mills Club Bells, 5¢ . . . . . 395.00  
 3 Mills Club Bells, 25¢ . . . . . 465.00  
 1/2 Deposit; Bal. C. O. D.  
**EASTERN AMUSEMENT COMPANY**  
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 NEWARK, N. J.  
 Phone: Bigelow 3-7562

**FOR SALE**  
 Mills Four Bells, 3-5 & 1-25¢ . . . . . \$695.00  
 Mills Four Bells, 4-5¢ Slots . . . . . 495.00  
 Keeney Twin Bells, 1-5 & 1-25¢ Conv. . . . . 399.00  
 Keeney Twin Bells, 2-5¢ Slots Conv. . . . . 399.00  
 Keeney Super Bell, 5¢ Conv. . . . . 249.00  
 Bally Club Bells, 5¢ Conv. . . . . 249.00  
 Mills Jumbo, F.P. . . . . 89.00  
 Paces Races, Brown, 5¢, C.P.O. . . . . 149.00  
 Paces Races, Black, 5¢, C.P.O. . . . . 59.00  
 Jennings Good Luck, 5¢ . . . . . 49.00  
 Jennings Long Champ, 5¢ . . . . . 39.00  
 Jennings Totalizer, 5¢ Conv. . . . . 149.00  
 Thorbred, F.P. with Base, 1 Ball . . . . . 449.00  
 Hawthorne, P.O., with Base, 1 Ball . . . . . 89.00  
 Slots—Write for bargain List.  
**WANTED:**  
**RADIO METERS and TESTING INSTRUMENTS**  
 New or Used, I Furnish No Priorities.  
**HARRY HOKE**  
 520 Minnesota Ave., N. E. Washington, D. C.

**WURLITZER**  
 4 61 Models, Each . . . . . \$79.50  
 2 P-12 Models, Each . . . . . 69.00  
 1 Wurlitzer Speaker and Selector No. 580, Like New . . . . . 190.00  
 2 Seeburg Model B, Each . . . . . 50.00  
 2 32 V.D.C. Wurlitzer Motors, Each . . . . . 10.00  
 2 Sport Parade, Each . . . . . 34.50  
 1 Skyline . . . . . 29.50  
 10,000 Used Records, 10¢ Each.  
 Send One-Third Money Order With Order,  
 Balance C. O. D.  
**GEORGE ROWLAND SALES CO.**  
 POPLAR BLUFF, MO.

**WHAT HAVE YOU TO TRADE OR SELL!**  
 Bally Defender . . . . . \$295.00  
 Chicken Sam (No Base) . . . . . 109.50  
 Batting Practice . . . . . 99.50  
 Mills Punching Bag . . . . . 125.00  
 Western DeLux Baseball . . . . . 89.50  
 Scientific Baseball . . . . . 125.00  
 Kue Ball . . . . . 27.50  
 Strength Test . . . . . 49.50  
 5¢ Mills Futurity . . . . . 125.00  
 10¢ Mills Futurity . . . . . 150.00  
 5¢ War Eagle, 2-4 . . . . . 65.00  
 5¢ War Eagle, 3-5 . . . . . 129.50  
 1¢ Q.T. . . . . 30.00  
 5¢ Pace DeLux . . . . . 99.50  
 5¢ Rollatop, 2-4 . . . . . 49.50  
 10¢ Caille . . . . . 99.50  
 5¢ Mint Vender & Stand, F.P. . . . . 95.00  
 Lucky Lucro, 5-5¢ . . . . . 249.50  
 Club Bell . . . . . 225.00  
 Super Bell . . . . . 239.50  
 Cigarolla X.V. . . . . 89.50  
 Silver Moon . . . . . 99.50  
 1/3 Deposit With Order.  
**CHAS. HARRIS**  
 2773 Lancashire Rd. Cleveland Hts. 6, Ohio  
 Yellowstone 8619

**WANT**  
 .22 Shorts or Long  
**AMMUNITION**  
 Any Amount—Will Pay  
 Highest Prices  
**IMMEDIATE CASH!**  
**PEERLESS VENDING MACHINE CO.**  
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 Wisconsin 7-8610

**Tip Cards, Per Gr. \$12.50**  
 120 Comb. Delivered flat, you do folding, we furnish bands. Singles. No orders less than 5 Gross. Cash with order.  
**CAPITOL PRESS PRTG. CO.**  
 214 W. Ohio St. INDIANAPOLIS, IND.

**PELLET SALESBOARDS**  
 Buy Direct From Manufacturer  

Holes	Sale	Artist Model	Takes in	Pays Out	Profit	List Price
1000	5c	Big Bell	\$50.00	\$15.00	\$35.00	\$2.40
1000	5c	Lucky Jack Pot	50.00	20.00	30.00	2.40
1000	5c	Red, White & Blue	50.00	25.00	25.00	2.40
1000	5c	Jar of Jacks	50.00	35.00	15.00	2.30
1000	10c	Charley Boy	100.00	50.00	50.00	2.10
1000	25c	Jack Pot Charley	250.00	175.00	75.00	2.40
1000 Step Up 25c			250.00	193.35	56.65	2.90

 Write for Complete Price List and Discounts of Our Best Sellers  
**ELITE MANUFACTURING CO.**  
 Home of Pellet Sales Boards  
 2935 W. GREENFIELD AVE. MILWAUKEE, WIS.

**WILL PURCHASE ANY QUANTITY**  
 Exhibit  
**LEADERS**  
**SUN-BEAM—DO-RE-MI—STARS**  
**DOUBLE-PLAY—WESTWIND**  
 Quote Quantity and Best Price  
**Monarch Coin Mach. Co.**  
 1545 N. Fairfield, CHICAGO 22, ILL.

**FOR SALE!**  
 Disposing of 100 Lbs. of  
**NAMEPLATE TAPE**  
 Used in Roovers Nameplate Machine.  
 Price Very Reasonable!  
 Communicate at Once!  
 BOX 701, care The Billboard, 1564  
 Broadway, New York 19, N. Y.

**WANTED**  
 New and used Buckley Track Odds. Must have latest payout units. Jennings and Mills Slots. Also Three Bells.  
**UNITED NOVELTY COMPANY, Biloxi, Miss.**

**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.

**CIGARETTE MACHINE ROUTES FOR SALE**  
 Good paying routes in large metropolitan Midwest city. These routes have National, Stewart-McGuire and Rowe Equipment. Entering Armed Services is reason for selling. Address:  
 BOX 315, care Billboard, St. Louis, Mo.

**WE HAVE FOR SALE**  
 Mills Chromes, Brown and Blue Fronts. Also Jennings, Pace and Watling Slots in 5c, 10c, 25c and 50c play. We carry Consoles of every type. Also Reel Strips, Award Cards and Springs for Mills Slots.  
**SOUTHWEST AMUSEMENT COMPANY**  
 1712 FIELD STREET DALLAS 1, TEXAS

**RED, WHITE & BLUE**  
 1930 AND 2020 JAR TICKETS  
 \$2.50 Per Deal in Dozen Lots  
 \$320.00 in Gross Lots  
 Immediate Delivery  
**NATIONAL MERCHANDISE CO.**  
 1216 Walnut Street, Cincinnati 10, O.

# TEST POWER TO LICENSE JUKES

## High Court Hears Memphis Phonograph "Permit" Plan

**Decision awaited in other cities which license or regulate jukes—attorney cites unfair usurpation of powers by city leading to monopolies**

NASHVILLE, Jan. 15.—The State Supreme Court heard this week the test case appealed from a Memphis court recently, which involves the powers of the city of Memphis to license juke boxes.

The case may become of national importance since many cities have passed ordinances regulating and licensing these music machines.

Attorneys representing music operators in Memphis filed their briefs with the State Supreme Court here January 8. The Memphis ordinance gave the police department power to regulate juke boxes and a provision also required that only one box be permitted in a location. Small operators in Memphis contend that the actual result of the city ordinance was to give a monopoly to big operators who had influence with the police department. A lower court held in favor of the city.

The test case was brought by Lee Miller, a Memphis operator, who is represented before the Supreme Court by Attorney Willis Davis. Miller wants the ordinance declared invalid and unconstitutional.

"The importance of the proposition here presented is in no sense to be measured by the music machine," the brief, on which Davis's argument will be based, says.

"It extends far beyond that. If city government, the most local government we have, is to have the power to say in advance who may, and who may not, operate a legitimate business, on the theory that such a business may need some regulation, or on the theory that the operator might in some way endeavor to convert his business into a device by which a law could be violated, then indeed we are creating a very dangerous condition, and one under which monopolies could be set up, competition overthrown, and under which greed and selfishness could thrive.

### Attack on Ordinance

"In the enforcement of criminal laws the accused is presumed to be innocent. Sometimes this may be a violent presumption. Nevertheless, it prevails and it has been in force in this country since our Constitution was adopted. But under the law such as we are dealing with under this ordinance it is presumed that the operator and owner of a music machine is going to violate some law. Just what law, this ordinance does not definitely say.

"Under this ordinance the city, acting thru its officials, can say who may go into business, and who may not, by requiring a permit to be issued by the chief of police, a refusal of which can only be appealed to the city commission, who created it, and its decision is final. If the music machine can be so regulated, so then can any other business.

### City Has the Say

"There is no relief by appeal anywhere (by terms of the juke box ordinance) except to the city itself. The city has the machinery for saying who shall and who shall not engage in a business of common right.

"Suppose this theory of government is upheld and becomes a part of our law, and the city should conceive the idea that grocery stores need some regulation, as they no doubt do, or feed stores, or hardware stores, or furniture stores, and a similar ordinance were passed for these businesses. The city would become the dictator of business in its city limits.

"We submit that the Constitution of the United States, as well as the analogous provisions of the State constitution, protect the citizenry against such governing."

### Hague Case Cited

Davis and Fisher cited the case of Boss Frank Hague, of Jersey City, N. J.,

against the CIO. "In the Hague case the ordinance required a permit for use of the streets for public assembly and enabled the director of public safety of the city to refuse a permit on his opinion that such refusal would prevent riots, disturbances or disorderly assemblages, and this ordinance was held violative of the 14th amendment of the U. S. Constitution."

The brief points out that the court declared Hague's ordinance void and issued an injunction against its enforcement by city officials.

The Memphis ordinance under fire in the appeal was passed by the city commission last April. Miller's original bill, in which Chancellor Bejach ruled against him, said Miller had licenses issued by the city to operate juke boxes for 1943. The bill said the city ordinance imposed an additional requirement, that of getting a permit for \$2 from the police chief. The bill said Miller tried to comply, but some permits were denied, and some granted to him were revoked and "he was advised that no more blank forms for applications for permits would be given him and no further permits would be issued."

### Taxes Already Paid

"This effectually denied to complainant the right to operate his machines for which he has paid the privilege taxes to the city and other governments," the appeal brief says. "The business is declared a privilege by Legislature and taxed by State, county, city and federal government."

The brief declares the juke ordinance violates the 14th Amendment of the U. S. Constitution, which provides "no State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States, nor shall any State deprive any person of life, liberty or property without due process of law, nor deny to any person within its jurisdiction the equal protection of the law."

Violation of the Fifth Amendment to the U. S. Constitution that no person shall be deprived of life, liberty or property without due process of law is also charged. The brief charges that the ordinance also violates the State constitution, which says no person shall be deprived of life, liberty or property but by the judgment of his peers or the law of the land.

### Police Chief's Power

The brief says the ordinance gives city of Memphis and officials power to impair the revenue of the State, county and United States of America. The brief attacks particularly the permit feature of the ordinance, saying it "vests arbitrary power in the chief of police . . . to grant or deny permits, with no right of appeal, other than to the city commission." The brief asks that the ordinance be declared void and an injunction issued against its enforcement.

Frank Gianotti, assistant city attorney, who argued the demurrer in chancery for the city, said that payment of taxes does not preclude the city from making reasonable regulations, nor does the ordinance violate any constitutional rights, and the provisions are not invalid and are designed to protect the safety, health, general welfare, peace and morals and do not violate any provisions of the Constitution, U. S. or State.

Chancellor Bejach ruled that the ordinance is not invalid, unconstitutional or unreasonable, and that the court had no jurisdiction to enjoin enforcement of a penal law, and that Miller did not exhaust his remedy by appealing to the city commission. The Supreme Court brief claims the chancellor erred.

"The dominant, if not the sole, feature (See TEST POWER on page 64)

## International and Foreign Record Hits of the Month

(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**INTERNATIONAL RECORDINGS:**  
Sicilian Polka, Pretzel Bender Serenade, My Treasure, Down the Hatch, Casablanca, Tap the Barrel Dry.

**FOREIGN RECORDINGS:** Czechoslovakian, Snezhenky, Kukacha, Cerny Kriz. Croatian-Serbian, Ciganka Sam Mlada, Hoces Neces Moras, Zapita Mlada Gospodja, Prva Ljubav; German, Erika Kornblumenblau, Spanische Dorfmusik. Greek, O Rezilis, Mi Se Niazi, Ela Mikro Mou, Syntagmatarhis M. Frizis. Hebrew-Jewish, Mein Yiddische Mame, Der Glatzer Bulgar, Abi Er Ken Tantzzen, Dem Nayem Sher. Hungarian, Az a szept, as a szept, Ha en gazdag lennek, Beszegodtem Tarnocara. Italian, Il Valzer de Gallo E La Gallina, Annetta che Va In Fretta, Viale Fiorito. Norwegian, Den Gamle Valsen, Gamle Norge, Ja, Vi Elsker. Polish, Pryzylepka Polka, Kochaj I Zyj, Ulanski Galop, Kolo Mego Plotu, Sztajerek, Kartofflanka. Russian-Ukrainian, Ochi Chornya, Dve Gitary Solovej. Scandinavian, Skridsko, Dina Bla Ogon, Balen En Karlstad. Swedish, Tomten Blott Ar Vaken, Min Lilla Teddybjorn, Da-Da-Da.

## Phonographs Ops To Hold Banquet at Philadelphia Nitery

PHILADELPHIA, Jan. 15.—The seventh annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey will be held February 27 at the Club Bali, central-city supper club which has served as the banquet scene in recent years. Price of the dinner has been kept down that everybody associated with the industry may be able to turn out for the annual event.

As was the case last year, there will be no ad book for the banquet, and a direct tie-in will be made again with the association's War Bond drive. Last year advertisers for the usual ad book converted such money into War Bonds which were turned over to the association and distributed as door prizes the night of the affair. A similar stunt is being worked out for this year's event by Sam Snyderman, chairman of the entertainment committee. Many other features are being devised by the committee and once again the evening promises to be a memorable one.

## War Vets Aided By Music Ass'n

CLEVELAND, Jan. 15.—The Jamboree, staged by New Year's Eve by the Phonograph Merchants' Association to provide a record library for veterans at Crile General Hospital, attracted more than 5,000 dancers to public hall, according to S. L. Abrams, who managed the affair for the association.

From the proceeds Abrams estimated that the music operators will furnish enough records to be played for three weeks, day and night, without repeating a number. Four dance bands, playing from 9:30 p.m. to 4 a.m., and 20 acts of entertainment, were features of the affair. The Cleveland Press assisted in promoting the benefit.

## Improved Record Supply Encourages Music Ops

BALTIMORE, Jan. 15.—The improvement in record supplies in evidence recently is very encouraging to local music box operators, altho the supply is still not satisfactory. They are further encouraged by news of larger government releases of shellac for records and by reports that production of a satisfactory substitute will start shortly.

The last two months of 1943 saw an increase in the number of releases, even tho some of them were merely new waxings of former favorites. These have all proved popular with the public and as a result collections have been satisfactory.

While collections dropped slightly during the holidays because of competing forms of amusement, operators were able to offer a more varied selection of records because of the new releases. The several seasonal waxings proved popular.

Hillbillies still continue high in favor. Fortunately the operators are fairly well supplied with the most popular tunes of this type.

## "Music While You Work" Helps RCA Get Workers

CAMDEN, N. J., Jan. 15.—Pointing the way to other industrial plants in the Philadelphia-Southern New Jersey area with music systems, the RCA-Victor firm here, in all its classified "help wanted" ads, uses a telling slogan—"Music While You Work." Considered a selling point in making the factory more attractive to new workers, the most recent survey of the RCA-Victor Industrial Music Service division revealed that more than 200 manufacturing plants in the United States have broadcasting systems for programs while the employees are at work. Canadian plants also, the survey showed, are taking to the idea.

## Three Firms Join Philadelphia Music Operators' Group

PHILADELPHIA, Jan. 15.—Start of the new year finds the local music machine operators' association a stronger force in the local industry than ever before, with three more independent music firms becoming members.

The new members are Morris Stein's Hy-Tone Music Company, Morris Spector's Fair Deal Amusement Company, and A. M. I. Distributing Company.

"The wartime emergency has brought home more forcefully than ever the need of an organization in the coin machine industry," said Jack Cade, business manager. "Wartime restrictions and obstacles are such that each operator has to depend much on the other in order to survive. The fact that most of our members have been able to retain their business identity since the start of the war while many independent operators were forced to close shop, dramatizes the need of an association and the protection it has to offer."

More than 80 per cent of the music operators of the territory are said to be members of the association.

## Automatic Doll Snubs Pop Tunes

MICHIGAN CITY, Ind., Jan. 15.—George Leusch, an amateur electrician and decorator, practically stopped traffic with a display he arranged at his store. Center of interest was an organ-playing doll which moved in perfect time when an organ record was played on the juke box. A choice of organ music or the latest popular records is given, but when the pop tunes are selected the doll declines to play. She goes thru her paces only for the more classical selections.

Lighting effects thruout the store are wired to the phonograph, and when a nickel is dropped in the slot, lights along the wall panels flash on, displaying seasonal decorations.

# MUSIC IN THE NEWS

By MARGARET S. WELLS

**HOW TO WIN FRIENDS AND INFLUENCE VOTERS.**—Lee O'Daniel, of Texas, started something when he campaigned for Congress with the aid of a hillbilly band. Apparently elections will be complete with musical accompaniments until such time as some giant intellect dreams up another way of attracting voters—and votes.

The acting mayor of Milwaukee opened his campaign recently, and *The Milwaukee Journal* in reporting the event says that what started out inauspiciously wound up in a good old-fashioned political rally. The meeting began at 8 p.m. with only 25 people present, one of them the candidate's election manager wearing an unhappy look.

A six-piece orchestra played and community singing was begun. The crowd kept coming in and by 9 p.m. 300 persons were in the auditorium—a tribute to the power of music no doubt.

After the speeches the orchestra played for dancing, and even the candidate took a few turns on the dance floor.

**UNHAPPY ENDING.**—The father of Johnny Black, who wrote *Paper Doll*, died before he had a chance to enjoy his share of the royalties on his son's best selling tune.

The elder Black died at the age of 80 in a rooming house in Hamilton, O., according to *The Cincinnati Post*. He had been ill two weeks.

