

The **Billboard**

APRIL 15, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

BAND M'G'T TO BE PUBS' BIZ



WOODY HERMAN
Till Uncle Calls He'll Head the Herd
(See page 4)

RADIO

Dramatized War & Multiple Sponsors OK With Blue Net

MUSIC

Battle Starting for Middlebrow Music's \$\$

RADIO

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Feliciano Brunelli—victor
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BAND M'G'T TO BE PUBS' BIZ

Hub Canteen Two Factions Still Steaming

NEW YORK, April 8.—Recent odors from Boston, wafted down to the Main Stem by a none-too-gentle breeze, say that Mrs. Malcolm Bradley French, co-chairman of the American Theater Wing's Beantown Stage Door Canteen, has been batted out of the set-up for conduct unbecoming a chairman. They were denied here today, however, by a non-quotable source.

It was said that up to this moment Mrs. French still retains her post. It is true, however, that her work in the canteen has been changed. Formerly in charge of the entire show, she is now head of the food procurement department. Altho she retains her title of co-chairman, Mrs. Osgood Perkins is now running the outfit with the title of executive director. Mrs. Perkins, according to the source, was put in about six weeks ago simply to conform with the org's policy of having two people at the top and to organize the canteen along the same lines as the New York branch.

Local source refused to speak on the unconfirmed charges that Mrs. French had squabbled with Boston officials and made "slandorous" remarks about her associates, but did say that there was a "cleavage" in the Hub, with one group founcing out and asking New York to give Mrs. French the rush. New York refused.

An official statement is expected this week after the Theater Wing's board of directors meeting.

WPB Puts OK On Hot & Cold Work Music

WASHINGTON, April 8.—The final word on broadcasting phonograph records in war plants came from the War Production Board this week the decision:

"Music, when handled properly over the public-address system in war plants, is a definite aid to production."

But WPB is willing to go much further than that. In a long study of the subject of recordings, the agency will go to the extreme of advising what artists and what type of music will bring the best results.

Should a riveter listen to Harry James? The answer is no.

Dinah for Riveters

Not that WPB has anything against Harry James's style personally. They feel that they have something a little better for the riveter, more in his line. So they suggest—in this particular case—something not so jivey, something more along the line of Dinah Shore, or even Bing Crosby. The groaner is especially valuable for riveters when he gets on lullabys and the soft stuff.

Harry James is okay and 100 per cent in the groove for a wire winder in an armature plant. Here the groaner is strictly poison. And that's the way it goes. The worker may like Bing Crosby, but remember the WPB knows best.

Music experts, those who deal with decibels and acoustics, gave this opinion: "Fatigue—whether it comes from physical tiredness or just plain boredom—reduces a worker's production. There— (See WPB PUTS OK on page 67)

Ringling Circus, Sans Former Super-Lavish Production, Pulls \$3,144,600 N. Y. Bond Opener

NEW YORK, April 8.—The Ringling-Barnum circus, in its second year under Ringling control, has lost practically all evidence of its swing to super-lavish production under the five-year North regime. It has also done a remarkable job of production which in no way reflects to the average circus-goer that it has been hit badly by the draft and wartime regulations.

In its bow before a capacity \$3,144,600 War Bond crowd of 14,000 in Madison Square Garden Wednesday night there was every indication that wartime emergencies had forced Robert Ringling to swing back faster than originally planned to his 1943 declared intention to return the circus to the "old-fashioned" family style.

Big productions and specs were trimmed; costumes, altho brilliant, were "cut short" and lavish draping of both

gals and animals was curtailed. Despite this, the routining of acts, productions and even clown walkarounds, altho old-time, were cleverly worked in to cover for shortage of experienced workmen.

Running 22 displays, compared to last year's 21, the show breezed thru its opening performance in the record time of 3 hours and 15 minutes and thus gave clear evidence of experience gained at Sarasota Sunday, March 26. By the time this reaches print running time should easily be down to three hours for the remainder of its 47-day stay at the Garden. This, incidentally, is the longest stay on record, adding 10 days to last year's near-record 37-day span.

With New York amusement money gushing more than last year, there's little reason to believe the average gross per performance should not hold up and (See RB Swings to "Circus" on page 33)

Phillips Answers Lardner's Charges of USO-CSI 'Bad' GI Entertainment as 'Rumor'

Camp Shows G.M. Says Article Unfair

NEW YORK, April 8.—Rumors and stories that USO-CSI and Army Special Services had done a bad job of miscasting in overseas and home shows to servicemen were called "unfair," "an old wives tale" and "not based on fact" today by Lawrence Phillips, director of USO Camp Shows.

Replying to specific charges made by John Lardner in a Bell Syndicate newspaper article Monday (3), Phillips said: "It is regrettable that Mr. Lardner has allowed himself to do a grave injustice to people of stage and screen without taking trouble to ascertain facts. . . . His article shows a lack of knowledge as to how and why entertainers are sent overseas and the methods and responsibilities under which they are requested and furnished."

Lardner had claimed that Kay Francis and Adolph Menjou, known for straight drama performances, fizzled dismally in comedy roles assigned them. Miss Francis, according to Phillips, had never been in Italy, as Lardner inferred, and had not done a single, but emceed the unit that included Martha Raye, Carol Landis and Mitzie Mayfair.

"Far from being a slipshod affair rehearsed in the plane, as the Lardner story said, the entire show was rehearsed and written in this country before being

sent overseas," Phillips said. He added that Menjou is not an entertainer and was sent over simply as a personality.

Units Okay, Says Phillips

The Lardner piece said that Bob Hope had done so well that the other members of his unit, Frances Langford, Jack Pepper and Tony Romano, were not needed and should have been sent to other areas (See Phillips Tells Lardner on page 31)

Johnson App't Mean Nothing ODT New

WASHINGTON, April 8.—Appointment of J. Monroe Johnson as director of the Office of Defense Transportation is expected to have no affect on present transportation policies which affect operation of circuses, carnivals or passenger vehicle traffic.

Earlier in the year ODT re-announced its policy of permitting operation of circus trains. Travel restrictions, as a result of gasoline allocation, will continue and this will cut down on attendance at summer theaters and some remote amusement parks, but in general the appointment of Johnson is expected to have no effect on showbiz.

Move Offsets Band Leaders' Pub Ambition

NEW YORK, April 8.—Music pubs, long fingered as fall guys for "un-business-like" band leaders, are setting plans to guarantee their take come post-war. For years pubs have given financial lifts to embryo bands (despite AFM rules prohibiting such money changing), only to see ork leaders blossom out as pubs on their own after they hit the big dough.

The pubs will (and some like Robbins have already done so) set up band management corporations, and some will also have their own recording firms. For legal purposes the management bureaus will be incorporated as a separate biz. Move is giving impetus to much discussed plans of booking agencies to go into the record biz. The latter are out to "protect" their band interests.

No Raiding

There will be no attempt, according to the pubs, to woo leaders away from existing managers, nor are they interested in the booking end. They'll offer their best tunes, financial backing, publicity and the benefit of their experience to up-and-coming leaders—for 5 per cent. They will work out deals with bookers to spot their babies in desirable locations. Orks' obligation will be to play pubs' tunes and agree not to go into publishing once they are established. How the latter can be made binding has not been disclosed.

With Frank Sinatra joining the singer-publishing ranks along with Bing Crosby and Kate Smith, the ork leaders such as (See PUBS EDGING on page 67)

It's 16 Million In the Fifth

6 Mil Concerns Showbiz

WASHINGTON, April 8.—Secretary of the Treasury Henry Morgenthau Jr. announced this week that the Fifth War Loan Drive will start June 12 and run to July 8. The goal will be \$16,000,000,000, of which \$6,000,000,000 is to come from the sale of bonds to individuals.

It is that \$6,000,000,000 figure which will concern the industry, as all of the radio, theater and outdoor showbiz campaigns are beamed at selling bonds to individuals rather than corporations or banks.

In the Fourth War Loan Drive, in which showbiz participated to an important extent, individuals invested \$5,300,000,000. Therefore showbiz's goal will be higher in the drive now coming up.

"In planning to get \$6,000,000,000 of the Fifth War Loan's \$16,000,000,000 goal in individual sales," Secretary Morgenthau said, "We are asking more than ever before from the American people. Fifth War Loan goals were set high because the nation's treasury must borrow a great deal of money this year to keep the war going. We will need more than twice as much as we can expect to get in taxes."

The secretary pointed out that the major emphasis thruout the entire period of the drive will be placed on the quota of \$6,000,000,000 for individuals.

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Hope Finishes U.S. GI Tour; Claims Sked Tougher Than Africa and Alaska Jaunts

Claims Listeners Answer Fidler's Rap

HOLLYWOOD, April 8.—That good-will ambassador of the tooth paste industry, Bob Hope, arrived back in town this week after a 20,000-mile trip in which he peddled laughs and brightened up the lives of 150,000 servicemen. Making the journey in one of Uncle Sam's bombers, Hope, Frances Langford, Jerry Colonna, Vera Vague (Barbara Jo Allen), Ken Niles and Tony Romano covered the territory in less than a month, playing to a combined audience of GIs and civilians estimated to be up in the seven figures.

Congress may argue about the soldier vote, but those in this section claim that there is little doubt but that Hope would get a platinum "Oscar" if balloting were left to GIs. Fighting a cold every mile of the way, Hope, nevertheless, managed to always have a smile and a gag for the men in uniform.

Tour was launched by Hope March 4, when he appeared as guest of President Roosevelt at the annual White House correspondents' dinner in Washington. Troupe then took off for the service camps, hitting as far south as Miami, Panama and Puerto Rico, and as far North as Dayton, O., and Cleveland.

Start of trip had to be postponed a week when Hope was hit by the flu and went to bed for the first time in 15 years. Bad colds followed him persistently during the trip, localizing first in the left ear and then in the left eye, which formed basis for unfounded rumors that he had collapsed en route in Puerto Rico. In spite of the hectic trip, Hope arrived home looking fit but minus nine pounds in the gag file department.

Tougher Than Overseas

When questioned about the trip, Hope admitted that it was tougher than either Africa or Alaska.

"The weather was the worst I ever flew in," he claimed.

Hope stated that the first lap of the trip from Los Angeles to Mobile, Ala.; Washington and Miami was in bad weather. But once they hit Miami the sun came out. Trip wasn't all in the air, however, for he traveled 16 hours in an

army staff car from Mobile to Jacksonville, Fla., thru a torrential downpour in order to make connections for his Miami broadcast. He caught the only train that would get him to the broadcast on time, with 10 minutes to spare, arriving in Miami an hour before he was due on the air.

Altho he played mostly to the army this trip, Hope stated that he found 5,000 gobs waiting on the beach for him at a Caribbean naval base. They had been waiting hours for his appearance and were one of the most enthusiastic audiences to which he ever played. Troupe entertained an estimated 70,000 fighting men in Panama and another 80,000 in Puerto Rico, with the rest of the audience made up of civilians and GIs in the Continental United States.

12G for Red Cross

Aside from playing to servicemen, Hope raised \$12,000 for the American Red Cross with a benefit show at Atlanta, duplicating the amount at a midnight show for the benefit of the canteen in his home town, Cleveland. Another \$10,000 was garnered at a benefit in Mobile to rebuild a burned officers' club.

On the way home Old Man Weather forced his plane down again at Big Springs, Tex. While waiting for skies to clear he did a show for the Army Air Forces bomber school there.

Hope stressed the fact that the boys he played to were just as receptive and needed entertainment as much as the gang he entertained overseas. Asked if he planned a European jaunt, Hope claimed his next tour will be in the South Pacific.

Fidler's Answer

After his arrival here, Hope looked over a fresh batch of mail that had been sent to his sponsor in answer to an "open letter" by Jimmy Fidler, radio columnist. Fidler made his statement in a January broadcast, wherein he claimed that Hope was pointing his shows too much to the servicemen, ignoring the general public. Majority of letters from listeners state they don't care how many GI gags Hope puts into his scripts. "If the boys like it, it's good enough for us," one writer stated.

That seemed to be the consensus among the Hope fans who had taken the trouble to write in. Spokesman for Hope claimed that reaction to Fidler comment was greatest mail break ever received by comic since he had been on the air. This backs up Hope's contention that the servicemen deserve the works, even tho it means using some material understood only by the boys in the camp he happens to be playing at the time.

Those on radio row feel that Hope and his gang deserve a big hand for their efforts, and if the folks back home miss the point of a GI gag now and then, they can be sure that maybe it's their kid who is getting the best laugh he's had in weeks.

Legal Ballet Battle Still in Pre-Court Examination Stage

NEW YORK, April 8.—Sol Hurok and the *Ballet Russe* are still trying to drink each other's borscht.

This week Hurok, going into the 11th month of the suit, moved for a jury trial in a case in which the *Ballet* asks \$120,725 damages because Hurok allegedly failed to live up to his contract and ruined its business by exploiting other ballet troupes.

At the same time, Universal Art, Inc., owners of the *Ballet*, moved for dismissal of Hurok's \$15,000 countercharge for alleged breach of contract. Hurok also withdrew his motion for stay of examination.

The case will be tried in New York Federal Court.

Good Ross—It's Hoped

NEW YORK, April 8.—The *Billboard* is undecided as yet whether to point with pride or view with alarm since the discovery that it has nurtured a playwright. It learns with varied emotions that Paul Ross, its own saloon editor, has co-authored the book for a musical called *Double in Hearts*, "which deals with the life and times of a young singer." MGM's foreign department will have to take the responsibility for the other author, Milton Doushkes. Kay Twomey, who wrote the lyrics, and Jaques Belasco, who composed the melodies, are strictly on their own.

Double in Hearts will be the first theatrical venture of Julius M. Ames and Dr. Alexander Simson.

ODT "Blesses" Chi Political Free-for-Alls

WASHINGTON, April 8.—Chicago should look mighty good to nitery ops around the last of June and thru July, when practically all war controls come off temporarily while the Democrats and Republicans hold their national nominating conventions.

OPA and ODT both bowed to the Chicago shows this week when they gave with promises that they would see that everybody got to Chicago who had any right to be there.

ODT announced that extra Pullman cars and coaches not necessary elsewhere would be called from other railroads to haul politicians to Chicago. OPA announced that B and C gasoline coupons would be given campaigning candidates for their stumping, with no ceiling on the amounts they are to have.

The 30 per cent cabaret tax will continue to apply to Chicago niteries—there was no way to set that one aside even temporarily—but the effect of the tax is expected to be zero since everyone who can crowd into a night spot is expected to do so, regardless of the whiskered bite.

Dance Hall Ops Sue Atlantic City For License \$\$

ATLANTIC CITY, April 8.—Suit is to be brought soon against this city by the would-be operators of a Boardwalk dance hall to compel return of a \$125 license fee. The amount, for part of the year, was paid and the dance license received. But before the ballroom was able to receive the terp fans, and altho improvements to the property had been made, the city commissioners adopted an ordinance forbidding operation of dance halls, especially dime-a-dance emporiums. Ordinance was adopted last year in view of the heavy military population stationed here.

Not only will the return of the license fee be asked, but the ballroom ops, who had planned on a dime-a-dance policy, will seek damages as well. A civil action to force return of material and equipment from those who later occupied the ballroom premises is now awaiting a decision in District Court.

Importance of the proposed action lies in the fact that two former bingo parlor operators are still hoping for return of some \$3,000 each in bingo license fees paid, altho they were similarly not permitted to open their parlors. And, in like manner, hotel operators, who lost their cabaret rooms in midseason by reason of army occupancy, were unable to obtain partial return of their license fees.

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City Center and Met Battle of Longhair Toes

NEW YORK, April 10.—The battle of the ballets got under way last night to a flying start, with Sol Hurok's *Ballet Theater* commandos entrenched at the Met, and Mayor La Guardia's *Ballet Russe de Monte Carlo* rangers fox-holed at the City Center. The crix had to taxi-jeep it between West 55th and West 40th in order to report the preem salves from both camps.

Coinwise, each side jubilantly claimed a strong position in their skirmish lines. Both played to a preem sellout, and the Hurok public relations bureau bulletined an advance sale of 100G as against \$60,000 for the last spring season opening—an upsy of 40 per cent. Up at the City Center, the advance was tabbed at a modest \$65,000, but as a spokesman pointed out, the price range runs from 85 cents to \$2.20 (plus an additional 10 per cent tax), while the Met gets 85 cents to \$4.20, tax included. *The Ballet Russe*, announced the spokesman pointedly, "always actually outsells *The Ballet Theater*."

As a matter of fact, a legitimate beef might be expected from the Hurok camp. At the opening of the City Center, hizzoner pledged no competition with Broadway enterprises. His notion of what constitutes competition seems odd in the light of current proceedings, and the skedded opera session next month, which will certainly cross up with Fortune Gallo's longhair chanterers at the Center Theater.

However, the best that has come from the Hurok headquarters, is a mild "Tut! Tut!" Of course, there is room for both. But the mayor, they opine, should have invited his balleters to come in either before or after the Met dates. At any (See CITY CENTER on page 22)

No Diplomatic Immunity From Club Tax Tap

WASHINGTON, April 8.—Washington—a city that has freak problems all its own—came face to face with a toughie this week when a foreign diplomat claimed diplomatic immunity from the 30 per cent cabaret tax at the Victory Room of the Hotel Roosevelt.

The incident occurred when the tax bite was still a new element, and at the moment the management of the nitery was stunned. Diplomats are exempt from pretty much everything else, and without knowing too much about how the new tax bite worked, the management figured that perhaps he was right.

Nevertheless, Victory Room operators made the diplomat pay up just to be on the safe side, and this week the Treasury Department notified them that they were correct in doing so. Diplomats are not exempt from the cabaret tax. Treasury officials said.

Diplomats do not have to pay the 20 per cent levies on luxuries, such as cosmetics and jewelry, nor do they have to pay the 10 per cent transportation tax. On the basis of this the diplomat protested at the 30 per cent hike on his nitery bill.

At the time that he claimed immunity the diplomat presented a card given him by a local department store showing that he had authority to make tax-free purchases there.

Altho Treasury officials said that the diplomat did not have to pay tax on the bill, they emphasized that he was not exempt from it and that the management would be held responsible for the tax. Therefore, if the management wished to, it could pass the tax on to the diplomat.

It was just one more problem Washington had to take care of.

WOODY HERMAN

Till Uncle Calls He'll Head the Herd

FIRST there was Universal's "What's Cookin'?" and then there was "Wintertime" for 20th Century-Fox. Now United Artists has prepped another film musical featuring Herman and the Herd, "Sensations of 1944." Several of the "sensations" will be new dance routines to astonish the five hounds—one of them a modern ballet.

Woody Herman learned to turn an English phrase at Marquette University. He was turning melodic ones on the clarinet in vaude long before he got to college—and the notes have paid off better than

the words ever since. He'd rather split an infinitive than a week.

Woody has been fronting the Herd since 1937, when Isham Jones retired and the ex-"boy-wonder-of-the-clarinet" decided to baton his own group, using the Jones band boys as a nucleus.

The Herd broke in at the Schroeder Hotel, Milwaukee, and followed with runs in Cincinnati, Boston, Cleveland and Houston. They bowed into New York at the Roseland Ballroom. Recently the favorite Herman haunts have been Chi's Hotel Sherman and the Hollywood Palladium.

Among Woody's top-selling platters are "Woodchoppers' Ball," "Amen," "Down Under," "Four or Five Times," "Yardbird Shuffle," "The Music Stopped" and a Blues Album—all on the Decca label.

Herman was recently classified I-A limited, but he'll continue to head the herd until Uncle issues that last call.



BLUE NET BREAKS TRADITION

Sockers To Help Solve Own Ache On WBBM Slot

CHICAGO, April 8.—The first Chicago broadcast program devoted to the solving of juvenile delinquency is being planned by Florence Warner, WBBM educational director. The new show, altho its format is not set definitely, will undoubtedly feature high school kids in a weekly 15-minute discussion of the social problems confronting the teen-agers today. Each week representatives from Chicago and Cook County public and parochial student bodies will air their problems on WBBM, with a well-known public figure—probably a sports hero—acting as moderator. It is expected that the new show will start in a couple of weeks and run for about five weeks.

Principal topic of discussion will be the subject of entertainment of the bobby-sockers. These discussions will be built around information about the liquorless night club now being operated by the high-school students in Moline, Ill. This club which has been running with a profit for months, has received nationwide recognition as a possible solution to the general problem of juvenile delinquency.

It is possible that if the discussions bring to light that the youngsters of the Chicago area want such a club, WBBM will contribute to its initial cost and supply it with radio personality entertainment.

Altho WBBM will be the first Chi station to broadcast this type of program, WGAR and WBOE, Cleveland, have been airing a similar show.

Chi Blue Starts Shopping Round For Studio Space

CHICAGO, April 8.—Blue Network Central Division has started its search for studio and office space outside the Merchandise Mart, where it has been quartered for years. Altho Chicago's Blue staff will not be able to make any definite move until after the war or until the government gives it priorities for building, it is known that when Mark Woods, net prexy, was in town this week he took a look at some of the spots Blue's Chicago execs are considering as possible new quarters.

With E. R. Borroff, v.-p. in charge of the Central Division, Woods took a look at such spots as the Civic Opera Building and the Medinah Club. The latter building is now the subject of court proceedings which will determine to whom it will be sold, and for how much at what time.

Borroff has said that in its present quarters the Blue is cramped. By being in the Merchandise Mart, where it shares space and studios with the National Broadcasting Company, the Blue is also crowding NBC into an uncomfortable position. Borroff has said that the Blue intends to have modern, spacious offices and studios in Chicago as soon as the government will allow. He believes there is no time like the present—for looking around. When Woods was in town, however, no definite deal was made with any building operator.

Court Rules That Sustaining Segs Are "For Profit"

NEW YORK, April 8.—Associated Music Publishers, Inc., has been awarded judgment to the tune of \$378 growing out of its suit against Debs Memorial Radio Fund, Inc., operators of WEVD, and Henry Greenfield, manager. The U. S. Circuit Court handed down opinion that playing of AMP's *Petite Suite Espagnol* was "for profit," even tho not played on a commercial program, and was an infringement of copyright.

Maybe There'll Be A Willys-Overland Air Family Party

TOLEDO, April 8.—Jeep makers Willys-Overland may be the next big outfit to sponsor a major net show using talent from its own plant a la Wheeling Steel, according to Paul Spor, local booker who is auditioning talent now. Spor claims that many pro artists are now working at Willys-Overland, and that a number of amateurs may be of pro caliber.

Search for entertainers will be carried on for several months at the Paramount Theater or Civic Auditorium here.

In addition, W-O is again taking over the outdoor theater at Walbridge Park for summer operetta and roadshow units. These shows will use local talent and a radio or stage star.

Star Time to Entire Blue?

NEW YORK, April 8.—Hollywood *Star Time*, sponsored by RKO on the Pacific Blue Network, may go on a Coast-to-Coast hook-up as the result of a recent Gallop poll to determine popularity of show.

Program is currently heard on a 20-station web on the West Coast, Monday thru Friday. Foote, Cone & Belding handles the account.

Tangee Buys Kaye "Sunday Serenade"

NEW YORK, April 8.—The George W. Luft Company last week purchased Sammy Kaye's *Sunday Serenade* on Blue for Tangee.

This will mark the first major U. S. step into radio for Tangee, altho they have been doing a tremendous job in South American countries with Hollywood news spots. Warwick P. Legler is the agency.

School B.ofE. Rebroadcasts Nixed by Petrillo; AFM Hasn't Decided FM Stand

CHICAGO, April 8.—James C. Petrillo, prexy of the American Federation of Musicians, has again taken a swing at the school children—this time Chicago was the ring. While a Senate subcommittee investigating the AFM was receiving testimony that Petrillo had stopped the broadcast of the juvenile orchestra of the National Music Camp at Interlochen, Mich., there came to light in Chicago this week facts about a cast in which a Petrillo ruling indirectly hurt other school children by depriving them of the right to hear in their classrooms an educational program of WBBM, CBS outlet here.

In testifying about the 1942 Interlochen ban before the Senate subcommittee, Dr. Joseph E. Maddy, president of the National Music Camp, stated that Petrillo had made his ruling without giving specific reasons. This same condition was true here when Petrillo ruled that the Chicago's Board of Education's FM station, WBEZ, could not rebroadcast WBBM's *Workshop for War* programs. Petrillo merely said it could not, and only added he had made the ruling because the AFM has not as yet made any definite ruling on the broadcast of live music by FM stations.

War Workshop Desired by B.ofE.
Soon after WBBM's *Workshop for War* series, describing with music, interview, drama and narration the activities of Midwest war industries, went on the air,

Dramatized News & Multiple Sponsors Just Two Ways Chain Smacks Old Formula

Kobak Turns to Mag Experience for Program Structure

NEW YORK, April 8.—Even war news must have personality. That's the contention of executives of the Blue Network who, unfettered by tradition or an NAB code, are going to bring invasion news to America in a way to make it have solid impact. This means actors, writers and producers to work with reporters overseas instead of students of foreign affairs. It also means dramatized reports that are short-waved home at the time of day when the signals are best. These reports are to be recorded and rebroadcast from the transcriptions, for the Blue Net has no red tape department which prohibits it from broadcasting from e. t.'s over the chain.

Tentatively there will be several miniature Blue creative studios overseas to which the Blue legmen will send front-line news. There this news will be written with the drama necessary to make what has happened at the front significant to listeners. Then the scripted news report will be turned over to an actor or an announcer who can "sell" the news dramatically. Of course, it's possible, come invasion time, admit Blue Net execs, that some of these plans may fall apart but when an objective is outlined and worked toward, some of this will come thru the Blue microphones—that's certain.

Plans Hit Tradition
Naturally these dramatic plans for war-news airings are at variance with the dictums of the senior networks. However, these are not the only Blue Net plans which break with tradition of chain operations. Chains have long refused to permit more than one sponsor on a program. These rules have only been eased when a great holding corporation owning several manufacturing organizations in-

stated that any and all of their products be permitted to use any of their programs. However, even in the latter case, the handling of the commercials have been forced into a certain formula which divorced them from the program structure of the broadcast.

The Blue is going to blow the one-sponsor-to-each-program idea fairly wide open on the basis that there are actually hundreds of great manufacturing corporations who are devoting their entire productive efforts to the war and who have nothing to sell. Most of these have stayed off the air, and even in a number of cases, out of printed media as well. The Blue feels that there's a real danger in the trade names of these orgs losing much of their impact, and is going to make available variety programs with top-notch names and top-drawer production to as many as five sponsors per program. There won't be, stated a commercial rep of the net, more than the normal commercial time allotted to the program. Having nothing but their trade name to sell, the sponsors won't need as much time per advertiser to tell their story. There are plans for one major and five minor commercials per program, with each week another minor becoming the major plug on the broadcast.

There are other plans which hope to handle multiple commercials of equal impact on the same program, but the first Blue Network participating commercials will be of the former type rather than the latter. However, the solid results of programs like Martha Dean, Mary Margaret McBride and the Blue's own Nancy Craig (heard on WJZ only) indicate that these segments must and will find a network niche unless the selling impact of this type of program is to go to waste. It costs almost as much to produce these programs for one station as it does for the net. Also, some of these multiple-sponsored personalities lose their appeal when they're cut down to one advertiser. Several who have gone net for one commercial have laid a nice big egg. Since they can sell a number of things and sell them well, it's the idea of at least one Blue commercial man that they ought to be sold across the board Coast-to-Coast (with a repeat broadcast on the West Coast since time is the essence with daytime programs such as the purveyors of small-talk usually are).

Kobak Wants Mag Form

Back of much of the Blue's breaking with tradition may be found Ed Kobak, exec v.-p. He's an ex-trade paper man who feels that a broadcasting net's program structure can be built like a magazine format, i. e., not too much of any one thing at any one time. He also feels that you can't do this by accepting any sponsor's program who wants to buy time at any time. There's a tendency on the part of advertisers to follow a proven program routine, and so afternoons become soapy time, 8 p.m. becomes variety time, etc. Since this is so, Kobak has insisted that the Blue develop its own programs and sell them for specific spots. Thus far they've sold 79 quarter-hour slots a week along this line, and while 79 is only the beginning—it proves 79 times that it can be done.



ANZAC AIR YANK FLAVORED

Transcriptions, Camp Shows Set a New Radio Pattern For Indies & Gov't Stations

Listeners First Nix and Then Okay U. S. A. Stuff

NEW YORK, April 8.—Australian broadcasting, like so many other things that have come under the sphere of American influence thru Yank troop concentrations, has reached a point where its programming has been profoundly affected by American likes and dislikes. The introduction of Yank artists Down Under for the troops, has brought a new trend in Anzac airings.

In pre-Pearl Harbor days, Aussie radio listeners had two types of outlets available; a set-up not unlike that current in Canada today. While the outlets, designated "A" and "B" have not changed materially, the type of entertainment offered has. Anzac stations air for 17 hours daily. The

Class A stations, owned and operated by ABC (Australian Broadcasting Commission) offer two services to each State, one national in scope, the other local. Entertainment was and is for the most part music and drama. However, Yank swing and singers of

American pop tunes, as well as the old soap operas and daytime housewife consumption, have replaced a lot of the old stuff.

Set-Up Is Like Canada

The commercial Anzac stations (Class B) operate much along the lines of our own stations. Their revenue is derived from sponsored programs. They are regular commercial operations, in that they differ widely from ABC-operated outlets, as the "A" station income is provided for by the assessment of a yearly fee upon the audience called the Listeners' License Fee. This also is identical with the CBC (Canadian) operation.

With the coming of Yank troops and the first heavy concentration of American-styled shows, a transition took place among the audiences. At first, there was some complaint by the listeners but when explanations were offered that the new shows were for the purpose of keeping up the morale of the troops, the grumbling subsided. Then, without any warning, Aussie stations became aware that their listeners were going for the Yank stuff in a big way. Now the demand has reached the stage where the appeal of American-produced shows is tremendous.

E.T.'s First

At first, transcriptions were the main source of Yank-flavored airings. Then came the stars to visit troops under CSI and Red Cross sponsorship. Naturally, their camp appearances were broadcast and now they're a must on Anzac programs. However, while live appearances are welcomed, the average Aussie listener has no great aversion toward canned shows. Class B stations particularly are in the market for recorded programs for commercial use as well as for their entertainment value . . . and many a show that was nixed years ago because it was "too American" is now pop stuff Down Under.

American artists in demand include Kate Smith, Bob Hope, Jack Benny, Red Skelton, Bing Crosby, among singles. Programs which are listened to avidly (they're sent to Australia basically for troop entertainment) include *Hour of Charm*, *Music We Love* and *Spotlight Bands*. The Philadelphia orchestra has a large number of supporters and its type of music is not unlike that which the listeners had been accustomed to, as longhair stuff is much the same the world over.

Local Programs Also Like Us

Yank influence has extended also to locally produced programs, with the studio participation and quiz-type shows now an integral part of Anzac air time. The "famed" soap operas have infiltrated the Anzac air also and have been received by the Class B stations with open arms and a why-don't-we-do-this-more-

often attitude. *Big Sister* is typical of Yank operas now heard regularly between the hours of 10 a.m. and noon (Anzac time).

Still another Yank contribution sees American engineers working hand in hand with Anzac men in operating the new, large short-wave outlet in Port Moresby, New Guinea. This project will air shows to the troops in the forward areas with greater frequency than before and will give both Anzac and American listeners an outlet nearer the main battle areas.

Short-Wave Stations Link Continents

The Aussie short-wave broadcasts monitored thru W21XY, Jamaica, B.W.I., have contributed greatly toward keeping news flowing between the two continents. Daily at 8 a.m. and continuing for 45 minutes, news is exchanged thru the local outlet and VLG3 in Melbourne. That station, along with WLG3, also in Melbourne, does a broadcast beamed to the West of the U. S. A. and heard later in the day.

The Anzac airmen are justifiably proud of their record as far as those short-wave airings are concerned. The broadcasts, which complete three years of airings this month, have been unreceivable only about a half dozen times during that period. At present, plans for the presentation of the regular, yearly show dedicated to Anzac Day (April 25) are under way. The latter program, with special features to be offered, will undoubtedly mark another milestone in progress of Australian radio, with bigger and better things due to come after the war. The American idea will play a big part come the day.

\$40 Facsimile?

PHILADELPHIA, April 8.—Morris and Julius Goldman, who operate the chain of M. & J. Radio Company stores here, retail radio shops, are waiting word from the FCC concerning their plans to broadcast facsimile news. The Goldmans have devised an electric eye gadget, which can be attached to an ordinary radio set, and promises to be able to print up the morning news while the coffee is boiling. Moreover, the whole thing costs less than \$40. The inventors have applied to the FCC for a permit to broadcast their facsimile news here, and hope to get the go-sign in short order. They also have placed a bid with the War Production Board for materials to put their plan in operation, contingent upon the FCC okay.

Curtin to WMC

WASHINGTON, April 8.—D. Thomas Curtin was appointed this week to direct the radio activities of the information service of the War Man-Power Commission.

A former newspaperman, Curtin wrote and produced network dramas, and until two years ago was public relations director for McCann-Erickson. In his new job he will prepare radio scripts for WMC and supervise its radio activities.

WBZ Right, Says Boston, On 'Words at War' Rebroadcast

BOSTON, April 8.—From a grandstand seat on the sidelines the artificial furor stirred up over WBZ's refusal to carry the rebroadcast Tuesday (4) of *Words at War* program of February 22, which was based on Seiden Menefee's book, *Assignment U. S. A.*, looks like a big fuss over nothing. Since the original broadcast a steady campaign to have the program aired a second time has been promoted in the belief that it revealed facts which should have wider distribution and that it teaches a lesson in racial tolerance.

That would have been true were the facts in Mr. Menefee's book presented without undue dramatization. The book appears to show that Boston has had serious race riots. Actually, some very tame facts have been misinterpreted in the interests of a good story. As the rah-rah campaign draws to a close, and NBC has decided to rebroadcast the show, local newspapers and writers have been sicced on to the story of WBZ's refusal to put on the show a second time.

But WBZ was quite justified in declining the show on several counts. It exercised its privilege as an NBC affiliate to refuse sustaining programs. After thoughtful consideration station officials here decided that the program "would tend to incite intolerance rather than promote tolerance," according to a statement released Thursday (6) by General Manager C. S. Young. "It was decided that WBZ and WBZA could best serve the public interest by not airing the program again."

WBZ spokesmen declare that the decision not to rebroadcast the program was taken entirely by station officials. But, copies of the script were given out in advance to newspaper radio editors and to Catholic, Jewish and Protestant clergy who agreed unanimously that it would do more harm than good. Station insisted no undue pressure was brought from any quarter.

The Westinghouse stations here carried the original broadcast February 22. A few days afterward City Coun-

cilman Michael Kinsella kicked up a fuss because the program "insulted and castigated a large portion of the citizenry of Boston." The broadcast also identified a speech he had made as "a classic statement of the pre-war isolationist position." But when he made the statement in council session, Kinsella referred to the wrong station, program, network, date, day and time. He later published apologies.

Regardless of whether the script was wrong in stating that "the Irish are an absolute majority . . . and are predominantly anti-British, anti-Russian, anti-Semitic and anti-New Deal," the statement certainly could have done racial relationships here no good. The script showed the courage of its originators in revealing the activities of Francis P. Moran, former head of the now defunct Boston Christian Front.

But when it stated that a "wave of terrorism against Jews swept Boston in March, 1943," it was way off base. The script continues: "Twenty Jewish boys attacked on way to a dance at Dorchester—one seriously beaten," and cited other instances.

It has since been shown that the investigators who supplied the "facts" for articles published in various papers and included in Menefee's book, read nonexistent meaning into the ordinary school-boy fights. In each of these groups there were as many Italian and Irish boys as Jewish. Apparently the boys beaten were simply disliked by their attackers. That happens in every city every day in the year.

That Boston, like every other city, needs a good going over every once in a while, cannot be denied. But when the examiners and critics begin their analysis and comment they should be more sure of their facts. A good many solid liberals are glad to see radio taking a swing at prejudice, intolerance and stupidity, happy that it has the courage to speak up publicly. But they are also a little sorry that the occasion was not one of greater import and solid fact.

26 Coffee Starts Isbrandtsen Into Radio Advertising

NEW YORK, April 8.—Isbrandtsen Shipping Company's first venture into radio sponsorship, a WOR morning seg plugging its new coffee (26 Brand), will be the first of a series of programs backed by the food line the outfit is starting.

Reasons for the unprecedented move into foods, first time a shipping company has taken over processing and distribution as well as transportation, are to put an inactive organization back to work and make dough because of lower costs. Government control of shipping industries left outfit with plenty of help, a large org and nothing for it to do. Formerly importers of green coffee, Isbrandtsen thinks it can do the job cheaper and better than other brands and capture the market.

Officials say that as soon as wartime problems of shipping, packaging and transportation clear up, they'll move into canned foods and dehydrated products.

Another Blue Net Divorcement Move

NEW YORK, April 8.—The Blue Network has set up its own communications department, with Thomas Dolan, Blue traffic manager, taking over supervision. Richard Hamilton, of NBC, will switch to Blue as Dolan's assistant. The Blue has been sharing NBC's communications department since organization.

Comic Strips To Sell Airplanes?

NEW YORK, April 8.—Radio big-shots are watching closely to see the results of the first attempt to sell high priced products to adults thru children's comic strips.

Advertiser in a series of full-color, comic-section adventures of the mythical air hero, Capt. Ben Dix, is Bendix Aero Corporation. The outfit is building good will in hopes of selling plenty of private planes in the post-war period. The strips are expected to get the kids to express a preference for Bendix air-cars in addition to building air-consciousness.

Series will also give away the usual books, pins and other items to bring Bendix name into the household.

It was also announced that the account, formerly handled by Lennen & Mitchell, has been taken over by MacManus, John & Adams, Inc., Detroit. The MacManus agency will do Bendix's other plugging, possibly including radio, which was formerly handled by Buchanan & Company.

Gas Co. Airs Reds Games

CINCINNATI, April 8.—For the second consecutive season the Cincinnati Gas & Electric Company and its affiliated companies in Southwestern Ohio and Northern Kentucky will sponsor WSAI's broadcasts of the Cincinnati Reds games. Roger Baker and Dick Bray will again handle the games.

B&K Shuffle WBKB Staff; New Tele Deal?

CHICAGO, April 8.—Taking steps necessitated by the possibility of increased activity and greater public attention when the advertising agencies of Chicago begin to put on their own shows at the Balaban & Katz television station, WBKB, B&K officials this week shook up the management of their video outlet here.

George W. Thomas, former purchasing agent at the station, was made station manager. In this capacity, Thomas will act as a co-ordinator whose job it will be to make the station operate with the smoothness it will need in the future. Helen Carson, who has been in charge of production, has been appointed supervisor of studio activities. A. H. Broly will continue as chief engineer. Ann Drobenka, station staffer for a year, will be in charge of public relations.

By making these appointments, B&K officials, led by Elmer Upton, assistant treasurer and comptroller of the Balaban & Katz Theater Corporation, who has been company overseer at the station and will remain just that, have put an end to a controversy that has been going on for months between WBKB personnel and some of the B&K theater and office bigwigs.

Top Men Fail

B&K higher-ups, it has been said, have in the past been given opportunities to show what they could do at the station, but failed. High-powered showmen, who have managed some of the top B&K theaters, have been given the chance to do programing and make program suggestions, but they have not come thru. Upton, however, who is high up in the B&K management, does not fall into this category. He has acted as the power behind scenes and the guardian of the station's future.

After B&K people were given their chance at the station, and even tho they failed, they felt that they should run WBKB. By making these appointments, John Balaban, treasurer of the company, and Upton have definitely shown who is going to be in charge of the station's destiny. In making these appointments they have shown the old-time B&K men who is going to be boss at the station.

Eddy Still Power

Indirectly too, they have proved that altho Bill Eddy, former NBC television genius who was manager of WBKB before he became a commander in the navy, is no longer officially active at the station, he is still a power of no small importance in the station's operation. Eddy, the chief of the navy's radar schools which have their headquarters in the WBKB building, has backed the WBKB staff. He has seen no reason why B&K theater and office staffers should have a hand in the station's programing. From now on, it appears, they are on the outside looking in.

Light on Air Vision

NEW YORK, April 8.—The REC (Radio Executives' Club) will conduct a 15-week television seminar beginning in May and covering all phases of the industry. The series of lectures, for which the enrollment fee will be \$1, will feature leading video authorities as members of the faculty. Time and place of the series as well as complete plans for subjects and faculty will be announced at April 20 club meeting.

Miner Says 16mm. Film In Tele Cameras Okay

NEW YORK, April 8.—An okay use for films in pre-net video will be to record large station live programs for sale to small outfits, according to Worthington Miner, CBS television exec, who told *The Billboard* last week that pix won't be as big in future video as expected.

Miner believes big outfits will set up 16mm. cameras in a special television scanner which will make a record of the flesh programs of the station. The pix will then be sold to smaller stations that won't be able to afford production costs of continuous live shows.

MGM Ties In With Zenith Pic Air Debut

CHICAGO, April 8.—What is believed to be first world premiere by television of a movie made for theater distribution, will take place here Monday night (10), when MGM and the Zenith Radio Corporation's television station, W9XZV, cooperate in the telecasting of a two-reeler, *Patrolling the Ether*. The pic is also being previewed by television by NBC in New York, in addition to the movie. The show will include "live" talent supplied by MGM.

The fact that MGM is co-operating with Zenith in this venture is viewed by some in the radio trade as an indication that MGM is out to compete in the Chicago tele pic, which up to now has been dominated by Balaban & Katz's WBKB. Apparently MGM is getting ready to line itself up with a television station here so that B&K, which is closely connected with the Paramount pic interests, does not have the movie company tele hand in Chicago at some later date.

With this show, Zenith will be putting on "live" talent for the first time in many months. Since the war started, Zenith has just been telecasting films once a week. The reason for its use of film only, Zenith execs say, can be attributed to wartime security precautions at the Zenith plant, where the television station is located. Much secret work is being done at the plant and company officials don't want actors and actresses tramping around in the area.

CBS Starts Live Visual Schedule; First Show May 5

NEW YORK, April 8.—CBS television outlet WCBW will resume live programing Friday, May 5. Outlet was one of video pioneers in these parts, but since December, 1942, the station has been airing only films. Schedule will now be two hours of pix on Thursday evening and two hours of live programing on Friday.

CBS is planning to bring in a sizable executive crew, 20 people have already been set, but unlike its competitors, net will move back into live shows cautiously and sans fanfare. Most of the staffers are from production and scripting staff of the web, with a spicing of outsiders.

Tentative schedule is to proceed with war, music and news videocasts and let dramatics wait till later. CBS won't try to play with commercials until the re-created television unit has shaken itself down.

Less Studios for Future Air; GE Shows New Video Set-Up For Multiple Live Audiences

WRGB Exec Sees Need of Innocence in Entertainment

NEW YORK, April 8.—That early post-war telecasting stations will not have multiple studios was indicated by General Electric Thursday (6) at a Waldorf-Astoria press show, where it presented its video station design of the future. Cost of tele cameras and other equipment will make it financially impracticable to build a beehive of studios such as radio broadcasting now employs. It appears as tho the radio cities of today will be obsolete come general air-vision.

In the GE station model, two audience seating areas overlook a single quarter of a revolving stage. Audience areas can be used for alternate programs or jointly. Such conservation of apparatus seems to be a tip-off that cameras and other equipment are certain to run into figures prohibiting a station from using a great many units.

Two Tele Forms

J. D. McLean, GE engineer, in demonstrating the station model and explaining the company's program angles, drew a pic of two major applications of tele. There will be, he pointed out, broadcast vision that will add a new dimension to home entertainment and provide one of the most powerful mass advertising media ever developed. "And," he went on, "there will be industrial video in which pix and sound will be carried by cable or by radio transmitters from one point to another for various private commercial uses." As an example, he cited department store use with a fashion show taking place on the eighth floor and being wired to display projectors located on all other floors of the store and in the show windows, enabling shoppers thruout the store to see the merchandise being sold.

"Theater television," he pointed out, "will be of the industrial variety." He stated that scanning of programs for theaters is an assured part of future showbiz. A live-talent program originating at a central point can be wired to a number of theaters and then projected on the regular theater screens. News and sporting events can be made available to an infinite number of theaters by such a system.

Tele stations may not be located in crowded metropolitan sections as radio is concentrated today. The studios will be on the outskirts of towns and cities where space will permit large one-story buildings. The exterior of the studio exhibited by GE is equipped with landscaped grounds, swimming pool and other sports facilities, which would permit a large variety of outdoor shows to originate on the studio site.

Cold Light

GE has developed a tele light source without heat. McLean stated that during

the winter WRGB, Schenectady, N. Y., presented boxing and wrestling matches from a ring set up in the studio under mercury-vapor lights. Program participants experienced no discomfort, as the lights developed by the company are not hot.

Adding fire to the highly controversial subject of pix in tele, McLean went on record with "Motion pictures are the transcribed programs of tele, and many films will be made especially for video presentation after the war."

Pic Stations Ahead

He pictured tele satellite stations, located in areas between major network centers. These "non-creative" stations may obtain revenue from the territory they serve without constructing extensive studio facilities and without a major capital investment. "The operator of the local station can, with a 16mm. silent motion pic camera, take pix of the products which the local merchants have for sale. He can take pix of local events, parades, all types of sports events, fires and other news events, and an hour later televise them for his local audience." Every local tele station owner will have to be, it seems, a camera hound.

Robert S. Peare, GE's manager of broadcasting, contended that tele will be judged, and rise and fall, by the criteria of the home—its standards of decency, humor and its code of conduct. In this respect it is totally unlike entertainment in which "you pay your money and take your choice." Their standards can never become the standards of a good show.

Tough Competition

Elaborating on tele's programing task he pointed out, "Tele programs must not only attain new heights of entertainment innocence, they must also reach new heights of entertainment. Tele must compete with all other activities in the home—even the toddler at play in his pen and the school boy—for the full attention of its audience. Radio has never had to meet this brand of competition."

Would-be tele producers will be interested in Peare's version of tele programs. He said: "We have learned this about tele programing: There's nothing else like it—not radio, nor motion pix, nor the stage. It is the voice of the radio plus the motion pix plus the living, breathing reality of the stage—plus a fourth dimension, time. Everything that happens in the tele studio or on location is contemporaneous with the audience. And that is one reason why the problem of presenting a tele program bears about the same relation to making a movie or putting on a radio program, as one of Einstein's math theories bears to a problem in high school geometry."

The entire GE presentation was addressed at introducing its idea of television station equipment of the future—and how future station ops can get in line now for transmitters. GE, it seems, has made it easy to stash away radio coin in necessary equipment to be available—some day.

Television Reviews

DuMont Television

Reviewed Wednesday (April 5) 8:15-10:15 p.m. Style—Variety and Films. Sustaining on W2XWV (New York).

Legit, pix, vaude, opera and night club talent pitched in to make this show outstanding. The sports world and the press were also represented in what might have been a top tele presentation. Inadequately prepared portions of the program, however, dimmed the brightness of the star-studded procession that marched before the studio cameras.

Click's half-hour offering, responsible for major part of the evening's genuine entertainment, was by far the best of the Charles M. Storm Agency shows. Attempts to bring to life features appearing in the pub's current issue were made but not quite realized. Bringing a mag's pages to life was tried before by Ray Nelson, the agency's tele director, but insufficient rehearsal and lack of idea orientation made for a less-than-perfect presentation that time.

Before a background of an enormous *Click* cover blow-up, Danton Walker, *Daily News* columnist, emceed the show. His job was more that of a referee, due to the rapidity with which each mag feature was brought on, but he handled (See *DuMont Television* on page 22)

B&K Television

Reviewed Tuesday (4). Film, dancing and news. Sustaining on WBK (Chicago).

This was one day on which the entire B&K staff "should have stood in bed." Everything that could possibly go wrong at a television station went wrong. There were gremlins all over the place.

The movie projector machine failed, a camera went on the fritz, things were knocked over in the studio. Noise and confusion reigned. In spite of valiant efforts on the part of the production and engineering staff, the program was hopelessly bad, and finally the station had to leave the air, a half hour before the usual signing off.

The first portion of the program, delivered by News Commentators Dan Cumberly and Jim Campbell, was okay. Their style, however, is becoming a bit worn from over-use.

The film shown was a cartoon comedy, a movie that most of the time could not be seen because of technical difficulties. Before it was completed station execs took it off the air.

Wayne Van Dyne did some singing as usual. That word "usual" just about (See *B&K TELEVISION* on page 22)

PHOTO REPRODUCTIONS
Now doing work for FRANK SINATRA, EDDIE CANTOR, GUY LOMBARDO, HELEN FORREST, etc. Quantities as low as 5c. Write for price list B. 100—\$4.13—\$6.60
MOSS PHOTO SERVICE, 155 W. 46, N. Y. 19



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN"
HOOPERATINGS
for evening programs

Vol. 1. No. 10E

(REPORT DATED MARCH 31, 1944)

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
BOB HOPE	36.5	267	NBC 133	Corwin—CBS R. G. Swing—BLUE Amer. Forum—MBS Sunny Skylar—MBS	Foots, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$301.37
FIBBER MCGEE AND MOLLY	32.6	390	NBC 131	Report to Nation—CBS Spotlight Bands—BLUE Coronet Story Teller— BLUE Amer. Forum—MBS	Needham, Louis & Brorby	S. J. Johnson (Floor Wax)	\$ 8,500	\$260.74
JACK BENNY	28.8	455	NBC 132	Shirer—CBS Como—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$694.44
EDGAR BERGEN	27.1	304	NBC 133	Star & Story—CBS A. L. Alexander—MBS Greenfield Choir—BLUE	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$366.80
WALTER WINCHELL	27.1	547	BLUE 167	R. Digest—CBS M-Go-Round—NBC Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$184.50
LUX RADIO THEATER	27.0	394	CBS 135	Tel. Hour—NBC Dr. I. Q.—NBC Counter Spy—BLUE Spotlight Bands—BLUE Coronet Story Teller— BLUE Heatter—MBS Bob Ripley—MBS Paul Winchell—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$370.38
RED SKELTON	25.3	85	NBC 128	Creeps by Night—BLUE Talks—CBS San Quentin—MBS	Russel M. Seeds	Brown & Williamson (Raleigh Cigarettes)	\$ 8,500	\$335.97
JOAN DAVIS- JACK HALEY	24.0	38	NBC 71	Dinah Shore—CBS Spotlight Bands—BLUE Coronet Story Teller— BLUE Treasure Hour of Song— MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$ 7,500	\$312.50
TAKE IT OR LEAVE IT	23.8	205	CBS 121	H. of Charm—NBC G. Lawrence—BLUE Good Will H.—MBS Cedric Foster—MBS	Blow	Eversharp (Pens and Pencils)	\$ 2,500	\$105.04
MR. DISTRICT ATTORNEY	22.2	253	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Coronet Story Teller— BLUE First Nighter—MBS	Pedlar, Ryan & Lusk	Bristol-Myers (Vitalis)	\$ 4,000	\$180.18
ABBOTT AND COSTELLO	23.1	117	NBC 134	First Line—CBS R. G. Swing—BLUE Carnegie—MBS Gladstone—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$469.48
FRED ALLEN	21.3	442	CBS 122	Amer. Album Music— NBC Basin Street—BLUE J. Fidler—BLUE Cleve. Symph—MBS	Buchanan	Texas Co. (Oil and Gas)	\$11,500	\$539.90
SCREEN GUILD THEATER	21.1	188	CBS 122	Contented Hour—NBC R. G. Swing—BLUE Top of Evening—BLUE Gladstone—MBS Education for Freedom—MBS	Blow	Lady Esther (Face Powder, etc.)	\$10,000	\$373.09
ALDRICH FAMILY	21.0	205	NBC 127	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$190.48
BING CROSBY (sub)	20.3	346	NBC 134	Major Bowes—CBS Town Meeting—BLUE G. Heatter—MBS Bob Ripley—MBS	J. Walter Thompson	Kraft (Cheese)	\$10,000	\$492.12

Average Evening Program rating is 10.4 as against 10.5, last report; 11.4 a year ago.
Average Sets-in-Use 31.6, against 32.0 last report; 30.9 a year ago.
Average Available Audience 79.6; no change from last report.

Sponsored network hours reported 83½ as against 81¾ last report, and 71 a year ago.
Radio Hall of Fame rating for this report 6.8, up 0.7 from last report.

Frank Sinatra 12.2, up 0.7 from last report.
Red Skelton is rated for the EWT zone only.
Bing Crosby program rated is a substitute program—no Bing.

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Philly "Eve. Bulletin" Sets Rates for Radio Program Listings--Everything Goes

PHILADELPHIA, April 8.—Having experimented with success on a plan providing for advertising in its daily radio log timetable listings, *The Evening Bulletin*, enjoying the largest circulation here (647,040), has established a line rate for radio advertisers, stations and agencies. Newspaper, because of its importance, has been subjected to all sorts of pressure from local radio for favorable program listings in view of the fact that the radio log is a mere skeleton, and program identification is in many cases ambiguous or misleading.

As a result, effective May 1, the newspaper has told radio that it can write its own copy for the listings of the radio programs. Radio will be able to mention the actual title of a program, the cast, name the product, the sponsor—and even the sponsor's nephew for all the newspaper cares. But it will be all on a cash-and-carry basis, with so much per agate line. The only restriction is that the listing carry an asterisk to denote that it is an ad.

During the test period in recent weeks, ad rate for the radio log ran about 35 cents a word, figuring about \$1.50 a line. Starting May 1, advertising listings in the radio log, in light-face agate and including the station letters in bold face, will bring in \$5 for the first two lines per insertion, plus \$5 for each additional line. And for those who desire to have the program listing stand out even more prominently, a special rate is provided providing for 7½-point Regal bold with Regal light caps and lower case at \$5 per line per insertion.

The Evening Bulletin, following the practice of the two morning newspapers, will for the first time allow radio to buy

first and last-page readers (in agate and inarked as ads) at \$10 a reader, and at \$5 for the inside-page readers. In addition, national advertisers buying display space for their network shows will have to bear a higher tariff starting May 1, *Bulletin* upping its general display rates from 75 cents to 85 cents an agate line.

Dual Station Nix Deadline Lifted By FCC Ruling

WASHINGTON, April 8.—Federal Communications Commission this week partially suspended the deadline before which the multiple ownership regulation becomes effective.

Meeting Tuesday (4) to act on the numerous petitions for postponement on the deadline, FCC adopted an order which suspends the effective date of the multiple ownership order with certain exceptions. These exceptions are as follows:

On or before May 31, 1944, all licensees to whom the regulation may be applicable will be required to:

1. File an application which will effect compliance with the regulation.
2. Submit a petition for extension of license for such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the regulation, provided such petition sets forth:
 - (a) The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the regulation; and
 - (b) A statement of the steps which the petitioner proposes to take in order to effect his compliance with the regulation, and the specific facts establishing due diligence in the effort to effect a compliance with the terms of the regulation and the licensee's inability to comply therewith.
3. Submit a petition for a hearing to determine the applicability of the regulation to the petitioner, in which case the petition and the license renewal will be set for hearing.

FCC officials estimated that of about 53 stations under multiple ownership, only about 26 must change hands.

While other department stores have placed larger contracts with KYW, the Gimbel Bros.' account figures more prominently than the others. Gimbel's happens to be the parent owner of WIP here, and it marks the first time the store has bought radio time on any other local station apart from its own affiliate.

PHILADELPHIA, April 8.—Sales staff of KYW continues to do a bang-up job in selling radio to the local department stores. This week it scored a real sales scoop in inking Gimbel Bros. to a contract calling for six announcements per week for 13 weeks, the department store placing direct.

Gimbel, WIP Op, Buys KYW Time

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CBS Newest Opus "World Words" for Mike Spielers

NEW YORK, April 8.—*World Words*, CBS guide book prepared by W. Cabell Greet, network's speech consultant, will be ready for distribution to local announcers, network affiliates and BBC and CBC. The guide book, dealing with recommended pronunciations of war words, contains 12,000 names and words of battlefields and airforce objectives of the past two years, as well as likely future places of combat. Names of personalities appearing and likely to appear in the news and words that are difficult for broadcasters are also in. It is a supplement to *War Words*, which CBS and Greet produced last year, and with NBC's *Handbook of Pronunciation* supplies the vocal answer to most word mike aches.

3 Sales Staffers to Army

NEW YORK, April 8.—Radio sales loses three staffers to the armed forces within next few days. Bill Rayburn, promotion man for the CBS unit, left last week for the army, while Dave Sutton, WBBM contact, and Emmett Herdt are set to change into khaki.

Best Buys

Program	TCI	Hooperating
Take It.....	\$105.04	23.8
Mr. D. A.....	180.18	22.2
Winchell.....	184.50	27.1
Aldrich Family..	190.48	21.0
Fibber.....	260.74	32.6
Bob Hope.....	301.37	36.5
Davis-Haley....	312.50	24.0
Red Skelton....	335.97	25.3
Edgar Bergen...	366.80	27.1
Lux Theater....	370.38	27.0
Screen Guild....	373.09	21.1
Abbott and Costello.....	469.48	23.1
Bing Crosby....	492.12	20.3
Fred Allen.....	539.90	21.3
Jack Benny.....	694.44	28.8

Program	TCI&E	Hooperating
Take It.....	\$117.93	21.2
Mr. D. A.....	172.41	23.2
Aldrich Family..	180.19	22.2
Winchell.....	204.08	24.5
Fibber.....	249.26	24.1
Davis-Haley....	311.20	24.1
Bob Hope.....	317.00	34.7
Edgar Bergen...	381.68	26.2
Lux Theater....	384.62	26.0
Screen Guild....	432.90	23.1
Abbott and Costello.....	448.43	22.3
Morgan-Brice..	461.65	20.6
Bing Crosby....	510.21	19.6
Fred Allen.....	583.24	19.7
Jack Benny.....	884.96	22.6

Come, Come!

COME, come, Mr. Petrillo, pick on someone your size. By refusing the Chicago Board of Education's FM station, WBEZ, the right to rebroadcast WBBM's "Workshop for War" to the city's classrooms, you're stepping out of bounds, Mr. Petrillo. You're taking a swing at school children, kids who can't fight back.

Surely, you have the right—and the duty—to protect the interests of the musicians in your union. That's your job. You have the right to see that your men are paid a living wage and that all their interests are protected. This you have been doing with success for years; as any radio station official will tell you.

But what have you to gain by refusing the Chicago Board of Education the right to rebroadcast "Workshop for War" to 100 classrooms where the series would be used for educational purposes? If this series is rebroadcast by WBEZ, not one union musician will be put out of work. And if it is not used, not one additional union musician will receive one extra minute of work.

You have said, Mr. Petrillo, that WBEZ may not rebroadcast the series because it uses "live" music, and because your union has not made any ruling about the broadcast of that type of music by FM stations. Don't you think, Mr. Petrillo, that you are sidestepping the issue with that reasoning? Don't you think you should take into consideration that the series was to be used for educational purposes, to be used in classrooms by schools trying to find out why they are living in a great country?

Give them a chance, Mr. Petrillo, to get a good education in an interesting manner. Give them a chance to find out facts about this country of ours, this country for which a war is being fought.

And, if you're worrying about stations using this as a precedent, why not grant that permission, Mr. Petrillo, with the proviso that it will NOT be used as a precedent.

You're not fighting with a wealthy, powerful network in this case, Mr. Petrillo. You're fighting with mere kids.

Radio Reviews

Workshop for War

Reviewed Saturday (1), 12:30-1 p.m. (CWT). Sustaining on WBBM, Chicago.

Workshop for War, top special events, documentary series in these parts, slipped a bit with this program. Whereas up to here the series rated "E" for excellence, this one deservedly only an "S"—satisfactory.

So far, the series, telling the story of industries in the Midwest that are making or transporting the munitions of war, has utilized a well-balanced format of narration, drama, orchestral background and on-the-scene interviews. This show, however, was top-heavy, with the old-fashioned type of special-events interview. It was during the interviews that the show fell down, and the good impression left by the opening narrated portion of the broadcast was obliterated.

Using a script written by John Barnes, the program gave the history of Rock Island, Ill., a rock formation in the Mississippi that has changed thru the years from an Indian camp to an arsenal that has supplied weapons of war from the days of the conflict between the North and the South up to the present. Jonathan Cole, narrator, did a forceful job with the history-giving lines. Musical background for this portion of the program, written by Dick Maltby and played by an orchestra directed by Joe Englehardt, was effective in its attempt to portray mood and increase dramatic impact. The studio portion of the program, produced by Larry Kutz, was more than satisfactory; it was good.

But when the interviews were ushered in, the show hit the skids. The workers interviewed didn't know how to talk over the background noise of whirring ma-

chinery, even the Announcer Bob Venables did. The background noises at some spots almost drowned out the workers' words, and this compelled the listener to strain his hearing organs to follow the program, which, as a result, was irksome. The staid device of inter-

(See WORKSHOP FOR WAR on page 22)

Sensation of the Nation



of RADIO SCREEN RECORDS

ERNEST TUBB

Star of Republic Picture "JAMBOREE"

Heard Every Saturday Night WSM GRAND OLE OPRY NASHVILLE

Also on DECCA RECORDS

Writer of "Walkin' the Floor Over You," "You'll Nearly Lose Your Mind" and many others published by

AMERICAN MUSIC, Inc.

Exclusively

NEW YORK—CHICAGO—HOLLYWOOD

J. L. FRANK, Personal Representative

Grocers' Handbills Fill Void Left By Press Cutting Flack Space; Net Test at WCCO

MINNEAPOLIS, April 8.—Answer to the radio flacks' biggest headache—space to promote his station's shows—is believed to have been solved here by Sam Kaufman, publicity-promotion chief for WCCO-CBS.

Kaufman has come up with what is said to be the outstanding cure to radio's growing problem of decreased newspaper space.

Kaufman, entering his home one night several weeks ago, chanced to pick up a grocer's handbill lying on his doorstep. He looked the thing over. On one side was printed the grocer's specials for the week. The other side was blank.

Came the big idea. "Use the reverse side for radio copy?" A huddle the next morning with A. E. Joscelyn, WCCO manager, resulted in Kaufman's getting the green light on the project.

He contacted a large grocery chain which weekly distributes 21,000 handbills. The chain was only too happy to have the WCCO news and pictures on the reverse of its throwaway.

The new project was tabbed WCCO News Parade. Kaufman then wrote copy for a one-page sheet, using CBS mats and news stories, with lead article a reprint of *The Billboard's* Annual Radio Editors' Poll.

Cost Per Shot—\$65

Mats were cast, type set and page thrown together by printer. Cost of make-up and matting was set at \$65, paid by the station. Then huge mat of the eight-column, newspaper-size page was made and furnished to the grocery chain. Cost of casting the page mat is paid by the grocer. Plan, as presently evolved, works only with handbills printed on rotary press. In this fashion, extra cost to grocer for printing WCCO News Parade is that of extra ink for press run, estimated at about \$2 per run, and casting of the page mat. Distribution of throwaways is handled by grocers.

First edition of 21,000 was read by an audience estimated conservatively at 65,000, while the second edition had a press run of 38,000, with an audience of nearly 100,000. Grocery chain that first went for idea has 50 stores in Minneapolis and St. Paul. Second chain to become interested in idea has same number of stores. Handbills, in addition to being distributed house-to-house, are packed in shoppers' bundles.

Special "Per-Chain" Set-Up

Kaufman is dickering with a third grocery chain which distributes more than 100,000 handbills thruout State weekly. Third chain wants exclusive material, and Kaufman was pondering plan of issuing a separate sheet, tabloid style, to care for that chain's needs.

CBS Okays Test

Plan was submitted by Kaufman to CBS. Net okayed idea as test, with WCCO given carte blanche to pioneer idea here until all bugs are worked out.

Kaufman, realizing Twin City readers

want to know about local radio talent as well as of web performers, has hired a University of Minnesota Journalism student (gal) on part-time basis to work up this angle for *News Parade*. In addition, he plans to use excerpts from radio programs of local big names airing over WCCO, printing material under their by-lines.

"We've been waiting on the good graces of the local newspapers for almost two years now," Kaufman said. "Since the paper shortage set in they've abolished radio pages, radio columns and radio pictures almost entirely. All that's left is the daily listing."

Kaufman estimated first year's cost for *News Parade* would be \$5,000. Broken down, publicity stunt will cost \$2 per thousand handbills.

WCCO salesmen, told of idea for direct tie-in with their accounts, were enthusiastic.

WFIL First Philly Outlet To Have Theater Studio

PHILADELPHIA, April 8.—As a starter for the development of video talent and techniques and at the same time give a seat up front on the television bandwagon, WFIL, local Blue outlet, has leased the Plays and Players Theater, central-city playhouse housing the semi-pro Plays and Players' theatrical troupe. And for the moment WFIL becomes the first local station taking over a theater for the presentation of visual broadcasts. While several other stations have regular auditoriums for visuals, as well as part of the studio set-up, WFIL is the first to move outside, and in the manner of the networks, sponsor a regular theater. Playhouse will be called WFIL Theater Studio.

Television Is a Reason

Regularly scheduled programs will go on the air direct from the theater. Over and above actual broadcasting, however, the station intends to use the playhouse as a proving grounds for new talent and production ideas, with an eye to the television picture in the not-too-distant future.

Theater studio will be dedicated next Tuesday (11), with the inaugural of a new half-hour variety show *Out of This World*, with Milton Cross, network announcer, coming here to head the cast. Norman Black's studio band will also be a fixture on the show, with variety guests having a hand in each stanza. Opening guests will be singers Joey Nash, of radio, and Dorothy Sarnoff, of the cast of *Rosalinda*.

"We are giving visibility and challenge to local broadcasting," said Roger W. Clipp, WFIL prexy, in announcing the Theater Studio. "It should not only result in heightened listener interest but will also serve as a stimulus to an increase of energy and imagination in local programming." Apart from the Theater Studio, station's post-war television plans are being held under wraps.

Cantor Signs Again; Alan Young Gets Summer Sub Job

NEW YORK, April 8.—Bristol-Myers Company has renewed Eddie Cantor's *Time to Smile* program for *Ipema* and *Sal Hepatica* next fall.

Show goes off the air for three months this summer with Alan Young, Canadian comedian, taking over as replacement. Cantor will return to the air Wednesday, October 4.

Harry Von Zell, who will follow Ralph Edwards on *Truth or Consequences*, will not continue with the Cantor show next fall. Angle is that Cantor figures Edwards's show makes Von Zell a comic too—and he wants an announcer to spiel not gag.

Five-Way Pick-Up

NEW YORK, April 8.—Gracie Fields soon to leave for Australia to do air shots along with entertaining troops. . . . Georgia Gibbs, singer with Durante and Moore on CBS Friday nights, has collaborated with Guy Bager in composing *Lullaby to My G.I.* . . . Frank Novak's latest musical aggregation on *Hook 'n' Ladder Follies* has been tagged Sagging Springs Serenaders.

WMCA shopping for a new program manager. . . . Xavier Cugat, maestro on *Your DuBonnet Date*, holding up pix commitments to fill Waldorf-Astoria date in July. . . . Jimmy Melton slated to be Fred Allen summer replacement *Seated* sustainer. . . . Procter & Consequences remains on air thru summer as a break-in for Harry Von Zell. . . . Fran Carlin and Lawson Zerbe have leading roles in *This Changing World*, daytime serial.

Felix Mills, maestro on the "Burns and Allen" show, soon auditions his own program idea as a possible summer replacement. . . . John Brown, who plays the father in "A Date With Judy," due in Jack Benny's next pic "The Horn Blows at Midnight." . . . Peter Cappell pinch-hitting for Bob Nolan as director on "Radio Reader's Digest" while Bob vacations. . . . Carl Frank leaves "Now and Forever" for the navy in May. . . . Hal Janis seriously ill at New York Gardens' Hospital. . . . Rosa Rio, staff organist for Blue, on the sick list. . . . Marx Loeb takes over direction of "Stoopnagle" show starting April 8. . . . Helen Claire will portray Nicki Blake in "This Life Is Mine." . . . John Moore replaces Carl Swensen as Mr. Miniver in "Mrs. Miniver."

Joseph Julian now playing Steve Foster in *Big Sister*. . . . Surprise booking finds Ed (Archie) Gardner, of *Duffy's Tavern*, set to star on the CBS *Suspense* thriller April 20. . . . Art Gentry, announcer on Bob Hawk's *Thanks to the Yanks*, is also a member of the Eton Boys' Quartet.

CHICAGO, April 8.—Paul White, CBS director of public affairs, in Chicago this week to set up coverage of national political conventions. . . . Jim Hanlon, member of WGN press department and managing editor of *Journal of the Association for Education by Radio*, expects to join armed forces in about three weeks. . . . Rose Metzgar, local head of Ruthrauff & Ryan radio department, to write three songs for Dorothy Lamour's next film. . . . Jim Shelby, radio director of McCann-Erickson here, left for marine basic training this week. . . . Gene Dyer, owner of WAIT, flew to Phoenix, Ariz., this week to visit his mother, who is dangerously ill. . . . Craig Maudsley resigned as sales manager of WAIT this week.

NBC's "World's Front" political interpretation program will originate in Chicago during coming Democratic and Republican national conventions. . . . Ken Griffin takes over role of Gil Whitney on CBS's "Romance of Helen Trent" April 10. Spot formerly was held by Marvin Mueller, Hollywood bound. . . . Karl A. Rembe has resigned from WJJD sales staff to join Campbell-Ewald Agency as account executive. . . . Morris B. Sach's "Amateur Hour" celebrating its 500th consecutive broadcast here. . . . Warner Bros. has contracted for five 15-minute programs on WMAQ to plug "Mark Twain" pic. . . . H. V. Kaltenborn and Richard Harkness originated their NBC news programs here this week.

Hooper White, former program director of WKZO Kalamazoo, Mich., and Gordon Van Dover, one-time member of *Tom, Dick and Harry*, joined the WEBM production staff this week. . . . Paul McCluer, sales manager of NBC Central Division, has been appointed chairman of public information committee of the USO Council of Chicago.

MINNEAPOLIS, April 8.—Ann Ginn, director of women's activities for WTCN-Blue, will chairwoman Association of Women Directors' panel at Annual Radio Council, Ohio State University, beginning May 8. . . . Beryl Stephens has resigned as continuity editor of WCCO-CBS. Succeeded by Dorothy Houser. Replacement for Miss Houser is Youlen Barkus. . . . Father Louis Gales is emceeing new type quiz show, *Catechism Comes To Life*, over KSTP-NBO 10:30 a.m. every Sunday. . . . John Ford, WTCN, marked his 500th consecutive broadcast with business as usual. Never missed 7:45 a.m. news show since inaugurated. . . . Bee Baxter's *Household Forum* over KSTP has introduced new feature called *Hello, Pastor*. Idea is to present clergymen of all denominations to radio public as men in themselves rather than as clerics. Rev. Edwin T. Randall, of Hopkins Methodist Church works with Miss Baxter in talking to the ministers.

New addition to WCCO news staff is John Broberg, formerly of Minneapolis *Star-Journal*. . . . New five show for kids put on by Bob De Haven, WTCN program director, started as a sustainer, went over so big third show went commercial. Program includes local talent hep-cats and 'gators plus rug-cutting recordings. Audience votes for favorites. . . . Sigfried Mickelson, WCCO news ed, back from week to New York, Washington, Chicago visiting CBS's newsrooms. . . . Jim Boyen, WTCN gabber, medically discharged from marine corps after nine months in uniform due to spine injury.

HOLLYWOOD, April 8.—Henry Charles, KNX-CBS announcer, resigning to free lance. . . . Harry Langdon putting the finishing touches to that new air show which is to be a Blue hope. . . . Stu Reynolds, formerly of Batton, Barton, Durstine & Osborne, Inc., now of the sales department of the Don Lee web. He replaces Edward Kemble, who joined the marines last week. . . . Eddie Cantor treks east April 13 for wind-up of season. On trip, comic plays Great Lakes Naval Training Station. . . . Niles Trammell, NBC head man, back to town from the desert. . . . Mickey Gillette, replacing Ivan Dittmars as batonist on the Al Pearce show, following latter's induction into the marines.

Ed Gardner holding confabs with Buddy DeSylva on the screen version of "Duffy's Tavern." . . . Russ Johnston, of McCann-Erickson, Manhattan bound on biz. . . . Bob Hope taking it easy at Palm Springs, following his Caribbean trip entertaining servicemen. Due back next week for start of film at Paramount.

PHILADELPHIA, April 8.—E. L. Brown Agency buying up air spots all over town in advance of the opening Monday (10) of *Porgy and Bess* at the Erlanger Theater. . . . Roy Miller and Bob Horn, disk jockeys at KYW and WIP respectively, up for induction physcals next week. . . . WPEN's Kmar grabs off Joy Hosiery Shops as sponsors. . . . Art Hinett takes over the *Do-Re-Mi* musical quiz show at WIP, featuring his organology. . . . M. Buten & Sons, local paint manufacturers, thru Philip Klein Agency here, sponsor *Truth Is Stranger Than Fiction* series on WFIL. . . . Jack Steck, WFIL publicity chief, producing, for the second year, a *Funzapoppin'* revue for RCA-Victor.

Sl Shaltz, Record city editor, scripting "G. I. Wife" series for WCAU, also producing his own show starting April 20. . . . Maria Frazer back as secretary to Ted Oberfelder, WFIL's promotion head. . . . Don Corday, of OWI overseas, found he could not obtain a release after accepting WCAU post and is now London-bound. . . . Don Frank brings a "Victory Is Your Job" series to WPEN.

Multiple Ad Sponsorship Planned for Newspapers Come the Newsprint Okay

NEW YORK, April 8.—Don Herold, cartoonist and ad writer, is out to do for men what radio's Martha Deans and Mary Margaret McBrides have done for the housewife. Herold is starting an illustrated, chatty newspaper ad column called *Man to Men*, which will use the reader-acceptance he has built up to sell products painlessly.

His scheme will incorporate several advertisers in an easy-going piece as has been done on the radio and by a few women writers in the daily press. More than 50 papers have signed up to use the column in their Sunday sports sections, and a number of national advertisers have already been hooked. This is the first time that nationally known products have used such a medium. It will be launched as soon as the newsprint shortage eases.

Musicians Pay Kobac Eats At Bluefest

NEW YORK, April 8.—Music staffers at the Blue will host a dinner in honor of Edgar Kobac, exec vice-president, Wednesday (12) at Cavanaugh's Restaurant. Instrumentalists, arrangers, copyists and librarians are bank-rolling the feed for Kobac, with the proviso that he doesn't make a speech.

The Blue has spread the cloth several times for various employee groups in the past few months, and the musicians have been on the receiving end twice. Kobac has spoken on both occasions and the boys want him to enjoy this party and not have to do after-dinner honors.

Occasion will also serve as a delayed welcome for Paul Whiteman, musical director of the net. Other Blue officials will occupy seats at the field, but it's Kobac the musicians are paying for.

Danny O'Neil Says He Has CBS Okay If Benny Says Yes

CHICAGO, April 8.—If Jack Benny decides he wants Danny O'Neil, WBBM-CBS singer, to replace Dennis Day when the latter puts on his navy officer's uniform, it's perfectly okay with CBS. Danny can take the Benny job, and CBS will release him from the two-year contract it now has with him.

Just back in Chicago after completing a pic in Hollywood, O'Neil said that he had talked with Les Atlass, CBS Chi chief, and that Atlass had given him the go ahead sign and a good-luck pat on the back.

While in Hollywood, O'Neil, who is featured on CBS's *Bluejacket Choir* program, sang for Benny, and Benny, altho he made no definite commitment, seemed pleased.

O'Neil will stay in Chicago until Benny beckons or until a movie which he expects to start in May has ink on the contract. In the meantime he will make personal appearances at the Chicago Theater and the Mayfair Room of the Blackstone Hotel, two of the highest paying spots in the city.

First Fem in Philly Radio House Band

PHILADELPHIA, April 8.—While the gals have taken their horns to fill seats in dance, theater pit and symphony bands, it remained for Marlan Head to become the first skirt to take a seat with a local radio band in joining her fiddle to Clarence Fuhrman's studio crew at KYW.

Jascha Brodsky, Curtis fiddler, is another addition to the studio band, which has just lost Vincent Caruso, sax, to the armed forces.

Cordova Disks for Associated Library

NEW YORK, April 8.—Indicative of the yell for middle-brow music, Victoria Cordova, lead in the inter-continental broadcast, *Saludos Amigos*, completed the first of a series of transcriptions for Associated Recorded Program Service this week. This marks her first disks.

Miss Cordova was backed at the recording session by a full orchestra directed by Alfredo Antonini.

Hallet's 3 Weeks at Vogue

NEW YORK, April 8.—Mal Hallet goes into the Vogue Terrace, McKeesport, Pa., April 24 for three weeks. The spot was closed last season because of gas rationing, but has apparently solved the problem and plans to stay open until mid-fall.

AFM-Met Talk Contract

NEW YORK, April 8.—Local 802, AFM, will start negotiations with the Metropolitan Opera Association next week for a new contract. The union will ask for a 10 per cent wage increase for the musicians, and try to get the Met to return to a policy of eight performances a week instead of the present six.

Three Times Means In

NEWARK, April 8.—Neat example of shortage of good talent and Woody Herman's popularity here is the signing of the band at the Adams Theater after finishing a stretch at Frank Daley's Terrace Room. Herman had a session in December at the same theater. Bookings are some sort of precedent for close repeats in the same town.

Welk Give-In; Adds Gal to Fiddler Section

CHICAGO, April 8.—For the first time in the 17 years he has had an organized band, a gal instrumentalist will be part of the Lawrence Welk ork. She's Jo Shintzer, who joins the fiddle section.

Another new face on the Welk stand is Sammy Aron, who takes over the bass and comic chores vacated by six-foot-10 Holly Swanson. Swanson has been a feature of the org for the past two years. Unusual note here is that Swanson is leaving to form his own cocktail unit, and Aroh is breaking up his combo to join Welk.

Bobby Beers, featured 17-year-old singer, is back with the band after a screen test at Universal.

E. B. Marks Cuts In On Words Alone

NEW YORK, April 8.—*They All Had Glamour*, music publisher Edward B. Marks's second book, will hit the stands April 25.

His first, a book of memoirs called *They All Sang*, published in 1934, dealt with personal experiences in the music world. *Glamour* is a collection of anecdotes on all phases of the theater from the past to present. Julius Messner, Inc., is the publisher.

Tizol Signs With Herman

NEW YORK, April 8.—Duke Ellington loses Juan Tizol April 21 when he joins the Woody Herman crew. The trombonist has been with the Duke for many seasons and no replacement for him has been announced.

Immigration Dep't Ruling Flooding California With Musical "Entertainers"

AFM Local 47 Fights for New Interpretation

HOLLYWOOD, April 8.—Ruling issued by Immigration Department, designating foreign-born musicians as "entertainers," is causing grave concern among members of Local 47 of the American Federation of Musicians, it was learned this week. By labeling border-hopping horn tooters "entertainers," it is claimed the immigration authorities will throw open the gates and allow outsiders to flood the key cities, taking jobs away from American citizens. By its ruling, department puts foreign musicians in the same class as "entertainers," thereby allowing the newcomers greater leeway as far as existing immigration laws are concerned.

Carl Von Ritter, assistant to Spike Wallace, Local 47 prexy, stated that ruling "sets a precedent that can be very harmful to members." Von Ritter went on to say that it should be left up to the union to decide who is a musician and who is an entertainer.

Union officials are taking issue with the immigration decision, claiming as long as the ruling affects musicians in this country the elected representatives in the locals should have the final say.

Petrillo Gets Report

A detailed report has been sent to James

WLB Disk Battle Hearings Get Nowhere in Five Hours; Presentations Just a Rehash

Chairman Asks About Unemployment Fund Trusteeships

WASHINGTON, April 8.—James C. Petrillo's American Federation of Musicians and Columbia and Victor recording companies argued violently over the proposed union contract setting up an "employment fund" thruout a five-hour session here yesterday before full War Labor Board. At end of session, after both union attorneys and those of record companies had exhausted every phase of proposed contract, Chairman Davis closed the meeting with the statement that the appeal would be taken under consideration and decision announced later.

Meeting was sparsely attended. In contrast to original hearing here last year, and altho Joseph A. Padway, AFM attorney, and Petrillo, himself, provided occasional display of fireworks, session was not spectacular.

Chief point in argument was that clause of the contract, negotiated by AFM and six of seven transcription companies originally parties in the case, diverted a fee from each record to an "employment fund" to be used by AFM "only for the purposes of fostering and propagating musical culture and the employment of live musicians, members of the federation, for the rendering of live music."

Restricting Discussion Difficult

On several occasions the arguments became heated, and Chairman Davis had considerable difficulty in restricting discussion to the point at issue. The session was frequently interrupted by comments made by either Padway or Petrillo, which brought laughter from both board members and spectators. Padway was interrupted once by Davis, who complained that he could not hear him and suggested that the AFM attorney move nearer to the board. Padway said that was strange, as people in New York could usually hear him from San Francisco. Padway then apologized profusely to recording company officials because his new position caused him to keep his back to them.

"I'm not being disrespectful to these gentlemen," he said with exaggerated

politeness. Petrillo sat at the end of his counsel table and appeared bored with the session, altho it was evident from his occasional interruptions of argument that he was listening intently to what was being said. He was flanked by 12 associates. Padway was asked by Chairman Davis if he knew of any instance where an employment fund had been put in either the hands of a union to administer or some joint trusteeship of union and employers.

"Yes, I know of some," Padway began, but was interrupted by an associate at the counsel table, who declared: "The National Typographic Union did just that 140 years ago." Padway, in a lengthy presentation of the union's case, declared that a "suicidal situation would result from musicians making master records under former agreements. The industry would make profits, the middlemen would make profits, there would be thousands of Pistol Packin' Mamas, but after we made the master we would be thru," he declared. "It would be suicide."

Finger Pointed at NAB

Just before he concluded his argument, Padway charged that the transcription people had originally agreed to the contract "and then they saw the high muckmucks of the National Association of Broadcasters and decided to withdraw."

Padway and Petrillo both agreed to write terms of the trust governing the "employment fund" in such a way as to receive full approval of the board. The companies' chief spokesman was Robert P. Myers, attorney for RCA-Victor, who hit hard at the fact that the people who would be paid out of the fund would not necessarily be the same people who helped build up the fund. "Here is a device," he charged, "under which a union, instead of asking for increases for workers in future negotiations, could simply get an unlimited increase for itself and distribute the money to its members."

Raeburn Set for Hotel Commodore; Astor Spot Cooks

NEW YORK, April 8.—Boyd Raeburn has signed a contract with options, to follow Vaughn Monroe into the Commodore. In the meantime there is a deal cooking to slot him into the Astor for the summer.

He's anxious to play the Astor date, but the Commodore may pick up the options and prevent his leaving. While the Astor is waiting for an answer from Raeburn, the Commodore management is talking of closing the room, which would give the leader an out.

makes it plain that they consider musicians those who actually perform on instruments only, classing anyone who mixes song or speech with the playing of instruments an "entertainer." Union spokesmen claimed that few members of Local 47 confined themselves to the playing of instruments only, and that under these circumstances the department ruling was a direct evasion of the issue.

Under present immigration laws, foreign musicians are not allowed to work contract jobs. However, they can work if they are in the process of becoming naturalized or are classed as "international" artists by critics here and in their own country. It is hoped that new interpretation of this law can be obtained from the Immigration Department by AFM, thereby removing the threat of further trouble.

Ticklish situation has developed because of the government's "good neighbor" policy and it was thought in some quarters that an attempt may be made to gloss over the condition so as not to draw the ire of Latin-American governments.

MIDDLEBROW \$\$ BATTLE STARTS

Band Bookers Moving In on Concert Bureaus as Long-Hair Managers Stand Pat

Pop Agents Plan To Put Biz on Dough Basis

NEW YORK, April 10.—The concert bureaus and the pop band bookers are going to slug it out for middlebrow music dough. That's certain, altho if the long-hair bureaus are taken at their word, it'll be "no contest." Even the band bookers are loath to admit that it's going to be a "war." To hear them tell about it, they're just going to supply the need for showmanlike selling in a field that has been hedged with stodginess and surrounded by procedures than have to relation whatsoever to "intelligence business."

Tip-off on what's going to happen is the frantic bidding by band agencies for bookers who know what the middlebrow biz is all about. Altho everything is hush-hush, the concert bureau men are talking a little more than the pop aggregation, for it is their third personnel that is being raided. Dough being offered has the concert men dizzy, but as yet there haven't (with the exception of James Davidson, who was bought by William Morris) been any takers.

Lots of Dough for Bookers

Harry Squires, who did much of the spade work that proved that middlebrows draw top dough, graduated from a strictly pop 10 per center to the "long bobs," has had offers from every one of the big booking orgs but so far he's been a "no taker." He wants something besides dough, and that's why he put up the exit sign for himself at the William Morris office. Squires is certain that the middlebrow field is any live booker's oyster and he's in the mood to do the opening—for himself, even tho his resignation hasn't been accepted by the Morris office.

Pop bureaus point out that few, if any, of the concertmen will even acknowledge that there is such a thing as a middlebrow music field. They point to a man like Charles Wagner, who refuses to admit that he's an agent or even to indicate that he's in the biz for coin. He's a "manager of artists." Says Wagner, "I am interested in music not in money." As a result of this stand Wagner has already lost one sold money-maker and is set, say pop bookers, to lose at least two more as soon as contracts run out.

And Wagner is not the exception in the long-hair management field. Some are willing to admit that a middlebrow field exists but they say that it's just a result of the lush war dough and won't last. This, despite the fact that every week new grosses pile up for middlebrow attractions.

Ballet Typical

The Ballet Theater's present engagement at the Metropolitan Opera House is a typical example of dough rushing at attractions that were formerly strictly long-hair but which are now handled for the middlebrow field. Ballets are produced today with the mass audience in mind. No abstractions, just solid color and good, understandable music. Advance sale, before the Met ballet opened last night, passed 100 grand, while at the same stand last year the advance was only 60G. The fact that the Ballet Russe opened the same night at the Civic Center seems to have had no effect on the take.

Another ballet attraction which in the past was tabbed for the "classes" has been doing SRO business thruout the country. It's Katherine Dunham, whose *Tropical Revue* is strictly middlebrow. These ballet attractions lean on their

music, with converted long-hair maestros and plenty of fiddlers. Past master in the toe field is Sol Hurok, who while he is a concert booker, is typical only because of his attractions not because of his selling approach. Hurok operates on a pop basis and he's waving a middlebrow wand over practically everyone of his stable. Typical is Opera Star Novotna, who is set for Broadway's *Helen Goes to Troy*.

Hurok is the exception, as is Colston-Leigh. C-L has been in the concert business for only a year, after being tabbed for a long time as "lecture bureau." Organization is not neglecting any pop slant and is even playing broadcasting for all it's worth. Not too long ago C-L was nursing the Blue net's *House on Q Street*. It laid an egg but that doesn't mean he won't hit it the next time up.

Middlebrow Education

National Concert and Artist Corporation stand is that they have some solid names and that these names are being "educated" to the fact that a little of the in-between-music goes a long way to ease a typical "concert" program of the "Three B's."

The Columbia Concert Bureau's seven divisions, from Judson to community concerts, are not making any great efforts to go after the middlebrow music field. However, they have just signed Todd Duncan (Porgy), and have the Larry Adler-Paul Draper duo booked so solidly that neither Adler nor Draper will vacation this year. They feel that they have the cream of the long-hair crop and that they have something on the ball that the pop agents can't touch. A CCB spokesman pointed out that they "build" artists into attractions rather than sign ready-made names.

Pop agents aren't set up to carry tal- (See *Middlebrow Battle on opp. page*)

Philly Band General Walkout In Hotels Stopped by WLB Promise of Quick Decision

Indie Contractor Vs. Employee Status Involved

PHILADELPHIA, April 8.—Averting the spreading of a strike among all the hotel bands, the War Labor Board promised to hand down a definite ruling on wages to the striking musicians at the Benjamin Franklin Hotel upon their returning to the stand. Bert W. Levy, attorney for the WLB here, promised the ruling after conferring with Oscar Moldawer, attorney for the local musicians' union, Local 77; Joseph E. Mears, managing director of the Benjamin Franklin Hotel, and his attorney, Samuel Goodis. As a result, Billy Marshall's 10-piece orchestra, a Meyer Davis unit, returned to the stand Wednesday (5), with an immediate ruling expected by the end of the week.

Marshall's men walked off last Saturday (1), just before the matinee show, and it was reported that Sylvan Herman's band at the Ritz-Carlton Hotel were all set to strike Thursday (6) night. Other hotel bands were set to follow suit.

The dispute hinges on the question of whether the musicians are employees of the hotel or "independent contractors" with a status comparable to that of professional ball players. If hotel employees,

Freight Train Blues

DES MOINES, April 8.—Louis Armstrong and his band have the inside story on travel difficulties. They know from first-hand experience.

The band boarded the train at Ottumwa, Ia., bound for Des Moines, 90 miles away, at 8:15 a.m., thinking it would be nice to tie into a chicken dinner at Des Moines at least by noon.

The choo-choo pulled into the Des Moines station at 2:30 p.m., just close to six hours for navigating the 90 miles, or an average of 15 miles an hour. Said Armstrong: "We pulled onto side tracks five times to watch freight trains go lumbering by."

Marga New Cugat Thrush; Stick Waver Longhair in Mexico

NEW YORK, April 8.—When Lina Romay leaves Cugat April 19, Marga, Monte Carlo thrush, will take over the ork's vocal duties. She's making her debut at the Paramount Theater, where Cugat remains until May 2.

If she fulfills the leader's expectations, she will accompany the band on its six-week theater tour that starts May 11 at the RKO-Boston and winds up June 22 in Cleveland.

Cugat is said to be upset over Miss Romay's deserting him to make a pic, but there is some consolation for the maestro in that he owns a percentage of the singer. Whether or not she will re-join him when she completes her Hollywood stint has not been indicated.

In the meantime Cugat will go to Mexico City July 27 after four weeks at the Waldorf-Astoria. While he is conducting a symph ork in Mexico City for five weeks, his sidemen will knock off for a month with pay.

NEW YORK, April 8.—Paul Baron, staff ork leader at CBS, has signed a long-term exclusive contract with Music Corporation of America.

Mills Axes Prof Dep't; New Plan Seems Longhair

NEW YORK, April 8.—Mills Music Company has closed its professional department here temporarily, putting song pluggers Ben Gilbert, Harry Weinstein and Lenny Meisel out of a job.

Irving Mills and Sid Lorraine, former head of the American Academy of Music, a Mills subsidiary, will handle all professional work from the Coast.

Mack Stark, general manager, said that he will not reopen that department until he has secured the services of the best song pluggers in the biz.

Rumors are flying thick and fast that due to the lack of hit pop material in the Mills catalog, pop tunes will be played down, stressing their middle-brow and classical releases.

Sir Thomas Beecham, noted conductor and composer, has just signed an exclusive contract with Mills. Morton Gould and other top-notch high-brow composers are also under contract to them.

The big money made by this firm in the last decade has been on strictly classical stuff, and it is possible that when the New York professional department is organized it will consist of contact men who specialize in promoting longhair.

'Don't Worry, Mom' For Mother's Day?

NEW YORK, April 8.—Harry Duncan-Paul William song, *Don't Worry, Mom*, which Ford Music Company published, will get an extensive publicity campaign before Mother's Day, with the hope that it will be adopted as the official Mother's Day song.

The Blue Star Mothers, a national organization, has already accepted it as their theme song. Sonny Dunham has waxed it for Hit Records.

Herman Adds Four For Decca Waxing

NEW YORK, April 8.—Following the recent trend of leaders to disk with large bands, Woody Herman has augmented his ork with four outstanding musicians for a waxing session at Decca.

Red Saunders, Herbie Fields, Johnny Hodges and Juan Tizol have been added to the Herman line-up to platter six sides—*Perdido*, *Didn't Know About You*, *As Long As I Live*, *Querita*, *Do That Thing* and *Today of All Days*.

Al Trace Waxes Three for Hit

NEW YORK, April 8.—Al Trace's band has waxed three tunes, which Trace and his gang wrote, for Hit Records. They are *The Peanut Song*, *The Antelope* and *The Lion and Yodeling Kate*. Ford Music Company published.

Hit has also recorded Nick Kenny's new hit song, *And So Little Time*, with the Three Sons, which Lincoln Music Company published.

Belle Baker Tries New Card

NEW YORK, April 8.—Belle Baker, for many years booked by William Morris, switched to Frederick Bros. this week. Her first engagement under the new 10 per center will be Town Barn, Buffalo. From there she jumps to Florentine Gardens, Hollywood, and a pic for Republic.