For some time the composer's father had been a figure in a court suit to determine which of two claimants was the legal widow of his son and thus entitled to a share in the royalties. The legal battle had tied up the father's share of the estate. He first learned of his prospective fortune last October.

Ironically enough, the senior Black didn't get to hear the Mills Brothers, quartet who popularized his son's song, altho they were appearing in a Cincinnati theater the week he died. His physician said he was just "too old" and gave the weakness of age as the cause of his death.

**PROFITABLE ANTHEMS.**—A few weeks ago we reported that the Russian national anthem, the *Internationale*, had been scrapped in favor of a song that "reflected the changes which had occurred in Russia as a result of the victories of the Soviet system."

An editorial writer for *The Chicago Daily News* took a humorous view of the matter and wrote a piece called "Where Anthems Pay." He says Moscow's Tin Pan Alley, or whatever they call it over there, is 2,000,000 rubles to the good as a result of the junking of the *Internationale* and points out that that sum of money "ain't hay!"

Among those who profited on the deal were the librettist and composer (\$20,000 each), the arranger and the artists who did orchestrations and the workers who did the versions for all the languages and dialects of the Soviet Union. Then there were consolation prizes for 40 poets and 165 musicians whose efforts were not accepted.

The writer points out that the composer of the *Marseillaise* didn't get a centime for his efforts, nor did Francis Scott Key for *The Star-Spangled Banner*. "National anthems came easy and cheap in the era of bourgeois revolutions," he observes.

The editorial adds that the Moscow songwriting crew are at work on an official English version of the 2,000,000-ruble anthem, and says, "We are charmed also with the idea of having a perfectly rhyming version of a national anthem in all the dialects of a nation. That's a hint to our artists. Why not a *Star-Spangled Banner* in authentic Louisiana Cajun or Tennessee hillbilly, and a *Dixie* intelligible on 'Toid Avenoo?"

**SORRY SITUATION.**—L. L. Stevenson

in his column in *The Detroit News* writes: "While chatting with Sunny Skylar, who wrote the lyrics for the current best seller *Besame Mucho*, I learned that makers of recordings are enjoying a new prosperity. Poor varnish is the cause. Due to the war, varnish used in making phonograph records at present is of such inferior quality that the disks wear out in half the usual time. This means that a hit which would have had total sales of 600,000 records now sells 1,000,000."

There's nothing the record makers can do about this matter, but as Stevenson points out, it increases juke box operators' overhead because replacements are necessary more frequently than was the case in "the good old days."

**RELIGIOUS WRAPPINGS.**—From *The Memphis Commercial-Appeal* we learn that the army quartermaster corps has announced that approximately 1,000,000 copies of *Hymns From Home*, containing 12 non-denominational songs and the 23 Psalm, will be wrapped around the K-rations to be distributed at fighting fronts.

**RECORD SUMMARY.**—*The New York Times* record reviewer, Howard Taubman, in writing of the disks released during 1943 was none too cheerful. Among other things he observed:

"The choice in jazz was the dreariest of all categories in 1943, since most releases in this field depend for their interest on the moment's popularity of a new tune from a show or movie or hot from a publisher's rush to keep in step with the news. There were a few new recordings made by vocalists with choral accompaniment, and some were done with pseudonymous bands by small companies in clandestine fashion. But these were not exciting.

"If there was any release in jazz worth noting, it was the re-issue of fine recordings made 10 or more years ago."

**AWARD.**—*Mademoiselle*, making its annual "merit awards," citing "10 young women who made 1943 work to their glory," included in the list *Pistol Packin' Mama*, classified as "juke box belle." The article listing the awards says: "*Pistol Packin' Mama* went on the warpath early last spring and is now doing her cussin' and cryin' from the Bronx to Bougainville. Song-child of cowboy troubadour Al Dexter, the vengeful rod-toter's saga has sold more than 1,000,000 records and will probably move up another spot on the Hit Parade before you can say 'Lay that pistol down.'"

## TEST POWER

(Continued from page 62)

of the ordinance is the fact that it requires a permit to be obtained from the chief of police before a music machine may be installed and operated," the brief says. "Outside of the permit machinery there is little to be found in the ordinance and nothing that is not now properly regulated by law or could be regulated by simple ordinance, making it a misdemeanor to fail to comply.

"When this ordinance is studied, it resolves itself down to one main, if not sole, purpose, and that is the purpose of exacting a permit at the expense of the owner of the machine. . . . This involves a bold and forward step in the pressure of government upon the citizens.

"The theory of government has always been to assume that the citizen means well and intends to obey the law and the regulations made for his protection, and such laws and regulations are only enforced against him when, as, and if, he commits violations. In the permit requirement of this ordinance the assumption is that the citizens will not obey the law and that they intend some violation of the law, and therefore in advance of operation, he must satisfy the authorities of his good intention by securing a permit before he can install his machine or begin his business.

"Permits are not strange to the laws of the city of Memphis. There are many cases where permits are required, but in all other instances, acts of the Legislature made express provision therefore. Examples: Milk inspection, automobile drivers' license, mechanical inspection of automobiles, regulations of vendors, canvassers, solicitors, censorship of shows, building permits.

"Thus, it appears that up to now the city has first sought and obtained statutory authority before it exacted permits of its citizenry.

"The city attorney, at the hearing of this cause before the chancellor, cited the anti-noise statute as a basis for this ordinance. Commissioners have authority to regulate by ordinance making of unnecessary noises by any automobile, motorcycle, bus, streetcar or other vehicle, or by the use of any bell, gong, siren or whistle, or by the use of horn or other warning devices . . . or by any radio, phonograph, musical instrument, or other sound devices, or by any animal, bird or fowl, and said board of commissioners shall have authority to prescribe a penalty for the violation of said ordinance.

## Statute Vs. Ordinance

"We desire to make two simple observations regarding this statute (anti-noise) and the ordinance (regulating juke boxes):

"1. The statute makes no provision for a permit and does not authorize the city to exact a permit.

"2. The ordinance makes no provision at all for the suppression of unnecessary noise.

"The statute and the ordinance do not fit together, but by-pass one another—

they are just about as co-related as the proverbial hog and side saddle, and the passage of such an ordinance on such a statutory basis is an infringement on the rights of citizens.

"Let us study this ordinance with an open mind. What does it undertake to do? Based on an anti-noise statute, we would expect it to make some regulation about loud noises. But not a word about noises, loud or otherwise."

## Paid—Got a Receipt

The brief points out that Miller paid necessary taxes and the city issued its receipt. "But the city of Memphis, in plain derogation of its contract of privilege, made when it received and kept complainant's money, in April, 1943, sets up another or second privilege, for which complainant must again pay out money; worse, must quit his business and wait in the hall until the chief of police gets ready to take his additional money and issue a permit, and worse still, to be told that no more permits will be issued.

"So the licenses for which the complainant (Miller) paid the city for the full year of 1943 have expired without his having the benefit of that for which he paid.

"Call it 'license,' call it 'privilege,' or call it 'permit,' there is no difference in meaning."

# WURLITZER—ROCK-OLA

## USED PARTS—A-1 CONDITION

### WURLITZER PARTS

Wurlitzer Amplifier with Tubes, good for Models 412-616-500-600	\$19.00
412 Amplifiers with Tubes	14.50
412 Speakers	6.50
616 Speakers	10.50
5c Coin Chute, Any Model	4.00
10-25c Coin Chutes, Any Model	1.25
Tone Arms 412-616	8.50
Parts Counter Models 24s, 500, 600	Write
Slides	.85
Coin Chute Assembly, All Models	7.50
Magazine Switch Boxes	1.50
25 Volt Transformers	1.50
Chokes for Amplifiers	1.00
Motor Drive Assembly, Complete	5.00
Main Gear	6.00
Record Trays, Plain	.35
Wurlitzer R.C., Complete with Ceiling-Noise Drum & Stepper	35.00

### ROCK-OLA PARTS

Drive Motor	\$15.00
Turntable Motor	10.00
Amplifiers with Tubes 12-16	11.00
Speakers	6.00
Mica Pick-Ups	3.50
Micro Switches	1.35
Main Cutoff	1.00
Record Trays	.20
5-10-25c Coin Chute	2.50
5-10-25c 20 Rec.	7.50
Selectors, 12-16	2.00
Selectors, 20s	4.50

### SEEBURG PARTS

Pick-Up Heads, not made by Seeburg, guaranteed 100% satisfaction or money back	\$ 8.50
Seeburg Motors	17.50

## TUBES and NEW ACCESSORIES

2A3	\$2.00	5Z3	\$1.60	OHM Resistors, 10 Watt, All Sizes	\$.35
2051	2.60	5U4C	1.00	OHM Resistors, 20 Watt, All Sizes	.55
30	1.10	5W4C	1.00	16 M.F. Condensers, 450 Volt	1.10
38	1.00	5V4C	1.40	16 M.F. Condensers, All Metal, 450 Volt	1.85
45	1.20	5Y3	1.00	Box 100 Carbon Resistors	3.00
56	.75	6B5	1.90	In-Put Transformers	2.50
57	.85	6C5	1.05	We Have Everything for the Amplifier.	
57	.85	6F5	1.15	<b>Deposit Is Required</b>	
76	.85	6F6	1.00	<b>With All Orders</b>	
77	.85	6F5	1.00		
80	1.00	6L6	1.75		
83	1.25	6L6	1.75		
6N7	1.40	6SC7	1.85		

**ALBENA SALES CO.** 587 10th AVE., N. Y. C. LONGACRE 5-8334

EYES ARE WATCHING . . . EARS ARE HEARING

# "I WALK ALONE"

By Herbert W. Wilson

It will be a 1944 stand-out.

DICK ROBERTSON recording — Decca Record No. 4426 — Just released.

An AVA publication—that means

**ADAMS, VEE & ABBOTT, INC.**

216 So. Wabash Avenue

Chicago, Illinois

## HIGHEST CASH PRICES

FOR YOUR

Wurlitzer 616s, 500s, 600s, 700, 750, 750E, 780E, 800, 850, 950; Rockola Standard, Deluxe Master Supers; Seeburg Royal, Crown, Gems, Classic, Envoy, Regals, 8200, 8800, 9800; Mills Empress and Thrones.

**THE MARKEPP COMPANY**

3908 CARNEGIE AVE.

(HE 1043)

CLEVELAND 15, OHIO

## WANTED

Cash Waiting

Any quantity new or used Negro Blues, Sepia or Quartets. Advise quantity available and best price.

**FRANCO NOVELTY COMPANY**

24 North Perry St. Montgomery, Ala.

**WANTED****Cash Waiting**

'39 and '40 Rockolas; Wurlitzer 500, 600, 700, 800, 750, 850; Seeburg 8800, 8200, 9800, 7850. Give year model and condition to

**FRANCO NOVELTY COMPANY**

24 North Perry St. Montgomery, Ala.

**50,000 PHONO RECORDS****WANTED**

Roy Acuff, Gene Autry, Ernst Tubbs, Roy Rogers, Golden Gate Quartette, Race Blues. Send list. Will consider good Used Records.

**Broadway Music Co.**

155 W. Broadway SALEM, N. J.

**WANTED**

1940 Model Rock-Ola Wall and Bar Boxes. Quote condition and lowest prices in first letter.

**C. E. BURNS**

1510 North 7th St. Grand Junction, Colo.

**DO YOU HAVE ANY OF THE FOLLOWING EQUIPMENT FOR SALE??**

Wire or Air Mail Your List and Quote Best Prices to Either of Our Offices:

**PANORAMS**

SEEBURG 9800s, 8800s, 8200s. ENVOYS—COLONELS—MAYFAIRS—CLASSICS—GEMS—REGALS—CROWNS—REXES—ROYALS—MAJORS—PLAZAS—WALLOMATICS—BAROMATICS.

**E. T. MAPE MUSIC CO.**

(Seeburg Distributors)

284 Turk St. San Francisco 2, Calif.

1701 W. Pico Blvd. Los Angeles 15, Calif.

**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.

# AMERICAN FOLK TUNES

## and TUNESTERS

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.

**Eastern Notes**

"Cowboy Jake" Watts, singing guitarist, returns to Triple Lake Ranch, all-year riding rendezvous at Succasunna, N. J., after a successful circuit of the western ranches and a long engagement with Roy Rogers and his rodeo. "Jake" is a perennial favorite at the Ranch, bringing his songs and stories and leading the nightly square dances that lend so much to the enchanting western spirit of friendliness and informality which prevails at this resort.

From the Victor-Bluebird record factory at Camden, N. J., comes word that Spike Jones, leader of the famous City Slickers, is spending his off hours in his basement workshop perfecting a new musical instrument. This time it will be,

Spike announces humbly, tuned Flit guns for the Saliva Sisters to play in the band's new arrangement of *Glow Worm*.

Jack Howard, Philadelphia's "Cowboy Publisher," has returned from an extensive War Bond tour that took him as far off as Providence, R. I. In addition to plugging War Bonds at the public schools at which he appeared, entertaining the youngsters with the cowboy songs, Howard always managed to put in a word or so for the new song he has published, titled *Blue Ranger*.

Mary Low and Her Rambling Hillbillies were pitted against the modern dance bands of Wes Scott and Charlie Kerr for the New Year's Eve battle of music staged in the Seville Cafe of the Stephen Girard Hotel in Philadelphia.

In up-State Eastern Pennsylvania the hillbilly comedy-musical team of Ginny Lou and Billy Wilson are featured Saturday nights at the Lehigh Mountains Spa located three miles south of Allentown. Russ Brehn and his music makers are providing the old-fashioned rhythms at the Forest Room of Miller's Hotel in Strausstown, Pa. Duke Fredericks and His Musical Screws are featured at Joe's Ranch Cafe in Reading, and both old and modern music is provided for dancers at the Park Manor in Bernville.

**Tunester Tattle**

Smiley (Frog) Burnette, singing cowboy and Western movie star, celebrated his birthday last week (10) while playing the Oriental Theater, Chicago. Smiley invited a bunch of servicemen to celebrate with him, and after a preliminary song session at the servicemen's center the group adjourned to the Latin Quarter cafe for a big dinner.

The Folk Tunes editor has received several unsigned communications recently that contained interesting news, but could not be used because they were unsigned. Please remember, sign all communications, otherwise they must go in the wastebasket.

Pfc. George (Speed) Krise writes from Colorado Springs, Colo., where he is stationed at Peterson Field: "I just want to let you know how much I enjoy *The Billboard* and your Folk Tunes column. I am interested in folk tunes and artists since I was previously a radio entertainer myself thruout West Virginia. I'm glad our type of music is growing into the spotlight."

Wendell Hall, of *It Ain't Gonna Rain No Mo* fame, has a new tune. *Two-Gun*

*Tommy From Tucson*, which he maintains is the logical successor to *Pistol Packin' Mama*. We'll await the verdict of the juke box fans!

**Want New Numbers**

Operators thruout the country are looking for new hillbilly numbers. *Pistol Packin' Mama* has about run its course in most sections, and altho two or three other numbers that have a long run are still going good, the ops would like to see some new ones come along to keep the hillbilly vogue going.

Buffalo ops report that hillbillies are practically out of the picture, altho ops are now finally receiving some goodly shipments of *PPM*, both Dexter and Crosby versions, but the number in use is dropping rapidly. One op reports that Ted Daffan's *No Letter Today* has made a decided comeback where soldier boys gather. The number appears to have a great appeal for sentimental men in uniform.

Erie, Pa., reports that *PPM* is past its peak. Nothing outstanding in hillbillies, but the majority are getting a good play.

Bridgeport, Conn.: The Crosby-Andrews Sisters version of *PPM* is still leading the field, with the Al Dexter version doing fairly well the past week because of the personal visit of Dexter to the Columbia recording factory here, getting much newspaper mention. Doing well are *I Think of You* (Roy Rogers), *I Sold My Saddle for an Old Guitar* (Roy Rogers), *The Honey Song* (Louise Massey) and *New San Antonio Rose* (Bob Wills).

Baltimore: In the hillbilly field *PPM* (Crosby-Andrews Sisters) continues the top tune, altho some ops find the Al Dexter version favored. This is primarily because the Crosby-Andrews Sisters' version is not available at this time. At the moment there is no other hillbilly that is favored.

**"PPM" Thru in Louisville**

Louisville: Tho they thought it would never happen, Louisville ops now admit the week-after-week march of *PPM* is over, and this week, for the first time, (See *American Folk Tunes* on page 67)

**Stars Appear in Seeburg E Flags**

CHICAGO, Jan. 15.—Four stars, one for each of the firm's plants, have been added to the Seeburg Army-Navy "E" Award flags, it is announced by officials of the J. P. Seeburg Corporation. Like the original "E" flags, the stars are awarded on the basis of outstanding production achievements.

Renewal of the army-navy production honors, marked by the presentation of four new pennants, each with one star affixed, resulted in renewed determination on the part of employees and management to fulfill future technical requirements of the army and navy, officials said.

# 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

DISKERS' shellac allotment was upped 30 per cent by the War Production Board last week, allowing them to use for the first three months of this year, 50 per cent of the amount used in the same period in 1941. Altho this more than doubles the allotment record firms were operating under in the last three months of 1943, it probably won't mean a sharp rise in production. Man-power shortage is still a headache and will keep production down, but increased shellac supply will mean a higher quality disk, more closely approximating pre-war standards. . . . Operators in Bridgeport, Conn., found that Al Dexter's waxing of *Pistol Packin' Mama* shot up to the top again after losing a little ground when Dexter hit town for a visit to the Columbia Record plant there. . . . Add oddities: Now that phono fans are getting waxings of new pop tunes with instrumental backing, some cut by top name bands,

operators in Dallas report that Dick Haymes's all-vocal waxing of a pop tune (See *Talent and Tunes* on opp. page)

**USED PHONO NEEDLES RE-CONDITIONED**

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

**NEEDLES RE-SHARPENED**

1-10 . . . . . 15c per needle  
10-50 . . . . . 12½c per needle  
Over 50 . . . . . 10c per needle

**Re-Sharp Needle Service**

P. O. Box 770 Fort Dodge, Iowa  
A Precision Service

# ARCADE NEWS

## Theater - Style Marquee Used To Promote Movie Machines

DETROIT, Jan. 15.—Theater-style merchandising of coin machine attractions has been adopted by the Casino Recreation Bar, operating as combined bar and bowling alley. Spot is under the management of Jack Gold, and is located in a familiar show-world location at Woodward Avenue and Temple Avenue, formerly operated as a roller skating rink, ballroom and night club for the past 30 years.

Over the front of the spot, which has unusual width on the main street front, is a triangular marquee sign, illuminated, with interchangeable lettering constructed just like a theater sign. At times this is used to announce special league attractions on the bowling alley.