"Rhythm" Score for Feist

NEW YORK, April 8.—Leo Feist, Inc., has just published the score for MGM's new pic, *Broadway Rhythm*. The oldie, *Irresistible You*, is included with the new songs *Milkman*, *Keep Those Bottles Quiet*, *Solid Potato Salad* and *I Love Corny Music*.

WLB Confusion?

"It was the most confusing letter I ever saw," said Mears, in refusing to take the responsibility of granting the wage increase. "At one point it seemed to say that it would be okay to pay the increase. Further down it said the hotel would be liable if it paid without WLB approval. The musicians' union wanted us to take the first interpretation, but our attorney advised us we would be disobeying the (See *Phil Walkout Halted on opp. page*)

Indie Club Owners Absent at WLB-802 Music Raise Case

NEW YORK, April 8.—Not one of the 35 indie cabaret owners showed up Thursday (6) for the WLB hearing on Local 802's request for increased musicians' wages. Their squawks at the proposed upping had resulted in the matter becoming a contested case, but when it came to a showdown they evidently decided not to balk. The Coq Rouge, however, sent a letter listing its objections to the raise.

Of the original 23 members of the Cafe Owners' Guild, 14 were either present or were represented by attorneys who spoke on the poverty in the biz. Harry Sacher, 802's lawyer, scored a neat blow when he questioned the partial owner of one spot. He asked what he had taken from the business in the last three years, and when the proprietor quoted \$100 a week in 1942, \$150 a week in '43 and \$250 per this year, and admitted that his two partners drew like sums, Sacher rested his case.

The question of over-scale salaries was clarified. Owners had believed the union was demanding the increases for all musicians. Sacher indicated that men drawing above scale would not be affected by the raise.

No Doubling Dough for L.-A. Stuff

The attorneys had quite a fuss over Latin-American instruments. The union is asking that a doubling charge of \$1.50 per day apply to all musicians playing more than one instrument. Owners of Latin clubs say that their musicians play maracas bongos, etc., in addition to standards, and the wages would soar. It was finally decided that since Local 802 doesn't consider these sound-makers legitimate musical instruments, the charge will not apply in these cases.

One of the cabaret owners came up with the question of why the union insists that musicians who play the Latin instruments join the org. Since the hearing was about to end in a brawl, it was adjourned. Next session is skedded for Wednesday (12).

Shifts for Carle

NEW YORK, April 8.—Paul Allen has replaced Roger Bacon as soloist with Frankie Carle. Allen was heard over WLW before the army gathered him in. He's set now with a medical discharge. However, Carle has lost Percy Booth, tenor sax, to the army, which about makes the band even.

Ted Fio Rito 1-Nighters; Going to GAC From MCA

NEW YORK, April 8.—Ted Fio Rito will vacation after finishing his Roseland engagement this week.

He's resting before he starts a tour of one-nighters which winds up May 15. On that date he leaves MCA and goes to GAC.

Osborne Starts Tough Sked

NEW YORK, April 8.—Will Osborne has a busy week and a half in May ahead of him. The ork starts out in New Orleans, at the St. Charles Theater, May 4, and plays Mobile, Ala., 5-6; Dothan, Ala., 8-9; Marianna, Fla., 10; Jacksonville, Fla., 11; Orlando, Fla., 12-13, and starts a three-week engagement at the Frolies Club, Miami, May 16.

Basie in '45-'46

NEW YORK, April 8.—Count Basie, who opened at Hotel Lincoln here Thursday (6), signed an unusual contract with the Roxy Theater when he agreed to two engagements in 1945 and '46. Basie has just closed a four-weeker at the house.

MIDDLEBROW BATTLE

(Continued from opposite page)
ent until it really pays off, according to a CCB exec. They're established to sell known attractions. "Ask any of the not-at-the-top band leaders about the treatment they receive at the hands of the big bookers and you'll find out why MCA, Morris, GAC or Frederick Bros., to mention four, can't wet-nurse a middlebrow or real artist until he's over the hump," continued the CCB exec.

Long-Hairs Pay and Pay and Pay
A pop booker answering this summed up his reactions to the nursing requirement with a few well-chosen but unprintable words. Said this booker, "It's a funny kind of wet-nursing when the nursed has to rent the hall, pay all the bills and the nurse as well. That's the standard way long-hairs have been built by concert bureaus since time immemorial."

Pop bookers say generally that the concert field should pay off, not be paid off. They're going to make it pay—not only for the top names but also for the "boys and girls who are trying to make a living in it."

Concert bureaus admit that there's more dough in booking the names that aren't top. These names are not appearing in opera and other fields regularly, and therefore have more open time. Non-names state that it may be true that they get more dates, but when the date has been played and they're back home, "there's not much left for the income tax blank."

\$\$ Vs. Art

What it all reduces to is: \$\$ Vs. Art." The pop bookers claim that a business approach will do the job—a job they state is not being done in the middlebrow concert field. The concert managers on their part stick to the double-talk that you can't be "too commercial" with "art."

Cutting Down To Size

What makes the holier-than-thou group seem a bit on the silly side is the manner in which key long-hair artists are letting down their hair and becoming touched with mass appeal. Most of the artists that James Davidson recently brought under the William Morris banner have added plenty to their pulling power by invading the middlebrow field (in some cases, as Lauritz Melchior, even the lowbrow field). Jeannette MacDonald, Lily Pons, Rise Stevens and Jose Iturbi are four who have been taken right away from lognette holders for the shirt sleeves. The William Morris office has had plenty of experience routing name artists. They're doing the same with middlebrow attractions like Sigmund Romberg and whipped-cream pop artists, Grace Fields for instance, built-up with a pianist who hasn't visited a barber lately. Fields is collecting over 2G per night, and Romberg, who a year ago went begging for the same figure, is now getting \$5,000, and the local impresarios (some of them were cocktail lounge and rodeo ops yesterday) are begging to pay it.

And, says Squires, Morris booker, the middlebrow field is here to stay. It's not as the concert wish-fulfillment gang would like to believe a war baby.

Scouting Attractions

The only thing that can hold back its development is a lack of attractions, and every bureau and booking org is scouting anything and everything that looks middlebrow. The recent experimental presentation of a streamlined *Macbeth*, with a cast of two and an off-stage voice (*The Billboard*, April 8), has three bureaus bidding for the rights, with NCAO up in front. Phil Huston, whose baby it is, planned the thing as an army camp tour opry, but with the dough dangling in front of him he may decide to concertize it. It's not only musical artists but legit names who will middlebrow it to the h. r.—and whoever gets the cream is not so important as is the fact that a new showbiz segment is being conceived. There's enough in it for everyone, according to one of the managers of the Met opera, and he ought to know. The more they battle the more the artist will profit—and the field will grow.

Buck Now Henry C.

BOSTON, April 8.—Buck Warnick, manufacturer of vocal arrangements, has gone formal, now that he is getting credit for the original music in Richard Kollmar's *Dream With Music*, debbing at Shubert here April 17. Buck now lists himself in the program credits as Henry C. Warnick.

PHIL WALKOUT HALTED

(Continued from opposite page)
law. The whole thing is that the WLB simply won't make a decision because it's afraid to open up a lot of argument around the country."

The wage increase of \$11 a week per man was agreed upon by the hotel last fall, and the money has been held in escrow since that time, pending an early decision by the WLB. The band boys, however, figured that only a strike would force the issue because the money being held in escrow was no nearer to them today than it was six months ago. The hotel, while willing to release the escrow money and continue the wage increase, insists upon a clear-cut decision on the wage increase by the WLB. It is pointed out that if the money is turned over to the band and at a later date the hotel is told by the WLB it had no right to grant the increase, the hotel management would be hurt double. First of all, it would lose the escrow money turned over to the band, already amounting to approximately \$7,800, and, secondly, the hotel would have to add the money paid out to its excess profits and have to pay a tax on it.

Ice Show Sans Music

Since last Saturday afternoon (1) and until the band returned, the Lamb-Yocum ice show kept up its performances at the hotel's Garden Terrace without the benefit of any music. Ice show mixer use of canned music so as not to run into union trouble with the musicians. "It was like watching an old silent pic," one patron said. Marshall's band has been at the hotel for the past 18 months and is set to finish out the season.

In addition to the Ritz-Carlton Hotel band, ruling expected momentarily from the WLB also affects the bands at the Adelphia, Philadelphian and Bellevue-Stratford hotels, all using local combos. When the local union handed down the increased wage scale last Labor Day, the local hotels, thru their association, stuck together and demanded the WLB rule on the status of the musicians, whether they are hotel employees or independent contractors, and the difference in the increased pay has been held in escrow all along.

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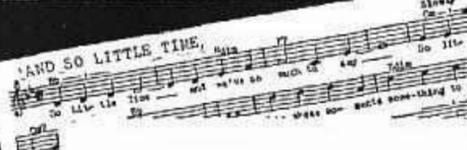
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PART 1—The Billboard Music Popularity Chart

Week Ending
April 6, 1944

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
A Journey to a Star (F)	Triangle
A Lovely Way To Spend an Evening (F)	Crawford
And So Little Time	Lincoln
And Suddenly It's Spring (F)	Famous
Besame Mucho	Peer International
By the River of the Roses	Shapiro-Bernstein
Do Nothin' Till You Hear From Me	Robbins
Don't Sweetheart Me	Advanced
Easter Sunday With You	Feist
Goodnight, Wherever You Are	Shapiro-Bernstein
Holiday for Strings	Bregman-Vocco-Conn
I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
I Love You (M)	Chappell
I'll Get By (F)	Berlin
I'm in Love With Someone	Campbell-Porgie
Is My Baby Blue Tonight?	Broadway
It's Love, Love, Love	Santly-Joy
Long Ago and Far Away (F)	Crawford
Louise (F)	Paramount
Milkman, Keep Those Bottles Quiet (F)	Feist
My Favorite Song	Southern
No Love, No Nothin' (F)	Triangle
Now I Know (F)	Harms
Poinciana	Marks
San Fernando Valley	Morris
Someday I'll Meet You Again (F)	Witmark
Spring Will Be a Little Late This Year (F)	Saunders
Take It Easy (F)	Santly-Joy
Time Alone Will Tell	Peer International
When They Ask About You	Berlin
You're the Dream, I'm the Dreamer	ABC

Lucky Strike HIT PARADE

CBS, Saturday, April 8, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. It's Love, Love, Love	Santly-Joy
2. I Love You (M)	Chappell
3. Besame Mucho	Peer International
4. Poinciana	Marks
5. When They Ask About You	Berlin
6. Mairzy Doats	Miller
7. I'll Get By (F)	Berlin
8. I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
9. Long Ago and Far Away (F)	Crawford

And the Following Extras:

- Stumbling
- Say Oui, Oui
- Sing, It's Good For You
- Georgia Camp Meeting

ALL-TIME HIT PARADE

NBC, Friday, April 7, 8:30-9 p.m.

TITLE	PUBLISHER
We're in the Money	Remick
You Are My Lucky Star	Robbins
Oh, Johnny, Oh	Forster
White Cliffs of Dover	Shapiro-Bernstein
Broken Record	Chappell
It's Love, Love, Love	Santly-Joy
You	Harms
I Ain't Got Nobody	Triangle
Dinah	Mills
South of the Border	Shapiro-Bernstein
I Found a Million-Dollar Baby	Feist
You're a Grand Old Flag	Vogel

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.)

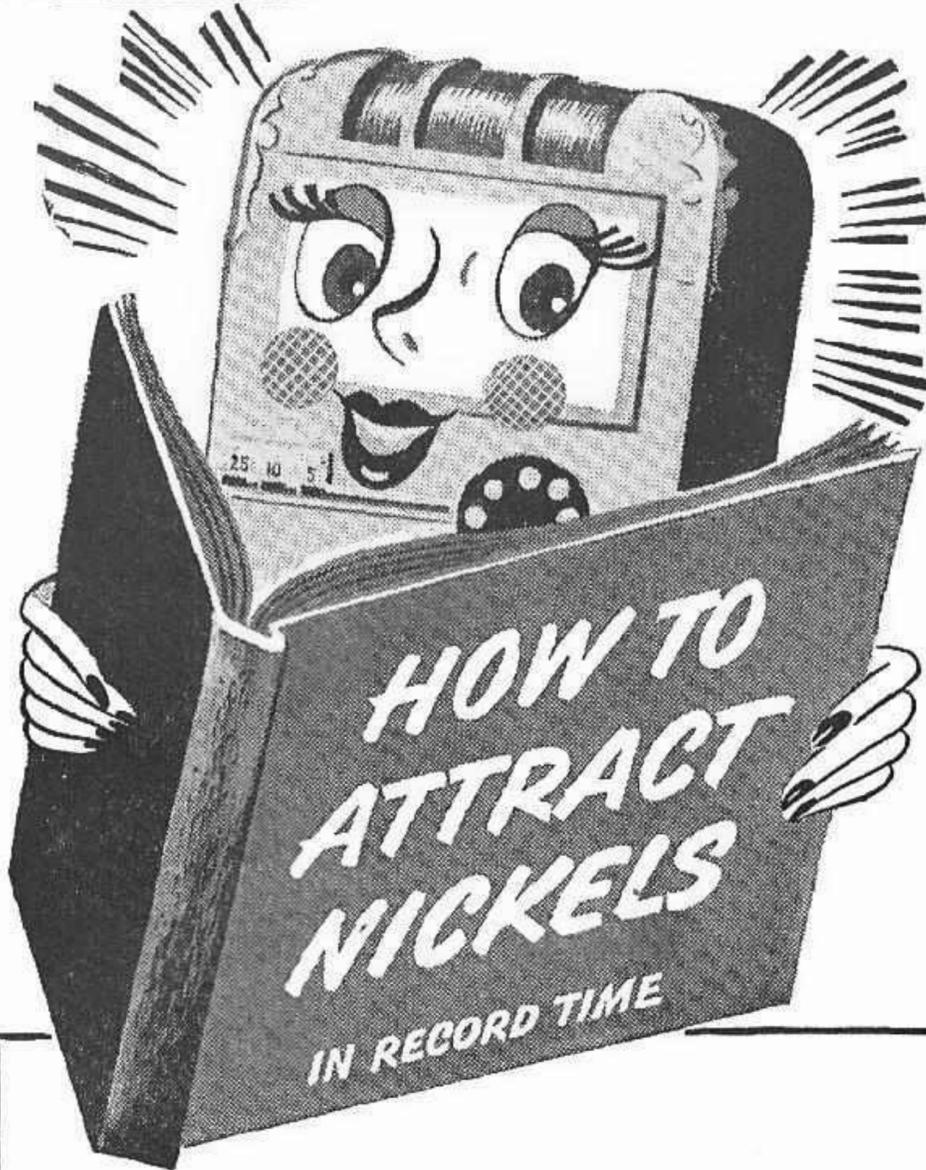
POSITION		NATIONAL	
Last Wk.	This Wk.		
2	1	It's Love, Love, Love	Santly-Joy
3	2	Besame Mucho	Peer International
7	3	Poinciana	Marks
6	4	When They Ask About You	Berlin
4	5	I Couldn't Sleep a Wink Last Night	Harms
10	6	By the River of the Roses	Shapiro-Bernstein
5	7	I Love You	Chappell
9	8	Don't Sweetheart Me	Advanced
8	9	A Lovely Way To Spend an Evening	Crawford
1	10	Mairzy Doats	Miller
11	11	I Wish That I Could Hide Inside This Letter	Shapiro-Bernstein
—	12	I'll Get By	Berlin
12	13	San Fernando Valley	Morris
—	14	Holiday for Strings	Bregman-Vocco-Conn
13	15	No Love, No Nothin'	Triangle

POSITION		EAST COAST		SECTIONAL		SOUTH	
Last Wk.	This Wk.			Last Wk.	This Wk.		
1	1	It's Love, Love, Love		3	1	Poinciana	
2	2	I Love You		5	2	Besame Mucho	
5	3	Besame Mucho		9	3	When They Ask About You	
8	4	By the River of the Roses		1	4	Mairzy Doats	
12	5	San Fernando Valley		2	5	I Couldn't Sleep a Wink Last Night	
3	6	Don't Sweetheart Me		4	6	It's Love, Love, Love	
13	7	I'll Get By		—	7	By the River of the Roses	
10	8	A Lovely Way To Spend an Evening		11	8	I Wish That I Could Hide Inside This Letter	
11	9	Poinciana		—	9	No Love, No Nothin'	
4	10	When They Ask About You		6	10	A Lovely Way To Spend an Evening	
9	11	I Wish That I Could Hide Inside This Letter		—	11	I'll Get By	
6	12	I Couldn't Sleep a Wink Last Night		10	12	Don't Sweetheart Me	
—	13	Long Ago and Far Away		—	13	I'll Be Around	
14	14	Holiday for Strings		14	14	San Fernando Valley	
15	15	Goodnight, Wherever You Are		—	15	Cow Cow Boogie	
		MIDWEST				WEST COAST	
2	1	It's Love, Love, Love		4	1	Poinciana	
4	2	I Couldn't Sleep a Wink Last Night		1	2	Besame Mucho	
8	3	Don't Sweetheart Me		5	3	It's Love, Love, Love	
3	4	Besame Mucho		8	4	I Love You	
5	5	When They Ask About You		6	5	When They Ask About You	
6	6	I Love You		3	6	I Couldn't Sleep a Wink Last Night	
12	7	A Lovely Way To Spend an Evening		12	7	By the River of the Roses	
9	8	By the River of the Roses		—	8	Holiday for Strings	
1	9	Mairzy Doats		2	9	Mairzy Doats	
10	10	I Wish That I Could Hide Inside This Letter		7	10	A Lovely Way To Spend an Evening	
7	11	Poinciana		—	11	Don't Sweetheart Me	
15	12	I'll Get By		10	12	San Fernando Valley	
—	13	Take It Easy		—	13	G. I. Jive	
—	14	Easter Sunday With You		—	14	I Wish That I Could Hide Inside This Letter	
13	15	Do Nothin' Till You Hear From Me		14	15	Do Nothin' Till You Hear From Me	

"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.		
2	1	When My Man Comes Home	Buddy Johnson	Decca 8655
1	2	Main Stem	Duke Ellington	Victor 20-1556
4	3	Ration Blues	Louis Jordan	Decca 8654
—	4	Do Nothin' Till You Hear From Me	Woody Herman	Decca 18587
3	5	Do Nothin' Till You Hear From Me	Duke Ellington	Victor 20-1547
9	6	Sweet Slumber	Lucky Millinder	Decca 18569
7	7	Sometimes I'm Happy	Lester Young Quartet	Keynote 604
—	8	Straighten Up and Fly Right	King Cole Trio	Capitol 154
8	9	I Learned a Lesson I'll Never Forget	Five Red Caps	Beacon 7120
5	10	Cow Cow Boogie	Ink Spots and Ella Fitzgerald	Decca 18587



—get these
VICTOR and BLUEBIRD hits!

- Dance of the Spanish Onion** . David Rose (27888)
- I'll Be Seeing You** Tommy Dorsey (20-1574)
- My Heart Stood Still** Artie Shaw (20-1575)
- Good-for-Nothin' Joe**
Lena Horne with Charlie Barnet (30-0823)
- I Love You** Perry Como (20-1569)
- I'll Get By** Four King Sisters (30-0821)
- Dancing in the Dark** Artie Shaw (20-1554)
- Now I Know** Dinah Shore (20-1562)
- Easy to Love** Freddy Martin (20-1555)
- Mean Mama Blues** Charles Mitchell (33-0508)

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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	Label	Catalog
1	1	1	Besame Mucho	Jimmy Dorsey	Decca 18574
2	2	2	Holiday for Strings	Dave Rose	Victor 27853
—	3	3	It's Love, Love, Love	Guy Lombardo	Decca 18589
—	4	4	When They Ask About You	Jimmy Dorsey	Decca 18582
3	5	5	Mairzy Doats	The Merry Macs	Decca 18588
—	6	6	San Fernando Valley	Bing Crosby	Decca 18586
5	7	7	I Couldn't Sleep a Wink Last Night	Frank Sinatra	Columbia 36687
6	8	8	Poinciana	Bing Crosby	Decca 18586
4	9	9	Shoo-Shoo Baby	Andrews Sisters	Decca 18572
—	10	10	Do Nothin' Till You Hear From Me	Woody Herman	Decca 18587

SECTIONAL

EAST			SOUTH		
POSITION	Last Wk.	This Wk.	POSITION	Last Wk.	This Wk.
1	1	1	1	1	1
2	2	2	2	2	2
6	3	3	8	3	3
8	4	4	9	4	4
4	5	5	—	5	5
—	6	6	5	6	6
10	7	7	—	7	7
3	8	8	—	8	8
5	9	9	—	9	9
9	10	10	—	10	10

MIDWEST

2	1	1
—	2	2
—	3	3
1	4	4
9	5	5
—	6	6
7	7	7
3	8	8
4	9	9
—	10	10

WEST COAST

—	1	1
—	2	2
—	3	3
—	4	4
—	5	5
—	6	6
—	7	7
—	8	8
5	9	9
9	10	10

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	Label	Catalog
1	1	1	So Long, Pal	Al Dexter	Okeh 6718
2	1	2	Too Late To Worry	Al Dexter	Okeh 6718
—	1	3	Ration Blues	Louis Jordan	Decca 8654
3	2	4	Rosalita	Al Dexter	Okeh 6708
—	2	5	They Took the Stars Out of Heaven	Floyd Tillman	Decca 6090
3	2	6	Try Me One/More Time	Ernest Tubbs	Decca 6093
—	2	7	I'm Sending You Red Roses	Jimmy Wakely	Decca 6095

Music Popularity Chart Week Ending April 6, 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 thruout the nation. These reports stem from the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide. Figures in parentheses indicate number of weeks record has been Going Strong.

1. MAIRZY DOATS.....The Merry Macs.....Decca 18588
(8th Week)
2. BESAME MUCHO.....Jimmy Dorsey (Bob Eberly and Kiffy Kallen)
(12th Week).....Decca 18574
3. SHOO-SHOO BABY....Andrews Sisters (Vic Schoen Ork)..Decca 18572
(15th Week)
4. SAN FERNANDO VALLEY.Bing Crosby (John Scott Trotter Ork).Decca 18586
(4th Week)
5. POINCIANABing Crosby (John Scott Trotter Ork).Decca 18586
(7th Week)
6. IT'S LOVE, LOVE, LOVE.Guy Lombardo (Skip Nelson and Lombardo
(4th Week) Trio).....Decca 18589
7. I COULDN'T SLEEP A
WINK LAST NIGHT...Frank Sinatra.....Columbia 36687
(8th Week)
8. HOLIDAY FOR STRINGS.David Rose.....Victor 27853
(5th Week)
9. DON'T SWEETHEART ME.Lawrence Welk (Wayne Marsh)...Decca 4434
(2d Week)
10. WHEN THEY ASK
ABOUT YOU.....Jimmy Dorsey (Kiffy Kallen).....Decca 18582
(4th Week)
11. MY HEART TELLS ME..Glen Gray (Eugenie Baird).....Decca 18567
(17th Week)
12. IT'S LOVE, LOVE, LOVE.The Four King Sisters.....Bluebird 30-0822
(1st Week)
13. THE MUSIC STOPPED..Woody Herman (Frances Wayne)..Decca 18577
(2d Week)
14. NO LOVE, NO NOTHIN'.Johnny Long (Patti Dugan).....Decca 4427
(9th Week)
15. COW-COW BOOGIE...Ink Spots-Ella Fitzgerald.....Decca 18587
(4th Week)
16. DON'T BELIEVE EVERY-
THING YOU DREAM...Ink Spots.....Decca 18583
(1st Week)
DO NOTHIN' TILL YOU
HEAR FROM ME.....Woody Herman.....Decca 18587
(9th Week)
17. NO LOVE, NO NOTHIN'.Ella Mae Morse (Dick Walters Ork).Capitol 143
(10th Week)
SPEAK LOW.....Guy Lombardo (Billy Leach).....Decca 18573
(6th Week)
18. TAKE IT EASY.....Guy Lombardo (Lombardo Trio)...Decca 18573
(3d Week)

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.

1. I LOVE YOU.....Bing Crosby (John Scott Trotter Ork).Decca 18595
2. I'LL GET BY.....Harry James (Dick Haymes)...Columbia 36698
MAIRZY DOATS.....The Four King Sisters.....Bluebird 30-0822

Territorial Favorites

- IRRESISTIBLE YOU.....Ginny Simms.....Columbia 36693
(Syracuse)
- BACK DOOR STUFF.....Jimmie Lunceford.....Decca 18594
(Minneapolis)
- I LEARNED A LESSON I'LL
NEVER FORGET.....Five Red Caps.....Beacon 7120
(Cincinnati)
- SUMMIT RIDGE DRIVE.....Artie Shaw.....Victor 26763
(Chicago)

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"EITHER TOO YOUNG OR TOO OLD"

Also Going Strong

"SUDDENLY IT'S SPRING"
on Decca No. 23297
coupled with
"LEAVE US FACE IT"

PERSONAL MANAGEMENT ANNA SOSENKO

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LAWRENCE WELK'S ORCHESTRA
Going Strong!

Decca 4434 "DON'T SWEETHEART ME"
and
"MAIRZY DOATS"

•

Decca 4428 "WISH I COULD HIDE MY-
SELF INSIDE THIS LETTER"
and
"CLEANIN' MY RIFLE"

Just Released!

Decca 4438 "IS MY BABY BLUE TO-
NIGHT?"
"ONE LITTLE LIE TOO MANY"
Vocals by Jayne Walton



LAWRENCE
WELK

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PUBLISHER: Peer
RECORDS: Decca 4432; Decca 18574; Hit 7072; Capitol 149; Musicraft 15017.
E. T.'s: Associated, World, Standard, Lang-Worth

POINCIANA

PUBLISHER: Marks
RECORDS: Victor 2788; Hit 7076; Capitol 144; Decca 18586; Decca 4433; Victor 20-1544
E. T.'s: World, Standard, Associated, Lang-Worth

SO GOOD NIGHT

PUBLISHER: BMI
RECORDS: Hit 7072
E. T.'s: Lang-Worth, Standard, Associated

I'M IN LOVE WITH SOMEONE

PUBLISHER: Campbell-Porgie
RECORDS: Decca (to be released)
E. T.'s: Associated, Lang-Worth

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Once Too Often—from "Pin-up Girl" Long Ago (and far away)—from "Cover Girl"
Ira Gershwin—Jerome Kern
I Love You—from "Mexican Hayride" People Will Say We're In Love—from "Oklahoma"

For Further Details Regarding These **WOR** Recording Studios—Div. of WOR Program
And Future Releases, Write To Service Inc. 1440 Broadway, New York 18.



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.

IS MY BABY BLUE TONIGHT!—Lawrence Welk (vocals by Jayne Walton) and His Orchestra Decca 4438

There's just enough of Welk's trade-marked arrangements in this, plus clean-cut vocalizing by Jayne Walton to make 'em want to hear and own it. Nothing great or startling, just "recall music" which wears out the platter before it's ready to be turned over.

TICO TICO Enric Madriguera and His Orchestra . . . Hit 8083

This samba is different enough from the usual Latin rhythm to justify replay. Madriguera knows how to use those musical instruments that AFM refuses to call music makers so that the call of the Latin is there without the music being too foreign for most of the U. S. A. Surveys indicate that the yen for sambas is beating its way up the Coast and from the Pacific. This will get the coin and continue to pull long after all the straight bands add this timing to their repertoire.

**AT THE DARKTOWN STRUT—Benny Goodman and His Orchestra
TERS' BALL Columbia 36699**

Since the platter hounds don't remember the way their grandpa heard this one, it'll pull plenty, for it's typical Benny Goodman with his stick sticking way out and the brass sections having their moments in sock fashion. It is supposed not to have been issued before. It came out of the files just in time to have it collect upon Goodman's announced breaking up of his ork. It'll send them, even the Sinatra fans.

POPULAR RECORD RELEASES

(From April 6 thru April 13)

- And So Little Time The Three Suns
(Artie Dunn) Hit 7085
- Any Old Time Artie Shaw (Helen
Forrest) Victor 20-1575
- Don't Sweetheart Me "Tex" Grande and His Range
Riders De Luxe 5005
- I Love You Jan Garber (Gwen
Davies) Feature 1001
- I'm Going To Live My Life Alone Five Red Caps Beacon 7119
- Just for You Five Red Caps Beacon 7119
- Long Ago and Far Away The Three Suns (Artie
Dunn) Hit 7085
- My Heart Stood Still Artie Shaw Victor 20-1575
- No Letter Today "Tex" Grande and His Range
Riders De Luxe 5006
- Once Too Often Jan Garber (Gwen
Davies) Feature 1001
- Put Your Arms Around Me "Tex" Grande and His Range
Riders De Luxe 5006
- Too Late To Worry, Too Blue To Cry. "Tex" Grande and His Range
Riders De Luxe 5005

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales'. Birmingham: Norlen's Radio Shop; Louis Pixitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Butte, Mont.: Dreibelbis Music Co. Chicago: Goldblatt 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: Davidson Record Co.; 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. Miami: Richard's Store Co. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Music; Melody Shop. Philadelphia: Downton Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Washington, D. C.: E. F. Droop & Sons Co.; George's Radio Co. Westwood, Calif.: Music Shop.

Music Popularity Chart Week Ending April 6, 1944

POPULAR RECORD REVIEWS

By M. H. Orodenker

DICK GILBERT (Dix)

"Maruschka"—FT; V. "I'm Crazy for You"—FT; V.
 "Take It Easy"—FT; V. "Thrill of a New Romance"—FT; V.

A disk jockey of particular import in Gotham air circles, this new Dix label showcases the vocal pleasantries of Dick Gilbert. And considering the fact that the mike man attracted such wide attention in his singing along with all the other platters he spins, there is no reason why the fans should not take to his very own waxes. While his popularity hardly extends beyond the metropolitan area, the high standard set by his initial waxes, all sides in the South American idiom, should reach outside of his radio audience. Particularly so where the Latin flavor is favored. Of the four sides the easiest to take is the increasingly popular "Take It Easy" ditty, offered up as a slow rumba-fox trot. And Gilbert's singing devoted to the free and easy style of baritone that is more confidential than cuddlesome, he heightens the contagion of the song itself. Moreover, Gilbert has the advantage of the striking and colorful Latin rhythms etched by the orchestra directed by Ray Gonzalez. In the same intimate manner, Gilbert builds listening appeal for the plattermate, Xavier Cugat's "Thrill of a New Romance," which is also fashioned as a slow rumba-fox trot. Other two sides are in a more livelier rhythmic setting, with Gonzalez accenting the rumba appeal while Gilbert gives out in song. Sammy and Dixie Shayer's "Maruschka" is a south-of-the-border hit. Oddly enough, the ditty was first offered up on these shores a year or more ago as "Vos Zokt Eer, a lively and peppery folk ditty in the "Bei Mir Bist Du Schoen" tradition. Failing to catch on here, the song was carried to the Latin lands, refashioned as a rumba and the title changed. And now that it is back here again in new dress, it enjoys another bid for fame all over again. Plattermate is a pleasant rumba-fox trot, the maestersinger's own "I'm Crazy for You," a light and fanciful ditty. Mechanical reproduction is in high order for each of the sides. And in each instance the Gonzalez music setting is as much deserving of the kudos as the vocal glory garnered by Gilbert himself. Label is being offered up by Nat Cohen's Modern Music Sales, erstwhile New York distributor for the Capitol couplets.

In spite of the localized following of the singer, Dick Gilbert enjoys the advantage in his choice of "Take It Easy" for one of his starting sides. And in view of the song's growing popularity, with only Guy Lombardo's and Bob Crosby's entries in the field, Gilbert should cut a wide circle in the music boxes with his side. "Maruschka" also rates a test spin for the coin catching, considering its click in South America.

LOUIS PRIMA (Hit)

"Is My Baby Blue Tonight?"—FT; VC. "I'll Be Seeing You"—FT; VC.
 "I'll Walk Alone"—FT; VC. "Robin Hood"—FT.

Devoted to the bright jump rhythms with those infectious toe-tapping qualities, Louis Prima makes an impressive showing for the greater part of the plattering in these four sides. Featuring his trumpet and his gravel-voiced singing, Prima shows plenty that makes for youthful enthusiasm in "Is My Baby Blue Tonight?" His dicty singing and dirty tootling, however, doesn't blend as effectively for the mated love ballad, Sammy Fain's and Irving Kahal's "I'll Be Seeing You" of an earlier year and headed for hit-dom this year. Lilly Ann Carol, band's canary, carries her chant chore effectively for "I'll Walk Alone," from the "Three Cheers for the Boys" movie, the band providing a solid rhythmic setting thruout. Plattermate is an original jump opus, "Robin Hood." Not a particularly tuneful riff theme with the heavy scoring, even ringing in fugue passages, at the expense of the rhythmic flow.

For the music boxes, particularly at the jive and jump stations, "Is My Baby Blue Tonight?" and the screen's "I'll Walk Alone" shape up as the favored sides.

LAWRENCE WELK (Decca)

"Is My Baby Blue Tonight?"—FT; VC. "One Little Lie Too Many"—FT; VC.

There is plenty of rhythmic intoxication packed in the champagne music etched by Lawrence Welk in his usual smooth and soothing manner for these two sides. The tune content in high order and the spinning thoroly toe tapping for both the dancer and the listener, Welk's styling here will undoubtedly tend to create a greater wave of enthusiasm for his brand. With fiddles and clarinets cutting thru fanciful figures as the band sections cut it sharp and clean, the band sustains and builds interest for "Is My Baby Blue Tonight?," a rhythm ditty with plenty of charm and appeal both in words and music. The lyrical appeal is supplied by Jayne Walton for the opening stanza, with the band taking over for the rest of the stretch. For the sentimental ballad on the mated side, "One Little Lie Too Many," Welk fashions it in the same bright and breezy style, with Miss Walton again on hand to provide the lyrical lilt.

(See Pop. Record Reviews on page 66)

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; Elcharus Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Company, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLER SOURCES: Atlanta: Cable Piano Co. Boston: H. N. Homeyer & Co. Chicago: Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Cincinnati: Song Shop. Los Angeles: Morse M. Freeman, Inc. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Myrex Music Corp.; Carl Fischer, Inc.; Music Sales Corp. Phoenix, Ariz.: J. J. Newberry Co. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Irving Sklare Music Co., care Meier & Frank Co. San Francisco: Pacific Coast Music Jobbers. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.



Bing Crosby



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 AND HIS ORCHESTRA

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 (From Michael Todd's "Mexican Hayride")
I'LL BE SEEING YOU

18597 GOING MY WAY
 (From Paramount Picture "Going My Way")
SWINGING ON A STAR
 (From Paramount Picture "Going My Way")

18586 POINCIANA
 (Song of the Tree)
SAN FERNANDO VALLEY



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ARTIE RUSSEL
and His Orchestra
Dance Music—Show Music—Entertainment
New York City

DON SEAT
Quintette
4 Boys and a Girl
Tops in Music and Song
Charleston, S. C.

Chicago Air Execs Scouting Lounges for Talent "Finds"

CHICAGO, April 8.—Cocktail lounges and small nighteries here are being eyed by radio program execs as a possible source of talent in the air instrumental and vocalist fields.

First step in this direction was taken by Schwimmer & Scott, ad agency, for their *Presenting Curt Massey* program over Station WMAQ. Agency aired Billie Rogers, formerly a trumpeter with Woody Herman's ork and recently head of her own cocktail unit, and Mel Henke, pianist now appearing at Elmer's Cocktail Lounge.

Altho radio program directors, both at the stations and agencies, have turned thumbs down on emcees and comics because of their tendency to ring in smut and off-color jokes, they are ogling star instrumentalists and featured vocalists for future radio work.

The success of the Rogers and Henke appearance on the *Curt Massey* show has started them on a city-wide search among the cocktaileries and small night spots for future "finds."

This talent hunt may offer entertainers an opportunity to cash in on the lush money radio has to offer, as well as remedy the shortage of radio talent.

Within the past few years small spots have been the starting points of many personalities. An example of how lounges and small nighteries aid in putting talent on the road to success is the case of Dorothy Donegan, sepi pianist, who graduated from a neighborhood engagement to a place as a top-ranking artist.

Robert Crum, boogie-woogie and concert pianist, started his career at a Loop spot, went into the Hotel Sherman for 28 weeks, followed with an engagement at the Chicago Theater, and is now in New York.

Marcey MacGulre, a singer, began at an outlying spot here, finally appeared in a picture opposite Frank Sinatra.

Harry Cool, baritone, is another example. Altho he appeared on several radio stations, he really got his break after a stint at one of the Windy City's smarter cocktail lounges. He went from there to the Chicago Theater where he drew a salary of \$1,500 a week.

The Make-Believes began at a small three-figure salary. Before breaking up their act because of the draft, they hit the \$2,000 mark doubling from the Oriental Theater to the Sherman Hotel.

Maurice Rocco, practically unknown while he was playing at the Club Silhouette here, is now appearing at the Club Zanzibar, New York, and has been

at the Roxy Theater and on big air shows.

Louis Jordan can be added to the list. Jordan, who is now playing top theaters, got his start at the Capitol Lounge in the Loop.

Other lounge graduates who have hit the spotlight are Arthur Lee Sumpkins, Trummy Young, Sinclair Mills, Dorothy Davis, Betty Fields, Ammons and Johnson; Day, Dawn and Dusk; Bob Evans, and Herman Leopoldi and Helen Moeslin.

Fields To Try East

NEW YORK, April 8.—Ernie Fields and his Midwest ork will do an extensive tour of the East and Southeast beginning with a date in Jacksonville, Fla., Monday (10).

Band is composed of 14 instrumentalists, including Fields, and two vocalists, Estelle Edson and Mel Moore. Frederick Bros. booked the tour of one-nighters.

Vogel Appeals Third Time on Copyright of "Some of These Days"

NEW YORK, April 8.—New York Federal Court Justice John W. Clancy has reserved judgment on Will Rossiter's complaint that Jerry Vogel Music Company and Shelton Brooks, composer of *Some of These Days*, had infringed his renewal rights to the song. Vogel and Brooks contend that Rossiter's renewal rights, assigned in 1926, were obtained by fraud. Rossiter alleges that the rights are still his.

This is the third time Vogel has appealed to a higher court after decisions favoring Rossiter.

Remick Music Wins on "Apple Blossom and Bells"

NEW YORK, April 8.—Remick Music Company this week won a dismissal of Morris Perlman's infringement suit in which Perlman claimed that Remick had stolen his song, *Hot Money*, and used the melody for *Apple Blossoms and Chapel Bells*, later published by Remick.

Perlman alleged that he had played his song for the publishers and left the lead sheet for their approval. He testified that the sheet had never been returned.

Judge William Bondy ruled the case out on grounds of insufficient evidence.

Eldridge for Macy Party As Big Band Showcase

NEW YORK, April 8.—Roy Eldridge debuts his enlarged band next Saturday (15) at Macy's Red Cross party at the 71st Infantry Armory.

Since augmenting the aggregation with 10 men, Eldridge has had some difficulty selling promoters on the idea that the 16 men are worth more than his smaller band.

Tatum in Vaude Test

NEW YORK, April 8.—Art Tatum, noted Negro pianist, will play his first theater date in the Howard, Washington, the week of May 26. The booking is the result of an effort on the part of his agent, William Morris, to pull him out of the strictly night club category and convert him into a stage attraction.

Following the Howard date, Tatum will go into the Three Deuces here until the middle of August at \$1,150 weekly.

Morgan Due at Claridge

NEW YORK, April 8.—Russ Morgan's ork leaves New York next week to tour the country, final destination Berkeley, Calif., where it opens at the Claridge Hotel April 25. Roger Bacon, formerly with Frankle Carle's ork, joins Morgan tonight and goes on tour with him as bary vocalist and trumpeter.

HAL WASSON ork (8) being held indefinitely at Remler's Club Royale, Savannah, Ga. Band opened there March 13.

Dailey May Operate Both Terrace and Meadowbrook

NEWARK, N. J., April 8.—Contrary to reports, no definite dates have been set for the closing of Frank Dailey's Terrace Room for the summer, nor for the skedded opening of Meadowbrook in the fall.

Tentative plans call for operation of both spots.

Drake to Frederick

NEW YORK, April 8.—Harry Drake, Boston indie booker, joined Frederick Bros. this week to work in the agency's cafe department.

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Front-Man Stone Gets Behind, Too

CHICAGO, April 8.—From front man to all-round man is the success story of Eddie Stone. He took over the baton-waving chore for Buddy Franklin's ork when Franklin went into the army and has now taken over the whole set-up with the purchase of the band and library.

Still playing dates skedded for Franklin, band will be known as Eddie Stone and his ork. He recently opened an extended engagement at Aragon Ballroom here.

Some Day He'll Hear His Song

NEW YORK, April 8.—Sgt. Henry Prichard, 26-year-old radio operator on an army transport, destination unknown, doesn't know it yet, but his song, *I Don't Want To Love You Like I Do*, has been published by Chelsea and recorded by Will Osborne for Muscraft.

Prichard, spotted while running over some of his numbers at BMI recently, delivered words and music to Chelsea, and left immediately for the front.

SID PRUSSIN
NOW IN HIS 1st YEAR WITH
UNCLE SAM

REVIEWS

Lucretia Dix

(Reviewed at Elmer's Lounge, Chicago)
For a distinctive piano style of swing, Latin American melodies, pop tunes and low-down jazz, Lucretia Dix clicks well with highbrows and swingsters.

The gal, an attractive brunette, hits the ivories in a striking style. Fingering is unique, with the right hand dishing out the smooth rhythm, while her left hand pounds out a rich bass. Playing is smooth with a solid round of rhythm that hits the mark for good entertainment.

Secondary to her pianistic ability is her style of singing with a Libby Holman flare and a decided French accent. The gal can dish out tunes in Italian, Spanish and English.

Altho her selections are well timed to please today's audience, she would do well to concentrate on some original arrangements that lean to the French style of vocals.

If spotted in some smart nightery, she would make a hit. She has showmanship, smart appearance, excellent delivery and a pleasing personality.

Jack Baker.

Four Tons of Rhythm

(Reviewed at the Silver Cloud, Chicago)

The Four Tons of Rhythm was organized in 1939 by four congenial Negro musicians who added up to 1,000 pounds of religion and rhythm. These men sing spirituals, jive tunes and novelty versions of popular classics. They play fine swing music, with a real lift and plenty of good solos and possess a jolly, friendly manner.

Group has been playing here nightly for 16 months. Before that it played 42 weeks at Martin's Plaza in Kansas City.

Clint Weaver, bass player and manager, formerly worked with Count Basie. Johnny Walker, electric guitarist, came from Lloyd Hunter's crew, while Bill Saunders, tenor man and clarinet, is another who played with Basie and Benny Moten.

The men all sing vocals and harmonize, and with the proper publicity could give the Ink Spots a run for popular favor.

One of their best comic novelties is a parody on *Poor Butterfly* which they call *Big Fat Butterfly*.

Saunders and Walker reveal an exquisite style on improvisations of tunes like *Tea for Two* and *Don't Feel Sorry for Me*, the latter a beautiful original melody composed by Scott and Weaver. This band will build business and hold it.

Cons.

Stuff Smith Trio

(Reviewed at the Garrick Stage Bar, Chicago)

Stuff Smith's irrepressible personality is again sparking the hepcats on Chicago's Swing Street. With Jimmy Jones and John Levy, two Chicago musicians who play piano and bass, Stuff has built a solid trio.

Organized five months ago, the unit plays concert selections in good taste, alternating between a strictly schmaltz treatment and clever jazz improvising. When they swing it's zippy, exciting and well arranged.

Stuff is one of the most natural showmen who ever fronted a band. His clowning, facial contortions, enthusiasm and sense of humor would make him well liked if he couldn't play a note.

Add to that, an amazing talent for ad libbing on the violin, plus a technical skill few fiddle players attain. An example of his versatility is revealed in his arrangement of *Holiday for Strings*.

Unit recommended especially for spots that need box-office hyping.

Cons.

Harriet Blackburn Orchestra

(Reviewed at the Hollywood U. S. O.)

This six-piece group has been playing club dates in and around the Hollywood section for three years. Engagements are confined to spots not handling liquor because of the under-21 law keeping them out of such locations. In the field in which they are permitted to play, group has done exceedingly well financially, as well as turning in a nice brand of music.

Harriet Blackburn paces the group on first alto sax with her sister, Charlotte, ably handling the accordion and vocals. Francine Hall presides at third alto and Arlene Thornburg on tenor. George Ella

Jive Defense

CAMDEN, N. J., April 8.—Local *Courier-Post* has taken editorial exception to the charges made in classical corners that jive music is the chief cause of juvenile delinquency. Newspaper pointed out that a lot of American soldiers were subjected to the insidious influence of *Cow-Cow Boogie*, while the German army had a chance to cut its second molars on beer garden versions of *The Blue Danube*, "but we'd still rather live in a world of hep cats than Hitler jugend."

Hill, a newcomer, is featured on piano, and Walter Sage, drums.

Miss Blackburn's chore is strictly that of handling the band and her horn. On the instrumental assignments she divides spotlight stanzas with Miss Hill. Charlotte Blackburn's squeeze box gets the solo on rumbas and sambas and her voice is aired on pops of the faster tempos. Pert, she turns in a nice accordion job and sells on warbles.

Girls have had little or no professional training but show talents that would form a good foundation for an outstanding group. Make nice appearance and play with vim. More experience will put them in the top bracket as entertainers.

Sam Abbott.

Terry Pepin

(Reviewed at Circus Room, Hotel Bradford, Boston)

The hushed-voice style which Terry Pepin brings to blues tunes and love lyrics is ingatiating. It also carries a note of personal appeal to every Joe or Jane, and that undoubtedly is why she has been singing here for so many months. Vocal rep is confined mainly to the quieter torch songs and sentimental love ditties.

Between vocals she offers neat, unspectacular ivory work, playing special arrangements of the less familiar pop tunes and semi-classics. Novachord is used for variety.

Bill Riley.

Hampton Hub Jazz Session Sock B.O.

BOSTON, April 8.—Jazz concerts are beginning to widen their public in the Hub, as witnessed by the shindig which Lionel Hampton put on at Symphony Hall last Sunday night (2). Not much furor was kicked up in advance, but Hampton drew a real house for Boston and a solid gross of \$2,600 for the single performance. Also drew a good house for his Sunday morning (11 o'clock) War Man-Power Commission broadcast from Symphony Hall, to which admission was free.

Besides the 17 pieces of Hampton's band, local performers were called in. Bob Perry, WORL platter jockey, commented and introduced each number. Sally Sears, through at Bradford Roof, sang a brace of songs. Paul Anthony and his five-piece combo played a few numbers. As a bit of showmanship, which did not come off too well, Hampton hired eight string players, several from local radio stations, plus Boston Symphony men, to assist in the closing numbers. The long-hairs and the jivers just couldn't seem to get together.

Boatsman (Ex-Garber) Outfit At Spokane's Roseland

SPOKANE, April 8.—Wally Boatsman, formerly with Jan Garber's orchestra, now has his own band at Roseland Ballroom here, known as the Rhythm-Aires.

Harry DeWitt, formerly leader of the Roseland, has joined the Hi-Flyers as drummer. The Hi-Flyers is led by Hank Boatsman, brother to Wally, and is featured at the Metronome dance hall.

Prager Stays Book-Cadillac

NEW YORK, April 8.—Manny Prager copped an indefinite renewal for his ork at the Book-Cadillac Hotel, Detroit, this week. Band has worked the Midwest spot for several months after winding up a record booking of over two years at the Paramount Child's Restaurant, New York.

Kaye & Kenton One-Niters Do Solid S.F. Business

SAN FRANCISCO, April 10.—Sammy Kaye played to a good house at Civic Auditorium Thursday (7), with 5,100 seats filled for the one-night performance. Prices scaled to \$1.25.

Stan Kenton's ork played a one-nighter to near capacity at the Auditorium Saturday (8).

Armstrong Des Moines 2G

DES MOINES, April 8.—Louis Armstrong ran right into his percentage at Tromar Ballroom here last Saturday (1), with 2,200 jamming the room. Prices were 98 cents plus taxes, the first night under the new increased taxes, and so the take was over \$2,000.

Art Paulson Spelling Carle

NEW YORK, April 8.—While Frankie Carle does his Old Gold chores away from the Pennsylvania Hotel, Art Paulson and his ork will be covering for him.

New-Type Talent Shortage

HOLLYWOOD, April 8.—Harriet Blackburn, fem band leader, has been using six girls and billing the combo as her "All-Girl Orchestra." This no longer holds true.

She has a drummer, Walter Sage, and he's staying with the band as a regular sideman.

"Because," says Miss Blackburn, "I can't get girl musicians."

Ginny Simms Prepping For Capitol Theater P.A.

NEW YORK, April 10.—Ginny Simms arrived from the Coast Saturday (8) for personal appearances at the Capitol Theater in conjunction with her first starring picture, *Broadway Rhythm*, opening there April 13.

Stageshow will include Mitzi Mayfair and Frankie Carle and his orchestra.

A VOTE OF CONFIDENCE!

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FLOYD BEAN
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JERRY BROWN AND JOE GREY
ROLLIE CAPELLI TRIO
JACK CHAPMAN
ESTABROOKS AND FARRAR
FOUR TONS OF RHYTHM
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City Center and Met Battle of Longhair Toes

(Continued from page 4)

rate, direct competition only skeds to last two weeks, because the *Russers* break camp April 23, and the *Ballet Theater* terpers will have the field to themselves until May 7.

It appears that the Hurokers have right on their side, but anyway you cut it, and from the way both outfits were jammed up last night, there are enough tulle-and-tights enthusiasts to more than go around. The coin is lush for both—so why worry?

The City Center's opening salvo comprised two oldies and a new one, the familiar *Les Sylphides*, *Gaite Parisienne* and *The Red Poppy*, the last making its local bow. The Met led off with *Giselle*, *Dim Lustre* and *Princess Aurora*. Both sides scored direct hits. There was no dud ammunition in the lot.

There is no question that the Ballet Russe has got a winner in Igor Schwesoff's *Poppy*. It literally drew howls of approval last night. Aside from superlative stepping by Alexandra Danilova and Frederic Franklin, the libretto about a little Chinese cabaret gal, who is kicked around by the Jap proprietor when she falls for a Russian sailor, is red meat for current audiences. When the nasty Jap got his come-uppence from the Russian god and his Yank and British pals, the customers had the City Center roof shaking. The dream sequence in the middle runs a trifle too long with repetitious choreography by a trio called Phoenixes, but in all other respects it is a bull's-eye for the Monte Carlo rep. Besides recording a top score for Danilova and Franklin, *Poppy* preem calls for individual salutes to James Starbuck, Igor Youskevitch, Vida Brown and Ruthanna Boris.

The traditional *Sylphides* featured Mles. Krassovska, Istomina, Grantzeva, Etheridge, Boris and Igor Youskevitch, and drew its usual acclaim from "white" ballet enthusiasts. *Gaite Parisienne* had Danilova and Franklin again in the top terp slots, with good support from the rest of the Russe balleters. An excellent lead-off by the troupe, with *Poppy* running away with audience honors, Hugo Gottesmann conducted.

At the Met, *Giselle* was distinguished by the return of Alicia Markova to the ballet theater ranks, after a long absence due to illness. It is pleasant to report she has completely recovered, and gave another typical Markova performance. Anton Dolin again danced the Count and scored equally. *Dim Lustre* was effectively stepped by Nora Kaye and Hugh Laing, with other bows to Rosella Hightower and Anthony Tudor. *Lustre* has always seemed one of the troupe's lesser efforts, but it served as an excellent bridge from the more formal classic *Giselle* to the colorful production piece, *Princess Aurora*.

Nana Gollner and Paul Petroff filled the principal roles in last night's edition of *Aurora*. Both were top favorites, and the former's terping of the *Rose Adagio* had the balletomanes palming it lustily. So, too, did the *Bluebird* sequences of Rosella Hightower and Andre Eglevsky. Antal Dorati and Mois Ziatin shared the baton honors for the evening.

And that was the opening stanza of the battle of the ballets. When the smoke cleared away last night it looked like a draw. The dance-lovers were hanging from the chandeliers at the Met and standing four deep at the City Center. Competition or no, both the Hurokers and the Russers size-up to break the financial tape neck-and-neck.

Bob Francis.

Bernadette & Carmen Jones Decca Album on April 20

NEW YORK, April 8.—Decca will release an album of Alfred Newman's music from *The Song of Bernadette* with the composer conducting. The booklet which accompanies the album was written by George Seaton, who did the movie scenario. It is due for release about April 20.

Also to be released at that time will be the long awaited Carmen Jones album with the original cast.

Midwest Matinees N-S-H for BO

CLEVELAND, April 8.—Midwest hausfraus are staying away from matinees in droves because the shortage of maids is driving them back into the kitchen, according to Saul Heller, Cleveland producer-ticket broker.

It may be swell for masculine digestions, but it's kicking hell out of afternoon shows.

FSA Urges Police Supervision of All Amusement Spots

WASHINGTON, April 8.—Police should supervise dance halls, bars, restaurants and niteries to help control conditions that breed juve delinquency, the Federal Security Agency declared this week.

In a long report which was supposed to show modern police thinking on juve problems and prevention of delinquency, FSA emphasized responsibility of police in making sure that niteries and other amusement spots did not play part in upping teen-age crime totals.

"Police must maintain strict supervision of premises which men of the armed services may frequent and to which young girls are naturally attracted," the report stated. "Successful gains in the preventing of delinquency will never be made until a policy of proceeding against the male companion is adopted."

A pat on the back was given teen-age clubs and other recreation clubs set up for juves. The report urged police to "maintain strong liaison" with recreation agencies since "recreation clubs as constructive activities that prevent delinquency" are well known.

DuMONT TELEVISION

(Continued from page 7)

his task neatly. Annabella, of *Jacobowsky and the Colonel*, made a brief appearance; Gerhard Pechner, Met tenor, sang, and Kay Carroll, fem ventriloquist, did a routine with her Tommy.

Raymond Scott, CBS ork leader; Burrough Prince, a night news editor of NBC; Munkacs, the photographer, and Dr. Edward Staloff, chief chemist of Delettres labs, modeled aprons to the delight of the audience.

To illustrate what muscles are used in ballroom dancing, Hager and May, Hotel Pierre's Cotillon Room team, cavorted in costume and again in rehearsal garb. Lieut. Com. Jack Dempsey and Mickey Walker were interviewed, and Walker announced he would soon put Dempsey on the canvas—in oil.

The Stratoliners' Club was discussed by one of its members. A group of over-six-foot gals danced with servicemen to show the org's war contribution. Improper staging and direction resulted in this feature falling flat on its face.

Max Weinberg, Brooklyn bartender who does a good business in selling War Bonds at \$17.75 instead of \$18.75, by paying the difference of \$1 himself, came on to explain his plan. Conover Girls tried to don male attire, while keeping balloons in the air, as an example of good, clean home fun.

All acts were performed before the mag cover, which detracted from their entertainment value. There were plenty of *CHick* plugs without using the blow-up.

The cover might have been opened to a printed page, which would have given the same advertising effect. It also, however, would have increased production costs.

Paul Wing was on hand again with his spelling bee, *Words on the Wing*, for Lever Bros. His team was composed of Dr. Fred Carter, Dan Burley, Mrs. Charly, Yvonne Gregory, Mrs. Marie Ellington and Mr. Hernandez. Wing gave the group a free hand, and their ad libbing was okay entertainment. Two tele appearances have taught Wing to learn his lines instead of relying on script—an improvement.

Pat Murray, who emceed the show, pulled clothes out of a Rinso box to show the amount of washing one container would do. Commercial tied in neatly with spelling bee when contestants were asked to identify and spell the garments as they emerged. Ruthrauff & Ryan are

Hub Plans First Teen-Age Club

Have Got Start Same Place

BOSTON, April 8.—If all goes well, May 30 will see the opening of what probably will be the first teen-age club, complete with ice cream, coke and milk bars, dance bands and other paraphernalia, in Metropolitan Boston. Called Tin Pan Alley Theater-Restaurant, it will be located at 108 Boulevard, Revere, sight of the former dance Marathon Palace at which Mexican Hayride star, June Havoc, got her start.

Ben Ford, Hub booker, who is operator and originator, places credit for the idea with *The Billboard*. "Frankly I got the idea from reading in *The Billboard* about teen-age clubs in the Midwest.

The present building in Revere is being completely reconstructed, with only the steel girder framework retained. Milk and coke bars of varying heights, to accommodate kids of all ages and sizes, are being built, with brass rails and all the fixings. Standard equipment will also include dance floor, bandstand and so on. Sandwiches, light meals, milk, ice cream and soft drinks (only) will be dispensed.

Operating policy calls for the booking of local or regional bands. The club will open weekday nights at 6 p.m. On Saturday and Sunday it will be open continuously from 1 p.m. No dancing is allowed in Massachusetts on Sunday, and the Saturday closing hour is midnight. No admission will be charged, and Ford is considering instituting check dancing. Under this plan, kids could eat their ice cream and listen to music without special charge, but would pay for each dance. To keep down overhead and completely avoid an admission charge, national name bands will not be booked. Very likely Bob Astor's outfit will open the spot.

ATW Jr. Comm., Tackling Teen-Age Aches, Needs Help

NEW YORK, April 8.—The Committee for Youth in Wartime, part of the American Theater Wing, needs showbiz volunteers. The committee has been set up for the special purpose of helping with some of the juvenile problems created by wartime conditions among adolescents.

They need theatrical people who can direct juvenile productions in public schools and settlement houses. They also need volunteers in youth centers to carry on activities from shop work to forums.

Performers with interest in teen-age youngsters can contact Helen Brooks, co-chairman at the American Theater Wing.

doing a good job on these Rinso commercials.

Pic, *Tell Me If It Hurts*, was sandwiched in between agency shows.

Ben Pulitzer Creations' *Interesting People*, produced by the Irwin A. Shane Television Workshop, remains static. It appears that the producer feels he has found the best of all possible formulas and refuses to deviate. Format has not changed for several weeks, and the program suffers from exceedingly poor commercials and Dick Bradley's inability to cope with some of the interesting people. Marie Howard is still selling Bradley ties and then going into a song routine. Bradley continues to gush at length over the Nylon cravats. Might be a good idea to tone down Nylon angle. Every woman in the audience automatically wants to know why men can wear the precious thread around their necks while they struggle along with rayon stockings. There must be an explanation, and giving it on the show might be wise.

Actress Penelope Sax read a highly dramatic scene from *Saint Joan*, and Joel Herron, ork leader at the Copacabana, played a couple of Gershwin numbers. Jane Withers, Republic pix star, sat thru an interview and then gave with a novelty song number. Her exuberance and talent made for an altogether successful appearance.

Dottie Wooton, who introes the entire show for DuMont, signed off, listing the week's tele shows on Dumont and other stations.

Wanda Marvin.

Vest Calendar

DETROIT, April 8.—Pvt. Rollo S. Vest, who was a Detroit booking agent heading Vest Enterprises before his induction, advises that he's ready to sue the author of *Happy Holiday* for false advertising. Vest, now at Camp Stewart, Ga., reports the following sequence of holidays:

Thanksgiving Day (1943)—Ordered for preliminary examination.

Christmas Day—Received induction notice.

New Year's Eve—Inducted. Valentine's Day—Reported to Fort Sheridan, Ill.

March 11 (Vest's birthday)—Admitted to station hospital.

B&K TELEVISION

(Continued from page 7)

sums up his work, and the work of his guest, Jean Sherry. Ho, hum!

When Beatrice Stronstorff tried to explain the difference, with examples, between modern and classic ballet, the trouble really began. It was then that the camera broke down and the show fell apart. One woman in the studio audience, a former professional ballet dancer, at this point said, "God, that's terrible."

It was just one of those nights. We all have them once in a while.

Cy Wagner.

WORKSHOP FOR WAR

(Continued from page 9)

viewing a general was used here. It did not add to the interest of the show.

Workshop for War ruined what otherwise would have been a good half-hour show with an interview portion about eight minutes long. If the directors of the program want to retain the rating they deserved up to this stanza, they had better use more care in the presentation of interviews.

Cy Wagner.

Irving Field's Trio

Reviewed Friday, 1:45-2 p.m. Style—Music. Sustaining on the Blue (except WJZ).

This smooth rhythm combo scores in the slot vacated by Phil Brito, the Blue's counter-Sinatra baritone. Group's versatility and vitality, coupled with entertainment of general appeal, gives it a good chance to penetrate the music heartland.

Trio features Field's fast finger work on the 88, with Michael Bruno on bass and Bob Rokel on drums. Quarter-hour is produced by Bill Livingston and announced by Bill Abernathy. Smart showmanship and adept mike word-work contribute to a tuneful tonic.

Easy to analyze arrangements make the offering welcome to those listeners keen on clever interruption. Field's original *Foxhunt*, used as the theme piece, set the musical pace. Sustained rhythm with multiple variations on a close melody makes this spice that should stand up under repetition.

Pistol Packin' Mama, translated into the musical lingo of a number of Allied countries, was pleasantly revived by the tricky imposition of native numbers over the original PPM. China, Brazil, Russia, Scotland and Cuba were touched on, with Bruno and Rokel exhibiting skill on instruments of those countries. Especially noteworthy was Bruno's marimba work. Abernathy solicited listener-requests for other tunes for similar treatment.

Gershwin medley, done in the trio's speedy style, was listenable but not exceptional. Lack of bass emphasis resulted in a letdown on certain crescendos. Piano perfection, however, kept rendition tense and exciting.

Begin the Beguine had just the right amount of tropictorial flavor to top off the tasty musical dish.

If the trio's future sessions maintain the musical tempo and high standard of its first shot, it shouldn't be too hard to find a sponsor. WJZ's being tied up with *Bible Messages* at this hour will be a disadvantage, however, as the group isn't heard in New York.

Materiale Wanda Marvin.

New House Makes Det. Vaude Center

DETROIT, April 8.—The Motor City will become a primary vaudeville center on May 19 with the opening of the Downtown Theater under a vaudefilm policy. Kickoff bill will star Tommy Dorsey's ork, with two acts supporting.

Detroit has been lacking in a regular vaude outlet for a number of years. The Fox Theater plays flickers exclusively, while the Michigan presents an occasional flesh show, when, as and if.

The Downtown was recently bought by Howard Hughes, rich industrialist and film maker. Hughes's acquisition of the house is reported to be the foundation-stone for the formation of a Midwest vaudefilm chain. About \$100,000 was spent by the new management to refurbish the Downtown for its debut.

Pola Negri Fails To Appear at Miami Club

MIAMI, April 8.—After stalling for three days, Pola Negri, former screen star, ditched Lou Walters and left him high and dry without a star for his Latin Quarter on Palm Island.

It is reported Miss Negri demanded advance payment of \$1,000 before she left California, but Walters balked. Finally the booker, William Morris agency, came across with \$750. It is understood Walters was to pay the star \$1,250 per week here.

Radio Aces filled the gap nicely, doubling from their engagement at the Olympia Theater. Walters is advertising last six nights and Latin Quarter will shutter Saturday.

Reported Sick

NEW YORK, April 8.—Pola Negri fell ill upon her arrival here last Sunday (1), according to the William Morris office, and hence could not go to Florida for the scheduled opening. She is reported to be better now, but will remain here until April 30 when she is booked to appear at Ruth's Victory Room in Fall River, Mass.

U.S. I.R. Agents Snatch Hootch For Back Taxes

MIAMI, April 8.—Information released this week indicates that the recent closing of the Monte Carlo Club at Miami Beach was due to the seizure by internal revenue agents of the stock of wine and liquor, said to be valued around \$18,000. Drinkables are said to be held as surety for overdue federal taxes.

It is reported the night spot owes the government \$12,000 for withholding taxes, Social Security deductions and cabaret excise collected by the management during 1943. Proper declarations were made but no money was paid.

It is understood there will be no criminal prosecution as \$4,000 of the amount due has already been put up.

Four Admit Lewd Show Charges in Miami Court

MIAMI, April 8.—Joseph Kerxton, booked by police as manager of the Tobacco Road, a local night spot, and George L. Morris, Edmund T. Morris and Robert J. Brennan, performers, all pleaded guilty last week to charges of giving indecent shows. The defendants were fined \$500 and costs each and given 50 days in jail. The court ordered all city licenses of the place revoked and expressed a hope that the spot could be kept closed.

Class?

NEW YORK, April 8.—A society gal, breaking in a new role as secretary in one of the local agencies, informed her boss that a certain performer wanted to see him.

"I'm too busy," said the percenter. "Tell that jerk to get lost."

The socialite-secretary went back and told the actor, "Mr. So-and-So is busy. He says for you to get lost."

3 Indies Asked To Observe 30-Show Sked

NEW YORK, April 8.—The AGVA crackdown on houses giving more than 30 shows in seven days began last week with submission of basic minimum agreements to the Apollo here; Hippodrome, Baltimore, and Howard, Washington, by the national office of the American Guild of Variety Artists.

According to AGVA spokesmen, the Hippodrome has already given indications of willingness to sign up, while the Howard has yet to respond.

Unfair action may follow against the Apollo, however. Union officials said that an AGVA agent was refused admission to the stage there this week and that he was given a run-around when he tried to contact the manager. The local AGVA office yesterday (7) telegraphed the management to appear Monday (10) to explain. Should there be no answer or appearance, the house will be classed "unfair."

Meantime AGVA revealed that the agreement signed four years ago with the Greater New York theaters which permits them to give 36 shows weekly does not apply to off-Times Square houses. Such theaters as the Academy, on 14th Street, and others in the metropolitan area will be brought into line, the union declared.

Rosenthal Into Army

NEW YORK, April 8.—Mortimer S. Rosenthal associate counsel of AGVA, wound up his affairs there yesterday (7) preparatory to his entry into the army on April 11. He will not be replaced, according to AGVA officials.

AGVA, With or Without Help, Will Continue Fight Vs. 30%

NEW YORK, April 8.—The American Guild of Variety Artists will continue its fight to find relief for performers from the effects of the 30 per cent amusement tax.

The effort will be made by AGVA—with or without assistance from other interested groups. Preferably, with.

Matt Shelvey, national administrator of the union, yesterday told *The Billboard* that he is not satisfied with the position taken by Miss Willa G. Reed, Chief of the Admissions and Sales Tax Division of the Bureau of Internal Revenue, with whom he met last week to present his case for a tax break for the night club industry.

Shelvey declared that: (a) When Congress passed the 30 per cent bite it was that body's intention to tax cabarets;

(b) The BIR, which is charged with the duty of carrying out Congress's dictum, is interpreting the term "cabaret" according to its own lights, and this interpretation does not necessarily carry out the Congressional desire;

(c) The manner in which the BIR is acting will actually reduce the amount to be raised as revenue because many places will be forced to close;

(d) Many performers—possibly up to 50 per cent of the AGVA membership—will be thrown out of work, and it was not Congress's intention to force unemployment;

(e) The BIR in actuality making it possible for one type of entertainer—

New York Is Big --- Even In Biz Flop Thru Tax

NEW YORK, April 8.—When the Big Town does something its always big. The same with eggs. If it goes in for laying hen fruit it does it with greans and shreks which can be heard all over the country.

Right now the Stem's nitery and hotel operators are counting up the first week's take under the new 30 per cent law and what they saw gave them the screaming meemies. The fact that the bite came simultaneously with Holy Week, a poor time for showbiz generally, didn't take off the curse.

A round-up of business up and down the street showed that with but few exceptions the take was off anywhere from 40 to 50 per cent.

The Zanzibar was one of the spots that could boast good dinner trade for the simple reason that it advertised it would absorb the tax on its \$2 meal.

The Latin Quarter, where you had to know Lou Walters personally if you wanted a table, saw lots of white space for the first time since it opened.

The Hurricane and La Conga also suffered from a patron blight. Dave Wolper, busy with his legit opening of *Follow the Girls*, gave the nitery business fall-off

Agent Control Set-Up Readied

NEW YORK, April 8.—With several new agent organization contracts in sight, the national office of AGVA has set up an "Agency Control Department" here under Phyllis Lucas.

It will be the function of this department to enable AGVA to clear complaints, issue franchises, check the standing of performers and related matters. The department will begin its full activity when AGVA signs a new group of contracts with percenter orgs similar to the "Rule B" pact inked with the Artists Representatives' Association on January 1. Present indications are that the treaties will be signed in the near future.

Matt Shelvey, head of AGVA, said this week that when the agent bodies are finally signed and the contracts go into effect the result will be that all performers will become members of the union in good standing.

only part-time worry. But Jack Harris with no outside activity to distract him him could give his worrying all full attention.

Over in the chi-chi spots business was afflicted with the same disease. Billingsley gave the "Sorry, no tables left" routine to fewer people. The Versailles waiters had plenty of room to gallop around in and even the celebs who flock to El Morocco discovered pressing affairs kept them home.

Up and down 52d Street the sidewalks are jammed. But inside the Swing Street spots the waiters are bored looking at each other. One nitery, Three Deuces, has a large sign outside announcing "No 30 per cent tax here." Competitors who are torn between plan to cut out entertainment and plans to have dancing don't know what to do.

But if the niteries have been hurt the hotels are almost bleeding. On Central Park South patron after patron gives his favorite hotel dine-and-dance spot the go by. Result is that more and more hotels are either letting their bands go, firing waiters, kitchen help and bartenders, or doing all four.

The American Hotel Association takes the view that it expected bad business this week and next. By the following week, however, it will be able to get a better gauge on what to expect.

The 400 Restaurant after watching empty table after empty table decided to call it a day. Joe Moss gave the entire show and one band notice, but holding on to the Ralph Font ork.

The Copacabana cocktail lounge still has acts but all of them are now working on a week-to-week basis. Dempsey's bar is jammed but tables dazzle you with their emptiness.

All over the country nitery attendance has fallen off but nowhere has it hit so hard as in Little Old New York.

Hub Mayfair Closed Over Fire Hazard

BOSTON, April 8.—Under provisions of the new safety laws enacted in Wednesday's special session of the General Court (State Legislature), Commissioner of Public Safety John F. Stokes began an enforcement drive which resulted in the closing of the Club Mayfair, one of the city's largest, operated by Michael Redstone.

The Mayfair's permit was revoked temporarily until a new exit off the cocktail lounge is built. In an effort to lighten the burden of the 30 per cent tax the club began construction of a wall separating the lounge from the club proper. The place may reopen, but the cocktail lounge will remain closed until the new exit is completed.

Law provides that the Boston Licensing Board certificate may be revoked without hearing or assigning of a cause if the safety of the public is involved.

Union Collected \$170,000 for Acts in 1944

NEW YORK, April 8.—Preliminary estimates released by the national office of the American Guild of Variety Artists yesterday (7) indicate that the union collected upwards of \$170,000 during 1944 in wage claims filed by performers against theaters and night clubs.

About \$60,000 was garnered in the New York area and some \$30,000 in Chicago, according to AGVA officials.

The locals throuthout the country have been asked to file reports on the exact amounts collected by them. When the reports come in, AGVA spokesmen said, the total will probably top present estimates.

NIGHT CLUB REVIEWS

Wedgwood Room, Hotel Waldorf-Astoria, New York

Talent policy: Dance bands and floor-show at 12. Owner-operator, Hotel Waldorf - Astoria; manager, Lucius Boomer; publicity, Ted Saucier. Prices: \$2, minimum.

The laurels for what is probably the best show current among New York night spots goes to the Wedgwood Room. But if the performers are out of the top drawer the production and cuing is from the cellar.

Opener is Talia, a smooth, tricky dancer with a form and face good enough for a cover girl. On first stint, gal rushed in to discover Leo Reisman had forgotten her cue. All thru her act cuing was bad.

Talia does three numbers. First, a dazzling pirouette with jingling castanets to a good hand. Second, an interpretation of a Spanish flower girl, with performer throwing flowers to customers. For the intro of this number, gal explains theme in pleasant, unaccented voice. Third number was a can-can bit with fast spins and high kicks. Her little girl beg-off manner won the customers' loud applause.

Russell Swann, announced by Talia, on next, works on a platform. His bits of business, gun-shooting, shouting his tricks to customers, deliberate fumbling of the old standard rope-cutting and cane-disappearing stunts rocked the audience. Swann, who has worked in the smartest rooms in the country, has a line of chatter, part corn, part hoke and part ad lib, that gets 'em in the short ribs. He was on for about 50 minutes and judging from the hand he got could have stayed.

Talia came back with Hawaiian number while one of Reisman's crew did vocals. Gal peeled on floor to hula grass skirt and did another number with graceful turning of hands. Unfortunately latter bit can't be seen except by ring-siders. Gal is good, but unless some arrangement is made so rest of the customers can see her she might as well work in a phone booth. She bowed off to good applause after introducing Victor Borge.

Borge's hesitant, dropped-word routines delivered in a dead pan shy manner raised such howls he became almost inaudible. His explanations of a Russian book and phonetic punctuations, and his descriptions of operas rocked this chic spot as it was seldom rocked before. On the keyboard stuff Borge is tops. But he's enough of a showman not to let his longhair music go straight without putting in a bit of business to take the edge off seriousness. Encore after encore kept him on for 65 minutes.

During show all service was suspended. Leo Reisman did an okay job on the non-Talia part of the show. *Bill Smith.*

Hurricane, New York

Talent policy: Dance bands and floor-shows at 8:30 and 12:30. Management: Dave Wolper, operator; publicity, Jack Tierman. Prices: \$2.50-\$3.50 minimums.

Spot continues name-band policy with another return of Duke Ellington and his crew. In addition Dave Wolper has assembled five acts for a new spring floorshow combo that add up to solid entertainment value.

Stand-out with the customers is Burton's Birds, a newbie around these parts. Set-up features a dozen finger-length blue-and-green chirpers, which give with most amazing stunts. Burton handles them with skill and under-sells them with his patter to a point of super salesmanship. The chirpers went over for a solid sock that bids for a bright club future.

Runners-up are two pairs of terpers. Jerry and Jane Brandow scored handsomely with the taps. Lad has plenty on the toe-heel technique, and diners were left to chill while he rode it out on a flight of miniature steps. Duo built up to an excellent finale to *Rhapsody in Blue*.

Second pair, the Albins, are in smart booking contrast with their comedy knockabout ballroom routines, which develop into some really swell acro twists. Both have good panto sense and clocked plenty of chuckles.

Chant department is tenanted by the Crosby Sisters and Wini Johnson. The Crosbys are pleasant listening in duo, but act is marred by over-clowning on part of one. Wini Johnson contribs two numbers, *Shoo-Shoo Baby* and *When the Nylons Bloom Again* from the Stemusical, *Early to Bed*, of which she is an alumna. Gets over to a moderate reception.

Show finishes with Ellington's keyboard specialty. The Duke offers an arrangement of *Frankie and Johnnie* and a new original, *Dancers in Love*. Customers go for both. Unfortunately he goes from there into a couple of full band numbers, showing off his various specialists. Results builds for yawns and should be weeded.

Show is well out by Al Wayne's (8) ork. Ellington and crew, of course, take over for the swingsters.

Bob Francis.

Leon & Eddie's, New York

Talent policy: Dance band and floor-shows at 8, 10, 12 and 2. Owner-operators, Leon Enken and Eddie Davis. Publicity, Dorothy Gulman. Prices: \$3.50-\$4 minimum.

Show preeming Friday (7) is under par compared with previous ones in this spot. It lacks zip, showmanship and comedy. Only redeeming features are Eddie Davis and a colored lad, "Dyna-

Glass Hat, New York

Talent policy: Dance bands and floor-shows at 8:30 and 12:30. Operators: Hotel Belmont Plaza. Production and staging, Donn Arden; publicity, Frank Law. Price: \$2 minimum.

With spot after spot vying to take the sting out of the 30 per cent bite, the Glass Hat's bid for the available trade was made Tuesday night (4) with *Caprice Chinois*, an all-Chinese show. Measured by ordinary standards show is strictly run-of-the-mill stuff. The all-Chinese cast helps lift it out of the mediocre class.

The line (6) boasts some cute gals. Two, each a skyscraper, glide around in the conventional manner. Line costumes draw a hand, particularly in last number where phosphorescent touches are used. Line's in-step stuff, however, is poor.

Canary of the production is Kathryn Lee Chang, who does a schmaltzy *You Can't Say No to a Soldier* and *I Said No*. Latter item winds up in a production number where even the thrush joins in the terp stuff.

The Mei Lings do a good ballroom stanza with a Far East twist which loses itself in a standard body lift and whirl routine and ends up in a jitterbug bit.

Kim Loo San, magician, contributes a showman-like exhibition of the old rope-cutting trick. His best was the appearing and disappearing water-filled brass bowl, which won good applause.

Peter Chan, ex-*Hellsapoppin*, carries the comic and male singing chores. Not so good on the first; excellent on the last. His *Irish Eyes*, out of a Chinese, may sound like a corny idea, but his voice is good.

One of the best things of the current show is Mickey Alpert's show-cutting and dance arrangements. On the vocals Mickey's voice isn't any show-stopper, tho competent. Grace Reilly, back with Alpert, does better than okay in the song-delivery department. *B. S.*

mite" Jefferson. The Ruth Lane line (10) are just run of the mill.

Walter John, singing emcee, a tall blond guy who resembles Lief Ericson, tries hard, milks too much and in the voice department is unimpressive.

First on is Beatrice Fung Oye, Chinese, who does a loud *Let's Do It, Don't Let It Bother You* and *Shoo-Shoo Baby* to fair returns.

The Wynn Twins—one is a midget, the other big and fat—with their knockabout stuff (little guy climbing ladder to hit the big guy), got poor hands. Team looks funny, sometimes is funny, but needs proper material.

Three Little Sisters, an acro combo, got the first real hand with their fast handstands. Working on raised platform evidently handicapped them. Team shows possibilities and with sharpening should do better.

"Dynamite" Jefferson follows with fast head-stand, then taps and ends up lifting chairs and tables with his choppers. Last stunt was hoisting three tables and four chairs with teeth while doing a time step and spin at the same time. Lad won a wow mitt.

Sherry Britton, good-looking peeler, rounds out bill with Eddie Davis coming on last.

Davis's special material and socko delivery pulls top hand all the way thru. His six-week vacation hasn't hurt his popularity.

Lou Martin's two orks still hold down the show and dance spots. *B. S.*

Poor D.C. Biz Shutters Jalna And Olmstead

WASHINGTON, April 8.—Washington nitery boom showed signs of folding last week when two spots—at one time top-flight locations—closed because of sagging business.

The two to shutter were Club Jalna and Club Olmstead. Milton Davis, former band leader of the Hotel Hamilton's Rainbow Room, announced he had taken control of the Jalna and would reopen it as Milton Davis's Music Box. The Olmstead has resumed business as a restaurant only.

Ex-Queen Mary and Casablanca In Hot Water

NEW YORK, April 8.—Union and legal hot water poured over the *Ciro* (ex-Queen Mary) and *Harlequin* (ex-Casablanca) night spots here, this week.

The American Guild of Variety Artists hung both places on the unfair list, while the Alcohol Beverage Control Board began sniffing over their liquor license situations.

The *Ciro* spot was blacklisted by AGVA because the union has reason to believe that Arthur Jawitz, former operator of the folded *Riobamba*, is an undisclosed principal in the ownership of *Ciro's*, and AGVA has an unsettled wage claim against him dating from the *Riobamba* period. In addition, the owners failed to negotiate for a basic minimum agreement, says AGVA.

In the case of the *Harlequin*, this place became unfair when the new owners failed to post bond for two weeks' salary for performers, AGVA declared. A contributing factor was the presence of Ralph Maurice in the management picture. AGVA has had a wage claim for the Callahan Sisters against him since 1941.

The ABC Board was also looking askance at these spots during the week. Board officials revealed that *Ciro's* is operating under the license of the former Queen Mary a matter which they said was illegal, while the *Harlequin* was said by the board to have failed to apply for a license.

Salaries Rise In Slapsie Maxie Pact With AGVA

HOLLYWOOD, April 8.—New contract between Slapsie Maxie's nitery and the Los Angeles local of the American Guild of Variety Artists was inked last week and calls for a substantial salary increase for principals and chorus girls.

New rates now in effect call for \$75 weekly for principals and \$45 for chorus members as against old rate of \$65 and \$40. Deal was handled by Florine Bale, Western director for AGVA.

She does it again!

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—Bill Sachs, Billboard.

"Nifty impressions, garnered loads of laughs and hearty applause."
—Morg., Variety.

"A new star heading for stardom."
—Ed Zeltner, New York Mirror.

"Clever fellow, bright refreshing comedy. Mimicry brought loads of laughs. Deserves extra rounds of applause."
—Chicago Sun.

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L'Affaire Lester In Honorable Ending--?

NEW YORK, April 10.—The case of that wandering Lester boy appears to be settled. At this writing Buddy Lester is about to be hung with a \$2,400 millstone around his neck which will anchor him in La Martinique for a while and then will drag him to El Morocco, Montreal, and the Cape Charles, Baltimore—in that order.

During the week Matt Shelvey, of AGVA, effectuated a verbal agreement which will work like this: La Martinique will post \$2,400 with AGVA in order to get Lester's services for the announced April 12 opening. The club will then reimburse itself out of his earnings. AGVA will hold the sum as a guarantee that Lester will appear in the other two places following his Martinique stance.

Part two is this: If Lester meets his contractual obligations to the other spots he gets his dough back. If he fails to be a good boy the money will be divided between the contract holders.

And part three is this: Everything hinges on Lester's signing what is now only a verbal treaty. The Lester name is due to be inscribed today. If he doesn't sign he will not be permitted to open at La Martinique and will be forced to go thru with his original contracts.

Blue Room Reborn Near Blue Water

LONG BEACH, N. J., April 8.—Dave's Blue Room, formerly of Seventh Avenue, Manhattan, and for years meeting place of newspaper columnists, stage and night club artists, musicians and songwriters, came to life again here when the once familiar name blossomed forth on what was formerly the Trocadero and later the Plantation night club.

First night crowds topped 500. Dining room seats only 350, but additional upstairs floor took care of the overflow. Local officials and year-round residents made up opening night crowd, with sprinkling of Broadwayites.

Second night crowd was just as large, with lines waiting up to two hours for tables. Advance display ads in Asbury Park and Long Branch newspapers were larger than average for the opening. Kwintones orchestra played for dancing and entertained between sets.

Place is decorated in blue, with smart cocktail lounge adjoining main dining room. Food is excellent and prices reasonable. Management plans big things for summer season, including the use of A-1 Broadway talent.

War Hero Appearing In Ft. Worth Club

PORT WORTH, April 8.—Tony St. Clair, who stopped a chunk of German shrapnel with his stomach in North Africa a year ago, is singing at George Smith's popular Supper Club, dine and dance spot here.

He was given a medical discharge and wears the Purple Heart. Before he went into service he sang with Russ Morgan's band and was a warbling emcee in spots in Florida, New York and New Jersey.

Madriguera, Helen Forrest Set for Roxy in June

NEW YORK, April 8.—Enric Madriguera, Helen Forrest, Hazel Scott and Carmen Amaya are skedded for the Roxy early in June. Duke Ellington is due to follow them in July or August.

The June date marks the second appearance at this house for Miss Forrest in less than six months.

Second New Show in Two Weeks for Hurricane

NEW YORK, April 8.—The Hurricane will change its show Thursday (13) with the exception of Duke Ellington, who stays over. Policy of the spot usually keeps a bill intact for many weeks with only an occasional replacement. New acts are being set by Jack Kalchelm, of the Al Borde office. Previous show opened March 30.

IN SHORT

Chicago:

... THREE LOOSE NUTS go into the Chicago Theater, Chicago, May 5. . . . LE SELIE AND LOPEZ open at same place April 7. . . . DUSTY FLETCHER set for the Three Sixes Club, Detroit, April 17. . . . VAL IRVING booked for Latin Quarter April 14. . . . MARIO AND FLORIA at the Palmer House. DOLLY DAWN, singer, current at the Henry Grady Hotel, Atlanta. . . . BORRAH MINEVITCH'S RASCALS inked for the Oriental, Chicago, starting April 21. . . . COOK AND CHRISTIE, comedy team, booked at the Grand Terrace, Detroit. . . . VIRGINIA CARROLL, singer, held over at the 509 Club, Detroit. . . . PECK AND PECK inked for the 686 Club, Detroit, for three weeks with options. . . . SOPHIE PARKER held over at the Manhattan Club, Detroit. . . . KENNETH WALKER'S CHINESE FOLLIES booked at the 100 Club, Des Moines, starting April 17. . . . CRAMER'S MIDGET REVUE inked for the Hollywood Club, Kalamazoo, Mich., starting April 17.

JACKSON AND NEDRA, Dot and Dare Workman, and Gaynor and Ross are at the Club Trocadero, Evansville, Ind. . . . ROSCOE AILS, emcee, held over for two more weeks at the same spot. . . . BETTY HILL, back from USO-Camp tour. . . . DOLORES DAY opened at the Hotel Hollenden, Cleveland. . . . GLOVER AND LA MAE, dancers, are making their fifth engagement at the same hotel.

MYRUS is in the same show with Pierre and Vanya, dancers, at the Statler Hotel, Cleveland. . . . RUBY RING, Margaret Martin and the Carr Brothers at the Alpine Village, Cleveland. . . . GAR-RON AND BENNETT booked for four weeks at the Hotel Nicollet, Minneapolis. . . . MANUEL VIERA at Andy's, Minneapolis. . . . BURT EASLY AND PHYLLIS WILLIS, skedded into same spot starting April 10, followed by Jack Herbert and Crystal Cook on April 24. . . . BILLY FARRELL current at the Silver Cloud, Chicago. . . . BUDDY BARTEL at the Silver Palm, Chicago. . . . CHARLES CHANEY at Kentucky Lounge, Chicago.

Philadelphia:

MAXINE SULLIVAN heads the new girlie show at Club Ball, returning name policy to the room. . . . ELAINE BARRETT added starter at Sciolia's. . . . DeHAVEN SISTERS and Peggy Arnold off for the USO tours. . . . JOAN CURTIS added to Lamb & Yocum ice show at Benjamin Franklin Hotel. . . . JOE COOPERSMITH, head of the Eddie Sherman booking office here, has been accepted for army duty. . . . THE APPLE-TONS added to the Knickerbocker's Fol-lies at Shrangli-La. . . . ANN SUTHER-LAND new at Hotel Philadelphian. . . . JOHNNY GULFOYLE heads the old-time minstrel show showing at Hopkins's Rathskeller.

ANN HOWARD leaves the local nitery belt for an overseas USO tour. . . . DODO PROCTOR back in the field after a year with the USO. . . . MAXINE SUL-LIVAN doubling between Kainer's Rath-skeller and Club Ball, next-door spots under same management. . . . NEIL FONTAINE leaves his emcee post at Jack Lynch's Walton Roof to join up with the Yacht Club Boys. . . . LEN E. ROSS back at the helm at the 820 Club. . . . DOC MARCUS heads new show at the Latin Casino. . . . JACK LYNCH celebrating sixth year atop the Hotel Walton Roof. . . . FRANKIE DONATO making local bow at DiPinto's Cafe. . . . CHARLIE MORANO skedded to produce the Harlem revues at Atlantic City's Paradise Club this summer.

Miami:

HARRY SPEAR is the new singing emcee at Latin Quarter. . . . WORTH SISTERS have joined show at Latin Quarter. . . . HARRY RICHMAN left Latin Quarter after a brief run, to fill a contract in New York at the Roxy. . . . BEACHCOMBER and Monte Carlo at the beach will put up the shutters soon. . . . SAMMY SWEET is the new emcee at Kitty Davis. . . . ARTIE DANN is at Five o'Clock. . . . BOBBY BYRON came into Mayfair as emcee.

Here and There:

NICK LUCAS set for the Olympia The-ater, Miami, week of April 19. . . . LOIS LEE, young singer whom Lee McElliott has under his wing, opened Friday (7) at Glenn Rendezvous, Newport, Ky., for a two-weeker. . . . S. 1/C LEON VALDEZ,

of Valdez and Peggy, still stationed with the U. S. N. R. B. Welfare Department, Shoemaker, Calif. He and his wife, Peggy, keep hep on their dancing by playing the various bases in the Bay Area.

Correction

NEW YORK, April 8.—Ray Kneeland, Buffalo booker, writes to *The Billboard* to say he had nothing to do with the booking of the La Conga, Erie, Pa. Spot had been charged by local paper with running "lewd and immoral" show. Attraction involved Princess Chiang Lee. Kneeland says he not only didn't book the performer but never booked the place.

Must have been two other fellows.

Two Showings in Garden For Skating Vanities

NEW YORK, April 8.—The roller show, *Skating Vanities*, will play two engagements here at Madison Square Garden. The first appearance will be June 3-11, and the show presented will be the one now on tour. In revised form the ball-bearing opera will then come back to the Garden for a 10-day run starting Sep-tember 15.

Lewis, Wheeler To Follow Sophie at Copacabana

NEW YORK, April 8.—Joe E. Lewis comes back to the Copacabana April 20 where he is inked until the end of May, when Bert Wheeler is due to take over. Sophie Tucker, currently at the spot, will finish her six-week stint April 19.

Ken Later Going MCA

NEW YORK, April 8.—Kenneth Later, indie percenter and former operator of the Royale Casino night spot, will end a decade as a solo agent April 17 by joining the staff of the Music Corporation of America. He will stay there two weeks to absorb MCA policy, after which he will transfer to the Hollywood office to handle theaters and night clubs.

Later is the husband of Doris Winston, entertainer-press agent. Mrs. Later will close her own business and accompany him to the Coast.

WKRC Corn for Ohio Houses

CINCINNATI, April 8.—Buckeye State will have a priority on corn—for April at least, what with local WKRC setting its Cornhuskers Jamboree in theaters thru the State for the month. Unit plays Gloria Theater, Urbana, April 11; St. Mary's Theater, St. Mary's, 12; Xenia Theater, Xenia, 13; State, Greenville, 14; State, Sandusky, 16; Tipp, Tipp City, 20; Brad, Bradford, 21; Logan, Logan, 25; Grand, Circleville, 27, and State, London, 28.

Miami Hot Spots Cool as Army Exits And 30% Arrives

MIAMI, April 8.—Enthusiasm among the night spots has cooled perceptibly with the new 30 per cent tax in effect and announcement of the abandonment of Miami Beach as a training center for the army. Monte Carlo and Hurricane are maintaining their bars but have dropped floorshows. Beachcomber, Rip-tide and Club 634 contemplate doing the same thing.

No change or closing date has been set by Latin Quarter, where Pola Negri is making her first night club appearance. Others in the Latin Quarter revue are Harry Spear, singing emcee; Worth Sisters, dancers; Bobby May, juggler; Jeri and Truk, eccentric dancers; Marjory Noble and the chorus.

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State, New York

(Reviewed Friday Afternoon, April 7)

That's a neat package of entertainment the State unveiled this week in its new bill.

Most interesting act in the bill is Canada Lee, noted Negro legit and film thespian. State appearance marks his bow in vaude. Kibitzing with emcee, Lee shows he knows to flip a comedy line, and when singing *Do Nothin' Till You Hear From Me* proves he knows something about song-selling even tho his voicebox is sub-standard. Rounds off by reading a letter from a soldier which pitches for democracy, and finishes by reciting a few lines from the *Star-Spangled Banner*. Old and well known as these words are, Lee infuses them with a sudden dramatic power that throws the customers into sustained applause, for "thank-you" exit. Despite this, however, turn impresses as being in need of more material.

Happy Felton, ex-Hellzapoppin' feature, makes an affable emcee, handles the intros nicely, throws a line of easy gags of the well-tried variety, and warbles a couple novelty tunes of which his hyped-up *Frankie and Johnnie* was the better.

The Herzogs are a nice-looking quintet of swinging trapezists. Open with conventional to-and-fro bending stuff, follow with revolving twists in neck harness, and then pull their fifth member as a stooge from the house. This gal, ablest of the team, pretends gawkishness on the moving bar and winds up doing no-hands and one-foot balances. Appearance chops out lots of chuckles and act earns good reception.

Blair and Dean, ballroom dancers, are neat-appearing couple who show the good sense to follow their opening standard lift-and-turn number with a couple of polka and comedy things which they do well, and they net a friendly response.

Dick Buckley repeats here the four-stooge act he introduced at the Glass Hat. Consists of using four pew-holders as media thru whom he throws his voice, sings and so on. Garnered many amused giggles with his shenanigans, but still mars his appearance by excessively British jabber and mannerisms since audience loses much of what he's saying.