However, Gold has recently switched at least one side of the marquee to the promotion of the Panoram machine in his

place. Typical sign this week reads "On Screen—Gertrude Niesen in 'The Volga Boatman.'" The sign in itself is an eye-catcher, because of its construction and style, and the wording in that spot is bound to catch the eyes of most passers-by. Traffic along the front is extremely heavy, as the spot is just about at the center of Detroit's night life district on the main street of town. There is an all-night theater in the same block, and some would-be patrons appear to think at first that they may be looking at the front of another theater.

Gold picks out the strongest attraction on the current Panoram reel, and places it on the marquee. Sometimes passers-by drop in and ask "where the movies are," and the management or staff explains the Panoram system, which is still a novelty to thousands, especially to the myriads of new residents who have never been in a large city before, drawn to Detroit by the lure of war work. Usually these people will stay to watch and play the machine.

The Panoram itself is installed over the end of the bar, with the mechanism out in the bowling alley. The projector has been adjusted and a special large screen, perhaps four by five feet, constructed to give a clear view to patrons at the far end of the room. It is so placed that it is visible from everywhere in the long, narrow room.

Gold's idea, which he developed himself, is an excellent idea of the novelties in merchandising which will help to build up volume of play on machines, by adapting existing advertising facilities to their promotion.

runs of *Snow White and the Seven Dwarfs* reissue, is being planned. Operators in those States might try slipping in some waxings of tunes from the Walt Disney feature during that week. Both Victor and Decca have albums of the pic tunes, Decca's waxed by Freddie Rich and Victor's taken off the sound track of the film. Both albums include the three tunes that were most popular during the film's original run, *Whistle While You Work*, *Someday My Prince Will Come*, and *Heigh Ho*. Also included are *One Song*, *I'm Wishing* and *With a Smile and a Song*.

chines. . . . Johnny Mercer and Harold Arlen have been signed to write the songs for *Out of This World*, Betty Hutton-Eddie Bracken starrer. . . . Dorothy Lamour slated for work in *Princess on the Warpath*.

### Note

For a complete listing of the songs played most often in the nation's juke box locations and over the radio for the week ended Thursday (January 13), see the Music Popularity Chart in the Music Department. Also included in that section are a list of all records released during the week ended January 20, and reviews of those considered to have the greatest potentialities on juke boxes.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of seplan best sellers under Harlem Hit Parade.

### MONEY-MAKING

WITH BEAUTIFUL PHOTO and VOICE RECORDING STUDIO

## ARCADE For Sale!

Two corner stores on the main street adjacent University, theatres and Capitol. In Wisconsin's State Capital. Population 150,000. Truax Field with 32,000 soldiers, 3 miles out. University of Wis. with 7500 students, as well as Navy, WAC, WAVES, Government Trainees and nice civilian business. GOOD LEASE!

ONE PARTNER DRAFTED: POOR HEALTH PROHIBITS OTHER FROM CARRYING ON

**LOOK!** Advertised by daily Radio Program and Newspaper, College Paper and popularity Contests. 200 cigarette machines in area carry our book matches. 16 ft. neon "PHOTOS" sign and 60x5 ft. illuminated sign. 5 windows (decorated), 8x10. Unlimited supply photo paper, frames, blank records and present factory cost inventory of over \$1000.00.

**PHOTOS — RECORDING — JOKE HEADLINES ENGRAVING — GAMES — GUNS — ETC.** Marks-Fuller complete photo booth. Comic foregrounds. Enlarger, etc., and PLENTY supplies. Western Sound Professional Recording and duplicating outfit in sound-proof booth. Headline press, type and 10,000 papers. Wood engraving department.

**CERTIFIED PUBLIC ACCOUNTANT BOOKS OPEN FOR INSPECTION**

**NOT RUN DOWN, JUST BUILDING UP**

**PRESENT HELP VERY COMPETENT. WANT TO REMAIN.**

Skee Ball, Bowlette, Basket Ball, 2-play Hockey, Submarine, Juke, Batting Practice, Western BB, All Star BB, "Shoot Way to Tokio," Air Raider, Anti Aircraft, Jap, three new "10 Steps to Tokio" Guns. Good Pin Games and Penny Games. Service here is no problem. Can guarantee purchaser continual supply photo and recording supplies thru my priority rating. Complete harmony with city officials. A good going business at less than cost of starting new location!

**EVERYTHING COMPLETE EXCEPT GAMES AND GUNS. PURCHASER MAY TAKE ALL OR ANY OF THOSE AT 10% UNDER PRESENT MARKET.**

# \$3950

**PLAYLAND 344-6-8 STATE STREET MADISON, WIS.**

### PENNY ARCADE FOR SALE

Complete and in good working order. One hundred and fifteen money-getting Machines priced to sell.

**EDWARD J. LAMBERT**

Woodrow Hotel HOUSTON, TEXAS

### PHOTOMATIC FOR SALE

Very latest model. Looks like new. Perfect condition.

**F. O. B. \$1500.00**

**JOSEPH GLOTH**

103 Bank Street NEW LONDON, CONN.

### FOR SALE!

#### 2 PHOTOMATICS

WRITE, PHONE, WIRE BEST OFFER

PHIL GOULD

710 Avenue O BROOKLYN 30, N. Y.

Phone: Esplanade 5-5338

### FOR SALE

#### SEMI-PHOTOMATIC PHOTO MACHINE

Including visualizer and photo enlarger. You can operate 4 Photos for 10¢ or 4 Photos for 25¢. PRICE \$475.00.

#### Playland Amusement

CHARLES RUBENSTEIN  
239 W. 125th Street New York, N. Y.  
Tel.: Mo. 2-7755

### EASTMAN DIRECT POSITIVE PAPER

Late 1944 and 1945 Dating

**Lowest Prices Available**  
1 1/2", \$5.50; 2 1/2", \$8.75; 3 1/4", \$11.25;  
5x7, \$6.25.

Prices on Other Sizes Sent on Request. Special Prices to Buyers of Quantity Lots.

**FRANK B. BONOMO**  
25 PARK ST. BROOKLYN 6, N. Y.

### WANTED

Will pay highest prices for .22 Short Ammunition. Any amount.

#### MATHENY VENDING CO.

1001 W. Douglas WICHITA, KANSAS

### WANTED

Late model Exhibit Foot Vitalizers, or any Arcade Machines.

**LEO LANE** Morganfield, Ky.

### WANTED

Man and Wife to operate direct positive studios. Salary to begin with \$50.00 per week. We train you. If you drink or have had previous experience do not apply. Please send snapshot of yourselves, reference and type of work done previously.

**THE COASTAL PHOTO SUPPLY CO.**

Wallace, N. C.

## Arcade Features Penny Machines

SPOKANE, Jan. 15.—A new indoor arcade, Playland, featuring a large number of penny machines, has been opened by Alex Smith, Seattle coin machine circuit operator, and Mort Secore, former Chicago salesboard man. Included in the penny line-up are skill-play five-ball tables, peep shows and automatic card distributors. The second indoor arcade to open in Spokane this month, Playland is located at W451 Main.

The larger of the city's two downtown arcades, Playland features 60 pieces of mechanical equipment. As an added attraction there is a tattooing booth to attract servicemen.

The city's other downtown arcade, The Funhouse, was recently enlarged. The Natatorium, park arcade, is closed for the season.

### TALENT AND TUNES

(Continued from opposite page)

that tapered off a couple of months ago. You'll Never Know, is getting heavy play on machines. . . . Count Basie, who wound up his first run at the Hotel Lincoln, New York, the first of the year, is set for return dates of eight weeks each at the spot in March and again in November. . . . Herb Miller, trumpet-playing brother of Glenn Miller, has been inducted into the army, leaving his band in the hands of pianist Frank Schenk. . . . Gracie Barrie, who has been fronting Dick Stabile's ork since her leader-husband entered the coast guard, is disbanding the outfit to work as a singing single. . . . Muscraft is entering the pop recording field, having signed Phil Brito to a three-year pact as its first step in the direction of building up a roster of pop artists. Brito cut his first sides this week, with the Paul Lavalle ork.

### Platters and Pix

A promotional campaign, dedicating the week of February 24 as *Snow White Week* in Ohio, Kentucky, West Virginia and Indiana, in conjunction with local

## GLAMOUR GIRL-2 FOR 5c-CARD VENDOR ACCURATE-SIMPLE-STURDY CONSTRUCTION

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE

SEND FOR COMPLETE LIBRARY



(Counter Model Only)

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c. 1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y. SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

**INTERNATIONAL MUTOSCOPE CORPORATION**  
WM. RABKIN, Pres.  
Penny Arcade Headquarters Since 1935.  
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.  
44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

... Better Order NOW Any Supplies You Need:

- GRANDMOTHER PREDICTION CARDS. LOVE LETTERS, PALMISTRY LETTERS, HOROSCOPE CARDS, WIZARD PEN CARDS, ETC., ETC.

- STEREOSCOPIC VIEWS, VIEW-A-SCOPE FILMS, ETC.

- PUNCHING BAGS AND ACCESSORIES.

SEND FOR CATALOGUE AND PRICES



## VICTOR'S TOPPER

Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify. Standard Finish Topper only . . . \$7.95 Each.

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

## AT YOUR SERVICE!



Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading The Northwestern. It's free!

**Northwestern**

885 E. Armstrong St., Morris, Ill.

## CIGARETTE AND CANDY VENDING MACHINES

### Ready for Locafion

National 9-30 . . . . . \$87.50  
National 8-30 . . . . . 22.50  
Natl. 6-20 (No Stand) . . . . . 19.50  
DuGrenier Model "B" . . . . . 38.50  
DuGrenier "Candyman" . . . . . 37.50  
Late Nat. Cig. & Candy Mchs. also available.

Subject To Prior Sale.  
1/3 Dep., Bal. on Delivery.  
Write for Descriptive List.

Eastern Representative  
**NATIONAL VENDORS, INC.**  
All prices quoted are ceiling prices or lower.

**LOUIS H. CANTOR COMPANY**  
250 WEST 54TH ST., NEW YORK CITY

## VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each.

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).



**TORR** 2047A-50. 68  
PHILA., PA.

## CUBA COLA SYRUP

40 Gal. Bbls., \$1.35 Gal.; in Jugs, \$1.45 Gal. Exactly like real thing for Drink Vending Operators.

**ROOT BEER SYRUP, \$1.10 GAL.**

**A-1 COLA EXTRACT, \$15.50 GAL.**

Makes 32 gallons Cola Syrup.

**CUBA COLA EXTRACT**

3810 Broadway, Rm. 9 CHICAGO, ILL.

## SPECIAL

40 5¢ Sanitary Napkin Venders . . . . . \$22.50  
50 1¢ Masters, Late Models . . . . . 5.95

ALL Unedapak Cigarette Parts.

WANTED: Kicker-Catchers; Challenger Guns.

CAMEO VENDING, 432 W. 42nd, New York

# MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co.,  
155 North Clark Street, Chicago 1, Ill.

## Newark Closing Hour Law for Stores Held Discriminatory

**EDITOR'S NOTE:** Early-closing laws which may eventually establish a new era of vending machines in this country, comparable to after-hour operation of venders in many large European cities, have not yet had a real test of their effectiveness and popularity in important American cities. A great deal of interest would have been attracted to the Newark (N. J.) early-closing plan if the legislation had been properly conceived and administered. Intended as a conservation measure which would have represented economies for retail interests while releasing electricity and fuel for the war effort, the early-closing ordinance was invalidated by the State Supreme Court because it forced some stores to close and permitted others to remain open for business.

TRENTON, N. J., Jan. 15.—A Newark ordinance, regulating the closing hours of retail stores, adopted a year ago with the professed purpose of conserving fuel and electricity, was invalidated by the State Supreme Court on the ground that it was discriminatory.

The closing-hour ordinance was challenged in an appeal by Crawford Clothes, Inc., which had been fined in a Municipal Court for a violation. It compelled certain retail establishments to close at 6 p. m. on Tuesdays and Thursdays, except during December and the two weeks preceding Easter, while exempting others.

### Distinctions Arbitrary

"We see no basis in law or in the evidence presented in this case for the distinction made in the exemptions from the operation of the ordinance," Justice Newton H. Porter wrote in an opinion.

"It is not pointed out why it is proper to prohibit the sale of clothing and permit the sale of stationery supplies, to prohibit the sale of shoes and permit the sale of gasoline, to prohibit the sale of hats and permit the sale of liquor. The distinction sought to be made is arbitrary and clearly discriminatory."

Justice Porter also declared that the measure was discriminatory in the respect that some of the stores allowed to remain open on Tuesday and Thursday nights sold some of the same articles as those required to close.

"A merchant thus finds himself discriminated against in favor of a competitor," he added.

The ordinance exempted restaurants, taverns, drugstores, delicatessen shops, liquor stores, gasoline stations, lending

## Report New Cut In Cig Quotas

PHILADELPHIA, Jan. 15.—Local cigarette dealers and jobbers, as well as vending operators, are expressing grave concern over the outlook for the coming year in shipments for the popular brands. Altho the local trade has adjusted itself to the cuts in allotments made last year by the cigarette manufacturers, and the general public is not creating any more runs on present supplies, indications are that there will be further cuts in allotments.

Already Camels have instituted an additional cut. In addition to the 30 per cent cut enforced last year, it was disclosed here that there has been an additional 10 per cent cut since Christmas. Dealers and operators admit that Camels are "hard to get." And as the government makes greater demands for overseas shipment of cigarettes for the fighting men, it is certain that further cuts will be imposed on the retail and vending trade.

libraries, private schools, motion picture houses and theaters.

### Not Like Union City

Justice Porter denied that his opinion conflicted with a recent decision by the State Court of Errors and Appeals upholding a Union City ordinance that set closing hours for drugstores. He explained:

"Those stores, by reason of the fact that they compound prescriptions and deal in drugs, the incorrect handling of which might have serious effects, are involved with the public safety and subject to special regulation. There was no discrimination between stores in that case. Discrimination is a fatal defect in an ordinance."

## The Peanut Situation

RICHMOND, Va., Jan. 15.—Trade reports from the Virginia-North Carolina section indicate that the crop in this section may be somewhat lighter than previously anticipated and also these reports bear out the fact that the quality in this section is much below normal. Many lots of peanuts are shelling out only around 50-55 per cent of sound meats whereas it is generally considered that a good grade of Virginia farmers' stock peanuts should shell out at least 65 per cent sound meats, with some good crops averaging even a little higher than this.

Little movement of Virginia farmers' stock peanuts was present thru the week and stocks of finished goods available for current shipment were rather light. Some farmers' stock peanuts are being purchased at CCC schedule of minimum prices while some mills are paying premiums of from \$10 to \$20 per ton above the minimum prices established in this schedule.

Very few farmers' stock peanuts moved in the Southeastern section with CCC schedule minimum prices prevailing on those lots which were purchased. So far the transfer of peanuts from crushing to shelling use has resulted in very little increase in the quantities available for the edible trade.

Continued rain in North Texas and Southern Oklahoma during the past week has caused further deterioration to peanuts remaining unpicked. Practically all of that portion of the crop still in the fields will have to go to crushers for oil.

## Dole Declines But Fun Dole Declines, But Fund

PHILADELPHIA, Jan. 15.—Pennsylvanians smoked more cigarettes during 1943 than in any previous year, the State Revenue Department reported this week. During the first 11 months of the past year the State cigarette tax yielded an unprecedented \$15,655,471, already an increase of \$1,377,180 over collections in the corresponding 1942 period.

The cigarette tax—one cent on each 10 cigarettes or fraction thereof—was one of the "emergency relief" levies created by the 1936 special Legislature and continued despite greatly reduced dole payments.

## Maryland Leaf Tobacco Yield Sets New Record

BALTIMORE, Jan. 15.—More than \$16,000,000, the highest annual total in the history of the Maryland tobacco growing industry, was paid for 26,000,000 pounds of leaf tobacco marketed in the State during 1943. Some of the best grades brought as high as 71 cents a

## Drug Stores Gain As Theaters Close Candy Concessions

NEWARK, N. J., Jan. 15.—A fruitful market for vending machine operators—if venders were available in any quantities—could be found here. Drugstore operators report substantial increases in bar candy sales as a direct result of the fast-disappearing candy concessions in theater lobbies thruout this area.

According to theater managers, lobby candy concessions are becoming practically extinct because of the dearth of salesgirls available. Even high-school girls who were once glad to accept part-time employment are now at a premium.

As a result, theatergoers who want their movies and candy, too, are now stopping in at the nearest drugstore for their supply of sweets. This is especially true of those drugstores located near motion picture houses.

## Detroit

DETROIT, Jan. 15.—James J. Paris Jr., of J. Parison & Sons, vending machine operators, was robbed of \$400 while servicing a machine. The thief took the coin container out of his truck.

Leo C. Chadwick, operator of the Chadwick Music Company for a number of years here, has just purchased a tavern at Chicago Boulevard and Burnette Avenue, which he will operate in addition to his music route.

Rose Marie Bennett, manager of the record department of Brilliant Music Company, has resigned to become the bride of a flier in the RAF. Jack Gladstone, of the Brilliant staff, will manage the department temporarily until the staff is reorganized. Morry Kaplan, sales manager of Brilliant, has been inducted into the army.

Sgt. Edwin Palmer, son of operator William Palmer, is the proud father of a 9½-pound heir, Edwin Jr., born at Columbia, S. C.

Jack Brilliant has been named general manager of the Brilliant Music Company in a reorganization of the company. Offices are being remodeled to meet the needs of the staff under the new set-up.

George Kelber has been named manager of the record department at J & J Novelty Company. Al Hunter, who has (See DETROIT on opposite page)

pound, an all-time high for Maryland leaf.

It is reported that almost all the State's leaf tobacco is being used in the manufacture of cigarettes for consumption in the United States.



### 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.

### QUICK ACTION OFFER

Factory Reconditioned

**STANDARDS**

Vends All Nuts, Confections, Etc.

Globe Holds 6 Lbs.

5 or More **\$5.75**

**SAMPLE \$6.00**

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.

## RAKE COIN MACHINE EXCHANGE

2014 Market Street  
PHILADELPHIA 3, PA.

# VENDER SUPPLY NOTES

**BOTTLING PROBLEMS** — The soft drink industry's dependence upon the "returnable bottle" has been one of the principal reasons why the bottling and distributing of such beverages has not been concentrated in fewer and larger plants, the American Bottlers of Carbonated Beverages stated in its 25th anniversary report which explained that 65 per cent of all such bottling plants do a business of less than \$1,000 a week. Only 21 of the nation's soft drink plants, it said, employ more than 50 workers.

Glass containers in wartime must make 25 to 30 round trips a year from the bottler to consumer in order to keep a stock of soft drinks on hand at outlets, the association said. Failure of consumers to return the bottles cut down turnover and results in a scarcity which the industry cannot overcome.

**CIGARETTE OUTPUT** — Despite the impending shortage of flue-cured tobacco, cigarette production in the Richmond district in November set a new high record. The November daily average index adjusted for seasonal variations increased 7 per cent from October and was 18 per cent above a year ago.