Closer is Allan Jones, starred. Movie singer stands up and heaves like a he-man in this crooner age, and crowd goes for his hefty dramatic-baritone style. After his *Cosi-Cosi* and *I Love You* patrons demanded and got *Donkey Serenade*. Jones exits to whistles.

None Shall Escape is the picture. House fairly full when caught. Paul Ross.

VAUDEVILLE REVIEWS

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, April 3)

With Ella Mae Morse headlining, Orpheum has solid entertainment. Augmenting acts include the Briants, the Watson Sisters; Coco, Steve and Eddie, and Buster Shaver and company. With good weather, show got off to a good start with a full house. Pic, *Suspected Persons*.

Al Lyons double-duties as band leader and emcee, giving the usual good treatment to both. Opener is the Briants, funny twosome with the moving-man's-dream antics. A good act and plenty of laughs, but the audience was not quite ready for this type of stuff so early in the program. Got plenty of applause nevertheless.

The Watson Sisters, with Kitty playing straight and hefty Fanny taking the comic parts, do well in their roles as WACS. Line of patter has been streamlined, with GI's coming in for heckling that brings good laughs. Some corn sprouts thruout the routine, but the job is sufficiently strong to make them beg off.

Coco, Steve and Eddie, with their Risley and teeterboard stuff, get off to a slow start. Put comedy into their three-high stands, leaps and tumbles, and proved okay as a fill-in.

Miss Morse had the world in a jug from the start. Showing of her picture on the curtain before the show opened brought applause. Until she appeared there were calls from impatient heps. Leads off nicely with *Shoo-Shoo Baby* and follows with *Milkman, Keep Those Bottles Quiet, Tess's Torch Song* ends the first stanza, with the fans yelling for more. She gives 'em more and how, with *Cow-Cow Boogie* shaking the rafters. Not only sells her songs in a terrific manner, but Miss Morse knows the phrasing and proper modulations that her numerous followers want.

Buster Shaver and Company, this time with Olive and George and their 19-year-old brother, Richard, wind up the bill in fine fashion. With Shaver at the piano, Olive and George take over for some ballroom terpsing and songs, with the midgets warbling *People Will Say We're in Love*. They dance out *Minuet in Swing*. Richard, in cowboy garb, nicely handles the vocals of an *Oklahoma* medley. A high spot in the turn is the dance done by Olive and Shaver. Shaver with his little shavers has sufficient talent to command a top spot on any show. Sam Abbott.

Not Afraid of Tax

HARTFORD, Conn., April 8.—Dody Krivitz was master of ceremonies last week at the opening of a new series of cabaret shows at the Club Lido, which hitherto has featured dance music only. Seb Shonty will remain as maestro, with Tony Parsons as vocalist.

Oriental, Chicago

(Reviewed Friday Afternoon, April 7)

Martha Raye and her Starlet Revue, featuring the Condos Brothers, Three Swifts, Roy Smeck and the Winter Sisters, is full of surprises, novelties, singing, dancing and music. Show starts at a good pace, with the three Winter Sisters dressed in rose-colored shorts, taking over for a fast-stepping tap and tumbling routine. Perform difficult acro work, as well as fast tumbling and hand-balancing. Make a smart appearance and draw plenty of attention. Roy Smeck show-stopped with his remarkable playing of the banjo, electric guitar and ukulele. His repertoire is unlimited and he sports plenty of novelty. Highlights are his imitation of two banjos, a fast-fingering impression on the uke of Bill Robinson tap dancing, and a special arrangement of *Three o'Clock in the Morning*. Had to beg off.

The Three Swifts, club jugglers, have a smart and different routine. Turn is built around the hiring of a new man who is put thru the routine, his adeptness surprising the audience. Act had plenty of comedy situations, and begged off after a pace-setting finish.

The Condos Brothers, nimble-footed tapsters, prove again that they are one of the topnotch teams in their field. Boys work hard and their stepping is fast and intricate. Received plenty of mitting.

Martha Raye show-stopped with her slapstick comedy and mugging. Started off with *Shoo-Shoo Baby* and her old-time favorite, *Mr. Paganini*. Still has the same pep and intimate style, and packs a terrific laugh wallop with her gags and actions. Begged off after her introduction of the new song, *I'm Going to Close My Mouth*.

Show is one of the best variety bills to hit this house for some time. Pic, *My Best Girl*. Jack Baker.

Strand, New York

(Reviewed Friday Afternoon, April 7)

Coming from the Hurricane, up the street, Ted Lewis opened here for a four-week stay.

Show moves along the usual Lewis lines. Opened with *Baby Smiles at Me* as ork came up on rising pit stand with the Three Reed Sisters huddled at the mike for the vocals. All emseeing is handled by Lewis with ork coming in on occasional spots. Unit consisting of four reed, five brass and four rhythm do some excellent work, but for some reason Lewis held crew down.

Opener is a pitchman's routine with Bebe Fox doing a coach-tap combo to a good hand. Next on was Geraldine Dubois with *After You're Gone*, sung in jump style, reed section comes in with clarinet ride and Lewis takes over licorice stick chore to a sock hand. Number segues into *Smiles and Yankee Doodle Dandy* with Lewis in his usual talking-singing. A colored lad follows for some excellent heel and toe work in which Lewis joins in but adds nothing.

Maestro should announce some of his company in clearer tones or give them some kind of billing. For example, hooper was not credited.

Audrey Zinn almost stopped the show with her intricate drum major baton waving. She, too, was unannounced. The well-known *Me and My Shadow* number was well staged. A scrim, pulled across the ork, is flashed with shadow pics. Lewis comes on followed by Charlie (Snowball) Whittier. Business earned a good reception.

Heckling routine by two sepias in orange overalls (also unannounced) won a juicy mitt. Pair do some fancy stepping and comic bits to what was almost a beg-off. Team needs better exit material.

Lewis's best was the *Peanut Vender* business with pushcart out of which he throws peanuts to audience. Carmen Miranda take-off included in latter with Lewis taking apple out of gal's hat drew solid applause.

Pic is *Uncertain Glory*. House full when caught. Bill Smith.

Roxy, New York

(Reviewed Wednesday Afternoon, April 5)

Entertainment and showmanship dominate the new bill here. Show-stopper is the perennial Harry Richman, who is introed by Dave Apollon. Working in the same dinner coat, straw hat and cane against a Broadway drop, Richman is still the suave socker of songs. His nostalgic dripper, *Old Gang of Mine*, in which he does Al Jolson, Eddie Cantor, Fannie Brice and Sophie Tucker, was still good for a top hand. But his new Sinatra bit—"I haven't a jealous bone in my body"—really drew the customers. From that point Richman could have stayed on for another hour.

The DeMarcos come on in an eye-filling production frame backed by a black, grey and white balcony set. Gae Foster gals in pink, and the boys in yellow, do an intricate terp. Sally DeMarco in green and Tony in black, contribute a fine customer-pleasing turn to *Poinciana*, which segues into a slight jumper where Ben Yost singers do an off-stage *No Love, No Nothin'* and dance team goes into fancy whirls and smooth glides. Act and production pulled handsome applause.

Dave Apollon and His Filipino Boys (3) garnered juicy mitts with their guitar and bass tuneology. Combo's chatter and Apollon's double takes on gags were handled cleverly to good audience response.

Curtain lifter, Gaudsmith Brothers and their clipped French poodles, warmed up the house. Team in Russian costume as part of production motif drew loads of laughs with unwilling pooches and knockabout acros.

The Roxyette line does its customary rhythm stuff. Opener is Russian village scene, with cast in peasant garb. Begins with folk dances and flows into native songs by Ben Yost group. Sets, a geometric interpretation of a Russian village, are done expertly by Arthur Knorr. Pic is *Four Jills in a Jeep*. Standees when caught. Bill Smith.

Olympia, Miami

(Reviewed Wednesday Evening, April 5)

Tars and Spars, a new revue by the U. S. Coast Guard, supplants the regular variety bill this week. The musical hodge-podge runs an hour and features Victor Mature, movie star, and numerous other highlights of the stage now in the service. Its purpose is to aid recruiting.

Show is booked for Jacksonville, Fla., next week and Philadelphia the following week, after which it is slated to go into New York for a run. Coast Guard Invaders ork from U. S. S. Samuel Chase is featured. For the local engagement the 30-piece Spar band came from its base at Palm Beach, Fla. Lieut. Vernon Duke wrote the special musical score, and *Arm and Arm* has the earmarks of a hit. Other songs include *You've Got To Have a Reason To Be a Civilian*, *Spar-a-Dise* and *The Silver Shield*.

Harry Blumenthal and his harmonica is one of the standouts. Mark Ballero proved a hit with numerous impersonations, including Roosevelt, Edward G. Robinson, Lionel Barrymore, Benny and Rochester, Maj. Jimmy Stewart, W. C. Fields, Churchill and others.

Ed Clay, singer; Champ Gower, of Gower and Jeanne; Tom Dowling, hooper; Sidney Ceaser, storyteller; Ted Gary, singer and hooper; Pete Gladke, dancer, and Charlie Hoggo, singer, all pro performers, do specialties.

Among the femmes, Jeanne Freed, Coralee Burson and Marjorie Parker, in leading song and dance roles, come from the pro ranks.

Victor Mature appears only in the finale. The entire cast stands at attention while the Spar band marched in from the rear of the theater. Mature makes a plea for blood plasma for the Red Cross and asks girls to join the Spars. Vic looks natty and handsome in his uniform of chief boatswain's mate.

Settings are simple but ample. Uniforms constitute the garb of all those participating, which goes for an inspiring production.

Pic, *The Fighting Seabees*. Biz good. L. T. Berlner.

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AGVA, Rose Huddle on Union Pacts

NEW YORK, April 8.—The unique position of the Diamond Horseshoe, as the sole big-time night spot operating here sans a written contract with the American Guild of Variety Artists, may end shortly as the result of a conference scheduled for today between Matt Shelvey, head of AGVA, and Billy Rose, owner of the Horseshoe.

The pair will confer on the question of basic minimum agreements for both the night place and a *Diamond Horseshoe Revue* which Rose is due to send on the road soon.

According to Shelvey, AGVA and Rose have had a verbal agreement regarding working conditions at the club for several years, and the union official credits the operator with abiding by the terms of the talk pact. However, Shelvey now feels that the time is right to bring Rose in under a written contract.

Chase Hotel Marked 'Unfair' In Pay Snarl

NEW YORK, April 8.—The Chase Hotel, in St. Louis, was declared unfair by AGVA this week after the union had investigated a complaint by Bernice Parks, singer, that the spot had cut her salary.

Situation arose, according to AGVA officials here, when Miss Parks agreed verbally to do two radio shows in connection with her stay at the St. Louis hostelry. After the two airers there were no more, so the hotel took \$100 weekly off her stipend, say the AGVA spokesman. Upon inspection of the contract it was found that radio appearances were not specified. It is believed that the hotel will settle.

The checks are said to be in the mail.

Shayon Coast-ing

NEW YORK, April 8.—Sam Shayon, formerly of Fanchon & Marco and leading figure in the Artists Representatives' Association here, left Thursday (6) to take up his duties as general manager of the Coast office of William Morris.

His ARA chores will be carried on by Milton Krasny, of General Amusement Corporation, who succeeded him as secretary-treasurer of the agent org.

In taking over at William Morris, Shayon will not relinquish his interest in the roller show, *Skating Vanities*, which he will continue to direct from his new location.

Detroit Buys Miami Spot

MIAMI, April 8.—Frank Fishman, Detroit hotel operator, has leased the Royal Center Restaurant from Edward N. Claughton for 15 years, total rental being better than \$600,000. New owner intends to make spot the top dine and dance place in this area, with the use of name bands next season. He will compete with *Frolics Danceland* and *Flagler Garden*.

Rosenthal Gets Loew-Poli

BRIDGEPORT, Conn., April 8.—Morris Rosenthal, manager of the Loew-Majestic Theater here for many years, was transferred last week to the Loew-Poli Theater, New Haven, Conn., as manager. Harry Rose, veteran pilot of the Loew Lyric, has been promoted to the Majestic. He will also handle the Lyric Theater.

ON THE STAND

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

Count Basie

(Reviewed at Hotel Lincoln, New York)

THIS is Basie's second appearance in four months in the Blue Room, and an opening night audience, sprinkled with celebs and just plain folks, "took the Count" as the band gave an out-of-the-world demonstration of greatness in all musical departments.

Starting with the dinner session, where some nice, sweet arrangements were in order, the band, showing its complete flexibility and individual versatility, moved into the late evening easily, stepping up the tempo to suit the hour. It was during the latter session that the band was at its best.

It would be hard indeed to find a flaw in the work evidenced by the Count, ably backed by a great rhythm trio, eight brass and five reeds. The rhythm section, with the leader's unexcelled pianistics outstanding, has the dependable Joe Jones furnishing the drive on drums, Rodney Richardson on the bass, and Freddie Green on gitbox. It is definitely one of the top rhythm groups in the biz, and its back-up of the Count, when the latter gives, is beyond words. The brass is headlined by Harry Edison and Al Killia on trumpets, while smooth-sliding Dickie Wells, on trombone, leads that department, altho neither section is strictly a one-man team. Lester Young stars in the sax section, with Buddy Tate coming in for a share in the spotlight. In fact, some arrangements call in nearly every man to cook up a few bars of stuff.

The usual Basie jump stuff, *Basie Boogie*, *Blues Boogie*, *1920 Special*, *Down Avenue C* and the incomparable *One o'Clock*, among others, is brought forth, while in the vocal department, sweet-appearing, good-selling *Thelma Carpenter* does a fine job along with rotund *Jimmy Rushing* and *Earl Warren*. The canary chirps excellently on *Do Nuthin'* and gives *Shoo-Shoo* the proper treatment, while *Rushing* dishes out the blues in large portions, doing especially well on *Don't Cry, Baby*. *Warren* handles the pops adequately, being particularly good on *Journey to a Star* and *Couldn't Sleep a Wink*. The current edition of Basie is his best.

Jim Whitfield.

Tommy Reynolds

(Reviewed at Palisades Ballroom, Santa Monica, Calif.)

TOMMY REYNOLDS and orchestra opened their first West Coast engagement recently at the Palisades. It is the first orchestra to play the spot since it was renovated, changed from the LaMonica, and put under the management of Al Yohe.

Reynolds is a Midwestern orchestra leader, having started in that section four years ago. His Midwest training gives him a Coast commercialism that many bands coming here lack. Maestro turns out a nice brand of music, but always keeps his eye on the commercial side of the biz. The combination of the two is good.

Reynolds and his sidemen are hard workers. Fronting and pacing the group on alto sax and clarinet, maestro does a double job, for he's blowing as much if not more than any sideman. Using arrangements by *Ted Jameron*, *Frank Lewis*, and sweet stuff by *Jack New*, the outfit gives good treatment regardless of tempo. Using solid scores, the crew gets the most out of them thru their talents as musicians.

Maestro's sax and licorice stick are featured, but this is definitely an asset. *Charlie Lanning's* tenor sax takes a spot, as does *Carl Luea's* hot trumpet and *Bobby Pratt's* trombone. *Bill Kaylor* is spotted on drums and *Bob McClure* on guitar. Vocal assignment is strong, with *McClure* tenoring ballads, and *Judy Powers*, vivacious from the word go, handling straight stuff.

Reynolds and his group are an asset to any ballroom. Not too well known in this area, his popularity will grow.

Sam Abbott.

Tucker for Canada Trip

NEW YORK, April 8.—Tommy Tucker is skedded for a series of Canadian one-nighters early in May. Tour, which includes *Sarnia*, *London*, *Toronto*, *Ottawa*, *Kitchener* and *Niagara Falls*, will be the first above-the-border stint for the band.

Eddy Howard

(Reviewed at Aragon Ballroom, Chicago)

IF THE next big-name band to hit the national jackpot should come from the Midwest, that band will undoubtedly be Eddy Howard's. Playing their seventh return engagement at Chicago's swank North Side ballroom, Eddy Howard and his orchestra have probably made more friends than any comparable group in the history of the Aragon.

Good-looking, wavy-haired Maestro Howard swings, plays and possesses the kind of personality that appeals to the majority of the dancing public.

His band is a beautiful combination of vocal backgrounds, instrumental ensembles and excellent soloists, all put together and shaken well over the solid burner of a good rhythm section. The band features excellent dance tempos, as well as some exquisite arrangements and, consistently, plays in a solid groove.

Typical of the band's style is the arrangement of *Besame Mucho*, where a

(See ON THE STAND on page 30)

MAGIC

By BILL SACHS

BLACKSTONE, who recently hopped from Salt Lake City to the Beacon Theater, Vancouver, B. O., where he played March 29 thru April 3, now moves with his troupe to the West Coast, where his itinerary includes Seattle, San Francisco, Oakland, Monterey, Los Angeles and San Diego. . . . DANTE, who played the Warner Stanley Theater, Pittsburgh, earlier in the season with a condensed version of *Sim Sala Bim*, returned to the Smoky City Monday (10) for a week at the Nixon Theater with his full-evening version of his popular magical extravaganza. He has just concluded three weeks at the Shubert Lafayette Theater, Detroit. . . . A CARNIVAL OF MAGIC is to be held at the Morrison Hotel, Chicago, April 22 as a testimonial to Frank Caesar, who for over 40 years presented his own magic turn in leading theaters and niteries in this country and Canada. Contributing their efforts to make the evening a success are Chicago members of the SAM, IBM, the Wizards Club and the Chicago Magicals. . . . JOHN C. GREEN (Green the Magician), one of the oldest active pro magicians in the business, resumed his tour at Medicine Hat, Alta., Monday (10) after an enforced two-week lay-off caused by a

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Brewer Big Elk

DETROIT, April 8.—Harry G. Brewer, operator of the Paradise Theater, now the only Detroit theater on a full-time vaudeville schedule, is being installed this week as Exalted Ruler of Detroit Lodge No. 34 of the Elks.

severe attack of lumbago and arthritis. . . . JOHN ROCK, brother of Will Rock, who had out *Thurston's Mysteries* for several seasons, is playing dates in the Salt Lake City sector. . . . DR. FRANZ

(See MAGIC on page 28)

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CURRENTLY USO TOUR OVERSEAS

Weather, Tax and Lent Dive-Bomb Stem Grosses

NEW YORK, April 8.—The triple-headed combo of Lent, bad weather and the new 20 per cent amusement tax took its toll of grosses last week.

Capitol (4,627 seats; house average, \$59,000), with Jimmy Durante, Bonita Granville, Sonny Dunham, Raye and Naldi and *Heavenly Body*, dropped to \$50,600 from first week's \$63,000.

Roxy (5,835 seats; house average, \$62,000), for fourth and last week with Count Basie ork, Zero Mostel, Carol Bruce and *Purple Heart*, came in with \$49,000 as against previous week's \$60,000. First week's take was \$90,000 and second week \$80,000.

Radio City Music Hall (6,200 seats; house average, \$101,000), for first week with Harrison and Fisher, Mimic Men, Grace Panvini and *Cover Girl*, counted \$94,000.

Strand (2,758 seats; house average, \$42,000), for fourth and final week with Russ Morgan ork, Borrah Minevitch Ras-cals, Barbara Blaine and *Shine On, Harvest Moon*, tallied \$34,000. First week the figure was \$54,000; second week, \$48,000, and third week, \$39,000.

Paramount (3,664 seats; house average, \$63,000), with Cugat ork, Dean Murphy and *Lady in the Dark* for sixth week, took in \$62,000. Opener was \$130,000 followed by \$110,000, \$89,000, \$95,000 and \$75,000.

Loew's State (3,237 seats; house average, \$28,000) reacted to \$21,800 with Earl

Hines's ork, Leo Carrillo and *Her Primitive Man*. Current bill in for two weeks has Allan Jones, Happy Felton, Dick Buckley, Canada Lee and *None Shall Escape*. Previous week's gross was \$26,000.

3 Factors Beat Britton in Philly

PHILADELPHIA, April 8. — Combination of wet skies and Holy Week for the starting days of new amusement taxes resulted in the box office going into a slump for the week ended Thursday (6) at the Earle Theater (seating capacity, 3,000; house average, \$20,000).

With Milt Britton for the band draw and Hollywood starlet Marcy McGuire in support, marquee was light and so was the gate, with the total falling a bit short of \$18,000.

Arthur Blake and Allen and Kent the added acts, with Charlie Gregory, Joe Britton, Buddy Raymon, David Allen and Audrey Aperlino, out of the band, rounding out the bill.

Screen's *Hey, Rookie* of little help on the draw.

Balto Hipp \$19,200

BALTIMORE, April 8.—Hippodrome grossed a fine \$19,200 for week ended April 5, with bill comprising Mitchell Ayres and band and featuring Dick Dyer, Ruth McCullough and Johnny Bond. Also on bill were the Little Tough Guys and Dixie Dunbar.

Pic, *Tarzan's Desert Mystery*.

Eberle OK \$12,600 At Nat, Louisville; Hutton Pulls 11G

LOUISVILLE, April 8.—Stage bill headlined by Ray Eberle, screen and band singer, closed Thursday (6) at National Theater (2,200 seater), putting a good \$12,600 in the till. Also on the card were Low, Hite and Stanley; Phil and Bonnie, Neal Stanley and Marti, and Dorise Drew. Pic, *Teen Age*.

Previous week saw a gross of \$11,200 taken in with Marion Hutton, Bob and Maxine Gates, West and Lexing, the Five Herzogs, and Bert Lynn emceed. Pic, *O, My Darling Clementine*.

George White's *Scandals*, featuring Master and Rollins, Ming Ling and Hooshee, Miriam LaVelle, Professor Backwards, Al Klein, Audrey Young, Eddie Nelson, and Sam Lewis drew \$15,400 week of March 17. *Men on Her Mind* on screen.

Gross of \$18,500, top since the house reopened last year, was pulled by the Ink Spots, sharing the boards with Marjorie Lane, Alwite and Blue, Billy Reyes and Pat Henning and company, week of March 10.

Ada Leonard Neat \$17,300 in L. A.

LOS ANGELES, April 8.—Stageshow, headed by Ada Leonard and orchestra and also featuring the Merry Macs, turned in a neat \$17,300 at the Orpheum Theater (2,300 seats) here.

Other acts on the bill were the Marvelettes and Danny Drayson. Pic, *Chip Off the Old Block*. Spot charges 75 cents top.

Hub Vaude, Even With Sinatra Pic, Slides Off

BOSTON, April 8.—Holy Week knocked the spots out of the stanza ending Wednesday (5) at the RKO-Boston (3,200 seats; scale, 44 to 99 cents).

Vaudeville took a back seat for this frame, with the Sinatra picture, *Higher and Higher*, getting feature billing. Show opened big, indicating a \$35,000 gross, but the final figure barely reached \$28,000, which still is good around here.

Variety bill included Blue Barron's orchestra, with Tommy Ryan fronting, Terry and Ralph Rio and Chester Dolphin. Andrews Sisters and Mitchell Ayres ork opened weak Thursday (6).

House band, led by Larry Flint, Bill Robinson, Dolly Dawn and Harry Savoy, in a five-act variety bill, come in April 13. Henry Busse, with Ray Eberle and other acts, open April 20.

Holy Week Puts Damper on Chi

CHICAGO, April 8. — Holy Week brought both the Oriental and Chicago theaters below their average weekly receipts.

Chicago (4,000), which starred Gracie Barrie, registered only \$45,000. Bill being held another week, and should do better.

Louis Prima and ork clicked off \$23,000 at the Oriental (3,200). Show opened to a fair house and continued at a slow pace all week. Current bill, which headlines Martha Raye and the Condos Brothers, had a big Good Friday opening. Should hoist receipts to a good \$29,000.

Barnet Pulls Nifty \$28,000 in Frisco Vauder

SAN FRANCISCO, April 8.—Stageshow headed by Charlie Barnet and orchestra accounted for a neat \$28,000 at the Golden Gate (2,850 seats, 95-cent top) for week ending Tuesday (4).

On bill with Barnet were Mitzl Mayfair, Martha Tilton and Henny Youngman. Pic was *The Curse of the Cat People*.

BURLESQUE NOTES

NEW YORK:

LUCILLE LAWRENCE, torch singer, in burly for the first time in a Hirst unit, returns to radio and orks at the completion of present tour. . . . DAVE KAYNE, ex-road show manager and treasurer for Hirst houses and later a nitery operator, parted at the Hudson, Union City, upon his marriage April 3 to Mae Leiden, a Wally Wanger chorine. . . . NEWEST burlesque stock house, the Republic, at Ocean View, Norfolk, operated by Moe Costello and Art Lewis, opened April 1 and presented Steve Mills, Harry Seymour, Al Golden Jr., Ralph Clifford, Jean Hardt, Crystal Ames, Mar-Shan and Lew Rice.

BERT CARR and Harry Conley, comics, to return to New York following their Hirst Circuit engagements, the former to Moe Gale office and the latter to the Shuberts for prospective legit bookings. . . . ISABELLE Brown, dancer, lost jewelry and other valuables, batch having been stolen from her New York hotel. . . . BERNIE FERBER, manager of the Gayety, Washington, a Hirst wheel spoke, called it a season April 13. House will remain open but will use road attractions, the first an all-colored revue featuring Dusty Fletcher.

IZZY HIRST has purchased a string of race horses. . . . JOE BIRD AND TINY, Sonny Lee, Three Kings of Rhythm, Bob and Benny, Tosh Hamlin and Serita comprised the principals of Arthur Bryson's *Blackbirds of 1944*, which reopened Jacques, Waterbury, Conn., April 1 for Dona Davis. . . . DOROTHY SPAULDING is being newly strip-tease routined by Jean DeMoe.

BABE BROOKS, former burly feature, now Mrs. M. Timm, a retired housewife, has a son recently honored with the Silver Star for gallantry in the Pacific. . . . ROXANNE back in featured spot in burly via Hirst shows after four years of retirement. . . . LEAH WAKEFIELD, Dottie Edwards, Anna Bergen and Bobbie Parker, of the Hudson, Union City, busy knitting on the side for the war effort. . . . EMMETT R. CALLAHAN, ex-burly exec, now general manager for the Paul Small agency, back in town. UNO.

JACK AND ANN GWYNNE, with Benny Meroff's unit at Jack Lynch's Walton Roof, Philadelphia, shoot the following from the Quaker Town: "We are in here on a 10-weeker, and that ain't hay. Things have been slightly terrific so far. Also have advance bookings in Baltimore, Boston and New York, and who knows, maybe we'll get into the big cities yet. Spent a lot of time with Walter Gibson here. Dell O'Dell still here on a long run and we met her the other day for the first time. Had a letter from our Bud in England and he gives a rave over Cecil Lyle's show. Lyle bought the Horace Goldin show and has out a big unit. He called Bud up from the audience and told the audience about meeting him in America (in Cincinnati). Lyle's stage manager is Amac, of three-card illusion fame. Fooled Bud . . . fooled you and us, too. Remember? They were all good to Bud and he spent a two-day leave with them at Nottingham Palace. Remember the good time we had with the Lyles when he was in Cincy several years back? John Mulholland slated for a date here soon and we are going to try and see it. From all reports the Richard Himer show was a dandy and left a good taste. He had a 12-year-old lad duplicate the mental gag. We went over for a day and saw the rehearsal, but couldn't catch the show." . . . MARQUIS THE MAGICIAN and the DeMarraise Sisters, after winding up at Pittsburgh's Don Metz Casino, Vogue Terrace and William Penn Hotel, are moving eastward to fill commitments in the New York City area. . . . JACK HERBERT began his ninth week at Houston's Cotton Club Monday (10). . . . GUY L. GERBER, Cincy trix-ster, has been handed a holdover at the Seelbach Hotel, Louisville. . . . AN AMATEUR MAGICIAN who puts many of the big-league pros to shame with his manipulative wizardry is H. L. (Jack) Salling, of Cleveland, whom we had the pleasure of meeting at the Hotel Netherland Plaza, Cincinnati, last week. Salling, who numbers among his friends many of the leading conjurers, is a wizard on small magic and he makes his living serving as good-will ambassador for the makers of Dutch Master cigars.

MAGIC

(Continued from page 27)

J. POLGAR, mentalist, appeared before the Adventurers' Club, Chicago, last Thursday and Friday (6-7), presenting his *Miracles of the Mind*. . . . ANDY LEONARD, proprietor of Andy's downtown Minneapolis nitery, is another live wire operator who has a great deal of respect for the pulling power of a

good magic turn. Andy uses them whenever available and says he has found them excellent audience pleasers. He recently used Phyllis Willis, girl vent, and now has lines out for the services of Rita Del Gardi, fem magician. Among the magi who have played Andy's recently is Beasley the Magician, and Jack Herbert is slated to move in there soon, according to reports.

JACK AND ANN GWYNNE, with Benny Meroff's unit at Jack Lynch's Walton Roof, Philadelphia, shoot the following from the Quaker Town: "We are in here on a 10-weeker, and that ain't hay. Things have been slightly terrific so far. Also have advance bookings in Baltimore, Boston and New York, and who knows, maybe we'll get into the big cities yet. Spent a lot of time with Walter Gibson here. Dell O'Dell still here on a long run and we met her the other day for the first time. Had a letter from our Bud in England and he gives a rave over Cecil Lyle's show. Lyle bought the Horace Goldin show and has out a big unit. He called Bud up from the audience and told the audience about meeting him in America (in Cincinnati). Lyle's stage manager is Amac, of three-card illusion fame. Fooled Bud . . . fooled you and us, too. Remember? They were all good to Bud and he spent a two-day leave with them at Nottingham Palace. Remember the good time we had with the Lyles when he was in Cincy several years back? John Mulholland slated for a date here soon and we are going to try and see it. From all reports the Richard Himer show was a dandy and left a good taste. He had a 12-year-old lad duplicate the mental gag. We went over for a day and saw the rehearsal, but couldn't catch the show." . . . MARQUIS THE MAGICIAN and the DeMarraise Sisters, after winding up at Pittsburgh's Don Metz Casino, Vogue Terrace and William Penn Hotel, are moving eastward to fill commitments in the New York City area. . . . JACK HERBERT began his ninth week at Houston's Cotton Club Monday (10). . . . GUY L. GERBER, Cincy trix-ster, has been handed a holdover at the Seelbach Hotel, Louisville. . . . AN AMATEUR MAGICIAN who puts many of the big-league pros to shame with his manipulative wizardry is H. L. (Jack) Salling, of Cleveland, whom we had the pleasure of meeting at the Hotel Netherland Plaza, Cincinnati, last week. Salling, who numbers among his friends many of the leading conjurers, is a wizard on small magic and he makes his living serving as good-will ambassador for the makers of Dutch Master cigars.

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CHICKEN EVERY SUNDAY

(Opened Wednesday, April 5, 1944)

HENRY MILLER'S THEATER

A comedy by Julius J. and Philip G. Epstein, based on the book by Rosemary Taylor. Directed by Lester Vail. Settings and lighting by Howard Bay. Costumes by Rose Bogdanoff. General manager, Herman Bernstein. Stage manager, Hugh Ronnie. Press representatives, Nat Dorfman and Mary Ward. Presented by Edward Gross.

- Mrs. Lawson Ethel Remy
- Jeffrey Lawson Hugh Thomas
- Miss Gilley Diana Rivers
- Mr. Willard Austin Coghlan
- Emily Blachman Mary Phillips
- Evie May Viola Dean
- Jake Roy Fant
- Eagle Martin Skapik
- Oliver Blachman Guy Stockwell
- Ruthie Blachman Carolyn Hummel
- Carlos Tino Valenti
- Rosemary Blachman Jean Gillespie
- Clem Raymond Van Sickle
- Mrs. Lynch (Miss Sally) Katherine Squire
- Jim Blachman Rhys Williams
- Mr. Robinson Fleming Ward
- Rita Kirby Ann Thomas
- George Kirby Frank M. Thomas
- Harold David McKay
- Rev. Wilson Wyrley Birch
- Milly Moon Hope Emerson

Chicken Every Sunday isn't a play. It's a congress of freaks in an Arizona boarding house. But say what you will about what movie-scripters Julius J. and Philip G. Epstein have done to Rosemary Taylor's book of the same name, there is seldom a dull moment thruout three acts spent in the Blachman menage. The Epstein brothers know their gags, and while they've dug into the stock pile of oldies up to the shoulders, they have strung them on as wacky a collection of characters as have come together on a Stem stage in years. *Chicken* is gaited for raucous, Rabelaisian belly-laughs. That's what it gets.

Among the items which the Epsteins have lifted from between the book covers are: (1) Emily Blachman, a lady of impeccable Southern blood but of a financial canniness for keeping a roof over the head of (2) her husband Jim, the town's demon promoter; (3) a suspect-spy and seller of can openers; (4) a reluctant poet; (5) a ribald, ancient prospector; (6) a horsecar driver who feels like Ben Hur; (7) a nymphomaniac divorcee; (8) an elderly doll with a bath complex; (9) the promoter husband of the n. d. and (10) the n. d.'s mother, an old bag of a vaude chanter, who bends the elbow and yodels. There are some others, of course, such as the Blachman youngsters who sell flowers to the guests; the oldest Blachman daughter who thinks she's in love with a stuffed shirt from Boston who bows from the waist; a school-teacher who is suspected of an affair with a star boarder; a minister chasing his choir's surplises which have somehow found their way into the Blachman napkin department; a Mexican whose chickens have slipped into the Blachman pot, an odd Indian and a colored maid.

With such ingredients the Epsteins fill the Blachman stew-pot, and if it's seasoned with Joe Miller and boils over in all directions, nobody cares. The authors don't care whether you believe in a lot of these people or not. They want you to laugh at them. And it's a pretty safe bet that Broadway will.

Mary Phillips is exactly right for Emily Blachman, shrewd enough to see thru her gallivanting promoting partner and sentimental enough to love him at the same time. Rhys Williams turns in another top-flight job as the town schemer. Their bickerings are the fuel which keeps the *Chicken* pot aboiling. There are able supporting elements, too, in the Epstein stew. Jean Gillespie is appealing as one half of the slight love interest. Ann Thomas, Roy Fant and Raymond Van Sickle are all character standouts. Katherine Squire is excellent as the much-bathed widow and Hope Emerson is uproarious in her bit as the yodeling soak.

Lester Vail has pitched the direction to the rumpus pace which such wacky doings require. Howard Bay has conceived a laughably horrible set for them to take place in and Rose Bogdanoff costumes make you wonder how people could dress like that in 1916.

Chicken is pretty ribald for air-listeners. It will have to be diluted considerably to be suitable for the parlor ether. It likely will, however, make a whale of a movie. In the meantime, it should keep Broadway laughing for a good while.

Bob Francis.

BROADWAY OPENINGS

PUBLIC RELATIONS

(Opened Thursday, April 6, 1944)

MANSFIELD THEATER

A comedy by Dale Eunson. Directed by Edward Childs Carpenter. Settings by Stewart Chaney. General manager, Harold C. Jacoby. Stage manager, James Russo. Press representatives, Jean Dalrymple and Mary March. Presented by Robert Blake.

- Martin, the Caretaker Owen Coll
- Sophie Sawyer Suzanne Jackson
- Nancy Mason Frances Henderson
- David Robinson Bradford Hunt
- Mr. Bartlett James Russo
- Maurice Maxwell Michael Ames
- Anita Sawyer Ann Andrews
- Wallace Maxwell Philip Merivale
- Dolores Maxwell Yolanda Ugarte
- Girl Reporter Joan Beard
- Madge Torrance Betty Blythe
- Eleanor Hollis Virginia Sherry
- Frank Hollis Mason Adams
- Bubbles Lynette Browne

The batting average of plays about Hollywood is notoriously low. *Public Relations*, the latest dish of filmdom folklore, won't help it. Dale Eunson, who co-authored *Guest In The House* and who should know the flickers intimately, has slipped badly. Had *Relations* had the benefit of a road tryout it is doubtful that it would have seen the Stem in its present shape. However, Producer Blake elected to open cold via the preview route. What the previewers thought doesn't matter now. What the first-nighters thought about it appeared a fairly open secret.

It is a dawdling, creaking tale about an aging pair of Hollywood ex-celebs who have divorced and come together again in the house which both own jointly and which has been a landmark of movie royalty. It is always obviously and frequently amateurishly written. Everybody knows from the middle of Act I that the elderly wolf's new wife is going to turn out a nasty little biscuit, and that the (See *PUBLIC RELATIONS* on page 30)

ONLY THE HEART

(Opened Tuesday, April 4, 1944)

BIJOU THEATER

A play by Horton Foote. Directed by Mary Hunter. Setting by Frederick Fox. Company manager, Clarence Taylor. Stage manager, Ben Ross. Press representatives, Jean Dalrymple and Anthony Buttrita. Presented by the American Actors Theater.

- India Hamilton Mildred Dunnock
- Julia Borden Eleanor Anton
- Mamie Borden June Walker
- Albert Price Will Hare
- Mr. Borden Maurice Wells

The American Actors' Theater has been experimenting with the drama for some years downtown. Now it moves up to make an official Stem bow at the Bijou and has chosen as its first big-time offering *Only the Heart*. The group produced *Heart* a couple of years ago down at the Provincetown Playhouse, but the Horton Foote drama doesn't make the grade.

Foote's notion about a domineering, money-grabbing femme whose dollar-worship drives her husband into the arms of another woman, wrecks her elster's happiness and finally aims to ruin her daughter's life by marrying her to a young adding machine, presents all the elements from which some fine plays have been made. To wit: *The Little Foxes*, *Craig's Wife* and *The Silver Cord*. Unfortunately Foote has not made the best use of his materials. What should be venom turns out to be only petty meanness, two dreary acts, with the customers waiting in vain for something to happen and a third which withers away in all directions. True, daughter finally plucks up courage to defy mama and go away to Houston. The son-in-law gets sense and follows her. But nobody in the play ever tells mama off. She winds up just as uninterestingly mean and pig-headed as she (See *ONLY THE HEART* on page 30)

FOLLOW THE GIRLS

(Opened Saturday, April 8, 1944)

CENTURY THEATER

A musical comedy by Guy Bolton and Eddie Davis, with additional dialog by Fred Thompson. Staged by Harry Delmar. Lyrics and music by Dan Shapiro, Milton Pascal and Phil Charig. Conductor, Will Irwin. Settings by Howard Bay. Dances by Catherine Littlefield. Costumes by Lou Eisele. General manager, Thomas V. Bodkin. Stage manager, Edward Mendelsohn. Press representative, Ivan Black. Presented by Dave Wolper in association with Albert Borde.

- Yokel Sailor Bill Tabbert
 - Doorman Ernest Goodhart
 - First Girl Fan Terry Kelly
 - Second Girl Fan Rae MacGregor
 - Bob Monroe Frank Parker
 - Anna Viskinova Irina Baronova
 - Coofy Gale Jackie Gleason
 - Seaman Pennywhistle Frank Kreig
 - Peggy Baker Dorothy Keller
 - Sailor Val Valentinoff
 - Catherine Peppurn Geraldine Stroock
 - Marine Charles Conaway Jr.
 - Bubbles LaMarr Gertrude Niesen
 - Spud Doolittle Tim Herbert
 - Dinky Riley Buster West
 - Phyllis Brent Toni Gilman
 - Dan Daley Robert Tower
 - Petty Officer Banner Lee Davis
 - Captain Hawkins Walter Long
 - Waiter Frank Greco
 - Felix Charrel Val Valentinoff
 - Officer Flanagan George Spaulding
 - Flirtatious Miss Dell Parker
 - Dance Team The Digatanos
- SONGS: "At the Spotlight Canteen," "Where Are You," "You Don't Dance," "Strip Flips Hip," "Thanks for a Lousy Evening," "You're Perf," "12 O'Clock and All's Well," "Out for No Good," "Follow the Girls," "John Paul Jones," "I Wanna Get Married," "Today Will Be Yesterday Tomorrow," "A Tree That Grows in Brooklyn."

There is no doubt that this latest addition to the Stem's song-and-dancers is a hit. It is big and brash and loud. It's hung on a penny's worth of plot. But Harry Delmar has driven it at a head-long gallop. It packs a stageful of eye-easing cuties who can step with the best. Howard Bay has dreamed-up stunning sets, and Lou Eisele has been wading in sequins to dress it all with a lavishness to pop the customer's eye. Also, Dave Wolper has been smart enough to sell long on old-fashioned, knockabout comedy. It has some singable tunes and chanters who know how to sell them. All in all, the combo is a pretty slick entertainment prescription—it's showmanship with a capital "S."

The book of *Follow the Girls* doesn't matter much one way or the other. It has to do with the pursuit of an ex-strip teaser, currently entertaining in the Spotlight Canteen, by a 4-egger. Involved, also, is an attachment of an ex-movie hero, now a navy lieutenant, for a little Russian gal who wants to dance there, too. The scene then jumps to a naval training station and carries thru the garden and rooms of a lush musical comedy estate. There is a jealous petty officer in it and a meanie femme who wants to grab off the ex-movie hero. The Russian dancer is suspected of being a spy, but that is all cleaned up by the time the principals aisle it downstage for the finale. It is all just a peg on which to hang a whooping, colorful evening of nonsense.

Also it gives Gertrude Niesen an opportunity to show herself the answer to a song-and-dance festival's prayer. She sells a song, sweet or blue, with equal craft, and knows how to juggle a gag. Clowning with funsters Jackie Gleason, Buster West and Tim Herbert is in the top-bracket groove, and her solo lament, *I Wanna Get Married*, is a show-stopper.

Gleason, West and Herbert are given plenty of opportunities for laugh-pulling, and use them. There is nothing subtle about their antics, most of them smack of the burly wheel, and there is one blackout which is strictly *Hellsapoppin'* fare. But they are three funny guys and can give an old gag a hefty face-lift. *Girls* punches the laugh-clock plenty.

On the terp side *Girls* has about everything. As no Stem musical would be up to date without a bit of ballet, Irina Baronova, ex-Ballet Russe and Ballet Theater, is in the tip-toe slot. She is tops, as usual, with a couple of numbers that are a marvel of precision. Balleteer Val Valentinoff is also on hand with an assortment of leaps and spins. The Digatanos click in a beautifully paced ballroom routine, and there are tapping interludes by West, Herbert and Dorothy Keller that hold up the proceedings for frequent call-backs. While Catherine Littlefield's ensembles show no particular originality, the gals and boys are picked steppers and pack them with dash and good will. There is little to be quibbled about in *Girls'* heel-and-toe department.

As a whole, *Girls* is weakest from the score angle. Shapiro, Pascal and Charig (See *FOLLOW THE GIRLS* on page 30)

Out-of-Town Opening

SHEPPEY

(Opened April 3, 1944)

COLONIAL THEATER, BOSTON

A play by W. Somerset Maugham Staged by Sir Cedric Hardwicke. Settings by Watson Barratt. Lighting by Cledge Roberts. General manager, John Tuerk. Assistant to producer, Alexander Clark. Company manager, Charles Walton. Stage manager, Cledge Roberts; assistant, Edward Broadley. Press representative, Tom Kane. Presented by Jacques Chambrun.

- Albert Harry Sothorn
- First Customer Wallace Widdecombe
- Miss Grange Cathleen Cordell
- Sheppey Edmund Gwenn
- Second Customer Oswald Marshall
- Mr. Bolton Alexander Clarke
- Bradley Gerald Savory
- A Reporter Cledge Roberts
- Miss James Vera Fuller Mellich
- Bessie Legros Doris Patson
- A Strange Woman Viola Keats
- Mrs. Miller Barbara Everest
- Florrie Frances Hefflin
- Ernest Turner Anthony Kemble Cooper
- Dr. Jervis Ralph Cullinan
- Cooper Victor Beecroft

It would be a pleasure to report that Somerset Maugham's return to the theater, after a long forage in other pastures, is wholly successful. Unfortunately it is not, for *Sheppey*, which had a mixed reception in London 11 years ago, is not his glowing best, even in this newly reframed version.

Sheppey just cannot be compared with recent theater pieces. Artistically it may gain esteem in certain quarters where freshness of vision, thoughtfulness and skilled stage craft are preferred to the technically slick, frequently entertaining, but often frowzy, shallow plays of late. *Sheppey* makes demands on the intellect and, absorbing and provocative tho it be, chances of commercial success are uncertain.

Perhaps Maugham's disregard of convention is responsible for the shortcomings of *Sheppey* because he has not hesitated to mix viewpoint and form. Each of the three acts has a different atmosphere and approach. The first is a folksy character comedy in which Sheppey is revealed as the star salesman and expert hand of a swank Bond Street barbershop. He was born lucky and, while his needs were small, never wanted for anything. Testifying as witness against a petty thief set him to thinking about the lot of less fortunate people. And when the excitement of winning an Irish Sweepstakes prize gave him a shock,

he suddenly saw his duty—"in a burst of light"—and "done" it.

The second act becomes a prodding satire on British middle-class relationships, upon respectability and convention. Sheppey invited the thief and a prostitute to live in his house. He read the Bible and took its words to heart. But he found that giving his goods to the poor was not practical. His amenable wife was willing to go along with him. But his self-centered, grasping daughter gagged as she saw her expected dowry trickling away, and her snobbish, ambitious fiance was coolly indignant.

Dramatic tension steadily lessens as, in the third act, the play goes off into a chimerical revelation of the approach to death. Sheppey's wife even agreed to have him examined for mental illness. But before action could be taken death (in the person of a young woman) called, and Sheppey left the way clear for his selfish, materially minded family.

Sir Cedric Hardwicke has staged *Sheppey* with a knowing hand. It is a marvelously detailed, cleanly wrought production. But he has committed a grave error in allowing the actors, especially Edmund Gwenn, who is otherwise superb, to speak in drawing room whispers with their backs to the audience.

Taken separately each of the three acts would make ideal radio material. I. Folksy, affectionate English comedy. II. Satire on British mores and manners. III. Fantasy on death's calling. Each could be the subject of a fresh half-hour show. The films should grab at the whole play.

Maugham has sketched his characters with a deft hand. But he is aided no end by some fine acting. You can imagine no other Sheppey than Edmund Gwenn whose perceptive, mellow and finely detailed characterization is perfect. Notable too are Barbara Everest as the steady, unpretentious wife; Doris Patson as the realistic streetwalker; Viola Keats as the personification of cold death; Gerald Savory as Sheppey's employer. Frances Hefflin gives a straight portrayal of the daughter, while Anthony Kemble Cooper is her properly stuffy fiance. Victor Beecroft contributes a fine bit as the thief. Watson Barratt's two sets—a fashionable, walnut-paneled barbershop; a dull, respectable middle-class English living room—are just right. Bill Riley.

Felix Young Sets Revue for L. A.

LOS ANGELES, April 8.—Felix Young, who first staged the *Rhapsody in Blue* as a revue in his Broadway night club, the original *Ciro's*, plans an 8:40 *Revue* at the Belasco Theater here May 1. Young is assembling a cast of 50 from New York, Chicago, Los Angeles and Latin America, aiming to limelight this city as a legit producing center.

Already signed are Smith and Dale, Johnny Coy and others. Nat Carson will stage, and Miriam Schiller will do the dance routines.

PUBLIC RELATIONS

(Continued from page 29)

marital troubles of the son and daughter-in-law are going to be ironed out by the

final curtain. To give it slight additional body there is a dull fellow who has married the ex-star, a reasonable facsimile of a stock movie mother, a blackmailing little extra, an elderly ex-actress pal who tipsles, and a bassinetting daughter by a previous marriage and her dopey husband. Something might have been made of them all, but Eunson hasn't done it.

Even if the plot is featherweight, *Relations* could have been made to sparkle and crackle. Instead, it reaches obviously for laughs with underscored wisecracks and phony situations. There are dragged in phone conversations people supposed to be Luella Parsons and Hedda Hopper and references to the knocking-off of a movie director back in the silent days. It appeared the tipping actress pal was responsible. This is possibly included for local color. But the color wears thin along with audience patience. And the wind-up in a corny, patriotic finale put a period to it. What sold a pair of players like Ann

Andrews and Phillip Merivale on these proceedings is a question. The former struggles to make sense out of a character which belongs in a fem mag yarn. Merivale seemed slightly embarrassed about the whole thing. The rest of the troupe are competent enough and Carpenter's staging is adequate as far as a pretty silly script permits. Stewart Chaney has thought up a living room in the grand Hollywood manner. B. F.

ONLY THE HEART

(Continued from page 29)

was in the beginning, except that she is richer by an oil well.

In an evidently honest attempt to speed up matters, June Walker as the grasping lady bounces about like a june bug. She seems constantly on the move. But all the Walker stagecraft can't sell Mamie Borden to the audience or, at more than widely spaced intervals, jog

awake long, dull stretches of dialog. The other actors do what they may with a succession of drab, colorless roles under the handicap of stylized, stiff direction. Mildred Dunnock manages to make a stock, teacherish spinster fairly human. Eleanor Anton and Will Hare are the young people, and Maurice Wells wanders in and out to give the proceedings a bit of dejected husband atmosphere.

Frederick Fox's setting of a small town, early 20's living room is adequate but does not particularly reflect the intended mood of the play. However, he can't be blamed, as the director and the actors evidently found the mood equally elusive.

"Heart" has nothing to offer for radio. It will likely fade quietly away before any ether-show producer gets 'round to thinking about it.

B. F.

FOLLOW THE GIRLS

(Continued from page 29)

have not turned out anything particularly distinguished. There are a couple of tunes, however, *12 o'Clock and All's Well* and *Where You Are*, which may find a lot of favor with the air-casters and platters. And the lyrics of *I Wanna Get Married* and *A Tree Grows in Brooklyn* are stand-outs. The words of *I Wanna* are a bit risky for ether consumption, and some of the other tunes in the score rely on production to put them across rather than their own merits.

Radio tenor Frank Parker holds down the romantic assignment and sings a few of them tunefully, altho he evidently needs a mike in a house as big as the Century.

In sum, there's little fault to be found with the commercial values of *Girls*. Swell gals, laughs, top terping and headliners that will pull the customers up to the newly decorated Century—for a long time to come.

B. F.

DRAMATIC AND MUSICAL

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

- Abie's Irish Rose (Studebaker) Chi.
- Abie's Irish Rose (Metropolitan) Seattle.
- Arsenic and Old Lace (Locust St.) Phila.
- Barrimore, Ethel, in *Corn Is Green* (Academy) Northampton, Mass., 12; (Metropolitan) Providence, R. I., 13; (Memorial Aud.) Worcester, Mass., 14; (Bushnell Aud.) Hartford, Conn., 15.
- Blithe Spirit (Auditorium) St. Paul 12; (Lyceum) Minneapolis 13-15.
- Blossom Time (Auditorium) Portland, Ore., 12-15.
- Blossom Time (Blackstone) Chi.
- Connecticut Yankee (National) Washington.
- Dante (Nixon) Pittsburgh.
- Decision (Copley) Boston.
- Doughgirls (Shubert Lafayette) Detroit.
- Dream With Music (Shubert) Boston.
- Gilbert & Sullivan Operas (Shubert) New Haven, Conn.
- Good Night Ladies (English) Indianapolis.
- Janie (Erlanger) Buffalo.
- Janie (Walnut) Phila.
- Junior Miss (Ford) Baltimore.
- Kiss and Tell (Harris) Chi.
- Kiss and Tell (Biltmore) Los Angeles.
- Kiss and Tell (American) St. Louis.
- Life With Father (Texas) San Antonio 12; (Rialto) Tucson, Ariz., 14; (Orpheum) Phoenix 15.
- Oklahoma! (Erlanger) Chi.
- Pretty Little Parlor (Wilbur) Boston.
- Rosalinda (Forrest) Phila.
- San Carlo Opera Co. (Auditorium) Memphis 12-13; (Municipal Aud.) St. Louis 14-16; (English) Indianapolis 17-18; Dayton, O., 19.
- Sheppy (Colonial) Boston.
- Something for the Boys (Oass) Detroit.
- Sons o' Fun (Curran) San Francisco.
- Student Prince (Geary) San Francisco.
- Three's a Family (Davidson) Milwaukee.
- Tobacco Road (Hanna) Cleveland.
- Tomorrow the World (Selwyn) Chi.

ON THE STAND

(Continued from page 27)

beautiful clarinet ensemble is featured against a muted trumpet. In the arrangement of *Blue Skies*, an unusual handling is presented with a trombone solo against a bass clarinet background. Most of the arrangements are well-balanced and interestingly orchestrated, with good contrasts between the brass and sax sections. The soloists phrase in good taste; the ensemble has vitality, drive and a good beat.

One of the strong points of the band is its ability to change pace from a good swing tempo with lots of orchestral guts, to a slow, easy and romantic tempo, with muted trumpets, piano interpolations and a rhythmic grace light as a feather.

Roy Bast is the novelty vocalist and is featured in tunes such as *Minnie the Mermaid*, *San Fernando Valley*; *Oh, By Jingo*, etc.

He sings with a Western cowboy swing and often phrases vocally like Orrin Tucker.

The band is big-league, equally at home in hotel, theater or ballroom. It picks up well on the air, too.



BROADWAY SHOWLOG

Performance Thru April 8

Dramas

- | Opened | Perfs. |
|--|--------|
| Angel Street (Calden) 12-5, '41 | 989 |
| Leo G. Carroll missed Tuesday (4) show, when detained in Toronto by reason of lost re-entry pass. Leslie Austin subbed. | |
| Arsenic and Old Lace 1-10, '41 | 1,365 |
| (Hudson) | |
| Russell Crouse has piece in current "Life" mag on show's history. Road company invades Newark, week of April 24. | |
| Chicken Every Sunday 4-5, '44 | 5 |
| (Miller's) | |
| Scored 56 per cent among aisle-sitters. Yes: John Chapman (News), Lewis Nichols (Times), Robert Coleman (Mirror), Wilfella Waldorf (Post), Louis Kronenberger (PM). No: Howard Barnes (Herald-Tribune), Ward Morehouse (Sun), Burton Rascoe (World-Telegram), Robert Garland (Journal-American). | |
| Decision (Ambassador) 2-2, '44 | 79 |
| Raymond Greenleaf out mat and evening, Sunday (2). G. Albert Smith filled in. Road company opened Shubert, New Haven, Thursday (6). | |
| Doughgirls, The 12-30, '42 | 540 |
| (Lyceum) | |
| Arleen Whelan gripped, Thursday (6) and Friday (7). Sandra Scott subbed. Reginald Mason replaces Walter Beck in waiter role at end of next week. Mason played admiral in the Coast touring company. | |
| Jacobowsky and the Colonel (Martin Beck) 3-14, '44 | 31 |
| Another gross of over \$21,000. | |
| Kiss and Tell (Biltmore) 3-17, '43 | 451 |
| Robert Keith out, Thursday (6). Robert Lynn in for him. James Lane subbed for Lynn. Robert Schenk Jr. replaced Tommy Lewis, Monday (3). Latter had outgrown kid-brother part. Patricia Kirkland leaves Chi troupe, Monday (10), for assignment with Hugh Herbert's new show. Billie Lou Watts, New York company understudy, takes over Chi "Corliss Archer" role. Robert Keith will produce and direct, but not act, in Owen Davis's "No Way Out" skedded for late summer road trial. | |
| Life With Father 11-8, '39 | 1,859 |
| (Empire) | |
| Howard Lindsay out with cold Wednesday (5) to Saturday (8). A. H. Van Buren took over Father role. Booking mix-up at Majestic, Fort Worth, led Harry Kline, manager of the Bannister-Westman touring troupe, to forget a skedded mat. Hasty roundup got all of company to theater except the two principals. At audience insistence understudies, Raymond Bramley and Mary Loan, went on for first act. Harry Bannister and Nydia Westman arrived in time to take over for the second, and all four took final curtain calls. Customers liked notion so much that the evening show went to \$2,966—well over capacity. | |
| Lovers and Friends 11-29, '43 | 150 |
| (Plymouth) | |
| Closes Saturday (22). Betty Garrett, ex-"Jackpot" is boomed for lead in "Bloomer Girl," Harburg-Allen musical, which John C. Wilson and Nat Goldstone will produce. | |
| Mrs. January and Mr. Ex. 3-31, '44 | 11 |
| (Belasco) | |
| Crix vote clocked 39 per cent. No: Louis Kronenberger (PM), Burton Rascoe (World-Telegram), Ward Morehouse (Sun), Lewis Nichols (Times), Howard Barnes (Herald-Tribune). Yes: Robert Coleman (Mirror), John Chapman (News), Robert Garland (Journal-American). No opinion: Wilfella Waldorf (Post). Good biz for Holy Week. Management claimed over 13C gross. | |

Opened Perfs.

- | | |
|---|-----|
| Only the Heart (Bijou) 4-4, '44 | 7 |
| Smacked down by crix. Score: 17 per cent. No: Ward Morehouse (Sun), Wilfella Waldorf (Post), Lewis Nichols (Times), Howard Barnes (Herald-Tribune), Robert Garland (Journal-American), Robert Coleman (Mirror), Louis Kronenberger (PM). Yes: Burton Rascoe (World-Telegram). No opinion: John Chapman (News), \$7,500 take claimed for first week. Management juicing with display ads in daily press for a stay. | |
| Othello (Shubert) 10-19, '43 | 199 |
| Bruce Brighton steps in for William Woodson, Monday (10), while latter keeps examination date with Uncle Sam. Due to triple-hit managerial headaches, Guild has decided to call off further production plans for this season. Org will owe subscribers two shows on next season's schedule. | |
| Over 21 (Music Box) 1-3, '44 | 113 |
| Skeds extra mat for Easter Monday, (10). Latest probability for pic version lead is Irene Dunne. Columbia will likely make it this summer, but hold release for 1945. | |
| Public Relations 4-6, '44 | 4 |
| (Mansfield) | |
| Prem drew full anvil chorus from crix. Score: 0. No: Howard Barnes (Herald-Tribune), Lewis Nichols (Times), John Chapman (News), Ward Morehouse (Sun), Wilfella Waldorf (Post), Robert Garland (Journal-American), Robert Coleman (Mirror), Louis Kronenberger (PM), Burton Rascoe (World-Telegram). Preparing fix sale reported around \$3,500. Management skeds to make at least a two-week try. | |
| Ramshackle Inn (Royale) 1-5, '44 | 110 |
| Zasu Pitts has been offered lead in revival of "At Mrs. Beam's," to be prepped by the Guild this summer. Extra mat and evening performance Monday (10). Tuesday (11) show will be omitted. John Lorenz has been appointed stage manager. | |
| Three's a Family 5-5, '43 | 392 |
| (Longacre) | |
| Until Thursday (6), nine days after she left the show, Ethel Owens' name was still sign-boarded outside the Longacre. Painter claimed to p.a. Bernie Simon that he couldn't get the paint to make it "Una Merkel." Latter said she didn't care. Simon is still in a daze. Henry Ephron, co-author, is in from Coast to look over his brain-child. | |
| Tomorrow the World 4-14, '43 | 415 |
| (Barrimore) | |
| Joyce Van Patten guested on Satevepost program over Blue net last week. Young Mack Twamley leaves Saturday (8) to join touring company in Chi. Wants to see the country at management expense. Roaders leave Chi Saturday (15) to cover 75 American and Canadian cities with a Coast wind-up. Johnny Venn replaces Twamley in the New York troupe. "Tomorrow" has won the Theater Club's medal for the best American play of the season. Runners-up were "Turtle," "Over 21," "Winged Victory" and "Decision." Presentation will be made, Tuesday (25). | |
| Two Mrs. Carrolls, The 8-3, '43 | 288 |
| (Booth) | |
| Stephen Chase takes over understudy chore for all male roles Monday (10). | |
| Voice of the Turtle, The 12-8, '43 | 142 |
| (Morosco) | |
| Wallflower (Cort) 1-26, '44 | 86 |
| Reginald Denham has joined with Alex Cohen and Joseph Kipness as co-producer of "Rope's End" for fall production. | |
| Winged Victory 11-20, '43 | 164 |
| (44th Street) | |
| Having successfully revived "Yellow Jack," Thursday (6) mat, G.I. trouperes are now readying a new one for service consumption. Pvt. David Durstin is picking cast for khaki version of "Angel Street" to be given at hospitals and camps in spare time. Special unit entertained Monday (3) at Air Forces Convalescent Center, Pawling, N. Y. | |

Musicals

- | Opened | Perfs. |
|---|--------|
| Carmen Jones 12-2, '43 | 149 |
| (Broadway) | |
| Jessica Russell subbed for Therese Merritt, Monday (3). Rhoda Johnson, who has been on sick list back in show Tuesday (4). | |
| Early to Bed 6-17, '43 | 341 |
| (Broadhurst) | |
| Mary Sall out from Wednesday (5) mat to Saturday (8). Joseph Macauley takes over lead role Monday (10). Jane Deering still soloing most of dancing choros, with partner, George Zorlich, still on sick list. | |
| Follow the Girls 4-8, '44 | 1 |
| (Century) | |
| Arrives with final week's Boston gross of 44C's. Total take for four-and-a-half-week road tryout clocked \$149,032. Roy Sedley, "Club 18" clown, signed to understudy Jackie Gleason. | |
| Mexican Hayride 1-28, '44 | 93 |
| (Winter Garden) | |
| Doris Blake out Monday (3) for "Helen Goes To Troy." Grace Martin replacing. Entire troupe to be guested at exhibition game between Giants and Yanks at Polo Grounds, Thursday (13). Ben Kornsweg will handle drummer chore for Todd "Pick-Up Girl." Off for Boston, Sunday (9), where show skeds to open at Wilbur, Monday (24). William Harrigan and Pamela Rivers set for leads. Mike Todd back in town next week after Chi stop-off to study Midwest planting of a "Star and Garter" troupe. Wants Roy Hargrave to direct "Katherine Was Great," which will be produced here instead of on the Coast, as previously intended. | |
| Oklahoma! (St. James) 3-31, '43 | 439 |
| Alfred Drake out mat and evening, Thursday (6). Bob Kennedy filled in. Celeste Holm, Betty Jane Watson and Fay Elizabeth Smith cited by Treasury Department for efforts for the 4th War Loan Drive. Society of Restaurateurs feted them Wednesday (5). USO-Camp Shows announced Friday (7) that authors and Guild have granted permission for two streamlined versions to tour overseas bases. Auditions for the two units will be held at the St. James Tuesday (11). | |
| One Touch of Venus 10-7, '43 | 215 |
| (46th St.) | |
| Zachary Armand Charles Leaves Saturday (8) to join cast of "Pick-Up Girl." Teddy Hart on sick list, Wednesday (5). Johnny Stearns took over. | |
| Stars on Ice, 2d edition 6-24, '43 | 387 |
| (Center) | |
| Joe Roberts, associate p.a. with Charlie Washburn, will deb as a producer with Edward Van Every's murder mystery, "Police Gazette." | |
| Ziegfeld Follies, The 4-1, '43 | 433 |
| (Imperial) | |
| Line gals in nifty new green costumes. Pretties have been in moth-balls since show's Boston try-out, when the "Hep-Cat" number was dropped. There will be a box full of line-cuties at Ebbett's Field, Brooklyn, Thursday (13), to cheer the Dodgers' Red Cross Benefit. | |
| Cherry Orchard, The 1-25, '44 | 98 |
| (National) | |
| Closes Saturday (15) for the longest run of "Orchard" in this country. Eva Le Gallienne will rejoin troupe for tour in the fall. Phil Gordon now chored as Sammy on the Goldbergs over NBC. | |
| Merry Widow, The 8-4, '43 | 289 |
| (Majestic) | |
| Friday (7) set a run record for a new version revival, with 287 performances. "Porgy and Bess" is nearest competitor with 286 at same theater. Jan Kiepura out Thursday (6) mat. Donald Gage subbed. | |
| Porgy and Bess 2-28, '44 | 48 |
| (City Center) | |

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
Adler, Larry (Palmer House) Chi, h.
Aida (Cinderella) NYC, nc.
Akin's, Bill, Continental Four (Indiana) Fort Wayne, Ind., h.

B
Baker, Jerry (Embassy) NYC, nc.
Barbary Coast Boys (Tony Pastor's Uptown) NYC, nc.

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C
Boone County Jamboree (Palace) Columbus, O., t.

Cabin Boys (Cardinal) West Allis, Wis., nc.
Cadmus, Bill, Trio (Aquarium) NYC, re.

D
Day, Dawn & Dusk (Latin Quarter) Chi, nc.
De Croff, Ann (Astor) Montreal, nc.

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★ DANGERS ★
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Just Completed Successful Engagement
GLENN RENDEZVOUS, Newport, Ky.

Donny, Dorothy (New Yorker) NYC, h.
DeVasconcellos (Capitol) Washington, t.

E
Don & Cassandra (Tic Toc) Milwaukee, nc.
Dorsey, Don (Olympia) Miami 12-18, t.

F
Felton, Happy (State) NYC, t.
Fields, Sally (Ernie's) NYC, nc.

G
Galante & Leonarda (Statler) Cleveland, h.
Gall-Gall (Earle) Washington, t.

H
Hanneford, George, Family (Olympia Circus, Stadium) Chi, until May 7.

I
Irving, Val (Latin Quarter) Chi, nc.
Jagger, Kenny (Sportsman Club) Indianapolis.

J
Jones, Allan (State) NYC, t.
Joyce, Jacqueline (El Patio) nc, and (Folies Bergere) Mexico City, nc.

K
Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.

L
LaBato, Paddy (Casanova) Detroit, nc.
Lane, Camelia (Palmer House) Chi, h.

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M
Mack, Marilyn (Tropic Isle) NYC, nc.
Magnin, Michele (Club 18) NYC, nc.

March, June (Brown Derby) Chi, nc.
Mario & Floria (Palmer House) Chi, h.
Markham, Marcella (Sawdust Trail) NYC, c.

O. D. MACK
THEATRICAL ENTERPRISES
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N
Nagle, Bert, & Co. (Capitol) Washington, t.
Nance, Ray (Hurricane) NYC, nc.

O
Orantos, Three (Riverside) Milwaukee, t.
Overman, Wally (Circle Bar) St. Louis 15-21, nc.

P
Page, Joe & Nona (Tivoli) Melbourne, Australia, until May 21, t.

Q
Quinn, John (Palmer House) Chi, h.
Rae, Virginia (Victory Room) Cleveland, nc.

R
Raft, Tommy (Brown Derby) Chi, nc.
Raye, Martha (Oriental) Chi, t.

S
Saulters, Doty (Albee) Cincinnati, t.
Semon, Primrose (Esquire) Montreal, nc.

T
Talia (Waldorf-Astoria) NYC, h.
Talley, Mona (Louise's Monte Carlo) NYC, nc.

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CYCLONE OF SONG
AT THE BOOGIE PIANO
currently at SWAN CLUB, PHILADELPHIA

U
Ullrich, Ed (Palmer House) Chi, h.
Vallott, Ted & Flo (Palace) Columbus, O., t.

V
Walker, Hobby (Gamecock) NYC, c.
Wallace Puppets (RKO-Boston) Boston 13-19, t.

Henri THERRIEN
Held Over LATIN QUARTER, New York

W
Walker, Hobby (Gamecock) NYC, c.
Wallace Puppets (RKO-Boston) Boston 13-19, t.

X
Xenia (Xenia) Xenia 13; (State) Greenville 14; (State) Sandusky 16, t.

Y
Yee, Mary Jane (New Yorker) NYC, h.
Young, George (Music Hall) NYC, t.

Z
Zamboni, Fred (Palmer House) Chi, h.
Zamboni, Fred (Palmer House) Chi, h.

ICE SHOWS ON TOUR
Carnival on Ice (Netherland Plaza Hotel) Cincinnati.

PHILLIPS TELLS LARDNER
(Continued from page 3)
as a separate show. To this the Camp Show director answered that the problem of transportation is so difficult that when they get a chance to have a group of artists together it is simpler to send them on tour than singly.

Phillips indicated that rumors from sources other than Lardner, which have claimed that some USO shows are so bad that post commanders have had to order men to attend, may have been based on "the fact that out of 318 shows now touring, you can't get 318 hits." He pointed to the small amount of talent available as being the excuse for a few bad units.

Army Routes Shows
Lardner alleged in his article that name stars prefer to play front-line areas rather than hospitals, and inferred that they are looking for publicity. Camp Shows' top man answered: "After leaving the U. S., all routing and appearance details are dictated by the army. If visiting stars or regular units are not playing hospitals, it is because army officers are not routing them so."

He said it is true, as Lardner stated, that George Raft played only three of his 15 scheduled shows. The reason, he said, was Raft's acute sinus attack. As to the charge that Raft had asked the other members of his unit not to continue after he left, he said that nothing in the actor's long record of war service indicated that he would do such a thing.

According to Lardner, Joe E. Brown "came (to Italy) badly tired from previous junkets" and "it is the soldiers for whom the entertainment is planned and who must be considered in these cases." The camp show prexy replied that the American soldiers in Italy do not begrudge troops in China (where Brown played before) Brown's time. "Is it his suggestion that they would have been happier if Joe had refused to appear in Italy because, as Mr. Lardner says, he was 'tired'?"

Phillips wound up by saying that the only alternative to the way USO-Camp Shows and Army Special Services have conducted the entertainment work "is to eliminate the furnishing of such personalities whose welcome by the troops they have visited does not indicate that this is desirable."

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The Final Curtain

BAKER—Mrs. Anna Auer, 84, veteran legit and film actress, at her home in Fort Lee, N. J., April 2. She had appeared with her husband, the late Willis Baker, on the legitimate stage and later in motion pictures. The Bakers were in films with Lionel Barrymore, Charlie Chaplin and Mary Pickford. Survived by a daughter.

BARD—Maria, 43, stage and screen actress and wife of Werner Krauss, leading classical actor of the German and Austrian stage for a quarter of a century, according to a Berlin radio announcement on April 6. She became well known in 1928, when appearing on the stage in *X Y Z* in Berlin and in 1930 she was with the State Theater there. She played in silent films under the name of Migo Bard and with the advent of talking motion pictures was recognized as a character actress while appearing in *The Emperor of America*, *The Man Without a Name* and other German films. She also appeared at the New York Hippodrome in *Tannhaeuser* in 1933.

BAYTON—Ida, 60, burly performer, in Los Angeles April 3. She was principal (leading boy) for Hurlig & Seamon's show on the former Columbia Wheel for years.

BURNELL—Henry, 75, old-time fiddler, March 31 at his home in Battle Creek, Mich., of pneumonia.

CHAFFEE-WORKMAN—Mrs. Helen, 76, author, April 2 at her home in Highland Park, Mich., following a long illness. She wrote a book of monologs and was formerly co-director of the Chaffee-Noble School of Expression in Detroit. Survived by her husband and a son. Interment in Roseland Park Cemetery, Detroit.

CONRAD—W. E., 70, former minstrel man, in Mount Carmel Hospital, Columbus, O., following a three-year illness. He was the son-in-law of the late Al G. Field and was associated with that minstrel show for 45 years. Succeeding Field at his death in 1921, he continued as proprietor of the minstrel until 1929. Survived by his widow, Mrs. Pearl Field Conrad; two sons, Corp. Field and Corp. Jack; three sisters and a brother. Entombment in the Field family mausoleum, Green Lawn Cemetery, Columbus.

DAVISON—Roy, 61, musician, for 40 years with Calais (Me.) orks, in that city recently after an eight months' illness. Survived by his sons, Charles and Jack, and daughters, Charleen Driscoll and Mary Tapley, all musicians.

DI'FULIO—Charles, vibraphonist with Ted Oliver's orchestra at Shangri-La, Philadelphia night club, in that city March 26. Services and burial there March 28.

ENTWISTLE—Harold, 77, veteran stage and screen actor, at his home in Hollywood April 1. He was born in London, where he was first affiliated with the late Henry Irving. The late Charles Frohman brought him to the United States in

1906 to manage Billie Burke. In 1910 he joined Vitagraph studios, later working for other studios and free lancing. Survived by his widow. Services in Hollywood, followed by cremation.

FAUST—Vic, 67, veteran tap, rep and minstrel performer, March 28 at City Hospital, Boston, after a lingering illness. Coming to this country from Australia in the early '90s, Faust was best known for his Swiss Bell Ringer specialties. Before going out as a single he toured with the Faust family of acrobats, headed by his brother, Ted. They toured for several seasons with the Al G. Field Minstrels and later launched their own Faust Minstrels. Deceased played the old Joe Spiegelburg and Gus Sun tab circuits with Billy Leicht's *Teddy Bear Girls* and other units, and for many summers was featured on the Billy Bryant and J. W. Menke showboats. Services and burial in Boston, with members of the AGVA attending. Efforts are being made to locate Faust's relatives by Queenie Dunedin, Clarendon Hotel, Boston (16).

We wish to acknowledge

the many messages of sympathy and kindness extended to us in connection with the loss of my brother, Roy Gooding, on February 12th, and the passing of my father, James Gooding, on February 24th. These expressions are greatly appreciated and are comforting to all of us.

F. E. GOODING AND FAMILY

GRADY—Richard, 59, composer, band director and vaude performer, of a sinus infection at his home in Columbus, O., March 24. He toured for 25 years as a musical director and in vaude with his wife and daughter in the musical act, Grady Trio. Survived by his widow, and daughter, Helen, who heads the Blue Grass Girls band in the East.

HARTMAN—James C., 65, theater builder and manager, in a Wichita, Kan., hospital April 3. He built and operated the Uptown and Nomar theaters and formerly managed the Crawford Theater, all in Wichita. He was largely instrumental in bringing Sunday amusements to Wichita. Survived by a daughter, Mildred; five sons, Lieut. James C. Jr., Harley A., Howard I., Everett B. and Edwin C.; a sister, Mrs. Ann Duncan, Springfield, Mo.; and three brothers, Albert, Emporia; Ben, Denver, and Lawrence, Muskogee, Oklahoma.

HAWLEY—William Barnum, descendant of P. T. Barnum, of heart disease in New York March 15. Survived by his widow, Estelle, and a son, Lieut. William Barnum, USNR. Services at Chapel of George F. Lynch, Bronx, New York, with interment in Woodlawn Cemetery there.

HESSE—Nelson Shoemaker, 39, radio talent agent and manager of Colonel Stoopnagle (F. Chase Taylor) in Park East Hospital, New York, March 30. Doing publicity for the Columbia Broadcasting System, he became press agent for Lowell Thomas and in 1931 was assigned to do publicity for Stoopnagle and Budd. Among other stars Hesse handled were Roland Young, Madeline Carroll, Walter O'Keefe and Cornelia Otis Skinner. At the time of his death he was a partner of William McCaffrey. Survived by his mother.

HOLLOWBUSH—C. W., 74, traveling Southern representative of the American Federation of Musicians, following a short illness in James Walker Memorial Hospital, Wilmington, N. C., April 3. Survived by his daughter, Mrs. Max Ziegler, New York, and a sister, Mrs. Homer Honeywell, Lincoln, Neb. Services at Yopp's Funeral Home, Wilmington, with interment in Bellevue Cemetery there April 5.

HOOVER—J. E. (Dutch), 68, formerly with circuses and carnivals, in Cincinnati General Hospital March 28. Known as "Crazy House Dutch," he was for many years connected with circuses and carnivals, the last being the Smith Greater Shows. In 1917 he married Ethel M. Allen, of vaudeville and musical comedy. They had four children, Mattie Beth, James E. Jr., Woodruff A. and Barbara Ann. The sons are now overseas in the marine corps. For several years he had had a watch repairing business at his home in Cincinnati. Funeral March 31, with burial in Soldiers' Plot, Spring Grove Cemetery, Cincinnati.

HOPEWELL—William P., vet ork leader

of Strand Theater, Halifax, N. S., in that city recently following brief illness. Survived by his widow, son, daughter and sister.

HURD—Wayne, musician and friend of showfolk, at Eugene, Ore., April 3.

IMMERMAN—George, 60, noted cafe operator, April 2 in New York. Together with his brother, Connie Immerman, he founded and operated Connie's Inn, Harlem, N. Y., which was one of the most successful night clubs during the days of prohibition and which later moved to Broadway and was located on the old Palais Royal spot, now the Latin Quarter. The opening of Connie's Inn on Broadway was indicative of the short-lived drift of Harlem spots toward Broadway. He was also a co-producer of several septia musicals, including *Hot Chocolates*. Survived by his widow, a son and a brother.

IN MEMORIAM

J. L. "LOUIE" LANDES

Gone But Not Forgotten.

April 16, 1939.

MR. AND MRS. CHAS. ROTOLO

LUTES—William H., formerly in vaude and night clubs as a member of the team of Lutes Brothers and Chelm St. Orr and Company, in Physicians' Hospital, Plattsburg, N. Y., March 13, following a year's illness. He had worked with his brother, Chelm, since 1906, appearing thruout the world. Until 1928 act was known as Lutes Brothers, and later as Chelm St. Orr and Company. When not playing, the brothers operated the Plattsburg Ferry between Cumberland Head and Grand Isle, N. Y., and erected a number of cottages on the island. Survived by his widow, Edith, and brother, Clarence. Services at Brown Funeral Home, Plattsburg, March 15.

McDONALD—Pfc. Donald, 19, son of Murdoch McDonald, well-known Detroit band and ork leader, killed in action in Italy.

Percy S. Straus

Percy S. Straus, 67, chairman of the board of R. H. Macy & Company, Inc., and a former director of WOR, at his home in New York April 6 after a brief illness.

He was a director of WOR from January, 1930, to October, 1933, and during these important years was influential in the station's growth and development.

He was also a director of L. Bamberger & Company, Newark; the New York Life Insurance Company; a member of the Council of New York University; a trustee of the New York Public Library, and chairman of the board of the Federation for the Support of Jewish Philanthropic Societies of New York City.

In respect to Straus, WOR was closed until noon on Monday, April 10. Services were held at Temple Emanu-El, New York, on that day.

MARCUS—Sig, 48, long-time associate of the late Myron Selznick, theatrical booking agent, in Hollywood April 3. He was associated with Fox Studios in New York, and moved to Hollywood in 1929, becoming associated with Selznick. Survived by his widow, Mrs. Effie Marcus; a daughter, Marcia, and his father, William Marcus, all of Beverly Hills, Calif. Services in Beverly Hills, Calif., April 5.

MILES—Agnis Tiers, concert manager, at her home in Darien, Conn., March 30. Among the prominent concert artists she managed were Paderewski, Fritz Kreisler and Yehudi Menuhin. For several years she had occupied a studio in Carnegie Hall, New York.

MITCHELL—Fred, 71, film booker for Loew's New York theaters, at his home in that city April 4. Entering the motion picture business as a lecturer with a one-reel film of the Dreyfus case, he organized the Humanova Company with Marcus Loew and David Bernstein in 1907.

John J. McGuirk

John J. McGuirk, 73, pioneer motion picture theater operator and former president and chairman of the board of the Stanley Company of America, at his home in Philadelphia March 30 after a long illness.

His interest in the motion picture field began when he became acquainted with Abe Sablosky and formed the Sablosky-McGuirk chain, which later was absorbed by the Stanley Company, McGuirk becoming its vice-president. In 1926 upon the death of Jules E. Masbaum, McGuirk succeeded to the presidency of the Stanley Company, controlling 600 film and vaudeville houses. Less than six months later he was elected president of the First National Pictures Corporation. He served as president of both First National and the Stanley Company until December, 1928, when he resigned the former position and was elected chairman of the board of the Stanley Company. The Stanley Company merged with Warner Bros. and McGuirk continued with W. B. until his death.

Surviving are his widow, two daughters and two sisters. Services were held at Our Lady of Victory Church, Philadelphia, April 3.

Mitchell subsequently became manager of the People's Film Company, owned by Loew and Bernstein. In 1914 he became film booker for Loew's theaters. Survived by his widow and a son. Services at the Walter B. Cooke Funeral Home, New York, April 7.

In Loving Memory of Our Darling Brother

EDDIE MORGAN

who passed away April 12th, 1942.
We are always thinking of you, we will never forget.
Your Sister and Brother,
VERA and JOHN

MOORHOUSE—Roger, 29, pianist, at his home in Philadelphia. He was inventor of a system of modern harmony development and conducted a music studio in Philadelphia. Survived by his widow, Bernice, and a son.

ORSINI—Henry, 67, music teacher and formerly a member of the Civic Opera Company, New York, in Lynbrook, L. I., N. Y., March 31. Survived by his widow and a daughter.

PERKEFF—Frederick E., 39, magician, following a heart attack at Indian Lake, Glens Falls, N. Y., April 2. He had completed a show when stricken. Survived by his parents; a daughter, Joyce; two sons, Robert and David; a sister, PO 2/c WAVE Evelyn, Washington, and two brothers, S/Sgt. Edward, Camp Lejeune, N. C., and Richard, Troy, N. Y. Services at Regan & Stafford Home, Glens Falls, with interment in Pine View Cemetery there April 5.

SILVER—Bert C. E., 83, retired circus and dramatic show owner and theater operator, April 5 at Greenville, Mich. His career started at the age of five in a family troupe, the Swiss Bell Ringers, managed by his father. He alternated between this troupe and Silver's Concert Band for many years, playing in the Midwest. Subsequently he organized a repertoire company, and in 1904 organized the Silver Consolidated Wagon Shows circus outfit. In 1909 he established the Silver Theater, Greenville, Mich., retaining it until his retirement in 1937. He was mayor of Greenville from 1923 to 1927. Interment at Greenville.

Marriages

BAQUE-HUMPHRIES—Joe Baque, pianist with the Patty Travers Trio at Orsatti's Cafe, Philadelphia, to Alice Humphries, supervisor of a New York dance school, in Philadelphia March 27.

BEARD—SHATTUCK—Marshall Beard to Georgia Shattuck March 30 in New York. Both are ice skaters and toured for several seasons in Sonja Henie's *Ice Follies*.

BORG-ELLIOTT—Sidney F. Borg, non-pro, to Audrey Elliott, daughter of Nick Elliott, booking agent, in New York April 6.

William Judkins Hewitt

William Judkins Hewitt, 68, former executive with many carnivals and show writer over three decades, died April 1 in Metropolitan Hospital, New York, from complications following a broken hip which he sustained in a war plant where he was employed.

His career in executive capacities and as press representative with carnivals took in many orgs, from the early-day World-at-Home Shows and Ben Williams Shows to the Blue Ribbon Shows in 1935. Over a long period he was attached at various times to the New York staff of *The Billboard* writing columns and comment under the nom de plume of Red Onion. He was editor of the Carnival Department in Cincinnati in 1936-'38. He was an honorary member of the National Showmen's Association and other show clubs.

Born on Tates Springs Farm, Campbell County, near Lynchburg, Va., September 23, 1875, he is survived by three brothers, George T., Norfolk, Va., and Edward L. and Leon M., Richmond, Va., and two sisters, Elsie H., Richmond, and Mrs. L. E. Burford, Norfolk. Funeral services were conducted in Diuguid Memorial Chapel by Dr. Frank Wells, Court Street Methodist Church, Lynchburg, and interment was in the family lot in Presbyterian Cemetery there.

Big One Reverts to "Circus"

Cronin Bows; Show Is Like Night Club

PASADENA, Calif., April 8.—S. L. Cronin's Circus, after bowing in El Monte April 1-2, wound up a good five-day stand here today in the Rose Bowl. Good crowds have been on hand with comments favorable to the new type of routines offered. Admissions are 60 cents and \$1.20, with reserves getting 90 cents. A large number of patrons gained free entrance here upon the purchase of a War Bond. The bond tie-up will be a regular policy.

Using all new equipment, Cronin's bow found a fair Saturday matinee and a good night house; Sunday, business about the same. Seating capacity is about 2,500, with slightly less than half being devoted to reserves.

Several innovations were displayed. Using a ring for the Mark Smith all-girl riding act and other acts, which include Jumbo and His Pals and the high-school horses, Cronin displays each act to advantage. On the stage, installed in Ring 1 position, a line of 12 girls take over for their part of the show. Trap acts are presented over the ring and stage. Cronin is whipping his lighting system into shape and in the future will use more black light. Castang's chimps perform on the stage in the netting enclosure, with Winston's sea lions, handled by King Ross, also in this part of the tent.

Outside of the 12 girls with specialty dancers, Cronin's greatest deviation from the rigid circus pattern is in the music line. Using a band that would do credit to any night club or ballroom, the three (See Cronin Opens on Coast on page 35)

Gainesville Leases Equipment to Brashear

GAINESVILLE, April 8.—Gainesville Community Circus has leased a 80-foot round top with two 30-foot middles to Don Brashear, operator of Globe Bros.' Circus, which opened near Fort Worth April 3. Seventeen lengths of blues and star-backs and the show's air callopo were also in the deal.

Howard Suesz, whose Clyde Bros.' Indoor Circus closed its season in East Texas early in March, was here en route to his home in Oklahoma City after his closing and reported that he planned to take the show out again next winter with an enlarged program.

The Gainesville show's big top was leased to the Fort Worth Fat Stock Show for five weeks in connection with the annual exposition, and Dutch LeBlair was boss canvasman during the engagement. He returned to Hugo (Okla.) quarters of the Al G. Kelly-Miller Bros.' Circus after returning the canvas to quarters here.

Gainesville circus folks are planning to catch Dailey Bros.' Railroad Circus when it plays North Texas territory early in May. They are also looking forward to the opening of the Kelly-Miller and Ewalt-Pratt circuses within traveling distance of Gainesville next month.

Barnes Bros.-Olympia Is New Title for Show

CHICAGO, April 8.—Annual spring circus at the Chicago Stadium, hitherto known as the Olympia Circus, will blossom out this year with a new title. Produced by the Chicago Stadium and Barnes-Carruthers, it will be known as the Barnes Bros.-Olympia Circus Combined.

New title has showmen speculating as to the meaning of the change, the general guess being that it is in preparation for expanded operations in the future.

Billing for the show started early this week, many 24-sheet boards being used. As in past years, many thrill acts will be used, and all new wardrobe for the spec is being made.



JAN SIDNEY, Cleveland, who has signed with Cole Bros.' Circus as prima donna. Altho this will be her first season with a circus, she has an impressive record in other branches, including radio. She began her career with the A Cappella Choir which toured this country and Canada. Trained by Ben Burtt, she played soubrette roles in "Sweethearts," "Rio Rita" and other productions and had important roles in Gilbert and Sullivan operas. Before signing with the Cole show, she was starred in a NBC production with Gene Carroll. Miss Sidney will sing in concert with Eddie Woekener's band, take an important role in the new spec, "The Castle of Taj Mahal," and sing incidental bits.

RB Side Show

Fred Smythe, manager; Charles Gammon and George Johnson, lecturers.

Rasmus Neilsen, tattooed strong man; Nabor Feliz, Indian sculptor; Miss Patricia, swallows neon tubes; Colonel Nawrath, midget musician; Senorita Carmen, snake trainer; Doll Family (Harry, Gracie, Daisy and Tiny), "world's smallest people"; Alex Demeroff, Oriental magician; Percy Pape, living skeleton; Baby Thelma, dancing fat girl; Mo-Lay, comedy juggler; Kanka Ketter, long-haired Venus; Egan Twist, rubber-armed man; Louise Long, sword swallower; Kuttie Singlee, fire-proof man; Mr. and Mrs. Fischer, giant and giantess. South American Troubadors: Tomas Azala, Oswald Perez, Julia Velez, Jose Burgas, Aida Alvarez, Claudinette La Fosse, Conchita Voorhees, Chiquita Rios. Band and Minstrel Show will join at Philadelphia.

CONCESSIONS: Miller Brothers, Frank and Paul, in charge, including refreshments, lunchroom and novelties.

Publicity Department

PRESS: Roland Butler, general press representative; Hal Oliver and Allen Lester, story men; Bernie Head, contracting press agent; Don McCloud, New York press contact man.

RADIO: F. Beverly Kelley, director; Francis L. Morrissey, assistant.

OUTDOOR ADVERTISING: Arthur R. Hopper, general agent; F. A. Boudinot, manager Advertising Car No. 1; Clyde Carlton, manager Car No. 2; Frank Mahery, manager Car No. 3.

Merle Evans's Band

Thirty-five piece aggregation with Merle Evans, director. Cornets, Joe Browning, Harold Stambaugh, Henry Keyes, Philip Garkow, Eddie See, H. C. Werner; E-flat cornets, Joseph Thorne, Earl Duncan; alto saxophones, George Oliva, Ernest Divens, Seymour Hedler, Richard Brown, Frank Tonar; tenor saxophones, Tony Ramirez, Nick Altroth; baritone saxophone, James Schlantz; tenor tubas, Joseph Colletti, Ralph Cappocci, Gene Phonneck, Bill Spielberg; baritones, John Horak, Clarence Bennett, Sylvester Larios, Clyde Johnson; trombones, George Chaffin, Lew Bader, Stanley Czerwinski, Andy Grainger; basses, (See Ringling Rosters on page 35)

Swing Is Fast To Design for Standard Fare

Sweet Grosses Seen

(Continued from page 3)

thus enable the show to leave the Garden with the biggest melon ever.

Staging by Robert Ringling

Set-up of personnel and titles again reflects the swing to old times. Robert Ringling, Mrs. Charles Ringling and Mrs. Aubrey Ringling Haley are producers, the same as last year. But credit for staging the show also goes to Robert Ringling, whereas last year it was done by John Murray Anderson, then still under contract signed during the North regime. Ringling is assisted by Billy Livingston and A. A. Ostrander.

The ever-faithful Pat Valdo possibly had more duties added to his already lengthy list of chores. The survivor of all regimes now has had the word "general" added to his last year's title of "director." Other key men are Bert Knapp, Fred Bradna, Vander Barbetto and Merle Evans, all of whom hold down the same jobs as they had last year—director of music, ringmaster, aerial director and bandmaster, respectively.

New Acts in Evidence

No less than 16 acts from last year's show have been retained, including the Alfred Court animals and trainers (May and Harry Kovar and Joseph Walsh), such equestrian numbers as Ella Bradna, Tex Elmund, Albert Ostermaier, the Konyots and the Loyal-Repenskys. Wire acts held over are the Wallendas and the Naltos. Aerial acts again seen are Victoria and Torrence, Lalage, the Woithings, DeOcas, Mardons and Loyal Sisters.

New this year are flying trapeze numbers, the Clarkonians (Ernestine Clark, Clayton Behee and Eddie Ward) and the Flying Royals (Juanita Clesler, Roy Dlesler and Buster Mezora). The two Cartier Sisters present an aerial novelty, featuring blindfolded girl doing toe-holds from line of loops over center ring. Cora Davis presents a neat trapeze routine. Lopez Trio, acrobats, and Adriana and Charly, trampolinists, both played in Spangles at the Garden last summer. Roland Tiebor is billed as having two groups of sea lions, but acts have been combined, improving and speeding the presentation.

Patriotic Slant Dropped

The entire house was turned over to War Bond buyers on the first night, and the management will continue to donate 300 seats every performance from now on to War Bond buyers. First night's purchases hit \$3,144,600. Oddly enough, the management evidently decided the public has had enough showbiz with a patriotic slant. There isn't a single patriotic touch thruout the performance. As a matter of fact, both Garden and circus management faux pas'ed on opening night by not even having an American flag to help tingle audience spines as Merle Evans's band played *The Star-Spangled Banner*.

The second, third and fourth days' biz was better than 80 per cent of capacity and it is expected to top this as the weather and other negative factors pass out of public consciousness.

Press Agents With Flickers

DES MOINES, April 8.—Former circus press agents who are now exploiting motion pictures here are Bill Green, at one time with Gentry Bros., now with MGM (he will leave shortly for Chicago on a promotion) and will be succeeded here by Ora Parks, for years press agent for Cole Bros.; Robert E. Hickey, with RKO; Edward Johnson, said to be moving to Kansas City, Mo., where he will continue with RKO; A. E. (Buck) Waltrip, who is here to promote the interests of RKO in the State.

Packs To Produce Pitt Police Show

ST. LOUIS, April 8.—Thomas N. Packs, producer of this city, signed contracts with the Pittsburgh Police Pension Fund Association to produce and direct a combined big-time circus and fireworks display. Show will be at Forbes Field July 24 to 29. Proceeds will go to the police widows' pension fund.

Victory Zacchini, girl shot out of a cannon, will be one of the features.



RADIO and show business have frequently joined hands for a dramatic venture, but WINX made history when Wake-Up-Man Jerry Strong broadcast an "elephant's-eye" view of Hamid-Morton Circus in Washington for the benefit of wounded veterans at Walter Reed and Bethesda Naval hospitals March 27. Assisting Strong were Ernie Simon, left, staff announcer with WINX, and Victoria Zacchini, woman "human bombshell." Others who broadcast from the Shrine-sponsored circus were Capt. Roman Proske and his six Bengal tigers; Josephine Berosini, member of a high-wire bicycle act, and Peaches O'Neal, head of the Peaches Sky Revue.

NOTICE

ACTS ON PACIFIC COAST

write open time

Polack Bros.' Circus

Will Play in California, Opening April 13, Auditorium, Sacramento, Calif., 10 Days, Then

San Francisco Los Angeles
Oakland San Diego
Fresno Long Beach
Until July 4. Address

IRV. J. POLACK

1411 Ashland Bldg. Chicago, Ill.
Or as per route.

(I will be at Biltmore Hotel, Los Angeles, April 6 to 11.)

DAILEY BROS.' CIRCUS

WANTS

BILLPOSTERS AND LITHOGRAPHERS

DAILEY BROS.' CIRCUS
As Per Route

WANT

WHIP AND ROPING ACTS OF ALL KINDS
Write Elmer and Elvira Klein.
Rube Clowns, Write.

RAY BROS.' CIRCUS

RICE HOTEL HOUSTON, TEXAS
(Houston, Tex., May 12-21; New Orleans,
May 27-June 4)

Circus Big Top For Sale

100 Foot Round Top, three 40 Foot Middles,
8 oz. treated duck, roped every second seam,
extension east, 11 foot sidewall, 18 in. bale
rings, improved style quarter pole rings. Con-
dition: Canvas fair, ropes good. \$750 cash,
F.O.B. Gainesville. No poles or stakes.
GAINESVILLE COMMUNITY CIRCUS, INC.
Gainesville, Texas.

ACTS WANTED

Suitable for Indoor Circuses and Fairs.

ERNIE YOUNG AGENCY

155 N. CLARK ST. CHICAGO 1, ILL.

GLOBE BROS.' CIRCUS

WANTS BILLERS. Charlie Carpenter, wire.
ACTS FOR both Side Show and Big Show.
Will book or buy Pony Drill. Wire:

DON BRASHEAR

Brady, Texas, April 14; Menard, Tex., 15.

CIRCUS AND THEATRE MATERIAL

Play-Bills, Posters, Books, etc., always wanted.
Quote collections and single items.

WILLIAMS BOOK STORE

85 Washington St. BOSTON, MASS.

BAR PERFORMERS WANTED

All summer's work and route indoor circuses to
follow. Write

BOB EUGENE

R. D. #1, NORTH ADAMS, MASS.

ELEPHANT FOR SALE

Extra nice, young, female, 7 ft. 6 in. high, weight
4500 lbs., very gentle. Price \$4,000.00, no less;
if you can't pay cash, please don't answer.

OBERT MILLER

HUGO, OKLA.

WANT

Circus Acts, Useful People, Cookhouse for public
and workers. All privileges open.

REO BROS.' CIRCUS

CAMDEN, N. J.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

BLUEBIRDS touting?

DATES of the Ringling circus in Hart-
ford, Conn., are July 5 and 6.

JOHN DELMAR advises that he will
again clown this season.

VISITING the Arthur show several
days was Bob Orth, who spent some
time with the Escalantes.

WORD comes from May Mack that
Aerial Alferetta is ill at 3301 South Har-
vey Street, Oklahoma City.

SHOWMANSHIP can lick anything, includ-
ing priorities.

JOHNNIE SULLIVAN, with the Cole
show several years as bull man, is a mate
on a Columbia River tugboat.

EMPLOYED in a war plant in Warren,
Pa., Gary Vanderbilt will not troupe this
year.

CLOWN ART BUNNER, Dayton, O.,
visited the Polack show in that city and
worked the evening performances. He
hopes to be back in clown alley.

SAM DOCK, owner Bell Bros.' Circus,
attended the Shrine Circus in Washing-
ton. Joe Ennis, former billposter with
the Ringling circus, billed the show.

EARLY-DAY boast: "I broke in new terri-
tory and did well."

BARNEY ROSS, firing on the Missouri
& Pacific for the duration, was an ele-
phant hand on the Big One last season
and was formerly with Cole Bros.

WITH the Arthur show is "Wingy,"
one-arm circus kid worker. He had been
employed at an Oregon shipyard as a
burner.

OWING to serious illness of his wife,
Jack McCracken has been unable to ship
cattle from his Ojai, Calif., ranch to Los
Angeles markets.

JAKE POSEY and his wife are spend-
ing a few days with Harry F. Wills at
the "White Tops," Huntington Park,
Calif.

WORKINGMAN'S song: "Will You Love
Me in December as You Did in May?"

RETIRED Pacific Coast showman, Dan
Mears has returned to Portland, Ore.,
after an extended trip to Southern Cali-
fornia and Mexico and will spend the
summer at Ocean Lake, Ore.

BOB STEVENS, operator of Bailey
Bros.' Circus, and Harry Miller and Ben
Thomas, of the same show, were in Chi-
cago early last week arranging for cos-
tumes and other supplies for the show.

BILLY WARD, aerialist, who recently
returned from Australia, is visiting his
sister in St. Louis. He has passed his
physical for the navy and expects to be
inducted in a couple of weeks.

SOME announcers try to sell the acts while
others try to sell themselves.

IN Elkhart (Ind.) Municipal Band are
several former circus musicians, Clinton
Loop, Christy Bros.; Clyde Bayland and
Harry Lewis, Ringling Bros.; Pat Leon-
ard, Hagenbeck-Wallace; Don Blm, John
Robinson and Howe's Great London.

IN addition to spending five days in
Sarasota at the Ringling quarters, visit-
ing the Ringling Art Museum, etc.,
Robert D. Good, Allentown, Pa., was on
the second section of the show train en
route from Sarasota to New York.

MAURICE MARMOLEJO, featured with
Arthur Bros.' Circus in his slack wire
act, received a new forehead's outfit, gift
of a friend in Mexico City. It was sent
on Marmolejo's birthday anniversary.
He is also clowning in the Escalante
aerial act.

CLOWN ROY BARRETT will finish in-
door circus dates in Omaha June 5, a
season of 19 weeks, and open the fair
season June 29, having six and one-half
weeks of Canada B Circuit dates for
George Hamilton, after which he will
play fairs in Minnesota and Indiana.

REMEMBER the bygone days when nobody
around a circus dared to point out the boss?

CFA PAT LYON, of the Interstate

Commerce Commission, and Bumpy
Anthony clowned at the Hamid-Morton
Circus (Shrine) in Washington week of
March 27. Included in the clown line-
up were Silvers Johnson, Hap Roberts,
Laddie Lamont, Gabbie Dekos, Jimmie
Davidson and the Georgettes.

RAY W. ROGERS, Wallace Bros.' Cir-
cus, pens that he received word that his
elephant, Jennie, died. The bull came
from Asia and was only four feet high.
She was his first elephant when he
started in circus business in 1928. Ele-
phant was 20 years old. Rogers rented
her to Bob Atterbury and the cold in the
North caused her death.

MELVIN D. HILDRETH, past president
of the CFA, attended the Ringling open-
ing in Sarasota. G. Leonard Woodruff,
formerly of Cole Bros.' Circus and noted
painter of still life, visited with friends
at the opening, as did James B. Tomlin-
son, Portland Me., and Dr. Harold L.
Staples, New Haven, Conn., CFAs. Wash-
ingtonians greeted the RB train evening
of March 31.

REAL old-timer is one who can remember
when the town kids carried in the chairs and
not the ballet gals.

JOE BASILE, bandmaster of the
Hamid-Morton Circus, a member of
Washington Shrine Temple, with his voc-
alist, featured the new patriotic num-
ber, *Mother With a Blue Star Flag*, writ-
ten by Grant S. Ray, formerly tax auditor
on the Hagenbeck-Wallace Circus, and
published by Melody Hour Music Com-
pany. A relief fund from the sale of
music will be created for disabled vet-
erans. Ray is on duty in a navy tor-
pedo assembly.

FRED G. BARKER, who had been with
the John Robinson, Ringling Bros. and
other circuses, is now located at South
Pork, Pa., having taken charge of the
Palace and Rivoli theaters. William J.
Lester visited Barker while making ar-
rangements for Cole Bros. in Johnstown
May 26. They were together on the
Robinson show several years. Barker
visited the Hamid-Morton Circus in Al-
toona, stating that the show broke all
records there, turning away many at
every performance.

LOCAL scribes, who consider themselves
critics, will mention an act as "fair" or "very
good" if it pleases him, not knowing the years
that a performer spent in learning the feats.

REX M. INGHAM'S Traveling Zoo is
back in Alabama after making two spots
in Georgia; Cedartown, which was very
good, and West Point, which was just
fair, due mostly to rainy weather during
early part of week. Zoo opened at
Opelika, Ala., April 3 for a week and did
big business. Visitors there included
Bennie Fowler, former band leader for
Mighty Haag and other circuses; C. C.
McClung, who has the Wild Life Show
with Sheesley, and Leon Long and mem-
bers of Lee's Colored Minstrels, who
stopped over to visit en route from Lan-
ett, Ala., to Birmingham. Rex and Fannie
Ingham visited McClung at Colum-
bus, Ga.

RALPH KENISTON, Terpedoman 3/c
U. S. Coast Guard, was recently enter-
tained in Norfolk, Va., by Charlie and
Jewel Poplin, who for years were with
Charles Sparks and Downie Bros.' and
Wallace Bros.' circuses. Keniston, in civ-
ilian life, is a partner in the Keniston-
Sullivan entertainment bureau, Concord,
N. H. He has been in service 18 months.

Wixom Takes Over Titles

DETROIT, April 8.—Formal possession
of the titles of the Wixom Bros.' Great
Show and also the Mat Wixom's Great
Show has been taken over by Clyde D.
Wixom, with registration of title here
and at Lansing, Mich. Clyde D. Wixom
is the son of Mat Wixom, who died about
a year ago, and nephew of Van B. Wix-
om, who died several weeks ago. Known
as a pioneer of circus model builders,
Clyde D. Wixom has not been active in
show business for several years, being
connected with the Detroit Fire Depart-
ment, but is considering a possible re-
vival of the old Wixom show name after
the war.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Here is information for the Collectors'
Cornerites on old circuses:

Lailson's Circus, 5th and Prune streets,
Philadelphia, opened 1797. A circus was
established by Pepin & Breschard in
Charleston, Mass., in 1809. Scudder's
Museum was opened in Chambers Street,
New York City, and was afterwards
moved to Broadway and Ann streets, in
same city. P. T. Barnum became its
proprietor December 27, 1841, and so
continued until it was destroyed by fire
July 13, 1865. Mr. Hunter opened a cir-
cus in Hartford, Conn., March 18, 1823.
A circus company performed at Salem,
Mass., May 22, 1826.

North Pearl Street Circus, Albany,
N. Y., opened February 14, 1826. Fitted
up as a summer theater July 26, 1828.
Later, in 1830, converted into a Metho-
dist church. Torn down June 24, 1851.
A wooden circus building erected on the
site of the present National Theater,
Cincinnati, O., in 1827. The Washing-
ton Circus and Theater, Philadelphia,
opened September 1, 1828. Called the
Washington Theater June 18, 1829. Re-
opened as the New Washington Circus
December 28, 1832. A circus company
showed at Lancaster, Pa., in 1830.

The Ravel Family made its first ap-
pearance in America at the Park Theater,
New York, July 16, 1832. Cooke's Circus
opened August 28, 1837. Transformed
by William E. Burton and opened as the
New National Theater August 31, 1840.
Destroyed by fire July 5, 1854. Rowe's
Olympic Circus opened in San Francisco
October 29, 1849. Sold by sheriff, July,
1857. Rockwell's American Theater, Cin-
cinnati, opened for equestrian perform-
ances December 29, 1849. Destroyed by
fire in 1858. P. T. Barnum's Circus, Mu-
seum and Menagerie (formerly Hippo-
theatron) New York, destroyed by fire
December 24, 1872.

Wallace To Play
Five Ohio Stands

CANTON, O., April 8.—Dorey Miller,
general agent Wallace Bros.' Circus,
which opens at quarters, York, S. C.,
April 12, revealed here that the show
will play five Ohio stands on its trek
north the first month out. Show moves
into the upper Ohio valley April 27 at
Wheeling, W. Va., after playing up thru
that State. April 28 show will be in
Steubenville. The show heads northward
next day, playing Dover, then Canton
May 1. Massillon has been set for May
2, then to Warren, last Ohio stop before
moving into the regular Wallace terri-
tory in Western Pennsylvania.

Bobby Burns is assisting Miller with
the early routing and will assume Miller's
full-time duties later in the season, when
Miller will double back with the advance
and the show.

Advance in charge of Jack Grady, with
Tex Sherman doing press, has left quar-
ters. Grady has a crew of nine at
present.

Rex McConnell, secretary of the Charles
Siegrist Showmen's Club, assisted Miller
and Burns here, also at Massillon, while
Glen Z. Wagner, president of the club,
gave the show use of his lot at Dover,
gratis, and assisted with arrangements
there.

Hunt Will Present Acts

TRENTON, N. J., April 8.—Burlington
(N. J.) Kiwanis Club, near here, will
sponsor a "unique and novel project" in
the form of an indoor circus in Burling-
ton April 24-26. Proceeds will go to
finance a "school door canteen." Show
will be held in Anderson's garage and
arrangements will be made to seat 2,000.
Show will be presented by Hunt Bros.'
Circus, which is in quarters near Bur-
lington.

15th Annual for Omaha

OMAHA, April 8.—Tangler Shrine Tem-
ple's 15th annual indoor circus will be
held here at the city auditorium May
31 to June 7, Dr. F. F. Whitcomb, chair-
man of the executive committee, an-
nounced. The show will be assembled
by Mr. and Mrs. Rink Wright, who have
had charge of the circuses since the
Shrine's first show.



With the Circus Fans

By THE RINGMASTER

President THOMAS M. GREGORY
 Secretary W. M. BUCKINGHAM
 1014 Hardesty Blvd. P. O. Box 4
 Akron, O. Gales Ferry, Conn.
 (Conducted by WALTER HOHENADEL, Editor
 "The White Tops," care Hohenedel Printing
 Company, Rochelle, Ill.)

The Business and Professional Women's Club, Hartford, Conn., held a "Circus Night" at the City Club March 29. Following dinner, William H. Judd, New Britain, gave a short talk on the circus and CFA, after which he showed his colored circus movies.

Members of the Circus Fans' and Circus Model Builders' associations again joined hands to entertain performers and officials of the Minneapolis Shrine Circus after the evening performance, March 15. The fans and builders and their friends attended the performance in a group. The show personnel headed by Noel Van Tilburg, equestrian director; Mrs. Edna Curtis, assistant; Jack Klein, announcer, and Izzy Cervone, musical director, made it the most successful ever staged by the Northwest Circus Club. Fans attending were Frank C. Friedmann, State chairman CFA; Ed Frye, Sumner Peterson, and Mr. and Mrs. Claude Tonolli. Arrangements were made by Ed Frye, former Ringling circus horseman, with the co-operation of Van Tilburg.

Bill Brinley, with the armed forces at Buckley Field, Colo., spent a furlough latter part of March in Meriden, Conn., with his wife and son, Bill Jr. Evening of March 23 he was given a party by fellow members of Blue Landolf Tent, Hartford, Conn. Following dinner, Bill Day, president of the tent, showed colored circus stills. Brinley is the owner of a miniature circus, a model of the former Christy Bros.' Circus.

Prior to and during the Shrine circus in Washington, the window display in Ballard's Music Store, which handled the downtown ticket sale, featured two large oil paintings of CFA Pat Lyon, posed in clown make-up and painted by Paul Leland Thompson, Washington artist. A picture of it appeared in *The Washington Times-Herald*.

Dressing Room Gossip

BEATTY - WALLACE. — Commencing third week in Long Beach, Calif.; beautiful weather and wonderful crowds. The good-time Charlies on the show had a big evening in Tia Juana March 29. There were a few headaches on the lot the next day, but the pockets weren't too empty, thanks to Art Concello, who footed the bills. The event of the week was probably Myrtle Goodrich and her five-mile ride thru the streets of San Diego on her horse. Seems as tho Myrtle's horse slipped its halter on teardown night and wandered off to see the sights of the navy town, until a patrolman caught up with it and sent for Myrtle to ride it home.

Tuffy Genders left for his naval training station in North Dakota Sunday, April 2, after spending all week on the show with Gracie. Bob Hayden, of the Circus Model Builders, now in the army, spent three days in clown alley. Antoinette Concello had a narrow escape. At the finish of her flying number she barely missed being pitched headlong into the ring when she struck the apron of the net. Doris O'Connor Helms has been on the sick list the past few days.

HATS OFF DEPARTMENT: To Cy Compton, head man of the Wild West department. He is entering his 49th year in show business. To Myrtle Goodrich, Dorothy Skyeagle, Della Ryan, Rex Rossi, George Penny, Si Otis, Don McLennon and Chief Skyeagle, all in the Wild West. The concert is well worth a quarter. To the baton twirlers, Kay Burslem and Jean Sleeter. To Myrtle Duneden, bicycle act. She is assisted by her parents. To Floyd and Esther Crouch, wire act, and Esther's heel-and-toe routine.

To Francis Kitzman and his billing department. The way the boys papered Los Angeles was a circus fans' dream. To Concha and her balancing routine. To Mr. and Mrs. Al Hubbard and daughter, Katherine, of San Diego. Their home is a trouper's Valhalla. To our working men: They are the real unsung heroes. Show made a 100-mile jump from San Diego to Long Beach and gave matinee on time. To the personnel of

Columbus Aud. Condemned

COLUMBUS, O., April 8.—Immediately after the Polack circus had finished its engagement in the Columbus Auditorium the auditorium was condemned until further repairs are made by the city inspector of buildings. Signs were posted by the department giving as the reason plaster was falling from 40 to 50 feet overhead upon spectators. Steel lath and even girders have been loosened. Many aerial acts worked there and had rigging from various spots, not knowing condition of the building's ceiling.

Hartford's 15th Annual

HARTFORD, Conn., April 8.—The 15th annual local Shrine Circus will be held at the State Armory week of April 17. Richards M. Libby is potentate of the temple, and Harry Hastings will be producing manager.

RINGLING ROSTERS

(Continued from page 33)
 Bill Bell, M. J. O'Connor, George Black; drums, Amos Thompson, Al Yoder, Frank Hoffman; organ, Pete Healon.

Adv. Car Rosters

NO. 1 CAR: F. A. Boudnot, manager; Edward Riley, boss billposter; Charles F. Biggs, assistant; William M. Feigley, boss lithographer; Joseph Bernstein, S. J. Clauson, Thomas Connor, F. J. Crowther, G. P. Hale, W. E. Hope, C. E. Keyton, L. C. Langhart, J. W. McGowen, A. E. Outten, W. S. Owens, E. H. Riche, Albert Seabock, F. R. Snyder, G. W. Young, E. J. Kentienberg, A. G. Brown and James O'Brien, billers.

NO. 2 CAR: Clyde Carlton, manager; Frank Geiser, boss billposter; Pete Murray, boss lithographer; William F. Albers, Frank Coursal, LaRue Deltz, John Fletcher, George Hanes, A. R. Scharmacher, E. C. Vetter and William Schrayman, billers.

NO. 3 CAR: Frank Mahery, manager; H. O. Goerke, boss bannerman; H. T. Collins, R. E. Patterson, M. D. Ross, S. J. Vogel and Houston Rhodes, bannermen. Joseph Brown is banner puller; Si Semon, special agent; Lee S. Conarroe and E. J. Caupert, advertising inspectors.

Program Book

Program book of the show, with numerous illustration, has 76 pages. The magazine contains these stories: *The Circus*, by Louis E. Cooke; *Circus by Ringling*, Roland Butler; *That Man Kelly*, Hal Olver; *Hay! Hay!*, Bernie Head; *The Circus at Home*, John T. Martin; *See It With Music*, Bert Knapp; *Funny Business*, Ken Dunshee; *Mr. and Mrs. Gargantua*; *The Circus's Food Problem*; *The Circus Comes to Town*; *Clown Make-Up*, Dave DeCamp; *Bobo and Binky*, Jack Romer. The magazine is copyrighted by the Circus Magazine, Harry S. Dube, publisher.

CRONIN OPENS ON COAST

(Continued from page 33)
 reed, four brass, three rhythm instrumentation line-up is featured. With the band turning out strictly swing music and giving fast treatment to the slower tempos, Cronin augments this with a Hammond organ.

Circus is constructed along new lines, with no tents in front of the big show entrance. Trucks are lined along the front. Front-entrance rigging is made of small bore pipe brought to a point in front to move the crowds toward ticket takers in hopper-feeding style. Show is made as light as possible.

Altho shows in this section are not finding labor as plentiful as they were led to believe it would be, Cronin has solved the problem to a certain extent by booking dark nights. Monday was dark, giving the show an extra 12 hours in which to move here from El Monte. Tomorrow will be dark, the show moving into North Hollywood for two days. April 13 will be dark, the show opening in Hollywood for seven days April 14.

Costuming for the line is elaborate. Girls are well trained and lookers. Cronin's Circus is like a night club with sawdust.

the Ringling show. Congratulations on the successful opening in Sarasota. May there always be a Big One.
 DICK LEWIS.

THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

DUE to the ice hockey play-offs in Cleveland to take place early in April, the Arena will not present the rodeo that originally was scheduled. The show, instead, goes to Akron.

COL. JIM ESKEW, owner J-E Rodeo, Waverly, N. Y., is back from Fort Worth, where he purchased 25 horses. Show started at Akron April 6 and will be followed by Cleveland, Pittsburgh and Washington, playing week stands. Railroad released cars to the colonel that were not available last season, reports Herbert Wolters.

THE SUTTONS (Shorty and Betty Lee) have signed to play fairs out of the Barnes-Carruthers office. They will be with Joe Greer's Rodeo for the season, including some indoor area dates before the fair season. Jim, Shorty's brother, will likely ride bronks on the show. Jim is breaking horses at the Kinney Ranch, Red Rock, Ariz. Jack, Shorty's son, who has returned from Australia and the South Pacific, is in the Navy Hospital, San Diego, Calif.

RODEO Association of America cowboy standings, announced by R. S. McCarger, secretary, March 1: Bill Linderman, 605; Jess Goodspeed, 575; Wag Blessing, 531; Homer Pettigrew, 498; Dub Phillips, 475; Pee Wee Morris, 413; Ken Roberts, 398; Hugh Bennett, 350; Vic Schwarz, 348; Bud Spilsbury, 348; Clyde Weir, 325; Johnny Tubbs, 307; Pat Parker, 300; Louis Brooks, 295; Gene Rambo, 287; Chuck Sheppard, 278; Tommy Rhodes, 278; Ernie Barnett, 275; Slat Jacobs, 250; Bud Linderman, 248; Bill Hancock, 238; Bob Estes, 226; Hank Mills, 216; Steve Heacock, 215; Bob Bur-

rows, 200; George Yardley, 180; Bill McMacken, 165; Oral Zumwalt, 153; Clyde Burk, 150; Harold Melvin, 150; S. A. York, 150; Glenn Tyler, 145; Jack Shaw, 135; James Like, 125; Toots Mansfield, 125; Hugh Ridley, 125; George Wilderspin, 125; Bud Matthews, 113; Jiggs Burk, 100; Carl Dossey, 100; Maurice Reilly, 100. Bronk Riding—Bill Linderman, 405; Vic Schwarz, 348; Louis Brooks, 265; Chuck Sheppard, 248.

Bull or Steer Riding—Pee Wee Morris, 413; Ken Roberts, 398; Bob Estes, 226; Wag Blessing, 196.

Bareback Riding—Ernie Barnett, 375; Wag Blessing, 200; Bob Burrows, 200; Bill Linderman, 200.

Calf Roping—Jess Goodspeed, 575; Hugh Bennett, 350; Pat Parker, 300; Bud Spilsbury, 200.

Steer Wrestling—Homer Pettigrew, 490; Dub Phillips, 475; Clyde Weir, 325; Steve Heacock, 215.

Team Tying—Tommy Rhodes, 98; Jim Hudson, 90; Gordon McFadden, 68; Leck Cline, 65.

ROLAND DAVIS, who was on the No. 1 car of the Ringling show last season, will not troupe this year, as he is a brakeman on the Southern Pacific, Del Rio, Tex.

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RAIN JINX SNATCHES TOLL

Strates DC Debut Winner Line-Up Is Complete

WASHINGTON, April 8.—Because of cold weather, the scheduled opening of the James E. Strates Shows here Wednesday night was postponed until Thursday night, when every ride and show got off to a good start. There were no disappointments, every attraction booked being in the line-up of 16 shows, 17 riding device and 38 concessions behind a 20-cent gate, said Assistant Manager Dick O'Brien.

The Vanities, featuring Dolly Raoul Dancers, with a line of precision dancers, topped the midway. Leonard Duncan's Harlem Revue, with Tex Forrester on the front and a big cast, was a close second. The auspices committee, Terry Martin in (See Strates Delayed in DC on page 57)

JJJ Charleston Opener Tardy

CHARLESTON, S. C., April 8.—Because of rain and a soggy lot, Johnny J. Jones Exposition lost Monday and Tuesday here, arriving on Sunday from Augusta, Ga., but opened Wednesday night in clear cool weather to 7,356 thru the gate on a new location at Meeting Street and Four-Mile Boulevard under auspices of the Daughters of America Orphans' Fund. Ted L. Dedrick handled advance details for the committee and Walter D. Nealand represented the show.

Business in Augusta on the Exchange Club Fairgrounds, March 25-April 1, was reported by General Manager E. Lawrence Phillips as 30 per cent better than (See Jones in Charleston on page 57)

Happyland's Bow Frigid in Dearborn

DEARBORN, Mich., April 8.—Happyland Shows, owned and operated by William C. Dumas and John F. Reid, got off to a frigid opening April 1 at Ford Road and Wyoming Street here. Only rides and a few concessions are in operation. Early attendance was poor because of adverse weather, reported Paul D. Sprague. Show office is in a 26-foot trailer, purchased from Al Wagner and formerly on Sam Solomon's show.

Rides in operation include Tilt-a-Whirl, William Gerard, foreman; Leo Paul, second man; Octopus, Don Johnson, foreman; Ernest Chestnut; Merry-Go-Round, Raymond Sadlak, foreman; Glenn Beachem; Roll-o-Plane, Victor Ferguson, owner and operator; three kiddie rides, William Gerard Jr., foreman.

Concessions open include Penny Arcade, owned by Water King; popcorn, George Stavros; frozen custard and candy floss, Eddie Miller; cookhouse, Bert Lampson; photo gallery, operated by Paul Sprague. Staff includes Dumas and Reid, co-owners; Russell Quick, electrician; Joe Alexander, night watchman; Paul D. Sprague, publicity.

Gooding Books More Shows

COLUMBUS, O., April 8.—Charles W. Stanley has booked his Gang Busters Show with the Gooding Greater Shows, to open in Springfield, O., April 22 with a new banner line, it was announced here by Floyd E. Gooding, head of the F. E. Gooding Amusement Company. Stanley will feature the Bonnie Parker-Clyde Barrow death car. President Gooding also said Harry Lewiston had booked several shows, including a large side show with 200-foot banner line, to join the American Exposition Shows in Beaver Falls, Pa., May 1.



WILLIAM JUDKINS HEWITT, former carnival executive and show writer, who died in New York April 1, was with numerous carnivals in earlier days and at various periods was on the New York staff of The Billboard as columnist and paragrapher, writing under the nom de plume of Red Onion. For two years he was editor of the Carnival Department in Cincinnati. He was scion of an old Virginia family. Details in the Final Curtain.

SLA Mustering Out Fund Committee Picked by Gooding

CHICAGO, April 8.—Floyd E. Gooding, president of the Showmen's League of America, has named the committee to handle the raising of a fund to be paid members in the armed forces when they are mustered out of service. Manner of dispensing the fund will be decided upon at a later date. Tentative plan is to (See Pick SLA Fund Group on page 57)

ACA Survey Meeting Favor With Industry; Cohen Urges Full Facts

ROCHESTER, N. Y., April 8.—Comments being received on the nationwide carnival industry survey for the Office of Civilian Requirements, War Production Board, are entirely favorable, said General Counsel-Secretary-Treasurer Max Cohen, American Carnivals' Association, Inc., who is conducting the canvass from ACA offices here.

Typical of comment, he said, is this from Floyd E. Gooding, head of the F. E. Gooding Amusement Company, Columbus, O., president of the Showmen's League of America and past president of the ACA: "I am greatly pleased to learn about the activities of the American Carnivals' Association and wish to compliment you for the splendid service which you are rendering the carnival industry." Owner K. H. Garman, Sunset Amusement Company, said: "I trust that you achieve success to some degree, at least in electric wire and cable requirements."

"From returns of the questionnaire thus far received in connection with the WPB survey," said Counsel Cohen, "it is evident from the fact that some of the questions are not being answered that some of the operators are a bit reluctant to disclose all of the information which we hope the survey will develop."

"In the original announcement on the subject reference was made to the fact that the information was confidential

La. Notables Greet Dodson's

Alexandria Turns Out

ALEXANDRIA, La., April 8.—With capacity attendance, Dodson's World's Fair Shows launched the season here April 1 on Lee Street circus grounds under auspices of the fire department, reported Paul Barron. Joining in initial ceremonies were city, parish and State officials, headed by Mayor Bowdoin, Chief of Police George Gray; Hunter Jarreau, manager of Town Talk; Senator Ellender of Louisiana; Mayor Guthrie, commandant at Camp Claiborne; Brig. Gen. Lester Hershel, commandant of Camp Livingston, and staff members. Jack Campbell's concert band played the national anthem and the eight Diesel units were put into operation by Henry McCaulley, engineer, at a signal from President M. G. Dodson. Over the speaker system Mayor Bowdoin welcomed the organization and con- (See Dodson Has Notables on page 57)

Wagner Shops Prep Cavalcade

ST. LOUIS, April 8.—Owner Al Wagner, Manager Milt Morris and General Agent Robert L. Lohmar, Cavalcade of Amusements, report all wagons now in quarters in East St. Louis and most of the railroad equipment. Large crews are working until 10 o'clock nightly. The old car barns at 20th and State Streets are filled with wagons, show fronts and mechanical equipment, under direction of General Superintendent John (Tiny) Dempsey.

Al Draeger is in charge of Diesel and mechanical departments, and P. J. McLane, trainmaster, and crew are readying rolling stock. Paint shop, Thirteenth and Walnut Streets, East St. Louis, has Jerry Weaber busy on new fronts and wagons. Concession work, under A. J. (Whitey) Weiss, is being done at another (See Wagner Shops Prep on page 57)

C&W Has Top Petersburg Take

War Bond Booth Opened

PETERSBURG, Va., April 8.—Opening of the Cetlin & Wilson Shows here, April 1, was marked by cool weather and thousands of patrons. Ceremonies at the front gate included a color guard from Camp Lee and some marines from Camp Lejuene, N. C. An American flag was raised during the playing of the national anthem. Mayor Alex Hamilton Jr. officiated by cutting a ribbon at the gate and extending the city's best wishes.

Management announced the gross was the largest ever chalked at a Petersburg opening.

Saturday noon a War Stamp booth was placed in front of a downtown drugstore and Maj. C. A. Ryburn Jr., chief of police, bought the first stamp, followed by many servicemen and civilians, who purchased War Bonds and Stamps. The Progress-Index, Southside Virginia News and The Traveler, Camp Lee paper, gave the show much space.

Opening was up 50 per cent over last year's here. General Manager John W. Wilson has contracted for the Paradise Revue and Helen Hart and her gorilla. Marquee was a mass of flowers, received (See C & W IN TOP BOW on page 57)

Towners Turn Out Strong for Sheesley At Columbus, Ga.

COLUMBUS, Ga., April 8.—Mighty Sheesley Midway, on the fairgrounds here under auspices of police and firemen, opened March 31 to big early business, hurt later by cold weather. Although just ahead of a payday at Fort Benning, town people made up bulk of the patronage. Show goes from here to Atlanta to play on the Highland Avenue circus grounds and, the location being only eight blocks from Peachtree Street and served by three streetcar lines, a big gate is expected under auspices of an active veterans' organization.

John M. Sheesley left for a return trip to the Mayo St. Mary's Hospital, Rochester, Minn., leaving the staff under general management of Ralph J. Clawson, with Charles E. Sheesley, Eddie Lippman, Nate Worman, Robert North, Bill Rice and others. Show will go from Atlanta to Chattanooga, where it will again show on the baseball park circus grounds. L. A. Gunnells, billposter, reported as doing (See Sheesley Draws Locals on page 57)

Nail Sells Shows In Favor of Rest

ST. LOUIS, April 8.—C. W. (Cap) Nail, for many years owner of the C. W. Nail Shows, sold his entire show equipment to E. H. Singleton and Mrs. E. Steinberger, Orange, Tex. Deal was completed at the Nail home in Monroe, La., March 28, and the new owners plan to ship the property to Orange and play Texas cities.

Nail, who has been in ill health for the past year, was advised by his physician to take a rest, it being suggested that he dispose of the show. Nail said the sale was for an all-cash consideration. He plans a lengthy sojourn in Hot Springs and will be out of show business until he has regained his health.

Lipsky, Gallagan Head SLA Membership Group

CHICAGO, April 8.—Morris Lipsky has been named chairman of the membership committee of the Showmen's League of America for 1944.

John Gallagan was named co-chairman, replacing Bernard Mendelson, who has been inducted into the navy.

It's the Law

THE EXACT LANGUAGE of the statute which makes confidential any information furnished in the carnival industry WPB survey, said General Counsel Max Cohen, American Carnivals' Association, Inc., is:

"Sec. 353. Attorneys and their employees not to disclose communications.

"An attorney or counselor at law shall not be allowed to disclose a communication, made by his client to him, or his advice given thereon, in the course of his professional employment, nor shall any clerk, stenographer or other person employed by such attorney or counselor be allowed to disclose any such communication or advice given thereon."

and that the law of the State of New York, in which the ACA offices are located, made it thus. So that there can be no hesitancy on the part of operators in disclosing the desired information, we again call attention to the section of the Civil Practice Act of the State of New York."

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 8.—All known non-member shows will receive copies of a public relations bulletin issued to participants in the association's public relations fund and the membership in connection with the industry survey now in progress.

After an inquiry from an East Coast operator on failure of his local rationing board to issue coupons for gasoline for non-highway purposes, it has been ascertained that granting or refusal of such coupons is within the discretion of the local rationing board. It has been found, however, that in only one or two isolated cases have local boards declined to issue such rations and that nearly all rationing boards are co-operating with the industry in putting into practical effect the terms of the ODT order relative to the industry's operations this year.

Returns are being received in the industry's survey for the WPB, and as soon as a sufficient number have come in and have been analyzed a partial report will be issued to the industry.

Employers in the industry will be required to make their first report of income tax withholdings from employees' salaries on or before April 30, along with their quarterly Social Security returns.

Unofficial word is that within the next month or 60 days it is expected basic B gasoline rations in the East Coast area will be increased from about 325 miles a month to about 470 miles per month.

St. Louis

ST. LOUIS, April 8.—Showmen playing lots here believe that the poor business is entirely due to cold weather. They declare people have money, are carnival-minded and that with a break in weather everything will be okay.

Bad feature is that the shows are playing choice locations and really do not get a crack at neighborhood patrons, as they usually play each spot for only a 10-day period. As a result, some of the best lots which were tied up early have already been played. There appears no doubt that other shows will repeat on some of the lots and get the gravy. It's the old story of early openings here in inclement weather, with all trying to beat the others to the best locations, with the result that all suffer.

Al Wagner, owner of the Cavalcade of Amusements, which will open in East St. Louis, Ill., the last of this month, has augmented his quarters crew under direction of R. L. (Bob) Lohmar and Milton M. Morris. Wagner is there daily and each day sees new arrivals. Mrs. Wagner, who was visiting in New York, has arrived from her home in Toledo. Carl J. Sedlmayr and Sam Solomon, co-owners of the Royal American Shows, were among visitors to *The Billboard* office Tuesday, being here on business. J. C. (Tommy) Thomas, general agent, and Sam Gordon, superintendent of concessions, and Benny Kaplan and Harry Martin, concessionaires, with the RAS, spent several days here. Mrs. Gordon visited with many friends.

Elmer C. Velare, Velare Bros.' Enterprises, who passed thru Sunday, en route from Florida to the West Coast, is expected back next month with Curtis J. Velare, who will come from Tampa to attend the showing of the Cavalcade of Amusements on at the Grand and La-Clede lot, opening May 9. Mr. and Mrs. Roger E. Hancy, who have been operating their rides in an amusement park in Houston for the past year and who will continue there thru 1944, were here Wednesday, en route to their home in Kansas City, Mo., for a visit of several weeks. George W. Davis, superintendent of concessions on Polack Bros.' Circus, and Fred Proper, concessionaire with the show, were here several days this week, Davis leaving for the West Coast and Proper for Chicago, from where he will go to the show's California dates.

On lots here now are Fidler United Shows, Mound City Shows, Lake State Shows, Midway of Mirth Shows, Maher's Mighty Midway, John Francis Shows, Johnny Bale's Attractions and Oliver Amusement Company. John Howard, his daughter, and Ray Swanner, general agent John Howard's Hollywood Museum, were among *The Billboard* visitors Wednesday when they came from Nash-
(See ST. LOUIS on page 57)

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2000 Sunday School Picnics
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By us report; train leaves here April 18th, open Evansville, Ind., 26th. Want Ticket Sellers and Talker, good proposition. Can use Freaks and Working Acts at all times. All Working Men with us before, come on; Frog Collins, wire.
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TEX DARLINGTON WANTS FERRIS WHEEL OPERATORS. Lester Yoley, Tony Bronclata, Joe Kessel, or anyone else who worked for me before, wire or come on.
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Wanted at once—Two Ride Foremen and several Working Men for Rides. We have always paid and will continue to pay top salaries to sober and capable men. Have for sale special-built Covered Wagon Office Trailer—ideal for medium-sized truck show. Will book or buy the following Rides: Roll-o-Plane, Spitfire, Fly-o-Plane. Paul Sprague wants Man for Photo Gallery Dark Room, experienced or otherwise, salary \$35.00; also will offer good proposition for attractive and capable Girl to Tint Photos.

BEE'S OLD RELIABLE SHOWS, INC.

Want Concession Agents for office-owned Concessions. Good propositions, as we book no independent Concessions and do not have too many Concessions for all to make money. Come on in—you will be placed; tops up and plenty money here.
RIDES: Will book or buy any Ride we don't have. Also want Ride Men for all Rides.
SHOWS: Will book any Show with own equipment and transportation. Want Manager and People for Girl Show. We have new top. Kid Simmons wants Boxers and Wrestlers for Athletic Show. We have contracts for choice still dates first in until July 1; then Celebrations and Fairs until late fall, including Kentucky's largest Fairs—Lawrenceburg, Harrodsburg and Brodhead, with eleven others in Kentucky and Tennessee. Address: Lake City, Tenn., to April 15; Clinton, Tenn., April 17 to 29.
BEE'S OLD RELIABLE SHOWS, INC.

"AT LAST"
"Something Entirely New" in the Show World
THE DODGE GREATER SHOWS
— AND —
THRILL CIRCUS

Grand opening San Francisco April 8th, and spots to follow where there is "nothing but money. Want all Show People and Concessionaires.
Get in touch—phone San Francisco—Tuxedo 9590.
Permanent Address, 116 Turk St. S. B. "TEX" CORDELL, General Manager.

Opening APRIL 27 Kingston, N. Y. **CONTINENTAL SHOWS** Opening APRIL 27 Kingston, N. Y.

Want Shows or Show People with or without own outfits. Beano, Arcade, Fishpond, Cigarette Shooting Gallery and any other Grind Stores.
Ride Help and Drivers. Balam, write. Chief and Bob Hill, come on.
AL VENTRES, Business Mgr., Kingston, N. Y.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

BAD timing?

DON STEWART, concessionaire, is seriously ill at home in Columbus, O.

MRS. DOLLY SIMMONS, wife of R. R. Simmons, vet concessionaire, is convalescing after an operation in Coshocton, O.

FLO JONES will not be on the road this season, advising from Detroit that she is operating a laundry there.

LOGSDON BROTHERS will not tour this season but will remain at the Kit Kat Club, Las Vegas, Nev., it is reported.

LEO GRANDY, Rutland, Vt., will not be on the road this season because of illness in the family.

TRYING to rush spring?

JUANITA EDWARDS, Byers Bros.' Shows, will spend the spring at her mother's home in Sulphur, Okla.

J. R. EDWARDS, manager of the shows bearing his name, typed from Wooster,

ville, Pa., that he sold a Merry-Go-Round and Ferris Wheel to Vance Haar, Dillsburg, Pa.

TIGER HALE cards from Panama City, Fla.: "With seven of my band boys in the armed forces and myself in the Wainwright Shipyards here, my Gold Medal Concert Band will not be on the road this season."

WHEN a First-of-May workman begins to smarten up he loses interest in his work.

RECENT arrivals in Cumberland (Md.) quarters of the George Clyde Smith Shows are Robert (Slim) Hill, Miami, to rehabilitate the Ferris Wheel, and Frank Code Jr., Kiddle Chair-o-Plane foreman, Suffolk, Va.

ALD. JAKE J. DISCH, vet showman and clown cop, was re-elected from the First Ward, Cudahy, Wis., at the election April 4. This year he successfully fought a move in the city council to limit carnival showings to one each season.

GLEN HALL, known as Kentucky Red, former talker and grinder with the J. J. Page, Blue Ribbon and Bennie Kraus shows, is a nurse and attendant in Christ Hospital, Cincinnati. He also is a former pitchman.

WALKER AND COZY, joining Ken Murray's United Liberty Shows in Bloomington (Ill.) quarters, will take over the side show and also present their Mechanical City, under supervision of Eugene

Cooks' Tour

SOME WIVES, who are continually yelping for a home in which to settle down, don't seem to appreciate their trouping husbands who have made it possible for them to boast of having been in the 48 States.—Mrs. Upshaw.

weather in recent seasons, after being open in most instances a month or more, with some fair but mostly indifferent weather. World of Pleasure Shows, operated by John Quinn, moved to an East Side lot on Van Dyke Avenue after opening on Michigan Avenue on the West Side, leaving the Roscoe Wade and W. G. Wade shows as the only two on West Side lots.

BERT SKILES, concession agent, is in Parkland Hospital, Dallas, where one of his legs was amputated as a result of severe burns sustained in an accident, Mrs. T. F. Melody, Dallas, reported to A. S. Klefer, Pensacola, Fla. Skiles, formerly with the Beckmann & Gerety Shows, has been an agent for Joe Ackerman in food concessions. Mr. and Mrs. Melody, now operating in Fair Park, Dallas, have been food concessionaires at Midwest fairs for 30 years.

WHEN a trainmaster reads, "Important rail center," he understands and remembers the many that he had to bring trains thru.

WITH the season getting under way, many who spent the winter in Chicago

PENNY PITCH GAMES
 Size 46x48", Price \$30.00,
 Size 48x48", Price \$40.00,
 With 1 Jack Pot, \$40.00,
 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\$13.50

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.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1944

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each03
 Analysis, 8-p., with White Cover. Ea.15
 Forecast and Analysis, 10-p., Fancy Covers. Ea. .05
 Samples of the 4 Readings, Four for 25¢.
 No. 1, 35 Pages, Assorted Color Covers35
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p., Well Bound 25¢
PACK OF 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 40¢
 Signs Cards, Illustrated, Pack of 36 15¢
 Graphology Charts, 8x17, Sam. 5¢ per 1000 \$6.00
MENTAL TELEPATHY. Booklet, 21 P. 25¢
"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.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO
 Send for Wholesale Prices.

HUBERT'S MUSEUM Inc.
 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.

BEAM'S ATTRACTIONS WANT

Wheel Foreman, \$45 cash per week with bonus; job averaged over \$55 per week last season. Second Man for Wheel, Men for Chairplane, Talkers for Shows, Cookhouse and Concession Help, DOG and PONY Act, other Performing Animals for one-ring circus. Book one more Show, few Concessions. OPEN MAY 5. Red Shick, J. F. Treadwell, Joe Shopwell, write.
 M. A. BEAM, Windber, Pa.

SUNSET AMUSEMENT CO. WANTS

Ferris Wheel, Second Man, Kiddie Auto Ride Man and Man for Penny Arcade. Will book Loop or Rollo, also Chairplane or Pony Ride. Two Girl Show outfits open. Want Agents for Slum Joints and Ball Games. Ray Wheelock wants Athletic Show talent. Few choice Wheels open. Show opens here April 29th.
 P. O. BOX 350, Excelsior Springs, Mo.

Special Printed TICKETS
 Roll—Folded, 100,000—\$18.50.
Cash With Orders
DALY TICKET CO.
 COLLINGSVILLE, ILL.

OPEN IN APRIL
 In Heart of Defense Industry in New Jersey. Can place Concessions that work for ten cents. Grab open. Give good proposition to Shows. No help wanted on five Rides. Long season. Want to hear from outstanding Free Attractions. Write or phone
SILK CITY SHOWS
 260 McBride Ave., Paterson, N. J.
 Sherwood 2-5818

FOR SALE
 Parker Two Abrest Merry-Go-Round, Electric Motor. Also a Tea Car Hey Dey with Electric Motor, extra cable; also parts and plates. Price for both, \$2,500.00 cash. Must be sold by May 1st.
 MRS. L. DEXTER, Box 515, Utica, Mich.



SAM J. LEVY, after much hesitancy because of his long service in the post and the drain on his time, has agreed to be general chairman of the 32d annual banquet and ball of the Showmen's League of America in the Hotel Sherman, Chicago, December 6. This announcement was made by SLA President Floyd E. Cooding, who said: "Sam Levy has served as general chairman and chairman of the entertainment committee for about 25 years, not consecutively, but off and on for that length of time. A wonderful record, it represents supreme devotion to this great showmen's fraternity. The entire membership appreciates this splendid service."

O., that Kirk Adams, Holly Hill, Fla., had booked his pony track and free act.

WALTER TUCKER, former show operator on carnivals, has taken a post as manager of the Regal Theater, Detroit, for the Ellul Circuit.

WILLIAM M. WEBB, New Orleans, pens that Boyd Hall, stationed with the United States Coast Guard in that territory, is a frequent visitor to his home.

RAY HOWARD, manager of Howard Bros.' Shows, is recovering at home in Millfield, O., from injuries sustained in an auto accident.

SECRET weapon: House-trailer gossip.

JAMES T. McBRIDE, Smithville, Tenn., will be foreman, assisted by Homer Rowe, Ashland, Ky., of the Big Eli Wheel of Byers Bros.' Amusement Company on Columbus (O.) lots.

F. E. (FERNIE) SPAIN was contracted as business manager of the Zachinl Shows during the opening in Batesburg, S. C., March 27-April 1, reported General Manager Bruno Zachinl.

P. C. BAKER, who will operate rides in conjunction with his auctions, roller rink and theater, reported from Barnes-



A WEDDING celebration was held on Jack Ruback's Alamo Exposition Shows March 25 in Cuero, Tex., when Betty Lou Williams was married to Andy Custer. Bride is the daughter of Mr. and Mrs. Bill Williams and the bridegroom is the son of Mr. and Mrs. Ted Custer. The families, who have been on the show for a number of years, are making the 1944 tour.

Cook, Walker and Cozy were with Joe Sorenson's Hollywood Show which closed a winter run in St. Louis, April 2.

GENERAL AGENT remarked: "Have you noticed that livestock travels to market in the same comfort as it did before the war?"

SAM AND MARY LEE HOLMAN returned to Tampa after spending three weeks visiting friends and relatives at Safford, Ariz. While passing thru El Paso, Tex., they visited the Pete Kortess amusement center, later visiting the Mighty Sheesley Midway at Tallahassee, Fla.

ROX GATTO, Exposition-at-Home Shows, said in Norristown, Pa., last week that shows would move from quarters April 11 to open in Elkton, Md., April 17. Equipment was repainted and much new canvas added. Roy Bailey has had a large crew reconditioning the rides. Manager Gatto has contracted F. Stanley Reed to be in charge of publicity and public relations. A billposter will work under Reed, well-known in the carnival and circus field.

CARNIVALS playing Detroit lots have met the most unseasonable April

HAVE YOU READ March-April BIG ELI NEWS?
 It contains suggestions for ordering repair parts, proper wording of AAB-MRO government rating and worthwhile information on proper care of Riding Devices.
 If you are not a regular reader, ask for a sample copy today. No charge. No obligation. A postal card will bring a copy promptly.
ELI BRIDGE COMPANY
 Publishers
 Opp. Wabash Station, Jacksonville, Illinois

WANTED COOK HOUSE HELP
 Top salaries, excellent working conditions. Cookhouse Help of all kind. Bill Shirley, wire; all others wire
HARRY W. JOHNSON
 MIGHTY SHEESLEY MIDWAY
 Until April 15th.
 Atlanta, Georgia.
 P. S.—Big Tex Williams, wire Ralph Clawson.

SECOND-HAND SHOW PROPERTY FOR SALE
 \$20.00 Punching Bag Machine, nickel slot, bargain.
 \$30.00 Two-Man Bird Costume. Cost \$200.00.
 \$25.00 Brown Bear Rug, mounted, fine condition.
 \$40.00 New Sleeping Tent, 12x14 ft. Others.
 \$7.50 New Two Burner Gasoline Folding Stove.
WEIL'S CURIOSITY SHOP
 12 Strawberry St. Philadelphia, Pa.
 WILL LEASE any kind of Amusement Devices, Rides or Arcade Equipment. Flat rental or percentage until you are ready to take back. Open to any proposition. I have profitable business but an inactive partner. Would welcome strict investigation and would post bond for care and responsibility of your property. Would pay storage and freight. Have several locations. Want Frozen Kustard Machine or Ice Cream Mixer. Responsible.
 P. O. BOX 194, Portsmouth, Va.

WANTED
 EXPERIENCED HELP FOR MONKEY CIRCUS. Trainer, Second Opener, Ticket Sellers. Top wages paid to good men. Must be draft exempt. Come on!
EARL CHAMBERS
 Care Royal American Shows, Caruthersville, Mo.
FOR SALE
KIDDIE AUTO RIDE
 Allan Herschell Cars, Gasoline Motor. New Top.
TURNER BROS.
 Petersburg, Ill.

WANTED
 Young, attractive Girls to work Penny Pitches. Excellent working conditions, good proposition. Railroad show. Don't write or wire, come on.
R. ROBINSON
 MIGHTY SHEESLEY MIDWAY
 Atlanta, Ga., week of April 10th.

are leaving for the road. Among those who left recently are Mr. and Mrs. Jack Weiner, Strates Shows; Harry Martin, Royal American Shows; Benny Fields, Vince McCabe, Jess Jordan, Alamo Shows; Ben and Eph Glosser, Jack Benjamin, Harry Ross, Andy Kasin, Jack Jacobson, Johnny J. Jones Shows. Jack Hawthorne will remain in Chi, handling novelties for Jacobs Bros. Dave Tennyson also will remain.

ALTHO rain made a bad lot in Victoria, Tex., for the opening March 27, business for the Alamo Exposition Shows improved with weather, advised Ted Custer. Albert Wright purchased a house trailer formerly owned by Ben Davenport, Dalley Bros.' Circus. Mr. and Mrs. Benny Hyman purchased a house trailer. Suicide Leo Simon, high dive, is to join at Conroe, Tex., to present his act nightly. George Prowser, Los Angeles, is to take over the Motordrome at Conroe. The spring route will keep the show in the Coastal region. Joe Rosin made a trip to San Antonio for supplies.

AT THE March 28 meeting of the Regular Associated Troupers in Los Angeles, with Estelle Hanscom presiding, attendance was down, many members being on the road because of the Russell Bros.-Clyde Beatty Circus opening. Lillibelle Lear was back from a visit to her husband in Oakland, Calif. Grace DeGarro and Leona and Claude Barrie made short talks. Bank award went to Harry Levin and Ethel Krug took the door prize donated by Betty Coe. Some attractive pictures and some coasters for the desk were donated by Lillibelle Lear. A Red Cross sticker was received for the donation given by the club.

FRANK ZORDA reports that his 20-in-1 Side Show with All-American Exposition Shows is doing good business in a frame-up new from stakes to banners. Roster includes Carl Tyler, talker; Ray Downs, second opener; Eddie Woods, in charge of ticket sellers, three boxes; Ruby Tyler, sword box; Nellie McNeil, half girl; Bulla Bulla, fire eater; Ducky Wucky, magic; Tex Conrad, knife thrower; Eddie Barnes, sword swallower; Captain Dickson, tattooer; Madame Zeida, palmistry; Ira Reeser, one-man band; Mrs. Reeser, presenting Peggy, educated dog; Rosa Lee, armless girl; Frank Zorda, presenting "Unborn" in the annex.

"HOW long does the desire to troupe stay with a showman?" asked a local scribe. "If you mean the period of unconsciousness," replied a showman, "it is virtually perpetual."

SIEBRAND BROS.' SHOWS were praised by the American Legion Post for efforts in selling War Bonds while in Tucson, Ariz., Manager P. W. Siebrand having started the sale with purchase of a \$1,000 War Bond. He also paid bus fares for 40 residents to see a bomber that had completed 25 missions and was being displayed in the city. It was estimated \$90,000 in War Bonds were purchased. Show gave a performance in the Veterans' Hospital, and acts were Marlo and Hap Henry, slack wire and juggling clowns; DeWaldos, novelty cyclists; Somaroff's dog act; Mary and Cliff Henry, professionally known as Toni and Cliff Madison, with their Hollywood Mad Wags and rolling globe act.

BERRYHILL UNITED SHOWS have had good locations and business in Georgia since opening at Thunderbolt, Savannah, February 17, reported Barney Spencer, also there has been rain aplenty. Show comprises Big Eli Wheel, Chair-o-Plane and Auto Ride, and Doc Brooks, Hazel Shaw and 17 concessions. Leo Berryhill is to add concessions of his own. Barney Spencer has high striker, and Bob Miller, now with 5, is adding two more. C. R. Pierce has 4; Lawrence Miller, 2; Jack Stutzman and G. H. Springer, 1, and Mule Staton, 1, all doing well. W. O. Seymour has booked several fairs and celebrations, and a contract has been closed with the Southern Poster Company, Atlanta, for billing.

SCOTT EXPOSITION SHOWS, after being delayed three days by rain and cold

Cards for the Blind

DETROIT, April 8.—An offer to provide recreational opportunity for blind showmen has been made by Sam Gould, blind ex-showman and prominent member of the Michigan Showmen's Association. He says he has found a means of enabling the blind to play cards and declares that it is not the Braille system. He offers to prepare and give a deck of cards with suitable markings for the blind, together with instructions, to any blind showman who contacts him thru the Michigan Showmen's Association here. Gould, formerly a concessionaire in Riverview Park here and in Cleveland, as well as with carnivals, is now a successful plumbing and heating contractor with a large business in the Detroit area.

weather, opened at Boulevard and Irwin streets, Atlanta, March 30 and registered good business, with 8 rides, 5 shows and 35 concessions. Mrs. Elizabeth Maupin, sister of C. D. and Turner Scott, who visited Mr. and Mrs. Turner Scott, returned to her home in Roanoke, Va. Nancy Woody, Welch, W. Va., student at Brenau College, Gainesville, Ga., was a week-end guest of Mrs. C. D. Scott. Garrett Scott has returned for the season. Ralph W. Conley is assisting C. D. Scott in the office. On March 18 Mr. and Mrs. C. D. Scott were hosts to about 40 friends in their large building at quarters on Southeastern Fairgrounds, Atlanta. Lieut. Virgil Good, Rocky Mount, Va., stationed in Atlanta, was guest of honor. After closing on the lot on Easter Sunday the shows were to move to Dalton, Ga. Mr. and Mrs. C. D. Scott added seven concessions. Manager Scott, who has been ill all winter, is taking treatments from a specialist.

FROM Rio Grande City, Tex., the Arcade Shows were reported headed north after a successful winter in the valley. Roster: B. M. Bishop, owner-manager; W. A. Reid, secretary-treasurer; Eddie Lynch, agent and legal adjuster; Ada Bishop, publicity, Penny Arcade and *The Billboard* sales agent; George Sellers, electrician; Cowboy Carlson, F. Frame, Ferris Wheel; Frank Arsedes, Tex Brown, Merry-Go-Round; Hedy Jo Starr, annex, and Ned Rao, two shows. Concession line-up: Imogene Lynch, Fletcher Tetts, 2; Rolf Weldon, 3, and the following with one each: L. W. Durango, Jerry Brown, Blackie Emswaller, Marvin McCannless, F. Flannigan, Leo McGrath, Tom Lindsay, Curley Michael, Jack Knight, Buddy Thornton, Frank Succaw, Lee (Baldy) Gilbert, June Tetts, Jane Emswaller, Babe McCannless and Mrs. Jack Knight. Brownie Bishop made a trip to Wichita Falls, Tex., to purchase a Ferris Wheel. Hedy Jo Starr completed the front for one show with indirect lighting. Mr. and Mrs. Eddie Lynch were guests at a turkey dinner at Bess Harris's ranch. Visitors included Bess Harris, Spec Purdy, Henry Ayres, George Emery and Kitty and Jack Thomas.

OFFICE personnel and other employees of the Garden State Shows arrived in New Holland, Pa., April 1 to ready for the April 29 opening, said R. H. Miner Jr., assistant manager. R. Eanes, in charge of carpenters, is rebuilding the Tilt. M. Wilhelm is readying tops and marquee. W. Miller is repainting equipment. E. Charboneau, in charge of office concessions, is building five. R. Parker is rewiring equipment. C. Frock is assisting the truck mechanic. April 5 work in quarters was held up by a snowstorm. Floyd Sheaks, who has booked five concessions, will come from St. Marys, O., April 15. Present roster: R. H. Miner, owner-manager; R. H. Miner Jr., assistant manager; Geraldine Patton, secretary; R. Parker, electrician; E. Charboneau, concession manager; Slim Cavanaugh, E. Whalstein, J. DeVoe, concession agents; H. Mutchler, ride superintendent; W. Miller, Auto Ride foreman; C. Frock, second man and operator; M. Wilhelm, Chairplane foreman; L. Ols-hakey; R. Eanes, Tilt foreman; H. Stanley, J. Dryer; M. Roberts, front entrance and boss canvasman; W. Miller, sound car; concessionaires, Mr. and Mrs. Floyd Sheaks, bingo and 4 others; M. Kuntz, 2; G. Evans, 3; M. Wells, 1; C. B. Yawley, cookhouse. W. B. Cushwa has contracted his pony ride.

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.

PHIL GRIFFIN, former talker on the World of Mirth Shows, is now Capt. Phillip T. Griffin, Rgt. Hq., 382d Infantry, APO 96, Camp White, Ore., reported Howard Withers, World of Mirth Shows, Richmond, Va.

CORP. G. J. (JERRY) HIGGINS cut up jackpots with friends during Dodson's World's Fair Shows' engagement in Alexandria, La. His address is Corp. G. J. Higgins, 32861622, AAAF, Training Station, Alexandria, La.

PETER MUNDREY, S 1/c, formerly with B. L. Concessions on the Strates Shows, is in the South Pacific. His wife, Ethel, is working at Pla-Mor Amusements in Kansas City, Mo., for the duration. His address is Carrier Aircraft Service, Unit 15, c/o FPO, San Francisco.

PTC. ROBERT L. LONG, son of the late Doc Long, is with the 29th Photo Reconnaissance Sq., Will Rogers Field, Oklahoma. He has been in service two years. His son, George Long, is with his mother, widow of Doc Long, living at 11 Crescent Street, Dayton, O.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
 GAMES, STRIKERS, ETC.
 Still Available
EVANS' BIG PUSH
 Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

REAL BARGAIN
 Carousel, Mangels make, slightly damaged. Has twenty sections, four abreast with double roll organ, music and motor. Slight damage to some rods and arms resulting from building caving in. Panels slightly damaged but no figures hurt. Jumping animals, 12 sections, stationary six sections, two chariots, Illion carved machine. Now in storage. Will not refuse any reasonable offer. In operation last season. Fully equipped. For further details, write or wire
JOSEPH GUILIANO
 191 Wooster St., New Haven, Conn.

United Sound Engineering
 60-Watt Sound System, 2 65-Watt 18" Jensen Speakers with Rectifier Tube and 10-Ft. Stands. Universal Mike and Turn Table, extra long cables. Cost \$450; \$250 takes it.
NATH NELSON
 112 S. W. 34th Ave., Miami, Fla.

DEE LANG'S FAMOUS SHOWS
OFFERS THE FOLLOWING FOR SALE:
 7 8' by 10' Athletic Show Banners, good condition.
 1 Khaki Fly, very good condition, 20' by 17 1/2'.
 1 Khaki Fly, very good condition, 16' by 17 1/2'.
 1 Khaki Fly, very good condition, 12' by 9'.
 1 14' by 14' Top with 10' Wall, khaki, good condition, with frame.
 3 16' by 10' Top with 10' Wall, khaki, good condition, with frame.
 2 14' by 14' Ball Game Tops with 10' Wall, khaki, with frames, all good condition.
 These tops only used about 6 weeks and are 12 oz. khaki canvas.
 1 16' by 16' Octagon Top, khaki, sewed awning all around, with frame, very good condition.
 Country Store Concession, complete, octagon top, sewed awning all around, beautiful concession, used very little. Built by Walter White. Complete outfit.
 1 Small Wheel, very good condition.
 1 Caramel Corn Machine, very good condition.
 Several Kegs of Cement-Coated Nails for Nail Concessions. (In 100 pound kegs.)
 10 or more Crimo Show Wax Figures with crates.
 1 400 Amprc 3 Pole Switch Box, brand new, with refillable fuses.
 All address DEE LANG, care of the New Downs Amusement Park, 8620 South Broadway, St. Louis 11, Mo. (Phone Lockart 8875.)

LAST CALL TURNER BROS.' SHOWS LAST CALL
 8 RIDES — 30 CONCESSIONS — 6 SHOWS
 (10 Days) OPENING APRIL 21ST (10 Days)
 WHITE CITY PARK, SPRINGFIELD, ILL.
 All people contracted by us acknowledge this call. Ride Help, be in quarters not later than April 17th. Want Second Men on all Rides.
 Permanent Address: PETERSBURG, ILL.

WORLD OF PLEASURE SHOWS
 Opening RIVER ROUGE, MICH., April 28-May 14
 All Concessions, Shows, and Ride Men, Acknowledge This Call.
 WANT—Monkey Show, Mechanical City, Unborn, Animal, War Exhibit, Glass House and other Shows of merit. Man for office Fun House, 50-50 proposition. Can place Lead Gallery, Frozen Custard, Snow Balls and Merchandise Concessions of all kinds. Ride Help for all Rides. Foreman for Silver Streak. Top wages and bonuses to capable men. Chas. H. Hodges wants Working Acts and Feature Freaks for Circus Side Show. All address:
JOHN QUINN, Mgr.
 100 Davenport St. (Telephone 1-9280) Detroit, Mich.

BUFFALO SHOWS
 Replying to many inquiries, we will move in to New York State and start our Western New York dates during May, followed by Western Pennsylvania. Wanted to join in New York State—Photos, Sium Storks, Hoop-La, Shooting Galleries, Darts, Penny Pitches and other Stock Concessions. Will book Rides with transportation. Want Ride Men and other Workmen. Regarding New York route address—
HOWARD POTTER, Buffalo Shows, Zone 14, Buffalo, N. Y.

Could Be
 "LET the workmen have their lush!" exclaimed a manager in a tone of voice which embodied either a new idea in advertising or an unconditional surrender.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 95 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

No. 3 cards—Heavy, Green, Yellow, Red—Any 1st 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.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.40 per M.

Round Gray Cardboard Markers, 1800 per... 1.00
Thin Plastic Markers, brown color, M... 2.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago 4, Illinois

J. F. SPARKS SHOWS

WANT

Foreman for Wheels, Ride Men that drive Semis; Bill Dunn, will pay \$75.00. All replies:

J. F. SPARKS

Bossermer, Ala., this week; then Birmingham.

WANTED

For Milo Anthony Deluxe Side Show of America, sensational Freaks, Working Novelty Acts of all kind, Fat People, Midgets, Fire Worker, Girls for Balls, Working People, Ticket Sellers that can talk, good Mental Act. Show to open April 27 with the Cavalcade of Amusement at East St. Louis, Ill. Address all mail to

MILo ANTHONY

P. O. BOX 201 LANCASTER, OHIO

THE TITLE IS RIGHT—THE SHOW IS RIGHT

Two people easily run the show. No big payroll at week-end.

GET THE GREAT WALK-THRU SHOW

JAP ATROCITIES

OUR AMERICANS TORTURED IN THE

DEATH MARCH ON BATAAN

Great blow-ups in color in frames. Prison tortures, scenes that make your hair stand up and blood run cold. Also actual startling scenes from all fronts in 20 to 32 viewing boxes on colored glass all described; no lecturer needed. One, two or three banners. Show complete as above in 2 sizes.

ONLY \$250.00 AND \$475.00

Write or wire at once for booklet and info on this and our great

Life show sent free.

CHAS. T. BUELL & COMPANY BOX 306, NEWARK, OHIO

A. M. P. SHOWS

LAST CALL

LAST CALL

Opening Phoenixville, Pa., April 28th for 8 Nights. Center Defense Area, Also Thousands of Soldiers, Want Flat Ride with or without transportation. Want Working Men in all departments on account of disappointment. Can place a few more Concessions. No grit. Want Shows. Mike Bosco wants Game Operator. All address:

ANTHONY M. PODSOBINSKI, 514 HIGH STREET, PHOENIXVILLE, PA.

DUMONT SHOWS

Rocky Mount, N. C., Week April 10th

Henderson, N. C., Week April 17th

Want Legitimate Concessions, String, Hoopla, Photos, Pitch-Till-Win. Want One or Two Wheels. — Want Agents for Nail Joint. Want Side Show With Own Equipment and Transportation.

LOU RILEY, Mgr.

★ INSURANCE ★

CHARLES A. LENZ

"THE SHOWMAN'S INSURANCE MAN"

A1338 INSURANCE EXCHANGE

CHICAGO

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, April 8.—Many members have left for show openings. An unusual visitor was Peter Peters, from Puerto Rico, manager of Munoz River Park, San Juan, and formerly associated with George Traver, Harry Witt and show concerns in this country. He became an NSA member, paying five years' dues in advance, thru Martin Korytko. Bernie Head, of the Ringling circus, was guest of Lon Ramsdell. Louis Ulrich had as a visitor James A. Higgins, concessionaire, Keansburg, N. J. George Barnett, who closed with the Bistany show in Florida, is in the rooms daily, as is Big Chief Ohisholm. Max Hummel, back from the South, introducing his brother, Corporal Hummel, Fort Winfield Scott, San Francisco. Max Miller guesting Dan Thaler. Lew Aarons here before leaving for Ocean Beach, New London, Conn., to place concessions. He will also have some in Olympic Park, Newark, N. J. Phillip Ray in from Providence, where he has promotions. Joe Trosey in from Plainfield, N. J., to join the Big Show, on which he has a concession. Jimmy Davenport joined the O. C. Buck Shows, as did Jimmy Hurd and Harry Schwartz.

Members were saddened by the deaths of honorary member William Judkins (Red Onion) Hewitt and Philip E. Illions, brother of member Harry A. Illions. Frank Murphy, Bennie Herman and Sam Levy joined the Bright Lights Exposition Shows in Virginia. Sam Lager joined the World of Mirth Shows and Daddy

(See NSA on page 58)

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, April 8.—Past President Edward A. Hock presided April 6 with Treasurer M. J. Doolan and Secretary Joe Streibich. Sick list included Nate Hirsch in Illinois Research Hospital; Ed Schofield, St. Paul Hospital, Dallas; William J. Coultry and Hymie Stone, confined to their rooms.

Date for the closing meeting of spring has been set for April 27, with meetings to resume October 5. Total to date in the membership drive is 64. Jack Greenspoon, Izzy Brodsky and J. C. (Tommy) Thomas were welcomed back after an absence. Harry Martin and Bennie Fields left for the South. J. C. Murphy, U. S. N., was guest of Ainslie Lambert in the rooms. Among callers were Gus Woodall, Lou Stern, Nate Eagle and Whitey Woods. Albert Huling came in for the spring party. John Dehner, Fort Wayne, Ind., and John Molsant, Aurora, Ill., were hosts to parties of 10 at the party. George Blschoff coming with the Dehner party. Ross Troutman is back from Alaska. John Lempart reported he was hospitalized at Camp Haan, Calif., and George L. Crowder is in Navy Hospital, Yosemite, Calif.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, April 8.—President Ted LeFors presided April 3, assisted by Secretary Bill Hobday. Ben Morrison, of the board of directors of the Michigan Showmen's Association, was on the rostrum as honorary vice-president.

Joe Krug reported that George Bird had passed away in a local hospital. He was one of the original PCSA members. Ladies' Auxiliary reported that it would meet only twice a month thru the summer season. Mike Krekos, West Coast Shows, wrote from San Francisco that 1,000 appeals had been sent out to the membership regarding the club's building fund. The mark for this year is \$10,000. The PCSA having discontinued presenting shows with silk banners on opening day, letters of greeting have been substituted due to war conditions.

Joe Glacy reported the board was in favor of an honor roll for members in the armed forces.

Jack McLone, Long Beach, a 10-year member, sustained a broken leg. Ivan Christy is back after leaving Camarillo State Hospital. Ben Morrison, of the Detroit club, was given hearty applause on his talk on the showmen's clubs of

(See PCSA on page 58)

First Birthday of Caravans

CHICAGO, April 8.—After a business meeting of Caravans April 4 there was a social at which President Pearl McGlynn and Betty Broderick were hostesses. Homemade bread donated by Ann Young went to Madaline Ragan. Edna Lasures, president of the NSA auxiliary, sent a beautiful gift to be used as an award. First birthday party will be held April 22 in clubrooms, 155 North Clark Street, Emily Bailey to be in charge of arrangements. This committee has been named to arrange for incorporation: Hattie Clinton, Jeanette Wall, Edna Stenson, Pat Seery and Edith Streibich. Temporary board of directors to be named at the next meeting will serve until election of officers in September.

Geo. W. Christian Shows

Opening in Bushnell, Ill., May 12th.

WANT small Bingo, Grab Joint, Punk Rack, Jewelry. Will sell X on Milk Bottles. Have a few open dates for celebrations. All mail:

GEO. W. CHRISTIAN

P. O. Box 116 Canton, Ill.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., April 8.—First Vice-President Clay J. Weber presided March 31, with Secretary G. C. McGinnis and Treasurer Harry Altshuler. Cecil A. Goree, owner of the Sunflower Amusement Company, was elected to membership. It was reported that Hymie Schrieber, who has been ill, was able to be out. William (English) Barlow is in General Hospital for observation.

Roger E. Haney left April 2 for Meyers Lake Park, Canton, O., where he has several rides. Mr. and Mrs. L. K. Carter, here on a business trip, will remain for a week or two. H. K. Garman, owner of the Sunset Amusement Company, was here on business. Toney Martone's Heart of America Shows will open at Independence and White avenues today for a 21-day run. Under auspices of American Legion Post and Parent-Teacher clubs, the shows are booked for 13 weeks in this area. Tommy Cook left April 3 for Wichita, Kan., to join the Sunflower shows. Weekly meetings, to end April 14, will be resumed in late October.

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, April 8.—As all of the smaller shows have opened on lots here, attendance was light at the last meeting, most members appearing around 10:30 or 11 o'clock. So it was decided to hold a short business session every Thursday at about 11 p.m. to give members an opportunity to attend. In the meantime those who arrive early can participate in card games and amuse themselves otherwise, but business sessions will be held and lunch and refreshments served from now on shortly before midnight. Cold weather here has kept most of the showmen from doing the big business they had expected. But all are confident that with warmer weather business will be good on lots here.

GENTSCH & SPARKS SHOWS WANT

For Grenada, Miss., week April 17th.
Highway Location.

Bingo, Coca-Cola Bottles, Hoop-La, two more Flat Concessions; Wheels preferred. Also Musicians and Chorus Girls for Minstrel, Ride Help, Special Agent. Answer Vicksburg, Miss., week April 10th; then Grenada and Jackson, Tenn., follows.

Annual Catholic Church Spring Festival

PHILLIPSBURG, N. J.

Town Lot—April 20th to 29th, Inc.—Main St.

FEATURING FEARLESS GREGGS' CANNON ACT

Want Bingo—Custard—two Ball Games—legitimate Booths. Need first-class Electrician. Workmen five Rides.

MORRIS HANNUM

232 E. Union St. BETHLEHEM, PENNA.

The Port Reading Fire Co.

Would like to engage a Carnival for their annual Frolic one week in June. Write to PORT READING FIRE CO., Port Reading, N. J., care of A. Barna, Chief.

GARFIELD FIRE CO. #1

Desires a Carnival

with 5 Rides and at least 4 Shows and Concessions to play for a week in either June or July. Write to THEO. VAGEL, 108 Commerce St., Garfield, N. J.

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

Shut Out, Md.,
April 8, 1944.

Ballyhoo Bros.' Circulating Exposition is rushing northward to be the first in every town. We have by-passed many red spots but the bosses' idea is to make long jumps and to get so far ahead of our competitors that they won't be able to catch up. No doubt you read our ads, featuring us as being the first in every town. This burg has long been known as hostile to the midway profession and has been closed for 10 years since we played it last. Much credit is due General Agent Lem Trucklow for opening the town and, as news travels, other shows will follow us in. Rather than bother with going to the postoffice twice daily, our mailman arranged for a mailbox to be located at the front gate. Please forward all mail here to Box 1313, R. F. D. No. 18. The bosses selected the box number because they believe 13 is lucky and not because it is the last on the rural route.

An ordinance here prohibits billposting and lithographing, except movie advertising. There is no radio station and the town's only newspaper is published by the mayor, who also owns the movie house, and the paper accepts no traveling show ads. Sound trucks are banned unless used for political advertising. The distribution of handbills is also banned. Not to be balked, our committeemen, The Retired Horse Traders, agreed to send members on a word-of-mouth-advertising drive, but because the membership totaled only two, the results weren't so hot.

Not to be beaten, Manager Pete Ballyhoo contracted a pilot and his plane from a near-by city to bombard the town with publicity from the air. Tuesday morning the plane, loaded with our sound-truck equipment, flew over the burg. Between verses of "High! High! Up in the Sky," rendered by our featured gal-show vocalist and accompanied by our Hill-billy Show guitarist, the shows' announcer told the natives of our presence. Results were only fair. The bosses believed that the unique advertising would draw if kept up.

After the first bombardment, the town's clique started to fight us by circulating a report that the advertising part of our flight was a stall and that the plane had been on a reconnaissance flight. Nothing was said about it being an enemy plane, but it was enough to set the natives on fire. When our plane again went into the air Wednesday the natives met it with high-powered rifle

fire which drove it so high in the clouds that the singing, music and announcing couldn't be heard on the ground. That ended the overhead advertising.

The bosses believed that our free act, a gal on a swinging ladder, would draw, providing something sensational happened to her. They arranged with the performer for her to fall that night and start tongues wagging. Promptly at 11 p.m., she fell a distance of 12 feet hitting the ground with a thud and feigning a knockout. Our fixer, not being in the know, rushed to her and, when she opened her eyes, he pushed a sawbuck note and a pencil into her hand and had her sign a release. Tongues really wagged, but the gal was so shocked over getting her first folding money of the season that she bowed that night, leaving us with wag publicity but no act to back it up.

Payday and Friday arrived together. The office squared those who expected to pick up the past week's meal ticket IOUs and some loose change by allowing all who had the price to get off in time to attend a midnight movie.

MAJOR PRIVILEGE.

SLA Spring Party Stages Good Show

CHICAGO, April 8.—The 11th annual spring party of the Showmen's League of America on the night of March 31 in the Bal Tabarin, Hotel Sherman, had attendance of about 325. This was considerably below expectations and has been variously attributed to moving the party from the College Inn to the Bal Tabarin, changing from Monday to Friday and the fact that dinner was not served.

Evening was devoted to entertainment and dancing. Johnny Jones and his orchestra furnished excellent music for show and dancing and there were some 15 acts and five emcees, including some top-notch entertainers. Emcees were Jack Klein, Billy Garr, Vince Gottschalk, Dave Malcolm and Sunny Bernet.

Acts were the Edith Rae Dancers, six-girl line; Danielle and Denise, accomplished dance team; Jerry Bergen, comedy; Professor Slyter, clever comedy magician; Carlo Hatvary, vocalist; Dianne Nelson, dancer; Phil D'Rey, ventriloquist; Judy Patton, singer; Bob Ballantine, harmonica; Bert Lyon, electric guitar; Dorothy Jordan, dancer; Terry Tranell, singer; Reggie Cross, harmonica; Larry Benner, paper tearer; Jimmy James, instrumentalist; Ed Prendergast, spook act, and the Wild Sisters, batoneers.

President Floyd E. Gooding, who had to leave early for his home in Columbus, O., greeted the guests and wished them a pleasant evening before departing. J. C. McCaffery, chairman of the League's Red Cross committee, made an appeal for funds for the Red Cross. William Carsky then took over and conducted an auction that yielded the fund several hundred dollars.

League's Red Cross Fund Contributions

CHICAGO, April 8.—Contributions of \$269 for the Red Cross fund of the Showmen's League of America were received at the League's spring party last week. An additional \$255 was received from various sources during the week, making a total of \$524 since last report.

Contributions for the week were:	
League Spring Party	\$269.00
Lewis Supply, Diesel Engine	
Div.	100.00
Swank Roller Rink	50.00
Dick's Paramount Shows	25.00
Englewood Electric Company	25.00
Neiman Eisman	15.00
Johnny J. Kline	10.00
Floyd King	10.00
Ida E. Cohen	10.00
Rube Liebman	5.00
Frank Perry	5.00
Total	\$524.00

"First Things First"

Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.

At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.



POWERS & CO.

MANUFACTURERS OF

CANVAS GOODS

PHILADELPHIA, PA.

CHICAGO, ILL.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

FIDLER UNITED SHOWS

NOW SHOWING—KINGSHIGHWAY & NATURAL BRIDGE, ST. LOUIS, MO.

WANT FOREMEN AND SECOND MEN for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Roll-o-Plane and Octopus. MAN TO TAKE CHARGE OF BINGO (must drive Semi). CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS. All address:

SAM FIDLER, MGR., 4217 N. FLORISSANT AVE., ST. LOUIS, MO.

LAST CALL

WAITERS, GRIDDLE MEN, KITCHEN HELP FOR

ROYAL AMERICAN SHOW COOKHOUSE

Long season, including Florida dates. High salaries, with season bonus. No floor to handle and no drop shifts. Show opens April 24th. Write

R. C. MILLS

ROYAL AMERICAN SHOW, CARUTHERSVILLE, MO.

Blacky Martin, Louie, Red and Eddie Shean, wire.

GARDEN STATE SHOWS

OPENING APRIL 29 — INDUSTRIAL TERRITORY

WANT Concessions—Custard, Fish and Duck Pond, Pitch-Till-You-Win, Hoopla, String Game, Rotary Merchandisers and Penny Arcade. Rides—Will place any Rides not conflicting with the six we have. Shows—Grind Shows of all kinds. Have complete outfit for Girl Show. Want capable Manager for same. Want Talker for front of Animal Circus. Can place two men to handle animals and drive. Place Fun House, Glass House and Motordrome. Help—Canvasmen, Wheel Foremen, Helpers and Drivers. Useful people in all departments. Join the Show with a proven territory. Address:

R. H. MINER JR., Garden State Shows, New Holland, Pa.

COLEMAN BROS.' SHOWS

OPENING AT MIDDLETOWN, CONN., APRIL 20-29

WANT SHOWS—Monkey, Reptile, Midget, Fat Show, Penny Arcade, Revue, Posing, Pit or Platform Shows. Have outfits for same. Foremen for Rides, Truck and Trailer Drivers. Long season, good salary. Orville (Speedy) Hagen wants Talkers, Ticket Sellers and Riders for Drome.

THOS. J. COLEMAN, 508 Main St., Middletown, Conn.

FIRST CLASS SOUND TRUCK

AT ONCE

BYERS BROS. 776 PIERCE DRIVE COLUMBUS 8, OHIO

WANTED—CARNIVAL OR SHOW

JULY, AUGUST OR SEPTEMBER

LIONS' CLUB FUND FOR BLIND

Write THOS. L. NASH, Secy., South Parkersburg, W. Va.

TOWER AMUSEMENT CO. WANTS

For permanent uptown location across from Greyhound Bus Station, Spartanburg, S. C., where 15,000 soldiers come in daily. Can place Candy Apples, Novelties, French Fries, Snow Balls, High Strikes, Pop Corn and Peanuts, Lead Gallery, Frozen Custard, Slap the Japs, Candy Floss, Shoot Till You Win and Photo. Can use Colored Musicians and Performers; salary out of office. Good opening for Penny Arcade. Wire MILTON M. McNEACE or FRANK HARRISON

WONDER CITY SHOWS

WANT

For Ponchatoula, La., Strawberry Festival, April 10 to April 16.

Concessions of all kinds; sell X on Mitt Camp, Photos, Popcorn. Good opening for Ball Games. Will place two Coupon Stores, one Wheel. Carolina Simmons, Frank Mudgett, Cotton Ellis, wire. Place Shows with own equipment. Place Rides not conflicting with Merry-Go-Round, Ferris Wheel, Whip. Address: JOE KARR, Ponchatoula, La.

WANTED!

1st and 2nd Tilt-a-Whirl Man. Also Man for Ferris Wheel—Allan Herschell. Must be mechanically inclined. Top salary.

HADJI DELGARIAN

2303 N. Melvina CHICAGO, ILL.
Phone: Berkshire 7964

COMEBACKS ROUSE EXECS

Spokaners Start 100G Proposish Valley Plant Passe

SPOKANE, April 8.—Inland Empire Fair and Racing Association, Inc., was incorporated this week for \$100,000 to acquire and improve real property. Articles of incorporation were filed with the secretary of state, Olympia, by James A. McClusky, hotel manager; Grover Ealy, Frank Granger, J. T. Halin and B. H. Klose, all of Spokane.

The group recently purchased the old Interstate Fairgrounds in Spokane from the city for \$65,000. City had held the property since 1929 and the contract specifically stated that the buyers agreed to allow any fair association to lease the premises at a reasonable figure.

Immediately after the sale J. B. T. Martin, president of Spokane County Fair, announced plans for staging a big livestock and agricultural fair on the grounds. He said the fair had outgrown its former quarters in the Spokane Valley, there being need for more grounds and larger buildings.

Mass. Doubles Up on Annuals; Awards Muddled

SPRINGFIELD, Mass., April 8.—There will be twice as many agricultural fairs in this State this summer as last, General Manager Charles A. Nash, Eastern States Exposition here, and chairman of the Massachusetts Agricultural Fairs committee, meeting March 30 in the Hotel Kimball, said.

Last year fair boards were afraid there would be no gasoline for patrons, they had doubts as to how much money there would be to spend and those who had the courage to go on did a record business, he declared. This year, he predicted, twice as many associations will put on fairs. At the session prize lists, insurance coverage, various regulations and other planning details were discussed.

At the meeting also were Harvey G. Turner, Andover, master of Massachusetts State Grange; Earl Carpenter, Massachusetts State College; Horace M. Jones, State 4-H Club leader; Paul Foster, Great Barrington, president of Massachusetts Agricultural Fairs Association; Frank H. Kingman, secretary of Brockton Fair, and A. W. Lombard, Massachusetts department of agriculture and director of the division of fairs.

SHELBY COUNTY FAIR ASSOCIATION

SHELBYVILLE, KENTUCKY

Has Opening for a Carnival Company
to Show Week of July 31, 1944.

Please Write

T. M. BEARD
Shelbyville, Kentucky

ATTENTION

FAIR SECRETARIES
FOR YOUR GRANDSTAND SHOW

Contact

ERNIE YOUNG

155 N. CLARK

CHICAGO



CORP. LEO E. OVERLAND, member of the Showmen's League of America and well known among showmen and fair secretaries thru his connection with Jimmie Lynch's Death Dodgers and associated with Rube Liebman in selling acts for Barnes-Carruthers, is now in England with the U. S. Army.

Detroit Revival Reports Appear To Be Premature

DETROIT, April 8.—Rumors of an early revival of Michigan State Fair here, a war casualty the past two years, are current, but no authoritative statement indicates it is a probability for 1944.

The race track is being used regularly for meets, but bulk of the buildings are being used by ordnance and other military departments for storage.

Reports have gone so far as to name possible managers, Bernard J. Youngblood, who managed the fair in its last season before the war, being among those mentioned. He is now register of deeds of Wayne County, embracing the city of Detroit.

WATERLOO, Ia.—Waterloo Dairy Cattle Congress will hold a State-wide 4-H Club Show here this year instead of the usual Cattle Congress. The three-day show will include the usual hippodrome program as complete as in other years.

War Increases Responsibility Of State Fair Boards

By GUY CANTWELL

Excerpts from report of the secretary-treasurer to the Indiana State Fair board.

"It is cheaper to hold a market than to re-acquire one."
That recent statement is to be credited to the Indianapolis Chamber of Commerce. That same principle holds true of the State fair. We have to hold as much as possible. The fair as the thing appreciated by people in all walks of life all over Indiana is an idea that needs cultivation for the duration. We are restricted in space and facilities.

The less the public has to reorganize its thinking when we resume the better. The livestock breeders with their shows and sales at the fairgrounds not only meet partially their needs but are good future fair publicity. We cannot sack good will and service and lay it on a shelf for storage. It keeps poorly that way. Continued service to Indiana agriculture by the fair is very desirable any way it may be given.

New uses for crops, new technique in operations, new home appliances are promised. Glass, plastics, applications of electronics—think of the wonderful things advertisers are telling us to look for when the war is over! Who knows whether a landing base for helicopters on the top of the agricultural building

They Battle for Ohio Trophy

By MRS. DON A. DETRICK

Executive secretary of the Ohio Fair Managers' Association, Mrs. Detrick, Bellefontaine, describes the purposes and manner of winning the annual award presented by Myers Y. Cooper, Cincinnati, former governor of Ohio and honorary president of the OFMA. Paper delivered before the last annual meeting of the Association of County and District Fairs and IAFE in Chicago.

IT IS considered a very great honor in Ohio to be the winner of the Myers Y. Cooper contest to determine the best well-balanced fair held each year. All fairs have an equal chance to win, whether they are large or small, since the contest is judged on a percentage basis and, regardless of who wins, much good is derived from the exchange of ideas, the fun and good fellowship received from such a contest.

All fairs are eligible to qualify in this contest, and after qualifying only those fairs winning the champion certificate of excellence in each division are entered in the contest for the Myers Y. Cooper Trophy. The Ohio Department of Ag-

riculture awards "Certificates of Excellence" to those fairs which excel in any of these departments: Horses other than speed; speed horses; cattle, swine; sheep, wool and goats; poultry, poultry products and pet stock; farm products; Junior Fair; granges; culinary, needlework and fine arts; schools; flower show and garden club.

Based on Population

For the purpose of making these awards the fairs are divided into four divisions, based on the population of the county in which the fair is located. Separate awards are made for each division. For instance, the fair having the best cattle department in Division A is awarded a "Certificate of Excellence." The fair having the best cattle department in Division B will also receive one. Another certificate is issued covering Division C fairs and also Division D. This same procedure is followed in all other departments on which a "Certificate of Excellence" is awarded. In addition to the "Certificate of Excellence" for each of the separate departments, a champion "Certificate of Excellence" is awarded to the champion fair in each of the four divisions into which our fairs are divided according to the population of their county, such as Division A fairs located (See Cooper Trophy in Ohio on page 36)

Neb. Buildings Coming Back

LINCOLN, Neb., April 8.—Seven of the 11 buildings on the State Fairgrounds here that have been occupied by an army air force depot have been turned back to the fair board, Secretary E. J. Millie said. The other buildings are expected to be relinquished before May 1. The board will continue with plans for the 1944 fair at a meeting at Lincoln April 19.

DAYTON, O.—Ralph C. Haines, secretary-manager of Montgomery County Fair here, is a Republican candidate for country treasurer in the May primaries. He became a member of the fair board in 1916, later was president and became secretary in 1931, a post he has held since. He was president of Ohio Fair Managers' Association two years. Largely thru his efforts a sizable profit is shown in operation of the grounds annually.

SUMTER, S. C.—Secretary J. Cliff Brown said dates had been set for the 1944 Sumter County Fair here.

HARTINGTON, Neb.—Directors of Cedar County Agricultural Society voted to hold the 1944 county fair here, to combine offices of secretary and manager and elected Col. E. J. Rodewig to the post.

FOR SALE

RECREATION PARK AND FARM

2½ Miles East of Martinsburg, W. Va.
Ten Cabins, Skating Rink doing good business, Feature Entertainments, large Swimming Pool. Also small 102 Acre Farm. Sell both or park separately at a good price. Must sell due to ill health. Write

H. M. FRITTS

Hillside Lake Park, Martinsburg, W. Va.

MARION COUNTY FAIR

Will Be Held

August 14, 15, 16, 17, 18, 19, 1944

Want five or six Rides, also Shows and Concessions. Write HARRY C. ROBERTS, Secy., Wanamaker, Ind., or call Irvington 8514 or Market 8972.

CARNIVAL WANTED

KANSAS THIRD LARGEST FREE-GATE FAIR

August 28 to Sept. 1, 1944, Bellefonte, Kansas.

Average attendance daily—25,000.

Write, Wire or Phone

THEO. A. SANBORN, Secy. Concessions
Bellefonte, Kansas

WANTED

AUTO STUNT MEN

and Motorcycle and Women for big well-financed Motor Thrill Show. Can use Bus Jump, Dive Bomber, Brick Wall, T-Rone, Boardwalk and Motorcycle Jump and Wall People. Also Helpers, Long Season—Big Money. Tell who you worked for, what you do and your weekly salary.

WRITE HAL SNOW

Cleveland Hotel CLEVELAND, OHIO

INDIANA STATE FAIR

4-H CLUB SHOW

Wants 5 good Rides—no Shows—limited Concessions—free gate. September 3 to 8, 1944.

GUY CANTWELL, Secretary-Treasurer
332 State House Indianapolis 5, Indiana

Friends Gather To Honor Sol Stephan On 95th Birthday

CINCINNATI, April 8.—Hundreds of Cincinnatians joined with out-of-town guests in honoring Sol A. Stephan, for many years nationally known as superintendent of the Cincinnati Zoo, at a luncheon at Hotel Netherland Plaza here last Saturday (1) in celebration of his 95th birthday.

Justin A. Rollman, local business executive, served as chairman of the citizens' committee in charge of the observance. Others participating included James A. Reilly, president of the Cincinnati Zoological Association; Walter A. Draper, E. W. Townsley, L. P. Lewis and Gerritt J. Fredriks, members of the zoo executive committee; other members of the zoo board; Irvin M. Krohn, president of the Cincinnati Park Board, together with many local civic and business leaders.

Among the out-of-town visitors was Edward H. Bean, director of Brookfield Zoo, Chicago, and formerly with Lincoln Park Zoo, Chicago, and Washington Park Zoo, Milwaukee, and treasurer of the American Association of Zoological Parks and Aquariums. Frank Buck, who was to have been the principal speaker, was unable to attend due to the death of his 96-year-old father.

Rollman paid tribute to Stephan and told how he came to the Cincinnati Zoo to deliver an elephant purchased from a stranded circus. Stephan expected to remain here a few days but was asked to stay, and remained 69 years. After serving for many years as general superintendent, Stephan was retired in 1937 but continues in an advisory capacity, making daily visits to the zoo from his home located next door.

WILDWOOD, N. J., April 8.—Section of the Wildwood Boardwalk burnt down in a Christmas Day fire will be constructed to a width of 30 feet instead of the regular 18-foot width. The War Production Board approved the resort's plea for the additional width. In North Wildwood, where the Boardwalk was also damaged by the fire, the new width will be around 23 feet. Work is already under way on the rebuilding of the walks and it is expected to be completed by Easter.

Buckeye Bows Easter Sunday

BUCKEYE LAKE, O., April 8.—With all buildings and equipment undergoing renovation, Buckeye Lake Park, century-old amusement resort, ushers in the 1944 season with its traditional Easter Sunday opening, with A. M. Brown back in the saddle as manager for his 13th consecutive season.

Owned and operated the last quarter of a century by John J. Carlin, who also has Carlin's Park, Baltimore; Buckeye Lake Park, located in the center of the State, has over 4,000 acres of water in its man-made lake, with 30 miles of shore line and more than 5,000 cottages, according to Publicity Director J. Stanley Billow. The lake playground has its own excursion boats, speedboats, rental U-Run-Em boats, two modern ballrooms, one of the State's largest skating rinks and a swim pool. The dansants operate on park and social plan, employing semi-name and name bands.