Crop indications point to a moderately lower level of Virginia flue-cured and sun-cured tobacco, but larger crops of burley this year than last year. The early sales in the Richmond area markets, however, brought prices substantially above those last year, the marketings prior to the Christmas holidays were small.

**RATION FORECAST**—A New York firm of sugar economists and brokers predicts that industrial sugar rationing will continue through 1944 with allotments of about 80 per cent.

This forecast, the company said, is "based on the following beliefs and assumptions":

1. The domestic beet sugar crop will be no more than 1,100,000 tons;
2. The total Cuban crop will be about 4,800,000 tons, of which about 800,000 tons will be required for ultimate alcohol production;
3. Sufficient shipping will be available to import all the sugar available for United States consumption;
4. The European and/or Pacific war may end either in 1944 or 1945;
5. Domestic refiners' production will be smoothed to maximize their refining capacity;
6. Election-year political decisions hereafter cannot fundamentally better the economics of the situation.

**GOVERNMENT ORDERS** — Wholesalers and retailers of shelled, roasted or salted walnuts, filberts, almond and pecans, as well as sellers of all other nuts, must take as their maximum price for any item the highest price that they charged for the same item in the base period October 25-30, 1943, OPA rules. This order became effective January 5. . . . OPA also ruled that maximum prices now in effect for ice cream and ice cream mixes will remain in effect until February 23, retroactive to November 23, 1943.

**CIGAR TROUBLES**—Growers of cigar wrapper leaf will get 60 per cent of their 1941-42 average supply of cottonseed meal for fertilizer, about half the 25,000 tons they say they need. The government has advised them to stretch their plant food with "uramon," a chemical nitrogen, promising the mixture will result in good tobacco. Growers aren't convinced, however.

To counter complaints that the only way to buy cottonseed meal was on the black market, the War Food Administration has assigned specific dealers to supply specific growers.

In normal times, domestic producers of cigar wrapper tobacco share the market with imports from Sumatra and Cuba. Now 80 per cent of all United States cigars have a grown-in-America wrapper.

**SPICE SUPPLIES**—Recovery in the import movement of spices has reached the point where the over-all supply is more favorable at present than at any time since shortly after Pearl Harbor.

The American Spice Trade Association reports that certain spices almost disappeared from the market the first year after the Japanese attack. In the second year supplies increased but still were low and now, in the third year, there are ample stocks of everything except cinnamon. Cinnamon from Ceylon now comprises about 25 per cent of America's needs, but oil of cinnamon and grains,

blended together, make a synthetic product similar to pre-war quality.

One of the largest spice distributors in the country reports the supply of cloves nearly normal; and that Madagascar has been restored as the chief source of vanilla beans. The present spot position in nutmegs and ginger is not as comfortable as reports would seem to indicate, however.

**EXPANSION PLANNED**—Canada Dry Ginger Ale, Incorporated, has well developed plans for resumption of its expansion program as soon as equipment and materials are available, stockholders were told at the annual meeting this week.

Ten new plants will be located in Washington, Philadelphia, Detroit, Minneapolis and St. Paul, Seattle, Portland, San Diego, Memphis, Newark and Denver. Sites already have been purchased in a number of these cities.

Before the war the company made more than 20 different sweet drinks. With the rationing of sugar, these were largely discontinued, with available sugar going mainly to the manufacture of ginger ale. After the war, the company intends to market a number of products of this type.

Sales during the fiscal year ended September 30, 1943, were the best in the company's history. Under normal conditions sales of carbonated beverages would have been even larger.

## This Calcutt Order to Provide 50,000 Smokes

FAYETTE, N. C., Jan. 15.—Joe Calcutt, of the Vending Machine Company, who usually acts in terms of big orders, recently ordered 50,000 cigarettes for shipment to members of overseas fighting forces.

Acknowledging his gift, the Army Service Forces mentioned the following: "Relatively few of our civilian population realize that there appears to be no saturation point for American cigarettes among our soldiers serving on foreign soil. It is also reported that there is no cigarette substitute to be found in any foreign land for our good American brands."

## Philly Mint Finishes Old Pennies at Double Speed

PHILADELPHIA, Jan. 15.—Production of those steel coins that look like dimes but really are pennies, came to halt at the Philadelphia Mint at midnight January 1. The next day, the local mint went back to the coining of copper pennies, on which production was halted some time ago in order to conserve copper.

Edwin H. Dressel, superintendent of the mint, said steel pennies have been ground out here the last week at double the normal rate in an effort to use up all the metal on hand. More than 700,000,000 steel pennies, the object of much public criticism, will be kept in circulation until they are worn out. Metal for the new copper pennies will come from worn-out, small-caliber cartridge cases salvaged at army rifle ranges and from arsenals and salvage depots.

## Plans January Wedding

CLEVELAND, Jan. 15. — Henrietta Braunstein, of the Markepp Company, is readying plans for her wedding this month. She will marry Sydney B. Heiner, army inspector at the Western Electric plant here.

## DETROIT

(Continued from opposite page) been in charge of the record department for the past few months and is now ill, will be in charge of personnel. Kelber was serviceman on a music machine route for the company.

Cecil Thompson, husband of Mrs. Eileen Thompson, office manager of Angott Sales Company, died recently after a protracted illness.

Al Dexter, author of *Pistol Packin' Mama*, made a personal appearance at The Bowery, famed Detroit night spot, last week. Play and sales of the record have been picking up again in the city after a marked slump.

# NEWS OF PRIORITIES and MATERIALS

## Developments of the Week in All Industries

**EASING OF RESTRICTIONS** — False hopes should not be raised concerning immediate availability of essential materials for civilian purposes, Roy W. Johnson, director of the facilities bureau of the War Production Board, told a meeting of Philadelphia business men last week.

Availability of materials is only one factor which has to be considered in moving to liberalize construction, Johnson said. Availability of labor and the increased load on the nation's transportation system are two other typical factors which have to be considered.

**SHELLAC OUTLOOK**—Prompt reversion to the use of natural shellac in the post-war period, despite great strides in the development of substitute materials, is forecast by industry members.

Altho shellac substitutes have given generally satisfactory service, no synthetic product has been found which combines all the properties of the natural material and is fitted to serve as widely diversified purposes, it was pointed out.

Cost is an important consideration in the outlook for shellac. If Indian shellac resumes its pre-war price when conditions return to normal, manufacturers agree that it would be difficult to sell substitutes in competition with the natural gum. However, the price of replacements is fairly stable in contrast to the price of the natural lac. If a satisfactory, over-all replacement were developed, many consumers might prefer the substitute because of its comparative stability over a long period of time, enabling them to plan raw materials costs in advance.

**GLAMORIZED WOOD**—Post-war wood, thanks to chemistry, is going to be quite different from that to which we have been accustomed. Chemically treated wood may be bent and shaped, soft woods may be hardened, and the material may be made resistant to flame, insects and rot, it is claimed. Beautiful woods like cypress, now used for paneling, sliding and shingles, could be used in furniture and floors.

The new treatment of poplar, for instance, impregnates wood with chemicals that produce resin within the wood. When sufficiently treated, the wood keeps its shape under varying conditions of humidity, is hardened, can be highly polished and has increased wearing qualities. Because of the resin finish formed within the wood, scratches can be taken off with sandpaper and the surface polished just as a plastic is buffed.

Wood is made pliable by a process in which it is first impregnated with urea, a nitrogenous compound, and then subjected to heat. On cooling it retains the shape given it when hot, and resumes rigidity.

For years plastics and metals have been pushing wood from fields which it once occupied exclusively. Now wood has a new start which is already making itself felt in the war program and holds forth new promises and benefits for future use.

**LABOR SHORTAGES SHIFTING** — The West Coast, particularly the San Francisco area, will feel the greatest man-power shortage of any section of the country during 1944, a recent survey shows. Industry and agriculture generally will continue to feel the lack of workers, but to a lesser degree.

Reports from representative war production centers indicate there is little possibility of easing man-power controls,

either in war plants or on farms, for the duration of the European phase of the war, when some relaxation might be permitted in the East. The already tight labor situation on the West Coast will grow more intense as increased activity in the Pacific shifts additional war burdens there.

Paul V. McNutt, in charge of war man power, said recently that much of the West Coast problem was due to the housing shortage, which continued because of lack of adequate funds. He declared that a national service or labor draft law could be effective there only if housing, transportation and other essential living facilities were available for new workers drafted into service.

Altho production cutbacks are expected in some industrial areas in the East and Midwest, officials said, activity will mount in both the San Francisco and Los Angeles areas, and July 1 may find San Francisco the nation's most critical labor area.

**FEWER FAILURES** — Business failures in the United States last year fell to the lowest level since the compilation of figures was first undertaken in 1866. Dun and Bradstreet report the total for the year as 3,197, contrasted with 9,410 in 1942, the lowest level since 1920. The high point in failures was reached in 1932, with a total of 31,822.

Failures in the final week of 1943 numbered 25, as compared with 21 in the preceding week and 105 in the corresponding week in 1942.

## AMERICAN FOLK TUNES

(Continued from page 64)

the listings show that this number is all played out of the boxes here.

Richmond, Va.: PPM finally hit the skids. Op 1 reports *They Took the Stars Out of Heaven* getting plenty of spins. Op 2 still has that *Mama* song going strong. Op 3 has no recording far enough ahead to be able to call it going strong in this field.

New Orleans: Crosby's recording of PPM is helping to sustain this money-maker. Dexter holds up with his *Rosalita*. Crosby's *I'm Thinking Tonight of My Blue Eyes* getting more attention. Daifan's *Born to Lose* on the up.

### New to San Francisco

San Francisco: Two hillbilly hits, new to this city, are proving popular. They are *Not a Word From Home* (Roy Acuff) and *I'm Thinking Tonight of My Blue Eyes* (Gene Autry).

New York: PPM and *No Letter Today* about the only two hillbillies being played and they're on their way out, according to one op, while another reports the Gene Autry records *Take Me Back Into Your Heart* and *Tweedle O'Twill* getting a play. Still another op reports *Rosalita* (Dexter) going strong.

Salt Lake City: Crosby-Andrews' PPM tops with Ops 1 and 3; Dexter's with Op 2. *Rosalita* takes second place all around. *Born to Lose* still strings along. PPM losing some ground.

St. Louis: About the most popular hillbilly tune in this section now is *I Hung My Head and Cried* (Gene Autry).

## WANTED TO BUY

DRINK VENDING MACHINES—SPA-CARR, FRIGIDRINK or COLEDRINK or any 300 drink or more capacity. Consider route or operator. GEORGE KRAMER, 814 Grace, Chicago. Wel. 3151.

## CIGARETTE AND CANDY MACHINES

Aces High—in Quality and Value—the Very Best in Reconditioned Equipment That Can Be Bought Today.

8-Col. U-Need-a-Paks, Model A-1, "Unedea Rebuilt"	\$79.50
8-Col. U-Need-a-Paks, Model A-1, "Unedea Rebuilt"	48.50
15-Col. U-Need-a-Paks, Model E, "Unedea Rebuilt"	77.50
12-Col. U-Need-a-Paks, Model E, "Unedea Rebuilt"	67.50
5-Col. U-Need-a-Paks, Model E, "Unedea Rebuilt"	27.50
4-Col. U-Need-a-Paks, Model E, (84 Packs Capacity)	20.00
9-COL. NATIONAL 9-30. SPECIAL THIS WEEK	47.50

ALSO U-NEED-A-PAKS MODEL #500, 7, 9 and 15 COL. NATIONAL 7-50's. U-NEED-A-PAK CANDY MACHINES, 105 BARS, "UNEDEA REBUILT" .....\$60.00 ALSO NATIONAL 9-18 CANDY MACHINES.

1/3 DEPOSIT, BALANCE C. O. D.

COMPLETE STOCK OF U-NEED-A-PAK PARTS AVAILABLE MIRRORS FOR ALL MAKES AND MODELS

UNEDEA VENDING SERVICE, 195 AVENUE O, BROOKLYN 4, N. Y.

# HARLICH

PRESENTS



ONLY \$3.12 NET

**ORDER**  
No. 11865

- BIG PROFITS • FAST PLAY
- LARGE HOLES • HUSKY TICKETS
- FLASHY FRONT • LOW PRICE

Takes in ..... \$52.80  
Aver. Payout ..... 24.80

Aver. Gr. Profit. .... \$28.00

**ORDER NOW! DON'T DELAY!**

Board Size	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  
1000 Hole Regular Midget Plain Boards.....82¢ Net

Order from this Ad.  
25% with orders Bal. C.O.D.

**HARLICH MFG. CO.**  
1413 W. JACKSON BLVD., CHICAGO (7), ILL.

## GLASS

3/16 Crystal Sheet for All Make Machines

Size	Full Cases Containing	Price
20x42	9	\$1.05 EACH
21x41	9	1.08 "
21x43	8	1.12 "

F. O. B. CHICAGO. CASH WITH ORDER. IMMEDIATE SHIPMENT.

**HAMILTON GLASS CO.**  
401 N. Elizabeth St.  
Chicago 22, Ill.

**NEW 5 AS 1 TIP BOOKS**  
\$20.00 per 100

Tip Books	\$42.00 Per Gross
10 Seal Jack Pot Books	44.25 Per Gross
15 Seal Jack Pot Books	43.00 Per Gross
120 Take Books	45.00 Per Gross

**JAR DEALS**

1850 Red, White and Blue	\$30.00 Per Doz.
1930 Red, White and Blue	31.00 Per Doz.
2040 Red, White and Blue	31.50 Per Doz.

**COMBINATION TICKETS**

1440 Tickets	\$26.00 Per Doz.
1836 Tickets	30.00 Per Doz.
2280 Tickets	36.00 Per Doz.

Deals—1000 Numerals Punched

**RED, WHITE & BLUE SPECIALTY CO.**  
Post Office Box 246 YORKTOWN, IND.

**WANT TO BUY FOR CASH**  
Seeburgs, Wurlitzers, Rock-Ola Standards, West Winds, Leaders, Double Plays, Stars, Sun Beams, Do-Re-Mi's.

**ATLAS PHONOGRAPH CO.**  
575 N. Clinton Ave. ROCHESTER 5, N. Y.

## Information Corner

### In Which States Are Pin Games Considered Legal?

To the Editor:  
Would appreciate your letting me know in what States pin games are legal.  
FRED A. WOOLRICH.

Dear Mr. Woolrich:  
It isn't easy to say in what States pin games are legal since some States that license the machines do not legalize the games by collecting a tax on them. There are about 15 States that now license pinball games, and the games operate in about 8 out of 10 of the other States.

The federal tax law considers pinball games as legal unless some reward is paid on them. So the best thing to say to you is that pinball games are legal in practically all States unless rewards are paid. However, conditions change by cities as well as States quite often, and it is not easy to make out a list because it might change tomorrow.

INFORMATION EDITOR.

### Chewing Gum Sources Are Affected by War Conditions

To the Editor:  
I am interested in locating a source of supply for ball gum and tab gum to place in machines in a local defense factory.

Any information you can furnish me as to manufacturers and distributors of ball and tab gum will be much appreciated. If you do not have such a list in your files perhaps you can advise me how I may obtain such.  
CHALMERS LEE.

Dear Mr. Lee:  
The sale of chewing gum of all kinds and also candy for vending machines is so restricted by war conditions that we cannot make any suggestions about

sources of supply.

Manufacturers ration supplies unofficially to their jobbers, and jobbers in turn are rationing supplies to their former customers, if they have any left after government needs for men in service are met.

If your machines are in defense plants we suggest that you write your nearest jobber, or a jobber whom you formerly patronized, and ask them for proper blanks to fill out, or write a letter telling your needs and that your machines are in a defense plant. It is practically certain that you will have to get your supplies thru a jobber.

If you want to write manufacturers who specialize in supplying gum to operators, write and ask them for suggestions.  
INFORMATION EDITOR.

### British Coinman Now In RAF; Has Post-War Plans

To the Editor:  
I am a pre-war British coin machine operator and dealer, now flying with the RAF Transport Command, Canada.

Whilst over here I'm endeavoring to contact manufacturers who would like post-war representation in Great Britain and/or Europe.

To this end I wish to get in touch with makers of wall boxes for jukeboxes, and would be most obliged if you could supply me with their addresses. They don't appear to advertise in *The Billboard*, otherwise I would not bother you.  
NORMAN VAUGHAN.

Dear Lieutenant Vaughan:

It is always a great pleasure to hear from members of the trade in England. You may address the firm about which you inquired at .....

About the time business gets under way again we will have lists of manufacturing firms and will be glad to furnish you with such names when you get back into business again.  
INFORMATION EDITOR.

**CONSOLES**

JENNINGS SILVER MOON ..... \$109.50  
BALLY CLUB BELLS (4 Way, Mult.) 269.50  
(We carry all parts for Club Bells)  
PACES REELS (Factory Rebuilt, in Original Cases), Free Play & Payout 269.50  
PACES SARATOGA, Combination Free Play and Cash Payout, Ralls ..... 149.50  
BALLY HIGH HAND ..... 149.50  
MILLS JUMBO, Free Play ..... 89.50  
JENNINGS CIGAROLLAS ..... 89.50  
BALLY PIMLICO, 1 Ball, Mult. Play 425.00  
BALLY GOLD CUP, Multiple ..... 89.50

**MISCELLANEOUS ITEMS**

BRAND NEW MASTERS, No. 6, All-Purpose Vendors, Finest Vendor Obtainable, Ea. .... \$11.00  
U-SELECT-IT CANDY BAR MACHINES (Factory Reconditioned), Ea. 32.50  
ROCK-OLA 5c D.C. WALL BOXES, Ea. 25.00

ROCK-OLA 5-10-25c D. C. WALL BOXES, Ea. .... \$54.50  
ROCK-OLA 5-10-25c A. C. WALL BOXES, Ea. .... 59.50  
ROCK-OLA 5-10-25c A. C. or D. C. BAR BOXES, Ea. .... 59.50  
PACKARD WALL BOXES, Ea. .... 32.50  
5-WIRE CABLE, Per Ft. .... .15  
ZIP CORD ..... Write for Price

**TUBES**

2A3	\$2.00	5Z3	\$1.15	6F8	\$1.35	6N7	\$1.65	75	\$.90
2051	4.50	6A6	1.65	6J5	1.05	6S07	1.05	76	.95
5U4G	1.05	6B5	2.00	6L9	2.00	7F7	1.65	2051	4.50

**PLEASE SIGN THIS AND SEND WITH ORDER FOR TUBES**  
"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.

Date..... Signed.....