Buckeye's midway, with its canopied macadam walks, boasts over 100 games, rides and other attractions, says Billow. A large area is set aside for presentation of pageants and free attractions.

NAAPPB Risk Plan Has New Feature

CHICAGO, April 8.—A new feature expected to increase premium volume of the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches in co-operation with the Associated Indemnity Corporation is being introduced. A. R. Hodge, NAAPPB secretary, said that, while the insurance plan in force for seven years had involved a total saving approaching \$300,000 to participants, the year-to-year basis on which the plan had been operated had produced an element of uncertainty in the minds of some policyholders.

At the 25th annual convention it was announced by the insurance committee that arrangements had been made thru the insurance consultant, John Logan Campbell, with the indemnity corporation insuring year-after-year protection by means of a contract covering a term of years.

N. S. Alexander, Woodside Park, Philadelphia, after returning from a recent insurance committee meeting in New York, said the plan was growing in popularity and predicted 1944 would be a banner year in premium volume.



A. M. BROWN, who tests his good fortune by beginning his 13th consecutive season as manager of Buckeye Lake Park, popular Central Ohio playground, which has made enviable progress under his guidance. The 1943 season, despite the many wartime restrictions, was one of the best in Buckeye Lake Park's history, and Brown has visions of topping that mark in '44.

Ammon Pitches For Family Play At Edgewater

DETROIT, April 8.—Opening of Edgewater Park is slated for April 21, marking the first season under the personal management of Ralph Ammon, former manager of the Wisconsin State Fair. Edgewater may hold a preview April 15-16 if the weather is favorable.

Major policy change this year will be increased emphasis upon developing Edgewater as a family-type park under Ammon's management. Picnic promotion is slated to be extraordinarily heavy, and appointment of an experienced picnic manager is expected shortly.

One new ride is being installed, a Silver Streak, owned by John Quinn, owner of the World of Pleasure Shows. It will be operated on a percentage basis. Concessions remain under the direction of Jack Dickstein.

Free acts will be used thruout the season, with bookings already set for most of the summer thru the Barnes-Carruthers office. Fireworks will occupy a more important part in Edgewater policy than ever before, according to Ammon.

Publicity and advertising this season will be under the direction of Sid Bleifield.

Celoron Ready; Free Acts Set

JAMESTOWN, N. Y., April 8.—Snow early this week failed to slow up preparations for the season opening at Celoron Park here, where Harry A. Illions, owner, has six men getting rides and equipment in shape for the bow-in. Illions also announced this week that he had booked free-acts for the season thru the George A. Hamid office, New York.

With Washington giving amusement parks the green light for the season, Celoron is laying greater stress to picnic bookings, with 15 such events already on the office books. Celoron's biggest drawback at the moment is getting the railroad to furnish transportation for some of the picnics, but Illions hopes to have that angle straightened out in a few days.

Salt Lake Resorts Remain Dark Again

SALT LAKE CITY, April 8.—Saltair, 14 miles from Salt Lake City on the Great Salt Lake, and Lagoon resort, midway between Salt Lake City and Ogden, will again be closed the coming season. This will be the second inactive season for both spots.

Altho there is a distinct need for recreational facilities here, the amusement resorts closed last season because of lack of experienced help. This season the closing will be due mainly to lack of transportation facilities and supplies for repairs, renovations and replacements on rides and other equipment.

They are the two largest resorts in the Intermountain West.

PHILADELPHIA.—Queen Bess, in celebrating her 30th anniversary this month as a resident of the Philadelphia Zoo, breaks the record for flamingoes in captivity.

WANTED
For OCEAN BEACH
LAST CALL
3 more Concessions, prefer Cigarette Shooting Gallery, Hoop-La, String Games. Beach opens April 22nd. Address all mail to
JOSEPH CLOTH
103 Bank St. New London, Conn.
Telephone 9717

WANTED
ELI FERRIS WHEEL OPERATOR FOR PARK
Season Starting April 24th—8 Days a Week.
\$40.00 Week; \$5.00 Week Bonus If You Stay All Season.
OTTO CRISS
223 W. Dewald Street FT. WAYNE 6, IND.

WANTED
To Rent, Buy or Lease—Late Model 7 Car Tilt, Fly-o-Plane, Moon Rocket, or any other good Ride not to conflict. Also Concessions. Ride Foreman for No. 16 Wheel and Roll-o-Plane. Steady work the year round. No moving. State experience and salary wanted.
GRIFFEN AMUSEMENT CO.
Jacksonville Beach, Fla.

VICTORY KNOCK-OUT
Only New Fun Place for Parks. Get model and plans from
AL NICHOLS
Amus. Park Artist, Engr.
P. O. Box 191 HUDSON, N. H.

FOR SALE
8 FUN HOUSE MIRRORS
WM. H. BURKE
R. D. 1, Pitcairn, Pa.

The Pool Whirl

By NAT A. TOR
(All Communications to Nat A. Tor, Care New York Office The Billboard)

Swim for Health Week

(Martin Stern, secretary of the Swim for Health Association, guests the column this week to relate plans for the forthcoming National Swim for Health Week.)

Three distinct publicity campaigns are simultaneously being conducted in connection with the promotion of the Ninth Annual National Swim for Health Week scheduled for the week of June 26.

- They are:
1. Assisting the American Red Cross in the promotion of its functional swimming program to teach swimming to every youth of draft age and every young woman who intends to enter the armed services.
 2. To co-operate with the various governmental agencies in their "physical fitness" programs directed toward the workers in defense plants to help decrease the amount of man power lost thru illness.
 3. To increase the number of persons participating in the sport and recreation of swimming not covered by the first two categories.

The functional swimming program has been given added impetus by a recent statement made by Com. Gene Tunney, USNR, after his return from a seven-month tour of the Southwest Pacific. Commander Tunney, when asked

(See POOL WHIRL on page 56)

FOR SALE
For Fun House or Ride by Itself Magic Carpet, guaranteed good as new (Phila. Toboggan make), complete with electric eye, all structure, motors, etc. For quick sale, \$2000.00. **ILLUSION SHOW**—Complete following illusions: Head on a Sword, Four-Legged Girl, Hand on a Spike, Doll House, Chair Levitation and PERFECT Mechanical Levitation for Big Production, Headless Olga, excellent set-up used at N. Y. World's Fair, and several other illusions with blow-ups, five big banners, worth price of complete show alone. All crated ready to ship. \$750.00. 10 Car Whip, complete, \$2000.00. All old help, contact us.
CARL & RAMAGOSA—CASINO ARCADE PARK
WILDWOOD, N. J.

WANTED
Swimming Pool Manager. Also interested in complete Pool Equipment for sale. Water Boiler, Purifier, Pump, etc.
CARL & RAMAGOSA
CASINO ARCADE PARK
WILDWOOD, N. J.

American Recreational Equipment Association
By R. S. UZZELL

George P. Smith Jr., formerly of Philadelphia Toboggan Company and superintendent of concessions at the New York World's Fair and later advisor at Guaga Lake Park near Cleveland, suffered a stroke recently while en route by auto
(See AREA on page 56)

VALUABLE SPACE AVAILABLE
For at least 4 Portable Devices such as Octopus, Roll-o-Plane, Ferris Wheel, Auto Skooter or any other presentable Flat Ride. Will accept on concession basis or buy rides of this type.
PARK OPENS SATURDAY, APRIL 22
E. E. FOEHL, GENERAL MANAGER—WILLOW GROVE PARK, WILLOW GROVE, PA.

KENTUCKY DERBY
GROUP GAMES — 24 Units Per Game
WRITE OR WIRE
INTERNATIONAL MUTOSCOPE CORPORATION
Penny Arcade Headquarters Since 1895
44-01 ELEVENTH STREET LONG ISLAND CITY, N. Y.

N. Y. State ARSA Champs Decided

MINEOLA, N. Y., April 8.—Results of the New York State championships staged at the Mineola Rink here April 2 and 3, are officially announced by W. Schmitz, secretary of the United Rink Operators. Winners who will compete in the national championships of the Amateur Roller Skating Association of America in the Roller Bowl, Chicago, beginning May 1, are:

Senior dance: First, Rita Luginbuhl and Fred Ludwig; second, Barbara Killip and Edward Blaes; third, Dorothy Luginbuhl and Henry Imke, all of Earl Van Horn Dance and Figure Skating Club, Mineola.

Kelsch, Mineola; second, Yvette Klefer, Imperial Figure Skating Club, Inc., White Plains.

Senior men's singles: First, Walter Bickmeyer Jr.; second, Ralph Schenck, Mineola.

Ladies' pairs: First, Dorothy Luginbuhl and Peggy Prince, Mineola; second, Gladys and Gloria Gulbrandsen, Mineola; third, Yvette Klefer and Faith Benedict, White Plains.

Junior dance: First, Jeanne Hammann and Raymond Tiedemann, Mount Vernon Figure Eight Club; second, Eileen McCabe and Al Night, St. Nicholas Dance and Figure Skating Club, New York; third, Mildred Roberts and Henry Weber, also St. Nicholas.

Junior men's singles: First, Donald Mounce, Mineola; second, William Schurfer, White Plains.

Junior pairs: First, Rita Luginbuhl and Fred Ludwig; second, Mildred and

Clifford Neschke, all of Mineola.

Novice dance: First, Patricia Romaine and Paul Weiss; second, Marie Gerard and Nicholas Covino; third, Dolores Connor and Steve Hladke, all of Mineola.

Novice ladies' singles: First, June Heinrich, Mineola; second, Faith Benedict, White Plains; third, Patricia Romaine, Mineola.

Novice men's singles: First, Edward Blaes, Mineola; second, Reggie Opie, White Plains; third, Paul Weiss, Mineola.

Novice pairs: First, Rose Bova and Kenneth Klefer, White Plains; second, Helen Hayes and James Murray, Mount Vernon; third, Gladys Gulbrandsen and Paul Weiss, Mineola.

Juvenile girls' singles: First, Rose Bova, White Plains; second, Nancy Kerin, Mineola; third, Norma McCullough, Fordham Skating Club, Bronx.

Juvenile boys' singles: First, Kenneth Klefer, White Plains; second, Edwin Unser, Mineola.

Uncontested events: Thersa Kelsch and Edward Blaes, 1944 senior pair skating champions of New York State, Earl Van Horn Dance and Figure Skating Club, Mineola; Rose Bova and Kenneth Klefer, 1944 juvenile dance skating champions of New York State, Imperial Figure Skating Club, Inc., White Plains.

Try-Out for Philly Finalists

PHILADELPHIA, April 8.—Finals in The Daily News-sponsored roller championships were staged April 5 in Joe Barnes's Adelphia Rink. Last year, finals were in Circus Gardens, where a record was set for attendance and entries. Rinks from all sections of the city entered the two events, a contest for most graceful skaters and a contest for best waltzers. All finalists will be given a special try-out with the Skating Vanities show opening tonight for an eight-day engagement in the Arena. This is the first year an offer of this nature and such a try-out for a pro career has been made available. Fourteen couples, representing seven rinks, participated in finals.

Waterloo Show for Benefit

WATERLOO, Ia., April 8.—A recreation center here received the proceeds of Roller Capades of 1944, fashioned after the successful pro show, Skating Vanities. Show was presented with a cast of 60 Waterloo amateurs in Armory Rink here, April 5-7, with L. E. Dunmire, manager, assisting. Mr. and Mrs. Lester Smith, pro skaters, whipped the numbers into a full evening show, with Roberta Lemlee the only pro in the cast of teenagers.

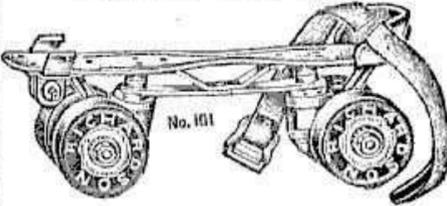
ARMY-NAVY "E" flag of the Hyde Athletic Shoe Company, Cambridge, Mass., now carries a gold star, awarded to the company for extra efficiency.

CASINO ARENA on the Boardwalk, Asbury Park, N. J., turned all receipts for April 3 to the Red Cross unit there. Coin boxes were used for collection from patrons thruout the rest of the week, said Manager John Gifford Carson. With more than 3,000 tars stationed within a mile of the rink and students from the Naval Reserve Pre-Midshipmen's School to draw from, attendance has been reported good.

PERSONNEL of Singing Wheels Rink, Red Bank, N. J., were notified of the death in action in Italy of Pfc. Herbert Applegate, one of the rink's former most popular devotees of the sport. War Department announcement said Applegate had been killed February 17 after going thru the African and Sicilian campaigns. His home was in near-by Atlantic Highlands.

CAP SEPPERINO announced that the entire receipts of the recent RSROA benefit night at the Sefferino Roller- (See RINKS on page 58)

The First Best Skate



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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.

MAGES SPORTS STORES
4019 W. North Ave. CHICAGO, ILL.

FOR SALE
300 PR. CHICAGO
SHOE SKATES
ALL SIZES

Everything new but plates, and they look new. \$15.50 per pair.

MOONLIGHT ROLLERWAY
3645 E. Colorado Pasadena, Calif.

FOR SALE

8,000 New Fibro Wheels, fit Chicagos. We have used same kind of wheels in our rink for five years; wonderful service. Highest bid takes all or part. Also have 250 pairs Chicago and few Globe Rink Skates. Call Hiltop 7750 or write or wire

MRS. L. W. BROWN
9028 W. Silver Spring Dr., Milwaukee 8, Wis.

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The Service You Have Been Waiting For. Two Days' Delivery on All Cutting Orders. Send us your old clamp plates. We will cut them at 50¢ per pair. Mount them at 25¢ per pair. Bronze welding at 20¢ per plate.

JOHNNY JONES, JR.
132 7th Street Pittsburgh 22, Pa.

R. S. R. O. A. RINK OWNERS ATTENTION!

One of America's outstanding teachers of international style is available for permanent part-time job. Can manage entire rink. 20 years' experience. Draft exempt.

P.S.: If you cannot afford \$60.00 per week salary don't answer.

2nd P.S.: If you own a high-class rink and are looking for a high-class pro—stop looking.

Write—Wire—Call
JOHNNY MASON
Ph. 2-8400. 62 Genesee St., New Hartford, N. Y.

No. 321 DUSTLESS FLOOR DRESSING

Cleanses the air, providing a strong 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

Complete Portable Rink or would buy Skates, Floor or Tent separate.

DON McELHINNEY
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Phone 3891 L. R.

FOR SALE

One New Tent, 50x120 Baker-Loxwood of highest grade material, for rink; one 100-Watt LaFayette Amplifier, new, and two new 25-Watt Cinemascope Speakers.

EDWARD BARTON
Belleville, Kan.

FOR SALE

One 50-75 Watt Amplifier, four Jensen Speakers, one Ribbon Microphone and Stand. This is good used equipment.

A. G. ROBSON
309 W. 8th, Pittsburg, Kan.

SKATES FOR SALE

Chicago, like new. Write best offer.

WESTWARD HO. TRAVEL BUREAU
Oliver Hotel SOUTH BEND, INDIANA

WANTED

Hammond Electric Organ for rink use to rent or buy. Please wire collect.

Babb's Amusement Park
SOUTHWICK, MASS.

FOR HEALTH'S SAKE ROLLER SKATE
FOR VICTORY BUY WAR BONDS

WHEN IT'S OVER—OVER THERE IT WILL STILL BE—

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TRADE MARK REG. U.S. PAT. OFF.

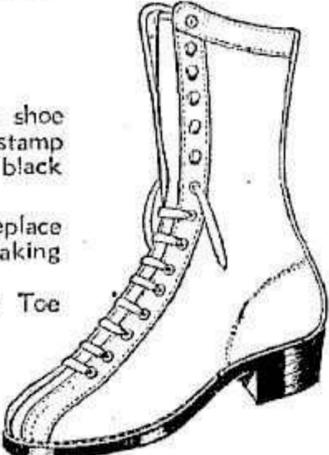
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First again with another innovation in a shoe restricted market. There's no ration stamp needed to secure these new all white or all black RATION FREE fine roller shoes.

No records, no red tape—just sales. Replace those worn shoes your skaters have been making last so long. Order today!

Still supplying Hyde White Rubber Heel Toe Stops.

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Manufacturers of those famous "Betty Lytle" Shoes
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MAY 1 THRU 6
DEADLINE FOR ENTRIES—APRIL 25

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HERE ARE THE NUMBERS OF OUR FIRST SENSATIONAL RELEASE:

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My Favorite Song	Fox Trot	You Dream	Fox Trot
No. 104—Will Meet Again	Fox Trot	Love-Love-Love	Collegiate
Rosalita	Fox Trot	No. 112—Louise	Two Step
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Communications to 155 North Clark Street, Chicago 1, Ill.

Movie Anniv. In Progress

Industry celebrates in some cities—war damper to program of big events

CHICAGO, April 8.—The motion picture industry regards April as its 50th anniversary and important celebrations by members of the industry have been announced for some cities. The existence of war has put a damper on any widespread celebrations thruout the country, however, but newspapers and fan magazines are giving resumes of many of the interesting developments when moving pictures got their start in 1894. The actual date for the advent of the moving picture machine is usually set at April 14 of that year, when Thomas Edison and his brother demonstrated the kintoscope in a shoe store on Broadway in New York.

Movie films had not been invented at that time, and attempts were made to use paper film, which proved impractical. An unusual fact about the first motion picture machines is that they were coin operated. Most reports say that 10 such machines were set up in New York, 10 in Chicago and 5 in Atlantic City about the same time.

Much Curiosity

The world now knows what marvelous improvements have been made in motion picture projection in those 50 years, and there is much curiosity as to what new ideas will be introduced after the war due to improvements in optics, in photography and in recording sound.

The first nickelodeon is said to have been opened in Pittsburgh in 1897. The Congressional Library is now trying to restore about 5,000 films made during the period of 1897 to 1917. The idea is to put on modern film some of the old pictures that will have a great historical value. No doubt, many of these will be shown in various parts of the country.

CUTTING IT SHORT

By THE ROADSHOWMAN

THE AIR FORCE'S four-reel technical color combat report, *Memphis Belle*, will be given theatrical distribution by Paramount, according to an announcement from the War Activities Committee. Considered by the WAC Program Committee one of the most exciting film documents of the war, the pic was produced by the War Department under the supervision of Lieut. Col. William Wyler, who twice won the Academy Award as a civilian film maker. It is expected that the film, which runs 41 minutes and includes some of the finest aerial shots yet filmed, will be made in 16mm.

LAST MONTH'S amendment by the War Production Board to L-267 appeared to lift restrictions on the use of critical materials in the production of various items of photographic equipment, but an announcement by Lincoln V. Burrows, head of the division, indicates that the chief effect of the new order is to cut down paper work required for procurement of such equipment.

NED E. Depinet, chairman of the Distributors' Division of the War Activities Committee, announced at a Red Cross meeting in Philadelphia last week that the War Man-Power Commission in charge of the Philadelphia labor market area, has designated the activity of Motion Picture Distribution in that area as "locally needed," this designation having been proved by the regional headquarters of the War Man-Power Commission for Pennsylvania, New Jersey and Delaware, of which Frank L. McNamee is director. The application for the designation "locally needed," after having been approved by the heads of all national distribution organizations at the home offices, was signed not only by the representatives of these companies in Philadelphia but also by all the independent exchanges in that city. Sixteen exchanges signed the application representing 543 workers.

NEGATIVE and all existing rights to *Ten Nights in a Barroom*, hardy American classic of a generation ago, have been acquired by Sack Amusement Enterprises, Dallas, and will be reissued nationally in a new streamlined edition, according to Alfred N. Sack, general manager. Deal was closed with K. Lee Williams, former roadshow operator, who acquired the negative from L. E. Goetz, producer, several years ago. William Farnum and Tom Santchi are featured in the Goetz version.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

John Lair Sets 2 Billie Units For Tent Treks

RENFRO VALLEY, Ky., April 8.—John Lair, of Renfro Valley Folks fame and one of the nation's leading hillbilly impresarios, will this season have two units out under canvas, a Northern company to be housed under the Bill Ketrow tent theater, and a Southern unit to play under a new 60 by 150-foot top being made by the O. Henry Tent & Awning Company, Chicago. Ketrow toured the Renfro hillbillies last season, and two seasons ago the Lair troupe played under the Billy Wehle canvas.

The Ketrow unit has already begun the season in the South and will rapidly work its way northward into the Indiana, Kentucky, Ohio and Michigan areas where the Renfro troupe is a popular radio name.

The Southern unit, with Lawrence (Jake) Salisbury in charge, with his wife, Maude, in the ticket box, is slated to get under way in Kentucky about May 15. Both tenters will have accommodations for around 2,000 payees.

The Southern unit will continue to fill the regular Renfro Valley broadcast period from here each Saturday night thru the summer.

Rep Ripples

WITH BILLY BRYANT, the showboat impresario, experiencing difficulty in lining up a tent theater to house his showboaters this season, and with Harry Graf, of the Madge Kinsey Players, experiencing the same difficulty in lining up people, it is rumored that the two factions may combine this summer to form a Kinsey-Bryant canvas combination. . . . PRED NERRET, American Guild of Variety Artists rep in Boston, has lines out to locate relatives of the veteran tab and rep player, Vic Faust, who passed on in Boston City Hospital March 28. Faust toured for years in tab and rep, and spent many seasons on the Menke and Bryant showboats, where he was highlighted with his Swiss Bell-Ringer specialties. He hailed originally from Australia. Further details in Final Curtain, this issue. . . . BILL CURTISS, of Curtiss Showprint, Continental, O., has his presses rolling again after an extended stay in Miami, where he combined business with pleasure. He was a visitor at the rep desk en route home. . . . T. T. GIFFORD left Baton, N. M., recently with a three-people trick to play West Texas halls and schools until the fall open. . . . PFC. JOHN D. FINCH, ex-Billroyer, shoots us a V-mail Easter greeting from "Somewhere in Burma." . . . RUST'S SCHOOL SHOW has moved into Western Illinois and will summer in Idaho and Oregon, where Rust has an established show and dance territory. They spent the early winter around Sarasota, Fla. . . .

EMILE T. CONLEY, our faithful correspondent, having arrived safely in Sweetwater, Tex., to join Harley Sadler's new tenter, shoots the following observa-

tions made en route: "On my way down I had an enjoyable ride from Omaha to Kansas City, Mo., with Everett Marshall, of the *Student Prince* company. The whole cast was, in the manner of good troupers, making light of the fact that half of them had to stand up on the train. . . . I STOPPED over in Dallas to visit the Madcaps, again doing fine business after a rather quiet winter. Toby Gunn has a new top and is swinging it from a cable to do away with all poles inside. Also has installed a new sound system. Wayne Babb is back in the cast after an unsuccessful attempt to get into the army and a try at war work. . . . CRAWFORD EAGLE'S wife, Grace Van Winke, underwent a serious operation at Dallas Med Center Hospital. She'd welcome a cheery missive from old friends. . . . HARLEY SADLER is a busy person these days whipping his new show into shape. Rehearsals have started with a bang, and everything points to a good show. Old members of the company, besides Harley and Billie, are the Jimmy Vans, Dick Darling and wife, Kennedy Swain, Charles Brunk, Jean Lane and June Siler. Bob Siler, of the Army Air Corps, spent a recent furlough helping Sadler get the outfit in shape. New members of the Sadler show are myself, Carl Park and Harvey King. . . . J. B. ROTNOUR SHOW, at Richmond, Ill., is having a tough time keeping a cast together but is making a game try. Mrs. Rotnour (Flora D. Voss) is able to be around on crutches for the first time since she broke her leg last summer. . . . KEN LANG, formerly with the Rotnours, is now with Montgomery Ward in Menominee, Mich. . . . S/SGT. BUD ADAMS, also formerly of the Rotnour show, is now with a medical unit at March Field in California. . . . JACK VIVIAN and King Felton are contemplating a magic-rep combine for the summer. . . . BILL BOWERS is now an announcer with KTTS, Springfield, Mo. . . . WALTER PRUITT, veteran rep and tab comic, is deserting the road this summer to continue selling a correspondence high school course."

CARL ADAMSON, who spent a number of years in rep and dramatic stock, recently suffered a stroke which left him completely paralyzed and unable to talk and is now convalescing at Olympia Hotel, 615 N. Wells Street, Chicago. He says he has the best doctors in Chicago attending him, and he is determined that he will get well. When stricken, Adamson was completing a 30-day engagement with *The Patriots* with Walter Hamden at the Studebaker Theater, Chicago. Friends are urged to drop him a line. . . . AMONG THE SHOWFOLK who attended the funeral of Jim Bonnell, veteran minstrel and showboat performer and manager, in Covington, Ky., Monday of last week (3), were Billy Bryant, Hank and Kate White, Cash Tomlinson, George Englebreath, B. Greenlok, Blanche Schields and Mrs. Olive M. Price Swope. . . . CAL AND BONNIE WEST, who spent the winter in Corpus Christi, Tex., have signed for the season with Billy Wehle's under-canvas hillbilly opry, which has just concluded rehearsals at Valdosta, Ga. The Wests spent many years with Wehle's Billroy's Comedians and in recent years have been working night clubs and radio. . . . C. ARTHUR BROWN, veteran minstrel end man, is now employed at the Wolfe Wear-U-Well Shoe Company, Columbus, O. . . . PVT. JOHN WALTERS, friend of nearly every repster who has made Columbus, O., in the last dozen years, is now with the 675th E. G. Co., 1st Service Command, P.O. W, Fort Devens, Mass.

No Tax Kicks

CHICAGO, April 8.—The trade was interested in reports this week on the reaction of the public to increased prices on admissions. The early reports came largely from the big cities where reports can be checked quickly and published in newspapers and the trade press. Most reports said the public had shown little or no reaction to the increased taxes. In fact, it was recorded as a certainty that people would continue to patronize their favorite places of entertainment without regard to the taxes. Patrons seem to regard the tax as just another way of helping to pay the war and they will not complain.

Reports have not been received from smaller towns where there may be a possibility of some complaints or a slight drop in attendance due to the higher taxes.

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House Across the Bay	Joe Lewis, Spirit of Youth
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Made for Each Other	Two-Gun Man From Harlem
The Last Mile	
Foreign Correspondent	
Renfro Sky Bandits	
Renfro Yukon Flight	

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16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.

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Features and Short Subjects Available. Prices at Ceiling or Less.

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AGENTS, PITCHMEN — WRITE FOR FREE sample of the hottest 25¢ seller on the market. Olsen Sales Co., Des Moines 9, Iowa. ap22

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ANIMALS AND REPTILES — PLENTY MEXICAN Black Spider Monkeys, \$35.00 each, or \$325.00 dozen; Contiguandis (Snookum Beans), \$15.00 each, or \$120.00 dozen; Mexican Imperial Beas, 5 footers, \$5.00; dens Harmless Snakes, \$15.00; Mexican Green Rattlesnakes, 5 footers, \$5.00; dens Poisonous Snakes, \$15.00. Wire National Products Company, Laredo, Tex. ap15x

OUR BEAR — 9 MONTHS, BLACK CANADIAN. Very tame, bottle trained, \$35.00 plus shipping. Box 580, Billboard, 1564 Broadway, New York 10.

DETROIT BIRD STORE, 3129 GRAND RIVER, Detroit, Mich. 3 1/2 years in Detroit. Largest and best Bird Store here. Animals, Birds, Snakes, Turtles. We are buyers, traders, breeders. If you have any Show Stock laying around send list prices. Chester A. Lamb, Prop.

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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. Unlocated Paris in stock. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. ap22x

A-1 BARGAINS — WURLITZER 500K, \$285.00; Mills Throne, \$165.00; 3 Wurlitzer 24 Mechanisms in damaged original cabinets, used as cellar jobs, \$175.00 as is. Wire deposit, Jules Olshen, 284 S. Allen, Albany, N. Y.

ALL KINDS 5¢ SELECTIVE CANDY BAR MACHINES, LoBoy Scales, 1¢ Peanut Venders, 10¢ Aspirin Venders, Adair Company, Box 166, Oak Park, Ill. ap15

ARCADE BARGAINS — **JAILBIRD CONVERTED** Jap, \$145.00; Chicago Novelty Jap, \$135.00; Brown Antiaircraft, positively like new, \$100.00; same sprayed like Air Raider, \$110.00; floor sample Cupid's Wheel, \$245.00; President Phonograph (Rockola's finest), \$685.00; 4 Econs Automatic Duck Pin Alleys, make offer; following machines unchecked, Ten Pins, \$39.50; Play Ball, \$39.50; Marksman, \$45.00; Seeburg Rayolite, \$69.50; Jungle Dodger, \$15.00; 312 Wurlitzer, \$49.50. Denver Distributing Co., 1856 Arapahoe, Denver, Colo. x

ASTROSCOPE, \$75.00; **MUTOSCOPE HURDLE** hop, \$35.00; National Knockout Fighter, \$150.00; Kirk Night Bomber, \$360.00; Mutoscope Skyfighter, \$325.00; Keeney Submarine, \$185.00; Bally Defender, \$260.00; Mutoscope Drivenobile, \$365.00; Bally Rapid Fire, \$200.00; Western DeLuxe Baseball, \$90.00; Keeney Air Raider, \$225.00; Mills Punching Bag, \$95.00; Evans Ten Strike, \$49.00; DeLuxe Texas Leaguer, \$40.00; Vibrator, \$40.00; Star Electro Hoists, \$40.00; Fandor Mutoscope Crane, \$75.00; Exhibit Merchants, \$40.00; Exhibit Iron Claw, \$35.00; Buckley Treasure Islands, \$70.00, 1/3 deposit. Herb Everschor, 276 S. High, Columbus, Ohio. x

BALL GUM WANTED — 1/2 INCH, 170 OR 180 count. State quantity and price. Will send certified check in full. Albert Gerry, Box 6435, Philadelphia, Pa. ap15

COIN WRAPPERS — TUBULAR, FLAT, combination, \$1.00 per 1,000 postpaid. State denomination. Ambers, 2135 Sampson St., Pittsburgh 21, Pa.

DRINK VENDING MACHINES COMPLETE with self contained Westinghouse refrigeration compressors. Twenty-eight in lot. Half of them never used. Bargain. Equipment Sales Company, 3915 Market St., Philadelphia, Pa.

FIVE COMPLETELY RECONDITIONED PANORAMS Solo Views, late serial, wipers and film with each machine, \$385.00; Mills 1-2-3, \$240.00; Big Chief, \$27.50; Western Baseball, \$65.00; one Jennings Goodluck, \$30.00. Hudson Valley Music Co., 8 Van Buren St., Kingston, N. Y.

FOR SALE — 6 INTERNATIONAL MUTOSCOPE Phonomatics, \$600.00 each; 3 Jumbo Parades, P.P., \$85.00 each; 1 Rockola World Series, \$60.00; also Wurlitzer Skeeballs. Johnson Music Co., 320 S. 19th St., Omaha, Neb. ap15

FOR SALE — **THREE NICKEL MILLS DEWEYS**, all factory rebuilt; three late Columbia Cherry Reel Jackpot, any coin, like new; one nickel Pace Club Model; one 1939 Evans Bangtails; one 1939 Evans Dominoes; six Mills Dime Blue Fronts; one Four Bulls, factory overhauled; Chicago Metal Slot Stands. Box 536, Crandon, Wis. x

FOR SALE — **ONE MUTO SKYFIGHTER**, \$335.00; one Shoot Your Way Tokyo, \$265.00; one Chicago All Star Hockey, \$215.00; one Gottlieb Champ, \$49.50; one Gottlieb A.B.C. Bowler, \$65.00; 4 Panoram, serial numbers 6851, 6993, 6995, 6994, used three months, each, \$25.00. Cleor Amusement Co., 115 N. Travis St., Sherman, Tex. x

FOR SALE — 1 5-5¢ LUCKY LUKE, \$295.00; 1 Bally Sport King, \$295.00; 1 10¢ Q.T. in double door metal cabinet, floor sample, never in location, \$160.00; 1 double door Metal Cabinet for Q.T., \$25.00; 1 Mills Square Bell Compulsory Skill, \$95.00; 1 Dark Horse, \$150.00; have not been on location for 2 years, in good condition. Half deposit required with all orders, balance C. O. D. Sterling Coin Machine Co., Mt. Sterling, O. x

FOR SALE — 11 LATE MODEL WURLITZERS, 3 late Rockolas, 1 Panoram, 34 Packard Boxes, 4 Speakers. Ten of these machines on locations doing good. Fine opportunity for a live operator. Make offer. Box 785, Denning, N. M.

FOR SALE — 3 6-FOOT X-RAY POKERS, \$59.00 each. A. M. Johnson, 57 St. Marys Rd., Buffalo 11, N. Y.

I WILL PAY \$375.00 EACH FOR WURLITZER 700's, 800's, 750's, 780's, 750E's, 780E's. Ship, wire or write. P. J. Herynek, 508 Gough St., San Francisco, Calif. ap22

PHOTOMATICS WANTED — WILL PAY CASH for late model Photomatics. Please describe fully. McGuire, 313 N. Santa Ana St., Bellflower, Calif. ap29x

ROUTE OF 36 NATIONAL CIGARETTE MACHINES; 76 Wurlitzer Music Machines with equipment. Also route 36 Music Machines and equipment. Bob Thoma, Mangum, Okla.

ROXY, \$20.00; **STAR ATTRACTION**, \$60.00. These games have been in storage 2 years. 25% cash, balance C. O. D. Jack Parr, 13 Everett St., East Orange, N. J.

"SPECIAL" — 50 1-5¢ PEANUT VENDERS, \$5.95; 20 5¢ Sanitary Napkin (with 1,000 napkins each), \$59.00; 10 Kleker Catchers, \$22.50. Wanted: Phonographs, Legal Equipment. Cause Vending Service, 432 W. 42d, New York.

TWO PANORAMS CONVERTED TO DC READY to operate, one cabinet without top or speakers. Both for five hundred fifty dollars. Also ten new Panoram Wall Boxes, two adapters. What's your offer? Panoram-Soundies, Box 473, Norfolk, Va.

WANTED — **OLD TIME COUNTER GAME** AND Ball Game Vender called Sweepstakes. Made by Rock-Ola. If you have any of these games let me know quantity and price at once. Albert Gerry, Box 6435, Philadelphia, Pa. ap15x

WANTED — **UP TO 30 LATE MODEL** POKERS, in good condition, 3625 Boardwalk, Atlantic City, N. J.

WANTED — **SHIPMAN SELECT-O-VIEWS**, State condition and lowest price first letter. H. Hoffman, 1715 Hulen, Ft. Worth 7, Tex.

3 SEEBURG JAIL BIRD GUNS, CONVERTED to Jap and Biber, refinished, \$129.50 each; 2 Keeney Air Raiders, \$224.00 each; 2 Rock-Ola Ten Pins, \$37.50 each; 1 Seeburg Hockey, \$69.50; 1 Chi Coin Hockey, \$199.50; 1 61 Wurlitzer with base, \$95.00; 1 500 Wurlitzer, \$300.00; 1 Rock-Ola Commando, \$675.00; 1 Bally Defender, \$319.50; 2 Seeburg Shoot the Chutes, \$119.50; 1 Western Delux Baseball, refinished, \$119.50; 1 Keeney Sub Gun, \$195.00; 1 Bakers Pacari, D.D., \$290.00; 1 Mills Punching Bag, refinished, \$125.00; 1 Paces Reels Jr. chrome rails, P.O., \$129.50; 1 Kill the Jap, \$22.50; 4 Cork Gums with corks, perfect shape, all for \$40.00; 1 Hot Dog Steamer, \$40.00; 1 Ex. Rotary Claw, \$149.50. All equipment A-1 shape, 1/3 deposit, balance C. O. D. Leo Lane, Morganfield, Ky. x

50¢ ALL-STAR COMET, 25¢ CAILLE SEVEN coin play, like new. Write. Want Rockford and Double Sides; wire. Coleman Novelty, Rockford, Ill.

300 ANDREWS VARIETY SHOPS FOR SALE (5 compartments), 1¢ Candy and Nut Venders; 2 Hanson Penny and Nickel Counter. Will sacrifice. Make offer. M. Gussoff, 166-12 33d Ave., Flushing, L. I.

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE COSTUMES — GAY NINETIES, Chorus, Oriental, Circus, Carnival Band Coats, Clowns, Cowboy, Hair Clugs, others. Accessories. Conley, 398 W. 47th, New York.

CHORUS NET AND STRIP PANTS, \$1.00; NET Bras or G-Strings, 75¢; Rhinestone Center Bras, \$1.50; Rhinestone G-Strings, \$7.50; Rhinestone and Settings and Rhinestone Banding in stock. Feathers, Beaded Fringes, Sequins, Trimmings, etc. No list, state wants. Add 25¢ mailing charges. C. Gnyetie, 346 W. 45, New York 19. x

CHORUS COSTUME CLEARANCE — ONE DOLLAR, perfect condition; Principals, three dollars. Men's Wardrobe. Guttenberg, 9 W. 18th St., New York City. ap17x

SET 36 UNIFORMS — COATS AND TROUSERS; French blue, old gold trimmed. Good condition. Fine for circus or carnival companies. Ticket sellers, ushers, animal men, bandmen, drum corps. McKenzie, 1170 Chestnut, Elizabeth 4, N. J.

25 ASSORTED CURTAINS, EACH \$15.00; Striptease, Cellophane Hulas, Flash Band Coats, Caps, Wings, Chorus Sets, Rumbas, Wallace, 2416 N. Halsted, Chicago.

FORMULAS & PLANS

FORTY FAMOUS FORMULAS OF FAST Sellers, \$1.00, with catalog of money making plans. Co-Operative, Box 638-B, Chicago. ap22x

HOW TO MAKE ICE CREAM FOR ONLY 25¢ a gallon. Will pass the food and drug law. Formula sent for \$1.00. R. S. Gray, 758 W. Jackson Blvd., Chicago 6, Ill.

MAKE GOOD BEER — RECIPE BY BREWER of Norwegian "Bock-Bayer" beer sent for \$1.00. J. Russell, Gunter Bldg., Shelbyville, Tenn.

MME. JUANNA'S FACIAL PACK WILL ABOLISH wrinkles, pimples, blemishes, large pores. Package 25¢. Mme. Juanna, 102 West 75th, New York. my6x

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS, FIFTY All-Electric Machines cheap. Burch, Advance, Crestora, Dunbar, Kingery, Peerless, others. If you want any special type machine we possibly can supply you. Get our prices on best seasoning made. Also will buy any quantity of French Fry Machines, Caramel Corn Equipment, 120 S. Halsted, Chicago 6. ap29x

ALL KINDS POPCORN MACHINES — ALL-Electrics, Burch, Star, Crestor, Carmelcorn Equipment, Burners, Tanks, Pittings, cheap. Northside Sales Co., Indianapolis, Iowa. jo10x

ELECTRIC FANS — CORRECTLY BALANCED 16" aluminum blades, 1/2" bore, \$3.00; Heavy Guard, \$2.00. Use 1/4-1/8 H.P. electric motor and make your own fans. Ted Rieeman, 427 E. Jefferson, Springfield, Ill. ap15

FOR SALE — 32 VOLT MOTOR AND CONVERTER; 110 DC Motor and Converter. J. S. Wheeler, Philip, S. D.

PORTABLE RINK — 40x100 NEW FLOOR, first grade maple, 175 pairs (Chicago). Complete outfit except tent. O. J. Bump, Mt. Sterling, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALL GAME (NEW HOOD), 36 KIDS; ALSO Milk Bottles, fine 7 Number Wheel, Peerless Corn Popper, concession model. Wanted: Candy Fun Machines. James Rosetter, Albany, O.

CANVAS—VARIOUS WIDTHS AND WEIGHTS. Tarpaulins, Waterproof Covers, 9x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation Leather, Paints, Enamels and many other items. Michigan Salvage Co., 609 W. Jefferson, Detroit 26, Mich. ap22x

CARROUSEL ORGANS — GOOD CONDITION, ready to operate. Can be seen until April 16th. Droge, South Broadway Corner Third Ave., Lindenhurst, L. I.

COOKHOUSE COMPLETE — 12x10, NEW canvas awnings, stoves, cash register, 38 stools, panels all around, dishes, lights. Blanchard, 1152 W. 12th, Erie, Pa.

ELECTRIC PLANTS — FROM 800 WATTS TO 10,000 watts. E. F. Schmalz, 215 Wyoming Ave., Kingston, Pa. ap16

FILM FOR SALE OR RENT, TENT, FOLDING Chairs, Projectors for sale. Seats Vener wanted. Lone Star Film Company, Dallas, Tex.

FOR QUICK SALE — COMPLETE ROOMS Equipment for two 500 seat theatres. Baggaly, Movie Supply Co., 1318 S. Wabash Ave., Chicago. ap22

FOR SALE — 20x30 TOP COMPLETE, 7 FT. wall, U.S.A. Co. Khaki, like new, \$100.00. W. P. Harny, 507 E. 9th St., Sarasota, Fla.

FOR SALE—GRIND SHOW WITH 30' BANNER Line, 3 10'x8' Banners, all new. Grand Canyon Wild Horse, 33' high; 20'x20' Top, no side wall. Booked on show. Been out three weeks. Price for all, only \$550.00. Bill Thompson, care Ferris Shows, 511 N. Newlin Ave., Whittier, Calif.

FOR SALE — LOT OF SHOW PARAPHERNALIA, including Electric Chair, Bass Drum, Banner Line, Ticket Box, some Concession Flash. B. S. Luce, 2408 Denison Ave., Cleveland, O.

NEW AND USED SOUND MOVIE PROJECTORS bought, repaired and sold. Dime brings details. Anchor Radio Distributing Service, Box 21, Ithaca, N. Y.

TENTS — SKATING RINK, SHOW AND CON-cession, all khaki, new and slightly used. Tarpaulins. Campbell Tent & Awning Co., Springfield, Ill. ap3x

"THAT MAN GOT ME" — MUST SELL MARION-ette Puppets, Curtain, Footlights, \$45.00; complete Ladder of Swords, \$15.00; 20x70 Tent, Wall, Stakes, Poles, Ticket Stand, 2 Stages, Wire, \$100.00. Brison Liberty Park, Baltimore 24, Md.

WAIKIKI DANCING GIRLS, 8MM, 50 FT., \$1.75; 16MM, 100 FT., \$3.50, prepaid U.S.A. Complete lists of pretty girl, comedy, cartoon and travel films plus glamour, sample, dime. Jenkins, Box 392-T, Elmira, N. Y. ap29x

TENTS—12x12 TO 40x200. ALL PUSH POLE. Complete list \$1.00. Hand roped, good as new, rented couple weeks. Sidewall, Poles, Stakes, Sides, etc. Describe fully. Send stamp. Smith Tent, Auburn, N. Y. ap17x

UNBREAKABLE SLUM, AMERICAN MADE, \$1.00 per gross; 16 kinds. Samples, 10¢. None free. W. Woolcy, 405 Hewitt St., Peoria 6, Ill.

VICTOR 24 16MM. SOUND PROJECTOR, 750 W. F.L.B., etc. Factory reconditioned, 2 cases, \$395.00, \$100.00 deposit, balance C. O. D. Tom Carrillo, 928 S. 8th, Tucson, Ariz.

WANT TO BUY LAUGHING COMIC, FUNNY Mirrors. Must be reasonable. Also have 40x60 Tent and Trailer for sale, in good condition and reasonable. Write L. B. Herdman, 6045 Ave "L", Houston, Tex. Phone: W-6854-7.

WEBSTER SOUND SYSTEM — 30 WATT, Speakers, 300 watt Master Flood Light, Baggage Trailer, 50 feet BX Wire, Microphones, Darts, Curtain Rings, Bally Cloth, Balbs, Tent, Stakes. A. Beresoff, \$13 Orange St., Wilmington 43, Del.

HELP WANTED

A-1 PIANISTS, SAXES, DRUMMERS, TRUMPETS and other modern, union dance musicians wanted immediately. Girls or men. Location. Organized Orchestras, Small Bands. Wire and write details, local number, minimum price. Send photo. Consolidated Orchestra Service, San Carlos Hotel, Pensacola, Fla.

A-1 PIANIST, SAXES, TRUMPET, DRUMMER, Bass and other modern, union dance Musicians wanted to open April 22. Girls or men. Location. Wire and write details, local number, photo. Minimum price. Orchestra Leader, Box 1864, Fort Walton, Fla.

BAND MANAGER OR PERSONAL REPRESENTATIVE for name band. Must be live wire with necessary connections. State all qualifications, etc. Apt. 6, 3548 18th St., San Francisco.

BASS MAN WANTED TO START ON LOCA- tions immediately with modern styled ten piece band; \$75.00 weekly, transportation paid. Wire Orchestra Leader, 2003 Park Ave., Minneapolis, Minn.

CONCESSION AGENTS — STRAIGHT SALARY or percentage. Opening April 12, Burlington, N. J. Come on, don't write. M. S. Earl.

DRUMMER, TENOR SAX WANTED — PERMANENT location guaranteed throughout duration. Five large instrumentation with big time library of special. Building band for post-war upper brackets. Six nights, salary forty dollars weekly. State age, experience, draft classification and phone number. All other musicians invited to write. Orchestra Leader, Box 2011, Wichita 1, Kan. ap22

FOR STANDARD BIG TIME VADEVILLE Act. Rubo Talking Fiddle or Guitar Player, Fiddle Player preferred. Good pay, union. Must be able to talk and sing some. No boozers need apply. Only 4-Ps and over age considered. Box 581, Billboard, New York, N. Y.

GIRL SAX OR TRUMPET — STEADY LOCATION. Six nights. Immediate opening. All girl unit. Box C-24, care The Billboard, Cincinnati 1, Ohio. ap15

GIRL CONTORTIONIST FOR ACT PLAYING parks and theatres. Eastern States. State routine, etc. Box C-32, The Billboard, Cincinnati 1, O.

GIRL TO ASSIST MAGICIAN — NO EXPERIENCE necessary. Address Dantini, 902 Spruce St., Philadelphia, Pa.

HAMMOND ORGANIST — MALE, TO JOIN name unit. I own organ. You must read, fake, modulate, know old and new tunes. Playing best hotels. No hush, no jazz. Don't misrepresent. Orchestra Leader, Neil House, Columbus, O. ap22

NOVELTY ACT, MUST CHANGE FOR WEEK; Dancer to double parts; Man to handle stage (top salary to right man); Juvenile Man, Character Man, Musicians for tent show orchestra. Workmen, winter quarters now open. Show opens May 17. Wartime salaries to capable people. Slout Players, Vermontville, Mich.

PIANIST — SMART CLUB JOB, 6 MONTHS' location. Small commercial combo. Top money. Write Eddie Koch, 148 S. Oleander, Daytona Beach, Fla.

WANT EXPERIENCED DOG AND PONY MAN. Also will consider learner or assistant for dog, pony, monkey and bird circus. Pamabaska's Headquarters, 3504 N. 8th St., Philadelphia 40, Pa.

WANTED — FIVE OR SIX PIECE ORCHESTRA, girls or boys. Play floor shows. Mgr. Jerry Carman, 402 Club, Port Huron, Mich. ap29

WANTED — HAMMOND ORGANIST WITH own organ. Location job; 6 or 12 months' contract or percentage deal. Must be able to play dance tempos. Must be union or willing to join (20 hour week). State what you can do, draft status and salary wanted. Buddy Woody, 1600 Mitchell, Waco, Tex.

WANTED — PIANIST THAT CAN READ, transpose, fake, take-off. Location job. No rehearsals or floor shows (20 hour week). If you can really cut it, then name your own salary. Airmail or wire Buddy Woody, 1600 Mitchell, Waco, Tex.

WANTED — VOCALIST FOR SUMMER SEASON. State what you can do and salary wanted for prompt reply. Also Musicians. T. O. Jacobs, Russell's Point, O.

WANTED — MODERN PIANO AND TRUMPET. Must read, fake. Small band, location. Other Musicians write. Rod Valentine, General Delivery, Tampa, Fla.

WANTED QUICK — MAN TO LITHOGRAPH; also man to care for elephants. Al G. Kelly & Miller Bros., Circus, Hugo, Okla.

WANTED — EITHER BASS, GUPPAR, VIBS. Trombone or Sax that doubles Drums and can cut shows on drums. Set drums furnished. Leader, Gilbert Hotel, Daytona Beach, Fla.

WANTED — EXPERIENCED PACES RACES Mechanic. Must be sober and reliable. Permanent position. Joe Moss Amusement Machine Co., 308 Sanford Ave., Sanford, Fla.

INSTRUCTIONS BOOKS & CARTOONS

CIRCUS BOOKS — "AL G. BARNES — MASTER Showman," Robeson (119 photos), \$3.00. "Barnum," Werner, \$1.49. Free Bibliography and price list. Alexander's, Capitol Heights, Md.

SENSATIONAL BOOK BY FRENCH REFUGEE gives Formulas for making, cooking with Liquors, Wines, etc. Not sold elsewhere. Enclose \$1.00. 633 W. Sixth, Eugene, Ore. x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog, 10¢. Balda Art Service, Oshkosh, Wis. ap29x

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12 BIG PROFIT MAKERS — NEW BOOKLET of Workable Plans, Ideas, Tips and Mail Order World, 64 pages of Mail Order Ads and Information. Both for 30¢. Graham's, Warwick, N. Y.

MAGICAL APPARATUS

A BRAND NEW ILLUSTRATED CATALOGUE of Mindreading, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. Illustrated catalogue, 30¢. Nelson Enterprises, 386 S. High St., Columbus, O. ma20x

ANSWER QUESTIONS, CALL NAMES, BIRTH-dates. Professional Master Mindreading Act (no assistant). Self contained, use anywhere, \$1.00. Magical Enterprises, Roseville, Mich. ap15

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc. 25¢. Kanter's (Magicians' Headquarters), B-1311 Walnut, Philadelphia 7, Pa. ap29x

EIGHTY MYSTIFYING MAGIC STUNTS FULLY explained in large illustrated 64 page book, only 50¢. Dozen, \$3.00. Bargain book free. Ellico, 436 N. Wells, Chicago. ma6x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25¢. Max Holden, 220 W. 42d St., New York City, N. Y. ma13x

LINDO R-Z MAGIC — 15 MYSTIFYING TRICKS, 25¢, also Lindo Mindreading Act. Simplified Professional System, 50¢. Present anywhere. Write Lindo, Spivak 1, Colo.

MAGIC, FUN, MYSTERY — BOOK OF 50 CARD Tricks with regular deck. Easy to do. Catalog of 300 Magic Tricks included. Both for 25¢. Fun Shop, 623-C S. Hill, Los Angeles 14. my6x

MAGICAL LIST — MINDREADING, ESCAPE, Publicity Stunts, Books, Illusions, Chemical. Also illustrated catalogue, 30¢. Genoves, Gen. P. O. Box 217B, New York 1. ap15

MAGICAL APPARATUS ILLUSIONS, NEW AND used. Catalog, second hand list, 10¢. Mac's Magic Shop, 506-B Main, Ft. Worth 2, Tex. ap29

QUALITY MAGIC SINCE 1907 — SEND 25¢ for catalog. Thayers' Studio of Magic, P. O. Box 1785, Willshire LaBrea Station, Los Angeles, Calif. ma13x

VENTRILOQUIST FIGURES — "SILLY KID" and "Negro," professional knee size, fully dressed, crop wig, and shoes nicely painted; never used, twenty-five dollars each. Prof. Leon, 3017 Florida Ave., Tampa, Fla.

MISCELLANEOUS

CONCESSIONAIRES, WORK FOR 25¢; GROSS A grand each week. Use beautiful Marbalike Statuettes, Novelties, Bookends, Ash Trays for alum. 50 samples via express, \$3.50; 100 White Plaster Plaques for 10¢ concessions, \$4.00. Cash with order. Iryna, 204 Maple, Terre Haute, Ind.

FOR SALE — NAMEPLATE TAPE, 100 LBS., for use in nameplate machine, at \$2.00 per pound, 1/3 deposit. George Paterson, 6 W. 190th St., Bronx, New York.

FOR SALE — JIMMY RINGI ORIGINAL TWO-Headed Baby Lovetta. Must sacrifice. Will sell in best bidder. Anna Ringi Cunico, 2130 68th St., Brooklyn, N. Y.

MUSIC COVER DESIGNS — \$8.00. COMMERCIAL Art, Cartoning, Cuts, Signs, Posters. Reasonable. Send ideas. Frank Menz, 245 West 34th, New York. my6x

SHIPMAN STAMP MACHINE FOLDERS — 2M, \$1.75; 10M, \$7.50; 50M, \$25.00. 1/3 deposit, F.O.B. Denver. Stewart Specialty Co., 1771 Washington St., Denver 5, Colo.

"UTILITY HAND FLASH LIGHT AND LANTERN. Closing out, excellent as premium for salecard or bazaar operators. Sample, 60¢ postpaid. Crystal-Utility, 615 McCarter Highway, Newark 5, N. J.

PARTNERS WANTED

COMEDIAN IN KANSAS CITY WANTS CLEVER Professional or Amateur Comedy Partner for act. No investment required. Box C-40, Billboard, Cincinnati 1.

PERSONALS

BIRTH AND DEATH CERTIFICATES — ALSO Certified Marriage and Divorce Records. Send 50¢ for blanks or full information of records for any state in the union. United Birth Certificate Service, 207 Riegler Bldg., Little Rock, Ark. x

PHOTO SUPPLIES DEVELOPING-PRINTING

CAMERAS FOR SALE — ALL OPERATIONS are done on the outside of the booth. 2 1/2 x 3 1/2 Booth Model, \$115.00; 3 1/2 x 5 1/2 Full Length Booth Model, \$130.00; 3 1/2 x 5 1/2 Full Length Table Model, \$140.00. Without lens add 25% excise tax. One-quarter down, balance C. O. D. Bilright Camera Mfg. Co., P. O. Box 452, Greensboro, N. C. ap22x

CASH FOR YOUR PHOTO EQUIPMENT — WHAT have you? Give details. P. D. Q. Camera Co., 111 E. 35th St., Chicago, Ill. ap29x

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. ap29x

DIRECT POSITIVE OPERATORS — A STEADY supply Eastman D.P.P. Prompt service, fresh stock and all 1945 dating. 1 1/2", \$5.75; 2", \$7.25; 2 1/2", \$8.75; 3", \$10.50; 3 1/2", \$11.00; 5" x 7", \$6.25 per gross. Any size and any amount. 25% deposit with order, balance C. O. D. K. W. Geary & Co., P. O. Box 5916, Pittsburgh 10, Pa. ap22x

DIRECT POSITIVE 1 1/2 CAMERA AND HEAVY Plywood Portable Booth with floor. Camera has new F3.5 lens in Retax shutter guaranteed; \$200.00. 1/2 deposit. Pat's Photos, 215 E. Main, Danville, Ill. ap22

E.D.P.P. LATE 1944 DATING — 1 1/2", \$5.50 per roll; 2 1/2", \$8.60 per roll; 3 1/2", \$11.00 per roll; 5x7, \$7.00 per gross. One-third deposit, balance C. O. D. George Ponsler Co., 763 S. 18th, Newark, N. J.

EASEL PHOTO MOUNTS, ALL SIZES — WOOD, leatherette, glass frames, latest styles. Sizes 2x3 to 8x10. Patriotic Heart Mirrors, Frames, Easels for 1 1/2 x 2. Everything for direct positive operator. Prompt shipment. Capitol Equipment Co., Box 287, Saint George, N. Y. je8x

EASTMAN KODAK D.P. — 25 ROLLS 3 1/4 inch paper, \$10.00 each. Offers accepted. Flagler Photoshop, 263 E. Flagler St., Miami, Fla. ap22x

EASTMAN DIRECT POSITIVE PAPER — 50 rolls 1 1/2" at \$4.00 per roll; 15 rolls 2 1/2" at \$7.50 per roll; 24 rolls 3" at \$8.00 per roll; 6 rolls 3 1/2" at \$11.00 per roll. 1/3 deposit. George Paterson, 6 W. 190th St., Bronx, New York.

FOLDERS — PATRIOTIC AND REGULAR DESIGNS. Prices per 100. For 1 1/2 x 2 Photos, \$1.75; for 2x3, \$1.95; for 3x4, \$2.75; for 3x5, \$2.85; for 4x6, \$4.00; for 5x7, \$4.25. Flat Mounts assorted for 1 1/2 x 2, 60¢; for 2x3, 75¢. Comic Post Cards for 1 1/2 x 2 Photos, \$2.00 per 100. Immediate shipments. Miller Supplies, 1535 Franklin Ave., St. Louis, Mo. ap22x

FOR SALE — 50 ROLLS E.D.P.P., 1 1/2" x 250, latest dating, \$4.50 a roll. Sportland, 854 Asylum St., Hartford, Conn.

FOR SALE — 4 FOR 10¢ SEMI-AUTOMATIC Machine with Enlarger. Hudson Terminal Photo Studio, 50 Church St., New York City 7.

MILLMAN'S NEW DEVELO-MATIC DEVELOPING RACKS (Pat. Appl. for #522890), a necessity for every direct positive operator. Keep your hands out of strong acids. Produces more and better pictures. Special D.P. Cameras made to order. Try my genuine Leather 2 Picture Folder for 1 1/2" x 2" Photo, \$15.00, 100; sample, 25¢. Herman Millman, 17 W. 20th St., New York 11, N. Y. ap22

NATURAL WOOD FRAMES WITH GLASS, 5x7, \$18.00 per 100; 8x10, \$29.00 per 100. Samples, \$1.00. One-quarter cash with order, balance C. O. D. Photo Service Co., Jasper, Ala. ap15

NEW MODEL DIRECT POSITIVE CAMERAS, Hollywood model, \$35.00, without lens, any size. We buy and want Camera Lens also. J. C. Walters, 320 W. 23d St., Los Angeles 7, Calif. ap15x

NEW MARFUL AND EASTMAN DIRECT POSITIVE PAPER — All size rolls and cut sheets. Send us a trial order on our new 1944 Marful Emulsion. It's good. Marks & Fuller, Inc., Dept. B1, 64-72 Scio St., Rochester 4, N. Y. ap22x

OPERATORS! — NEED MONEY? GET IT NOW with my new Sweetheart Photo Lockets. It's hot. Holds 2 pictures for 1 1/2 x 2; 25¢ stamps for sample with full particulars. Watch imitations. Also have folders. C. Gameiser, 146 Park Row, New York 7, ap22x

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PHOTOGRAPHER WITH COMPLETE EQUIPMENT, Pony and other attractions, wants position; studio on percentage, or what have you, Wifo finishes. No traveling. C. Marvin Taft, 1104 Chesapeake Ave., Baltimore 25, Md.

PHOTOMATON 4 FOR 25 CENTS AUTOMATIC Machine, in very good working condition with five extra conveyors and additional parts, \$750.00. Open for offers. Flagler Photo Shop, 263 E. Flagler St., Miami, Fla. ap22

SELL OR TRADE — 40 ROLLS 1 1/2; 24 ROLLS 3 1/4 Eastman, 1945 dating. Want 2 1/2, 5, 5x7. Grocon, 858 DeKalb, Brooklyn, N. Y. ap15

SELLING OUT THIS WEEK — EASTMAN Direct Positive Paper; 20 rolls 1 1/2" x 250, \$3.95 each, expires June, July, August and November, 1944; 15 rolls 2" x 250, \$6.00 each, expires June, 1944; 20 rolls 2 1/2" x 250, \$6.75 each, expires June, 1944; 3 rolls 3" x 250, \$7.50 each, expires May, 1944; one gross 8x10 Enlarging Paper, \$12.50, expires January, 1945; 8 gross 5x7 Enlarging Paper, \$6.00 per gross, expires January, 1945. Order all or any part. Send cash in full with order under \$50.00; over \$50.00, one-third cash with order, balance C. O. D. McLamb Photo Studio, 1624 South St., Philadelphia 46, Pa. x

WE BUY, SELL EASTMAN D.P.P., ANY SIZE, at your price. Will accept reasonable offer. Write what you have or need. We make new Verticle D.P. Cameras and Equipment, 1 1/2" x 2 Photo Comic Cards, \$2.00 hundred; Foregrounds, \$7.50. Bonomo, 26 Park St., Brooklyn 6, N. Y. ap29x

2 1/2" x 2 1/2" D.P. CAMERAS — BEST 2.9 STEINheil lens automatic Ibsor shutter complete, without booth, \$200.00. Beautiful booth wired, with above camera installed, \$475.00. Box 1991, Oklahoma City, Okla. ma6

25 ROLLS 2 1/2 INCH; 6 ROLLS 3", 4 ROLLS 4" Direx Direct Positive Paper, \$6.00 per roll; take all, \$5.00 per roll. One-third deposit. H. E. Hineman, 905 N. Edgemont St., Los Angeles 27, Calif.

PRINTING

A BIG PACKET OF COMIC CARDS, 25¢; 100 Letterheads, 100 Envelopes, postpaid, \$1.00. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. ap16

200 TWO COLORED 8 1/2 x 11 LETTERHEADS for dollar bill. Other printing. ARP Show Print, 508 E. 29th St., Davenport, Iowa.

SALESMEN WANTED

HERE IT IS — NEW FAST-SELLING DEAL. Excellent Global Atlas for premium; clicks with everyone. The world completely mapped showing theaters of war. Many earn over \$100.00 a week. If you can sell, look no further. Write R. W. Wallace, Dept. 3, Capper Publications, Topeka, Kan. x

TATTOOING SUPPLIES

TATTOOING OUTFITS AND SUPPLIES — Send for Illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 S. State, Chicago. ap15x

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES. Will pay \$15.00 for Blondie, Powerhouse, Formation, Mae Postel, 6760 N. Ashland Ave., Chicago, Ill. ap22

BALLOONS — CAN USE ANY SIZE, QUANTITY, kind, printed or unprinted. Send samples, prices. Can also use Flying Birds, Fur Monkeys, Bats, Metal Horns. All circus novelties. Ben Stone, Concessionaire, 406 S. Main, Los Angeles 13, Calif. ap22x

BRIDLE AND MARTINGALE AND SADDLE; all Western stock type. State full particulars in your reply. Little Johnson, Mgr., "The Picture Box," 37 S. Main, Sumter, S. C.

CANDY OPERATORS, JOBBERS — IF YOU have any Candy or Gum to sell contact me. Name and price of merchandise first letter. Ottawa Sales, Iron River, Mich. ap15

COMPLETE OUTFIT FOR WAFFLE CONCESSION, six irons or more. Good condition for cash. C. J. Aust, Cleveland Ltd., Sandusky, O.

STEAM GALLOPE WITH OR WITHOUT boiler; Miniature Golf; Miniature Railway. Address Lavelle, King George Hotel, Hamilton, Ontario, Can.

WANT TO BUY FOR CASH OR TRADE STAGE Melodrama Lithos, Handbills, Scenes of Gay Nineties or later. Ray Hibbler, 2157 N. Avera, Chicago 47, Ill.

WANT TO BUY LATE MODEL PHOTOMATIC — State serial and condition and best price. Kruse & Connor, 153 N. Michigan, Chicago 1.

WANTED — ALL KINDS POPCORN POPPERS, gasoline, electric; Kettles, Peanut Roasters, Vendors, Adding Machines, Office Supplies. Northdale Sales Co., Indiana, Iowa. je8x

WANTED — RHINESTONES, ANY SIZE, LARGE or small quantities. Harry Kiltaner Co., 433 Westminster St., Providence, R. I. ap22x

WANTED — MINIATURE CAGE WAGONS, Cross Cages, Small Cages. Give size, condition and address. Write Animal Farm, Richmond Hill, Ga. ap15

WANTED FOR CASH — HAMMOND ORGAN, any model. Can arrange shipping anywhere in U. S. Wire, write Glenn Davis, 646 S. Cornell, Villa Park, Ill.

WANTED — THREE OR FOUR HOBBY Horses. Must be good condition. Walter Kreidt, 1518 46th Ave., San Francisco, Calif.

WANTED TO BUY — ONE POTATO CHIP Cooker, twenty gallon oil capacity; one Popcorn Popper, large capacity, no display. Both for wholesale work. Maxine Sandwich Co., P. O. Box 622, Greenville, S. C.

WANTED TO BUY — CANDY FLOSS MACHINE, new or good used machine. Write fully. Wave Theatre, Carolina Beach, N. C.

70 OR 80 FT. ROUND TOP WITH MIDDLE pieces, complete with poles. James Young, 1321 N. W. 66th St., Miami 83, Fla.

At Liberty Advertisements 5c a Word. Minimum \$1. Cash With Copy.

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ADVANCE AGENT, EXPERT BOOKER — CAN offer immediate profitable routes playing best theaters to Magic or Spook Show, Mentalist, Musical, Girl Show Units, Radio, Stage, Screen Stars. Any good box-office attraction. Rush full details, photo. Address Box 354, Billboard, Ashland Bldg., Chicago 1, Ill.

AT LIBERTY BANDS AND ORCHESTRAS

"THE FOUR MOODS" — UNION, VERSATILE Instrumental Orchestra, featuring 8 boys and girl, now appearing Club 67, New Jersey. Available for future engagements. Photos upon request. Write, wire Charlie Walters, 119 Audubon Ave., New York City.

TRIO — USING PIANO, SOLOVOX, VIOLIN, harp, Violin, Sax, Cello. Want summer location June 1. Address Trio, 504 Perry, Vincennes, Ind. ap22

AT LIBERTY CIRCUS AND CARNIVAL

HALF AND HALF FOR ANNEX — BEAUTIFUL wardrobe and appearance. Write Borden, 351 W. 44th St., New York City.

STILT WALKING AND OUTDOOR ENTERTAINMENT. Joe Tree, 2528 S. Homan Ave., Chicago, Ill.

AT LIBERTY COLORED PEOPLE

EXPERIENCED PIANIST — READ, FAKE, transpose. Want medicine show, or road show engagement. Draft exempt, free to travel. State salary and full details in first letter or no answer. Also bring other useful people. Ted Ashleigh, 415 E. Columbia St., Detroit 1, Mich. ap22

AT LIBERTY MAGICIANS

"LA-MAR" THE MAGICIAN — LADY ASSISTANT. One-hour show. For club, floor shows, lodges, entertainments. Myers, 519 Wheeling Ave., Cambridge, O. ap22

THORNTON — INTERNATIONALLY KNOWN Magician for cabarets, parks, night clubs. Big flash of Magical Effects. Thornton, 217 E. 66th St., New York.

AT LIBERTY MISCELLANEOUS

AT LIBERTY — MED LECTURER AND OFFICE Worker. Wife plays Piano and works in acts. Address Doc Matt Harlan, 434 4th St., N. W., New Barborton, O. ap22

RADIO OR STAGE UNIT COMEDIAN, DOUBLING Washboards, Drums and Bus or Truck Driver. Only top units reply. Union, sober, white, reliable with A-1 references. Songwriter with own books and photo sales. Prefer radio barn dance set-up on locations. State all in first or no reply. Nationally known. Roy Scrubboard Wallace, 2205 Bellefontaine, Indianapolis 5, Ind. ap22

AT LIBERTY MUSICIANS

ACCORDIONIST, DOUBLING VIOLAHARP — Experienced in dance, radio, stage and recording. Union, 4-F classification. Equipment first class. Some comedy vocals on the corn side. Sing third harmony in trio. Do not sight read. Will consider job with large or small dance combinations, cocktail unit or anything that pays off (even hillbilly). State all in first letter. Box C-31, care The Billboard, Cincinnati 1, O.

ALTO SAX AND CLARINET — EUGENE SIX, Congress Hotel, Omaha, Neb. ap22

AT LIBERTY — TRUMPET PLAYING Arranger. Union, 4-F, conservatory graduate. Semi-name experience; also small group work last two years. Will travel. Available June 1. Sta Dumas, Bennington, Vt. ap15

AT LIBERTY — EXPERIENCED GIRL DRUMMER. Union. Rita Senard, 101 Cherry St., Punxsutawney, Pa. ap22

Additional At Liberty Ads on next page

SALES REPORTS CRAM WEEK

Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, April 8.—The first quarter ended with a big buying spurt for the novelty merchandise trade. This was due to the new federal taxes that went into effect on luxury items April 1, and also with Easter April 9. The net result of this will probably be to make the first quarter a favorable period when the reports are all in. Favorable trends had already started in February, according to reports, and March brought steadily increasing trade to the very end. The Census Bureau said small store sales were up 3 per cent in February. Sales for the last week in March jumped as much as 300 per cent on luxury items, some cities reported.

SECOND QUARTER OUTLOOK.—With the first quarter of the year ending favorably, there were many questions about prospects for the second quarter. A drop in sales is naturally expected as soon as Easter is over. Some shifts in population and spotty declines in employment may cut trade in a few cities during the second quarter. Merchandise stocks were generally reported better than would be expected under present conditions. Crucial war news may cut trade to some extent in the second quarter also. WPB is giving favorable consideration to the merchandise field and is releasing materials for civilian goods as fast as possible. The Department of Commerce is optimistic concerning retail sales for the entire year of 1944. Financial reports show that people still have plenty of money to spend. The Federal Reserve System reported money in circulation at a new high March 30, reaching a total of more than \$21,000,000,000.

IN PLAIN LANGUAGE.—APO officials are still working on that general pricing policy for the retail trade. OPA plans, also, to introduce a new educational program to explain pricing programs to merchants. A special bulletin will be issued for the retail trade. It is officially explained that price ceiling orders will be made up as in the past, but when they are released to the trade an official retail bulletin will be sent too, which will explain in everyday language what the official orders mean. These educational bulletins are expected to explain to stores, pricing facts in language they can understand—"Instead of the legal orders."

FACTS FOR INDUSTRY.—For more than two years the Census Bureau has been preparing confidential information for WPB, which has been given the title of "Facts for Industry." Manufacturers and wholesalers will be glad to hear that this service will be expanded and made public monthly so that business firms can have the same facts given to WPB. (See Merchandise Trends on page 51)

Pen, Pencil Quotas

WASHINGTON, April 8. — Individual quarterly production and delivery quotas have been assigned to 44 manufacturers of fountain pens and 32 manufacturers of mechanical pencils in plants at designated locations, the WPB announced. Separate quotas have been established for civilian orders and for special orders. Total production is expected to average approximately the same as under the former restrictions, but production will be more equitably distributed among the various manufacturers, and allocations will be in line with facilities, and labor available in the plants.

Manufacturers in Group 1 and Group 2 labor areas are not permitted to increase production over the amount made in the fourth quarter of 1943.

Government Orders

WASHINGTON, April 8.—The OPA order setting flat dollars and cents calling prices on used cameras and other photographic equipment went into effect April 6. Regional OPA offices were notifying firms in their respective areas to observe the order. OPA officials called attention to the fact that one individual can start action against another individual under this order. It applies to used cameras, projectors and accessory equipment. . . . Cutlery manufacturers have been authorized by WPB to resume the use of stainless steel, under certain restrictions, for making certain patterns. Manufacturers say that it will require three to four months to get finished (See Government Orders on page 51)

Census Bureau Says Trade Gained for Jobbers in Feb.

WASHINGTON, April 8.—The Census Bureau recently made its report on wholesale trade firms for February. The report covers activities of 2,554 jobbing firms and showed an average gain of 5 per cent in sales. The gain in sales for these firms during January and February was reported to be about 6 per cent above the same two months in 1943.

The census report covered about 35 different lines of business, and among these hardware and voluntary group jobbers reported gains of about 9 per cent in trade. Tobacco jobbers and similar lines reported about 5 per cent gains. Jobbers of electrical items showed the largest decrease in sales, an average of 11 per cent below the volume shown one year ago. Inventories of jobbers in general showed 5 per cent more merchandise in stock in February than at the same time one year ago.

Early News Reveals Big Sales Gain

Public continues buying into Easter week without complaining of increased federal taxes.

CHICAGO, April 8.—Trade circles and reporting agencies were busy during the week in estimating what had happened (See Reports Cram Week on page 52)

COLORFUL PIN-UPS 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 Elvgen paintings. Prints are bound in portfolio, but tear out with clean edge for framing. Each in convenient self-mailer that will go anywhere. Available in Series I, II or III.

B31L52—Per Dozen Portfolios, \$3.60.

Price Per Gross Portfolios, \$40.00.

Send 25% Dep. with Order, Balance C. O. D.

Hagq JOSEPH HAGN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6



LOOKING FOR IDENTIFICATION BRACELETS?

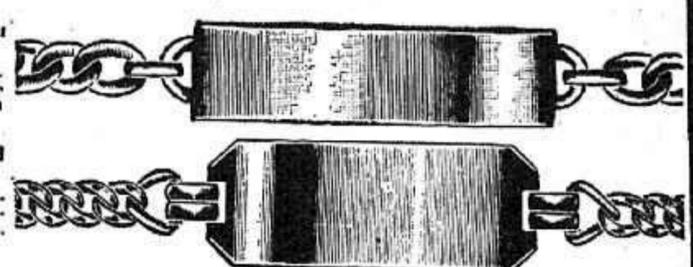
Gold-Filled — Sterling Silver

No. 3G92—Sterling Silver

\$3.75 Each Boxed
Sterling Identification Bracelet. Heavy curved oblong plate and link chain. Each in cloth lined gift box.

No. 3G116—Gold-Filled

\$6.75 Each Boxed
1/20th—14K Gold-filled identification bracelet. Heavy oblong plate and flat link chain. Each in gift box.



"Yes"—If you are looking for Identification Bracelets in Sterling Silver or Gold-Filled your search is over. Our line is complete—unlimited quantities of "Best Sellers"! Priced for quick turnover.

WRITE FOR IDENTIFICATION BRACELET CATALOGUE

BIELER-LEVINE 37 So. Wabash Avenue. Chicago 3, Ill.

FAST-SELLING

GIFT AND SOUVENIR APRONS

With Special Scenic Designs for Resorts and Overseas, also Military Insignia and Popular Greetings

COCKTAIL STYLE. Luxurious Taffeta. Any insignia or design on roomy, convenient patch pocket. Assorted popular colors. No. 47, list price, \$14.40 per dozen.
TEA APRONS. Rich Taffeta, pastel-colored 2" ruffle around Ivory ground. Design, insignia or greeting in two-color suede-like flocking.

No. 37-5, list price, \$12.00 per doz.

These colorful gift aprons will always be popular sellers everywhere. Have irresistible appeal!

Also get in on the sensation success of the new **Hydra-Tex**

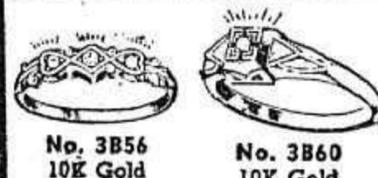
CORK TABLE MATS

Popular Place Sets—11"x17" Mats and 3-pc. Luncheonette Sets with colorful, modern decorative designs in a wide variety of motifs. Taking the country by storm, as they save linens, laundering, lay flat and make an ideal gift, souvenir, bridge prizes, premium, etc. List prices from \$3.60 to \$8.10 per dozen.

JOBBER AND REPRESENTATIVES WANTED—Write for quantity prices, discounts and catalog pages!

HYDRO-TEX CORP. 564 W. Adams Street CHICAGO 6, ILLINOIS

"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities



No. 3B56
10K Gold

No. 3B60
10K Gold

10K GOLD
No. 3B60 Solitaire \$2.25 each Bulk
No. 3B56 Wed. Ring \$2.25 ea. Blk.
No. 3B201 Bridal Set \$4.50 ea. Box.

14K GOLD
No. 3B206 Bridal Set \$5.25 ea. Box.
Sizes 5-7



No. 3B201—10K Gold
No. 3B206—14K Gold

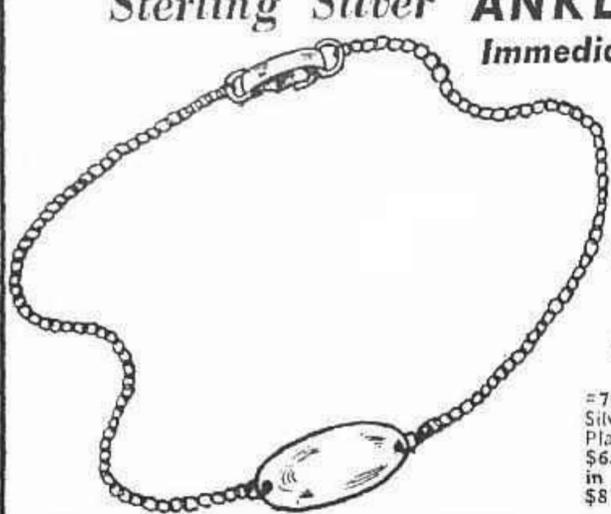
One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.

(State your business)

HARRY PAKULA & CO.
5 N. Wabash Ave. Chicago 2, Ill.

Sterling Silver ANKLETS!

Immediate Delivery!



#701, as illustrated, with Oval Plaque and Curb Chain.

\$6.25 DOZ.	Bulk	
\$72.00 GR.		
\$6.75 DOZ.	Carded	
\$78.00 GR.		

#705, Gold Plated Sterling Silver, Rounded Oblong Plaque with Cable Chain, \$6.50 Doz.; \$75.00 Gross, in Bulk; \$7.00 Doz.; \$81.00 Gross, Carded.

#707, same style as #705, of 1/20 12 Karat Gold Filled Sterling Silver, \$9.00 Doz.; \$102.00 Gross, in Bulk; \$9.50 Doz.; \$108.00 Gross, Carded.

Terms: 1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Order now while they last. We can supply Pearl Plates and Wire for Wire Workers. Write for details.

JOBBER! WRITE FOR SPECIAL DEAL!
Send for Catalog of Complete Line!

MURRAY SIMON 109 South 5th Street
Brooklyn, N. Y.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Some operators just don't seem to be able to work a deal and plan ahead at the same time. They get along all right while the deal is clicking but, because they give little or no thought to the possibility of it ever slowing up, are out on a limb when the deal does go sour. Rather than wait until the proverbial last minute to search for replacements these men can avoid costly interludes by shopping around while the old deal is still producing. Rather obvious, isn't it?

It has always been our belief that no one, no matter how long he has been in the business, can make a definite prediction as to how a deal will go. Therefore as there is no big gamble involved in placing a few cards, every deal is worth a test if nothing more. Perhaps the operator who does this will lose a couple of bucks and his time occasionally. But in testing all possibilities the chances of missing out on the Big Deal will be cut to practically nil.

There's no such thing as a dead item, especially so if it has ever had a run on a deal. Returns may peter out for a while, may even reach the point where you can't give the item away, yet given enough time between runs, most items can be brought back to life as profitable producers.

When conditions are right, and they certainly are today, operators can make plenty of do-re-mi working with fraternal organizations on fund-raising campaigns. If you are in a position to make contacts with fraternal groups, charitable institutions and other organizations, you would do well to give this type of promotion some careful thought.

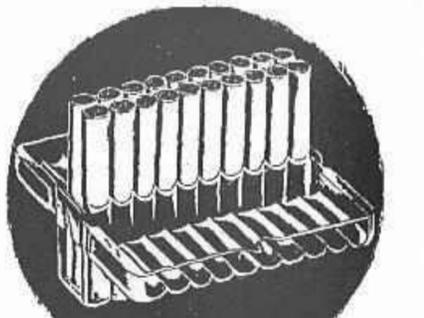
HAPPY LANDING.

ORDER YOUR SLUM from this list

27" Shoe Laces	Gross \$1.00
Min. Comic Pennants90
Paper Flag Bows90
Paper Flag on Stick90
Domino Paper Masks85
Comic Paper Masks	1.00
White Metal Wedding Rings	1.00
Plaster Slum, Asst.	1.25
Plastic Thimbles	1.20
Lead Pencils	1.44
litter Beans (240 in Box), Per Box ..	1.70
Class Tumblers	3.96
Class Coasters	3.24
Class Ashtrays	3.60
Mirror Folders	2.85

50 other big values in our new line of U. S. Slum. Complete lists covering Glassware, Jap and China Novelties, Ball Game and Bingo Merchandise mailed on request. 25% deposit required with each order.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders



Vuedex

TRADE MARK

1. Holds a full deck of twenty cigarettes.
2. Perfect-fitting surfaces make Vuedex Practically airtight when closed.
3. Weighs little more than an ounce, yet is unbreakable in normal use.
4. Serves one cigarette at a time without touching the rest of the pack.
5. Fits easily into a vest pocket . . . or stands smartly by itself for table use.
6. Protects each cigarette individually so that it cannot be crushed from outside or inside pressure.

Made of Crystal Clear Plastic.
Lots of 150 or More—60c Each.
Smaller Lots—65c Each.
Samples \$1.00 Postpaid.
Deposit With All Orders.

A. N. S. CO.
312 Carroll St. ELMIRA, N. Y.

LUMINOUS RELIGIOUS FIGURES AND FLOWERS

—that Glow in the Dark!

We are now located in our new and larger quarters at
106 WEST 46th STREET
NEW YORK, N. Y.

#11 Crucifix in Relief, 9"	\$6.50 Doz.	#6 Large Gardenia with Bud ...	\$3.60 Doz.
Asst. 12" Saints	2.25 Ea.	#66 Luminous Roses	3.60 Doz.
Asst. 8" Saints	6.50 Doz.	#107 Large Gardenia (Special) ..	4.00 Doz.
Asst. 6 1/2" Saints	4.50 Doz.	#110 Camellias (Special Quality) ..	5.50 Doz.
Asst. 5" Saints	3.60 Doz.	#113 Triple Tea Roses	3.60 Doz.
#119 Large Guardian Angel, 8 1/2" ..	8.50 Doz.	#114 Sun Flower	3.60 Doz.

25% Deposit, Balance C. O. D., F. O. B. New York.
Send for List of Complete Line of Luminous Figures and Flowers

NITE GLOW PRODUCTS CO. 106 West 46th St. NEW YORK, N. Y.

BINGO SUPPLIES

Plastic Balls
Plastic Markers
Midgets 1—3000
News 1—3000
Specials—5 Ups—6 Ups—7 Ups to Pad
Regular Specials

Write or Wire for Catalog

JOHN A. ROBERTS & CO.
Formerly
N. M. BANK & CO.
235 Halsey St. Newark, N. J.

WOMEN WANT ...

Florita WALLETS



MEET THE DEMAND—**CARRY FLORITA**—It's fast-selling and profitable! Florita's the new style concept:

- Gay colors in authentic Aztec.
- Snap button change purse.
- Ample room for tokens, photos and passes.
- Neat and compact — with snap button closure.

Individually boxed in assorted feminine colors . . . \$1.50 Each . . . \$16.50 Doz. 1/3 Deposit—Balance C. O. D.

ORDER TODAY!

FASHION FADS · 1265 BROADWAY, NEW YORK 1, N.Y. DEPT. B-B

MEN—Build a Wholesale Route GET INTO A Big Pay Business



We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start.

A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

WORLD'S PRODUCTS CO., Dept. 8-5, Spencer, Ind.

FOX TAILS IN STOCK!



Pitchmen, Carnival and Fair Workers, here at last are the well-known HMJ Fox Tails you've been waiting to grab up! Cash in this season with these largest, bushiest, genuine fur fox tails while they last. Tails come with two strong cords (with or without "comic saying" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list, or send \$1.00 for the samples of 5 various sizes. Stock going fast . . . better rush your order for immediate shipments!

H. M. J. FUR CO., 150 W. 28th ST., NEW YORK CITY 1, N. Y.

UP TO THE MINUTE MERCHANDISE

- BEST PRICES
- PLENTY OF STOCK
- GOOD SERVICE

Write or Wire Your Wants, No Matter What They May Be.

JERRY GOTTLIEB, INC.
303 FOURTH AVENUE
NEW YORK 10, N. Y.

CARNATIONS—FOR MOTHERS' DAY



No. 51—Carnation, Red, White, Pink, \$37.50 per 1000; \$4.00 per 100. Prepared Green Foliage for Carnation. Per Lb. 50¢. Two Lbs. Foliage Required for 100 Carnations. Send for Price List of All Flowers and Novelties. 50% Deposit, Bal. C.O.D.

FRANK GALLO
Importer and Manufacturer
1425 Locust Street
ST. LOUIS 3, 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. (We Buy Used Cork Guns, Pocket Knives, Clocks, Lamps—Pay Top Prices.)

MIDWEST MERCHANDISE CO. 1010 BROADWAY
KANSAS CITY, MO.

CARTOON-BOOKLETS

AGENTS—SELL Vest Pocket Size Cartoon-Comic Booklets and other items. Samples 10 different ones for 50¢, 25 assorted for \$1.00. Wholesale Price List with order only. Send cash or stamps. No C. O. D.'s. Fast sellers—big profits.

RAY CO.
P. O. Box 978, Church St., Annex, New York

BINGO

SPECIALS ★ CARDS ★ SEE-THRU MARKERS ★ CAGES
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

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.

BB102—Price, \$15.00 Per Doz. Sample, \$1.45.



B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each... \$4.10
B. B. 101—3 Diamond Wedding Ring to match. Each... 4.50
Sizes 5 to 7

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

MERCHANDISE TRENDS

(Continued from page 49)

Officials say that the service should prove very useful to business.

PENS AND PENCILS.—Iron, steel, stainless steel and zinc, specifically prohibited for use in the production of lead pencils and penholders since December 7, 1942, have been deleted from the list of prohibited metals in L-227-b, as amended March 29, 1944.

The use of copper and copper base alloy is still prohibited.

For lack of metal, manufacturers have been attaching erasers to pencils by means of ferrules made of plastic materials and paper.

Pen nibs have had to be inserted directly into slits in wooden penholders. The metal inserts with which these slits are now permitted to be fitted will hold the pen nibs in place more securely, WPB said.

Over-all production of pencils is still limited, on a yearly basis, to 7,080,000 gross, or 81 per cent of the 1941 output, and of penholders to 231,000 gross, or 96 per cent of the 1941 output.

STILL MORE MERCHANDISE.—Because of increased supplies of steel, WPB has announced that cigarette lighters may again be made from such metal. The granting of steel has been made so that the pressure on substitute materials may be relieved. There is no indication yet when these articles may be put into production and reach the wholesale trade. Manufacturing firms have other problems than that of getting the necessary metal, but it is a very favorable sign that specialty merchandise may gradually be coming into production again.

CHICAGO CONVENTION.—The National Association of Direct Selling Companies will hold its annual convention May 22 and 23 at the Edgewater Beach Hotel, in Chicago. Subjects listed for discussion will include chiefly post-war planning ideas. This trade association always has a lot of legal problems to discuss, however, and the meeting will give much attention to the report of its legal officer.

FUTURE AIR TRAVEL.—Mixed with the many predictions of what the country will have in the way of planes after the war is a more conservative business prediction that airports will double, probably reaching a total of 6,000. This prediction has been made by C. A. A. The agency estimates there will probably be 500,000 civil planes in use by 1950. Like all forms of travel, this big increase in airports and air travel is expected to increase the demand for novelty merchandise.

THESE ARMY STORES.—A senator from Wisconsin joined with other members of the Small Business Committee recently in discussing what they called fly-by-night stores that may spring up after the war to sell army goods. The committee is talking about a law to prevent all this and to prevent so-called army store competition with regular retail outlets.

GOVERNMENT ORDERS

(Continued from page 49)

items to the retail markets. . . . WPB has told members of the flashlight case and battery advisory committee that a 20 per cent increase in production of dry-cell batteries will be needed to meet military requirements for 1944 alone.

. . . WPB officials say that most of the 1,200,000 war alarm clocks allotted for second quarter production will be needed for the armed services. A limited quantity of low-priced wrist watches will be produced for nurses and similar purposes. . . . Cigarette lighters may now be made of steel, under a recent WPB order. Manufacturers say they do not know when such items will get into trade channels.

PREPARE FOR MOTHER'S DAY NOW



with this 1944
**TREND
CREATOR!**

No. 819—1/20 10 Karat Gold Filled Sterling Silver Hand Engraved Heart Locket with Wire Work Fob. \$33.00 Doz.

1/3 Dep., Bal. C. O. D.

SEND FOR CATALOG!

TREND CREATORS

1265 BROADWAY

NEW YORK, N. Y.



BIG PROFITS
NO INVESTMENT!

PHOTOS ON STAMPS
ARE GOING LIKE WILDFIRE!

40% DISCOUNT

WRITE FOR FREE SAMPLES AND CIRCULAR!

to Concessioners, Agents, Salesmen, etc. Photos on Stamps are made from any snapshot, photo or negative to postage stamp size. Initials or name (up to 8 letters) on every stamp. Stamps are glossy, gummed and perforated. Original photos are returned unharmed.

WRITE FOR FREE SAMPLES AND CIRCULARS.

AMERICAN FOTOSTAMP CO.
305 Broadway Dept. BBJ New York, N. Y.

BIG FLASH!

SUZIE DOLL



Here is a doll that will keep the crowds at your stand

Over 16 in. in height. Stuffed with soft cotton. Packed in sanitary bags. Ass'd. comb. Flashy Colors.

Price: \$16.50 Per Doz.

3 doz. to a carton. Net weight: 10 lbs. F. O. B. New York. 25% deposit with all orders, balance C. O. D. Order now to insure prompt delivery.

G & M SALES CO.

481 DEAN ST. BROOKLYN 17, N. Y.

PIN-UP GIRLS

Novelty Stores—Gift Shops—Hustlers We have attractively packaged sets that are real sellers and good values.

Set #1 has 12 Pictures, 7x9 inches
Set #2 has 9 Pictures, 5x7 inches
Set #3 has 6 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, Ration 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.

Please State Your Business.
KANT NOVELTY COMPANY
323 Third Ave., Dept. B2, Pittsburgh 22, Pa.

BINGO MARKERS FOR SALE

Heavy Paper, Limited Supply. Minimum Order, 100 lbs., 50¢ pd., F.O.B. Ocean Park, Calif. Fifty Per Cent Deposit Required With Order.

Samples on Request. Write
EMPIRE AMUSEMENT CO.
BOX "O," OCEAN PARK, CALIF.

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.

1033-1035 Mission St., San Francisco 3, Calif.

5000 ITEMS

At Factory Prices

Bobby Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise, Gum, Candy and many other items. Send 3¢ stamp for price list.

BLAKE SUPPLY COMPANY
219 E. Markham LITTLE ROCK, ARK.

CONCESSIONAIRES

For the FIRST time we offer this guaranteed item
STYLED SHELL NECKLACES

Retail Values Up to \$2.50 Each

FOR THE LOW PRICE OF

\$10.00 Per Dozen Assorted

\$108.00 Per Gross Assorted

New Styles—New Types—Pearlized, One Two and Three Strand—Different Designs.

All orders must be accompanied by 50% money order, balance C. O. D.

PAN AMERICAN IMPORTING CO.

P. O. BOX 335

MIAMI, FLORIDA

AGENTS WANTED

FOR FAST SELLING Monthly Tabloid NEWSPAPER

QUICK SALES LARGE PROFITS

FLOPHOUSE NEWS

Sells for 15¢ per copy
YOU MAKE 10¢ PER COPY

\$5.00 per 100 copies
YOU MAKE \$10 PER 100

Send 15¢ for sample copy

K. R. K. PUBLICATIONS, INC.

280 Broadway, New York City

CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise

CARNIVAL SPECIALS		U. S. MADE SLUM	
	Per Gross		Per Gross
Hawaiian Leis	\$ 3.25	Paper Flag Bows	\$.90
Hawaiian Leis, Med. Size	3.75	Felt Wisecrack Pennants	.95
Hawaiian Leis, Lge. Size	6.75	Comic Paper Masks	1.00
Bamboo Canes	13.50	Engraved Wedding Rings	1.15
Jr. Chesterfield Canes	12.00	Shoe Laces	1.15
Straight Heavy Maple Canes	24.00	Muslin Flags on Sticks	1.15
Medium Size Plaster Dogs, Etc.	6.50	Plaster Dogs, Ducks, Etc.	1.25
Straight Wood Canes, Per 100	6.50	Plastic Thimbles	1.35
Animal Shaped Glass Liquor Bottles, Per Case (36)	9.00	Cloth Flag Bows	1.35
U. S. Weighted Darts, Doz.	1.20	Lead Pencils	1.85
4 to 7 Inch Hoop-La Hoops, Doz.	.55	Humorous Mirror Folders	2.95
8 Inch Hoop-La Hoops, Doz.	.65	Whiskey Glasses	3.00
Shooting Corks, Per 1000	2.25	Glass Tumblers	4.00
		Glass Ash Trays	4.50
		Mirror Memo Books	4.50
		Jitter Beans, Per Box (240)	1.70
		Puzzle Pictures, Per Bale (250)	1.50
		Comic Buttons, Per 100	2.25
		Motto Buttons, Per 100	1.25
		Powder Puffs	3.00

BINGO SPECIALS

Lunch Kits, Each	\$.85
8 Pc. Fire King Cooking Set, Each	.85
7 Pc. Whiskey Set, Each	1.25
Glass Coffee Maker, Each	1.50
Straw Horse and Rider, Doz.	6.75
3 Pc. Fire King Mixing Bowl Set, Each	.40

Order from this ad. All prices F. O. B. Indianapolis. No order shipped C. O. D. without 25% deposit.