**ALL MERCHANDISE SUBJECT TO PRIOR SALE**  
SEND ONE-THIRD DEPOSIT WITH ORDER, BALANCE SIGHT DRAFT.

**B. D. LAZAR COMPANY**  
1635 FIFTH AVENUE (Phone GRant 7818) PITTSBURGH 19, PA.

**NEW SPECIALS THIS WEEK ONLY!**

2 Victory Model Wurl. '42 24s.	Ea. \$395.00	2 Rock-Ola Imperials, 20s.	Each \$115.00
2 Wurlitzer 600 Keyboards.	Each 285.00	2 Portable Record Recorders, New.	Ea. 175.00
4 Wurlitzer 61 Counter Models.	Ea. 72.50	1 Portable Record Recorder, Used.	105.00
1 Wurlitzer 41 Counter Model	99.50	1 Bally Rapid Fire	215.00
2 Seeburg 8800, ES	Write	1 Shoot the Chutes, Repainted	149.50
2 Seeburg 8800, ESRC	Write	2 Mutoscope Shoot-o-Matics.	Each 175.00
1 Seeburg Casino	185.00	4 Western Baseball.	Each 69.50
1 Seeburg Envoy, ESRC	350.00	1 Drivemobile	350.00

1/3 deposit, balance C. O. D., F. O. B. New York.  
Wholesale Only

**DAVE LOWY** 594 10th Avenue, New York City. Longacre 5-9495  
"Let's Trade Together, Even If It's Ideas"

**GENUINE FACTORY REBUILT SLOTS**

All 1-Cherry Payout, Club Handles, New Paint, Rebuilt by Mills Industries, Inc.

ROMAN HEADS	EXTRAORDINARIES	WAR EAGLES			
5c	\$215.00	5c	\$210.00	5c	\$200.00
10c	235.00	10c	230.00	10c	215.00
25c	260.00	25c	250.00	25c	225.00

With Knee Action, \$7.50 Extra.

All Slots listed below are 3-5 payout, club handles, new paint, ready to operate.

5c Mills Blue Fronts, S.J., Knee Action, Club Handle	\$165.00
10c Mills Blue Fronts, S.J., Club Handles	195.00
25c Mills Blue Front, S.J., Club Handles	225.00
5c Mills Extraordinary, Club Handle	125.00

Special: 1 Seeburg Chicken Sam, Jap Conversion, New Paints ..... \$117.50  
Terms: 1/3 Certified Deposit, Balance C. O. D.

**MILLER VENDING COMPANY**  
615 LYON STREET  
GRAND RAPIDS, MICHIGAN  
Phones: 9-8832—9-6047

**MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY**

- 2 MILLS 25c GOLD CHROMES, 2-5
- 1 MILLS 25c CHROME, 2-5
- 4 MILLS 25c BROWN FRONTS, Drillproof, C.H., Knee Action
- 2 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action
- 3 MILLS 5c BROWN FRONTS, Drillproof, C.H., Knee Action
- 5 MILLS 25c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 2 MILLS 10c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 8 MILLS 5c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 4 MILLS 25c GOLD CHROMED WAR EAGLES Drillproof, 3-5, C.H., Knee Action
- 3 MILLS 10c GOLD CHROMED WAR EAGLES Drillproof, 3-5, C.H., Knee Action
- 4 MILLS 5c GOLD CHROMED WAR EAGLES Drillproof, 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 MUSIO
- 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 WHOLESALERS AND SELL FOR RESALE."

3 Club Bells	1 High Hand
5 Three Bells	10 Single Slot Stands
4 Super Bells	5 Double Slot Safes
4 Track Odds	3 Keeney Submarine Guns
1 5c Bonus	1 Skee-Ball-Ette
1 10c Bonus	1 Chicago Coin Hockey
1 25c Bonus	1 Rapid Fire
9 5c Brown Fronts	1 Sky Fighter
1 10c Brown Front	1 Lucky Star
3 25c Brown Fronts	1 Silver Moon
5 5c Roll-a-Tops	1 Silver Moon
5 5c Chiefs, 4 Star	1 Silver Moon
3 5c Silver Chiefs	1 Silver Moon
2 5c Paces Slots	1 Silver Moon
1 5c Vest Pocket	1 Paces Races
1 5c Jumbo Payoff	1 Paces Races
13 5c Jumbos, F. P.	1 Chicken Sam

ALL IN FIRST-CLASS CONDITION  
1/3 CASH, BALANCE C. O. D.

**CORMNEY SALES CO.**  
RICHMOND, KENTUCKY

**FOR GUARANTEED PACE EQUIPMENT**  
BAKER NOVELTY COMPANY  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

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- 5-10 AND 25c PLAY MILLS MYSTERY BONUS, New, \$299.50, \$339.50 & \$369.50 resp.
- 6-5c MILLS GLITTER FRONT Q.T., Brand New in Original Cartons 149.50
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- 2-5c MILLS BLUE FRONT Q.T.'s, Like New 69.50
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- Club Handles, 2 for 19.50
- Pace Race Separators, Ea. 19.50
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- Wurlitzer #320 Boxes, 2 Wire, Ea. 19.50
- Wurlitzer #331 Boxes, 2 or 30 Wire, Ea. 19.50
- Wurlitzer #304 Steppers, Ea. 19.50
- Wurlitzer #300 Adapters, Ea. 19.50
- Buckley 24 Record Boxes, Ea. 19.50

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## Meters to Finance All Traffic Costs

SPOKANE, Jan. 15.—Spokane's parking meters are such a good source of revenue that they will finance the entire traffic department, including the traffic detail of the police department, all traffic signs and automatic sign maintenance and replacements this year.

Last year motorists fed \$110,989.50 worth of pennies and nickels into the meters, the city treasurer reported. With 1,162 meters in operation, their average daily receipts were approximately 35 cents each. Surprised at the amount collected, the city council decided to establish a parking meter fund in its 1944 budget.

An increase in the number of traffic meters is expected after the war, according to the finance commissioner. The meters were installed in 1942.

## Meters Return Full Cost To City Within 18 Months

JACKSONVILLE, Fla., Jan. 15.—Parking meters netted Jacksonville \$58,279 last year, according to the city traffic inspector. December collections were \$7,840, a gain of \$884.18 over December, 1942. Collections for December were the largest for any one month last year.

Parking meters were installed here January 15, 1942, and by June 16, 1943, owners of the meters had been paid \$89,139, the purchase price in full. Until the meters were paid for, 25 per cent of the collections went to the city, the remainder being applied toward the purchase price of the machines.

## Meter Receipts Show Gains Despite Gas Rationing

DALLAS, Jan. 15.—Despite gasoline rationing, Dallas motorists poured \$686 more into parking meters in December than in the same month in the previous year, and \$861 more than in November.

Parking meter receipts for December were \$13,634, compared with \$12,948 in

## Nickel Packin' Papa Can't Look the Part

PORTLAND, Ore., Jan. 15.—When you carry 3,200 in nickels in a bag it is important that you appear to be a coin machine operator in order not to excite suspicion. William Lumsdon, carrying a bag containing \$160, all in nickels, was not an operator and did not look like one to the manager at the hotel where he checked in.

After receiving a report of the unusual incident from the hotel manager, police arrested Lumsdon in the Circle Theater, still carrying the bag of nickels, and charged him with larceny.

The real coin machine operator entered the picture when he reported that the nickels had been stolen from his pinball machines at the Swan Island recreation room.

## Barnett's Prompt Action Saves Lives at N. Y. Fire

NEW YORK, Jan. 15.—A coinman's prompt action in reporting a fire at a near-by hotel is credited with saving many lives and reducing the property loss. Edward W. Barnett, of Cameo Vending Service, noticed smoke pouring from the second story window of the Standard Hotel on 42d Street, a few doors from his office. After rushing to the telephone to report the fire, he detoured all traffic away from the street to make room for fire engines. Later he made his office available to reporters and members of fire and police departments, and also served coffee to many of the hotel lodgers surviving the fire. Altho 19 lives were lost in the fire, many were saved by Barnett's action, it is reported.

the same month in 1942 and \$15,507 for December, 1941. In November, 1943, they were \$12,773.

## 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.

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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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16MM. SOUND FILM for use in Panorams and other makes of Coin Operated Machines or any ordinary 16MM. Sound Projector.

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## WE CAN REBUILD YOUR OLD MACHINES AND MAKE THEM LOOK LIKE NEW

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### PHONOGRAPHS

- MILLS PANORAMS, Late, Wipers \$319.50
- MILLS THRONES ..... 184.50
- Seeburg ROYAL ..... 149.50
- Seeburg ROYAL in New Cabinet... Write
- Seeburg CASINO, Wireless R.C. ... 224.50
- Seeburg REGAL, Wireless R.C. ... 239.50
- Seeburg WALLMATIC, Wireless ... 239.50
- WURLITZER 500-A ..... 289.50
- WURLITZER 24 in Victory Cab. ... 439.50
- Wurlitzer 412 Amplifiers ..... 12.50
- Wurlitzer 412 Tone-Arms ..... 8.50
- Wurlitzer or Rockola Motors ..... 17.50

### SLOTS

- 25c MILLS BLUE FRONTS, S.J., New Crackle ..... \$289.50
- 25c MILLS BROWN FRONTS, S.J., New Crackle ..... 319.50
- 10c MILLS BROWN FRONTS, S.J. 239.50
- 5c WATLING ROLATOPS, 3/5 P.O. 79.50
- 25c WATLING ROLATOPS, 3/5 P.O. 129.50
- Groetchen COLUMBIA, Fruit Reels 79.50
- 5c VEST POCKETS, Blue & Gold 49.50
- 5c VEST POCKETS, Chrome ... 54.50
- 5c VEST POCKETS, Green ... 29.50

### ARCADE EQUIPMENT

- Chicoan ALL STAR HOCKEYS ..\$209.50
- Keeney SUBMARINE GUN ..... 199.50
- Rockola TEN PINS ..... 49.50
- ROCKOLA TOM MIX RIFLES .. 59.50

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Reconditioned and Guaranteed.  
Expert Repairing and Refinishing.

- Groetchen Chrome Columbia, Club Model .....\$100.00
- Columbia J. P. Bell ..... 75.00
- 5c Jennings Victory Chief, 1 Cherry Pay Out ..... 300.00
- 25c Mills Skyscraper, 2-4 Pay Out ..... 75.00
- 5c Mills Cherry Bells ..... 185.00
- 25c Mills Blue Front, Single J.P. .... 275.00
- 25c Pace All Star Comet ..... 175.00
- 5c Pace Rocket, Slug Detector ..... 115.00
- 10c Pace Rocket, Slug Detector ..... 125.00
- 25c Pace Silver Comet ..... 100.00
- 5c-10c-25c Jennings Triplex ..... 225.00
- 25c 4 Star Jennings Chief ..... 175.00

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### Go To Town With Automatic Coin!

CONSOLES	
Mills Square Bells	\$129.50
Jumbo P.O., Late Head	109.50
Jumbo P.O., Brown Head	89.50
Watlign Big Game, P.O.	129.50
Pace Saratoga Skillfield	129.50
Pace Reels (Chrome Rail)	129.50
Jennings Bobtails, F.P.	119.50
Jennings Silver Moon, F.P.	119.50
Jennings Silver Moon, P.O.	119.50
Jennings Fastime, P.O.	84.50
Keeney '38 Track Time	129.50
Bally Royal Draw (Cash & Tick)	119.50
Mills Flasher (Fr. or Anlm. Symbols)	159.50
Jennings 10¢ Good Luck	59.50
Jennings 1¢ Good Luck	39.50

ARCADE MACHINES	
Chicken Sam, Jap Converted	\$149.50
Texas Leaguer	49.50
Skyfighter	375.00
Rapid Fire	225.00
Air Raider	249.50
Bally Lucky Strike (JP Bumper Bwng.)	89.50
Skeeballette	79.50

SUPER BARGAIN SECTION	
Baker Entry	\$37.50
Bally Silver Spray	42.50
Baker Big Time	32.50
Baker Target Skill	37.50
Keeney 4 Diamonds	42.50

Brand New Daval X-Ray (Visible Token Pay), Cig. Reels, 5¢	\$14.95
American Eagles, 1¢ (New), Ea.	24.50
New Zip, 1¢ (Cig. Reels), Ea.	11.95
American Flags, 1¢, Ea.	6.95
Lucky Smokes, 1¢, Ea.	6.95
Daval Races, 5¢, Ea.	6.95

EXTRA SPECIAL—26 Grootchen Kilix, Only \$5.95 Ea.

Mills Blue & Gold Vest Pockets	\$49.50
With Metered Jackpot	52.50
With New Type Jackpot Attachm't	74.50
Mills Vest Pocket (Grey)	39.50

Wurl. 61 Count. Mod. with Ill. Stand ..\$97.50  
Rock-Ola Count. Mod. with Ill. Stand .. 92.50

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5c Combination, Like New. 239.50	(With Dial) ..... 99.50
BALLY HI HAND, 5c Combina-	JUMBO PARADE, F. P.,
tion, A-1 Condition ..... 139.50	Blue and Gold Cabinet .... 99.50
KEENEY SUPER BELL,	JUNGLE CAMP, Free Play.... 69.50
5c Combination, Like New. 239.50	DARK HORSE ..... 39.50
KEENEY 1938 TRACK TIME,	LIBERTY BELL ..... 39.50
Late Head ..... 149.50	RIO RIO ..... 29.50

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1 Vogue	4 700	2 25c 4-Star Chiefs
1 Royal	1 600 Keyboard	4 5c 4-Star Chiefs
29 Gems	1 600 Rotary	1 10c 4-Star Chief
3 Regals	8 500	2 5c Brown Fronts, Mills
3 Crowns	3 5c Buckley Track Odds	2 5c Blue Fronts, Mills
2 Plaza	1 5c Buckley Track Odds, J.P.	1 25c Blue Front, Mills
5 Classic	3 25c Buckley Track Odds	2 Mills 4 Balls
4 Commanders	2 Evans Lucky Lucro	1 Mills 3 Balls
1 Cadet, R.C.	1 Pace Reel, 1940	8 Keeney Contest, F.P., 1 or 5 Balls
3 Envoy, R.C.	1 Seeburg Gun converted to Hitler	1 Keeney Skylark, One Ball
3 Colonel	30 Seeburg R.C. Boxes	1 5c Paces Racer, Brown Cabinet
16 8800, 5 are R.C.	5 Seeburg R.C. Bar-o-Matic, 5, 10 & 25	1 10c Paces Racer, Black Cabinet
<b>WURLITZERS</b>	2 Seeburg R.C. Wall Boxes, 5, 10 & 25	30 Late F.P. Five Balls
6 750M		
2 750E		

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Anabel	\$35.00	Hi Hat	\$35.00	Sport Parade	\$35.00
Big Chief	35.00	Legionnaire	45.00	Snappy	40.00
Big Time	35.00	Jungle	60.00	Three Score	30.00
Broadcast	35.00	Knock Out	95.00	Twin Six	45.00
Boom Town	40.00	Monicker	85.00	Ten Spot	50.00
Big Chief	35.00	Mystic	35.00	Variety	30.00
Captain Kid	60.00	Red, White, Blue	30.00	Venus	70.00
Dude Ranch	35.00	Sky Ray	40.00	Zombie	45.00
Four Roses	35.00	Sparky	80.00	Bally Club Bell Consoles, Used 1 Week	190.00
Gun Club	70.00	Super Chubbie	40.00		

McKENZIE MUSIC CO. P. O. BOX 805 DILLON, S. C.

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5 MILLS THREE BELLS, HIGH SERIALS, LIKE NEW.  
Make best offer on one or entire lot.  
3 REBUILT 50c, 3-5 Payout WAR EAGLES in New Drill Proof Cabinets, Club Handles, Finished Gold Chrome. MAKE BEST OFFER.  
500 COMPLETE SETS OF SP-1, SP-2, SP-3 REEL STRIPS @ \$50.00 Per One Hundred Sets.

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## Industry Mentions Magazines -- Newspapers -- Radio

### Youth Club Woes

The Washington Post last week carried an Associated Press story of the ups and downs of a youth club out in Los Angeles. "Club Los Pachucos" for underprivileged juveniles in Los Angeles' Mexican colony was started some time ago by Mrs. Christine Sterling, who for many years has worked to better conditions for the Mexican and Chinese groups on the West Coast. The story described the center as her "bold project for ending the battles with knives and bottles," and told how much of a hit the club really was among the young people, with Saturday night attendance approaching 500. The juke box played incessantly, and it was the club's nickels, according to this AP feature, that paid the rent. However, on two separate occasions gang animosities flared up and ended in bitter free-for-alls; each time Mrs. Sterling closed the club and then reopened in response to "almost tearful promises of no more violence." Recently, prowlers broke into the club, ripped the juke box apart and robbed it, together with the boxing gloves and punching bags which had enabled the young people to work off steam instead of settling an issue with knives. This time Mrs. Sterling has closed the club permanently, but she says she has not lost faith in the young Mexican-Americans. It was the limited supervisory personnel which made the job of controlling the tougher elements too hard, she says.

The project of a club for this group of young people will be carried on by Los Angeles' old Plaza Church in a building owned by the church, and Mrs. Sterling will give what help she can.

This is the first report we've seen of a teen-age center's closing, but the story makes it clear that neither the idea of such clubs nor the juke box was responsible. If anything, "Club Los Pachucos" was too much of a success. All the factors contributing to juvenile delinquency cannot be handled by teen-age centers, after all.

### Too True

Jimmy Hatlo's King Features Syndicated cartoon "They'll Do It Every Time," which we caught in *The Chicago Herald-American* December 30 showed a match vending machine under heavy attack. The first section of the sketch pictured "Good Ol' Squatty" leaving the boys' poker game some eighty bucks behind but being very casual about the loss. Next section saw him practically taking apart the match vender which he was addressing in anything but flattering language. Captions to the sketches are "Good Ol' Squatty, he can lose the rent in a card game and laugh it off—ha, ha—like that . . . but he'll go 12 rounds with a penny machine, trying to get his one-cent investment back."

Aside from the penny-wise pound foolish angle here, there really is something very infuriating about machines that take and won't give out at all. Is it because they can't talk or fight back that we grow angry out of all proportion to the loss? Maybe an empty vender equipped with a voice-box to say, "Sorry, I'm fresh out," or even "Fooled you that time," would turn that exasperation into amusement.

### Hope's Quip

On Bob Hope's Pepsodent airing last week: "The lobby is so quiet you can hear Sinatra and Crosby in the juke box tearing up each other's paper dolls."

### Nice Work

Under a heading of "Stop Us If You've Heard," the following appeared in *The Chicago Sun's* "Inside Washington" column: "In case you are not fed up on information about the War Department's huge headquarters in the sprawling Pentagon Building: Several employees of a cigarette vending company ride around all day on bicycles, doing nothing but filling the vending machines." Nice to reflect that all those thousands of War Department workers have acquired the habit of purchasing their packs thru vendors. Lots of them will be going back to the home towns all over the country when the war is over, and they'll be wanting the same kind of self-service then.