KIPP BROS., 117-119 S. Meridian Street, Indianapolis 4, Ind.

BEAUTIFULLY COLORED MINIATURE ANIMALS

As it is almost impossible to get a nice line of glass animals, we had a line of miniature grotesque animals made of **TENITE**

an almost unbreakable plastic, and a material easily adapted to fine modeling, so that the sculpture as well as the colors are very attractive indeed.

#4104K—Four different grotesque animals, from 1 3/4 to 3 1/8 inches high, \$3.60 per doz. In three doz. lots, \$3.00 per doz. packed 1 doz. in box.

#4105K—Three different grotesque animals, from 2 1/2 to 4 3/4 inches high, \$7.20 per doz. In 3 doz. lots, \$6.60 per doz. Packed 1/2 doz. in box. They come in a beautifully shaded jade and a beautifully shaded coral, each box containing an equal assortment of different animals and colors.



We carry a tremendous assortment of **GIFT GOODS**, ranging in price from \$1.80 to \$90.00 per doz. Complete set K of illustrated price lists sent to any re-seller on application.

LEO KAUL

IMPORTING AGENCY, Inc.

115-119 K South Market St. Chicago 6, Ill.

New Sensational Magic Novelty

Isely's

ANTI GRAVICO

Borrowed Bottle—full of Water is held UPSIDE DOWN. Pencils, Matches, etc., are pushed up into the Water, YET

WATER WILL NOT POUR OUT

No skill required—No practice—No preparation.

GREATEST GRAVITY DEFYING TRICK EVER INVENTED

Every magic fan buys it on sight. Retail price \$1.00. Terrific seller—Big profit. Magic Stores—Novelty Stores—Agents—send 50c for sample and particulars.

ISELY'S MAGIC STUDIO

1715 EUCLID AVENUE

CLEVELAND 15, OHIO

STUFFED TOYS

LARGE RABBITS — DOGS — BEARS

An outstanding line in various price ranges. Made up in Plush—Fur—Lamb Skin—Chenille. Beautifully made and priced right.

WRITE FOR SAMPLES OR PRICE LIST

WISCONSIN DELUXE CO. 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

CANDY

ALL YOU NEED!
IN FANCY BOXES AND PACKAGES

WRITE FOR DETAILS

NEW ORLEANS CONFECTIONS

4837 ELSTON AVE.,

CHICAGO 30, ILL.

FANCY WOOD MUSICAL CHESTS AND BOXES

Write us for prices and literature on our 1944 line, stating your approximate needs. We have a nice line of lined and unlined Musical Chests and Boxes.

RA-NEE MFG. CO.

Decatur, Indiana

REPORTS CRAM WEEK

(Continued from page 49)

In the recent buying spurt due to increased federal taxes and also the nearness of Easter. Everybody seemed to agree that the public had plenty of money to spend and that buying of specialty merchandise jumped in some cities as high as 300 per cent. The spotlight was on specialty articles because the federal excise tax was hiked on such goods.

Trade circles were trying to analyze the situation and decide which was having the biggest effect, the tax increase or the nearness of the holiday. Most trade reports emphasized that cosmetics had led the buying period as March came to an end. This was certainly traceable to the tax increase. Reports early this week emphasized that customers were still continuing to buy specialties that were definitely related to holiday needs. In fact, early reports this week said that there had been no real drop in sales, as might be expected after the tax scare.

It will probably be another 10 days before trade reports are completed, and the U. S. Department of Commerce will probably require another two or three weeks to complete its summary of what actually happened. The commerce reports are usually regarded as authoritative because they are delayed long enough to get reports from all sections of the country. Buying of a few specialties was reported spotty. For example, Detroit stores reported what was considered as a run on luggage, while many other cities reported that buying of luggage showed only a small increase. Chicago stores had been reporting for two or three weeks that there was no big increase in buying of luggage. At the same time, travel services were reporting from some cities that people were even buying vacation tickets in advance, and the stores had noticed some purchasing of merchandise for the summer. A few centers even reported that customers were actually buying specialty goods for 1944 Christmas gifts. This was regarded as rather a novelty in buying.

Below 1942 Waves

Reports earlier in the week indicated that the holiday and tax influences combined did not produce the big buying wave that occurred in October, 1942. The trend in jewelry purchases was toward the high-priced goods. Merchants reached the conclusion that this was what might be called investment buying and hence was greatly appreciated by the trade. Only a few cities reported shortages of stocks last week and this week. The wholesale trade was carefully observing the situation, knowing that if retail outlets disposed of most of their stocks of specialty merchandise they would soon be placing orders for more goods. Wholesale circles had been reported very quiet for the past several days and this was regarded as a pre-holiday lull.

While cosmetics was probably the biggest item in the buying wave, many centers also reported that handbags were moving in big quantities. Furs were also a big item in the sales. Costume jewelry continued to sell early this week, which indicated the holiday was still having a strong influence on trade.

The specialty merchandise trade in looking ahead has only the summer vacation needs now as a stimulus to buying. Wholesale circles are already planning for Christmas buying next winter, but retail outlets for the next few months will cater chiefly to the vacation trade.

A very important observation on the trade early this week indicated that the public was not complaining about new taxes. Buyers who came into the stores early in the week simply paid the tax and very few complaints were heard, according to reports from stores in large centers. Merchandisers feel that the public will not complain about increased taxes when they want to buy jewelry, luggage and other specialty goods.

BOBBY PINS—HAIR PINS

Straight & Safety Pins

Packaged or Bulk.

State Quantity Wanted or No Reply.

ACE SALES CO.

Dept. 10

Buffalo, N. Y.

BLADES \$7.95

Per 1000

First run, uniform, D.E. Blue Steel, packed 20/5s per carton. Send full amount or 1/3 deposit. (No orders less than 25 ctms.) Write for free list of other brands.

ACE BLADE CO., Dept. 10, Buffalo, N. Y.

Smokers' Fun Shop (Standard Card), Ea.	\$ 1.75
U. S. A. Citizenship Holders, All Leather, Doz.	10.00
Genuine Bayonets, French Army, with Sheath, Ea.	9.50
Mystery Key Ring, Card	2.00
Book Bank, All Metal, with Key, Doz.	7.80
Identification Bracelets, Heavy Sterling, Ea.	4.50
Identification Chain Dog Tag, Heavy Sterling, Ea.	1.50
Identification Chain Light Dog Tag, Soldered Link, Ea.	1.00
10 Kt. Solid Gold Heavy Baby Rings, Doz.	18.00
10 Kt. Solid Gold Heavy Boys' & Girls' Rings, Doz.	36.00
Sterling Silver Fob Locket, Boxed, For Photo, Doz.	18.00
Transparent Cigarette Cases, Assorted Colors, Packed 12 to Box, Doz.	2.00
Ground & Polished Sun Glasses, Doz.	6.00
Wireless Practice Set with Buzzers, Doz.	34.80
Sterling Anklets, Doz.	9.00
Gold on Sterling Anklets, Doz.	13.20
Extra Heavy Military Rings, Made to Order, Doz.	24.00
Packard Electric Razors, Doz.	102.00
Musical Powder Boxes, Large, Ea.	5.50
Wallets, All Leather, 4 Windows, Black, Tan, Doz.	7.50
(Kem) All-Metal Cigarette Lighter, Doz.	3.00
Flip Tease, Doz.	1.00
Magnifying Glass, Leather Case, Doz.	3.00
Cigarette Loads, Gross	3.30
U. S. Army Honorable Discharge Paper Cases, Doz.	7.20
U. S. Army Service Banners for Windows, Doz.	1.50
Checker & Chess Sets for Army, Etc. Doz.	6.00
Daggers, 5-Inch Blade, Leather Case, Doz.	36.00
Vuedex Cigarette Cases, White & Black & White, Doz.	8.00
Plexa Glass Hearts with Sterling Silver Chain, Assorted Military Insignia, Ea.	1.50
10 Kt. Solid Gold Lady's Birthstone Rings, Ea.	\$10.00 & 5.00
Sterling Silver Neck Chain, 18 Inches, Doz.	6.00
Gold Filled Neck Chain, 18 Inches, Doz.	9.00
Photo Frames, Leatherette, 8x10, Best, Doz.	18.00
Pinup Portfolios, Large, 12 Pictures, Doz.	3.60
Pinup Portfolios, Small, 6 Pictures, Doz.	1.50
Small Black Scissors, Gross	21.00

ALSO FULL LINE OF NOVELTIES!! TRICKS!! JOKES!!

Above merchandise for resale only; otherwise subject to Federal and State tax. 1/3 deposit with order, balance C. O. D.

WATCH FOR NEW CATALOG ABOUT MAY 1st

Border Novelty Co.

405 Woodward Ave.

Detroit 26, Mich.

W. ZAKOOR, prop.

Phone Cadillac 6261

Cadillac 6253

LUMINOUS

Glow in the Dark Jewelry EARRINGS—\$3.60 & \$4.80

per doz. pr.

PINS-SHELL—\$5.00 & \$9.00

per doz.

NECKLACES-SHELL — \$9.60

per doz. (2 strand)

BRACELETS-SHELL — \$6.50

per doz. (2 strand)

DOUBLE GARDENIAS—\$8.00

per dozen, branched, with bud and leaves, fine quality.

HAIR ORNAMENTS—\$12.00,

\$14.40 & \$22.50 per doz.

We have dozens of assorted styles and can make immediate shipment in any quantity.

25% DISCOUNT IN GROSS LOTS

Remit with order. No C. O. D. orders under \$25, which must be accompanied by 20% deposit. Orders prepaid on receipt of remittance. Send for an assortment today. You will be satisfied.

GIFTHOUSE

Box 4550-B1

Coral Gables, Fla.

A-WINNER

Looking for a SOLID Number? STOP HERE. Every account sold repeated two and three times in one week.



THE COWGIRL

Price \$6.00 Doz. \$70.00 Gross. Sample \$1.00 Ea. Refund on First Order. Packed dozen boxes—prepaid delivery. Assorted colors.

CHECK WITH ORDER

Jobbers, write for quantity price.

Sweetie-Pie Novelty Co.

233 West 42 St. NEW YORK CITY

Jobber Meet April 19-22

Electrical wholesalers will discuss equitable distribution problems at Chicago meeting

CHICAGO, April 8.—Charles G. Pyle, managing director of the National Electrical Wholesalers' Association, said plans were being rapidly completed for the 36th annual convention of the organization, which will be held here April 19 to 22. It will be the second war conference for electrical jobbers.

The organization includes in its membership more than 200 distributors of household and electrical appliances. Pyle declared that the chief topic for discussion will be post-war trade opportunities. He says that electrical jobbers are planning for a volume of trade that will be between \$1,000,000,000 and \$5,000,000,000 per year at the wholesale level alone. He suggests that jobbers feel they can meet the pent-up demand for electrical goods soon after the war comes to an end. Jobbers in this field cater especially to independent dealers throughout the country and they are interested in the many discussions that refer to retail outlets now. Jobbers also expect many new manufacturing firms will enter the electrical field after the war.

A special committee will make its report at the convention on plans to secure equitable distribution of goods when peace comes. Pyle said about 75 per cent of the total production of electrical merchandise will be sold thru independent outlets after the war, and that jobbers in this field have a great opportunity to begin making contacts for such outlets.

Committee Named To Consider All Jobber Problems

WASHINGTON, April 8.—The War Production Board has made big use during the past two years of industry advisory committees. These committees have cooperated with officials in planning uses of materials and shifting of manufacturing activities in many ways. There has been a growing need for a general committee that would represent wholesalers in a cross-section of various lines of industry. Many industries find that their activities overlap several trades so that the regular industry cannot cover all phases of wholesale trade.

WPB has recently announced an industry advisory committee which will

group together the general problems of all types of wholesalers. This new committee will be designated as I. A. C. and will attempt to synchronize problems concerning all jobbers, such as transport packaging and other common problems. The first meeting of the committee was held March 28 and discussed the general order covering distribution, upon which WPB officials are still at work.

The Committee

Members of the new committee are: Henry J. Allison, Allison Erwin Company, Charlotte, N. C.; Fred J. Bowman, Wilson Sporting Goods Company, Chicago; C. O. Caruso, Schieffelin & Company, New York; Harold B. Donley, Westinghouse Electric Supply Company, New York; Leon J. Engel, J. Engel & Company, Inc., Baltimore; D. Lyle Fife, Fife Electric Supply Company, Detroit; Archie Goldsmith, Archie Goldsmith & Brother, Portland, Ore.; Frank L. Hereford, Murray-Brooks Hardware Company, Ltd., Lake Charles, La.; A. S. Hunt, Hunt-Marquardt, Inc., Boston; P. G. Maddock, Maddock & Company, Philadelphia; Edmund Orgill, Orgill Bros. & Company, Memphis; Frederick Quellmalz, Ely & Walker Dry Goods Company, St. Louis; E. T. Sickel, Lincoln Drug Company, Lincoln, Neb.; Denton Sparks, A. C. McClurg Company, Chicago; H. D. Whitaker, Whitaker Paper Company, Cincinnati, and Charles B. Wilson, Horne-Wilson, Inc., Atlanta.

R. E. Alexander, head of the Wholesale and Retail Division, OCR, has been appointed government presiding officer.

MOTHER'S DAY SPECIALS!!! CEDAR CHESTS

With Beautiful Etched Mirrors Containing Box of Assorted Chocolates.

Quantity Ordered	PRICES EACH:	
	With 1 Lb. Chocolates	With 2 Lb. Chocolates
1 to 3 Doz.	\$2.35	\$2.85
3 to 6 Doz.	2.25	2.75
1/2 Gross	2.15	2.65
1 Gross	2.00	2.50

No Items Sold Less Than One Doz.

New Fast-Selling Deal

2 Cedar Chests Filled with 1 Lb. of Chocolates Each, 2 Streamlined Cigarette Lighters as Extra Prizes, 1 Push Card, Complete Deal, \$5.25 Ea. Minimum Order, 8 Deals.

WRITE FOR ILLUSTRATED CIRCULAR

1/3 Deposit Must Accompany All Orders, Balance C. O. D. All Prices F.O.B. Detroit.

Novelty Chest & Sales Co.

3750 Rochester St. DETROIT 6, MICH.

CHANCE to CLEAN UP GOING FAST

Beautiful Insignia for the Front of Your Car.



To Replace Front License Plate. 1 to 5 Stars. Big Demand. \$28.00 per 100, assorted. 1/4 Deposit With All Orders.

H. REED
P. O. BOX 83 NEWPORT, KY.

Carnival Specials

LONG KEY CHAINS (Individually Boxed). Gross \$30.00
BILLFOLDS (Individually Boxed). Gross 18.00

New General Merchandise and Jewelry Catalog Just Out. Send for yours today.

SCHREIBER MERCHANDISE CO.
1001-03 Broadway, Kansas City 6, Mo.

JOBBER'S SPECIALS—SCARCE ITEMS

Cigarette Lighters, some automatic, \$4.50 to \$36.00 dozen. Fountain Pens, national brand, \$9.50 doz. Pen-Pencil Comb., \$7.50 doz.; others \$6.00 doz. Fine makes. Pearl Handle Pocket Knives, \$4.50 to \$9.00 doz. "Forest" Master and Kent Kamp Knives, \$14.00 and \$16.00 doz. National brands. High-grade Watch Straps, \$3.50 doz. Fine display card. Hunting Knives, leather sheaths, \$21.00 doz. to \$36.00. Wallets, very high grade, ind. boxes, \$12.00 to \$30.00 dozen. Samples postpaid, \$10.00.
MONARCH PRODUCTS CO.
161 Summer Street Boston, Mass.

Nite Glow Products Co.

will be located in its new Showrooms and Plant at 106 West 46th Street New York, N. Y. on April 15, 1944

MAGIC RACES

Don't Pass This By If You Want Something Hot That Sells Fast At **BIG PROFITS**
Touched with cigarette 6 horses are off. 40 Races \$1, quantity prices, sample free.
BARKLEY
1316 Arch, Philadelphia 7, Pa.

SMOKERS FUN SHOW

(53 Items) \$1.80 PER CARD.
BOB PINS (Made in U. S. A.), Finest Quality, 144 Pks., \$14.40 PER GROSS.
ERNIE'S ENTERPRISES
725 PINE ST. ST. LOUIS 1, MO.

WOOD JEWELRY

Lapel Badges • Pendants • Pins • Photo Lockets • Gold Wire Mother Heards

Send \$10.00 For Sample Assortment

Or Write for No. 43 New Catalogue

Charles Demee WOOD PRODUCTS

PHONE 3116 WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

Sterling .. CHAINS .. Silver

1 1/8-inch Sterling Silver Chains . . . \$6.50 doz. (Not carded.) Same Sterling Silver Chain GOLD PLATED @ \$7.00 dozen. COMPACTS: Pre-war merchandise at \$3.00 to \$7.50 each. Samples? Yes! 14 K. 1/30th Rolled Gold Plate, pre-war quality Army, Navy or Marine Insignia Rings . . . \$3.50. Lockets, Military Earrings, Sterling Idems., etc.

Terms: Cash or part cash and C. O. D.

BIRD TRADING CO.

Crosstown Station, Box 262, Memphis, Tenn.

FINE WATCHES

MEN'S & LADIES' And Novelty Jewelry. Wholesale Only.

MARLENE SALES

105 N. Clark St. Chicago 2, Ill.

BIG CIRCUS SHOW

OH BOY! SHOW!

Pick Your Favorite Girl

NO THANKS NOT A GUY!

A 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., 444 Lamont, Le Center, Minn.

IMMEDIATE DELIVERY!



JUMBO SCOTTY DOGS

A Foot and a Half High. Made of Genuine Sheepskin.

Packed 16 to Carton. 60 Lbs. to Carton \$48.00 Doz.

1/3 With Order—Balance C. O. D. TERMS: 2% F.O.B. N. Y.

BARACK TOY MFG. CO.
37 W. 19th Street NEW YORK, N. Y.

BRACELETS AND ANKLETS

Fast seller. In one day I sold 165 Bracelets in Kress at \$1.08. Free engraving. These Bracelets are sterling silver plated heavy curved oblong plate, 1 1/2 x 1/2 and link chain. Sample \$1.00; Doz. \$5.72; Gross \$63.64.

MILLER CREATIONS
6628 Kenwood Avenue CHICAGO 37, ILL.

Special Close-Out Sale of CRUCIFIXES

Gilt Finished, All-Metal Figure Mounted on Beautiful GENUINE-WALNUT CROSS

As low as **30c**

From 6" to 15" in Height

Cash in on Big EASTER Demand • Immediate Delivery

ILLINOIS MERCHANDISE MART, Dept. AL

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., P. O. B. Chicago.

500 N. DEARBORN ST. CHICAGO 10, ILLINOIS

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.

INTRODUCTORY LISTINGS Covering All Items NOW READY Still Available

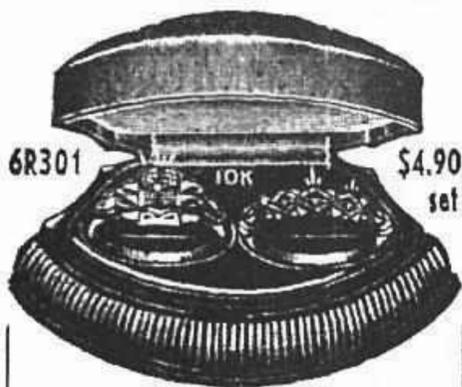
IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

1-day Service

ACME PREMIUM SUPPLY CORP.

3333 LINDELL BLVD., ST. LOUIS 3, MO.



DIAMOND RING SETS
10K Gold Mountings

- 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding RingSet \$4.80
- 6R305—3 Diamond Engagement Ring and 3 Diamond Wedding RingSet 6.40
- 6R302—3 Diamond Engagement Ring and 5 Diamond Wedding RingSet 8.65

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

BIELER-LEVINE

87 South Wabash CHICAGO 8

WELWING 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.

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
137 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

YA GOTTA GIVE TO GET

Make the crowd feel lucky. Hand out Good Luck Plastic Charms to make 'em feel good — feel lucky. ★ Give 'em away as 'Crowd Stoppers' as 'Lucky Inducements' — as 'Consolation Prizes.' ★ These Lucky Charms are made in the U.S.A. There are 52 assorted Charms including animals, birds, fish, clowns, tanks, guns, etc., in assorted colors. ★ A thousand Charms go a long way. You can't buy better showmanship — nor so much for so little a cost.

\$4.00 per thousand Charms in Bulk. \$5.50 per thousand Charms — each Charm individually stapled on an illustrated Gift Card. All prices F.O.B. N. Y. — \$1.00 deposit with order — balance C.O.D.

SAMUEL EPPY & CO.
333 HUDSON STREET NEW YORK 13, N. Y.

for MOTHERS' DAY
Heart Shape
PILLOW TOPS
Made of
Rayon Satin and Rayon Taffeta.
Width 18", Length 17".

Made in effective, contrasting colors in any of the following verses: Mother, Sweetheart, Sister, Wife, Mother and Dad, Friendship, Forget Me Not, Remember Me, God Bless Our Home and for every branch of the service.

SAMPLES \$1.00

Write for Quantity Prices. Circular sent on request of items from

\$4.00 DOZEN UP

Lerock Products Corp. 55 E. 11th Street
New York 3, N. Y.

PIPES
FOR PITCHMEN by **BILL BAKER**

Communications to 25 Opera Place, Cincinnati 1, Ohio

JACK JACOBY . . .
managing a chain of drugstores in Lynn, Mass., and vicinity, asks for lines from Jay Lewis, Alice McKeon, Charlie Linder, Jess, Blackie and Babe Beard, and Tex and Bertha Dabney. He infocs that he has a lot of connections that can be passed along to the boys.

NEXT JACKPOT you cut up will interest the former pitchman, so use the ink.

IKE SPELLMAN . . .
types from Lynn, Mass., that Buck Hardy, former coil worker, is carrying the mail in that town and cutting up jackpots with Jack Jacoby. Hardy is a former associate of Blackie Beard, whose Massachusetts reader is there whenever he wants it. Spellman asks pipes from Harold Newman, Blackie and Babe and Jess.

STANLEY NALDRETT . . .
heads for Chicago after a stop in Memphis.

IT PAYS to shoot straight. You'll miss with misrepresentation.

FRANK SULLIVAN . . .
pipes from Los Angeles that he is doing war work but itching to get with it again. He saw the Green brothers there with peelers on lots, and at Long Beach, Calif., he cut up jackpots with Sid Shipman, whistles; Johnny O'Conner, calculators; Tony Grasano, in signal corps,

at Sacramento; Jack Elliott, whitestone worker; George Neegus, peelers; Ben and Polly Lexell, and the Neelers.

THERE IS now so much long green you should have a bumper harvest.

ELLIS NAMES . . .
the rug king, types from Bowie, Tex., that the greatest galaxy of stellar pitchmen ever seen in one spot were present recently in that city for Trade Day. Roster included Clark, sock king; Doc Howard, notion king; Shorty Treadway, soap king, and the Texas Kid, the pain king. He adds that these boys sure made the coconuts fall.

CORP. LLOYD BENORE . . .
in APO 364 32d Sta. Hospital, New York, asks for lines from Carl Richardson, of mice fame, and Sammy Shore and Jack Bickner, his old partners.

THIS KIND of spring weather makes the former pitchmen wishful.

MILTON BARTOK . . .
of Bardex Medicine Company, Columbus, O., pipes from Hollywood, Fla., that he, Ross Dyar and "Fergie" Ferguson have enjoyed several fishing "trips recently and that "Fergie" caught two of the finny tribe weighing 240 and 190 pounds respectively.

BILLY BEAM . . .
and wife, and Joe and Emily Abbott passed thru Blytheville, Ark., recently on their trips northward.

CLEAN UP and paint up season is here. That applies to both humans and equipment.

STELLA MAYER . . .
set for a month with foot balm in Kresge's downtown Cincinnati store. Snow greeted opening Holy Week.

NICK BENNY . . .
and son, Ralph, are keeping the coffee hot in Harrisonburg, Va., and the "with-its" drop in to cut up jackpots. Jimmie Paradise, Charlie Andrews and the Shifflett boys are there ready for summer tours.

THERE'S NO luxury tax on the ability to make money.

PAT MALONE . . .
and Jack (Bottles) Stover scored at an old-time court day recently in Harrisonburg, Va.

IRENE ROTH SABAU . . .
opened a school of astrology on Grand Avenue, St. Louis, April 6.

HUBERT POTTER . . .
hung around Doc Dean's service station in Blytheville, Ark., for so long that he got the bug to open one of his own. He



AFTER VICTORY

OAK-HYTEX TOY BALLOONS

WELL BE SELLING YOU

The OAK RUBBER Co.
RAVENNA, OHIO

ZIRCONS 3 FOR \$3.75

Genuine White Diamond Cut
Blue Zircons \$1.25 Per Carat

ZIRCON RINGS SOLID GOLD \$4 to \$10 EACH
Ladies or Gents

B. LOWE, BOX 311, ST. LOUIS 1, MO.

pipes that he now has a spot at Hermandale, Mo., on the Arkansas-Missouri State line, just six miles from Dean's spot. Boys have been pals for 25 years, so there is no jealousy. Potter asks pipes from Docs Franklin Street, Frank Keith, Joe Edwards, Colby, Red Maynard, Bert Roberts and Bob Ward.

NEW—LUMINOUS SERVICE FLAG!
It's Sensational!

AGENTS—GIFT SHOPS—HUSTLERS

At last a Luminous Service Flag that really glows (guaranteed afterglow of 12 hours). Recharges itself in any light within one minute. The luminous material used prepared under highest U. S. Govt. specifications. Flag is very attractive, fashioned in Celanese, red, white and blue with gold fringe and tassels. Each star individually stitched, standing out in bold relief on a glowing luminous background.

\$7.00 PER DOZ.
In Gross Lots, \$6.80 Per Doz.
Extra Stars (Individually Stitched on), Blue, Silver or Gold, 10c Each.
1/3 Deposit, Balance C. O. D.

Send in your order NOW! We ship by return mail. We will make to your order any item in Luminous Flags or Banners. Prices quoted on receipt of specifications. Thousands now being called to service every month. New fields opening up every day for this fast \$1.25 seller.

BUY THE BEST IT COSTS NO MORE.
ART-GLO MFG. COMPANY
475 FIFTH AVE. NEW YORK, N. Y.

RING SCOOP!
Pre-War Stock
No More Available for Duration

H-100. One-half carat simulated diamond ring with six brilliants set in rolled gold plate. Sizes 4 1/2 to 10.

\$1.75 EACH
\$20.00 PER DOZ.

P-110. Genuine cultured Pearl set in solid sterling silver with four brilliants. A marvelous value. Compare with any pearl ring at three times the price.

\$5.00 EACH
\$55.00 PER DOZ.

Gift box with each ring. TERMS: Cash with order, postpaid; or 25% deposit, balance C. O. D. plus postage. 20% federal tax added unless statement included with order that rings are for resale. Return in 10 days for refund if not satisfied.

HOUSE OF MARC
Dept. B4154 Kansas City 1, Mo.

HUNTING KNIVES

Molded plastic handles in black or brown mottled effect. Bright polished heavy carbon steel blade 6" long, 1 1/4" wide. Not a makeshift, a finished product and a knife every serviceman or outdoors man will appreciate. Tan leather sheath with snap button with each knife. Only a limited quantity available, so order today while we have them.

No. B3225231—Hunting Knives, Ea. \$4.20
Per Dozen 48.00

Prices less 2% cash discount. 25% Deposit, Balance C. O. D., F. O. B. Chicago, Ill.

Hagn JOSEPH HAGN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

**WANTED
BANNER MAN**

that can do twenty-four hour work if necessary. Must have car, gas furnished. Wire

**FRANK ELLIS
ARTHUR BROTHERS' CIRCUS**

Oakland, April 13 to 16; Haywood, 17; Palo Alto, 18; San Mateo, 19; all California.

**ARTHUR BROS.'
CIRCUS SIDE SHOW**

WANTS Freaks, Working Acts of all kinds, Dancing Girls. Good salaries, long season. Address

RUDY JACOBI

Side Show Manager, As Per Route

Arthur Bros.' Circus

WANTS

Musicians on all instruments for big show band. Address as per route.

**DUTCH WHITESIDE
WANTS**

Bingo Caller and Clerks, also other Concession Help. Bob Adkins, get in touch at once. Wire me in care Hennes Bros.' Shows or come on. Birmingham, Ala., this week; Anniston, Ala., next week.

WANT

Girls for Girl Show and Posing Show, salary \$40.00 a week. Also want Ticket Seller. Capable Man and Wife to operate Posing Show, salary \$75.00 a week or forty per cent. Show opens about May 14th near Detroit, Mich.

F. W. MILLER

216 Shawnee Drive LOUISVILLE, KY.

**GENERAL AGENT
WANTED**

for carnival who can produce. Salary \$150.00 a week. BOX D-189

The Billboard, Cincinnati 1, Ohio

RIDES WANTED

WANT 3 OR 4 RIDES FOR Lions' Club Jamboree JULY 2, 3, 4, 5, ELDON, MO. Address: SECRETARY, Lions' Club, Eldon, Mo.

WANTED

Ride Help—Fly-o-Plane and Roll-o-Plane Foremen.

EARL PURTLE

7612 Sweet Briar Road RICHMOND, VA.

BEN WOLFE AMUSEMENT

All this week Thomson, Ga., Elks' Club Celebration; Augusta, Ga., next week, 17 to 22.

Can place any legitimate Concessions, good opening for Snow, Popcorn, Candy Apples. Can place Chairplane Foreman. Can use Ride Men that can drive semi trucks. Can place Bingo Help. Have for sale Chairplane, complete, ready to operate, for \$800.00 cash. Big Lions' Club Festival, Aiken, So. Car., follows Augusta. All mail and wires: BEN WOLFE, OWNER, THOMSON, GA.

P.S.: Curley Eaton and Bud Mason, get in touch with me.

**W. C. Kaus Start Good,
Despite Rain and Cold**

JACKSONVILLE, N. C., April 8.—W. C. Kaus Shows had a good opener here April 1, followed by three days of rain and cold. But patrons crowded the lot despite bad weather. While the show is not yet fully assembled, rides, shows and concessions operated here, with the free act, the Albanis, who will be featured this season.

Show staff: Mrs. Marie Kaus, owner (she will not be with the show); Russ Owens, general manager; Jack Perry, general agent; Mack Kassow, business manager; Helen Owens, secretary; Howard (Whitey) Wagner, lot superintendent; Grover Hill, billposter; Johnny Riggle, electrician; Bert Edwards, assistant; Phil Cook, publicity.

**Couch Is Set To Manage
Shows for K. G. Barkoot**

TOLEDO, April 8.—K. G. Barkoot Shows will be managed by Cash Couch, because of inactivity of Owner Barkoot, who is in need of a rest, reported Dolly Young. Ralph Conley has been engaged as secretary; Dolly Young, concession manager and legal adjuster; Lee Scharf, ride superintendent; "Pop" Gardner, The Billboard sales agent and mailman; Babe Barkoot, treasurer.

W. W. (Strawberry) Saltus, discharged from the armed forces, will have charge of some games for Dolly Young. Don Kimmel has contracted his photo gallery. Betts has added several concessions, and Babe Barkoot and Cash Couch are rebuilding the bingo, with a new top and seating. All equipment is ready for the April 15 opening. Mr. and Mrs. Babe Barkoot returned from Florida.

Readying Anderson Show

EMPORIA, Kan., April 8. — Twelve workmen are at quarters here readying the Bud E. Anderson Circus. H. J. Lane, agent, is set with four billers, and has a new line of paper. Buck Lucas and Rodeo Rangers, four people, six head of horses and a 14-dog act, will be a feature. Doc Ford, equestrian director, and wife, and Fred Franklin, drummer, have arrived. The big band sleeper is a 22-foot all-steel semi and has accommodations for 12.

**HAVE YOU LOOKED IN THE
LETTER LIST? REMEMBER, MAIL
IS ADVERTISED ONLY ONE TIME.**

WANT RIDE HELP

Octopus Foreman, salary \$50 weekly. Smith & Smith Chairplane Foreman, salary \$50 weekly IN CASH. No meal tickets or brass. Must be sober, drive truck and a first-class Ride Man. Booze caused this ad; if you drink don't apply. Long season, good treatment. Can place Second Men Ferris Wheels and Octopus. Salary \$30 weekly. Al Miller wants Griddle Man and Cookhouse Help. Join on wire.

**L. C. McHENRY, Mgr.
CRESCENT AMUSEMENT CO.**
Hamlet, N. C., this week

WANTED

For

SOUTHERN STATES SHOWS

Experienced, sober, draft free Ride Men. Also Agents for Popcorn and Snow Balls, Cigarette Gallery and Penny Pitch. All office-owned. Show opens April 25. All communications to

JOHN B. DAVIS
Route 3, Box 868H, Tampa, Fla.

BINGO HELP WANTED

CALLERS & COUNTER MEN. Bud Mason and Ray Bish, wire. Good proposition.

PAUL BOTWIN

104 Mulberry St. COLUMBIA, S. C.

STEBLAR'S GREATER SHOWS

WANT Roll-o-Plane, Octopus, Kiddle Auto. Concessions of all kinds—Photo, Custard or any Concession that can work for 10 cents. Penny Pitches and Percentages all booked. Can use Agents of all kinds. Lightning Johnson wants Performers for Minstrel Show. Address all mail:

J. E. STEBLAR, Saltville, Va., April 13 to 22.

CETLIN & WILSON SHOWS

CAN PLACE—Roll-o-Plane, Octopus, 8-Car Whip and Fly-o-Plane with own transportation. Will book or buy.

CAN PLACE—FUN HOUSE. Thompson, please answer.

CAN PLACE—Grind Show of merit; will finance anything worth while.

CAN PLACE—Chorus Girls, young and attractive. Can also place Posing Girls.

No Concessions wanted. Have opening for Photos.

CAN PLACE—A limited number of Workingmen in all departments. Highest salary for skilled ride and show men. Want Spitfire Foreman.

All address **CETLIN & WILSON SHOWS**, this week, Newport News, Va.

WONDERFUL PROPOSITION FOR SILODROME ON ACCOUNT OF DISAPPOINTMENT

J. J. PAGE SHOWS

Opening Saturday, April 29, in Johnson City, Tenn. (Downtown Location)

Want legitimate Concessions of all kinds except Corn Game, Cookhouse and Grab. Good opening for Photos and Penny Arcade. Want Snake Show and Girl Show and any other money-getting Grind Shows with or without own outfits. Want Ride Help of all kinds for Merry-Go-Round, Ferris Wheel, Chair-o-Plane and Ride-o. Can use Operator for Kiddie Rides. Want Musicians and Performers for Colored Minstrel Show. Jack King can place two more Working Acts for Side Show. Have opening for useful Show People in all lines. Will buy Octopus in first-class shape, also Semis and Tractors.

Everybody Address: **J. J. PAGE SHOWS**, Box 705, Johnson City, Tenn.

P.S.: Want High Aerial Free Act. Freddie Valentine, answer.

O. C. BUCK SHOWS

OPENING APRIL 22, TROY, NEW YORK

Want Chairplane and Rolloplane Operator, also General Help on all Rides, Canvasman, Ticket Sellers and Grinders. Want Girls for Revue and Posing Show, Office Paid; Freaks for Side Show. Address

OSCAR C. BUCK, Troy, New York.

SAM GORDON WANTS

BALL GAME AND FISH POND AGENTS (Men or Women). ALSO OTHER SLUM STORE AGENTS and WORKINGMEN for CONCESSION DEPARTMENT. Address **SAM GORDON**, Care of Royal American Shows, Caruthersville, Mo.

WANTED

Men to Handle Monkey Circus. Claude Woods, wire; Girls for Posing Show, top salaries; Talker for same. Wire or come on; tickets if known.

JAMES QUINN, O. C. Buck Shows, Troy, N. Y.

North State Shows Want

A-1 Bingo Caller-Manager; good proposition. Ride Foreman for Merry-Go-Round, Wheel, Chairplane; salary \$60 cash. Wire or come on. Bobo Hill, Carl Powell, contact James H. Drewe Jr. Want legitimate Concessions. Wire

NORTH STATE SHOWS, Siler City, N. C., this week.

**HARRY CRAIG SHOWS
WANT**

Grind Store and Slum Skillo Agents, Girl Show, Fat Show, Midget Show. Jimmy Merrill, wire J. H. Googs. Address:

HARRY CRAIG SHOW
Electra, Tex., April 10-15

WANTED

CONCESSION MANAGER AND AGENTS Playing Philadelphia City Lots Until October. Concessions do big business on the lots. AGENTS for Ball Games, Hoop-La, Count Up, Pan Game. MANAGER to look after legitimate Grind Stores. Big salary and percentage. Show open now—Third and Berk Sts. Wire

MAX GRUBERG

P. O. Box 101 PHILADELPHIA, PA.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Conroe, Tex.
All-American Expo.: Albany, Ga.
Allen & Nickerson: Evansville, Ind.
American Beauty: Chaffee, Mo.
Arcade: Freer, Tex., 12-22.

B. & H.: Fairfax, S. C.
Bantly's All-American: Asheville, N. C.
Barkoot Bros.: Toledo, O., 15-22.
Baysinger, Al: Paducah, Ky.
Beaty's Rides: Pickens, Miss.
Bea's Old Reliable: Lake City, Tenn.; Clinton 17-20.
Berryhill United: Avondale Estates, Ga.
Bistany Greater: New Smyrna, Fla.
Blue Lantern Am. Co.: Manchester, Tenn., 15-22.
Bright Lights Expo.: Buchanan, Va., 15-22.
Buckeye State: Newport, Ark.
Evers Bros.: Kilgore, Tex., 12-22.
Capell Bros.: Shawnee, Okla.
Cetin & Wilson: Newport News, Va.
Coleman Bros.: Middletown, Conn., 20-23.
Colley, J. J.: Ada, Okla.
Crafts 20 Big: Compton, Calif., 11-17.
Craig, Harry: Electra, Tex.
Crescent Am.: Hamlet, N. C.
Crescent Canadian: Vancouver, B. C., Can.; South Vancouver 17-22.
Dick's Paramount: Burlington, N. J.
Dodson's World's Fair: Monroe, La.; Little Rock, Ark., 19-20.
Dudley, D. S.: Childress, Tex.
Dumont: Rocky Mount, N. C.; Henderson 17-22.
Dyer's Greater: Water Valley, Miss.; Holly Springs 17-22.
Elite Expo.: Coffeyville, Kan.; Parsons 17-22.
Eudy Bros.-Prel's Combined: Charleston, S. C., 14-22.
Expo. at Home: Elkton, Md., 15-22.
Fidler United: (Kingshighway & Natural Bridge) St. Louis.
Fleming, Mad Cody: Hinesville, Ga.; Blackshear 17-22.
Garden State: New Holland, Pa., 10-22.
Gentsch & Sparks: Vicksburg, Miss.; Grenada 17-22.
Gerard Greater: Bronx, New York City.
Gold Medal: Jackson, Tenn., 17-22.
Golden Gate: Pembroke, Ky., 15-22.
Grady, Kelle: Florence, Ala.
Greater United: Temple, Tex., 12-22.
Groves Greater: Glenora, La.
Hedrick's Gay Way: Winston-Salem, N. C.; Granite Falls 17-22.
Heller's Acme: Paterson, N. J., 15-20.
Hennies Bros.: Birmingham, Ala.; Anniston 17-22.
Henry, Lew, Rides: Henderson, N. C.
Jones, Johnny J.: Expo.: Florence, S. C.
Kaus Expo.: Asheboro, N. C.
Kaus, W. C.: Morehead City, N. C.
Keystone Expo.: Orangeburg, S. C.
Kirkwood, Jos. J.: Baltimore, Md.
Lawrence Greater: Rockingham, N. C.; High Point 17-22.
McKee, John: Dexter, Mo.
Marks: (West Broad St.) Richmond, Va.
Midway Am.: Friars Point, Miss.
Midwest: Blythe, Calif., 12-15; Needles 23-28.
Mississippi Park Shows: Biloxi, Miss.
Moore's Modern: Malden, Mo.
North State: Siler City, N. C.
Ozark: Van Buren, Ark.; Booneville 17-22.
Park Am. Co.: Alexandria, La.
Playland Am.: Chattanooga, Tenn.
Peppers All-State: Gadsden, Ala.
Reynolds & Wells: Wichita, Kan.
Riley, Matthew J.: (Kensington & Hunting Park Ave.) Philadelphia, Pa., 17-22.
Rogers Greater: Mount Vernon, Ill.
Rogers & Powell: Bruce, Miss.
Royal American: Evansville, Ind., 26-May 6.
Scott Expo.: Dalton, Ga.; Knoxville, Tenn., 17-22.
Sheelsley Midway: Atlanta, Ga.
Shugart, Doc: Paris, Tex.
Stebrand: Douglas, Ariz.
Silk City: Paterson, N. J., 15-22.
Snapp Greater: Webb City, Mo.; Carthage 17-22.
Sparks, J. F.: Bessemer, Ala.; Birmingham 17-22.
Strader, M. A.: Salina, Kan., 13-22.
Stafford's United: Indianapolis, Ind., 14-22.
Stebler Greater: Saltville, Va.
Strates, James E.: Washington, D. C.; Wilmington, Del., 17-22.
Tassell, Barney: Kenbridge, Va.
Texas: Raymondville, Tex.
Tidwell, T. J.: San Angelo, Tex.
Tivoli Expo.: Pittsburg, Kan.
United Expo.: Leesville, La.
Victoria Expo.: Beaville, Tex.
Virginia Greater: Suffolk, Va.; Norfolk 17-22.
Wallace Bros.: Evansville, Ind.
Ward, John R.: Hammond, La., 13-18.
West Coast Victory: Napa, Calif.; Vallejo 24-30.
Wolfe Am.: Thomson, Ga.; Augusta 17-22.
Wonder City: Ponchatoula, La.
Zachini: Raleigh, N. C., 10-22.

Ricton's Dogs: Fayetteville, Tenn., 10-15.
Texas Cattle King, George M. Bragg's: Maysville, N. C., 10-29.
Turtle, Wm. C.: School Assemblies, Portland, Ore., 10-15.
Virgil: Ellensburg, Wash., 13; Yakima 15.

Crescent Canadian Shows Are Set in B. C., Alberta

VANCOUVER, B. C., April 8.—Crescent Canadian Shows will open the season, April 8-15, in Larwill Park under auspices of Vancouver Eks' Grand Lodge, No. 1. Nine rides will be carried with about 20 concessions on nine railroad cars in British Columbia and Alberta. Crew has completed quarters' work at Penticton, B. C.

Personnel: Henry Meyerhoff, owner-manager; Stewart J. Scriven, assistant manager and general agent; W. (Bill) Baddeley, in charge of concessions; Charles Spears, electrician; Bill Young, ride superintendent. Louie Pringnitz will again be caterer. A week will be played in South Vancouver, with Victoria, B. C., set for two weeks and Vancouver Island dates set in New Westminster for the Empire Day.

Stewart Scriven, who is convalescing, was in St. Paul Hospital, Vancouver, three months during the winter.

POOL WHIRL

(Continued from page 43)

on CBS's We, the People program what was the most important part of navy physical training, replied: "I'd say swimming, and the confidence that good conditioning gives a warrior. A man with his pack, guns and ammunition has no chance if he's not at home in the water."

This statement by Commander Tunney and statements from the Hon. Norman H. Davis, chairman of the American Red Cross, and Lieut. Col. Howard J. Berry, U. S. Marine Corps, are being incorporated in a folder being prepared by the Swim for Health Association for distribution thruout the country.

According to the folder there is a new opportunity for the home front to help speed victory which has been opened up by the nationwide Red Cross program to teach swimming to millions of our boys of pre-induction age.

The home front in this case is the YMCA, YWCA, commercial and municipal swim pools, high schools and colleges, newspapers, radio stations, stores and national advertisers.

Concerted effort on the part of all these elements of the home front will go far toward making our trainees into skilled fighting men, able to defend themselves at all times. Statistics show that only 10 per cent of the men entering the armed forces are skilled swimmers. The breast stroke is used by the armed services for safety in swimming away from a sinking ship. Such a swimming style is useful when the sea is covered with floating debris, flaming oil or gases. A trained army of 15,000 Red Cross water-safety instructors stands ready to teach youngsters of 17 and 18 how to keep alive in the water.

Recognizing that the ability to swim has saved many a serviceman from death at sea, Norman H. Davis urges every community to co-operate in the Red Cross's effort to teach millions of young men of pre-induction age to swim. "The program," says Davis, "has the unqualified approval of our military leaders."

With most workers compelled to work a full 52 weeks in the year or with at best a two-week vacation, most workers must find there off-hour relaxation near home. Working on this premise, we are stressing the importance of the local swimming pool in their physical fitness program.

AREA

(Continued from page 43)

to Mare Island Navy Yard, San Francisco. He was removed to West Oklahoma Hospital, Clinton, Okla., and his wife, a trained nurse, hastened to his bedside. He will have a long convalescing period and would appreciate a line from friends and associates.

Our manufacturers are getting out repair parts under difficulties and are just as anxious to serve as you are to have them function, but if they are blocked and cannot get by don't condemn them. They all look forward to the day when they can again be free to proceed with few restrictions.

A number of amusement parks will again remain dark this year, and a few more will be added to their number because they are convinced that gas and tire restrictions will not ease up but will be more severe. A majority of the concessionaires at Mountain Park, Holyoke, Mass., have voted not to open this season. It tried week-end operation last year. It is pathetic to see so many rides and attractions in such a beautiful park stand idle for a whole season.

RINKS

(Continued from page 44)

drome, Cincinnati, would go for the general expense fund at the national meet to be held in Detroit May 1-6.

BENJAMIN R. RICHLAND'S Hartford Skating Palace held Connecticut State championships in all classes, except speed, under RSROA sanctions April 11.

VIC FRASH, assistant manager of Riverview Roller Rink, Chicago, will have a team of girl speed skaters in the ARSA championship events to be held next month at the Roller Bowl, Chicago.

IOWA AND NEBRASKA are uniting in holding championships in dance, figures and pairs in Crosstown Rink, operated by Floyd G. Fox, Omaha, under RSROA sanctions April 16.

DEL MONTE ROLLERDROME, Monterey, Calif., has joined the Amateur Roller Skating Association, Manager Armand J. Schaub, said. A room has been provided for use of the Del Monte Rollerettes Club, which has a roster of 48 girls.

COOPER TROPHY IN OHIO

(Continued from page 42)

In counties having a population of over 90,000, and Division B fairs located in counties having a population over 35,000 and less than 90,000, and so on for each four divisions.

In making the grand award in each division the fairs standing in the first five places in each division, as scored by a questionnaire furnished each fair, are entitled to compete in the speaking contest scheduled for the last afternoon of our convention. In determining the champion fair of each division a total score is compiled by adding the score made on the questionnaire to the score made in the speaking contest. A perfect score on the questionnaire is 75 points, while a perfect score in the speaking contest equals 25 points, making a possible total score of 100 points.

Talk Limit Three Minutes

The fairs winning the champion certificates of excellence in each four divisions into which the Ohio fairs have been divided are automatically entered in the contest for the Myers Y. Cooper Trophy awarded each year. The contest for this trophy is held in connection with the Ohio Fair Managers' Association banquet the last evening of the convention. The champion fair in each division is required to have a representative present a three- (See Cooper Trophy in Ohio on page 59)

Continental Write for these items GLASS #3893—Glass Coaster Ash Tray \$3.50 Gr. 7899—Sq. Glass Ash Tray 3.90 Gr. 3871—Footed Glass Nappy 4.32 Gr. #7841—Sugar Crystal 5.40 Gr. 7842—Creamer Crystal 5.40 Gr. 3913—Glass Handled Mug 3.50 Gr. 38004—5 Oz. Juice Glass 3.90 Gr. SLUM #2300—Plaster Animals \$1.50 Gr. 1898—Comic Hat Bands 1.75 C 16.00 M 2206—Croquets-Tin (IMP) 1.75 Gr. 2287—Jitterbeans 1.25 Gr. NOVELTIES #2771—50 Ligne Comic Buttons \$22.50 M 2768—70 Ligne Comic Buttons 4.50 C 1697—Comic Felt Yedier Hats with Feathers 12.00 Gr. 8600—Felt Robin Hood Hats with Feathers 12.50 Gr. 1627—Felt Spanish Hats 26.00 Gr. 390—Hawaiian Lels. 3.75 Gr. (10 Gr. Lots, \$3.50 Gr.) 1623—White Sailor Hats 10.00 Gr. 8439—Cardboard Carnival Horns 6.00 Gr. 1677—Blue Yacht Hats 2.25 Dz. 24.00 Gr. 433—Blowouts (IMP) 4.50 Gr. 1639—Felt Baseball Caps 12.00 Gr. Plastic Military Brooch Asst. 10.80 Gr. 1513—Plastic Whistles 8.00 Gr. 1958—Red, White and Blue Cans 3.75 C 35.00 M LAMPS #8864—Crystal Boudoir, with Shade \$1.85 Ea.

WANT SHOWS Unborn Show (Arnold Rayback, answer), Animal Show, Organized Colored Revue, Girls for Revue (Dixie Jordan, write), Motor Drome (Speedy Merrill, write us again). Plenty of canvas and transportation for small Pit Shows, such as Snake, etc. Entire outfits for real showman that can produce. Will buy or book Electric Custard Machine for the best custard territory. Ride Help and Semi Drivers. Don't write or wire. COME ON. Asheville, N. C., week April 10th; Oak Ridge, Tenn., beginning April 17th. BANTLY'S ALL AMERICAN SHOWS

WANTED RIDE HELP OF ALL KINDS Year-around jobs. No tear-downs. Permanent park. Short hours. Good wages. Good treatment. Cheap living here—come on! A. (BOOBIE) OBADAL VICTORY PARK 2617 Broadway, San Antonio, Texas

BOB BURKSHIRE WANTS Two sober Married Couples to work two Penny Pitches, two Ball Games; fifty-fifty, no rent. All year round proposition. Largest Arcade in America. Hundred thousand soldiers. Jewelry Concession open. Wire BOB BURKSHIRE AMUSEMENT CENTER El Paso, Texas

RALPH ROBINSON WANTS MEN AND WOMEN AGENTS for Ball Games and Penny Pitches. Also two Razzle-Dazzle Agents. Address: Care AL BAYSINGER SHOWS, Paducah, Ky., this week; then per route.

CIRCUS

Arthur Bros.: Pittsburg, Calif., 12; Oakland 13-16; Hayward 17; Palo Alto 18; San Mateo 19.
Beatty, Clyde-Russell Bros.: (Wash. Blvd. & Hill St.) Los Angeles, Calif., 7-30.
Cole Bros.: Louisville, Ky., 20-23.
Cronin's, S. L.: N. Hollywood, Calif., 10-12; Hollywood 14-20.
Dailey Bros.: Crockett, Tex., 11; Conroe 12; Navasota 13; Bryan 14; Hearne 15.
Hamid-Morton: (Shrine Auditorium) Buffalo, N. Y., 10-15; (Afcna) New Haven, Conn., 17-22.
Mills Bros.: Ashland, O., 22.
Polack Bros.: Sacramento, Calif., 13-22.
Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York City, until May 21.
Wallace Bros.: York, S. C., 13.

MISCELLANEOUS

Barrett, Roy (Olympic Circus, Stadium) Chicago 14-May 7.
Bastie, Joe, Band: Buffalo, N. Y., 10-15; (Arena) New Haven, Conn., 17-22.
Birch: McAlester, Okla., 12.
Campbell, Loring: Prazee, Minn., 12; Hawley 13; Mayville 14; Wahpeton, N. D., 16; Breckenridge, Minn., 17; Wahpeton, N. D., 18; Valley City 19.
Davis, Glenn: Mobile, Ala., 12-13.
Latinos, The (Palomar Theater) Seattle 10-16; (Cronin's Circus) Hollywood 18-28.
Lippincott: Forsyth, Ga., 12; Manchester 13; Opelika, Ala., 14; La Fayette 15; Roanoke 17; Carrollton, Ga., 18; Bremen 19; Marietta 20.

LETTER LIST

(Continued from page 48)

Nicholls, Billy W. SMITH JR., Ira
Olson, Lew Smith, Robert W.
O'Neil, Thomas P. Thompson, Walter
Phillips, Thomas J. Travor, Madeline
Reeve, Leon Venezia, Chiquita
Rennay, R. WHITREE, Victor J.
Rivers, Joseph Wolfe, Eddie
Robertson, Richard Woods, Johnnie J.
Charles
RUSSELL, Lewis

MAIL ON HAND AT

ADAMS, Richard Corez, Joan
Bedan, Dawn Nathan Davis, Richard L.
BERNSTEIN, Nathan DOOLIN, Richard
Morris A. Downey, Beverly

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.
Adams, Candy McCoy, T. F.
BELL, Bill MONTGOMERY, Paul
Boatwright, B. E.
Buck, Mrs. Doris Murphy, Lois
Carley, James Nation, Roy
Crowell, Adolph K. Raye, Mrs. J. L.
Dillon, L. L. ROBERTS,
EUBANKS, John Maxwell Aldrie
Madison Runge, H. E.
Fisher & Son Circus Skeene, Lloyd
Gray, Mary L. Smith, Chas.
Greene, Pinella
Hamlin, Erva
HARRIS, Ralph L. STANLEY, Sam
HIGB, Ellsworth Sweeney, John
Williams, Mrs.
LUKE
Dorothy
WILLIAMS,
Herbert
HOUSE, Lee
JACKSON
Jarvis, Muriel Williams, Mark
Jones, Frenchy Lee YOUNG, Harry J.
Larson, Quincy

ST. LOUIS

(Continued from page 37)

ville, where the show had a successful run of seven weeks. Show will open in Evansville, Ind., today. Sam Ward, new publicity director of the Royal American Shows, was here Tuesday after closing a successful engagement as press agent of Polack Bros.' Circus, departing for Caruthersville, Mo., with Co-Owner Solomon and Mrs. Ward. Matt Dawson, Acme Premium Supply Corporation, returned from a buying trip in the East. Hymie Schreiber, Schreiber Merchandise Company, Kansas City, Mo., this week visited carnival concessionaires in this area.

Bob Heth has concessions on three shows on lots here. Red McCoy has his concessions booked with Maher's Mighty Midway. Ralph Robinson has his on Fidler United Shows, as have Roy and Fern Duffy. Cy Babka, Missouri State license office, visits the shows, and since elected to membership has not missed a meeting of the International Association of Showmen. Tom W. Allen, Waynesville, Mo., came on his monthly buying trip. Mr. and Mrs. Clayton Holt and daughter passed thru Monday, en route from their home in Fulton, Mo., to Poplar Bluff, Mo., where they joined Al Baysinger Shows. He will have concessions on the show. Mrs. Holt is the daughter of Mrs. Mabel Pierson Baysinger. L. B. (Barney) Lamb, ride owner and side-show operator, passed thru, en route to his home in Iowa, where he will look after some property. W. B. (Bill) Naylor, new publicity director of the Cavalcade of Amusements, arrived Wednesday. Sunny Bernet, Globe Poster Corporation, who is here, will spend several weeks in the vicinity.

C&W IN TOP BOW

(Continued from page 36)

with many congratulatory letters. Among visitors were J. Willard Eanes, secretary Southside Virginia Fair; Mayor and Mrs. Hamilton; Jack Gilbert, Pete Christian, World of Mirth Shows; Mr. and Mrs. Chet Dunn; Russell Judy; William R. (Red) Hicks, general representative Marks Shows, and Mrs. Hicks; Mr. and Mrs. Ray Hawkins and family, and James E. Strates, Strates Shows. Shows and rides are repainted and new designs in lighting effects are outstanding, the Pin-Up Girl front, this year, receiving a lot of praise from the visiting showmen, said General Representative Ben Braunstein.

SHEESLEY DRAWS LOCALS

(Continued from page 36)

a good job in getting many outstanding locations for large stands of pictorial paper. Homer Gilliland, advance purchasing agent, has been entertained by business friends in Atlanta.

Special 24-sheet poster paper is being ordered now by general agent for fairs in Michigan, Wisconsin and Illinois and being shipped direct from the printers to local outdoor advertising firms. This plan is to assure the show of space and is calculated to help the printers, who are also faced with shortages of help and paper.

Vaughn Richardson, general agent, said that he had retained control and lease on the grounds in the heart of Pensacola, which he rented to the show for amusement park use during the winter. Now on the site are several rides owned by Pensacolans. General Agent Richardson said that after the Sheesley rides had moved off he had rented space on the grounds to the Anfenger Freak Animal Shows for two weeks, Frank Ketrow acting as agent for Anfenger. Ground interests in Pensacola are being handled for Richardson by John Frenkel, city clerk.

DODSON HAS NOTABLES

(Continued from page 36)

gratulated President Dodson upon appearance of the show.

Among attractions are World's Fair Oddities and Circus Side Show Combined, under management of Ray Cramer; Harry Suss, with Truth About Life; Charles Clark's Hitler's Children; Swingtime Revue, under management of Willie Mack Davis, with company; Casa Manana, presented by Cecil Hudson, with girl line and specialty acts; Front Page People, under management of H. Peterson, with stages and company; Hotel Bugaboo, new Funhouse; Crystal Maze, Charles Goss, new; College of Monkey Knowledge, with monkeys, baboons and chimpanzee performers, Tex Crawford, manager; National Sportsman's Wild Life

Exhibit, under management of Frank O'Neil; Speed Maniacs, Bob Perry, manager, with riders and performing lions; Strangest Married Couple in the World, featuring "Slim" Curtis and "Big Bertha," with three other fat people and two thin people; Attire, presented by Earl Taylor; House of a Thousand Mysteries, under management of George Roddy; India, with Frank Bersaco's company, first appearance under canvas; Fire, Water and Electricity, presented by John Stahl and company under a canopy.

Rides include Scooter, Rocket, Whip, Octopus, Roll-o-Plane, Caterpillar, Dive Bomber, Fly-o-Plane, Waltzer, Dangler, Carrousel, three Ferris Wheels, Jumpin' Jive, Lover's Lane and Teaser.

Executive staff M. G. Dodson, president and general manager; Curtis L. Bockus, general representative; Ed Bruer, special agent; Harold M. Kilpatrick, manager of advertising cars, with three assistants; Paul Barron, director of publicity; Orville Stahl, radio director; Henry M. Gamble, trainmaster; Henry McCaulley, superintendent Diesel power units; L. M. Nelson, chief electrician; Ed Reiter, lot superintendent and head of construction; Jess Warren, superintendent of motive power; Roscoe Carter, assistant lot superintendent; Carl Hansen, secretary-treasurer; Al C. Bradley, assistant to general manager and general traffic manager; Jack Campbell, musical director; Jack Ballard, in charge of calliopes; Charles Clark, mail and The Billboard sales agent; William Starr, legal adjuster; George Golden, superintendent of concessions; James Curry, in charge of front gates; Ben Farris, superintendent of fence and watchmen's departments.

PICK SLA FUND GROUP

(Continued from page 36)

pay each man an amount proportionate to the length of time he has been in service, with perhaps a premium on overseas service and permanent disability. Amount each member will receive will depend upon the sum of money collected. League is confident it will receive hearty co-operation from all outdoor show business.

President Gooding, chairman of the committee, gave the fund a substantial start by presenting \$1,000. A meeting will be held soon to work out detailed plans for the drive.

Members to serve with President Gooding are M. J. Doolan, J. C. McCaffery, Morris Lipsky, G. L. Wright, Nate Miller, Carl J. Sedlmayr, Mel G. Dodson, Al Wagner, David B. Endy, Charles G. Driver, William Carsky, Art Lewis, Arthur Hopper, Fred H. Kressmann, Andy Markham, Robert K. Parker, J. W. (Patty) Conklin, and J. P. Sullivan, co-chairman for Canada.

WAGNER SHOPS PREP

(Continued from page 36)

East St. Louis location, the old library building at Eighth and Broadway. W. McPherson and Sam Hankins, handling carpenter work, have 15 helpers, and Leo Hout is well advanced in the electrical department.

Show people already here include Doc and Mrs. Hartwick, Mrs. J. Dodson, Capt. Bruce Chester, Mrs. Sceltonia, Mrs. Marie Jones, and Tom Bush, who is building a Funhouse. Show fronts are erected on two lots near quarters, artists working out designs in color and lighting.

Eddie Hollinger is in the office and Arky Bradford, discharged from the army, is purchasing agent. A number of concession agents are in East St. Louis, as is General Agent Lohmar and William B. Naylor, publicity director. Show train will take the road with 30 railroad cars.

JONES IN CHARLESTON

(Continued from page 36)

that in '43, despite rain. Opening week's attractions included Follies of 1944 Revue, under management of Mrs. Hody Jones; Gay New Orleans Minstrels, Fred Sawyer, manager; Wild Life Exhibit, Art Converse, manager; Circus Side Show, Carl J. Lauther, manager; Noah's Ark, Harvey Wilson, manager; Wall of Death Motordrome, Earl Ketring, manager; Birth of Twins, C. C. Groscurth, manager; Crystal Maze, Harvey Wilson; Del Rio Midgets, Jack Walker, manager; Posing Revue, Eddie Keek, manager; Unborn, management of Dr. John La Marr and Jack Hooper; Rocky Road to Dublin and Penny Arcade, Mrs. Bertha McDanielis.

Executive staff: Johnny J. Jones Exposition, Inc., owner; E. Lawrence Phillips, general manager; Morris Lipsky, concession manager; H. Bert Miner, general superintendent; W. A. (Bob) Hallock, gen-

eral agent; Joe Redding, business manager; Ralph G. Lockett, office manager; Hal P. Elfort, auditor; Walter D. Nealand, publicity director; George Reinhardt, W. C. Martin, commissary department heads; Dave Sorg, chief electrician; George Brown, blacksmith; Danny Boyd, manager dining car; Jennings Gray, chief porter; Joe Pearl, mailman and The Billboard sales agent and superintendent of ticket takers; Jack Hooper, chief artist; Ira Bailey, superintendent of motive power.

STRATES DELAYED IN DC

(Continued from page 36)

charge, gave 100 per cent co-operation. Leo Carrell's Hollywood Monkey Revue, featuring the chimp, Susie, clicked as usual.

Much canvas is new, fronts have been rebuilt and all attractions were repainted. The railroad train has been augmented. Eddie Jackson, publicity director, scored in newspapers with stories and pictures. General Agent William C. Fleming arranged a special Sunday showing under auspices of the Blue Star Mothers' Canteen.

Al Tomaine, with two attractions, Illusion Show and Side Show, is trying out several innovations successfully. General Manager James E. Strates entertained these staff members at a midnight supper: General Agent Fleming, Assistant Manager O'Brien, Purchasing Agent Keith Buckingham, Secretary P. Percy Morency, Treasurer Nick Bozinas, Auditor Frank Zaccaroli, Publicity Director Eddie Jackson, Ride Superintendent Earl Truzc, Trainmaster Mike Olsen, Master Mechanic James Yotas and Chief Electrician Wayne Kingsley.



CHAIRS
Many Styles
PROMPT SHIPMENT
We Can Still Ship, But Don't Delay.
ADIRONDACK CHAIR CO.
1140 Broadway NEW YORK, N. Y.
Dept. 5 Corner 26th St.

BISTANY GREATER SHOWS WANT
For the entire season, with a good circuit of fairs already booked and all winter's work. Can use one or two more rides, such as Spitfire, Tilt-a-Whirl or Roll-o-Plane. Shows with their own outfits. Good clean Girl Show, Side Show, Midget Show, Fat Show or any other Show. Have complete Minstrel outfit. Want to hear from Producer and Musicians. Jimmie Smith, wire me. Salary out of office. Concessions: Bingo, Mitt Camp, Photo Gallery, Pitch Tilt You Win or any other kind of legitimate Concession. Can use Merry-Go-Round Foreman, top salary. Want Man to handle lot and small Kiddy Ride. Can use all kinds of Ride Help. Wire or write
LEO M. BISTANY, New Smyrna, Fla.

All American Shows
Can place two Girl Shows, have complete frame ups. Also Ride Help, Concession Agents, Ball Game Workers. Address:
NIP BUTTS, Box 372, Lawton, Okla.

CALL NOTICE CALL
DICK'S PARAMOUNT SHOWS, INC.
CHANGE IN OPENING DATE AND TOWN, OPENING
WEDNESDAY, APRIL 19, TRENTON, N. J.
WANT—Shows: Snake Show, Midget Show or any Grind Show; have outfit for same; liberal percentage. WANT—Help: Ride Help and Semi Drivers, top salaries; Ferris Wheel Foreman. WANT—Concessions: Bingo, Scales, Guess Your Age, Photos. WANT Girls for Posing Show, salaries paid out of the office.
Write or wire **DICK GILSDORF, Box 401, Chews, N. J.**

ANNOUNCING THE OPENING
THE WORTHY SHOWS, Inc.
AMERICA'S SECOND BEST SHOW
Opening Middle May, Playing Only Proven Territory—Central and Western New York.
WE OWN FIVE MAJOR RIDES. Can use a few more Stock Concessions—Bingo, Custard, Bowling Alley, Darts, Ball Games, Shooting Gallery sold. Will furnish most beautiful Side Show on the road to reliable Manager. Can place Manager with Girls for a beautifully framed paneled front Posing Show. Also 1 or 2 Grind Shows. WANT Ride Help, highest salaries for sober, reliable men that will stick for the season, also useful in all other departments. WINTERQUARTERS NOW OPEN. Frank Vogt, please wire. Address all communications to
H. K. LEWORTHY, FAY LEWIS or MARTY SMITH, 811 Central Ave., Dunkirk, N. Y.

WANTED
Blower Agents, Ball Game Help, Truck Drivers. Casey Allen wants Bingo Help. Harold, wire.
Show Opens April 24 in Richmond, Va.
Have Used Concession Tops for Sale.
JACK GILBERT
WORLD OF MIRTH SHOWS, RICHMOND, VA.

B. & V. SHOWS
OPENING GARFIELD, N. J., APRIL 27
WANT Bingo, Custard, Candy Apples and Grab. WANT Bottle Ball Games and GRIND STORES. WANT GIRL and POSING SHOWS, also Animal and Snake with own outfits; also can place Drome. Want Foremen for CHAIRPLANE and MERRY-GO-ROUND; can place wives as Agents or Ticket Sellers. WANT OCTOPUS, ROLLO and TILT.
J. VAN VLIET, Mgr., 5 Westminster Pl., Garfield, N. J.

BUNTING SHOWS WANT
RIDES: Good proposition for Tilt, Rolloplane, Pony Ride or any Flat Ride.
SHOWS: Can place Grind Shows with own outfits. Funhouse, Snake Show. Can place flashy Arcade.
CONCESSIONS: Few more Merchandise Concessions, Scales, Hoop-La. Good proposition for Man or Man and Wife to operate Electric Frozen Custard Machine.
RIDE HELP: Sober, experienced Ride Men who can drive trucks. Top salary.
Address: **E. H. BUNTING, BOX 297, LADD, ILLINOIS.**

Opening Charleston, S. C., Friday, April 14th

New location, Charleston Blvd. and Helm Ave.

Can place Help for Monkey Speedway Trainers, Ticket Sellers; Abe Wolf, answer; Canvasmen, Foreman for Ridee-O, Chairplane, Lady and Man Riders for Motordrome, Ticket Seller, General Help, Semi Drivers. Penny Arcades and Novelties, Rotarys, Cook House, Pop-Corn and Grab Help, Short Order Cook. All answer or come on to

ENDY BROS.-PRELL SHOWS, INC.

CHARLESTON, S. C.

SUNFLOWER STATE SHOWS

OPENING APRIL 15TH

All people contracted with this show acknowledge this AD. Join by April 10th. Want Foreman for Smith Mix-Up, Single Loop-o-Plane, Kid Ride. Second Men all Rides. Salary no object if you drive. Two weeks' stands, short moves. Will place any show except Big Snake. Will place useful Carnival People in all lines. New canvas. Good transportation. Plenty of everything. Will book or frame any show. Want Man to set up and handle three new show tops and fronts. Good salary. Few Concessions open. Bob Leeright, Rex Rupe want Agents for legitimate Concessions. Earl Pounds, WIRE me at once. Can furnish everything. Will book Kiddie Rides of any kind with or without transportation. Good proposition, as I will not carry a Merry-Go-Round. Want to hear from Billposter, Sound Equipment Operator. All RIDE and SHOW People, WIRE; no time to write. For Sale—Athletic Show Top, 30x50 ft.; Side Show Top, 20x50 ft. Off center. Needs minor repair. Single Loop, good small Merry-Go-Round. Want to hear from good Free Act; High Act preferred. Salary or per cent. Ride Help and Show People, come on; quarters now open. HIPP, wire me at once.
C. A. GOREE, SHARON, KANSAS.

WANTED FOR 1944 SEASON AND OPENING SATURDAY, APRIL 29

RIVERSIDE PARK, ANDERSON, INDIANA

Operating in the heart of the city 7 days a week, with over 40,000 people employed in defense work. Can place Major Rides, such as Octopus, Whip, Caterpillar, Pony Track, Fun House, Kid Rides; also Skating Rink and Penny Arcade. Concessions—Want Archery, Photos, Striker, String Game, Darts, Cook Gallery, Age, Scales, Jewelry, Pop Corn, Fish Pond, American Mitt or any Stock or Skill Games. No Hats, percentage or spools. Want sober, reliable Ride Foreman at once who can take care of and keep running Tilt, Plane, Jinney, Loop and Ell. Will pay \$50.00 and bonus if you can cut it. Want other Operators for all Rides. This is permanent location, no moves, no ups and downs. Can place Agents for Juice and Grab, Ball Games, Hoop-Las, Basket Ball, etc. Answer (no wires), write.

J. R. STRAYER

236 EAST NINTH STREET

ANDERSON, INDIANA

HELLER'S ACME SHOWS

OPEN APRIL 21

Want Show People. Will furnish complete outfits for the following shows: Side Show, Girl Show, Snake, Wild Life, Tuborn or any good Grind Show. Want Concessions—Diggers, Photos, Bingo, Pitch and Skill Games, American Palmistry or any 10¢ Grind Shows. No Gees or Coupons. Want Help on all Rides. Foreman for Softie (Shuey, wire collect), Merry-Go-Round, Chair-o-Plane, Ferris Wheel, Whip, Kiddie Ride, Loop-o-Plane. Want Canvasman, Talkers, William J. Langford, Frank Canoe, Jess Trout, Cliff Carter, Cliff Lane, John Benedice and Shuey, write. Winter quarters open. Help, come on. Top salaries, pleasant working conditions. Long season south. All address:
WINTER QUARTERS, FRANKLIN AVE., CAMPGAW, N. J. PHONE: WYCOFF 752-W.

BOB HOLMES

WANTS MIDGETS

Must be entertainers. Also want Geek and Front Man for Snake Show. Top salary or P. C.

ENDY BROS.-PRELL SHOWS, Show Opens April 14 Charleston, S. C.

BAKER UNITED SHOWS

Opening Saturday, April 20th, at Lebanon, Indiana. All those contracted acknowledge.

SHOWS: I cannot give you free privilege, but will make a good proposition to Shows with own outfits who are really interested in a GOOD ROUTE of Still Spots, Celebrations and Fairs. A few more Stock Concessions open. RIDE HELP: Jack Kelly needs Ride Help that can drive. Top salaries to those that can take care of their business. Ride Help, address: JACK KELLY, 65th St. and La Grange Road, La Grange, Illinois. Others address: BAKER UNITED SHOWS, Lebanon, Indiana.

WALLACE BROS.' SHOWS WANT

Scales, Guess Your Age, Frozen Custard, 10¢ Merchandise. Concessions—Wheels, Grind Stores, Percentage all sold; cannot place any of these. Agents for Wheels, Grind Stores, Help for Bingo. Contact H. "Shalk" Rosen. Ride Help, Independent Show and Rides, Truck Driver, Ticket Seller, Working Men, Colored Musicians and Minstrel Performer, come on or write Wallace Bros.' Shows. Can place Octopus with own transportation.

WALLACE BROS.' SHOWS, EVANSVILLE, IND.

WILL BUY OR BOOK

Fly-o-Plane, Octopus and Roll-o-Plane. To those who book will furnish wagons built special to carry these rides. Can place Ride Help, top salaries. Also Talkers and Ticket Sellers. Assistant Electricians and Towermen. Howard Boyer, wire. Address:

JAMES E. STRATES SHOWS, INC.

Washington, D. C., until April 15th; Wilmington, Del., April 17-22.



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, April 8.—All officers were present, and President Harry Stahl presided April 3. Expansion prompted the board of directors to recommend appointment of an assistant to Bernhard Robbins. Body supported this action and endorsed Arthur J. Prayne as secretary and Bernhard Robbins as executive secretary. It was reported that Harry Modelle, ill with flu, had canceled a trip to the Coast. Vic Horwitz was ill at home in Toledo. Eddie Moss had recovered, Hymie Stone was up and about a few hours a day but still under doctor's care; Joe Vernick remained in Veterans' Hospital, Rutland, Mass., and Cap Seymour was soon expected to leave Grace-Harper Hospital.

Service fund received \$81.75 by contributions from John Cargan, \$25; Max (Wannie) Berk, \$25; Ray Marsh Brydon, \$10; Jack Wish, \$10; Hassin Kohn, \$5; Judge's line box, \$6.75. Pvt. Charles A. Kaiton, Pvt. S. J. Plas, Pfc. Forrest J. Poole, Pfc. Albert Kamm, Sgt. George Harris and Sgt. George A. Schroeder sent interesting letters.

Manny Brown arrived from Miami and Jack Wish and Robert Sugar from New Orleans. Pvt. Jack (Winnipeg) Wolch, of the Canadian Army and stationed at Peterboro, Ont., visited. Meetings will be on the first Monday of each month for remainder of the season.

Ladies' Auxiliary of SLA

At a social on the night of March 30, with Past President Mrs. Frances Keller and Mrs. Ann Doolan as hostesses, a large crowd attended. Plans are being made for a large bunco and card party in the Hotel Sherman Crystal Ballroom April 28, with Mrs. Lew Keller as chairman and members to donate prizes.

Interesting letters came from Bettie Downs, Grace Goss, Clara Zeiger, Edith Bullock, Viola Fairly, Patricia Buchanan, Patsy Taylor, Mary Ragan and Jackie French. Membership applications on hand are from Mary Ragan, Rose Fisher, Mrs. Mary Lillian Creson, Elizabeth June Van Kirk and Agnes Henderson. Donations were sent to Illinois Industrial Home for the Blind and Servicemen's Center. Maud Geller returned from a month's vacation in her home town, Jackson, Tenn. Sick list included Dolly Victoria Snapp, Mrs. James E. Strates, Dolly McCormick, Mrs. Al Miller and Alice Hill.

Next social will be held on the night of April 13 in the Sherman Hotel, sponsored by Hattie Wagner, and with Elsie Miller as hostess.

PCSA

(Continued from page 40)
the nation. Joe Krug reported the lion's head had brought in to date \$178.83 for the Christmas dinner.

NSA

(Continued from page 40)
King the Lawrence Greater Shows. Iron lung donated to Lenox Hill Hospital by the Ladies' Auxiliary was formally presented on the night of April 5, presentation oration being made by the club physician, Dr. Jacob Cohen. Club was represented by the doctor, Secretary Joseph McKee and Jacob Lichter. Pvt. Joseph Amico here on furlough from Camp McCoy, Wis. Next event is the annual Strawberry Festival on the night of April 15. Meeting April 26 will be last of the season. Orest J. Devany purchased a striking picture of a reclining lion, which has been hung in the foyer.

Ladies' Auxiliary

Board of governors met, with Vice-Chairman Anna Halpin presiding in place of Chairman Blanche Henderson April 4. Wednesday night group of auxiliary officers, all past presidents and a few others, with President Emeritus George A. Hamid, NSA; Secretary Joseph McKee; Jack Lichter, chairman of the veterans' committee, and Jerry Gottlieb met at Lenox Hill Hospital to formally present the iron lung which the auxiliary donated. President Edna Lasures gave a presentation address, and the lung was accepted by the president of the hospital trustees, William H. Zinsner. Mrs. Lasures was introduced by Dr. Jacob Cohen, of the hospital, and in whose honor the lung was presented, he being the NSA phys-

cian. A short address was also made by George Hamid, and the party were guests of the hospital later at the Inside Inn, where refreshments were served.

Among those who attended were President Zinsner; Mark W. Maclay, secretary of the trustees; James Wickersham, trustee; Dr. Robert Schleussner, president of the Medical Board; Dr. De Witt Stetten, member of the executive committee of the board, and John Hayes, superintendent of the hospital. Auxiliary members present in addition to the president were Vice-Presidents Dolly McCormick and Ethel Shapiro, Corresponding Secretary Jeanette Rattiner, Recording Secretary Lydia Nall, Assistant Treasurer Emma Fink, Treasurer Ruth Gottlieb, Chaplain Mildred Peterson, Chairman of Ways and Means Committee Magnolia Hamid, Honorary Chairman of the Board of Governors Bess Hamid and Past Presidents Dorothy Packman, Midge Cohen and Blanche Henderson.

WANTED

Ridee-O and Whip Operator.

No moves. Write

EARL J. REDDEN

Playland Park

Oliver Hotel, South Bend, Ind.

WANTED EXPERIENCED READERS & ADVISORS

Also FRONT MAN to pitch and present SWAMI K. HASSIN and His Entire Company for INDIA MYSTIC AT EASTWOOD PARK. Excellent opportunity to make money. Open evenings only except Sundays and holidays. For further information write or call

Swami K. Hassin

2601 Clinton St. DETROIT 7, MICH.
Phone: Melrose 9844 or Vermont 6-5880.

WANT

Free Acts, Rides, Concessions for

6th Shiocton Homecoming

July 22 and 23, 1944.

M. C. GROTH, Box 217, Shiocton, Wis.

WANTED

Corn Game Counter Men. Good salary and bonus. Open April 22nd, Gooding Greater Shows.

Write
JOHN CHAPMAN
Hessano Hotel SPRINGFIELD, OHIO

WANTED QUICK—AGENTS

Man and Wife for Deluxe Photo Machine, Man and Wife for Pitch Tilt U Win, Man for Coke Bottle Joint. Great route, plenty money. Must be sober and workers. WIRE

LARRY NOLAN

Care M. A. Sraider Shows
Salina, Kansas. Open now.

AMERICAN PALMIST

WANTED

Wire, don't write.

HELEN RUNGE

Care Hennies Bros.' Shows Birmingham, Ala.

DOUBLE LOOP-O-PLANE

For Sale, \$900.00. Will trade for Kiddie Ride or Arcade Equipment.

ROBERT SIGNOR

1161 Hudson St. Grand Rapids 8, Mich.

WANTED

Family Act, Girl Aerialists, Flyers, Lunch Stand and Side Show for rent. Other useful people.

BOB DICKMAN CIRCUS

119 Washington-Baltimore Blvd., Colmar Manor, Md.

LAST CALL—GOLDEN GATE SHOWS

Will open Pembroke, Ky., April 15 till 22. Want Grind and Stock Concessions, Ball Games, Pop Corn. Office wants Agents. Have outfits for Jig Show, also Girl and Geek Show. Want Shows with your own outfit. Ride Help that can drive trucks, come on; also Free Act.
FRANK OWENS, Mgr. GOLDEN GATE SHOWS,
Box 625, Pembroke, Ky.

WILD LIFE EXHIBIT WANTS

A sober and reliable Man that can drive a truck and care for small Animals. Year around work, we never close. Good job for an experienced outdoor show workman. Wire, don't write. State salary expected.
RAYMOND A. WALTON WILD LIFE EXHIBIT
150 Essex St., Salem, Mass.

Coney Island, N. Y.

By UNO

Good Friday found Coney Island bathed in sunshine and warmth to herald an early season. Ride and eat shop ops are confident of banner business. But not so optimistic tho are proprietors of establishments that provide entertainment with liquid refreshment, because of the new 30 per cent tax. They are not so sure that the average Coney-goer, whose financial limits reach to 10-cent beer status, will ante up the extra levy. Many spots, including Steeplechase, Feltman's and Luna Park, began week-end operation Easter Sunday.

Luna Park was waiting the return of boss Bill Miller, still wintering on the Coast. Three painters were occupied on the exterior, while Master Mechanic John (No. 1) Guelfi was hard at it unloading cement. Away from Luna, here and there, were carpenters and other workmen getting structures and stands in shape. Al Mayer presided over the only novelty and souvenir stand open, and one Merry-Go-Round catered to what customers there were on the railroad terminal side of Surf Avenue.

Because of the lengthy illness of Harold Gruber, the S. & H. cabaret, cafeteria and bar has been sold. The newcomers, for the present, have elimi-

nated the bistro.

Tirza's wine bath theater has been remodeled with new seats and new front. Building, with three years more of license to go, is for sale for the reason that Tirza wants to center her attentions on Tirza's Oriental Gardens, eatery located across Surf Avenue, on the corner of Stillwell.

Steve Cores is erecting a new restaurant called the Seven Seas on Surf and West 16th. Steve formerly was at Paddy Shea's for nine years and then for two years at Lane's Irish House. Still another new food spot is the Bluebird Casino taking the place of Child's on Surf Avenue, and owned by Morris Hanan.

On the Bowery, Jimmie Kyrimes, ride king, is flashing his Looper, Sky Dive and Virginia Reel with all new fluorescent lamps and large 24-inch neon letters. Kyrimes is back from eight weeks' vacash at Miami Beach, and looks it. A new dark ride being installed in the building that last season housed *Axis Atrocities*. That attraction melted before mardi gras of 1943 and ended in a court case.

Joe Bonsignore, Bob Sled (Bowery) owner, doesn't intend rebuilding his Thompson's Scenic Railway (Surf Avenue) destroyed by fire a few months ago. Material priorities won't permit.

Hedrick's Gay Way Shows

WANT

For opening Winston-Salem, N. C., Monday, April 10th; Granite Falls, N. C., week April 17th to 23rd.

Ride Help on Merry-Go-Round and Chair-plane. Want Shows—Girl Show or any good Show with own transportation. Can use a few more legitimate Concessions, Cook House, Corn Game, etc. Agents—Banks Thomas, Floyd Edwards, Joe Earnest, Carl Esspy, get in touch with Fred Hedrick, Mgr.

CHEERFUL GARDNER

WANTS

Good Bull Hands for Arthur Brothers' Circus. Top wages, good accommodations and cook house. Long season. Oakland, April 13 to 16; Hayward, 17; Palo Alto, 18; San Mateo, 19; all California.

WANT BUCKEYE MINSTRELS

Assistant Manager that can handle office. Agent with car. Want Tenor Sax and Tuba, Useful People. Show opens April 17th. Best conditions for all. Address: E. J. PEARRE, Box 561, Clarksdale, Miss.

FOR SALE

Fairbanks-Morse Diesel Light Plant, 60 HP, 40 KW, 220-110 AC. Can be seen in operation, come look it over. \$2500.00 cash. New Glass House Mirrors, new front, good top complete, \$500.00; will book.

L. C. McHENRY, Mgr. CRESCENT AMUSEMENT CO. Hamlet, N. C., this week; then per route.

JIMMY FERENZI

WANTS

Girls for Girl Show, \$35.00 a week; wardrobe, supply free transportation. Dottie Velez, wire. Also Girl Talker. Salary and percentage. Address Elizabeth, N. J.

GREAT SOUTHERN CIRCUS

Wants Circus Acts, Clowns, Agent, Boss Concessions and Working Men. People in all lines.

ERNIE WHITE

1411 1/2 Dodds Ave. Chattanooga 4, Tenn.

COOPER TROPHY IN OHIO

(Continued from page 56)

minute talk on the banquet program, telling the story of the fair he represents. In the speaking contest in both the afternoon and at the banquet the representative selected to tell the story of the fair may be any person whom the fair board may care to select, nor need the person making the talk be a member of the agricultural society but should be some one who is familiar and in sympathy with the fair.

At the banquet the trophy is awarded to one of the champion fairs of one of the four divisions on the basis of the following score: Educational value of the talk, which should include a summary of innovations, special features and special days and other attractions or events that stimulated interest in the fair; 75 points. The method of delivery includes oratory, eloquence of speech, clearness with which ideas are presented and the manner of telling the story of the fair; 25 points.

Judges are selected from among any distinguished guests and prominent fair men and women present, usually five. They go over the certificates of excellence awarded the name and winner after the three-minute talks are given at the banquet.

Boost for Attendance

The competition for the preliminary trials in this contest are under supervision of Myers Y. Cooper, former governor of Ohio and for many years president of the Ohio Fair Managers' Association, who sponsors and awards the beautiful trophy to the outstanding fair at the banquet of the association each year. While all the fairs cannot win the trophy all can win certificates of excellence in different departments, creating friendly competition between fairs which is helpful and stimulating and also provides some recognition to those fairs which excel in each of the departments and to the best fair.

This contest has created much interest and provides an attractive feature of the convention program, thus helping to draw attendance and to create interest in the convention. Our first contest was held in January, 1937, to determine the best fair of the preceding year and has certainly grown in popularity, since each year people crowd the convention room to hear those participating in this contest, and I feel sure that it has caused many to make reservations for the banquet so that they could "root" for their fair contestant. For several years our good friend, Floyd Gooding, furnished a musical unit from a Merry-Go-Round, which was operated by our genial Ohio State Fair secretary, Win Kinnan, to warn the contestant when his three minutes were terminated. This gave an unusual fair atmosphere as well as spontaneous applause when often a contestant's voice was completely drowned out by the music. You may not all have a Myers Y. Cooper in your organization. However, I feel you will be well repaid for any effort you may use in promoting such a contest at your State association meetings.

SCOTT EXPOSITION SHOWS WANT

Capable Secretary. Ferris Wheel, Tilt-a-Whirl, Octopus, Chairplane Foremen. All Ride Help that drive semis. Top salaries. Girl Show open. Have outfit. Manager for Minstrel Show who can talk. Musicians and Performers for Minstrel Show. Salaries from office. Legitimate Concessions and Agents.

Dalton, Ga., this week; Knoxville, Tenn., next; Nashville to follow.

WANT RIDE FOREMEN

Foreman for 7 car Tilt-a-Whirl, loads on two semis. Top wages. Foreman for Eli No. 5, top wages. Foreman for Smith & Smith Chairplane, top wages. Also General Ride Help. The very best treatment is assured you (and good treatment is not a new policy with us). Here is a real opportunity for men who can see beyond their nose and want a real connection for the future. Wire. Come on.

DE LUXE AMUSEMENTS

ROCKVILLE, CONN.

Last Call-CAVALCADE OF AMUSEMENTS-Last Call

SHOW OPENS APRIL 27, EAST ST. LOUIS, ILL.

HAVE OPENING FOR SHOOTING GALLERY AND A FEW LEGITIMATE CONCESSIONS.

WANT

WANT

FOREMAN FOR PHILADELPHIA TOBOGGAN MERRY-GO-ROUND. Salary no object. You must know your business. George Donnelly, answer. FOREMAN FOR OCTOPUS AND SILVER STREAK. RIDE HELP FOR ALL RIDES. Top salaries and good treatment. RIDE HELP, WRITE TINY DEMPSEY. TRAIN HANDS, CONTACT P. J. McLANE. MRS. WAGNER CAN PLACE COOKHOUSE HELP. WANT COUNTERMEN FOR BINGO. Workingmen and Concessions, come on. Jack Neal, waiting to hear from you. All address: AL WAGNER, MGR., P. O. BOX 69, EAST ST. LOUIS, ILL. Winterquarters: 20th & State Streets, East St. Louis, Ill.

C. F. ZEIGER UNITED SHOWS

Want Eli Wheel Operator, Second Men for all Rides, top salary to all Ride Help. Railroad show, no trucks to drive. Two or more weeks in each city. E. R. Erickson, Thomas Staples, John Jean Knight, answer your mail. Want Snake Show Manager. Will furnish complete outfits for money-getting Shows. All useful carnival people, write. Show opens April 26th.

C. F. ZEIGER, Box 704, Rocky Ford, Colo.

W. S. CURL SHOWS

Opening London, Ohio, April 29, Getting in Two Saturdays.

Want Ride Men for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Chairplane and Kiddie Auto Ride. Want few more Stock Concessions. Can place one or two more Midway Shows.

Address all mail W. S. CURL, Box 27, London, Ohio.

WANT RIDE FOREMEN and SECOND MEN

for Ferris Wheel, Octopus, Sky Dive, Flying Scooter, Whip, Chair-Plane, Tilt-a-Whirl, Roll-o-Plane. Have City Amusement Park location and Road Unit. Contact at once.

R. P. TIPTON, JOYLAND PARK, LEXINGTON, KY. Phone 1873-X.

KING REID SHOWS

Opening May 1—24 Weeks Finest New York and New England Territory. Everybody contracted please acknowledge this ad. KING REID, Dorset, Vermont.

—WANTED—

For Toledo, Ohio. Opening Saturday, April 15th—Two Saturdays, Two Sundays. Location: Dorr and Macken Sts. RIDES—Tilt-a-Whirl, Octopus, Roll-o-Plane. Best Ride spots in Ohio. SHOWS—Monkey, Pit, Girl, Platform. CONCESSIONS of all kinds. Can use few more Ride Men. Can use good Truck Mechanic. Good salary, good treatment. Help for Cook House and Bingo. Dolly Young can use General Concession Help. Can place one more Free Act.

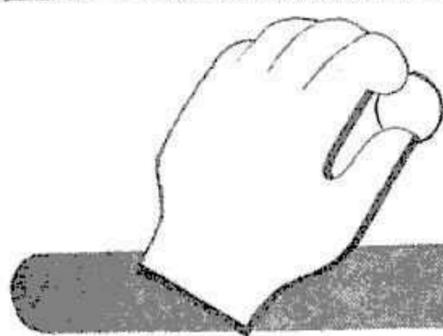
BARKOOT BROS.' SHOW

463 1/2 FOURTH ST., TOLEDO, O. K. G. BARKOOT, Gen. Mgr.; OASH COUCH.

ROBERT DRAKE AND LITTLE JEANE

"Two Hollywood Cut-Ups"

CURRENTLY AT KA-CEE'S, TOLEDO
Direct from 2 weeks at THE BOWERY, DETROIT.
Thanks to Peter J. Iodice



Coin Machines

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A Department for Operators, Jobbers, Distributors and Manufacturers

Address Coin Machine Department, The Billboard, 155 N. Clark St., Chicago 1, Ill.

WALTER W. HURD, Director
C. E. VETTERICK, Editor

Post-War Planning—No. 13

TRADE ALLIANCES

General planning for the coin machine industry should include aggressive steps to form trade alliances that will prove useful in the field of public relations in the future. During the past 10 years of the trade's history, a few organized steps have been taken in forming such trade alliances and they proved very helpful in certain cities. Notable examples took place in Detroit, Los Angeles and Cleveland. It will be seen that forming trade alliances is largely a matter of coin machine associations getting together with associations in other fields on a mutual program of co-operation. The object would be to form alliances with organizations in those trades that profit one way or another by the use of coin machines. In other words, it refers largely to trade associations in the location field.

While the number of coin machine associations that have done constructive work in this field are rather limited, it so happens that distributors and some operators in a good many cities have joined important trade groups, such as Chambers of Commerce, Kiwanis, Rotary clubs and other similar groups. By the simple matter of holding active membership in such business organizations, leaders in the trade have been able to win a lot of good-will and promote a much better understanding of the coin machine industry.

The matter of forming trade alliances will largely depend on city and State associations. There are a few national organizations which can be contacted by national groups in the coin machine trade when they become active again.

In the location field the most popular ones, taking the country over, include drugstores, restaurants and taverns. These locations have important local and national organizations, so that every organized group within the coin machine trade can most assuredly find local and State trade associations in the location field with which they can work out some sort of co-operative program. Most types of stores belong to some kind of trade association which will provide a wide opportunity for working out such programs in the future.

The few examples of such alliance between coin machine associations and organized locations have usually been made for the purpose of meeting some specific problem that threatened to curtail the placing of coin machines in the stores. The basis of forming such co-operative programs is that locations profit in many ways by the placing of coin machines in the establishments. Hence they have practically as much interest in promoting the welfare of the coin machine industry as owners of the machines have. The trade need never feel backward about asking for such co-operation. It is simply a matter of forming a definite program upon which the coin machine trade can co-operate with trade associations in other fields.

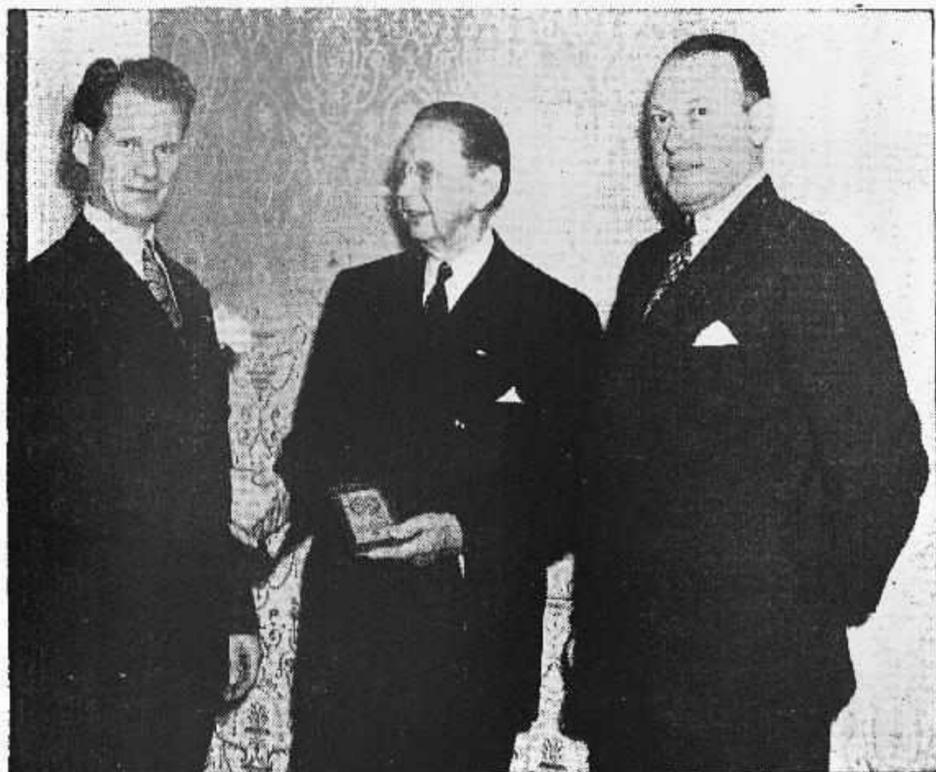
Some years ago in Detroit an organization of drugstores rendered very helpful co-operation to the coin machine trade in killing high tax proposals. In recent weeks a State organization representing taverns has been very helpful to California operators in facing problems of high taxation. The tavern group in California co-operates with operators in all parts of the State when high tax proposals threatens to drive coin machines out. In Cleveland, a year or so ago, an unusual type of co-operative program was worked out with a restaurant association there. These are a few examples which give some hint of what can be done if local members of the coin machine trade are progressive enough to enlist such help.

Carrying out the idea of trade alliances still further, there are a lot of national movements and organizations which the coin machine trade could support and, in some cases, take an active part in such organizations. During the war the trade has become acquainted with a good many patriotic movements, including bond selling drives and other movements, for the purpose of helping to win the war. There are definite business movements also, which the trade should study and find a way to take part in. The industry is definitely classed with small business and there are important organizations at work today in the interest of small business enterprises in general. Some of these are politically partisan in their purpose, but there are others that are truly business in character and hence could be strongly supported by the coin machine trade.

Independent stores have long faced the problem of competition with chains and big business. There are a number of organizations that represent small independent stores and these stores would, no doubt, welcome some sort of alliance or co-operative program with the coin machine trade. Any future program to promote the general welfare of the coin machine trade must include the interest of the small retail stores of the nation. The sooner the industry has an organized program for co-operating with the associations that represent the small stores the sooner the public reputation of the trade will improve. Within the last year the juke box trade awakened to the fact that a strong movement was under way to form teen-age clubs all over the country and that juke boxes were needed for music in these clubs. This trend is still under way and means much to the future of the music section of the trade.

One of the big problems of the industry in the future will be that of meeting high tax proposals. There are some very effective business organizations in the country that are dealing with the tax problems of business. The coin machine trade should recognize this and find a way to co-operate with some of the important tax organizations that study taxation questions and find ways to prevent excessive taxes.

INDUSTRY WINS SLUG FIGHT



J. P. SEEBURG, FOUNDER of the J. P. Seeburg Corporation, is shown at a luncheon given in his honor at the Jonathon Club in Los Angeles. Occasion was the presentation of a plaque sent to him by Prince Carl of Sweden, head of the Swedish Red Cross, in recognition of his generous assistance. Left to right, Walter G. Danielson, vice-consul of Sweden; J. P. Seeburg, and D. J. Donahue, Seeburg West Coast district manager.

Now a Federal Offense To Make, Sell or Display Slugs

FDR signs bill calling for \$3,000 fine and one year imprisonment for violators—hailed as first major victory in fight to end slug losses—new bill strikes hard at source of supply

CHICAGO, April 8.—A federal weapon, and a formidable one, which the coin machine industry will use to win its fight against slugs was forged last week when President Roosevelt signed the act making it a federal offense to manufacture, sell or display tokens or slugs with the knowledge or intent that they may be used in vending machines and other coin-operated devices.

Pin Game To Be Featured in Pic On War Hero's Life

PHILADELPHIA, April 8.—A pinball machine will be highlighted in the forthcoming movie, *This Love of Ours*, starring Johnny Garfield. The picture is based on the life of Sgt. Al Schmid, local marine hero, who lost his eyesight and won a Distinguished Service Cross for his heroism during the early fighting days on Guadalcanal.

Vincent Sherman, movie director for Warner Bros., arrived here last week to gather background material for the movie. In company with the marine hero, he visited all the places in the city where Sergeant Schmid spent his time before going in uniform and getting credit for bagging 200 Japs on Guadalcanal in August, 1942.

Among the places Sergeant Schmid took Sherman for the background material was a taproom in the Tacony section of the city. Here, the marine hero revealed, his popular pastime was in playing the pinball machine. And so the pinball skill of the marine hero will be incorporated in the movie.

Culminating industry and association efforts to obtain effective legislation, and hailed as the first major victory over slug interests, Act (H. R. 3408) is an amendment to Section 168 of the Criminal Code, which was written in 1909 and pertained to counterfeiting.

The act specifies the various coin-operated devices for use in which it shall be unlawful to manufacture, sell or keep with intent to sell any slug, disk, token or other device.

The new law is designed to eliminate the wholesale manufacture of slugs which, in past years, caused millions of dollars of loss to operators of vending machines and other coin-operated devices. It serves to enroll the services of federal agencies and courts in combatting slug evils, and supplements, for industry purposes, State legislation directed at users of slugs.

Congressman Reed Authors Bill

The new law was drafted in conferences with Congressman Chauncey W. Reed, of Illinois, its author, after suggestions had been received as to its content and wording from many members of the National Automatic Merchandising Association, it was revealed by C. S. Darling, secretary of the organization.

The history of the bill reveals that Congressman Reed introduced an earlier anti-slug bill (H. R. 2998) in June of last year. After recommendations from the treasury and justice departments, Congressman Reed drafted the new bill and introduced it in October, 1943. The House Judiciary Committee reported the bill favorably in November and it went to the Senate Committee on Judiciary. This committee referred it to a sub-committee which held a hearing, made amendments, and it was favorably reported back to the Senate January 14. Following final amendment, the Senate passed the bill March 14. President Roosevelt signed the Act April 1.

In addition to being represented at the several important hearings, National Automatic Merchandising Association members co-operated by writing senators and representatives requesting favorable consideration, Darling said. Darling also emphasized the co-operation received from operators and trade members generally in supplying information and evidence.

That industry's gratitude is due Congressman Reed, author of the bill, and to heads of the judiciary committees, Congressman Walter and Senator Austin, was also indicated by Secretary Darling. He further (See NEW LAW HALTS on page 67)

Operators Win Empty Victory

Detroit Council cuts proposed tax but personal property levy still to stand

DETROIT, April 8.—With the city council agreed on a \$7.50 tax on music machines instead of the \$15 annual tax originally proposed, operators this week surveyed the result with mixed emotions.

Under the earlier discussions, according to operators who participated in them, it was understood that the jukes would be removed from the personal property rolls for taxation purposes and the new specific tax imposed instead—a procedure familiar in this and other States in the case of automobiles, for instance, which are taxed at a specific rate, usually according to weight or horsepower, and not included in the overall personal property assessments.

Music boxes are taxed under the personal property levy on a sliding scale, according to age, condition and original cost, which averages perhaps \$200 for machines on location. At a tax rate of 3.3 per cent this would amount to an annual tax of \$6.60. But under the new lower specific tax of \$7.50 the machines are to continue on the rolls, so that they will actually be paying around \$14.10 per year instead of the \$15 specific tax originally proposed.

No final action on the tax is anticipated for a few weeks, inasmuch as the juke box tax is only one of many tax boosts in a general schedule which will be embodied in a final ordinance that hasn't yet reached final enactment.

Good-By to Nickel Beer

BALTIMORE, April 8.—A toast to the passing of nickel beer was drunk in many local taverns on the eve of the application of the additional \$1-a-barrel federal tax on beer. The tax doesn't amount to much, but apparently it is enough to have induced most tavernkeepers to discontinue the 5-cent glass here. Most tavernkeepers took steps in this direction some time ago.

Steel Pennies Bow Out as Copper Supplies Improve

WASHINGTON, April 8.—The steel pennies which caused the coin machine industry so much grief because they would not work in many machines are on their way out.

The War Production Board announces that the copper situation is enough improved to restore the old copper-zinc ratio of 95 to 5.

Production currently is at the rate of 150,000,000 pennies a month, with the year's output expected to equal if not exceed last year's billion-plus figure for the steel cent.

Interpreting New Slug Law

The new federal law on making and selling slugs is a law with teeth in it. No sooner had the news appeared in the papers than inquiries began coming in about its meaning.

Pending a further interpretation in the next issue of The Billboard, the following suggestions are made as a matter of editorial opinion:

1. The law is intended to prevent use of slugs in machines that actually vend merchandise or services. It may be applied to music machines on the theory they vend music. It is not understood to apply to games and gaming devices.

2. Section B of the law is the one with power in it and is likely to come up for court test in the future. It implies that any firm selling or displaying slugs or similar tokens should first be warned by an enforcement officer. But the law still stands, even if a firm is not given a first warning.

3. The first question asked was: How the law would apply to distributors and operators, also locations, that use and sell the standard tokens used in slot machines and games. The law apparently is not intended to stop such use and sale, but if an enforcement officer should warn that such tokens or slugs are being used in any of the machines listed in the law to cheat them, then the firm becomes guilty under the law if they continue to make or sell them.

4. It is understood that the law will not stop the making and sale of standard telephone slugs with holes or other markings. Hence the amusement games trade may be guided by the practice of the telephone companies.

5. The crucial point in the law for the time being is the matter of being warned by an enforcement officer that the law is being violated. The officer need not be a federal officer, but the crime is a federal offense under the new law. The definition of the types of slugs covered by the law is very broad, but it is apparent that standard types of tokens may still be made for use in telephones, turnstiles, fare boxes and we would assume also in slot machines and games. These tokens should have holes of definite size and shape to prevent defrauding vending and service machines, however.

OFFICIAL TEXT
NEW SLUG LAW
PAGE 70.

Acc A-1 Reconditioned Specials

10 Jumbo Parades (High Heads)	Each \$84.50
1 Slant Top Liberty Bell	24.50
2 Bally Royal Draw	69.50
10 1939 Mills 1-2-3	19.50
1 Fast Time, F.P.	49.50
1 Jungle Camp, F.P.	72.50
1 Paces Reels, Ralls, P.O.	99.50
1 Pamoo De Luxe, P.O.	32.50
1 Betting Practice	117.50
1 Keeney Submarine	174.50
1 12 Ft. Bally Roll	49.50
3 Kicker and Catcher	22.00
5 1938 Keeney Tracktimes	109.50
3 New Popmatic Popcorn Machines (Late Models, Original Grates)	89.50

1/3 Deposit, Balance C. O. D.

WE WILL BUY FOR CASH
 BLUE FRONTS, BROWN FRONTS, CHERRY BELLS, VEST POCKET BELLS AND WURLITZER AND ROCKOLA PHONOGRAPHS. Give full details in first letter. Where large deals are involved we will send representative to close deal.

"McCOY" SLOT MACHINE REWARD CARDS

Your Slots will pay off right
 LOTS OF 100 OR MORE...25c EACH
 SMALLER QUANTITIES35c EACH

When Ordering Send Money Order In Full.
ACE DISTRIBUTING CO.
 3924 OLIVE ST., ST. LOUIS, MO.
 Phone: Franklin 8172

USED SLOTS

Mechanically and Finish A-1 Condition	
1 Mills Blue Front, New Finish, 5c Play, C.H.	\$160.00
2 Watling 5c, 3-5 Pay, D.J., Very Clean ROL-A-TOP	80.00
1 Watling 10c, 3-5 Pay, D.J., Clean ROL-A-TOP	120.00
1 Watling 25c, 3-5 Pay, D.J., Like New ROL-A-TOP	150.00
1 Jennings CHIEF, 5c, 3-5 Pay, Finish and Mechanically Good, D.J.	125.00
1 Double Vault Back and Front Doors	75.00

1/2 Deposit With Orders.

George W. Dun

BOX 123 SABINA, OHIO

WANTED

Phonograph, Marble Table and Slot Mechanics, also Record Route Men, for Fort Worth, Tex., Operator. Address: BOX D195, care Billboard, Cincinnati 1, O.

WANTED

ANY QUANTITY OF ROLLED SLOT MACHINE MINTS

Stewart Novelty Sales Co.

110 South Tejon St., Colorado Springs, Colo.
 Phone Ma 5593

WURLITZER 800 with Adaptor	\$550.00
WURLITZER 700 with Adaptor	500.00
SEEBURG CLASSICS	295.00
SEEBURG VOGUES	280.00
SEEBURG REGALS	250.00
SEEBURG 8800, RCES	550.00

1/3 Deposit, Balance C. O. D.

AMERICAN COIN MACHINE CO.

557 Clinton Ave., N. Rochester 5, N. Y.

Send Old Stops and \$5.00

We will return Knee Action Stops within 2 days. Save wear on machine and stop bouncing reels. Guaranteed satisfaction. Handle Castings for Jennings Slots, \$3.50.

ROBT. TAYLOR

Box 934, Portsmouth, Ohio

FOR GUARANTEED MILLS EQUIPMENT BAKER NOVELTY COMPANY
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

COINMEN YOU KNOW

West Coast Notes

LOS ANGELES, April 8.—The weather that calls for coat doffing has finally hit Southern California. Not only will the weather help the arcade operator, but it is expected that takes in all fields of the coin machine industry will be boosted.

Airline Honeymoon

Irving Gayer, of I. B. Gayer Company, who operates in San Bernardino, Los Angeles, Encino and Las Vegas, Nev., stopped off recently at the General Music Company to tell Fred Gaunt and others that he and Mrs. Gayer are leaving on a delayed honeymoon. He and Mrs. Gayer took the plane for Mexico City, Costa Rica and then to Panama City to visit Mrs. Gayer's kin. They then will go to Havana and to Florida to see their son in the air force. The trip, all the way by plane, is scheduled for two weeks.

In Town

Visitors along the West Washington and West Pico coin rows recently have included M. H. Stearns, of San Luis Obispo; Bob Thomsen, of Delano; Fred Allen and Alex Alexes, of Bakersfield; Ray Faust, of Santa Ana; Archie Freeman, of Oceanside—the marine base that's jammed with people; Bob Causey, of South Gate, who divides his time between civic work and his operations; Jerry Cooper, of Riverside; E. J. Baehr, of San Diego; Mike Goff, of Templeton; M. C. Stewart, of Ontario; Art Sprout, of Yuma, Ariz.; D. D. Patton, of Turlock; William Keller, of the Mission Beach arcade crowd; Budge Wright, of Portland, Ore.; Mrs. Roy Smith, of Lancaster; Milton Norleta, of Colton; Jack Arnold, from Barstow; Frank Hardy, of Oxnard; Jimmy Marshall, from Burbank, and Art Narath, of Anaheim. All the men were making the rounds searching for parts and equipment necessary to keep

their routes functioning at maximum efficiency.

Military Coinotes

Russell Collier, of Cigarettes, Unlimited, in North Hollywood, in subject to army call any time now. Collier is the cig machine operator who has been employing girl servicemen. What's more, he's well pleased with their work. . . . Chuck Guzard, former serviceman at General Music, stopped off here for a visit. He's in the navy now and sports a chest full of service ribbons. . . . Looking tough as nails was Ted Weber, former local operator, on leave here after completing his boot training in the marines. . . . Louis Patteruto, former serviceman for Jack Gutshall and later with Thompson Bros., in Long Beach, took advantage of his army furlough to make the rounds of Coin-Row.

Of This and That

William Happel Jr., manager of Badger Sales here, has delayed his Eastern trip indefinitely. . . . Mohr Bros. are opening their arcade at Redondo Beach for the season. A new rabbit game is reported getting the play at the spot. . . . Pete Kortez, of side show fame, reports his museum and arcade at El Paso going great. He's a man of many interests with a museum in L. A., and some side show attractions with the Clyde Beatty-Russell Bros.' Circus. . . . Elmer Hanscom, arcade op, has closed as electrician with the legit show, *Abie's Irish Rose*, at the Belasco Theater here. . . . Portland arcades are reorted getting set for a big season. . . . Jane Carico, secretary at the Jack Gutshall distrib firm, is back at her desk after a bout with the flu.

Here in Chicago

Seefeldt Promoted

Willard Seefeldt, formerly in charge of the vending machine sales division of Pan Confection factory, has been pro-

moted to the rank of chief petty officer. Chief Seefeldt is stationed at Navy Pier, Chicago.

Mills War Bombs

Colman Joe Huber put on an act for the cameraman at Mills Industries this week which resulted in a three-column pic on the back page of *The Chicago Herald-American*. Standing near a 500-pound cluster of four-pound magnesium incendiary bombs which the Mills factory produces in volume, Joe registers fear and covers his ears as Genevieve Smith, of Mills ad department, toys with what looks like a fuse.

Jenkins Back in Town

George Jenkins, Bally general sales manager, dusted off his desk at the North Side war plant Wednesday after a three-week trip to the West Coast. He mentioned that he had an opportunity to spend some time with Jack Moore, Bally distributor in Los Angeles area, who is now on the air force reserve list.

Shay Writes a Book

Grant Shay, safety director at Mills Industries, Inc., has written a booklet, *Safetyology*, a treatise on safety for workers in industrial plants. Shay's book is published by Dartnell Corporation, of Chicago, and is designed for distribution to workers. It's light, jocosse style appeals to the workers.

Keep 'Em Playing

Bob Usedom, of Victory Games Company, advises operators to "prepare for tomorrow today" by buying more War Bonds, keeping old equipment in good operating condition and keeping old

ATTENTION DIRECT POSITIVE OPERATORS



KODAK

Direct Positive Paper, Super-Speed

THIS dependably fine paper is now available from your regular source of supply in standard rolls or cut sheets.

The temporary shortage was due to the pressing needs of our government and armed forces for this particular paper stock. That situation has now been largely relieved.

Your regular dealer can again supply you with Kodak Direct Positive Paper. Order now.

EASTMAN KODAK COMPANY, Rochester, N. Y.

K. C. SPECIALS BUY NOW!

500 2A4G TUBES IN STOCK!
 Write, Wire or Call for Price

Bulbs for Seeburg Guns @ \$.75

Supremo SKEEROLL, 7 1/2 ft. Bowling Alley, on display

Stop in and see the best one yet!

Bally Club Trophy, Leg Model, Almost New \$395.00

SELECTOR SCOPE PERISCOPE

Two of the Best Arcade Places Out, Stop in and See Them! Immediate Delivery!

NEW "Shoot Your Way to Tokyo" Guns Write for Price
 Genco Double Track Game, 2 Players
 Play for One Coin, Wire Bumpers \$39.50

2 Bally Rapid Fire Guns, Each	\$200.00
3 Bally Hi Hands, Each	165.00
1 Pace Saratoga with Chrome Rails, Cash Payout	125.00
3 Baiting Practice, Each	99.50
1 Planatellus Fortune Telling Machine	99.50
4 Microscope Pokeros (Cannot Be Crated), Each	99.50

TUBES

2051	\$2.00	30	\$1.00
2A3	2.00	1B5	1.35
6L8G	1.50	6S07	1.15
12807	1.35	6K7	1.00
5U4G	.95	6J5GT	.85
25A7G	1.85	6V6G	1.10
6SA7	1.00	41	.80
37	.90	6SJ7GT	1.10
80	1.00	6Y	.75
38	1.00	5Z3	1.10
		6BC7, Ea.	1.35

Write for complete list of tubes

Terms: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

419 Market St., Philadelphia 6, Pa.
 Phone: MARKET 4641

MILLS V.P., Blue and Gold	\$ 47.50
MILLS V.P., Green	42.50
SARATOGAS	125.00
BALLY SUN RAY, Like New	150.00
WATLING ROLATOPS	WRITE
CIGAROLAS	WRITE
1 JENNINGS 50c SLOT	WRITE

1/3 Deposit, Balance C. O. D.
FULLER MUSIC CO.
 OCALA, FLA.

FOR SALE

Model 24 Wurlitzer for basement with approximately 150 ft. Cable and 8 Seeburg Selectomatics, \$175.00. Also 40 Model Master Rockola with about 100 ft. of Cable, 6 Rockola Dial a Tune Wall Boxes and 4 Bar Boxes, \$395.00. Equipment clean and in good working condition.

FROST MUSIC CO., Risingsun, Ohio.

FOR GUARANTEED JENNINGS EQUIPMENT BAKER NOVELTY COMPANY
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

PARTS—SUPPLIES

- 6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred\$5.40
- 3 AG Fuses Per Hundred \$9.00
- 1/2 Amp. 3.50
- 1, 1 1/2, 2, 2 1/2, 3 Amp. 3.00
- 5, 6, 7 1/2 Amp. 3.00
- 10, 15, 20, 25, 30 Amp. 2.50
- PHONOGRAPH TITLE STRIPS (Red Border)
- 1000\$5.00
- 5000 Per M 4.00
- 10000 Per M 3.50
- 25000 Per M 3.00

6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

- #100 6SC7 to 7F7\$1.50 Each
- 103 6SC7 to 6SL7\$1.50 Each
- 110 5Z3 to 5U4C\$1.50 Each
- 125 80 to 5T4, 5V4G, 5Y3 or 5Z4\$1.50 Each
- 126 83 to 5U4C or 5X4\$1.50 Each
- #205 2A4G to 2051 (Seeburg Guns)\$3.50 Each
- 210 2A4G to 2051 (Seeburg Music)\$3.50 Each
- 215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)\$3.50 Each

These have 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.

Ask Us for List Available Records

HERMITAGE MUSIC CO.

416A Broadway, Nashville 3, Tenn.

equipment up to date and on a paying basis thru use of conversions.

Eastern Flashes

Good-Will Ambassador

Wille Blatt, Supreme Enterprises, has another letter from his son Burton, who has been stationed in England for the past year or so. "Burton," says Willie, "is developing into a real ambassador of good will, calling on many of the people I used to do business with before the war. He spent his latest furlough as the guest of Alfred Cohen, Coin-Operated Supply Limited of London. The latter had his coin machine establishment burned out from under him and is now conducting a wholesale toy business. However, Cohen is looking forward to going back to his first love when Hitler and his kind are beaten." . . . Sam Rabinowitz is another G. I. Eastern coinman who has been reported making the rounds of London coin-ows.

Home Again

Bill Rabkin, International Mutoscope Corporation president, is back at his desk after a tour that took him to the West Coast. It started out as a Florida vacation and wound up as a high priority trip in conjunction with his firm's war production efforts.

Airplane Hitch-Hike

Lieut. Earl Winter, former International Mutoscope Corporation sales man—(See Coinmen You Know on page 66)

PARTS & SUPPLIES FOR COIN MACHINES

WRITE IN—WE MAY HAVE WHAT YOU NEED!

- Gun Lamps. Per 10\$7.50
- Micro Switches (Phono). Each 1.60
- Rubber Male Plugs. Per 12 1.00
- Bakelite Male Plugs. Per 1275
- Female Screw-in Plug. Per 12 1.00
- Ten Strike Curved Glass. Each\$2.45
- Fuse Holders (Phono). Each50
- 1 Lb. Roll Solder. Each75
- 1/2 Lb. Roll Tape, 25c Ea. Per 12 Rolls 2.65
- Fustats, All Sizes. Each15

TONEDART NEEDLES—\$40.00 PER 100; 50c EACH

- | TUBES | GLASS CARTRIDGE FUSES |
|-----------------------|--|
| 6L6G\$1.75 Each | 3 Ampere Per 100, \$4.00; Per 10, 50¢ |
| 7685 Each | 5, 10 Ampere Per 100, 2.50; Per 10, 35¢ |
| 2A4G 4.00 Each | 15, 20 Ampere Per 100, 2.00; Per 10, 30¢ |
| 2051 2.60 Each | SCREW-IN PLUG FUSES |
| 6SC7 1.85 Each | 3, 6, 8 Ampere Per 100, \$4.95; Per 10, 65¢ |
| | 10, 15, 20 Ampere Per 100, 3.95; Per 10, 45¢ |

NEW MAPLE WOOD BALLS

- 3 1/2" for 14 Ft. Skee Alleys Per 100, \$52.00; Per 10, \$5.50
- 2 3/4" for 9 Ft. Skee Alleys Per 100, \$2.00; Per 10, 50¢
- 2 1/2" for Genco Play Balls and Roll-in-the-Barrel Per 100, \$8.50; Per 10, 4.25

RUBBER BALLS, 2 1/4", Inflated, Hand-Finished, 95c Each

CONDENSERS, 16 MFD, 450 W. V. \$5c Each

Terms: 1/3 Deposit With All Orders, Balance C. O. D.

NEW YORK SUPPLY CO. 585 TENTH AVE. NEW YORK, N. Y.



We want to buy 500 Free Play 5 Ball Pin Games, also want to buy all Models of Wurlitzer Phonographs. Send us your list and rock bottom prices at once.

V. P. DISTRIBUTING CO. 2336 OLIVE ST. (Phone: ST. LOUIS 3, MO. Central 3892)

MILLS SLOT OPERATORS—ATTENTION!

SPECIAL!! ALUMINUM CASTINGS FOR BROWN FRONTS AND WAR EAGLES

Slot Cabinets, \$17.50; Club Handles, \$4.50; Main Clock Gears, \$3.50; Bottom Pay 511de, \$5.00; Reel Strips (3), \$1.00; Jackpot Glass, \$1.25; Tapered Clock Springs, 35¢; Brass Pay-Out Tubing, \$2.50; for additional Mills Parts write.

GET OUR PRICES ON SLOTS—CONSOLES—PHONOS—1 BALLS.
HUBERS COIN-O-MATIC GAMES AND SUPPLY CO. 8936 SKOKIE BLVD. SKOKIE, ILLINOIS

WANT TO BUY FOR CASH

FIVE BALL FREE PLAY PIN GAMES

ANY QUANTITY—LATE OR OLD MODELS. WHAT HAVE YOU? State Quantity, Condition and Lowest Cash Prices. Wire, Phone, Write.

MISSOURI NOVELTY CO. (Phone: Franklin 9043) 3136 OLIVE ST. ST. LOUIS, MO.

SPECIAL! NON-BREAKABLE PLASTIC REPLACEMENT PARTS

- (Specify "Left" or "Right" as you face phonograph)
- Wurl. 750 Top Corners\$6.75 Each
 - Wurl. 750 Bottom Corners 6.75 Each
 - Wurl. 850 Top Corners 6.75 Each
 - Wurl. 850 Bottom Corners 6.75 Each
 - Wurl. 950 Lower Sides 8.00 Each
 - Rock-Ola Top Corners For: Standard, Master, Deluxe, Super. 7.50 Each

SHEET PLASTICS

- 60 Gauge (Thickness of New Half Dollar). Per Sheet....\$14.50
 - 80 Gauge (Thickness of New Silver Dollar). Per Sheet... 20.00
- Colors: Red, Yellow or Green. Size of Sheet: 20"x50".

Order Now! First Come—First Served!
Terms: 1/3 deposit, balance C. O. D. Checks acceptable. Full Remittance Saves C. O. D. Charges.

DURAL PLASTIC CO. 1451 BROADWAY NEW YORK 18, N. Y.

WE WANT TO BUY!!

The Following Five Ball Free Play Games and Will Pay the Prices Listed Below. All Games Must Be Complete, With All Working Parts for Free Play, and in Good Mechanical Condition.

- EXHIBIT ARIZONA, BRAZIL, GRAND CANYON, SANTA FE OR STREAMLINER. Each \$160.00.**
- | | | |
|------------------------------------|------------------------------|--------------------------|
| ABC Bowler\$40.00 | Fox Hunt\$30.00 | Sky Blazer\$45.00 |
| Argentine 45.00 | Four Aces 80.00 | Star Attraction .. 37.50 |
| Bolaway 50.00 | Four Roses 35.00 | Stars 50.00 |
| Bosco 55.00 | Gun Club 50.00 | Shangri-La 110.00 |
| Captain Kidd 45.00 | Hi-Dive 50.00 | Southpaw 50.00 |
| New Champs, (Gottlieb) 45.00 | Hi-Hat 50.00 | Sunbeam 50.00 |
| Defense (Genco) .. 65.00 | Jungle 45.00 | Sun Valley 110.00 |
| Do Re Mi 45.00 | Knockout 90.00 | Topic 60.00 |
| Double Play 50.00 | Liberty (Gottlieb) .. 110.00 | Venus 50.00 |
| Duplex 45.00 | Monicker 60.00 | Victory 65.00 |
| | Majors '41 45.00 | Westwind 50.00 |
| | Miami Beach 35.00 | Zombie 40.00 |
- Advise Quantity You Have and We Will Forward Cashier's Check as Deposit. Balance Sight Draft.

MORRIS NOVELTY COMPANY, INC.
4505 MANCHESTER AVENUE ST. LOUIS, MISSOURI
PHONE FRANKLIN 0757

MACHINES CRATED—READY TO SHIP!!

- 15 JAP CONVERTED CHICKEN SAM GUNS\$139.50 EA.
- | | | |
|---|---------------------------------------|---|
| SEEBURG SHOOT-THE-CHUTE GUNS, \$119.50. | EXHIBIT MERCHANTMEN DIGGERS, \$59.50. | WESTERN RECORD-IT 25c VOICE RECORDER, \$385.00. |
|---|---------------------------------------|---|

SET EXHIBIT 3 WISE OWLS, LATEST MODEL, WITH STAND\$115.00

- 2 Keeney 5c Texas Leaguers\$39.50 Ea.
 - 2 Gold Cup, F.P., Log Model 39.50 Ea.
 - 5 Bally Rapid Fire Guns\$199.50 Ea.
 - 1 Chester Pollard Golf, Floor Mod. 75.00
- Terms: 1/3 Cash, Balance C. O. D.

WANTED TO BUY—All Models Seeburg, Mills, Wurlitzer, Rockola Victrolas.
Write Quantity, Model, Price.

B. & B. NOVELTY CO. 621 W. MAIN, LOUISVILLE 2, KENTUCKY
PHONES: JA 8811—WA 2663.

ANOTHER WEEK NEARER VICTORY!

— HELP BRING IT CLOSER—BUY MORE WAR BONDS

W. Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION
Penny Arcade Headquarters Since 1895.
Manufacturers of Phonomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

Wurlitzer Ads in General Mags Part of Post-War Planning

CHICAGO, April 8.—Special emphasis on the juke box as an American institution and the role it is playing in the entertainment of the nation's armed forces, as well as civilians on the home front, is incorporated in the series of full-color Wurlitzer advertisements appearing in *Look* and *Better Homes and Gardens*.

While Wurlitzer factories are busy producing war materials, the firm's 1944 general advertising campaign has been enlarged in order to keep up the important job of building good will and prestige for "the name that means music to millions," according to R. C. Roling, president of the Rudolph Wurlitzer Company. He pointed out that the 1943 series of advertisements received so much favorable comment from the general public as well as from the music industry that the largest general advertising program in Wurlitzer's history has been launched for 1944.

Plans Rapid Reconversion

Roling, in expressing his confidence in the future of the industry stated:

"In stepping up our advertising for 1944 we are preparing for the great post-war market in which Wurlitzer plans to continue its leadership in the manufacture and merchandising of quality pianos, accordions, automatic phonographs and other musical instruments. Meanwhile, our biggest job is the production of war materials. But our planning for the future goes forward. War's end will find Wurlitzer prepared for rapid reconversion to instruments of peace; and ready to help you get your full share of post-war music business prosperity."

Wurlitzer's new campaign starts off with two series of full page, full color ads running concurrently in *Look* and *Better Homes and Gardens*. The first series features the general activities of Wurlitzer in the music field. The second series is similar to the first, and both give emphasis to the Wurlitzer automatic phonograph.

A copy theme was developed based on

a series of paintings that tell the story of "Music From the Heart of America." These paintings by well-known artists, are a part of Wurlitzer's permanent exhibit. Reproductions without advertising matter are being prepared for free distribution to the public.

Decca Reports Increased Sales, Earnings in 1943

NEW YORK, April 8.—Net profit of Decca Records, Inc., and subsidiary companies for the year ended December 31, 1943, amounted to \$1,036,361 after all charges and provision of \$1,142,000 for federal income taxes, compared with net profit of \$806,143 in 1942, according to the firm's annual report. The 1943 net is equivalent to \$2.66 per share on

388,325 shares of outstanding capital stock compared with \$2.08 per share on the same number of shares outstanding in 1942.

Net sales of the company and subsidiaries in 1943 amounted to \$11,278,345, an increase of \$1,203,317 over 1942.

Current assets of Decca Records and subsidiaries as of December 31, 1943, totaled \$4,021,637 and current liabilities \$2,581,452.

Juke Jinxed!

FORT WORTH, April 8.—There's a jinx against a juke box owned by Jack Maloney, operator of the Panther Distributing Company. When Marine Creek went on a rampage here three years ago it was washed out of the Maverick Cafe and down stream.

The box was put in order only to be a casualty in the fire that destroyed Clover Club last December. Just back from being reconditioned, the box was damaged in the recent fire at the distributing company. It's been sent back to be fixed up again.

Philly Plans 40 Teen Clubs

Music Assn. drive brings results—city-wide network of clubs planned by Recreation Commission—operators pledge support

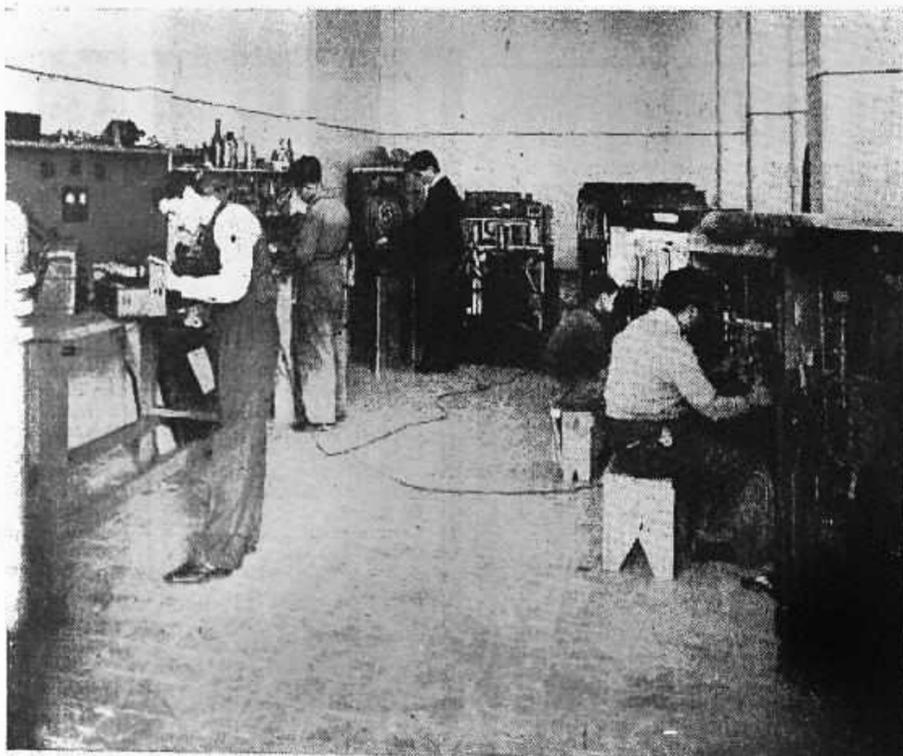
PHILADELPHIA, April 8.—The local music machine operators' association's drive in behalf of teen-age clubs is finally bearing fruit. City agencies this week announced that they had agreed to a city-wide organization of clubs for young people, and the operators' association is expected to play a prominent part in setting them up.

The individual clubs, as planned, will be branches of one over-all organization and run by the teen-agers themselves, with supervision by a trained leader, who will sponsor the clubs or offer advice only when requested to do so by the club members. Concentration will be on boys and girls between 13 and 17 years. Present recreational facilities for youths are scattered and inadequate, a city survey showed. The few teen-age clubs established by community groups in sections of Philadelphia thru the working arrangement of the bureau of recreation and the operators' association, have all proved successful.

Operators Pledge Support

The proposed city-wide organization, to provide for at least 40 or more clubs, will offer all kinds of recreational programs every weekday from afternoon thru late evening, with special social and dance nights arranged for the later hours. No fees will be charged by the general organizations, but if individual teen-age clubs decide to assess dues to provide their group with a snack bar or special game equipment, they will be free to do so. The emphasis will be placed on self-government by the teen-agers and in each case, the individual clubs will work out a rounded program of continual activity best adapted to its membership.

The plan was advanced by John V. Smith, chief of the city bureau of recreation, and full support to the proposed program was pledged by Jack Cade, business manager of the music operators' association. The association helped lead the way here by sponsoring a teen-age club itself to prove to the community groups the value of such enterprise in curbing juvenile delinquency. Arrangements will be made for the entire city-wide teen-age club system to have music boxes available for each unit. And where required, the association will also help in arranging for equipment for the game rooms.



UNPRECEDENTED ACTIVITY in Mexico City's thriving juke box business, reported by Jose Riojas, is substantiated by this photo of workers in the Casa Riojas service department. Riojas, Seeburg distributor, was a Chicago visitor in recent months.

Lions Club Opens "Dream" Teen-Age Center for 3,000

BALTIMORE, April 8.—A teen-age club with a potential membership of 3,000 has been opened here by the Hamilton Lions' Club. The club decided some time ago to open and finance a recreation center for the more than 3,000 juveniles in the Hamilton area who might become members.

At a preview, teen-age youngsters, members of the Lions' Club, parents and friends were shown what to expect in the way of activities once the club is formally opened. Most enthusiastic of the spectators was Judge Charles E. Moylan, of the division of juvenile causes of the Circuit Court of Baltimore.

"This is a realization of a dream," the judge declared. "This is a model for other groups that have developed and may develop similar centers in other neighborhoods."

Included in the equipment of the club are a juke box, two ping-pong tables, bowling alleys, a soft drink bar and a stage for theatrical entertainment.

Boys and girls from 12 to 14 will be permitted the use of the club from 3 to 5:30 p.m. twice a week. Those over 14 will use it every night except Sunday.

Ten other recreational centers have been opened in this war-boom city since December, Judge Moylan said.

Game Op Opens Retail Disk Store

DETROIT, April 8.—Carlo Di Liberto, Detroit coin machine operator, has opened the Oriole Record Shop. Specializing in service for the retail music trade, he is handling both new and used records. The store also serves as headquarters for his own operating business.

Di Liberto, operator of amusement machines, is assisted in his new store by Sam Claramarito, music operator, who is a director of the United Music Operators of Michigan.

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.

Tunester Tattle

Three radio stations in the New York area are featuring programs of Western and folk music. David Miller's *Home Town Frolics* is heard on WAAT, Newark, N. J.; Layman Cameron's *Hill County Jamboree* on WOV, New York, and *Songs of the Plains* on WEAF, New York.

Soundies Productions is considering *Choo'late Ice Cream Cone* and *By the Old Water Mill* for use in the near future. Last mentioned song was first successfully introduced on the radio by Jenny Lou Carson, WLW.

Cliff Japhet writes that he has placed one of his new songs, *A Mi Amigo*, with Southern Music's branch, Peer International. Song has been getting an enthusiastic response from Japhet's broadcasts over WSNY, Schenectady, N. Y.

Bill Nettles advises that he recently signed a new contract with RCA-Victor

for recordings by Nettles and His Blue Boys.

A young cowboy from Sweetwater, Tex., is receiving favorable comment because of his excellent voice and original rendition of Western and folk songs. He's Lee Elliott, heard over KXOX, Sweetwater. Elliott spent considerable time in Hollywood before going on KXOX, doing extra and featured parts in Westerns.

Signed for Rodeo

Bobby Gregory and the Cactus Cowboys have been signed to play for Roy Rogers at the Pittsburgh rodeo, then Washington, and Providence, R. I. Bobby is writer of *There's a Blue Star in the Window*, *Never Would You Dream* and other cowboy and hillbilly songs.

Tex Owens on Leave

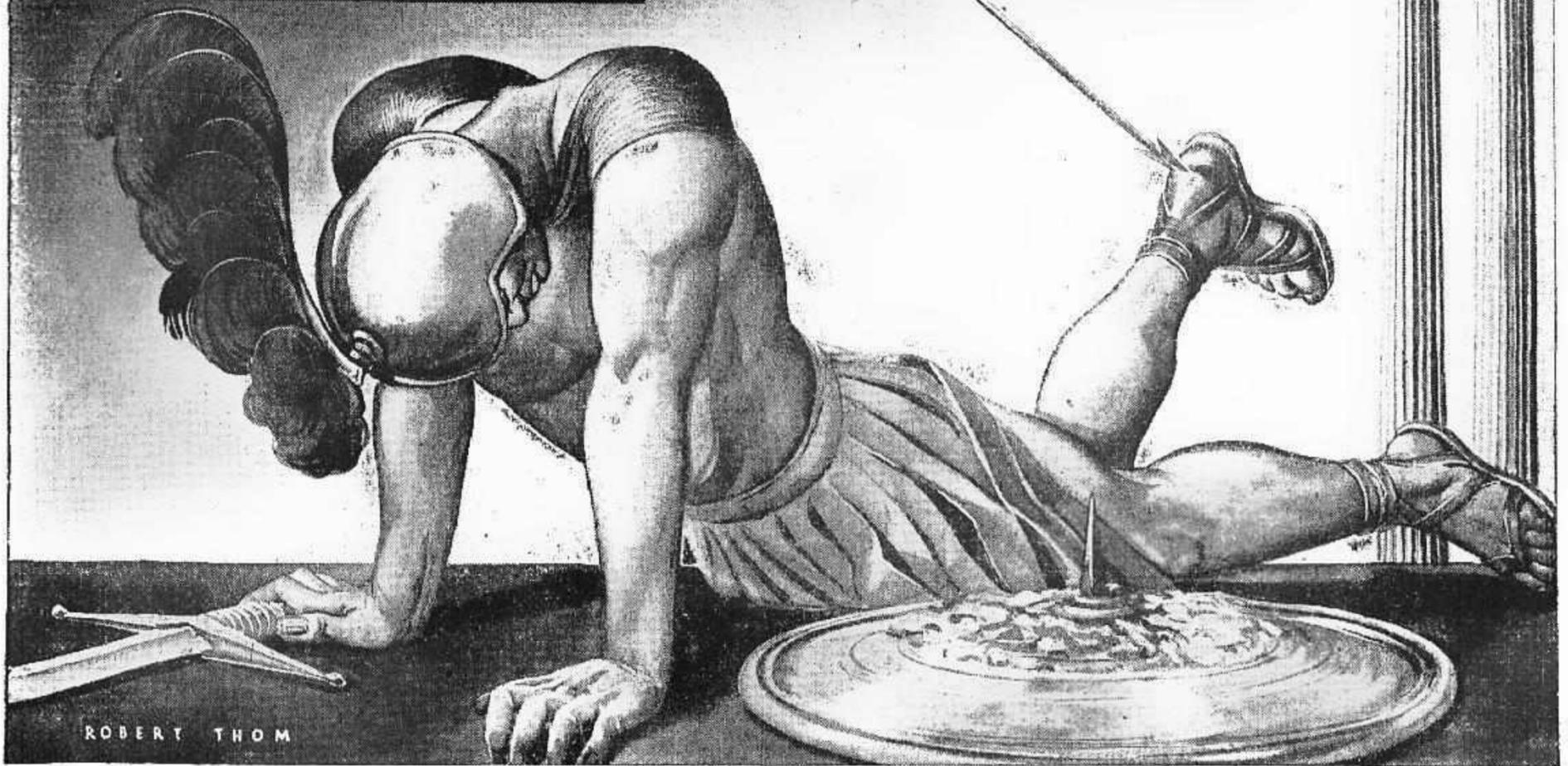
Tex Owens is taking a leave of absence. (See *American Folk Tunes* on opp. page)

Sheet Music Sales Tips Disk Sleeper In "Down In Valley"

NEW YORK, April 8.—Authenticated sheet music sales indicate that plenty of music ops may have a money-making sleeper in their machines right now and not even know it. The sleeper is the Andrews Sisters' Decca waxing of *Down in the Valley*, reverse side of *Shoo-Shoo, Baby*, which has been near the top of the Most Played Juke Box Records tabulations for the past 13 weeks. (See Music Popularity Chart in music section.)

Sheet sales on *Valley* have averaged better than 500 copies a day for the past week or so and there is no sign of a let-up (500 is considered better than average sale today among music pubs). Situation is much similar to ops experience with the Mills Brothers' *disking of Paper Doll*. *Doll* was backed by *I'll Be Around*, which earned plenty coin. Possibilities were first tipped in sheet sales.

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AMERICAN FOLK TUNES

(Continued from opposite page)
 sence from KOMA, Oklahoma City, to recuperate from an attack of flu and its after effects. He'll spend some time at his Ferris (Calif.) ranch.

Breaks for Pelkonen

Matt Pelkonen, songwriter and manager of Russ Hill's Country Music during Hill's absence in the armed forces, has been receiving some swell breaks with his songs. Victor will cut *There's a Little Blue Star in the Window* on Bluebird, Naomi Crawford plans to do *Every Soldier Has an Angel by His Side* on a Decca disk and the Tennessee Ramblers have listed *Little Soldier* for their first session after settlement on Bluebird.

Terhune Entertains Troops

Max Terhune, who recently completed work on a Maynard-Dean co-starring picture for Monogram, left Hollywood on victory committee work and during the first week played to 26,000 troops. Since then he has been playing West Coast houses, and April 14 opens at the Last Frontier, Las Vegas, N. M.

In "Sing, Neighbor, Sing"

Roy Acuff, Lulu Belle and Scotty, and Pappy Cheshire have been signed by Republic Pictures for *Sing, Neighbor, Sing*. Other headliners are expected to be added to the cast now being assembled by Ar-

mand Schaefer, executive producer at the studio. Frank McDonald will direct.

Pennsylvania Notes

Denver Darling, radio cowboy singer, was featured in a *Radio Cavalcade* presented Easter week-end in Trenton, N. J., at the War Memorial Stage. Matinee and evening shows were staged both Saturday and Sunday (8 and 9). The Deep River Quartet, Negro spiritual quartet, also was featured in the show.

Square and modern dancing is now offered Wednesday, Friday and Saturday nights at Midge Barthel's Midge's Inn at South Enola, near Harrisburg, Pa. The Silver String Orchestra, favorite in Central Pennsylvania, has been engaged for such festivities.

The Tunewriters, with Martin Miller as the caller, are creating the musical excitement for the square and round dances scheduled every Wednesday night at the West York Play Barn, York, Pa.

Slim and His Gloom Chasers, radio hillbilly troupe, have been booked for an extended series of theater engagements in the East and New England by the Jolly Joyce Agency, Philadelphia. The Gloom Chasers recently completed a long engagement at the Town Barn, Buffalo, for the Joyce agency.

Jack Howard, Philadelphia music publisher of cowboy songs, is printing up another of his own compositions titled *Westward Bound*.

Sammy Fain's and Irving Kahak's *I'll Be Seeing You*, originally written in 1938 and only this year beginning to attract attention, is particularly suited to Bing's song-selling talents. Taking full liberty with the tempo, Crosby chants it slowly with full meaning and expression to the love lyrics, again sharing a second chorus with the Trotter Strads.

The phono fans will give out for the way Bing Crosby gives out for these love lullabies, particularly for "I Love You," which maintains a bright rhythmic beat for more effective music box spinning.

TOMMY DORSEY (Victor)

"I'll Be Seeing You"—FT; VC. "Let's Just Pretend"—FT; VC.

Victor again goes scraping at the bottom of the barrel with at least one of these recalled as a reissued pressing. Irving Kahak's and Sammy Fain's *I'll Be Seeing You*, romantic ballad of an earlier year, still sounds good in the Tommy Dorsey manner sparked by the maestro's muted slip-horn magic and Frank Sinatra for the song. Tune was originally mated with *Polka Dots and Moonbeams*. *Let's Just Pretend*, one of those make-believe love ballads by Tom Adair and Matt Dennis, and sounding new to these calloused ears, has Jo Stafford providing the lyrical patter in good order with the Dorsey trombone no mistaking the band.

Regardless of the song popularity, there can be no minimizing the popularity of Tommy Dorsey with the phono fans. With Frank Sinatra in the song spot, a fair measure of attention is certain to be showered on "I'll Be Seeing You."

COINMEN YOU KNOW

(Continued from page 63)

ager, spent some time in Cincinnati last week but that was not in his original travel plan. He had left California on a comparatively short furlough, which was subject to 24-hour cancellation, and was airplane hitch-hiking across country to New York when he was stranded in Cincinnati. Lucky for Earl, he has many friends in the Queen City and was able to make the best of an unexpected stay. He is back at his base and is looking forward to an opportunity to try again.

Short Takes

Harry Haskin, Yonkers, is getting set to open his spot in Rye, Playland. . . . Meyer Parkoff is back sporting a beautiful tan picked up in Miami. . . . Al Hirsch, New York Supply Company general manager, came into this business from another field. He now likes it well enough to make it his life work. His boss, Leon Bernan, is looking forward to a double celebration. A wedding anniversary April 14 and the second visit of the stork sometime in June.

Cincinnati

CINCINNATI, April 8.—Policy of the Albee Theater here to present all the leading bands has served to bring out good attendance at the weekly meeting of the Automatic Phonograph Owners' Association of Cincinnati, as the ork leaders attend and give talks about topics of interest to the ops. Meetings in Hotel Gibson are always followed by refreshments. Woody Herman, Johnny Long and Jimmy Dorsey were recent guests.

David Kapp, who has charge of Decca recording in New York, told the boys at his recent Cincy meeting with them, that tone and wearing quality of records will improve with the recent release by the government of more shellac and other imports used in their manufacture.

Some of the ops at the last meeting when Johnny Long attended included Sam Chester, Charles Kanter, Jack Cavanaugh, Sam Gerros, Louis Foltzer, Phil Ostand, Howard Males, Ted Williams, Frank McNichols, Russ Coan, Paul Cohen, Sam Klayman and Ben Goldberg.

Detroit

DETROIT, April 8.—Michael A. Angott Jr., of the Angott Coin Machine Exchange, is back from Florida, where he operates a tourist camp at Fort Lauderdale.

Morry R. Kaplan, sales manager of the Brilliant Music Company, back from a business trip thru Ohio, reports the company is doing one of the biggest mer-

chandising jobs of its career on phono needles. The firm has just completed remodeling its sales and display rooms.

Harry Riche, collector for Marquette Music Company, was inducted in the navy and leaves in about a week for Great Lakes, Ill.

Klopp Engineering Company, under the management of M. C. Klopp, has moved their plant, formerly on Ryan Road, to a new location on Twelfth Street, near the business center of Detroit. The company normally manufactures coin counters used by operators, but is now engaged 100 per cent on war work.

Mrs. Agnes Holland, office manager at the office of the United Coin Machine Workers, spent the week-end at Camp Grant, Ill., visiting her husband, Neil Holland, who was business manager of the local, prior to his induction.

Allied Music and Sales Company, record distribs, are in their new quarters on Woodward Avenue, two blocks down Detroit's "main stem" from their former location. New spot is three times the size of their former quarters.

BUFFALO

Ben Kulick, prominent Buffalo coin machine operator, head of Mills Amusement Company, is taking another trip to Texas this week to see his son Sanford, who is in military service. Sanford was here in February on a short furlough after finishing his basic engineering training at one of the army training centers. Prior to his induction last year, Sanford helped his dad in the coin machine business during spare time and vacations.

Bob Miller, who is now with the army in New Delhi, India, and saw some exciting action on Kiska last year for which he received a citation, is the former associate of Jim Blakeslee, well-known local coinman. Mrs. Blakeslee (who is Bob's mother by a previous marriage) reports he is fine despite a minor injury recently and likes army life.

Harry Winfield, head of J. H. Winfield Company, has his eye on the post-war period. He recently moved into a large three-story building in the heart of coin machine "lane" which will take care of his floor space needs for some time to come. One of the leading pre-war distribs here, his firm is now concentrating almost entirely on operating. He also purchased Rab's, a retail record store here, some months ago.

Popular Record Reviews

(Continued from page 19)

Such sides as these will undoubtedly win many new friends for Lawrence Welk. And for the music boxes, both sides should build big for both the maestro and the music operator.

BENNY GOODMAN (Columbia)

"After You've Gone"—FT. "At the Darktown Strutters' Ball"—FT.

It's the first time out for these evergreens under the Benny Goodman banner, altho the cutting originally goes back a number of annums. It's the Goodman gang as the fans best like to remember it, with band and soloists creating musical excitement all the way. *After You've Gone*, particularly timely now that the band is gone entirely, is taken at a fast tempo with clarinet and trombone in the solo spots. A lively tempo is also set for *At the Darktown Strutters' Ball*, with the maestro's clarinet again pacing

the way and the trombone sharing the solo spotlight.

In view of the fact that Benny Goodman has disbanded his band, and with both sides standard songs dressed up in exciting swing fashion, music operators will undoubtedly find phono interest exceedingly high for both sides.

BING CROSBY (Decca)

"I Love You"—FT; VC. "I'll Be Seeing You"—FT; V.

The blend of a highly favored singing with these two song favorites, along with a flavored musical etching weaved by John Scott Trotter and his men in the background, gives Bing Crosby two more winning sides. With a beguine pattern bringing up a tantalizing music bank, flushed by the silky string backgrounds of the Trotter orchestra, a bright tempo is maintained for Cole Porter's *I Love You* from the *Mexican Hayride* musical hit. And Crosby's confessional hits a wide mark, singing two stanza and sharing the second stanza with the orchestra.

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5U4G 1.00	8H6 1.15	20B1 2.60	5870
5V4G 1.40	6J5 1.00	35L8 1.45	5985
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Pubs Edging Into Disk and Band Fields

(Continued from page 3)

the Dorsey brothers, Sammy Kaye, Charlie Barnet, Jimmy Lunceford and Horace Heidt in the pub biz, publishers point out that they have to take post-war steps to stop the leak—or else.

Log Rolling

Obviously leaders will plug the songs of their own pubs. Naturally they'll trade plugs with other baton wavers who publish. Closed corporations naturally work to their benefit. What would happen if the frontmen couldn't produce top tunes thru their pubs is another song entirely. Whether the pubs are trying to throw a scare into leaders who are contemplating going into the pub biz or if they are in dead earnest will be evident in the next few months.

Robbins, Leeds Already In

In the meantime, Robbins and Leeds already are in the personal-management biz. Robbins recently set up Robbins Artists' Bureau, Ltd., and launched Georgie Auld. The announcement last week that the firm had organized the Lion Record Company (the Lion is Leo from MGM) looks as tho the boys mean record business. Lou Levy, of Leeds, is father-confessor to the Andrews Sisters (and husband to Maxine). Apparently both firms are satisfied that the management idea works, and Robbins, for one, will shortly expand its activities and add plenty of new names to its management list.

The pubs feel that foresight will save their dough, but they realize that it takes time and money to build new bands. They know that their gambles will be greater and costlier with a new ork than with an untried song—but the pot's bigger and stays full longer. They also believe that to clinch their hold on music exploitation they'll have to go whole-hog and seal the deal with records. Controlling their bands' selections of song material won't be enough, they maintain. Full protection can be guaranteed only if they record and can dictate what number will back up their waxed songs. They are heartily dissatisfied with the present set-up whereby they have nothing to say about the backing.

Ork Leaders Have No Hit Savvy?

All the pubs seem to have a low opinion of ork leaders' ability to pick hits. They say the musicians will go for a piece because it is good musically, disregarding for the most part the lyrics. They believe that most hits are built on ideas and sounds—that actual clefting is secondary in making a hit. The boys

International Music Op Points Out Operating Differences Between L. A. and Mexico

LOS ANGELES, April 8.—The basic differences between operation of music machines here and in Mexico are that location owners South of the Border do not demand frequent record changes and labor turnover is at a minimum, according to Frank Navarro, the Arizona cafe owner who strapped a juke box on the back of a burro eight years ago and became an international music operator. "With the record shortage," he pointed out, "the fact that we don't have to change records so frequently on Mexican locations is a great help. Of course, there is a difference in musical tastes, too. In Mexico City boxes must contain about a 50-50 proportion of American pop tunes and native music. *Pistol Packin' Mama*, for instance, was as big a hit in Mexico City as in Los Angeles. Boogie-woogie tunes also go big." Navarro pointed out, however, that popularity of American tunes is partially due to the large American population in the Mexican capitol. "For every three Mexicans there's one American," he estimated. Competent servicemen are easy to find, too, because Mexican youths are unusually mechanically inclined and are easily trained to service equipment efficiently.

History of Operation

The story of Navarro's operations is unusually colorful. Born in Prescott, Ariz., where he later became a cafe operator, he entered the music field about 10 years ago with two phonos purchased from the Chicago Simplex Company. No one knew anything about how the mechanisms worked, and unskilled mechanics only made matters worse, so he had to learn what made the machines tick and train his own servicemen. "After the factory began sending out trained servicemen it wasn't so bad," he observed.

Today Navarro operates 800 phonos in the Los Angeles area in addition to his Mexico City routes. He pioneered phonos in Mexico in 1936, with an operation in Chihuahua and later in Torreon, working from the American border south to Mexico City. When he first entered the Mexico City picture locations were hard to get. One of his first and most profitable locations was a mining camp,

who have spent years learning the hard way are convinced that their judgment is more sound. They admit, however, that nearly any number will make the *Hit Parade* with the exploitation that a leader-pub can give it.

In many instances the instrumentals that are appearing with increasing popularity on the back of a record hit the bank roll of the publishers. A number of band leaders have set up firms to place the instrumentals, have copyrighted them and collect BMI royalties, tho the pieces are never published. This practice has burned pubs to a crisp. It is another reason why they want to control the recording end of the biz.

Ork Pubs Not New

Ork-leader music publishers are by no means a new wrinkle. Many have at one time had firms and have since liquidated them, selling out to their lawyers or others who set out for themselves. Russ Morgan had a publishing biz when he played the Edgewater Beach Hotel, Chicago. He caused widespread pub aches when he played only his published tunes. Gene Krupa was in the business, and Louis Armstrong recently sold his Chicago Publishing Company to Lou Levy, of Leeds. The pubs agree that something must be done to curb the trend that might eventually work havoc with their biz. Some will blueprint their layouts—others will get started at once, but all will look forward to steaming ahead after the war.

If the idea works, and after a time the majority of leaders are co-operating with and obligated to the pubs, song pluggers will feel the pinch. Booking agencies will certainly be affected by the loss of a certain amount of control over the bands they book.

To offset this, bookers will cut themselves in on bands, will set their own recording orgs and will do their best to keep the bands in their places, which, say bookers, is not with publishers. Everyone's going to be playing all ends against the middle.

WPB Puts OK On Hot & Cold Work Music

(Continued from page 3)

fore, reduction or elimination of fatigue helps to increase production.

Music Reduces Fatigue

"Music tends to reduce both types of fatigue. Therefore, music helps to increase production."

It is not as simple as that, however. The type of music, and the manner in which it is reproduced, is very important. For example, a factory making electrical communication equipment might follow this schedule:

"OPENING MUSIC — Lively marches greet workers entering plant.

"GOOD MORNING PROGRAM — For the first 15 minutes of actual work period. This is music of less vigorous nature—old favorites, *Hit Parade*, and lighter classics.

"PRE-FATIGUE PERIOD — The exact hour to be determined by investigation. It usually occurs about two hours after the beginning of work. This is a 20-minute concert (six 10-inch records), beginning with music of a somewhat soothing type and ending with something more lively. Since this is 'work music,' efforts should be made to avoid vocals and select, where possible, music recorded at nearly constant tone level.

"LUNCH-TIME PROGRAM — This is usually a 30-minute program during which 15 minutes is devoted to the broadcasting of news, company announcements, transcriptions from government agencies, the reading of letters from former employees now in the service, and other announcements. Music may be used as background in connection with the spoken word. There is also time for a real program during which vocals may be used. As a rule, it is good practice to end with a lively number.

"AFTERNOON PRE-FATIGUE PERIOD — The program here follows the plan of the morning pre-fatigue period.

"CLOSING MUSIC — If it is practical to play the workers out of the plant, lively marches may be used. It is not always practical to use music at the close of a shift because the incoming shift enjoys a few minutes to fraternize with the outgoing shift. This is looked forward to by a large percentage of the workers who resent the intrusion of loud music into their conversations. The situation should be studied before music is used at this period. It may be advisable to confine the music program to speakers outside the plant especially at the exit gate."

But remember, this is a scientifically chosen program for one type of industry. It won't work in all cases.



FRANK NAVARRO

high in the mountains. Since only paths reached this spot he had to strap the machine on the back of a burro to get it to the location. Time was heavy and money free here, so the machine got a heavy play and proved to be an ace spot. Now, eight years later, his South-of-the-Border operations are an important part of his business.

Busy Commuter

He runs both operations from his Los Angeles headquarters, but frequently flies to Mexico City to keep that end of the line functioning efficiently. Fifteen employees take care of the Los Angeles operation and eight are on the pay roll in Mexico City. He also doubles as a distributor and builds and sells routes. Despite the many hours required to run his business, Navarro still finds time for his twin hobbies: prize fights—especially those involving Ortiz, the fly-weight champ, and cooking, specifically Spanish and Mexican dishes for which his original Prescott cafe became famous.

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NEW LAW HALTS SLUG LOSSES

Federal Agencies Enlist in Fight To Prevent Cheating

(Continued from page 61)

ther spoke personal praise for the Department of Justice and the United States Secret Service for their respective interests in recommending and implementing the Act.

Setback Proves Helpful

But the gentleman who started it all oddly enough by handing the

industry a terrific legal setback, was United States District Judge Gunnar H. Nordbye of St. Paul. In this case, referred to as the Gellman case, decided April 8, 1942, Judge Nordbye refused a conviction and declared existing statutes should be supplemented by new federal legislation. In effect, Judge Nordbye advised the industry to seek relief from Congress rather than from the courts. The affect of the decision was first to stun the industry, particularly after the Wasserman case in Omaha, December, 1941, established important precedent in prosecuting under existing laws—but later to encourage the industry to fight for adequate federal legislation.

It was not until 1940, after several years of collecting facts and statistics on slug losses, and after numerous conferences with Department of Justice officials, that the department had agreed to permit prosecutions under existing laws. Several convictions followed, including the Wasserman case in Omaha, which resulted in cutting industry slug losses to a fraction of what they had been. The way seemed clear to continue a finish fight against slug interests until Judge Nordbye ruled that the Criminal Code of 1909 did not specifically apply to the evidence of the Gellman case or to coin-operated machines generally. Instead, he pointed out that the statues related only to counterfeiting, outlawing only such tokens or slugs that resembled actual coins. He ruled that there was little resemblance between the tokens involved and actual coins, and held that performance or use of the coins was not covered by the law.

In refusing to convict slug manufacturers under what he termed obsolete legislation, Judge Nordbye rendered an official opinion which carried much weight in later efforts to obtain appropriate legislation for the purpose.

Dow Chemist Perfects Vitamin Gum With New Health Benefits

PHILADELPHIA, April 8.—A new chewing gum, featuring a high vitamin A and D content, is being manufactured here for the first time by the Frank H. Fleeer Corporation, local gum manufacturers. The new gum, to be known as Vita-Green, was developed by William J. Hale, head chemist of the Dow Chemical Company. Marketing will be handled by Hale, of Midland, Mich., with the local Fleeer company doing the manufacturing only. It is claimed that the new gum, because of its high vitamin content, makes it alleviate pyorrhea and other mouth ailments.

Congressman Seeks Logic in WFA Cut Of Sugar Rations

WASHINGTON, April 8. — Confusion surrounding the sugar supply situation has been increased by an attack on the entire sugar control program by Rep. Jonkman, of Michigan. Congress apparently is paying closer attention to the rationing program, and sugar trade circles think there may be pressure for more liberal industrial allocations.

Congressman Jonkman charged that sugar has been handled as a "political football," and assailed the curtailment of sugar to industrial users. He declared that on two different occasions President Roosevelt has stated that it would probably be possible to do away with sugar rationing. This was followed, Jonkman said, by a statement from the War Food Administration that civilian supplies of sugar would be less in 1944 than in 1943, and a later Department of Agriculture statement indicating a sugar surplus this year.

Altho consumers have taken all forms of rationing with good grace and little complaint, Jonkman said, "the reduction in the sugar allotment has been made in a back-handed slap against the housekeepers of the nation by further curtailing commercial use of sugar by confectioners, beverage manufacturers and bottlers, bakers and others to only 70 per cent of their 1941 consumption." The congressman said industry was puzzled by the most recent cut in allocations, since it is known that the stocks of sugar carried over from last season were more than 1,000,000 tons above that carried over in peacetime years.

1,625,000 Ton Surplus

Citing WFA statistics on 1944 sugar allocation plans, indicating a total of (See Congressman Seeks on opp. page)

OPA Takes Action Against 17 N. Y. Candy Wholesalers

NEW YORK, April 8.—Triple damage actions against 17 wholesale candy dealers charged with ceiling-price violations have been started in the federal courts in Manhattan and Brooklyn by the Office of Price Administration's regional office.

OPA investigators reported that 5-cent packages of chewing gum and candy formerly priced by some stores at three for 10 cents were currently selling at 6 or 7 cents a package. The investigation further disclosed that practically all manufacturers of popular brands were selling at ceiling prices.

Some jobbers have taken advantage of increased demand and reduced supply illegally to boost their ceiling prices, according to Daniel P. Woolley, regional OPA director, who added:

"We are asking the federal courts for injunctions which will forbid price violators to charge more than legal ceilings under penalty of facing contempt of court actions. We are continuing our investigation of price violations in the candy industry."

After explaining that the actions were

based on complaints of customers, including children, many were designed "to compel penny-snatchers to disgorge \$1,000,000." Woolley expressed confidence in a return to former candy price levels as a result of the present proceedings and earlier actions against 36 candy manufacturers.

Months of investigation by Montague S. Mendelsohn, OPA enforcement attorney, resulted in the proceedings against alleged violators, according to Woolley, who pointed out that candy wholesalers cannot legally charge more than their prices of March, 1942. In many cases, he said, wholesalers who sold boxes of candy bars at 68 to 70 cents a box in March, 1942, have been asking more than \$1 for the same items, forcing retailers to boost their prices.

THE CANDY COLUMN

The response following the first appearance of this column in *The Billboard* was tremendous. All letters are of great interest and every effort is being made to provide assistance to those who inquire for sources where they may purchase candy. Letters from operators having candy problems will be welcome and all possible assistance will be given to help them secure merchandise.

Quite a few factories in the candy industry have been fortunate in securing additional help, but the shortage of corrugated boxes continues to hold up shipments in many cases.

Where to find it: Many people asked the address of the Metro Fruit Drop manufacturer. Metro Fruit Drops are obtainable in 5-cent packages which fit most candy bar vending machines. . . . Lester Brown & Company, Temple, Pa., report that a 5-cent mint patty is available. . . . The John B. Schoner Com- (See *The Candy Column* on opp. page)

MARBLES

Class, Agate, assorted colors, work perfect in Ball Gum Machines. Average 12,000 to case, \$15.75. Full cash with order, F. O. B. factory.

CHARMS

Fine assortment, good selection all cut, no strings, limited supply, packed 10 gross to carton, \$9.00 per carton. Full cash with order, Parcel Post Paid.

TORR 2047A-SO. 68 PHILA., PA.

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
835 E. Armstrong St., Morris, Ill.

CIGARETTE VENDING MACHINES

U-Need-a-Pak 6 Col. Cigarette Machines with Floor Std. As Illustrated, Capacity 170 packs, Slug proof, 16" or 20" Models. In good condition. Guaranteed. Terms: 1/3 with order, balance C. O. D. Write for complete list of Cigarette, Peanut & 5¢ Candy Bar Machines.

ASCO 140 ASTOR ST. NEWARK 5, N. J.



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

Factory reconditioned Model 33 Nut Vendors with Padlock.

100 or More \$4.95 Each

Sample, \$5.50. 10 or More, \$5.25. 25 or More, \$5.15.

With Vise Grip Lock, add 25¢ to above prices.

QUICK ACTION OFFER

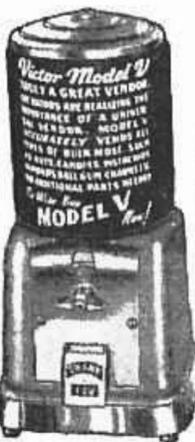
Factory Reconditioned

1¢ STANDARDS

Vends All Nuts, Confections, Etc.

Globe Holds 6 Lbs. \$5.75

SAMPLE \$6.00



MODEL V

The last word in vending perfection. Vends all types of bulk mdse., including Ball Gum.

Introductory Offer 5 Model V and 30 Lbs. of Peanuts or Candy Peanut Hearts.

\$48.50

Sample \$8.50 Each.

DUGRENIER 'H' & 'G' CIGARETTE VENDORS

We have 100 of these excellent Cigarette Vendors with 15¢ slots. Price includes angle iron stands.

4 COLS. \$5.00 EACH

6 COLS. \$7.50 EACH

Full cash with order for these Cigarette Vendors. No C. O. D.'s.

1/3 deposit required with order. Bal. C. O. D. Full payment must accompany all orders under \$10.00.

Large Selection of New and Used Vendors in Stock. Send for Complete List.

BULK MERCHANDISE FOR REFILLS

Spanish Peanuts, 30 lb. cartons, per lb., 21¢
Jumbo Peanuts, 30 lb. cartons, per lb., 26¢
Bulk Candies WRITE
A reasonable amount of merchandise is on hand at all times available to our customers.

FULL CASH WITH ALL MDSE. ORDERS

RAKE COIN MACHINE EXCHANGE

2014 Market Street
PHILADELPHIA 3, PA.

Fewer Drinks For Venders

30 per cent sugar cut plus 100 million bottle shortage confront drink mfrs.

WASHINGTON, April 8.—About 150,000,000 fewer soft drinks a month will be available for war workers and other civilians as the result of the recent cut in the amount of sugar allocated to many food processing industries, according to John F. Leary, president of the American Bottlers of Carbonated Beverages.

Under the new OPA regulations, bottlers of soft drinks will receive only 70 per cent as much sugar as was used by the industry in 1941.

Bottle Famine

Bottle drink venders will also be affected by shortage of glass bottles. Inasmuch as the supply of new glass bottles available to the soft drink industry will be at least 100,000,000 less than in 1941, under present regulations, it is more necessary than ever before that the public return bottles promptly, Leary added.

The industry's purchase of new bottles is limited to less than 80 per cent of pre-war supplies because of heavy demands for glass containers for packing other foods formerly packed in cans, and for supplying the needs of the armed forces.

It is estimated that the industry now has available only about half of the normal quantity of bottles as a result of reduced production during the emergency. The supply of wooden delivery cases is also considerably below actual requirements.

GI Supply Oke

Supplies of soft drinks at army post exchanges and other military establishments will not be affected by the order, Leary said, because special allotments of sugar are provided to assure the needed portion of the industry's output delivered to the armed forces.

American soldiers and sailors are now consuming soft drinks at the rate of about 2,000,000,000 bottles a year, both at home and abroad, according to the statement.

THE CANDY COLUMN

(Continued from opposite page)

pany is making up a 5-cent peanut cluster bar suitable for use in vending machines. . . . Salesboard operators may be interested in jars and cellophane bags of candy which can be supplied by G. Vassil, of Long Island, N. Y. . . . Hard candies, which should operate fine in bulk vending machines, are available in any quantity from the J. B. Robinson Company, Cleveland. . . . Atlas Nut & Candy Corporation, New York, are putting out some attractive packages for salesboard operators and make shipments from Coast to Coast. These items seem to have a lot of flash.

Candy sales generally were up 18 per cent in dollar value in January of this year. The report shows the greatest increases were made by producers in the East Central States.

Tips on who has it:

Leonard Schmeer, of New York, has a 6 1/2-ounce chocolate bar available. . . . Mexican chewing gum in 1 and 5-cent packs, along with Mexican-made candy are available from the Ham Candy Company, San Antonio. . . . Nickel packs of Thompsons Raisins are now being put out in a 24-count box by David & Sons, of California. . . . Josslyn Company, of Baltimore, has a 5-cent bar for venders called "Try This." . . . Metro Chocolate Company and the Mason Au Magenheimer Company, of Brooklyn, have gumdrops.

NOTE: Primary purpose of this column is to help operators find a solution for their candy problems. For addresses of firms mentioned or for other information on new sources of candy supply write the author of this column—Jack (Terry Mint) Goldberg, care Coin Machine Department, The Billboard, 155 N. Clark St., Chicago 1, Ill.

MERCHANDISE MART

SUGAR IMPORTS.—Negotiations for purchase of the 1944-'45 Puerto Rican sugar crop opened last week between representatives of the two governments.

The War Food Administration has offered to pay 3.46 cents a pound f. o. b. Puerto Rican ports, the same price paid for 1943 crops. The government also proposed an additional payment to growers of 40 cents a hundred pounds of raw sugar to offset increased costs and to stimulate production of the 1945 crop above the estimated 1944 crop of 750,000 tons.

Production of sugar in Puerto Rica was slightly over 1,000,000 tons in 1943.

SPICE ALLOCATION.—A substantial increase in the supply of allocated spices is in store for civilians this year. As a result of generally improved shipping conditions, the over-all spice supply has increased about 22 per cent, according to the War Food Administration.

Allspice and cloves have been withdrawn from quotas. Allocations of mace have been increased from 40 to 80 per cent and on nutmeg from 60 to 70 per cent. Quotas on cinnamon and ginger are unchanged.

SUGAR, SIRUP.—According to reports in *The Wall Street Journal*, sugar refiners argued loud and long against the government's decision to cut industrial quotas for the April-June quarter. They think the OPA was ultra-conservative, and say that one trip by five cargo ships could bring in from Cuba the 50,000 tons saved by the ration cut.

The same paper reports that beverage makers think there is a loophole in OPA sugar sirup import rules. Big consumers fear that while responsible firms will obey rules voluntarily some careless competitors may not be so conscientious.

Under new regulations companies which use imported sugar sirups are supposed to surrender ration coupons for all in excess of 1941 consumption. The coupons are not given when the sirup is imported but when the material is used. The industry thinks this system creates an impossible policing job. OPA disagrees, arguing it has an adequate check in that importers report all shipments and sales.

RECORD CANDY PRODUCTION.—General Candy Corporation's production of "Oh Henry" candy bars set new records in 1943, with more than half going to the armed forces.

The company has been forced to restrict civilian consumer sales of the product and has been forced to drop manufacture of other candy specialties, the loss of this income and the space lost has been offset by the firm's assembly of small radio parts, which continues to be a major wartime activity. In co-operation with another Chicago firm, Gen-

Drink Venders Face Bright Post-War Era

PHILADELPHIA, April 8. — Beverage vender operators and manufacturers have a bright post-war outlook, according to George S. Derry, local soft drink manufacturer and member of the executive board of the American Bottlers of Carbonated Beverages.

Barring delay in obtaining badly needed repair parts in some 5,700 plants, the soft drink industry will be in a position to exceed all pre-war production records, starting immediately after the armistice.

"During the critical time when many factories now producing munitions and other war supplies are closed down for reconversion to peacetime production, the soft drink industry will be expanding employment and helping to relieve the temporary unemployment problem crisis which has been widely predicted for the early months after the war," Derry said.

Deliveries will be the main problem, according to Derry, who said that it is estimated that half of the industry's trucks will have to be replaced at the first opportunity. New tires also will be needed.

"A considerable increase in the demand for the carbonated beverages, surpassing the record production of 16,000,000,000 bottles in 1941, is anticipated after the war as a result of the practice developed during the war program of providing soft drinks and other light refreshments for factory workers as a means of relieving fatigue and thus increasing production," he added.

eral Candy also manufactures special machines for use in war material production. Over-all 1943 gross sales were 21 per cent above 1942.

Looking to the future, company officials predict reconversion will not present the complications present in some industries. The company's research department is busy developing new war products for the radio industry, one of the most recent being the development of an insulation wire of plastic beads.

SOFT DRINK OUTLOOK.—*The New York Journal of Commerce* predicts that altho supplies of raw materials used by soft drink companies will be materially easier this year, output will probably gain only very moderately due to continuing difficulties with bottle suppliers, cartons and transportation. WPB restrictions on production will probably be eased later in the year but will afford little relief until packaging and transportation problems are solved.

MATCHES.—Short supplies of paper, glue and lumber are handicapping match manufacturers, and some plants may be forced to shut down, according to WPB reports.

Fewer Chocolate Bars for Civilians

NEW YORK, April 8.—Increasing civilian scarcity of chocolate candy bars and allied products is forecast by the Association of Manufacturers of Confectionery and Chocolate.

William C. Kimberly, executive secretary of the association, says supplies of cocoa beans in licensed warehouses are at the lowest ebb in history—enough to last only about one week.

"We are virtually on a hand-to-mouth basis," he added, "and the supply situation can't become much tighter."

Lack of improvement in imports; allotment to the armed forces of at least 65 per cent of solid chocolate manufactured, and demands from the American Red Cross and requests of war plants throughout the nation were cited by Kimberly as reasons for the scarcity of chocolate for civilians.

More Peppermint Oil To Come From OPA Price Boost

WASHINGTON, April 8.—Increase in prices of natural oil of peppermint has been approved by the Office of Price Administration.

The price rises authorized include a boost from \$5.50 to \$7 a pound by producers, from \$6 to \$7.50 a pound for sales by dealers and an in-line increase from \$6.35 to \$8.05 a pound for dealers' sales of U. S. P. redistilled oil of peppermint.

Candy and gum manufacturers will find the price increases good news, since the low ceiling prices heretofore in effect have kept much peppermint oil off the market. Growers had threatened not to plant mint this year unless price increases were allowed, and it was feared a serious shortage would develop.

The new prices, effective April 4, were established by OPA after the War Food Administration recommended them to encourage the production of peppermint.

More Apple Sirup for Cigarette Makers

RICHMOND, Va., April 8.—Virginia tobacco manufacturers are elated over the announcement this week by the U. S. Department of Agriculture that apple sirup, being used in place of glycerin in the manufacturing of cigarettes, will soon be available in larger quantities.

Under the name of apple honey, about

Candymakers Face Closing

Shortage of corn sirup puts mfrs. on spot — Chicago has only three days' supply — farmers hoard corn to reap hog profits

CHICAGO, April 8.—Because of inability to obtain corn sirup, Chicago's \$150,000,000 candy industry is facing a complete shutdown. The same situation is facing candy manufacturers throughout the country.

Trade sources report Chicago manufacturers have on hand not more than two or three days' supply of the essential ingredient, and any interruption in the small quantities of sirup that have been arriving from the corn processing companies in recent weeks means a shutdown shortly thereafter.

The Corn Industries Research Foundation reports that the Corn Products Refining Company plant at Pekin, Ill., closed yesterday (7) because of inability to obtain corn. The Penick & Ford plant, Cedar Rapids, Ia., will be forced to shut down this week-end unless supplies can be found, and the American Malze Products Company's Roby, Ind., plant may be closed by the middle of next week for the same reason.

The Corn Products plant at Kansas City will be reopened Monday (10) on a 40 per cent operating basis, but several other plants, according to Chicago sources, will be forced to curtail production sharply unless corn is obtained.

The outlook is definitely gloomy for candymakers, who have not only been making bars and other candies for civilians but have large contracts for special candies for the armed forces.

Underlying the lack of corn to process into sirup is the conflict between the floor prices for hogs and the ceiling imposed by OPA on corn prices. Because it is more profitable, under the circumstances, to market corn in the form of pork on the hoof than as grain, farmers all over the country have been doing just that.

CONGRESSMAN SEEKS

(Continued from opposite page)

8,425,000 tons in sight for domestic consumption and carryover on January 1, 1945, after meeting military and lend-lease needs, Congressman Jonkman said, "While the War Food Administration estimates that a minimum of 1,607,000 tons should be retained as a carryover into next year, I prefer to allow 2,000,000 tons for this purpose. This would leave 6,425,000 tons available for domestic civilian consumption in the United States. On the basis of current rationing, OPA proposes to curtail civilian consumption to only 4,800,000 tons. No one can explain what the purpose is of the additional 1,625,000 tons.

"There can be no possible legitimate reason for curtailing the commercial use of sugar to 70 per cent of the 1941 consumption when there is a visible supply of an excess quantity of 1,625,000 tons for which no use is being considered," the congressman added.

5,000,000 pounds of the new sirup already has gone into cigarettes. It keeps the smokes moist, and is 65 per cent sugar. The report stated that out of America's annual apple crop of 150,000,000 bushels, about 20,000,000 goes to waste. This waste will make 100,000,000 pounds of apple sirup.

CALIFORNIA RAISINS

For All 5c Vending Machines and Concessionaires
A profitable, quick-selling item to replace dwindling stocks of candy.

IMMEDIATE DELIVERY

150 Attractive 1 1/2 Oz. **\$4.00** Per Case Net F.O.B. New York.
Boxes in a Case Full Cash With Order.

JOS. A. SCHRAGER 23 CHATHAM SQUARE
NEW YORK 2, N. Y.

Substitute Die Cut Litho Sheets for Silk Screening

SACRAMENTO, April 8.—An idea that may outmode the silk screen process for many applications in the post-war period is reported by Fred C. McClellan, operator of the Pladium Arcade, who recently organized the General Products Company. New firm produces conversion units designed to revitalize old arcade equipment.

"Existing material shortages have presented a lot of production problems," declared McClellan, "many of which we've managed to lick, and others we are still working on. For instance, silk screening is difficult to get done in large quantities these days, so we've developed a method of using a multi-colored litho sheet with a die-cut backing. This has all the appeal of a screen job, with the added advantage that operator can replace a broken glass by simply visiting the nearest hardware store."

McClellan, formerly head of Pacific Amusement Company, pin game manufacturer, is now delivering conversion units for Drivemobile and Skyfighter and will announce other conversions when production permits.

Base Plastic Prices Set by OPA at March, '42, Levels

WASHINGTON, April 8.—Simplification of pricing regulations that have been plaguing colmen for all plastic products has been announced by the Office of Price Administration. Formerly manufacturers frequently have had to refer to provision of three different regulations to establish maximum prices.

The new regulation establishes prices for manufacturers' sales of plastic prod-

Official Text of New Slug Law

New Section of Criminal Code Concerning Manufacture, Sale, Etc., of Slugs

The following section, to be inserted after Section 168 of the United States Code, Title 18, Chapter 7, was approved April 1, 1944.

SEC. 168A. (a) Whoever shall manufacture, sell, offer or advertise for sale, or expose or keep with intent to furnish or sell, or shall cause or procure to be manufactured, furnished, sold, offered or advertised for sale, any token, slug, disk or other device similar in size and shape to any of the lawful coins of the United States, or any token, disk or other device issued or authorized in connection with rationing by any agency of the United States, with knowledge or reason to believe that such tokens, slugs, disks or other devices may be used unlawfully or fraudulently to procure anything of value, or use or enjoyment of any property or service from any automatic merchandise vending machine, postage-stamp machine, turnstile, fare box, coin-box telephone, parking meter or other receptacle, depository or contrivance, designed to receive or to be operated by lawful coins

(b) "Knowledge or reason to believe," within the meaning of paragraph (a) of this section, may be shown by proof that any law-enforcement officer has, prior to the commission of the offense which the defendant is charged, informed the defendant that tokens, slugs, disks or other devices of the kind manufactured, sold, offered or advertised for sale by him or exposed or kept with intent to furnish or sell, are being used unlawfully or fraudulently to operate certain specified automatic merchandise vending machines, turnstiles, fare boxes, coin-box telephones, parking meters or other receptacles, depositories or contrivances, designed to receive or to be operated by lawful coins of the United States.

ucts and dies, molds and special tools sold in connection with sales of plastic products, at March 31, 1942, base levels. Since this is not a later base pricing date than those in the regulations formerly governing manufacturers' maximum prices, present price levels will not be affected, OPA said.

In addition to simplifying manufacturers' pricing problems, the regulation will also permit consideration of problems particularly related to the plastics industry. The frequent substitution of one plastic material for another and the adoption of the use of new plastic materials are examples of these problems.

New Moves Brighten Dark Liquor Pic

CHICAGO, April 8.—A few new rays of light are brightening the dark liquor supply situation which is affecting countless coin machine locations. Most encouraging just now is the interest shown by Secretary of the Treasury Morgenthau in the potential revenue which could be gained from increased sales of distilled spirits. Should the Treasury and other government agencies become enough concerned with the loss of revenue or the danger of prohibition, it is possible that the War Production Board might be persuaded to change its stand on the question.

There seems little reason to hope that WPB will grant a long awaited "holiday" to distillers or permit a trade of cane spirits for grain spirits, as recently proposed by one of the large liquor manufacturers. However, these new developments might bring a favorable decision:

1. At a conference of department heads, congressmen and distillers, Secretary Morgenthau expressed concern that the current liquor shortage would lead to renewed demands for prohibition. The purpose of the Morgenthau conference was to stimulate an all-out drive to prevent black market sales by retailers which, he said, amounted to 50 per cent of the sales in Florida in recent months, according to reports of the Alcohol Tax Unit.

Urges Distillers' "Holiday"

2. Senator Pat McCarran, Nevada, chairman of the Senate liquor investigating committee, again urged a distillers' "holiday," declaring that liquor was being hoarded in small lots and that American distillers were being forced to make up the shortage in the United Nations' stock-pile of industrial alcohol caused by the three-week holiday granted Canadian distillers.

3. Walter G. Whitman, chief of WPB's chemical division, was called before the Senate Agricultural Committee to explain the discrepancy between current production requirements of industrial alcohol made from grain and requirement statements made last year. Senator Gillette, Iowa, chairman of the subcommittee, after receiving many explanations from Whitman, criticized WPB for its past opposition to new industrial alcohol plants using grain as a source, in view of the failure of the petroleum part of the rubber program to come thru.

4. Senator McCarran received a letter from John F. O'Connell, chairman of New York State Liquor Authority, commending his demand for a distillers' holiday.

Revenue Pinch May Speed Gov't Action On Liquor 'Holiday'

WASHINGTON, April 8.—The War Production Board's chemical division is experimenting with various gases in an effort to produce industrial alcohol more rapidly and cheaply than under existing methods.

Should practical processes for large-scale production be developed, the tight situation in the supply of industrial alcohol for war uses may be eased sufficiently to insure a "holiday" for the production of liquor by distillers, or at least enable WPB to release some of its grain alcohol stocks to distillers for blending with existing stocks of whisky.

Donald M. Nelson, WPB chairman, is expected to report details of the experiments at a conference with Secretary of the Treasury Henry Morgenthau Jr. next week. They will discuss possibilities of permitting a temporary lifting of WPB's rule against distillation of liquor or releasing some of the nation's stock pile of industrial alcohol distilled from grain for conversion into neutral spirits, to be used in "stretching" existing supplies of whisky.

Secretary Morgenthau has emphasized his concern over the growing black market in liquor and the dangers of a return to prohibition resulting from the liquor shortage. The serious loss of revenue to the Treasury thru curtailed sales of liquor available for sale also is a factor in his desire to have present curbs modified, he said.

NAM Exec Frowns on Pooling of Patents

NEW YORK, April 8.—The oft-proposed idea of pooling patents was slapped hard by R. J. Dearborn, president of the Texaco Development Corporation, who this week accepted the chairmanship of the committee on patents of the National Association of Manufacturers. The "share the invention" idea is as deadly to progress as the socialist philosophy of "share the wealth" Dearborn pointed out to members of the association.

"If America is to have enough jobs after the war we must encourage invention in small business," declared Dearborn. "Invention and small business depend on patents."

Small Business Aided

"Patents protect the little fellow from having his ideas pirated. They give new businesses a chance to get started. This ceases jobs and gives us the technical progress that leads to more goods at lower prices for more people."

"Many Americans do not understand that patents stimulate competition," said Dearborn. "Every new idea disclosed in a patent adds to our fund of knowledge. Every invention spurs competitors to find a better one."

"About 85 per cent of all patents are granted to independent inventors or are assigned to small manufacturers. Patent protection is important to large companies but it is vital to small ones."

Dearborn declared that it was a mistake to associate with oppressive monopolies the property rights in inventions made possible by patents. "Ownership of a patent is exactly the same as ownership of a house or automobile, except that the patent expires and becomes public property after 17 years," he said.

Two major purposes of the NAM patents committee were outlined by Dearborn—to develop to better understanding of patents and inventions and to improve the United States patent system.

YOU CAN GET THAT GAME AT MONARCH!