### Letters to "Life"

Life magazine in its January 10 issue printed several letters from readers on the juvenile delinquency article they'd published in a previous number. One of them, accompanied by two pictures of a youth center, was from Fay Randolph Wilson, of the Beaumont (Tex.) Junior Welfare League. She wrote that the town was booming with shipyards, gasoline and rubber plants, and that to give the kids a healthy outlet for their boomtown spirits, the YWCA and other organizations had opened "El Rancho," for week-end afternoons, evenings and holidays. Her words are "Soft drinks and a juke box do the rest."

## CLEVELAND COIN OFFERS:

### SLOTS

1 5c Walling Treasury, 3/5.....	\$ 75.00
1 10c Walling Rolatop, 3/5.....	110.00
1 5c Mills Skyscraper, 3/5.....	125.00
1 5c Mills Extraordinary, 3/5....	85.00
8 5c Blue Fronts, C. H., each....	175.00
2 10c Blue Fronts, C. H., each..	200.00
1 25c Blue Front, C. H.....	255.00
2 5c Chrome Bells, 3/5, each....	250.00
1 5c War Eagle, 2/4.....	85.00
1 5c Twin Bally.....	150.00
1 5c Silver Chief.....	210.00
2 5c Brown Fronts, C. H., each..	210.00
3 Jennings, 5c, F. P. Mint Vendors, each.....	75.00
6 Columbia 5c Gold Award, each	65.00
2 Jennings XV Cigarollas, each..	85.00

### MUSIC

2 Seeburg Regals, each.....	\$250.00
1 Seeburg Vogue.....	285.00
1 16 Record Melofone.....	135.00
18 24 Selection, Latest Packard Boxes, each.....	25.00

### CONSOLES

1 Big Top, C. P.....	\$ 95.00
1 Kentucky Club.....	95.00
1 '38 Track Time.....	125.00
2 C. P. Jumbo Parades, each....	95.00
1 5c Mills Square Bell.....	85.00

### ONE BALLS

1 Gold Cup, F.P.....	\$ 65.00
1 Hawthorne.....	75.00
1 Grand Stand.....	75.00

### ARCADE

1 Bally Rapid Fire.....	\$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
1 Tommy Gun.....	175.00
1 Bally Basketball.....	75.00
1 Watling Regular Tom Thumb Scale	75.00
7 Mills Lo Boy Scales, Each.....	45.00
2 Keeney Submarine Guns, Each ..	200.00
2 Batting Practices, Each.....	125.00
1 K.O. Fighter.....	185.00
2 Slap the Japs, Each.....	150.00
1 Shoot the Bull.....	125.00
1 Hurdle Hop.....	65.00
1 5c Skill Jump.....	50.00
1 Bally Alley.....	50.00

NATHANSON'S PEEK SHOW CONVERSIONS 42.50  
PANORAM PEEK SHOWS 395.00

### —PACE DUCK PIN ALLEYS—

ONE SET OF FOUR UNITS 10c COIN OPERATED COMPLETELY AUTOMATIC PACE 45-FOOT DUCK PIN ALLEYS • GOOD CONDITION • ALREADY CRATED READY FOR IMMEDIATE SHIPMENT • WE NEED THE SPACE • PRICED AT \$1000.00 (Will Take Trades).

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.

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### 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.

### Nelson Resigns From Rock-Ola

CHICAGO, Jan. 15.—Jack Nelson, vice-president and general sales manager of Rock-Ola Manufacturing Corporation, has resigned from the firm, it was disclosed here this week. Resignation is effective February 1.

Nelson joined Rock-Ola seven years ago and managed the set-up of their distributor organization. Previously, he had been associated with *The Billboard* for 20 years. His acquaintance with all branches of the coin machine trade is nationwide.

Announcement of Nelson's new connection is expected upon his return from a short sojourn to Florida.

### Operator's Son, Cited for Bravery, Dies in Action

HOUSTON, Jan. 15.—Corp. Malcom D. Dewees, U. S. Army, killed in action at the battle of Makin Island, was the son of Lonnie Dewees, one of the leading scale operators of the Southwest. Corporal Dewees had been overseas for two years. A few months before his death he had been cited for unusual bravery.

#### Houston Notes

C. O. Harrington, half owner of Harrington Amusement Company, went into the marines December 24. He was well known among Texas operators and had been active in State operators' association work.

Johnny Benton, out-of-town operator for R. & A. Music Company, went into the armed service in December.

An outstanding attraction at Playland Park is a string of poker tables owned and operated by I. Caplan, of Houston. Merchandise or playing chips are awarded winning hands and most customers take chips. Apparently it is the pleasure of playing rather than the hopes of winning that attract them. Many of the regular customers take coupons for the checks they have on hand and use them next time they visit the park.

### CIGARETTE MACHINES

All in A-1 Operating Condition  
**7-COL. STEWART-McGUIRE, MODEL "S"**  
 (15¢ Operation Only)  
 \$13.00 Each in Lots of 10  
 (Plus \$2.00 Each for Packing)  
 Single Machines \$15.00, plus \$2.00 for Packing.

(15¢ and 20¢ Operation)  
 \$16.00 Each in Lots of 10  
 (Plus \$2.00 Each for Packing)  
 Single Machines \$18.00, Plus \$2.00 for Packing.  
 On the above, with Double Shift Container, to be installed by you, add \$10.00 for Each Machine.

**6-COL. ROWE IMPERIALS,**  
 \$20.00 Each in Lots of 10,  
 Single Machines \$22.50 Each.

**8-COL. ROWE IMPERIALS,**  
 \$25.00 Each in Lots of 10,  
 Single Machines \$27.50 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-SKEE BALLS FOR SALE

1 Exhibit Bike ..... \$115.00  
 1 Plaza Seeburg Music Box ..... 224.50  
 1 Crown Seeburg Music Box ..... 234.50  
 1 Mutoscope Skyfighter ..... 350.00

#### SLOTS

1 War Eagle, 5c ..... \$110.00  
 1 Futurity, 5c ..... 110.00  
 1 Blue Front, 5c, 3-5 Payout ..... 165.00  
 1 Watling Rollatop, 10c ..... 100.00

1/2 Deposit With Order

**S & W COIN MACHINE EXCHANGE**  
 2416 Grand River Ave. Detroit 1, Mich.

### WANTED TO BUY

MILLS EMPRESS and PANORAM  
 KEENEY SUPER BELLS  
 EXHIBIT STARS, DOUBLE PLAY,  
 WEST WIND, ZOMBIE,  
 SUNBEAM, DO-RE-MI  
 Write or Wire Quantity and Best Prices.  
 Send us your list of other games  
**ATLAS NOVELTY CO.**  
 2200 N. Western Ave., CHICAGO 47, 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 BEAM  
**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**  
 6123-25 N. WESTERN AVENUE CHICAGO

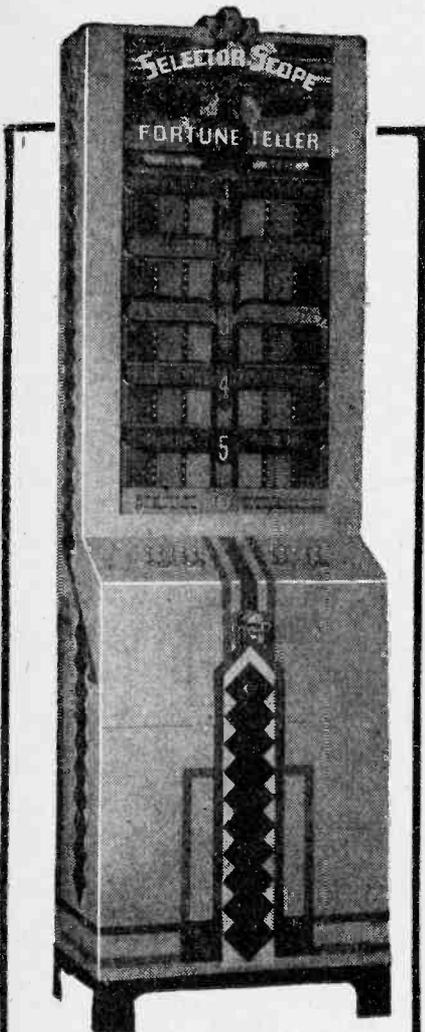
### SALESBOARDS PRE-INVENTORY SALE 33 1/3 OFF

Our Victory Boards are the sensation of today—efficient, economical, with a new concept. A trial order will convince you. Order today. Our stock is limited.

Name	Sales	Per Sale	Takes In	Maximum Profit	Price Each
Victory Cigarette Boards	432	2c	\$ 8.64	\$ 4.04	66c
Victory Dollar Game	432	5c	21.60	8.60	77c
Victory Jackpot Charley Jr.	462	5c	21.60	9.70	\$1.25
Jackpot Jim	1000	5c	50.00	20.50	2.55
Jackpot John	1000	10c	100.00	33.00	2.93
Victory Jackpot Charleys	432	25c	108.00	36.00	1.35
Jackpot Charley (Thin)	1000	25c	250.00	56.00	2.35
Jackpot Charley (Thick)	1000	25c	250.00	56.00	2.93

Regular Push Cards—Any Following Sizes: 20-25-30-35-40-50-120 or 150 Hole, \$3.50 per 100. Terms: Minimum Order \$25.00. One-Third With Order, Balance C. O. D.

**TEXAS WHOLESALE NOVELTY HOUSE**  
 P. O. BOX 4186 DALLAS, TEXAS



### SELECTOR SCOPE FORTUNE TELLER

(Designed by Harry Williams)

Gives Old Dame Fortune a New Lease on Life!

Here's that grand old Money-Making Appeal all ready with a honey of a new act and decked out in flashy new costume from top to toe!

Just look at this different action and 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! Great fun for players—and what a come-on for watchers!

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

Operator's **\$375.00** Price

1/3 Deposit, Balance C. O. D. IMMEDIATE DELIVERY!

Exclusive National Distributor

**MONARCH Coin Machine Co.**

1545 N. Fairfield Ave., CHICAGO 22

### FOR GUARANTEED JENNINGS EQUIPMENT

**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD.  
 CHICAGO 12, ILLINOIS

### FOR SALE

2 Kirk Night Bombers. 1 Evans Super Bomber. Write or wire your best offer to

**NAUTICAL PLAYLAND**  
 160 Boulevard REVERE, MA68.

### READY FOR DELIVERY

MILLS GOLD CHROME BELLS, 5c, 10c, 25c, 2/5 payout  
 MILLS CHERRY BELLS, 5c, 10c, 25c, 3/10 payout  
 MILLS BROWN FRONTS, 5c, 10c, 25c, 3/5 payout  
 25 MILLS BLUE FRONTS, 5c, SJP, thoroughly reconditioned, high serials . . . \$165.00  
 MILLS THREE BELLS, like new. WRITE

KEENEY TRIPLE ENTRY . . . \$125.00  
 KEENEY '38 TRACK TIME . . 85.00  
 KEENEY '38 KENTUCKY CLUB 75.00  
 BALLY '41 DERBY . . . . . 325.00  
 MILLS VEST POCKETS, reconditioned Blue & Gold. 55.00  
 PACE SARATOGA, Comb. Cash & Free Play . . . . . 125.00

### JONES SALES COMPANY

Tel. 1654 31-33-35 Moore Street, BRISTOL, VA.-TENN.

EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

## WRITE FOR LATEST PARTS LIST!

A Thousand and One Items on Our Simplified Forms!

Send Us Your Old **SLOT CLOCK** for Repair

Peep Show Unit for Panoram . . . \$42.50  
 Panoram Wall Boxes . . 17.50  
 Panoram Projector Bulb . 4.75  
 Mills, Jenn. & Watl. J.P. Glass . . . . . 1.25  
 Mills Escalator Glass . . . . . .75  
 Pin Game Locks . . . . . .75  
 Pin Game Clock . . . . . 2.25  
 Western Kicker Ool . . . 6.00  
 ABT Coin Sildes (Only) 1.50  
 ABT Coin Chutes, F.P. & Reg. . . . . 8.75  
 Curved Ten Strike Glasses 2.50  
 Exh. Bicycle Gear . . . . . 10.00  
 Main Gear for Chloken Sam Motor . . . . . 2.50  
 Toggle Switches for Chloken Sams . . . . . 2.50  
 Lens for All Ray Guns. 2.00  
 4 Bell Glasses, Set of 5 11.00  
 Vest Pocket Coin Chute 3.50

**EQUIPMENT**

New Supreme Shoot Your Way to Tokyo . . . \$330.00  
 Chicoin Hockey . . . . . 239.50  
 Seeb. 2-Way Hockey . . . 84.50  
 New 4 Bell Cabinet . . . 27.50  
 P.A. Systems for Late Seeburgs . . . . . 50.00  
 Exhibit Rotary Merchandiser, Claw Type, Nov. Candy Vend. 149.50  
 Jumbo F.P. Late Head 109.50  
 Seeburg Jap Gun . . . . . 169.50  
 Jenn. Bobtail, P.O. . . . . 129.50  
 Keeney Super Bell . . . . . 239.50  
 Hi Hand . . . . . 154.50  
 Rock World Series . . . . . 94.50  
 Pace Reels, 5¢, P.O., Chrome Ralling . . . 132.50  
 Bally Club Bell . . . . . 239.50

**MILLS Main Clock Gear \$3.50 Complete**

Rapid Fire Gun Stock (Only) . . . . . \$ 4.50  
 Oradie Casting for Anti-Aircraft . . . . . 6.00  
 Jackpot for Mills Vest Pocket . . . . . 19.50  
 Chicken Sam Gun Stock (Only) . . . . . 12.50  
 Wuriltzer & Seeburg Casters (4) . . . . . 1.50  
 5¢ or 10¢ Wurl. Coin Chutes (Reb.) . . . . . 3.00  
 Tone Dart Needles . . . . . .50  
 Complete Stock of Miniature Bulbs . . . Write  
 Photo Condensers, 8-12-16-20-30, M.F.D. 450 W.V. . . . . Write  
 Fibre Contact Divider for relay on 3 and 4 Bells and other equipmt. . . 19c  
 Photo-Cells for Ray Guns 3.50  
 Photo Tubes, All Types, Write.

Send Check in Full on Orders Under \$10. 1/3 Deposit on Orders Over \$10.  
 Please Address Mail to Chicago 47  
 Home of Personal Service Since 1931

**Atlas NOVELTY CO.**  
 2200 N. WESTERN AVE., CHICAGO, ILL.  
 ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave. DETROIT  
 OFFICES: ATLAS NOVELTY COMPANY, 2219 Fifth Ave. PITTSBURG

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-25c, like new WRITE



Wolf Solomon

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.

Wurlitzer 71 with beautiful metal console life up stand, \$159.50.

Seeburg Crown, A-1 Shape, Marble Glo, \$249.50.

BUY WITH CONFIDENCE

- SLOTS
5c BLUE FRONTS, rebuilt, knees, C. H. \$179.50
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
200 NEW CLUB HANDLES. Ea. 5.00
5c-10c WAR EAGLES, 3/5, knees, C. H. 139.50
5/10/25c JENNINGS CLUB CONSOLE CHIEFS, set 750.00
1 DOUBLE SAFE, Heavy 69.50
COLUMBIA, Club Model, like new 119.50
1c Q. T.'s BLUE FRONTS 49.50
5 JENNINGS GRANDSTANDS, cig. reels, check P. O. 29.50

ARCANE EQUIPMENT
TOMMY GUN, Late, Tracer \$165.00 TEN PINS \$39.50
HOCKEY, Late 209.50 POISON THE RAT 22.50
BATTING PRACTICE 119.50 CHESTER POLLARD GOLF 89.50
PIN BALLS

- GENCO DEFENSE \$89.50 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 72.50 SPARKY 39.50 HI-HAT 59.50
TOWERS 79.50 DUDE RANCH 32.50 CROSSLINE 32.50
BOWLOWAY 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.

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!

PHONOGRAPHS
Wurlitzer 616, Packard Kybd. Selector \$125.00 Wurlitzer Counter Model 61 \$ 89.00
Wurlitzer 412 75.00 Wurlitzer 416 90.00

- ARCANE EQUIPMENT
Bally Rapid Fire \$225.00 Watl. Guesser Scales \$115.00
Chi Coin Hockey 250.00 Slap the Jap, Reb. 139.00
Keeney Air Raider 265.00 Shoot the Chutes 139.00
Test Pilot 240.00 Bating Practice 129.50
Evans In the Barrel 125.00 Bally Shoot the Bull 100.00
Evans Tommy Gun, Late Mod. 225.00 West. Baseball DeL. 94.50
Keeney Submarine 220.00 Tom Mix Rad. Rifle. 85.00
Exh. Flst Striker 150.00 Skee Ball Ette 85.00
Exh. Bicycle Trainer. 125.00 Keeney Tex. Leaguer 49.00
Evns. 10 Strike, HI-Dial 65.00
50 LINCOLN LOW BOY SCALES

CONSOLES
Bally Record Time, 1 Ball, F.P. \$169.00 Bally Sport Special, 1 Ball, F.P. \$160.00
Dark Horse, 1-Ball, FP 185.00 K'ney Kentucky Club 115.00
Jenn. Good Luck, 5c \$ 35.00
Rofletto Jr. 100.00

- 5-BALL FREE PLAY GAMES
Power House \$17.50 Silver Skates \$37.50 Sluggo \$57.50
Four Roses 22.50 School Days 39.50 HI-Dive 57.50
Double Feature 24.50 Horoscope 47.50 Capt. Kidd 59.50
Sparky 29.50 Snappy 47.50 Bowlaway 64.50
Flicker 27.50 Miami Beach 47.50 Spot Pool 69.50
Pan American 32.50 Sea Hawk 47.50 Gun Club 69.50
Dixie 32.50 ABC Bowler 47.50 Toplo 84.00
Sport Parade 37.50 Mystic 47.50 Gobs 95.00
Stratoliner 37.50 Champ 47.50 Yanks 95.00
Big Chief 37.50 Ten Spot 47.50 Big Parade 109.50
Metro 37.50 Hi-Hat 49.50 Four Aces 119.00
Gold Star 37.50 Star Attraction 52.50 5-10-20 124.50
All American 37.50 Zig Zag 52.50 Keep 'Em Flying 139.50
Broadcast 37.50 Jungle 57.50

Curved Glass for Evans Ten Strike \$2.75
Laval Marvelous Cleaner for Pin Ball Games and Phonographs. Gal. 2.00
1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

BACK THE ATTACK WITH WAR BONDS!
NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

CARTRIDGE TRIPPE Price Plus Guaranteed Satisfaction
A SQUARE DEAL WITH IDEAL

IDEAL'S BIG JANUARY SPECIALS

- NEW REBUILTS—5-BALL FREE-PLAY GAMES
Action (Stars) \$159.50 Destroyer (Cadillac) \$127.50 Liberty (Flicker) \$119.50
All Out (Crossline) 127.50 Eagle Squadron (Big Town) 127.50 Paratroop (Power House) 159.50
Bombardier (Formation) 127.50 Jeep (Duplex) 159.50 Torpedo Patrol 127.50
A-1 RECONDITIONED 5-BALL FREE PLAY GAMES
Action \$122.50 Gold Star \$45.00 Roll Call \$99.50
A.B.C. Bowler 49.50 Home Run (1942) 69.50 Sea Hawk 42.50
Battle 89.50 Hit the Jap, Repainted 75.00 Show Boat 42.50
Big Chief 39.50 Jungle 49.50 Sports Parade 39.50
Bowlawy 59.50 Knockout 119.50 School Days 49.50
Bombardier 99.50 Liberty (Flicker) 69.50 Spot Pool 59.50
Champ 49.50 Majors (1941) 52.50 Sky Ray 42.50
Crossline 29.50 Metro 42.50 STAR ATTRACTION 49.50
Dive Bomber 59.50 Midway 135.00 Toplo 85.00
Duplex 52.50 Miami Beach 49.50 Ten Spot 49.50
Eagle Squadron 99.50 Mills 1-2-3 (1941) 79.50 Victory 85.00
Four Roses 52.50 Play Ball 32.50 Victorious 1943 119.50

- A-1 RECONDITIONED MISCELLANEOUS SPECIALS
4 Green Vest Pocket Bells \$25.00 Hollywood Peek Shows for Panoram \$42.50
6 Chrome Vest Pocket Bells 57.50 Buckley Wall Boxes 3.00
12 Blue & Gold Vest Pocket Bells 49.50 Keeney Wall Boxes 4.95
1 Brand New Sportsman (Blue Grass) (Bullt by Bell Products Co.) 425.00 Packard Wall Boxes (Like New) 29.50
1 Mills Owl (Like New, 1 Ball or 5 Ball Free Play Game) 89.50 Rockola Wall Boxes 22.50
ROCKOLA BAR BOXES (Stant Type) 29.50
ROCKOLA BAR BOXES (Corner Type) 5.00

WANT TO BUY FOR CASH
JOCKEY CLUBS (BALLY 1 BALL CASH PAYOUT). State Quantity you have and best price in first letter.
STARS: Will pay \$40.00. DO-RE-MI. DOUBLE PLAY. WEST WIND, SUN BEAM. Will pay \$45.00 for any of these.

Terms: One-Third Deposit, Balance C. O. D.
IDEAL NOVELTY CO. Phone: Franklin 5544 2823 Locust St. St. Louis, Mo.

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.

MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

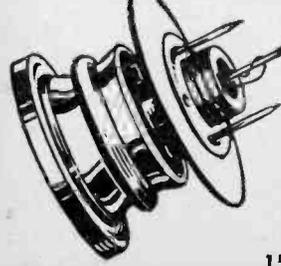
PHOTO ELECTRIC CELLS, C. E. 23

Can Be Used for Chicken Sam, Japs, Chutes, Rapid Fires and Other Ray Guns. Ea. \$2.50
REPLACEMENT RELAY FOR DEFENDER GUNS
This Relay Takes the Place of the Can Type, Four Prong Relay Used in Defender Guns. Each \$7.50
WIRE. 9 Conductor Cable for Any Bally Game or Seeburg Gun .25c Per Foot
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)

Your Attention, Please!

PIN BALL BUMPER STEM REPAIR SLEEVES

Cut at an Angle for Instant Application "MADE OF SILVER, BUT WORTH THEIR WEIGHT IN GOLD" THOUSANDS IN USE! BECAUSE THEY END BUMPER TROUBLE!



Just slip in place and squeeze. No solder needed. Stop most coil burnage and out-of-order calls. Give new life to your tired games for the duration. Immediate delivery guaranteed.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

BLOCK MARBLE CO. 1527 Fairmount Ave. Philadelphia 30, Pa.

ONLY 10 GROSS LEFT

RED, WHITE AND BLUE TICKET DEALS

2040 (Single). Profit \$30.00 Per Deal.
DON'T DELAY! ORDER NOW! WHILE THEY LAST
ONLY \$250.00 PER GROSS
Less Than Gross Lots, \$2.25 Per Deal.
1/3 Deposit With Order, Balance C. O. D. or Sight Draft.
OLIVE NOVELTY CO. 2625 LUCAS AVE., ST. LOUIS, MO. TELEPHONE FRANKlin 3620

RAYOLITE GUNS

The best converted money-maker of all Rayolites. This one has a real come-on feature, something different. Keeps them competing. Something to shoot for. Legal everywhere. Limited number to sell. A wonderful Arcade Machine, also Locations. Write for photo and description.

BISON NOV. CO. 628 MONTGOMERY STREET, SYRACUSE 3, N. Y.

# YOUR PRICE SALE

**IMMEDIATE DELIVERY  
GET YOUR BID IN TODAY!!**

- ARCADE**
- 1—5c BATTING PRACTICE
  - 3—5c DIGGERS
  - 1—RAPID FIRE
  - 7—SLAP THE JAPS
  - 3—SKY FIGHTERS
  - 1—BALL IN THE BARREL
  - 1—DRIVE MOBILE
  - 1—PICTURE STUDIO
  - 1—1c HI BALL
  - 5—1c DROP PICTURES
  - 1—1c LIFT-O-GRAPH
- Numerous Other Arcade Machines

- MUSIC**
- 20—600's
  - 52—616's
  - 119—616's (Lightup)
  - 4—ROCK-OLA STANDARD
  - 17—VOGUE
  - 23—CLASSIC
  - 14—412's
  - 15—61's
  - 7—81's
  - 2—ROCK-OLA COUNTER
  - 1—HI BOY
  - 19—24's

- SLOTS**
- 2—5c CHERRY BELLS
  - 11—5c BROWN FRONTS
  - 17—5c BONUS
  - 1—10c BONUS
  - 5—5c BLUE FRONTS
  - 2—25c BLUE FRONTS
  - 2—5c WAR EAGLES
  - 1—10c WAR EAGLE
  - 1—25c WAR EAGLE
  - 1—10c MILLS TOWER
  - 1—25c MILLS TOWER
- Numerous Q. T.'s, Columbias, Vests and Counter Games.

- CONSOLES**
- 1—5c CLUB BELL
  - 2—5c FOUR BELLS
  - 4—5c TRACK TIME
  - 2—5c JOCKEY CLUB
  - 6—5c BIG GAME P. O.
  - 1—5c JUMBO PARADE (Comp.)
  - 1—25c RAYS TRACK
  - 2—5c PACES RACES
  - 4—5c EXHIBIT RACES
- Many Other Consoles Not Listed. Write!!

DELIVERY GUARANTEED WITHIN 15 DAYS!!

**WANTED: LATE MODEL MUSIC—**  
Wurlitzer 950-850-750E—Seeburg 8200-8800-9800  
All Types Remote Equipment, including Wall Boxes and Speakers

# O'BRIEN

89 THAMES ST. NEWPORT, R. I.

## Continues to Pay Employees Serving In Armed Forces

BALTIMORE, Jan. 15. — A policy of continuing the salaries of family men serving in the armed forces who were former employees, has been adopted by Hub Enterprises, coin machine distributor. The regular weekly payments are being made to the wives of employees now in service.

This policy has twofold benefits; it helps the families of men in service to maintain their usual living standards and also assures the men of their jobs when they return to civilian life.

Hub Enterprises is the only coin machine distributor in this section known to have such a policy.

## Pinball Revenues Jump; Reflect Increased Use

MINNEAPOLIS, Jan. 15.—All but nine of the 74 types of licenses issued by this city showed a decrease in revenues in 1942. Two licenses which showed an increase in revenues to the city were those covering pinball machines and shooting galleries. Biggest increase of any licensed business was the revenue obtained from pinball machines, rising from \$56,783 in 1942 to \$62,177.50 for the past year. The amount of the license fee has not changed, so these revenue figures indicate increased use of pinball machines, according to Russell S. Ackerman, superintendent of the license bureau, who made the report.

Over 75,000 Now Giving Trouble-Free Service!



**IMP**  
\$9.90  
WHILE THEY LAST!  
Regular Price \$12.50.  
1/3 deposit with order.

Brand New

- WINGS \$11.50
- YANKEES Ea.
- Floor Samples
- LIBERTY BELLS \$11.50
- MERCURY Ea.
- CENT A SMOKE—
- New ..... \$9.90
- CHAMPION—
- Used ..... \$14.90
- 1/3 Deposit With Order.

**GERBER & GLASS**  
914 DIVERSEY, CHICAGO 14, ILL.

**SALE OR TRADE**

16 Brand new Electric 54 Popomatic Pop Corn Machines (the most perfect machine), \$139.50 each. Original factory price \$350.00 each.

2 Keeney Air Raiders, \$199.50 each

1 Chicken Sam converted to Japs by Chicago Novelty Co., likewise 1 Jap Shoot the Parachute, \$159.50 either.

1 Keeney Submarine, like new, \$195.00.

1 Bally Defender, \$235.00.

20 Electric Pin Games, \$17.50 each or \$300.00 for the 20. All these machines in excellent condition, or will trade for Rockola, Monarch, Standard or Delux Music Machines. Write your proposition in first letter.

**DIXIE VENDING MACHINE CO.**  
BOX 187 ANNISTON, ALA.

**HIGHEST CASH PRICES**  
FOR  
**USED SLOTS & CONSOLES**  
**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

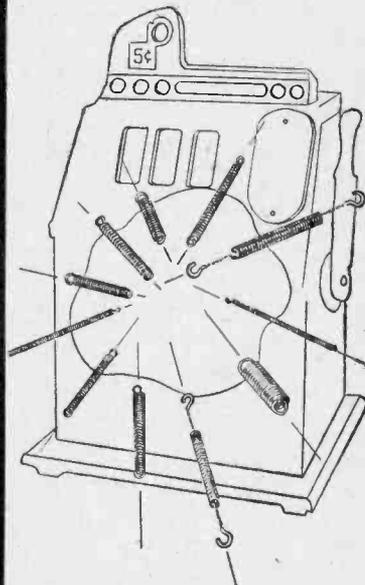
**FOR SALE**  
**PHOTOMATIC**  
Late Model  
25,000 METAL FRAMES  
BOX 554, The Billboard, 1564 Broadway,  
New York 19, N. Y.

## MOTORS

for Bally Rapid Fire or Seeburg Chicken Sams. 115-Volt Dumore Motors in aluminum casing, AC or DC. One of the finest motors made.

**\$17.50 EACH**

**DON'T JUNK  
OLD CLUNKS  
Bring 'Em Back  
To Life Again**



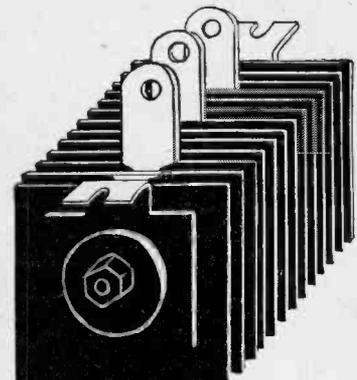
**SLOT SPRING KIT**  
**\$9.75 ea.**

Prices Slightly Higher In Canada  
With all the springs you need to make that OLD SLOT MACHINE operate like new. 55 high grade quality springs made of the finest music wire. 3 EXTRA SPRINGS of all the important ones. You will get in this kit—clock springs, slide springs, escalator springs, main operating springs and finger springs. Also included are TWO handle spring assemblies with adjustment screw attachment.

**IF YOU DON'T SEE, WRITE**  
WE STILL CARRY THE MOST COMPLETE STOCK OF COIN MACHINE PARTS.

**SEND US YOUR  
WORN OUT  
RECTIFIERS**

We will rebuild, clean and make as serviceable as new ones.



**\$2.50 EACH**

F. O. B. Chicago

Detach all rectifiers from the transformers before shipping.

**HARRY MARCUS CO.**  
816 W. ERIE ST., CHICAGO, ILL.

## 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. BALTIMORE, MD.

The Most Fascinating of All Arcade Machines

# "CUPID'S WHEEL"

PIN GAME SPECIALS

- A. B. C. Bowler ..... \$45.00
- Pan American ..... 35.00
- Sea Hawk ..... 45.00

Active Amusement Machines Co.

900 No. Franklin St.  
Philadelphia 23, Pa.

## WILL BUY

MUTOSCOPE PHOTOMATICS

LATE AND EARLY MODELS. ALSO

MILLS PANORAMS

STATE CONDITION, MODELS AND CASH PRICE.

**TONY BRILL**

311 NO. RENO STREET

LOS ANGELES 26, CALIF.

**INVASION! LATEST 5-BALL CONVERSION! PRICE \$165.00**

**NAME IN HEADLINES PRINTING PRESS, INCLUDES NEON SIGN! PRICE \$295.00**

**SPECIAL! NEW SUPREME GUN. PRICE \$330.00**

**ARCADE EQUIPMENT—GUNS—MISCELLANEOUS**

KEENEY AIR RAIDER, A-1.....\$245.00	EXH. ROTARY, Pusher Type.....\$195.00
KEENEY ANTI-AIRCRAFT, Late.... 79.50	KICKER & CATCHERS..... 24.50
MUTOSCOPE CARD VENDERS, Late. 45.00	BINGO-COUNTER ARCADE GAME.. 12.50
BALLY RAPID FIRES, A-1..... 225.00	CARD VENDER, Floor Size Life-Up. 24.50
MUTOSCOPE ACE BOMBER..... 429.50	SEEBURG TWO PLAYER HOCKEY.. 79.50
BALLY DEFENDER..... 325.00	EXH. HAMMER STRIKER & STAND. 74.50
BALLY CONVOY..... 295.00	CASINO GOLF, Perfect..... 39.50
SHOOT THE CHUTES..... 134.50	BACK GLASS FOR BALLY ONE BALLS 6.00
JAP CONVERTED CHICKEN SAMS.. 149.50	USED 5c F. P. COIN CHUTES..... 1.50
EVANS TOMMY GUN-TRACER LITE. 169.50	PHOTO CELLS—Seeburg & Bally.. 3.50
EXHIBIT KISS-O-METER, Perfect... 250.00	ANTI-AIRCRAFT SCREENS, New... 9.50
CHICAGO HOCKEYS..... 245.00	EXHIBIT COUNTER STANDS..... 10.00
BATTING PRACTICE, Latest..... 129.50	PIN GAME LOCKS, New, Per Dozen 5.00

**WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50**

CASH P. O. WATL. BIG GAME, New.\$145.00	BALLY LONG SHOT, A-1.....\$345.00
ABOVE, FACTORY RECONDITIONED. 125.00	BALLY KENTUCKY, Like New..... 365.00
JENN. SILVER MOON, F. P., A-1.. 119.50	MILLS OWL, Like New..... 74.50
BIG GAME CASH P. O., Used, A-1. 115.00	KEENEY FORTUNE COMBINATION.. 345.00
PACES RACES, Brown, Perfect... 139.50	KEENEY SKYLARK COMBINATION.. 265.00
1941 1-2-3 F. P., Like New.... 94.50	BALLY RECORD TIME..... 169.50

**PIN GAMES—NEW AND USED**

GRAND CANYON, F.S. ....\$164.50	SKY CHIEF.....\$169.50	BIG PARADE.....\$109.50
AIR CIRCUS..... 114.50	KNOCK OUT..... 109.50	FLICKER..... 39.50
FOUR ROSES..... 49.50	CAPTAIN KIDD..... 64.50	HI HAT..... 49.50
SHOW BOAT..... 49.50	PLAY BALL..... 42.50	FOUR DIAMONDS. 49.50
ALERT..... 95.00	PAN AMERICAN.. 39.50	LIMELIGHT..... 22.50
MIDWAY, New... 175.00	PARADISE..... 44.50	LEAGUE LEADER.. 34.50
BOLAWAY..... 64.50	STREAMLINER, New..... 195.00	ACTION, New..... 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..... 64.50	STAR ATTRACTION 52.50	DUPLEX..... 47.50
ZOMBIE..... 47.50	BAND WAGON..... 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..... 39.50
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	MUTOSCOPE..... 47.50	DIXIE..... 39.50
LEGIONNAIRE... 49.50	SNAPPY..... 49.50	DUDE RANCH... 32.50

**WE WILL PAY \$42.50 EACH FOR EXH. WEST WINDS, SUN BEAMS, DO-RE-MI AND STARS.**

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

**WANTED**

**1,000 More LIVE Operators**

Let us help you convert your old games into COLORFUL and SNAPPY 1944 MONEY-MAKERS. Thousands of operators are now earning more money with these fascinating change-overs. Why not you?

Your Total Cost Only **\$9.50** F. O. B. Chicago, Ill.

and here is what you get—A NEWLY DESIGNED, MULTI-COLORED SCORE CLASS, a NEW SET OF TWO-TONE, LARGE SIZE, ILLUSTRATED BUMPER CAPS made to fit small or large bumpers, and New Instructions and Score Cards.

**Now Ready for Immediate Shipment—**

BOMB THE AXIS RATS for Star Attraction	BOMBARDIER for Victory
KNOCK-OUT THE JAPS for Knock-Out	SLAP THE JAPS for Stratoliner
SINK THE JAPS for Seven-Up	WORLD SERIES for Seven-Up
SMACK THE JAPS for Ten Spot	MISS AMERICA for All American
HIT THE JAPS for Gold Star	

**WRITE, WIRE OR PHONE YOUR ORDER TODAY.**

**VICTORY GAMES, 2140-44 Southport Avenue, Chicago 14, Illinois**  
Telephones: DIVERsey 5680-5681.  
Eastern Distributor: LEADER SALES CO., 131 N. Fifth Street, Reading, Penn.

**\$25,000 IN CASH WAITING**

We will buy your Pin Ball Games, Slots, Arcade Equipment, or What Have You?

**Q. T.'S AND V. P.'S WANTED**

WIRE	WRITE	CALL
Scientific Batting Practice (Late) ..\$124.50	Anti Aircraft..... 79.50	
Scientific Baseball (Needs Top Glass) .. 59.50	Shoot-the-Jap Guns (Clean)..... 149.50	
Rapid Fires..... 245.00	Vest Pockets with J. P. Attachment (Used 3 Weeks)..... 64.50	
Play Balls (Genco)..... 169.50	New Mills Emerald H. Loads, 5 & 25's.. Write	
Shoot-a-Lites..... 69.50	New Mills Br. Fronts, 5's..... Write	
Galloping Dominoes, '38 (Clean)..... 99.50		
Galloping Dominoes, '40 (Like New) ... 219.50		

**BINGHAMTON AMUSEMENT CO.**  
BOB CHARLES  
190 Main Street 4-1700 Binghamton, N. Y.

**Philly Operators Expect Big Year**

PHILADELPHIA, Jan. 15.—The accelerated hum of industry in Philadelphia augurs a good year ahead for operators of coin machine devices and other amusements which depend heavily on workers for patronage.

Based upon the first 10 months of 1943, as compared with the same period of 1942, manufacturing activity has increased 17 per cent, factory employment is up 12 per cent, and it is estimated that there now are employed in Philadelphia's manufacturing industries between 475,000 and 500,000 persons.

In addition, wholesale and retail trade, despite the increasing shortages of many products for their customers, also showed gains this past year in dollar volume of sales.

With a promising general business picture in view, local operators express greater optimism than at any time since the start of the war.

One of the most significant developments here has been the springing up of coin machine arcades in every industrial-humming section of the city. Moreover, the arcades, as well as location-spotted machines, have played a major part in providing necessary amusement and recreation for a city of busy war workers.

**Bonds as Christmas Gifts**

BALTIMORE, Jan. 15.—In keeping with a custom established two years ago, Aaron Goldsmith, president of Hub Enterprises, music box and coin machine distributor, presented all employees of the organization with \$25 War Bonds as Christmas gifts.

**ARCADE MACHINES**

1 Bally Defender Gun, In Perfect Shape	\$325.00
1 Moving Grandma Fortune Teller	525.00
2 Sky Fighters, Ea.	325.00
1 Wind Jammer	125.00
1 Exhibit Rotary Merchandiser	175.00
1 Drivemobile	875.00
1 Advance Shocker In Cabinet	35.00
1 Tommy Gun	225.00
1 Western Major Baseball	125.00
1 Punch Tester	135.00
2 Air Raiders, Ea.	325.00
1 Spear the Dragon	135.00
2 Batting Practice, Ea.	125.00
1 Combination Vibrator	65.00
1 Callie Hug and Push	100.00
1 Skee Jump	75.00
1 Donkey Bray	135.00
1 Jennings Roll in the Barrel	120.00
1 Striking Clock	120.00
4 Wheels of Love	175.00
1 Strike Me	40.00
1 Weight Lifter	65.00
1 Skee Ballet	135.00
1 Radio Rifle with 3 Full Rolls	90.00
3 Mutoscope Movies, \$40.00 Ea.	120.00
1 Shoot the Chutes	165.00
3 Ten Strikes, Ea.	50.00
1 World Series	115.00
1 Genco Playball	210.00
1 Casino Golf Bell Ringer	75.00
1 Love Tester	165.00
1 Love Meter	165.00
1 K. O. Puncher Fighter	175.00
1 Pull the Monkey's Tail	135.00
1 Pollard Golf	85.00
1 Electricity Is Life	85.00
2 Ray's Tracks, Ea.	75.00
1 Paco's Races	125.00

One-Third Deposit With Order.

**The Sportsmen's Club**  
359 24th Street, Ogden, Utah

**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.

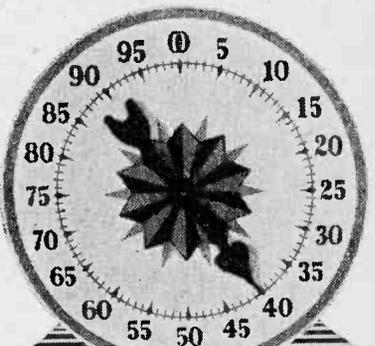
FOR GUARANTEED

**BAKERS PACERS**

PACES PACES and SERVICE  
**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

**CLOSE-OUT!**  
Evans' Sensational Stimulator

**WIN-O**



**WHILE THEY LAST—**  
OUTFIT COMPLETE WITH MOTOR, ONLY, LIST PRICE \$12.50 **\$3.85**

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

**OLIVE'S SPECIALS THIS WEEK**

**SLOT MACHINES**

Mills 5¢ Blue Fronts (Serials about 400,000)	125.00
Mills 5¢ Blue Fronts (Serials about 400,000), Drill Proof	325.00
Mills 10¢ Blue Fronts (Serials about 400,000)	125.00
Mills 10¢ Blue Fronts (Serials about 400,000), Drill Proof	120.00
Mills 5¢ Brown Fronts (Serials around 450,000), Drill Proof	120.00
Mills 10¢ Brown Fronts (Serials around 480,000), Drill Proof	175.00
Mills 5¢ War Eagles, Factory Rebuilt, 3-5 Pay	65.00
Mills 5¢ New War Eagles, Knee Action, Drill Proof (Serials 475,000)	120.00

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 8620)

**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
Four Bells, Clean	450.00
Watling Rol-a-Tops, Slightly Used, Cannot Be Told From New	159.50

**J. B. WOOD**  
EL DORADO, ARK.

There is no substitute for Quality

Quality Products Will Last for the Duration

**D. GOTTLIEB & CO.**  
CHICAGO

# RUNYON 5 STAR SPECIALS

★ **SPECIAL!** 7½ WATT BULBS CASE OF 120 **\$10.75**

★ **PHOTO ELECTRIC CELLS FOR BALLY GUN, CHICKEN SAM, PARACHUTES, ETC., \$2.50 EACH.**  
 Wartime Replacement GUN LAMPS for Chicken Sam, Parachutes, etc. \$1.50 Ea. 1503 Bulbs for Air Raiders and Shoot Your Way to Tokio. 35c Each.

★ **1 CASE 18" LUMILINE BULBS (24) \$22.80**  
**1 CASE 12" LUMILINE BULBS (24) \$20.40**

★ **#51 BULBS.** Box of 10 .....65c  
**#55 BULBS.** Box of 10 .....65c  
**#63 BULBS.** Can be used instead of #81. Box of 10.75c  
**PHONOGRAPH POLISH.** Gal. \$3.00

★ **HOLLYWOOD PEEP SHOWS**  
 CONVERSION FOR MILLS PANORAM  
**\$42.50 EACH** EXPRESS PAID  
 \$12.50 DEPOSIT REQUIRED BALANCE C. O. D.  
**SNAPPY FILMS NOW READY FOR IMMEDIATE DELIVERY!**

## RADIO. TUBES

FOR THE COIN MACHINE TRADE

1B5 \$1.45	6A8 \$1.35	6K7C \$1.15	6V6G \$1.15	47 \$1.15
1H5 1.60	6B5 2.00	6L6 1.90	6X5 1.05	56 .85
IN5 1.65	6B8G 1.35	6L7C 1.60	6Y6 1.55	58 .95
2A3 2.00	6B8M 2.00	6R7 1.15	7B5 1.35	75 .90
2A4C 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 (Replaces 6SC7)	12Z3 1.45	78 .95
5U4G 1.05	6F8 1.25	—No change	24 .95	80 .95
5Y3 1.00	6H6G 1.15	in Socket—	30 1.45	83 1.35
5Z3 1.60	6J5 1.20	Reverse #1	37 .90	70L7 2.85
6A4 1.65	6J7 1.35	& #3 Wires	38 1.15	2051 2.60
6A6 1.65	6K6 1.15	\$1.75	41 .90	25Z5 1.25
6A7 1.15	6K7 1.15		42 .90	25Z6 1.35
6D6 1.05	6K8 1.35	6SQ7 1.15	45 1.20	117Z6 2.35

### 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

All prices net as shown in this ad

HIGHEST PRICES PAID FOR ANY SIZE MUSIC ROUTE!

**RUNYON SALES CO.** 123 W. RUNYON ST. NEWARK, N. J.

**NOW Converting**  
**GRAND STAND-GRAND NATIONAL PACEMAKER Into...**  
**ROCKINGHAM**

**OUR NEW ONE BALL PAYOUT SIMILAR IN PLAYER APPEAL TO FAIRMONT**

1. New Playboard—Colorful, Spectacular.
2. New Larger Backboard and Glass.
3. Cabinet Newly and Beautifully Redesigned.
4. Handsomely Decorated Base.
5. Mechanical Parts Thoroughly Checked and Replaced Where Necessary.

**NOW ON DISPLAY**

Monarch Coin, Chicago  
 Sam May, San Antonio  
 United Amusement Co. Kansas City, Mo.  
 Ideal Novelty Co., St. Louis  
 California Amusement, Los Angeles  
 Paul Laymon, Los Angeles  
 Herb McClellan, Los Angeles  
 Charles Washburn & Co., Los Angeles

**BELL PRODUCTS CO.**  
 2646 W. NORTH AVE. CHICAGO, ILL.



## 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.



**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.  
 WRITE FOR CIRCULAR

**VALLEY SPECIALTY CO., INC.**  
 1061 Joseph Ave., Rochester 5, N. Y.

**WRITE**  
**WIRE**  
**PHONE**  
**VISIT**

# MILLS

for coin machine information  
 VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

**MILLS NOVELTY COMPANY** 4100 Fullerton Ave., Chicago, Ill.



# JENNINGS

← Symbol of Service →

CONTACT US ON ANY COIN MACHINE SUBJECT  
 37 Years' Experience

**O. D. JENNINGS & CO.,** 4309 W. Lake Street, Chicago, Illinois.

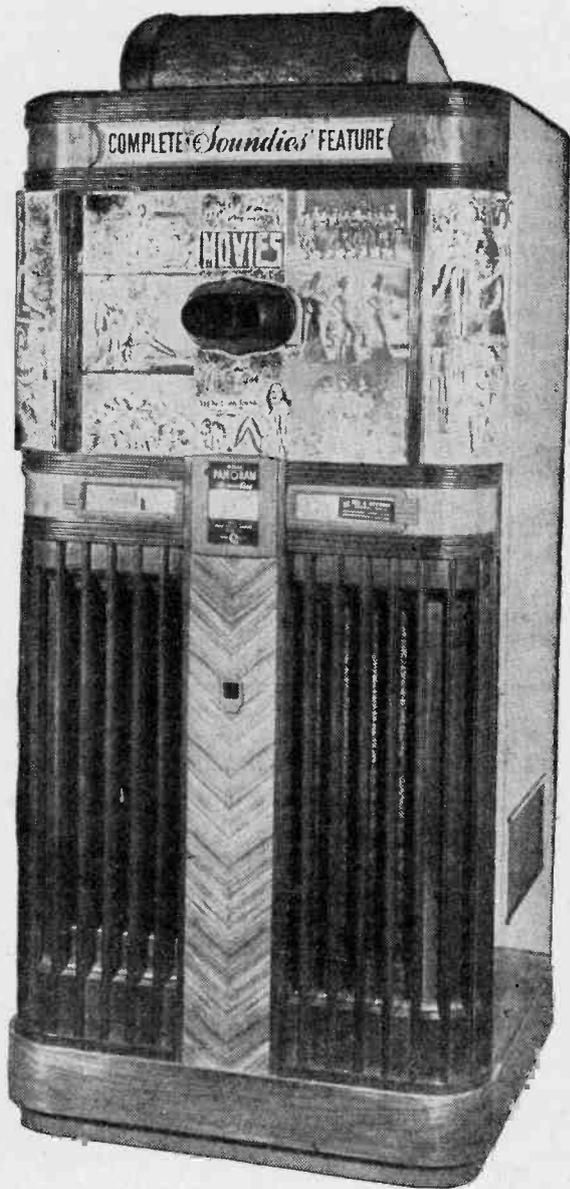
**WANTED .... WURLITZER 750, 750E**  
**WILL PAY HIGHEST CASH PRICES**  
 WRITE US FOR OUR PRICES ON ALL KIND OF NEW SLOTS AND PIN GAMES AND USED PHONOGRAPHS.

**NOTICE**  
 Shatterproof Jackpot Glass for Slot Machines, Per Dozen \$13.50. FULL CASH WITH ORDER.

**MOSELEY VENDING MACHINE EXCHANGE, INC.**  
 00 Broad Street, Richmond, Virginia. Day Phone 3-4511; Night 5-5328

# There's Nothing Like SOLO-VUE

Complete PANORAM MACHINE Conversion



for  
**APPEAL! PLAY! PROFITS!**

By this conversion . . . only the person who inserts the coin can see the picture . . . everyone present can hear the music.

**THERE IS AN ABUNDANT SUPPLY  
OF A WIDE VARIETY OF FILMS!**

$\frac{1}{3}$  Deposit  
Balance C. O. D.  
or Sight Draft

PRICE ONLY  
**\$495.00**

WRITE FOR DETAILS

or visit our display room for demonstration.

**GEORGE PONSER COMPANY**

763 SOUTH 18TH STREET

NEWARK, N. J.

Acme Sales Company

announces the removal of its  
Showrooms and Plant

to

505 West 42nd Street,  
New York 18, N. Y.

Telephone: Longacre 3-4138

Get On  
**EASY STREET**

WITH . . .  
**\$36.97 Profit**  
1200 HOLES  
5c PLAY

Watch your folding  
money pyramid itself  
on this neat profit  
maker. It's another  
Gardner "idea-clicker"  
. . . THICK slot Sym-  
bols. Order Now!  
Write for your price  
list 438-4.



**GARDNER and CO.**  
2309 ARCHER • CHICAGO

## 6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the change-over that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7  
#110—5Z3 to 5U4G  
#125—80 to 5T4, 5V4G, 5Y3 or 5Z4  
#126—83 to 5U4G or 5X4

#205—2A4G to 2051 (Seeburg Guns)  
#210—2A4G to 2051 (Remote Music)  
#215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)

\$3.00 Each in Lots of Six  
\$6.50 Each, Minimum Shipment of Six  
These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

**HERMITAGE MUSIC COMPANY**

416 A BROAD ST.

NASHVILLE 3, TENN.

## RUBBER BALLS

Size 2 $\frac{1}{4}$ "—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

## EXCEPTIONAL PROPOSITION FOR MAN

**WITH EXPERIENCE AND ABILITY**

in developing and manufacturing coin operated equipment. Unusual present and post-war possibilities. Salary plus royalty arrangement.

Give full particulars first letter, including references, background, experience, etc. All replies will be held in strict confidence.

**BOX CH-76, THE BILLBOARD, 155 N. CLARK STREET, CHICAGO 1, ILLINOIS**

**LOS ANGELES SEE BILL HAPPEL BADGER'S BARGAINS MILWAUKEE SEE CARL HAPPEL**

MILLS PANORAMS CONVERTED TO  
**Special NEW HOLLYWOOD PEEK SHOWS** Write  
 Rebuilt and finished like New.  
 Good spicy and oomph Peek Show Films in stock. For sale or rental.

**RECONDITIONED CONSOLES**

Mills Four Bells (New Cabinets) . . . . .	\$695.00	Baker Racers (Late Daily Doubles) . . . . .	\$295.00
Evans Lucky Lucie, 3-5¢, 2-25¢ . . . . .	395.00	Pace's Racers, 25¢ (Late Brown Model) . . . . .	295.00
Evans Lucky Lucie, 5-5¢ . . . . .	249.50	Bally Club Bells (Late Serials) . . . . .	249.50
Evans Bangtalls, Jack-Pot Model . . . . .	395.00	Keeney Super Bells, 2-Way 5-5 . . . . .	395.00
Bally Roll-'Em (Refinished Like New) . . . . .	189.50	Keeney Super Bells (Comb.) . . . . .	249.50
Mills Jumbos, Late Comb. (Like New) . . . . .	189.50	Pace Saratoga Sr., 10¢ Play . . . . .	189.50
Mills Jumbos, Late P.O. (Like New) . . . . .	159.50	Pace Reels Jr. (Late '41 Models) . . . . .	149.50
Mills Jumbos, Late F.P. (Like New) . . . . .	124.50	Pace Saratoga Jr. (Late '41 Models) . . . . .	149.50

**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; 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	Genco 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 Merchandisers . . . . .	179.50
Mutoscope Grip-o-Graph . . . . .	189.50	Kirk'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
Cailla Push or Hug . . . . .	89.50	Exhibit Foot Ease Vitalizer . . . . .	79.50
Cailla Push or Grip . . . . .	89.50	Exhibit Magic Eye (Modernized) . . . . .	89.50
Western Deluxe Baseball, All Modernized New Rock-o-Lite . . . . .	129.50	Jennings Barrel Roll . . . . .	169.50
Exhibit Striking Clock . . . . .	89.50	Exhibit Cock-Eyed Circus (Each) . . . . .	59.50
Bally Basket (Refinished) . . . . .	89.50	Exhibit Love Nest (Each) . . . . .	59.50
Love Teller (Floor Model), Refinished . . . . .	149.50	Exhibit's All Late Model, Like New Love Meters, Wheels of Love, Wise Owls, Ea. . . . .	49.50
Uncle Sam Grip . . . . .	89.50	Exhibit Tiger Pull . . . . .	89.50
Groetchen Pikes Peak . . . . .	19.50	Electric Chair (Refinished) . . . . .	129.50
Mills Flip Skill . . . . .	49.50	Gottlieb 3-Way Gripper . . . . .	19.50
Casino Golf . . . . .	49.50	Exhibit Late Model Card Venders . . . . .	29.50
Keeney Texas Leaguer . . . . .	39.50	Groetchen Zooms . . . . .	24.50
Bally Bull's Eye . . . . .	95.00	Owl Dial Lifter . . . . .	59.50
Exhibit Hi-Ball . . . . .	79.50	Evans Play Ball . . . . .	225.00
Tail Gunner (New) . . . . .	325.00	Bally Torpedo . . . . .	225.00
Mutoscope Drive-Mobile . . . . .	395.00	Bally Rapid Fire . . . . .	225.00
Mutoscope Skyfighter . . . . .	395.00	Evans Tommy Gun (Late Model) . . . . .	249.50
Exhibit Bicycle Trainer . . . . .	125.00		

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2A3 . . . . .	2.00	6N7/GT . . . . .	1.65	24A . . . . .	.90
3Q5CT . . . . .	1.65	6Q7/GT . . . . .	.90	25L6GT . . . . .	1.15
5Y3/GT . . . . .	.75	6SK7 . . . . .	1.05	26 . . . . .	.75
6A7 . . . . .	1.00	6SQ7 . . . . .	1.05	27 . . . . .	.70
6A8 . . . . .	1.35	6SQ7CT . . . . .	1.15	35/51 . . . . .	1.00
6C5 . . . . .	1.15	6V6GT . . . . .	1.15	37 . . . . .	.90
6D6 . . . . .	1.00	6Z4/84 . . . . .	1.10	42 . . . . .	.90
6F6 . . . . .	1.15	7A8 . . . . .	1.35	43 . . . . .	1.10
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6I5 . . . . .	.95	7F7 . . . . .	1.65	56 . . . . .	.85
6I5CT . . . . .	.95	83 . . . . .	1.35	57 . . . . .	.95
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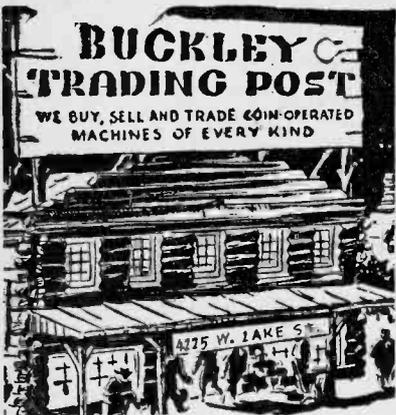
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