SELECTOR SCOPE Fortune Telling Marvel for Men and Women! Perfect for Arcades. 1¢ or 5¢ Play. Got Circular Quick! **\$375**

AUTOMATIC PAYOUT CONSOLES

Mills Four Bells ... \$875.00	Mills Three Bells ... \$950.00	Evans Gallop, Dominoes, '41 Mod., Jackpot \$495.00
In New Cabinets ... 750.00	Factory Rebuilt ... 1025.00	'41 Mod., Jackpot \$495.00
Mills Jumbo, Comb. F.P. & P.O. ... 185.00	Keen Super Bell, 25¢ ... 375.00	Evans Victory Mod. J.P. Gallop, Dominoes ... 425.00
Jenn. Silver Moon ... 150.00	Keeney Super Bell ... 275.00	Evans '41 Bangtail, J.P. ... 495.00
Jenn. Bobtail ... 150.00	Super Bell, 5¢ & 5¢ ... 495.00	Evans '40 Dominoes, J.P. ... 300.00
Watl. Big Game ... 150.00	Super Bell, 5¢ & 3¢, F.P. & P.O. ... 545.00	Evans '40 Dominoes, J.P. ... 250.00
Bally Big Top ... 150.00	Pace 5¢ & 10¢ Twin Reels ... 525.00	Evans '40 Bangtails, J.P. ... 260.00
Bally Roll Em ... 195.00	Pace 5¢ & 10¢ Twin Reels ... 525.00	Evans '38 Bangtails ... 195.00
Bally Royal Draw ... 95.00	Baker Pacer ... 325.00	Evans Rollette Jr. ... 150.00
Buckley Flash, Ivores ... 250.00	Baker Pacer, DDJP ... 375.00	Evans '37 Dominoes ... 95.00
Buck. Track Odds, Late ... 350.00	Jenn. Good Luck ... 45.00	Evans Lucky Lucra ... 375.00
Exh. Tanforan ... 45.00	Keeney '38 TrackTime ... 125.00	Evans '41 Bangtail ... 425.00
Keeney 4-Way Bell ... 655.00		

ONE BALL FREE PLAY GAMES

Bally Club Trophy ... \$850.00	Bally Pimlico ... \$450.00	Bally '41 Derby ... \$385.00
Keeney Fortune ... 275.00	Keeney Fortune, F.P. & P.O. ... 325.00	Keeney Skylark, F.P. & P.O. ... 275.00
Mills '41 1-2-3 ... 150.00		

ONE BALL AUTOMATIC PAYOUT TABLES

Bell Rockingham ... \$595.00	Bally Santa Anita ... \$325.00	Mills 1-2-3 ... \$95.00
Bally Grand Natl. ... 135.00	Bally Pacemaker ... 135.00	Bally Jockey Club ... 550.00
Bally Gold Medal ... 75.00	Mills Spinning Reels ... 125.00	Bally Turf King ... 550.00

PERISCOPE Sensational Legal Game for Arcades and Bowling Alleys. Different—top play appeal! 5¢ Play Only. Write for Circular. **\$395**

FACTORY REBUILT SLOT MACHINES

Mills Giltter Gold-Q.T., 1¢, Brand New, Orig. Fact. Cartons ... \$89.50	Bally Bell Slot Machine, 5¢ & 10¢ Comb. with Stand ... \$375.00	Pace Royal Twin 5¢ & 25¢ Comb. Console Slot ... \$575.00
Mills Giltter Gold Q.T., 5¢ ... 125.00	Mills Club Bell Console Slot Machine, 5¢ ... 450.00	Bonus Bells, 5¢ ... 295.00
Stand for Above ... 12.50	10¢ ... 495.00	Original Chrome, 5¢ ... 425.00
Mills 5¢ Blue Q.T., Reprinted ... 85.00	25¢ ... 575.00	Original Chrome, 10¢ ... 465.00
Bally Bell Slot Machine, 5¢ & 5¢ Comb. with Stand ... 275.00	Jenn. Club Bell Console Slot Machine, 5¢ ... 250.00	25¢ Blue Front ... 375.00
	10¢ ... 275.00	Emerald Chrome, H.L., 5¢ ... 450.00
	25¢ ... 375.00	

LIMITED QUANTITY—GLASS AND CABINETS

Cabinets for Mills Four Bells ... \$45.00	Cabinet for Mills Jumbo Payout ... \$25.00
Backboard Glass for Sport Event ... 9.25	Backboard Glass for Cash Jumbo ... 4.50
Top Glass for Jumbo Cash ... 7.50	Top Glass for Three Bell ... 15.00
Top Glass for Jenn. Silver Moon ... 7.50	Top Glasses for Four Bell, Set ... 20.00
Top Glass for Jennings Bobtail ... 7.50	Backboard Glass for '41 Derby ... 11.25
Top Glass for Square Bell ... 9.50	Backboard Glass for Pimlico ... 11.25
Top Glass for Jumbo Free Play ... 7.50	Backboard Glass for Longacre ... 12.50

WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

I WANT CONSOLES
AND WILL PAY THESE PRICES:

- \$170.00 for SUPER BELLS
- \$300.00 for Super Bells 5-5
- \$325.00 for Super Bells 5-25
- \$450.00 for SUPER BELLS 4 Way
- \$110.00 for Jumbo Combinations
- \$ 40.00 for Jumbos
- \$800.00 for THREE BELLS

L. DAYTON
945 FULTON ST., SAN FRANCISCO, CALIF.

WANTED FOR CASH SKEEBALLS

FOR SALE

- 1 Bally Defender\$275.00
- 2 Keeney Submarines... 189.50
- 1 Tommy Gun 150.00
- 1 K. O. Fighter 125.00
- 1 Western De Luxe
Baseball 99.50
- 1 Gypsy Palmist 99.50
- 1 Tower Strength Tester 89.50
- 4 Rapid Fires 195.00
- 3 Slap the Japs 134.50
- 1 Panoram Solovue 385.00
- 1 Sky Fighter 339.50
- 3 1-2-3's, 1941,
Revamped, With
Plastic Bumpers 125.00
- 1 Same, 1939 Model .. 49.50
- 9 Record Times 149.50
- 5 Club Trophies 335.00
- 3 Dark Horses 149.50
- 2 Blue Grasses 159.50
- 1 1941 Derby 349.50
- 1 Sport Special 134.50
- 1 Pimlico 435.00

1/2 Deposit With Order,
Balance C. O. D.

All Prices F. O. B. Detroit S & W COIN MACHINE EXCHANGE

2416 Grand River Ave.
Detroit 1, Mich.
Phone Clifford 1956

MILLS

- 25¢ Gold Chrome Bell, #473232
- Hand-Load Cherry Pay, Like New
- 5¢ W. E. Blue Front, 3-5, O.H., #420406
- 5¢ W. E. Blue Front, 3-5, O.H., #387291
- 5¢ W. E. Blue Front, 3-5, O.H., #388833
- 5¢ W. E. Blue Front, 3-5, O.H., #388880
- 5¢ W. E. Blue Front, 3-5, O.H., #387292
- 5¢ W. E. Blue Front, 3-5, O.H., #292980
- 10¢ W. E. 2-4 Pay, #300687
- 10¢ W. E. Blue Front, 3-5, O.H., #370015
- 1 Mills Bell Boy
- 4 25¢ Galle Grand Prize, J.P.
- 1 25¢ Galle Bonus Mystery, 3-5 Pay
- 1 Groetoch Columbia
- 1 Jennings Little Duke, 1¢
- 1 25¢ Watling Treasury, 3-5 Pay
- 1 10¢ Watling Twin J.P.
- 1 25¢ Pace Bantam J.P.
- 1 25¢ Galle Roulette
- 2 Trach Target Skills, 1¢ Play
- 1 Jennings Cigarolla, 5¢
- 1 5¢ Jennings Derby Day, Slant Top
- 4 Mills Five in One, Late Models, Free Play—
Ceiling \$127.13 Each
- 1 Pikea Peak

For the Lot \$2750—1/3 Deposit,
"30 Years of Service"

McGuire Sales Company
270 Wartburg Place DUBUQUE, IOWA

CONSOLES AND SLOTS

- 3 Mills Four Bells (Factory Recondi-
tioned), Like New, Ea. \$750.00
- Mills 5¢ Club Bell Console (Like New) 450.00
- Mills 10¢ Club Bell Console (Like New) 500.00
- Mills 25¢ Club Bell Console (Like New) 550.00
- Mills 5¢ Blue Front, Sol. J.P. 225.00
- Mills 25¢ Roman Head, 2-4 P.O. 100.00
- 5¢ Mills Blue Front, Double J.P., Ea. 185.00
- Jennings 50¢ Club Bell Console (Like
New) 600.00
- Jennings 5¢ Big Chief 125.00
- Jennings 10¢ Big Chief 165.00
- Jennings Triplex 135.00
- Pace 50¢ All Star Comet 300.00
- Galle 25¢ A.C. 7-Way 350.00

As Stock Is Constantly Changing, We Suggest
Wiring Deposit.

TERMS: 1/3 Deposit, Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.

338 Chestnut St., SPRINGFIELD, MASS.
Phone 4-1109. Call Between 12 and 1
At Noon (E.W. Time)

MECHANIC WANTED

All Year Round—Must Be Sober.

TOP SALARY

Able to service Route of 25 Wur-
litzer Jukes and 20 Pin Tables.

RAY LAUGHLIN AMUSEMENTS

SALINA, KANSAS

5,000 Sandwiches Is Big Order for Ex-Op in Pacific

ST. LOUIS, April 8. — Pvt. Nathan Wolff, formerly owner and manager of Wolff Vending Machine Company of this city, V-mails from somewhere in the Pacific that he was on the committee to arrange food for the Missouri Reunion held March 26 in the Pacific. He writes:

"They found out I once had the Mission Inn so I'm on the committee to produce 5,000 sandwiches and that's a problem. The affair is the reunion of all Missourians out here. The chairman and I called on the governor's wife to invite her to the affair. She is a Missourian, Mrs. Stainback, wife of the governor of the territory."

Liquor Production May Get Go-Ahead on 30-Day Basis

WASHINGTON, April 8.—A senate judiciary subcommittee may soon submit to Congress a report recommending a 30-day resumption of liquor production, Senator Pat McCarran, of Nevada, predicts.

A resumption of liquor manufacturing is urgently needed to combat the liquor shortage, curb high prices and bootlegging and to bring stocks out of hoarding, according to McCarran, who is chairman of the subcommittee and of the full judiciary group.

The proposal for a 30-day "holiday" for distilleries, which have been converted to producing alcohol for war purposes, may be submitted to the Senate shortly after the congressional recess ends April 12.

McCarran declined to reveal the plan on which the subcommittee is working. Some members, however, have suggested that importation of alcohol for war purposes can be obtained from Caribbean countries so that distilleries can resume production on a temporary basis.

Number of Parking Meters Reduced by Gas Rationing

RICHMOND, Va., April 8.—Richmond motorists by dropping 4,610,141 nickels have paid a total of \$230,507.05 for parking on city streets since April 2, 1939.

At one time there were 847 meters being used, but as gasoline rationing cut down the traffic, some of the devices were removed and at present there are 683 being used.

In the nine months that the meters were in use in 1939, \$26,783.47 was collected from the machines; in 1940, \$45,707.04; in 1941, \$60,576.39, and in 1942, \$51,645.30. Last year Richmonders dropped \$45,794.88 in the slots, and city comptroller Maurice Miller has predicted an income of \$45,000 from the meters this year in the budget that goes to common council next week for concurrence on the board of aldermen's action in adopting it.

—LOOK—

- 4 Mills 5¢ Q.T. Glitter Gold, New \$155.00 Ea.
- 2 Mills 5¢ Q.T. Glitter Gold,
Used 3 Mo. 115.00 Ea.
- 1 Mills 25¢ Q.T. Blue, Used 1 Mo. 165.00
- 4 Stands for Q.T., New, Lock Bar
Type 15.50 Ea.
- 3 Stands for Q.T., Used, Lock Bar
Type 12.50 Ea.
- 9 Buckley Wall Boxes, Serials
About 57,000—All for 90.00

Shipped Same Day as Order Received.
Terms: 1/3 Deposit, Balance C. O. D.,
F. O. B. Indianapolis, Ind.

AUTOMATIC AMUSEMENT COMPANY

633 Mass. Ave. Indianapolis 4, Ind.

HIGHEST CASH PRICES

FOR
USED SLOTS & CONSOLES
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

BRAND NEW COLUMBIA BELLS

IN ORIGINAL PACKING
SPECIAL CLOSEOUT!

JACKPOT

Wide Fruit Reels.

Mystery Combination Payout.

Double Jackpots . . . payout al-
ternately, refill automatically.

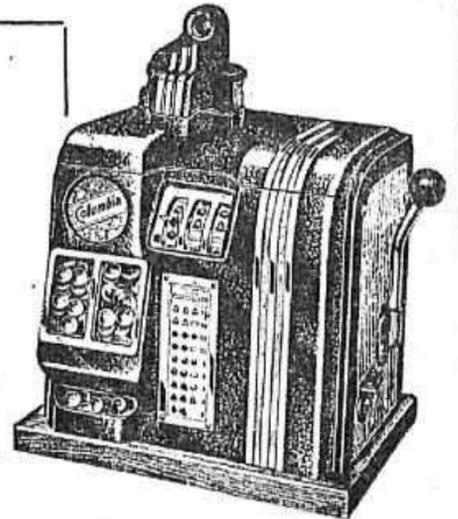
Slug Proof.

4 Machines in 1! Convertible from
5c to 1c, 10c or 25c play right on
location! 4 machines for the price
of 1!

Complete with Parts for Conversion . .

\$132.50

1/3 Deposit, Balance C. O. D.



(Lots of 5, \$127.50)

GOLD AWARD

Wide Fruit or Cigarette Reels.

Gold Award on Jackpot Combination.
Concealed Rear Payout easily con-
vertible to front payout.

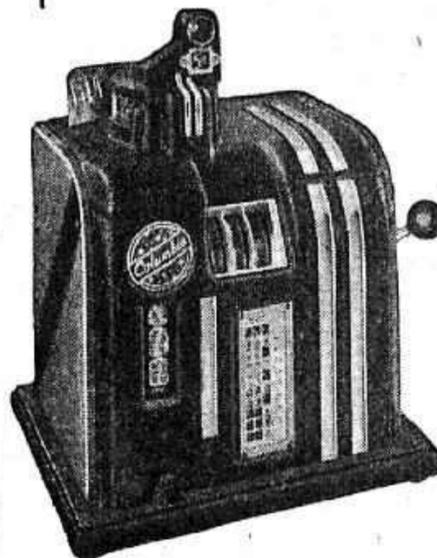
Separate Cash Box for Operator.
Slug Proof.

Complete with Parts for Conversion
to 1c, 10c or 25c Play.

\$127.50

1/3 Deposit, Balance C. O. D.

(Lots of 5, \$122.50)



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A Thousand and One
Items on Our Sim-
plified Form!

PANORAM
\$395.00

(Completely
Reconditioned)

FOUR BELL
GLASSES

Set
of 5 \$10.75

PANORAM
PHOTO CELLS
\$3.70

CHICKEN SAM
PHOTO CELLS
\$2.50

- ChiCoin Hockey \$239.50
- Batting Practice 129.50
- West, Baseball 109.50
- Slap the Jap 159.50
- Seeb, Shoot Chutes 159.50
- Exh. Ret. Mer-
chandiser 149.50
- Submarine 209.50
- Foot Ease, Fac.
Reb. 89.50
- Wurlitzer 71 169.50
- Groetch, Columbia,
GA. 82.50
- New 4-Bell Cab. 27.50
- Panoram Wall Box 10.50

- New Midway . . . \$179.50
- Bally Club Bells. 239.50
- Keeney Super Bell 259.50
- Jumbo P.O., Late
Head 129.50
- Jumbo F.P., Late
Head 109.50
- Hi Hand 154.50
- Jenn. Bobtail, P.O. 129.50

- Contact Benders . . . \$.45
- Wurl. & Seeb.
Phono Casters,
Set of 4 1.50
- Adaptor Changeover
from 80, 5Z3, 83
to 5T4, 5U4,
5Z5, 5W4, 5Y3. 1.00
- Adaptor Changeover
from 2A4G to
2051 1.25
- 3000 Ohm Variable
Resistor for Chick-
on Sam, Jall Bird,
Chutes 2.25
- 3-Wire Cable, Rodent
Treated. Ft.12
- Mills Escalator
Glasses75
- Mills Reel Glasses. .50
- Mills J.P. Glasses. 1.25
- MILLS MAIN CLOCK
GEAR,
Complete \$3.50

Slot Clocks Rebuilt
Like New. Send
Yours for Repair.

Due to Prevailing Conditions, Please Keep Parts Orders at \$5 Minimum.
Send Check in Full on Orders Under \$10. 1/3 Deposit on Orders Over \$10.

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OFFICES Atlas Novelty Co., 2219 Fifth Ave., PITTSBURGH

Home of Personal Service Since 1931

ARCADE NEWS

Scalp-to-Toe Diagnosis in Health Arcades of Tomorrow

CHICAGO, April 18.—The Arcade of Tomorrow probably would be cooked up in a hurry if Mike and Joe Munves, of New York, could arrange to visit Dr. David P. Boder, founder of the Psychological Museum (only one in the world) at Illinois Institute of Technology, located at 1951 W. Madison Street.

What mechanical tricks might be conjured from a meeting of such minds do not happen to show in this reporter's favorite crystal ball, but, sticking entirely to facts, here are some reports on Professor Boder's psychological demonstrations, together with ideas in the planning stage at the Munves headquarters:

Wanta find out how tired you are—so that you will know whether you can safely plan on a session of handball tonight, or whether to restrict your activity to the old rocking chair? Well, just step up to Dr. Boder's electrocardiograph and he will measure the extent of your present fatigue. (That twitching you note on the instrument panel is an accurate and methodical record of a frog's heartbeat.)

Do you think you are a pretty fair automobile driver? You may be in for a real letdown when you sit down at the little auto and, using all the controls, try to follow directions given on a moving road display in front of the car—"turn at No. 4, slow down—stop short." Now you know how easy it is to go off the road.

The next demonstration in the professor's coinless arcade is to look into

a dark lens device which tests your reaction to glare. You are asked to yell "stop!" as soon as the key word turns to a blur. When you find out your score you may look for the nearest oculist.

Next, you can find out your ability to "carry it," which the eminent professor refers to as his test for alcoholism and its affect on the driver of an automobile. You are the motorist, so you take a metal pencil and try to guide it down a narrowing slit of metal. A bell rings at the slightest touch on either side. The trick is to get the pencil all the way to the bottom of the panel without ringing the bell. If your hands are shaky, your score will be a sad disappointment.

Now step up on the stage of the auditorium and try a gadget that looks like a teletype machine and sounds like one. This will test your dexterity—will tell you how fast you can turn over 100 red checkers while keeping them in the same holes.

Do you have right-eyed or left-eyed vision? According to this psychologist you will have fewer accidents if your right eye is strongest. Yes—there is a machine to clear up the mystery for you.

How Wide Can You see?

Some people see more with two eyes than others, and while what you see is ordinarily considered your own business, Dr. Boder will test the width of your vision on another mechanical gadget. The best drivers, according to the professor, should have a vision of 170 de-

grees at least, whatever this means.

Another instrument devised by Dr. Boder permits you to see sound waves on the oscillograph, where pure tones record a straight line and music is portrayed as a quivering perpetual motion graph. (Don't you wonder what a scratched record on an overplayed juke box would look like on this contraption which lets you see sound?) But this machine, the professor will have you understand, is no joking matter since he explained that he expects to use this principal to teach the deaf to talk in well modulated tones.

Munves Ideas Told

Now we will review some of the ideas of brothers Joe and Mike Munves, arcade specialists and experts in the museum and arcade field where pennies and nickels make the machines perform:

In the well ordered coin-operated Health Center of the future, says Joe Munves, you can catch up on your exercises by running a foot race via machine, pedaling a coin-actuated bicycle, rowing a coin-operated boat, or, by inserting a coin in the proper device, bowl a few lines, shoot a few games of pool or billiards, or give the leather punching bag a good pasting.

After your exercises, you may be ready for a turkish bath, if you have the correct change, and later pep up your circulation on a vibrating machine. If the penny scale shows you are overweight, reach for another coin and have a session on the reducing machine.

After all this, if you are ready for a "breather," select another coin and relax under the sun lamps to absorb vitamin D and acquire a healthy tan.

Perhaps the mirror on the cigarette venter discloses that your hair is thinning in front. If so, quick with a coin and get yourself a scalp massage at the coin-operated tonsorial concession.

See Your Interior

Now, just as a physical check-up on your interior framework, better slide a nickel in the X-ray machine and see if your bones and joints are in proper alignment. But, there's always your blood pressure to worry about, so end your anxiety by putting a coin in the blood-pressure tester.

If you have a heavy cold or sore muscles, perhaps a dime's worth of therapeutic heating on the diathermic venter is just what the doctor ordered.

And, as you are leaving the coin-operated health emporium, better dish up a dime for a glass of natural vegetable or fruit juices, just in case your vitamin content may be deficient.

Coin-Op Bowling Arcade Bows; Cash Prizes to Charity

ATLANTIC CITY, April 8.—A new arcade game will make its bow here tomorrow (9) when the Easter crowds witness the opening of a Bowlette arcade on the Boardwalk alongside Hamid's Million-Dollar Pier. Arcade has been devoted entirely to Bowlette machines, coin-operated bowling games with 30 mechanical alleys. Five frames or 15 balls for 10 cents is the price for playing. Girl attendants will be instructors.

In order to introduce the new game here the operators of the arcade are offering \$1,500 in cash as prizes. However, all the prize money goes to charity. The winner of the highest score each month will pick his or her favorite charity from an approved list, and Bowlette will donate and mail a check in the winner's name to the agency selected. The list of approved charities include the Red Cross, National Infantile Paralysis Committee, Allied Relief, Betty Bacharach Home, Disabled Veterans, Legionnaires, Boy Scouts of America, Children's Seashore Home, Army Relief, Navy Relief, Salvation Army, Atlantic City Community Chest and underprivileged children.

In addition, the operators of the Bowlette arcade have invited all local fraternal organizations and service groups to form their own teams of Bowlette players. A special tournament will be staged for club teams. Each month the winning club will receive a check of \$100 for their underprivileged fund or welfare fund along with a handsome prize cup to the clubs so designated.

TEN YEARS AGO

The first slot machine ever built and its inventor, Charles Fey, of San Francisco, held the spotlight at the first annual Pacific Coin Machine Show in 1934. In addition to the acclaim by column, Fey and the famous machine, which he designed in 1889, attracted newspaper men and photographers.

In an address delivered at the Michigan AMA annual meeting at Detroit, F. E. Turner, president of the Michigan organization, declared that business men and organizations in the coin machine industry should be motivated by constructive plans rather than defense tactics.

First deliveries of the popular Contact pin game from the Chicago plant of the Pacific Amusement Manufacturing Company were announced by Fred C. McClellan, president.

A news item in the foreign news department of *The Billboard* carried the heading "War Threat in Europe Wanes." The financial editor of a London daily broadcast his views that Europe would maintain peace which would encourage foreign trade in many ways.

The Michigan operators heard President F. E. Turner outline a plan to sponsor a State-wide radio broadcast, which he said could be financed by having 100 members of the association contribute 28 cents a day. A fund of \$10,000 was to be raised each year which would pay for six broadcasts over Detroit and Michigan stations, giving 100-word spot announcements, costing only \$75 to \$100 each.

The closing hours of the first session of the West Virginia State Legislature witnessed hurried action on a bill to legalize coin machines in the State. The proposal represented one of the first occupational license plans imposing a single license fee on the owner of coin-operated devices.

The Billboard reported that Max Schaffer and William F. Schork, owners of the Radio Amusement Corporation, New York, operators of Sportlands and freak museums for more than 10 years, had been meeting every Saturday night at the Lobster Restaurant as long as they had known each other. Thruout the years, Schork, who is a Protestant of German extraction, and Schaffer, a Jew of Russian descent, reported they had never had a serious argument.

ARCADE OWNERS, OPERATORS

HINGE PIN ALLEY, 14 ft. bowling pool table sensation, now ready for delivery. Trouble free and a real money maker, @ \$109.50, uncrated. Write for further details.

2 Wurlitzer 750E, Very clean	\$595.00	1 Rockola Imperial 20 Record	\$139.50	Gold Star	\$42.50
Wurlitzer 551	349.50	8 Buckley Boxes	75.00	Wildfire	39.50
Wurlitzer 616	99.50	Kooney Texas Leaguer	39.50	Paradise	39.50
Decorated in Patriotic Colors.		Spitfire (New)	17.50	Blondie	25.00
2 Wurlitzer 412	\$ 75.00	Pace & Rockola Scales	55.00		
2 Rockola, 12 Record	72.50	Hamilton Scales	26.50		

WANTED — COUNTER MODEL PHONOGRAPHS — WANTED
ALLEY DISTRIBUTING COMPANY
WHITEHALL, WISCONSIN

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)

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

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 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK

20-Year Old Models Look, Act Like New

ST. JOHN, N. B., April 8.—A number of coin machines that had laid in storage for 20 years have been retrieved and reconditioned for immediate operation because of the prevailing scarcity of machines and inability of operators to meet the demands for coin machine entertainment.

Currie & Jones, operating three arcades in the Halifax-Dartmouth region and two at St. John, have been active in rescuing old machines from storage places thru the Eastern provinces. In addition to repairs and replacements of parts, considerable electrical work and decorating as well as carpentry, sheet metal work and overhauling was necessary.

The change has been a remarkable one, and now, instead of rusting and dust collecting in the discard, the old machines are revenue producers and competing with machines of recent production. The equipment of ancient vintage is hard to detect from that of modern origin.

Eastern Canada Photo Machines Up 2000%

ST. JOHNS, N. B., April 8.—Number of coin-operated photo machines has increased an estimated 2000 per cent in the Eastern Canadian provinces in the past four years. Influx of servicemen plus the demands of such pix by war workers has spearheaded the expansion, and every machine is reported to be getting a steady, heavy play.

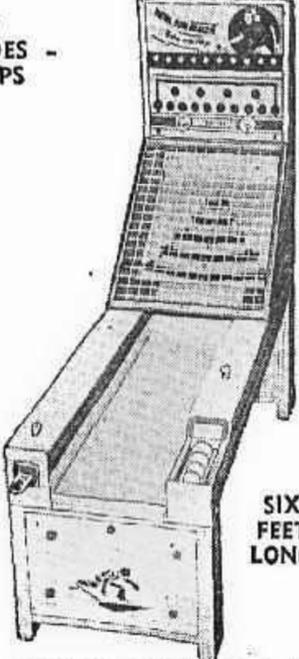
Machines are to be found in every type of location from drugstores to arcades and are equally popular in bowling alleys, soft drink emporiums, roller rinks, lunchrooms and even in newsstands. Every arcade has at least one and in some there are two machines.

DELUXE "MIDGET SKEE BALL"

**A Sensational Money Maker in
PARKS - BEACHES - RESORTS - ARCADES -
BOWLING ALLEYS - NEAR ARMY CAMPS
IN DEFENSE AREAS**

Adjustable Playing Field
Simple Mechanism
Easy Servicing
**Colorful Backboard and
Playing Field**
**Large Cash Box Entirely
Separate From Mechanism**

Ball Counter
**Cabinet Sturdily Con-
structed of Hard Wood,
Blond Maple Finish**
**Legs Very Easily Removed
To Facilitate Trans-
portation**
**Fits Any Location Any-
where**
**Legal—Opens Closed Ter-
ritory!**



**SIX
FEET
LONG**

\$249.50

1/3 Certified Deposit.
Balance C.O.D., F.O.B. N. Y.

**Rush Your Order Today—
Immediate Delivery!**
**Jobbers and Distributors,
Write for Special Price!**

AMUSEMENT SPECIALTIES, Inc.
593 10th Avenue, New York, N. Y.
Longacre 3-4820

OHIO SPECIALTY CO.

BUY NOW—EQUIPMENT IS GETTING SCARCE!

PIN GAMES		PHONOGRAPHS	
Air Circus	\$129.50	Triumpha	\$ 19.50
All American	39.50	Twin Six	39.50
Beauty	17.50	Vacations	14.50
Blondie	22.50	Velvet	44.50
Bowling Alley, G.	22.50	Venus	84.50
Broadcast	37.50	Victory	79.50
Cadillac	32.50	Yacht Club	29.50
Commander	65.00		
Congo	39.50	SLOTS	
Drum Major	29.50	10¢ Jennings	\$ 59.50
Five in One	79.50	1¢ Jennings Chiefs	69.50
Flicker	39.50	5¢ Mills Blue Front	179.50
Four Roses	42.50	10¢ Mills Blue Front	199.50
Glamour	27.50	5¢ Mills Chrome	390.00
Gold Star	27.50	1¢ Mills Gl. Gold O.T.	92.50
Hi Hat	49.50	1¢ Mills Blue F. O.T.	54.50
Horoscope	47.50	5¢ Mills Blue F. O.T.	89.50
Jungle	78.50	5¢ Mills Smoker Bell	75.00
Knockout the Japs	119.50	1¢ Mills Vest Pocket	49.50
Legionnaire	65.00	5¢ Mills Vest P. Chrome	69.50
Majors '41	39.50	5¢ Mills War Eagle	89.50
Mascot	29.50	5¢ Pace Slug Proof	119.50
Metro	39.50	5¢ Pace Smoker Bell	99.50
Mustang	59.50	1¢ Watling Relatop	49.50
New Champ	49.50		
Pan American	27.50	CONSOLES	
Pick-Em	25.00	Baker's Paces	\$325.00
Polo	29.50	Big Game	109.50
Polo (Plastic B.)	35.00	Bobtails	109.50
Powerhouse	39.50	Club Belle	245.00
Progress	32.50	Derby Days	24.50
Salute	32.50	Fast Time	109.50
Scoops	25.00	Jumbo Parades	109.50
Sea Hawks	37.50	Pamco Bell	17.50
Sink the Japs	65.00	Parlay Races	49.50
Show Boat	49.50	Tanforan	17.50
Silver Skates	39.50		
Smack the Japs	65.00	ONE BALLS	
Snappy	42.50	Fairground	\$ 39.50
Sport Parade	42.50	Gold Cup	79.50
Sporty	25.00	One-Two-Three, P.O.	49.50
Stratolliners	39.50	Pacemaker	69.50
Topics	79.50	Prankness	39.50

• **SPECIAL! FROM OUR CINCINNATI BRANCH** •

PIN GAMES	EXTRA SPECIAL \$12.50 EACH	ARCADE	
Action, Rev. Stars	\$137.50	Arcade Strength Test	\$36.00
Thumbs Up, Rev. Leader	74.50	Poison the Rat	14.95
Destroyer, Rev. Cadillac	124.50	Kill the Jap	19.50
Falling Sun, Rev. 10 Spot	47.50	Bally Alley	24.50
Commander, Rev. Fleet	49.50	Skeeballette	69.50
Poacherino, Rev. Jolly	37.50		
Sallerette, Rev. Com- mander	37.50		
Super Chubbie	39.50		

CINCINNATI, O. 29 WEST COURT STREET LOUISVILLE, KY.

\$50%



JACKPOT \$10.00 - \$6.00 - \$4.00 - \$2.00

CUTIE!

770 Jumbo Holes
Takes in\$77.00
Payout 41.16

Maximum Profit ..\$35.84

PRICE \$3.45

Red, White & Blue, and Bingo
Tickets in Large Quantities —
Priced Right.

120 TIPS . . . \$14.50 PER GROSS
25% Deposit, Balance C. O. D.

Salesboards of every description—
Many Fast-Selling Deals.

WRITE FOR 1944 CATALOGUE
MID-WEST NOVELTY CO.
6409 N. Bell Ave.
Chicago 45, Ill.

NEW MACHINES WITH SPECIAL DISCS AND REELS

WRITE FOR PRICES

5¢ Gold Chrome	5¢ Cherry Bell, Blue	Super Track Time
10¢ Gold Chrome	5¢ War Eagles	5¢ Super Bell
25¢ Gold Chrome	5¢ Mills Console	Galloping Domino Jackpot
5¢ Copper Chrome	10¢ Mills Console	5¢ Jumbo Parade, Cash
10¢ Copper Chrome	25¢ Mills Console	5¢ Jumbo Parade, Conv. Mint
25¢ Copper Chrome	5¢ Handload, Emerald	Vendor
5¢ Regular Chrome	Columbia Bell, GA, Roar Pay	5-5-5-5 Mills Four Bell, New
10¢ Regular Chrome	Mills Vest Pockets	Style Head
25¢ Regular Chrome	Evans Vest Pocket Domino	5-5-5-5 Mills Four Bell, Old
5¢ Brown Front	5¢ Mills Mystery Bonus	Style Head
10¢ Brown Front	10¢ Mills Mystery Bonus	25¢ Pace Race Red Arrow
25¢ Brown Front	50¢ Mills Brown Front	Long Acres

SHATTERPROOF JACKPOT SLOT MACHINE GLASS. PER DOZEN\$13.50
Full Cash Must Accompany Order In Form of Post Office, Express or Telegraph Money Order.
Floor Samples Used and Rebuilt Slot Machines, Equipped With Special Discs and Reels.
Write for Prices.

MOSELEY VENDING MACHINE EX., INC.
60 BROAD ST., RICHMOND, VA. DAY PHONE 3-4511—NIGHT 5-5328

TARGET RANGE BB's

Each One Perfect—Sold on Money-Back Guarantee
\$2.00 Per Thousand—In Cases of 150,000

ACORN AMUSEMENTS

458 W. CHICAGO AVE. CHICAGO, ILL.

SALESBOARDS:

Name	No. Holes	Per Sale	Takes In	Maximum Profit	Each
Victory Cigarette Boards	432	2¢	\$ 8.64	\$ 4.00	33¢
Victory Dollar Game	432	5¢	21.60	8.60	33¢
Victory Jackpot Charley Jr.	482	5¢	21.80	9.70	63¢
Victory Jackpot Charley	432	25¢	108.00	38.00	63¢

Buy while the Price War is on. Minimum order \$25.00.
Order from this ad.

TEXAS WHOLESALE NOVELTY HOUSE
P. O. BOX 4188 DALLAS, TEXAS

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.

WHILE THEY LAST!



AFRICAN GOLF

The IDEAL COUNTER GAME
NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

ALSO AVAILABLE:
HI-LO CHUCK-LUCK
MIAMI COLOR GAME
MONTE CARLO-CROWN & ANCHOR

1520-1530 W. ADAMS STREET
CHICAGO 7, ILL.

H. C. EVANS & CO.,

AMPLIFIER TUBE KITS!

(#1) Kit of 5 Tubes for Wurl. 24-500-600.	(#2) Kit of 6 Tubes for Wurl. 412-416.	(#3) Kit of 5 Tubes for Wurl. 700 & Above.	(#4) Kit of 5 Tubes for Mills Throno or Em-Panoram.	(#5) Kit of 5 Tubes for Mills 2-6L6.	(#6) Kit of 6 Tubes for Sec-burg.
2-6L6	1-1B5	2-6L6	1-7E	1-6F6	1-5U4
1-5Z3	3-4E	1-6J5	1-7E	1-6J7	1-2051
1-7E	1-30	1-6S07	2-2A3	1-5Z3	1-6H6
1-6C6	1-5Z3	1-5Z3	1-7E	1-6N7	1-6J5
					1-8K7
					2-6L6
					1-8S07

Carbon Tetra Chloride (Water White), in Gallon Cans, Per Gallon, \$3.50; in 5 Gallon Cans, \$15.00 Per Can.

WE HAVE NEW RECORDS—SEND FOR OUR LIST!

GAY AMUSEMENT COMPANY

1130 St. George Ave. Linden, N. J.

LAST CALL FOR

Genco's

7 UPS and SLUGGERS

WANT TO BUY

ALL YOU HAVE — WILL PAY

\$40.00 EACH

WRITE • WIRE • PHONE

WESTERHAUS AMUSEMENT CO.

3726 KESSEN AVENUE

CHEVIOT 11, OHIO

Phones MONTANA 5000-1-2

Games that get the play

STREAMLINER	Converted from STARS
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 ZOMBIE

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY

6123-25 N. WESTERN AVENUE

CHICAGO

CABLE TRIPPE Price Plus Guaranteed Satisfaction

PHONOGRAPHS—A-1 RECONDITIONED

1 Rockola Rhythm King, 12 Records	Each \$ 69.50	1 Mills Studio, 12 Records	Each \$ 75.00
1 Rockola DeLuxe	295.00	1 Mills Do-Re-Mi, 12 Records	49.50
1 Rockola Standard (Buckley Adapter)	310.00	2 Mills Throne of Music	209.50
1 Rockola Imperial 20 Buckley Adapter (Aristocrat Cabinet)	285.00	4 Mills Panoram Film Wiper (Front Program Holder)	395.00
1 Rockola DeLuxe with Keeney Adapter	310.00	3 Seeburg Victory Cabinet, 20 Rec.	489.50
5 Rockola Master	335.00	1 Seeburg Model K 15, 15 Records	99.50
1 Rockola Standard	275.00	1 Wurliitzer 616A Slug Ejector	139.50
1 Rockola Premier	549.50	1 Wurliitzer 412 Aristocrat Cabinet	225.00
		Stands for Rockola Wurliitzer Counter Model	29.50

Terms: One-Third Deposit, Balance C. O. D.

Phone: Franklin 8544
2823 Locust St.
St. Louis, Mo.

IDEAL NOVELTY CO.



SMOKERS' FUN SHOP

IT'S NEW!!! IT'S DIFFERENT!!!
The Money-Maker with Flash 3-Color Display Card. Contains 53 popular Fun-Makers, as follows: 15 Books Explosive Matches, 4 Pkg. Stinx, 4 Pkg. Bitter Cigarettes, 6 Pkg. Medium and 18 Pkg. Loud Cigarette Loads, 6 Books Snake Matches.

Special Price
\$1.75 PER CARD
Shipped by Express Only
STUART NOVELTY CO.
166 E. Jefferson Ave.
Detroit 26, Mich.

ARCADE MACHINES AND SUPPLIES

WE STILL HAVE THE LARGEST ASSORTMENT OF FACTORY REBUILT ARCADE MACHINES! THEY LOOK NEW—MOST ARE BEAUTIFULLY REPAINTED!

Ready for Immediate Delivery

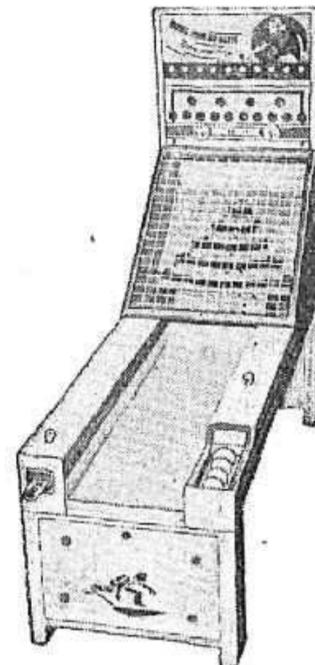
"TRAP THE JAP," Munves' Chicken Sam Conversion	\$169.50
Bally Rapid Fire	245.00
Evans Tommy Gun	165.00
Exhibit Automatic Pistol Range—1 or 2 Players	150.00
Mutoscopa Sniper, Attractive, Floor Size, Pistol Range	125.00
Keeney Air Raider	235.00
Keeney Submarine	200.00
Radio Rifle, 10 or 50 Play	85.00
Seeburg Shoot the Chutes—Parachute	150.00
Test Pilot	225.00

FORTUNE TELLING

Selector Scope	\$375.00
Cupid's Wheel	295.00
Periscope	395.00
Gypsy Palmist, Palm Reader, Floor Size	100.00
Exhibit Three Great Whatsis, for Set	132.50
Exhibit Horoscope (12 Slots)	65.00
Exhibit Crystal Gazer (Egyptian Seeress), Card Vender; 5000 Cards Free, Enough to Pay Price of Machine	50.00
Exhibit Card Venders, Floor Size	25.00
Exhibit Floor Size Palmistry Card Vender	50.00
Human Analyst	115.00
Mutoscopa Love Teller	235.00
Mutoscopa Career Pilot	235.00
Mystic Mirror Fortune Teller	95.00
Planetellus—Fortune Teller	100.00
Smilin' Sam	175.00

BASEBALL — BASKETBALL BOWLING

Genco Playball	\$145.00
Keeney's Texas Leaguer, DeLuxe	45.00
Major League Western Baseball	175.00
Rockola World Series	85.00
Scientific Batting Practice	115.00
Scientific Baseball, Upright Floor Size, 1942 Model	110.00
Western Baseball	79.50
Aero Basketball	65.00
Bally Basketball	110.00
Scientific Basketball, Upright Floor Size, 1942 Model	110.00
Evans Ten Strike	62.50
Gottlieb Skeeballette	62.50
Goofy Golf Roll Down, High Score, Beautiful Back Light Up, 6'x2'	109.50
Jennings Roll in the Barrel	125.00



DELUXE MODEL
"MIDGET SKEE BALL"
\$249.50

AMUSEMENT

Chester Pollard Racer (2 Players)	\$150.00	Groetchen Mountain Climber	\$145.00
Poker Joker	100.00	Groetchen Skill Jump, New Model With Stand	55.00
Keep Punching	100.00	Groetchen Skill Jump	37.50
Chester Pollard Football (2 Players)	115.00	Mutoscopa Hurdle Hop	50.00
Chicago Coin Hockey	210.00	Stoner's Skill Derby (1 or 2 Players)	125.00
Chester Pollard or Hoot Men Golf	75.00	Seeburg Hockey	75.00
Exhibit Over the Fence	85.00		

COUNTER GAMES

Advance Shocker, New	\$29.50	Holly Grip	\$12.50	Skillarotte (New)	\$25.00
Advance Electric Shocker, Used	12.50	Hula-Hula	10.00	Splitfire (New)	17.50
Crisis Cross or Bingo	9.00	Kill the Jap, New	32.50	Scooter	12.50
Flip Skill Mills	32.50	Poison the Rat, Counter Game, New	25.00	Victory	9.00
Flipper	7.50	Poison the Rat (Hitler)	\$17.50	Western Oomph Lung Tester	12.50
Home Run Pistol	15.00				

ATHLETIC

Ball Grip—Exhibit and Others	\$125.00	Exhibit Star Striker	\$145.00
Barnhardt Dial Striker	125.00	Exhibit Knockout Puncher (Punching Bag)	165.00
Beets Dumbell	125.00	Foot Ease Vitalizer-Vibrator	85.00
Combination Grip and Lift	85.00	Electric Shocker, Beautiful Floor Cab.	65.00
Dumb Bell Lift	85.00	Knockout Fighters (2 Players)	165.00
Exhibit Chinning Rings	175.00	Lifter	60.00
Exhibit Grandfather Clock Grip	125.00	Light House Grip, Very Attractive	125.00
Exhibit Striking Clock Grip	125.00	Mutoscopa Windmill Grip	125.00
Exhibit Lighthouse Grip	125.00	Mills Punching Bag	180.00
Exhibit Bicycle Trainer	115.00	Mills Large Size Fl. Size Electric Shocker	150.00
Exhibit Champion Puncher (Punching Bag)	165.00	9 Light Lift and Grip	95.00
		Raise the Devil Grip Machine	150.00

"SOLO-VUE," Complete Pandram Machine Converted \$495.00

Complete line of Exhibit and other cards for all types of machines in stock at factory prices, including Grandmothers, Doraldina, Esmeralda, Love Letters, Palmistry, Mystic Pen, etc.

Get set for Spring! Write for complete price lists of Arcade Machines or Parts
1/3 Cash Dep. With All Orders. Full Amount With Orders Under \$15.00.

MIKE MUNVES 510-514 W. 34th St., N. Y. C.
(2 Blocks From Penn. Station)

SALESBOARDS

SPECIAL LOW DOWN PRICES

1,000 Hole Jackpot Charley 30 Hole Jackpot 25c.
Regular Thickness, \$1.10; Semi Thick, \$1.25; Jumbo Thick, \$1.45.

1,250 Hole Cheery Charley, 25c, Special Thick, \$2.48 Each.

Lots of Other BOARDS AT REAL LOW-DOWN PRICES.

WRITE FOR CATALOGUE

Deposit Required With All Orders.

A. N. S. CO.

312 CARROLL ST.

ELMIRA, N. Y.

WANT 500 GENCO GAMES

Can Use in Any Condition. No Legs, Glass, Bumpers or Doors Necessary. Must Have Scoring Unit, Transformer and Rectifier. Advise Quantity and Price in First Letter.

SUPREME ENTERPRISES 557 ROGERS AVE. BROOKLYN, N. Y.

SPECIAL! 20 1941 F. P. 1-2-3, PERFECT, \$94.50
SPECIAL—3-5c ORIG. GOLD CHROMES—#474139, #478757, #478765—\$375.00 EA.
INVASION! LATEST 5-BALL CONVERSION! PRICE \$165.00
SPECIAL! NEW SUPREME GUN. PRICE \$330.00

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS	
1 MUTO. CARD VENDER, 2c CHUTES.	\$ 54.50
KEENEY SUBMARINE	194.50
WESTERN SUPER GRIP	54.50
ANTI-AIRCRAFT	79.50
EXH. RACER, Perfect	119.50
EXH. DOME-TOP DIGGERS	69.50
PIKES PEAKS	19.50
BAFFLE BALL	29.50
MUTOSCOPE CARD VENDERS, Late	45.00
BACK GLASS FOR BALLY ONE BALLS	6.00
PHOTO CELLS—Seeburg & Bally	3.50
MUTO. HURDLE HOP	79.50
FREE PLAY TEN STRIKE, A-1	119.50
GOTT. 3-WAY GRIPPERS	\$ 17.50
2c A. B. T. COIN CHUTES	7.50
TOMMY GUN	179.50
TEN STRIKE—Hi Dial	69.50
EXH. ROTARY, Pusher	195.00
BUCKLEY TREASURE ISLAND DIGGER	69.50
JAP CONVERTED CHICKEN SAMS	149.50
MT. CLIMBER—GROETCHEN, A-1	159.50
CARD VENDERS, Floor Size Lite Up	24.50
ANTI-AIRCRAFT SCREENS, New	9.50
MILLS MAIN CLOCK GEARS	2.50
MUTO. SKEE JUMP	125.00
A. B. T. BIG GAME HUNTER	37.50

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

SLOTS — ONE BALLS — CONSOLES	
LATEST JENN. GOLPAROLA	\$124.50
2-5c CHERRY BELLS, 421340-423170	219.50
NEW BALLY CLUB BELLS	349.50
1941 BANGTAILS, Jack Pof.	475.00
EX. RACES—7 Coin Console	79.50
RECORD TIMES	165.00
EUREKA, Bally, 1 Ball	59.50
5c COLUMBIA CIG. REELS	\$ 49.50
2 MILLS SAFE STANDS, A-1	20.00
1939 1-2-3 F. P.	34.50
JENN. BOBTAILS, C. P. O.	119.50
JENN. BOBTAIL, F. P.	119.50
KEENEY POT SHOT, F. P.	54.50
ARROW HEAD, Bally, 1 Ball	49.50

WE WANT TO BUY THE FOLLOWING GAMES AT THE PRICES LISTED

Knock Out	\$ 90.00	Gott. Liberty	\$110.00	Bally Club Trophy	\$250.00
Big Parade	90.00	Gott. Keep 'Em Flying	100.00	Bally '41 Derby	275.00
Air Circus	90.00	Genco Victory	55.00	Bally Pimlico	310.00
Sky Chiefs	130.00	Bally Record Times	100.00	Bally Longacres	410.00
Four Aces	75.00	Bally Sport Special	100.00	Bally Long Shot	225.00
5-10-20	90.00	Bally Dark Horse	110.00	Bally Kentucky	250.00
Bally Blue Grass	120.00	Bally Jockey Club	350.00	Bally Turf King	425.00
Keeneey 5c Super Bell	190.00	Mills Jumbo Parade, F.P.	50.00	Fairmount	450.00

Will Pay \$50.00 for Exh. West Wind, Sun Beam, Do-Re-Mi, Stars and Double Play. Send List of All Other Games and Arcade Equipment You Have To Sell. Cash Waiting!

SEND FULL CASH FOR ORDERS UNDER \$25.00. 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

FASTEST MOVER in HISTORY

With a Long PROFIT STORY

SHORT & SWEET—25c PLAY

240 HOLES

Order No. 240
Short and Sweet—25c Play
 TAKES IN 240 @ 25c. \$60.00.
 PAYS OUT \$29.90—\$25 Top.
PROFIT: \$30.10

Order No. 240 Short and Sweet — 50c Play.
 Takes in \$120. Pays Out \$67.70—\$50 Top.
Profit: \$52.30

Order No. 240 Short & Sweet — \$1.00 Play.
 Takes in \$240. Pays Out \$147.50—\$100 Top.
Profit: \$92.50

GARDNER & CO.
 2309 ARCHER • CHICAGO

RUNYON RADIO TUBES

FOR THE COIN MACHINE TRADE

All prices net as shown in this ad

1B5\$1.45	6A8\$1.35	6J7\$1.35	6V6G\$1.15	7B\$.95
1H51.60	6B52.00	6K61.15	6X51.05	7795
1N51.85	6B8G1.35	6K71.15	301.45	8095
2A32.00	6C51.05	6K81.35	33-471.80	831.35
2A44.10	6C61.05	6K7G1.15	3790	70L72.85
3Q51.05	6D61.05	6L61.30	381.15	20512.60
5U4G1.05	6F81.25	6N71.55	4190	25Z51.25
5Y31.00	6H81.15	6S071.85	451.20	25Z61.35
5Z31.60	6J51.20	6S071.15	7590	117Z62.35

RAY GUN LAMPS, #1489, 79¢ EA. IN LOTS OF 25 OR MORE

WE ARE EXCLUSIVE NEW JERSEY DISTRIBUTORS FOR THE FAMOUS TONEDART NEEDLES \$40 PER HUNDRED AND OUR TONEARM WEIGHT SCALES MAKE YOUR NEEDLES AND RECORDS LAST LONGER \$1.00 EACH

Photo Cells for "Sams," "Japs," "Chutes," Etc. (#CE-23). Each 2.50
 Rubber Balls for Pokerinos, 2 1/2" Inflated \$1.35 Ea. (Minimum Order 25 Balls)

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 _____

RUNYON SALES CO. 123 W. RUNYON STREET NEWARK, N. J.

WILL PAY CASH FOR

PHONOGRAPHS	5-BALL FREE PLAY
ROCK-OLA	STARS
SUPERS, MASTERS	SUNBEAM
STANDARDS	WEST WIND
DELUXES	DO RE MI
	DOUBLE PLAY

Send us your list for quick action! WE PAY HIGHEST PRICES!

ARCADE EQUIPMENT	5-BALL FREE PLAY GAMES
Chl Coin Hockey ..\$250.00	Yacht Club\$25.00
Keeneey Air Raider ..265.00	Double Feature24.50
Keeneey Submarine ..220.00	Broadcast32.50
Bally Rapid Fire ...225.00	Big Chief37.50
	Sparky39.50
	Repeaters39.50
	Stratoliner42.50
	Paradiso42.50
	Sport Parade44.50
	Flicker\$44.50
	Bandwagon44.50
	Leader48.00
	Majors '4149.50
	Horoscope49.50
	Wildfire49.50
	4 Roses49.50
	Sea Hawk54.50
	Legionnaire54.50
	ABC Bowler\$59.50
	Ten Spot59.50
	Snappy59.50
	New Champ59.50
	Zig Zag64.50
	Spot Pool69.50
	Texas Mustang69.50
	Gun Club69.50
	Spot o Card69.50

TOKEN PAYOUT COUNTER GAMES	CONSOLES
American Eagle\$12.50	Bally Hi-Hand\$149.50
Liberty, 5c\$12.50	Jumbo PO, Late Hd. 129.50
Daval 2110.00	Record Time189.00
	Keeneey Kentucky Club\$115.00
	Sport Page, 1-Ball P.O. 65.00
	Gallop, Dominoe\$100.00
	Blue Grass, 1-Ball .. 195.00

50 LINCOLN LOW BOY SCALES\$34.50 EA.

Curved Glass for Evans Ton Strike\$2.75
 Laval Marvulous Cleaner for Pin Ball Games and Phonographs, Gal. 1/3 Deposit, Balance C. O. D., F. O. B. Chicago. 2.00

BACK THE ATTACK WITH WAR BONDS!

NATIONAL COIN MACHINE EXCHANGE
 133 N. WABASH BLVD. CHICAGO Phone: Buckingham 6465

OVER 500 WHIRLWAYS NOW ON LOCATIONS!

CONVERTED FROM
BLUE GRASS, DARK HORSE AND SPORT SPECIAL

Whirlway has all the features of Longacre with beautiful new cabinet design.
SHIP US YOUR OBSOLETE GAME TODAY!!

ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.

10-MILLS BIG 6, FLOOR MODELS, 25c PLAY, 6 SLOTS
10-MILLS CRICKETS, FLOOR MODELS, 25c PLAY, 6 SLOTS
10-CALLE BIG 6, FLOOR MODELS, 25c PLAY, 6 SLOTS

All machines equipped with automatic regulators. Guaranteed in A-1 condition. \$250 each. One-third deposit must accompany all orders, balance to go forward C. O. D.

X. L. SALES CO.
 959 Hope Street Phone PLantations 0316 Providence 6, R. I.

ENTIRE LOT \$450.00

2 STANCO BELLS 2 SARATOGA 1 BIG GAME
 1 JUMBO PARADE PACES 1 BALLY BELL

1940-41 LATE MACHINES
 GUARANTEED TO BE IN GOOD CONDITION
 CLOSING OUT F. O. B. CLEVELAND

FRANCIS WEISENBERG
 1706 CHESTER AVENUE Phone Cherry 5657 CLEVELAND, OHIO

MARKEPP VALUES

SLOTS AND CONSOLES

- 50c MILLS ROMAN HEAD, GLITTER GOLD, D. P., C. H., 3/5 Payout Write
- 50c MILLS WAR EAGLE, D. P., C. H., 3/5 Payout Write
- 50c MILLS BLUE FRONTS, D. P., C. H., 3/5 Payout Write
- 50c MILLS GOLD CHROMES, NEW CASTINGS, D. P., C. H., 3/5 Payout Write
- 25c MILLS CLUB BELL CONSOLE, Used Three Weeks, Like New, Excellent Value, Over 472,000 Serial \$495.00
- 25c MILLS WAR EAGLE, A-1 Condition, Guaranteed 235.00
- 10c MILLS BLUE FRONT, Repainted & Overhauled 225.00
- 25c MILLS BROWN FRONTS, ORIGINAL FINISH, BEAUTIFUL, D. P., C. H., K. A., S. P., 3/5 Payout 315.00
- 5c MILLS FOUR BELLS, Serial 1754 Write
- 5c MILLS BLUE FRONTS, C.H., K.A., Refinished 195.00
- 5c MILLS Q.T. GLITTER GOLDS, Like New 125.00
- 5c JENNINGS FOUR STAR CHIEF 125.00
- 5c BAKER'S PACER, Daily Double, Gold Award, Like New 275.00
- 10 GROETCHEN COLUMBIAS, Gold Award, Cigarette Reels, Front & Rear Payout 72.50
- 5c JUMBO PARADES, Free Play, Like New 99.50

PHONOGRAPHS

- 8200 SEEBURG REX, In New 8200 Cabinet Write
- 8800 SEEBURG, ESRC \$550.00
- ROCKOLA DELUXE 275.00
- 618 WURLITZER, All Light Up 125.00
- MILLS THRONE OF MUSIC 195.00
- MILLS EMPRESS 245.00
- 2 SEEBURG WALLEMATICS, Metal Cabinets, Serial WS-1-Z. Ea. 15.00
- TWIN 12 WURLITZER with Keeney Adaptor & Steel Cabinet 59.50
- WURLITZER MOTORS for 616, Ea. 17.50

ARCADE EQUIPMENT

- CHICOIN ALL STAR HOCKEYS \$209.50
- BALLY RAPID FIRE, Good Value 215.00
- KEENEY SUBMARINE GUN, Class, in Fine Condition 199.50
- SEEBURG SLAP THE JAP 139.50
- SCIENTIFIC BATTING PRACTICES 115.00
- SEEBURG SHOOT THE CHUTES 139.50
- ROCKOLA TEN PINS 49.50
- 14 POISON THIS RAT 15.00

FIVE BALL PIN GAMES

- 5-10-20 . . . \$135.00 Barrage \$59.50
- Tex. Mustang 72.50 Pan American . . . 39.50
- Major '41 . . . 52.50 Lite-a-Card . . . 19.50
- Four Roses . . . 55.00 Chubby 19.50
- Flicker 49.50 Keeney Big Ten 19.50
- Gun Club 64.50 Bally Supreme, 19.50
- 60 Bally Spottens . . \$19.50 Ea.

ONE BALL FREE PLAY PIN GAMES

- Flying Champs \$175.00 Gold Cup . . . \$49.50
- Rover 24.50 Prospector . . . 19.50

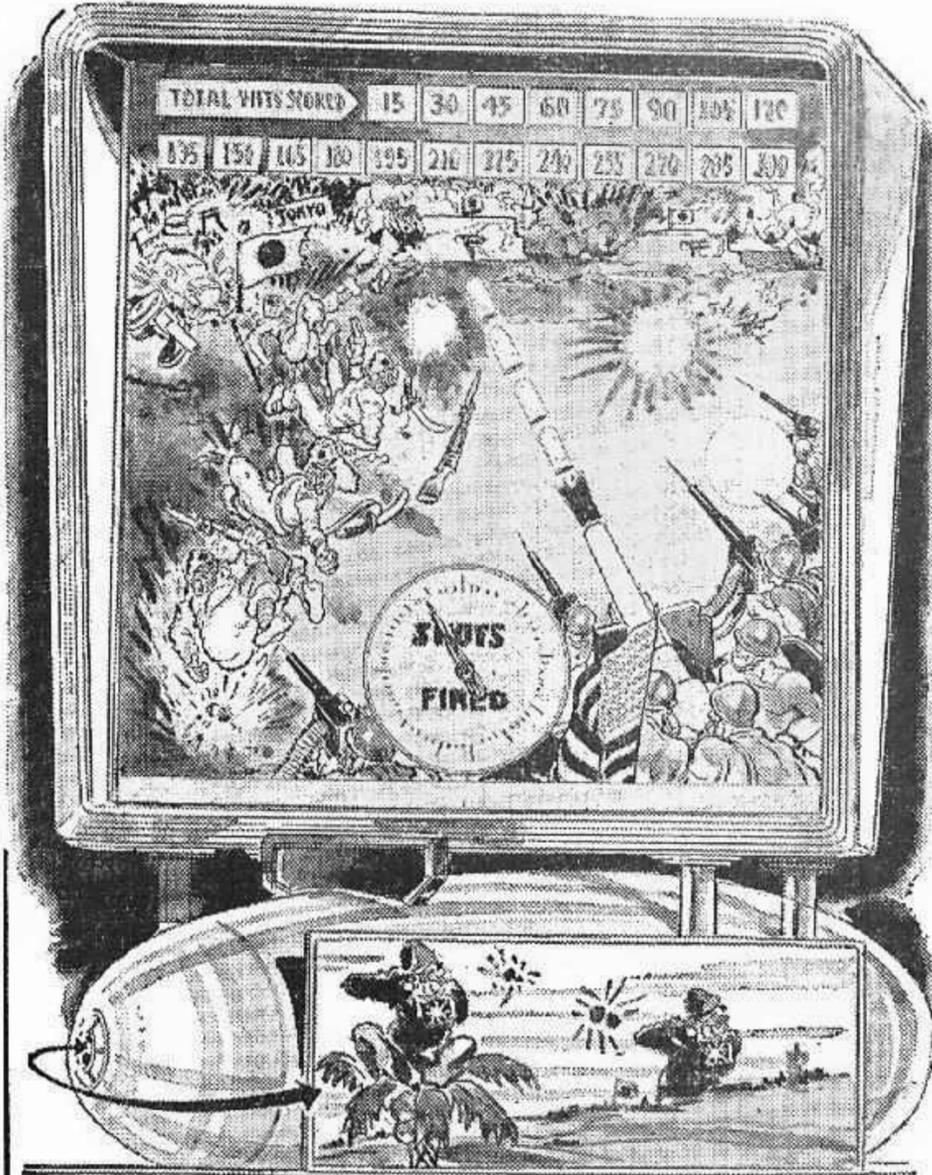
ALL PIN GAMES THOROUGHLY CHECKED AND CLEANED
Half certified deposit with order

BUY WAR BONDS WITH MY MONEY
I'll pay cash for anything in Coin-Operated Machines.
SEND IN YOUR LIST TODAY.

The Markepp Company

3908 Carnegie Ave. Cleveland 15, O.
(Henderson 1043)

KLIP-A-NIP!



THE SENSATIONAL NEW CONVERSION UNIT FOR YOUR SKYFIGHTER!

A COLORFUL, ATTRACTIVE CHANGE-OVER WITH VIRTUALLY ALL THE APPEAL OF A BRAND-NEW MACHINE

New multi-colored front glass . . . new cabinet markers . . . new instruction card and a clever target idea that the customers REALLY go for! No complicated changes . . . installation easily and quickly made!

Be First With the First! Order Yours NOW! Immediate Delivery!

PRICE — \$16.75 F. O. B. Sacramento

See Your Distributor. If He Can't Supply You, Order Direct.

Immediate delivery on the Tokyo Raider Conversion for Drivemobile, Price—\$16.75.
F. O. B. Sacramento

COMING SOON — Conversions for the Air Raider and Anti Aircraft. Watch for Announcements!

GENERAL PRODUCTS COMPANY
1220 KAY STREET SACRAMENTO 14, CALIF.

"CUPID'S WHEEL"



Operators Price **\$295** 1/3 deposit Balance C.O.D.
Immediate Delivery
Available 1c or 5c Play

"You Can Always Depend on Joe Ash—All-Ways"

ACTIVE AMUSEMENT MACHINES CO.
900 NORTH FRANKLIN STREET
PHILADELPHIA 23, PA.
PHONE: MARKET 2656

OLIVE'S SPECIALS THIS WEEK CONSOLES
BAKER'S PACES (Daily Double) Serials 6818-6933-7841
1938 TRACKTIME
BONUS BELL, 5c
2 ORIGINAL CHROME VEST POCKET BELLS, Metered, 5c Play
WRITE FOR PRICES

WE WANT TO BUY 200 PIN BALL GAMES
Send Us Your List and Prices.
Terms: 1/3 Dep. With Order, Bal. C.O.D.
OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 8620)

WANT TO BUY Will Pay Highest Cash Prices
CONSOLES PHONOGRAPHS
Bally High Hands ROCK-OLA
Bally Club Bells Commandos
Bally Big Tops Promiors
5-BALL FREE Supra
PLAY GAMES Standards
Exhibit Double Play Doluxes
Exhibit West Wind Masters
Exhibit Sun Beam MILLS
Exhibit Do Re Mi Empress
Exhibit Stars Throne of Music
Gottlieb 5 & 10 SEEBURG
Gottlieb New Champ Classio
REGAL
EQUIPMENT
Chicago Coin Hockey WURLITZER
Evana Tommy Gun 500 — 800
GIVE QUANTITY OF EACH AND BEST PRICE YOU WILL ACCEPT.
SEND ENTIRE LIST OF WHAT YOU HAVE!
B. D. Lazar Company
1635 Fifth Ave. PITTSBURGH 19, PA.
(Grant 7818)

There is no substitute for Quality
Quality Products Will Last for the Duration
D. GOTTLIEB & CO. CHICAGO

MAIN CLOCK GEARS TO FIT JENNINGS' CLOCKS
Complete with Ratchets and Springs **\$3.50**
MILLS MAIN CLOCK GEARS, \$3.50
Complete
STANDARD AUTOMATIC AMUSE. CO.
2217 Fifth Ave. Pittsburgh 19, Pa.

C. & P. SALES CO.
407 MADISON AVE. PHONE 5-4576 MEMPHIS, TENN.
FOR SERVICE THAT SATISFIES

CONSOLES

Paces Saratoga, Late Model . . \$169.50	Columbia, Front and Back Pay . . . \$ 79.50
Paces Spinning Reels, Late Mod. 169.50	Jennings Multiple Slot Liberty Bell 79.50
Mills Jumbo Parade, Auto. Pay 99.50 & Up	Jennings Multiple Racers 89.50
Mills Jumbo, F.P. 89.50 & Up	Keeney's Kentucky Club 89.50
Watling Big Game, F.P. 89.50	Jennings Silver Moon, 5c 189.50
Bally Club Bell 345.00	Jennings Bobtail, F.P. 169.50
Jennings Fast Time, F.P. 99.50	
Galloping Dominoes 425.00 & Up	

SLOTS

5c Brown Front \$225.00	5c Watling Rotatop \$107.50
25c Brown Front 325.00	10c Watling Rotatop 149.50
5c Cherry Bell 217.50	5c Mills Blue Front 149.50 Up
5c Bonus Bell 225.00	10c Mills Blue Front 229.50 Up
25c Futurity 269.50	25c Mills Blue Front 269.50 Up
25c Melon Bell 269.50	5c Mills Roman Head, 2/4 79.50
25c Watling Rotatop 169.50	10c Mills Roman Head, 2/4 99.50
5c Jennings Chief, Late Model 149.50	25c Mills Roman Head, 2/4 145.00
5c Jennings Dixie Bell 139.50	5c Mills Vest Pockets 47.50
5c Watling 72, 2/4 Gooseneck 25.00	5c Watl. Wonder Vender, 3/5 59.50
10c Watling 72, 2/4 Gooseneck 30.00	25c Watling 72, 2/4 Gooseneck 45.00

All above slots have been refinished and reworked
SLOTS OVERHAULED AND REFINISHED LIKE NEW—TRY US ONCE
1/3 Cash Deposit With Order, Balance C. O. D.

CLEVELAND COIN OFFERS:

MUSIC

- 5 Mills Panorams. Each\$350.00
- 5 Seeburg Classics. Each..... 350.00
- 1 Seeburg Colonel, ES..... 375.00
- 2 Seeburg Gems. Each..... 225.00
- 2 Seeburg 8800. Each..... 550.00
- 1 Wurlitzer 500..... 310.00
- 5 Wurlitzer 71s. Each..... 140.00
- 5 Wurlitzer 61s. Each..... 90.00
- 2 Wurlitzer 41s. Each..... 95.00
- STANDS for Above. Each..... 10.00
- 3 Rock-Ola '40 Supers. Each.... 350.00
- 1 Rock-Ola Imperial 20..... 135.00
- 2 Seeburg Wireless Strollers. Each 45.00
- 5 Seeburg Wireless Speakers. Ea. 50.00

SLOTS

- 6 5c Mills Brown Fronts, C.H., Ea. \$210.00
- 2 10c Mills Brown Fronts, C.H., Ea. 250.00
- 2 25c Mills Brown Fronts, C.H., Ea. 295.00
- 1 25c Mills Chrome Bell, H.L., J.P. 395.00
- 1 5c Mills Bonus Bell..... 225.00
- 1 Twin Nickel Bally Club Bell with Stand..... 195.00
- 2 5c Mills Blue Fronts, Ea. 185.00
- 1 10c Mills Blue Front..... 225.00
- 2 5c Jennings Chrome Bells, Masters, Ea. 225.00
- 1 5c Jennings Chrome Bell, Super. 225.00
- 1 5c Jennings Chrome Bell, Regular 225.00
- 6 5c Vest Pockets, Ea. 45.00
- 10 Mills Slot Stands, Repainted, Ea. 18.00
- 2 25c Cailles, Ea. 125.00

ARCADE EQUIPMENT

- 1 Periscope.....\$375.00
- 1 Defender..... 295.00
- 3 Slap the Japs, Ea. 140.00
- 2 Shoot the Bulls, Ea. 100.00
- 2 Keeney Submarine Guns, Ea. 195.00
- 1 Western Baseball..... 95.00
- 2 Ten Strikes, Ea. 60.00
- 1 Skee-ballette..... 85.00
- 2 Hockeys, Ea. 210.00
- 1 10c Astrology..... 100.00
- 1 10c Astroscope..... 100.00
- 1 Grandma Horoscope..... 140.00
- 1 Madame Neville Gypsy Fortune Teller..... 125.00
- 1 Mills Punching Bag..... 150.00
- 2 Exhibit Bicycles, Ea. 100.00
- 1 Hurdle Hop..... 65.00
- 2 2c World's Fair Model Microscope Card Vendors, Ea. 55.00
- 10 Exhibit Type Lite-Up Card Vendors, Ea. 40.00
- 1 Skee Jump..... 35.00
- 6 New Supreme X-Ray Pokers, Ea. 135.00

CONSOLES

- 1 Kentucky Club.....\$ 85.00
- 10 '38 Track Time, Ea. 95.00
- 1 Bob Tail, P.O..... 119.00
- 2 Jumbo Parades, Combinations, Ea. 165.00
- 4 Beulah Parks, Ea. 95.00
- 1 Galloping Dominoes..... 225.00
- 2 Bally Club Bells, Comb., Ea. 250.00

BOWLING ALLEYS

- BOWL-A-BOMB, 8 Foot Alley..... Write
- SUPREME'S SKI ROLL, 7 1/2 Ft. Alley..... Write

SPECIAL PRICE IN QUANTITIES OF FIVE OR MORE.

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
 2021 PROSPECT AVE., CLEVELAND 15, O.
 Phone: PProspect 6316-7

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 5c BLUE FRONTS, over 400,000, orig. C. H.....\$189.50
- 10c BLUE FRONTS, over 400,000, orig. C. H..... 219.50
- 25c BLUE FRONTS, over 400,000, orig. C. H..... 259.50
- 5c BROWN FRONTS, 3/5 or 3/10 P. O., knees, C. H.. 249.50
- 5c CHROME BELL, like new, 3/5 P. O..... 375.00
- 5c & 10c JENNINGS CLUB CONSOLE CHIEFS, A-1, set.. 475.00
- 5c JENNINGS SILVER CHIEFS, 3/5 P. O..... 189.50
- 10c JENNINGS SILVER CHIEFS, 3/5 P. O..... 215.00
- 5c JENNINGS RED SKIN CHIEFS, 3/5, like new..... 169.50
- 5c JENNINGS 4 STAR CHIEFS, A-1..... 129.50
- 10c JENNINGS 4 STAR CHIEFS, A-1..... 169.50
- 10c JENNINGS 4 BAR CHIEFS, A-1..... 179.50
- 5c Q. T.'s GLITTER GOLD, orig., like new..... 115.00
- 5c JENNINGS GRANDSTANDS, cig. reels, check P. O... 29.50
- 50 DOUBLE SAFES, revolve-arounds, like new..... 135.00
- 15 SINGLE SAFES, revolve-arounds, like new..... 95.00
- 55 LOCK BOX SAFE STANDS, ea..... 19.50
- 1 DOUBLE LOCKED SAFE STAND, with back..... 49.50

12 PANORAMS—LATE SERIALS\$379.50
 With CONVERSIONS—\$40.00 more

CONSOLES

- 1 TWO WAY SUPERBELL, C. P., 5c-5c, like new....\$399.50
- 5 JUMBO PARADES, C. P., late serials..... 119.50
- 5 JUMBO PARADES, F. P., A-1..... 89.50
- 10 SILVER MOON TOTALIZERS, F. P., like new..... 109.50
- 35 TRACK TIMES, 1938, clean, A-1..... 95.00
- 35 TRACK TIMES, 1937, Red Heads, A-1, clean..... 69.50
- 5 WATLING BIG GAMES, C. P., A-1, 3/5 P. O..... 109.50
- 1 SARATOGA, C. P., 3/5 P. O., A-1..... 89.50

NEW BOWL-A-BOMB 9 FT. SKEE ROLL.....\$300.00

PARTS FOR SLOTS AND GUNS

- CLUB HANDLES.....\$ 5.00
- CLOCK GEARS..... 2.50
- 5c ESCALATORS..... 19.50
- JACKPOTS FOR MILLS..... 19.50
- GUN LAMPS.....\$1.39
- 8 FT. GUN CABLE FOR RAY GUNS.. 2.25
- JACKPOT GLASSES, THICK..... .75

1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.



Wolf Solomon

ARCADE EQUIPMENT LIKE NEW

BALLY RAPID FIRES \$239.50

KEENEY AIR RAIDERS \$249.50

KEENEY SUBMARINE GUNS \$199.50

WESTERN BASEBALL DELUXE \$129.50

CHICAGO COIN HOCKEYS \$229.50

BATTING PRACTICE \$119.50

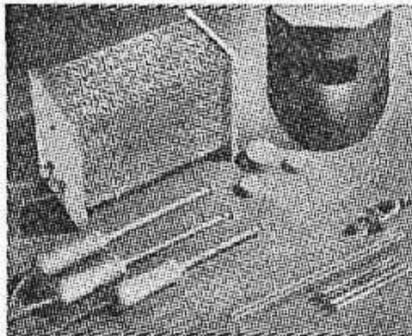
SKY FIGHTER \$350.00

INVASION By Westerhaus \$165.00

ANTI AIRCRAFT, BROWN, Late Cabinet \$79.50

ELECTRIC WELDER

The Magic Electric Welder makes it easy for you to do a professional welding job with very little practice. There is nothing difficult to learn; no technical training is required. Absolutely safe to use—no fumes, no mess. Just plug it in any 110 volt A.C. or D.C. Socket and you are ready to work. Complete instructions with each set. Handles Aluminum, Brass, Copper, Iron, Steel and other metals.



\$19.95

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)

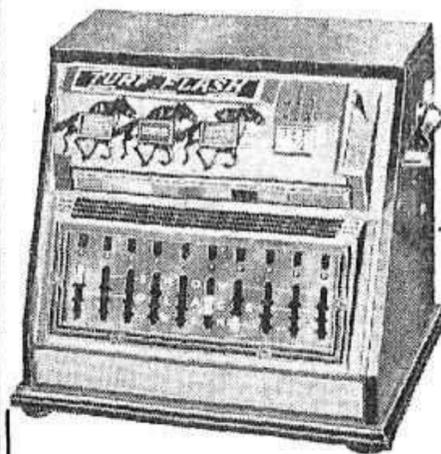
FOR SALE

Phonograph and Pin Ball business consisting of 92 Phonographs and 60 Pin Ball Machines, together with other Equipment as detailed:

- ROCKOLAS — 5—Commandos
- 10—Premiers
- 2—1929
- 1—DeLuxe
- 5—Low Boys
- 4—Spectravoxes
- 2—Table Models
- WURLITZERS — 1—600
- 2—616
- 4—750
- 3—800
- 2—850
- 44—Wall-o-Matic Boxes
- Miscellaneous Parts, Tubes and Records
- 75,000 Program Slips
- 4—Office Desks
- 1—Ford Truck
- 60—Pin Ball Machines and The Phonographs and Pin-Balls on locations with City, State and County Licenses paid, and present collections range from \$950.00 to \$1150.00 per week, and an aggressive Operator can double this business. Due to several other interests I want to dispose of this business and offer same for \$49,500.00 for all. 1/2 CASH, and equitable terms will be given to a responsible buyer.
- MILLS — 30—Empresses & Thrones
- SEEBURGS — 2—8800
- 2—9800
- Singing Towers 17—\$100
- Buckley Twins—2
- Buckley Wall Boxes—14
- Chandelier Speaker—1, and other Speakers
- 50—Dial-a-Tune Boxes
- 100,000—Tube Coin Wrappers
- 6—Lockers for Parts and Tubes
- 4—Large Record Shelves, 156 Spaces Each
- 3—Japs
- 1—Chicken Sam
- 2—Bally Alleys
- 1—Ray Gun
- 1—Ten Pin

CASINO NOVELTY COMPANY

P. O. BOX 4152, TAMPA, FLA.



"TURF FLASH" RACE HORSE MACHINE

30 COIN CHUTES... TAKES ANY COIN UP TO 25c... BRAND NEW EQUIPMENT

A fortunate break enables us to offer a limited quantity of this great race horse game. TURF FLASH takes in so much money in a busy place that it often surprises even an old timer. There are ten horses on the board, and for each horse there are three drop coin chutes... win, place and show. The players can bet any coin from a penny to a quarter. Pull the handle and the three reels spin to decide the three winning horses. Special reel at right flashes the win, place and show odds. Then the winners are paid off by attendant. A mechanical gem... simple construction. Every coin bet on the race is visible in special windows at bottom, showing exact horse and whether win, place or show... so there are no arguments after the race. Separate coin chute controls handle and can be set for pennies and nickels, although for greatest earnings we recommend you set handle for free play (simple adjustment). Approximately 30% goes to the player. Beautiful design. Multitude of colors. Precision, metal, pre-war construction, brand new. Unconditionally guaranteed. Size 12x16 inches, 14 inches high. Weight 30 lbs. Send \$15.00 Deposit, Balance \$39.50 C. O. D. Immediate Delivery. While They Last

COSMOPOLITAN COIN MACHINES

612 North Michigan Ave., CHICAGO 11, ILL.

ALL MACHINES CLEAN AND IN PERFECT WORKING CONDITION

- Wurlitzer 412's.....\$ 76.00
- Wurlitzer 412's with Illum. Domes, Grills & Sides, Marble Glowed.... 125.00
- Wurlitzer 312's..... 75.00
- Wurlitzer 610's..... 100.00
- Wurlitzer 610's with Tall Plastic Dome, Grill and Sides. This is a very beautiful machine, plastics thickness of a 25c coin, also marble-glowed..... 175.00
- Wurlitzer Counter Model 61's..... 75.00
- Wurlitzer 71's..... 125.00

- Mills 5c Blue Fronts, clean, good cond. \$150.00
- Mills 5c Blue Fronts, looks like new and operates perfect, factory reconditioned with club handles..... 200.00
- Vest Pocket Bell, B. & G..... 50.00
- Watling 5c Rotatop, clean and in perfect condition..... 75.00

- 5 BALL FREE PLAY GAMES CLEAN AND IN GOOD CONDITION
- Broadcast.....\$40.00
- Boom Town..... 40.00
- Big Time..... 35.00
- Band Wagon..... 30.00
- Big Chief..... 30.00
- Buckaroo..... 15.00
- Crystal..... 25.00
- Captain Kidd..... 60.00
- Clover..... 85.00
- Congo..... 30.00
- Double Feature..... 25.00
- Four Roses..... 40.00
- Four Diamonds..... 45.00
- Gun Club..... 85.00
- Gold Star..... 40.00
- Fleet..... 20.00
- Hi Stepper..... 50.00
- Headliner..... 20.00
- Jungle..... 60.00
- Knock Out..... 115.00
- Lead Off.....\$35.00
- Motro..... 35.00
- Monicker..... 80.00
- Mystic..... 30.00
- Mascot..... 25.00
- Play Ball..... 40.00
- Pan American..... 35.00
- Roxy..... 15.00
- Silver Spray..... 40.00
- Silver Skates..... 35.00
- Show Boat..... 50.00
- Sky Ray..... 35.00
- Super Charger..... 30.00
- Speed Demon..... 25.00
- Super Six..... 40.00
- Target Skill..... 35.00
- Variety..... 25.00
- Glamour..... 20.00
- Venus..... 70.00

McKENZIE MUSIC CO.

BOX 305 DILLON, S. C.

WILL BUY

ALL MODEL WURLITZER AND SEEBURG MUSIC MACHINES

ALSO

Any Amount Late Model Pinball Tables. Forward price and list in first letter. Late Model Machines Also For Sale.

IDEAL MUSIC CO.

620 Kansas Ave., Topeka, Kan.

Phone 9661

FOR GUARANTEED

PACE EQUIPMENT

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.

CHICAGO 12, ILLINOIS

SALESBOARDS

- | Holes | Name | Price |
|------------------------------------|---------|-------|
| 1000 10c 90 Per Cent, Def. Profit | \$10.00 | \$.91 |
| 1000 5c Double Fin, Def. Prof. | \$24.50 | .98 |
| 1000 5c Nickel Charley, Def. Prof. | \$17.00 | .95 |
| 1000 5c Bingo Board, Def. Prof. | \$10.00 | .98 |
| 600 5c Jumbo Lulu, Profit | \$13.50 | 1.39 |
| 1000 25c J. P. Charley Thick, A.P. | \$52.00 | 1.55 |
| 1000 10c Thick "Jar Jack", Prof. | \$28.00 | 1.92 |
| 675 5c Jumbo "Big Stuff", A.P. | \$18.81 | 1.85 |
| 600 25c Jumbo "Quarter", A.P. | \$65.00 | 2.45 |
| 1000 5c J.P. Home Run, A.P. | \$25.00 | 1.02 |
| 1800 5c X Thick Lulu, Def. Prof. | \$20.00 | 2.72 |
- Immediate Deliveries—Write for List—25% Dep.

DELUXE SALES CO.

BLUE EARTH, MINN.

3147 Locust St. ST. LOUIS, MO. Mc CALL NOVELTY CO.

1/3 Deposit, Balance C. O. D.

WE BUY, SELL AND EXCHANGE

McCALL'S SPECIAL SALE

All Equipment is Thoroughly A-1 Reconditioned Before Shipping.

CONSOLES

BAKER'S PACERS, D.D. \$285.00

PACE'S RACES (Brown Cabinet) 165.00

KEENEY 1938 TRACKTIMES 115.00

BALLY ROLL-EMS (Payout) 169.50

MILLS JUMBO (Payout) 95.00

BALLY RACE KING (1 Ball P.O.) 325.00

1/3 Deposit, Balance C. O. D.

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KEENEY 1938 TRACKTIMES 115.00

BALLY ROLL-EMS (Payout) 169.50

MILLS JUMBO

ARCADE EQUIPMENT

Bally Rapid Fire	\$190.00
Koony Submarine Gun	\$190.00
Seeburg Ray-o-Lite Gun	\$75.00
Mutoscope Electric Traveling Crane	\$45.00
Electric Hoist Machine	\$50.00

CONSOLES

Combination Jumbo Free Play and Payout Like New	\$149.00
Free Play Jumbo	\$109.00
Cash Payout Jumbo	\$99.00
Jungle Camp	\$85.00
Exhibit Tanforan	\$49.00
Stoner Zeta	\$44.00
Two New Mills Four Bell Cabinets	\$25.00
Paces Races Black Cabinets	\$80.00
Exhibit Silver Bells	\$45.00
Exhibit Races	\$45.00
Exhibit Shoot the Moon	\$49.00
Automat Golf Ball Vender	\$40.00

AUTOMATIC PAYOUT PIN TABLES

Bally Hialeah	\$65.00
Bally Jumbo	\$40.00
Bally Challenger	\$65.00
Bally Multiple	\$40.00
Bally Carom	\$35.00
Bally Prospector	\$65.00
Cottlieb Derby Day	\$60.00
Mills Double Header	\$40.00

FIVE BALL PIN GAMES

Bally Fleet	\$25.00
Mills Forward March	\$25.00
Mills Soft Balls	\$20.00
A. B. C. Bowler	\$55.00
High Hat	\$52.00
Home Run	\$57.00
Sport Parade	\$37.50

SLOTS

5c Columbia	\$75.00
5c Pace Comet	\$175.00
5c Caille Double Jackpot	\$75.00
25c Caille Double Jackpot	\$90.00
5c Jennings Single Jackpot	\$60.00
5c Mills War Eagle	\$140.00
25c War Eagle	\$190.00
10c Jennings Console	\$190.00
25c Jennings Console	\$225.00

25c Mills Emerald Chrome Hand Load Jackpot Club Handle	\$385.00
5c Mills Emerald Chrome Hand Load Jackpot Club Handle	\$285.00
Brand New Mills Glitter Gold Q. T.'s	\$145.00
50c Mills Gooseneck with Jackpot	\$90.00

COUNTER GAMES

Sink the Jap	\$10.00
All Other Types of Counter Games	\$9.00

ALL MACHINES IN GOOD WORKING ORDER. SEND 1/3 DEPOSIT, BALANCE C. O. D.

WESTERHAUS AMUSEMENT CO.

3726 KESSEN AVE. (Phones—MONTANA 5000-1-2) CHEVIOT 11, OHIO

NOW PRODUCING



Our New 5 Ball Game
Now Being Converted
From
SILVER SKATES

ALSO CONVERTING

ROCKINGHAM

Our One Ball Payout Similar in Player Appeal to

FAIRMONT

Now Being Converted From
**GRAND STANDS • PACE MAKERS
GRAND NATIONALS**

STILL CONVERTING

SPORT SPECIAL **SPORT EVENT**
BLUE GRASS **DARK HORSE**

To SPORTSMAN

Our One Ball Free Play Similar in Player Appeal to
LONGACRE

See Your Distributor for Prices and Delivery

We Will Buy
Your
Sports Specials
Blue Grass
Sport Event
Dark Horse
Grand Stands
Grand Nationals
and
Silver Skates

BELL PRODUCTS CO.

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CHICAGO, ILL.

PARTS In Stock for Immediate Delivery! Main Gear for Mills Clock, Compl. \$3.50 Master (Bottom) P.O. Blades for Mills Slots, 5c-10c-25c, 3-5 Pay. WRITE Jackpot Glasses 1.25 Escalator Glasses .50 Reel Glasses .50 New Locks .65 Locks for Wall, Slots 2.50 Turf King Back Glass 8.75 Bakelite Male Plugs .05 8V Miniature Bulbs, Bayonet or Screw Base, Each .06 ABT Reg. & F.P. Coin Chutes, Ea. 3.75 Complete Set Mills Slot Springs 9.75 Four Bells Glass, Set of 5 12.50 3 Amp. Fuses .04 5 Amp. Fuses .04 10 Amp. Fuses .04 15 Amp. Fuses .04 Write for Quantity Prices. UCM 505 for JUMBO \$3.50 All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed.	CONSOLES Mills Four Bells \$875.00 Lucky Lucre 289.50 Pace Reels, Jr. 129.50 Pace Saratoga (Skill- field) 129.50 Mills Square Bell, Fact. Reb. 129.50 Bally Royal Draw 119.50 Jenn. Multiple Racer 49.50 Evans Rollito Jr. 69.50 Round Head 79.50 Evans Gallop, Domino, Round Head 79.50 Jenn. Fasttime 84.50 SLOTS 5c Pace Comet \$79.50 25c Pace Comet 119.50 10c Jenn. Club Con- sole, Floor Model 279.50 5c Jenn. Silver Moon Club, 2-5 319.50 5c Jenn. Silver Moon Club, 3-5 319.50 5c Watling Rotatop 99.50 Groetch, Columbia 69.50 Oig. Reels 79.50 Groetch, Columbia 79.50 Fruit Reels 49.50 Mills 1c Q.T., Late 225.00 5c Blue Front, Reb. 249.50 10c Blue Front, Reb. 249.50 5c War Eagle, 3-5, 179.50 Rebuilt 219.50 10c War Eagle, 3-5, 219.50 Rebuilt 289.50 Bally 5c & 25c Slot	MISCELLANEOUS New ABT Big Game Hunter \$47.50 Gott. New Champ 69.50 Keeney Wildfire 49.50 Ten Spot 64.50 Paradise 49.50 Wurlitzer 71, with Stand 149.50 Kirk Horosc. Scale 89.50 7 Col. DuGronier Cig. Machine 59.50 Mills '39 1-2-3, F.P. 59.50 WE REPAIR SLOT CLOCKS. SUPER VALUES! COUNTER GAMES Groetchen Klix } 3 Lucky Smokes } for American Flags } \$17.50 1c Liberty, Cig. \$12.50 1c Mercury, Cig. 9.50 1c Sparks, Cig. 12.50 1c Zephyr, Cig. 7.50 Brand New Daval X-Ray (Vis. Token Payout) 14.95 TERMS: 1/3 Deposit With Order, Balance C. O. D. WILL PAY SPOT CASH for Phonographs, Mills Golf Ball Venders, Consoles, Bells and Free Play Games. Send List and Quantity on Any Coin Machines.
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 FOUR BAR
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 LAST PUNCH IN EACH LARGE COLORED SECTION BEATS PUNCH IN 3-BAR JACKPOT

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 2100—\$33.00 Profit or 2170—\$36.50 Profit
\$2.00 PER SET IN GROSS LOTS
\$2.50 PER SET IN LESS THAN GROSS LOTS
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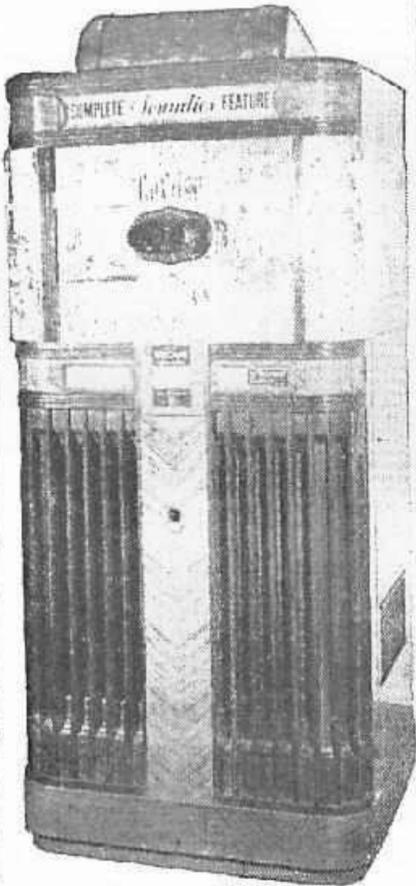
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A POPULAR GAME WITH A BANG OF A NAME!!

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'JAR-O'-DO' 'NEW REELS' 'JAR-O'-DO'

SIX BEAUTIFUL
COLORS!!
BARS—BLACK
BELLS—YELLOW
LEMONS—LEMON
YELLOW
ORANGES—
ORANGES
CHERRIES—RED
PLUMS—BLUE
HIT THE
JACKPOT!!—
ON REELS
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FINEST QUALITY—
UNIQUE DESIGN
—OUTSTANDING
COLORS—ALL THE
APPEAL OF THE
SLOT MACHINE,
AND GUARANTEED
BIG PROFITS IS
THE UNBEATABLE
COMBINATION
THAT MAKES "NEW
REELS" RANK
FIRST IN PLAYER
APPEAL!
AN IDEAL GAME
FOR BOTH LARGE
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TIONS!

"NEW REELS" PAYOUT
Style No. 1—
97 winners, 5c play
3 Bars—6 times @ \$4.00
3 Bells—18 times @ 1.00
3 Oranges—24 times @ .50
3 Cherries—30 times @ .50
3 Lemons—18 times @ .50
Last Sale Receives 4.00
Takes in 2520
@ 5c \$126.00
Pays Out (actual) 82.00
Profit (actual) \$ 44.00

"NEW REELS" CAN ALSO BE FURNISHED WITH JACKPOT CARDS IN EITHER 1260 OR 2520 SIZE!!!

"NEW REELS" PAYOUT
Style No. 1—
97 winners, 5c play
3 Bars—6 times @ \$2.00
3 Bells—18 times @ .50
3 Oranges—24 times @ .25
3 Cherries—30 times @ .25
3 Lemons—18 times @ .25
Last Sale Receives 1.50
Takes in 1260
@ 5c \$63.00
Pays Out (actual) 40.50
Profit (actual) ..\$22.50

NEW!!
LATEST ADDITION TO OUR
POPULAR "NEW REELS"
FAMILY!
(217 Winners)
3 Bars—6 times @ \$20.00
3 Bells—18 times @ 5.00
2 Bells—1 Bar 30 times @ 2.00
3 Oranges—24 times @ 1.00
2 Oranges—1 Bar 36 times @ 1.00
3 Cherries—30 times @ 1.00
2 Cherries—1 Bar 36 times @ 1.00
2 Cherries—1 Orange 36 times @ 1.00
Last Sale Receives 5.00
Takes in 2520 @
5 for \$1.00 ... \$504.00
Pays Out (actual) 437.00
Profit (actual) ..\$ 67.00
(Tickets stapled in fives.)

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—our—
Original
"JAR-O'-DO"
Original
RED-WHITE-BLUE
"BIG CHARLEY"
Takes in 2100 Tickets
@ 5 for \$1.00 \$420.00
Pays Out (actual) 360.00
Profit (actual) ..\$ 60.00
or
Takes in 2170 Tickets
@ 5 for \$1.00 \$434.00
Pays Out (actual) 360.00
Profit (actual) ..\$ 74.00
(Tickets stapled five to a bundle!)

"NEW REELS" PAYOUT
Style No. 2—
217 winners, 5c play
3 Bars—6 times @ \$2.50
3 Bells—18 times @ 1.00
2 Bells—1 Bar 30 times @ .50
3 Oranges—24 times @ .50
2 Oranges—1 Bar 36 times @ .25
3 Cherries—30 times @ .25
2 Cherries—1 Bar 36 times @ .25
2 Cherries—1 Orange 36 times @ .25
Last Sale Receives 2.50
Takes in 2520
@ 5c \$126.00
Pays Out (actual) 97.00
Profit (actual) ..\$ 29.00

"NEW REELS" PAYOUT
Style No. 2—
169 winners, 5c play
3 Bars—6 times @ \$2.00
3 Bells—18 times @ .50
3 Oranges—24 times @ .25
3 Cherries—30 times @ .10
3 Lemons—18 times @ .10
2 Cherries—1 Bar 36 times @ .10
2 Cherries—1 Orange 36 times @ .10
Last Sale Receives 2.00
Takes in 1260
@ 5c \$63.00
Pays Out (actual) 41.00
Profit (actual) ..\$22.00

! NOTICE !
NO STRINGS ATTACHED TO OUR TICKETS!
DO NOT TAKE SUBSTITUTES. ORIGINAL "JAR-O'-DO" TICKETS ARE MACHINE FOLDED, MACHINE TAPED AND MACHINE COUNTED. NO SEWING WHATEVER ON OUR TICKETS. DO NOT BE MISLED! IF YOUR JOBBER CAN'T SUPPLY YOU WITH THE ORIGINAL "JAR-O'-DO," WRITE DIRECT TO US.

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ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO

PARTS FOR MILLS SLOTS

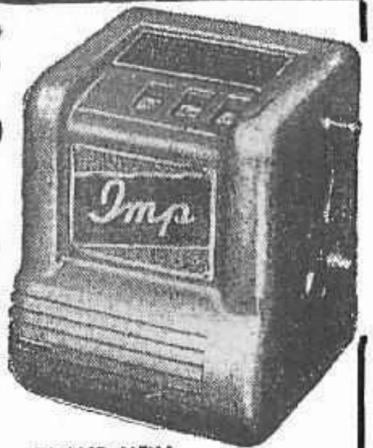
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10% Discount in Lots of 25 or More.

Large Gears Complete with Brackets and Springs \$3.00
Reel Strips, 3-5 or 1 Cherry Payout. Per Set55
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Club Handles, Painted and Chromed 4.50

We Have All Types of Springs and Other Parts for Mills Slots.

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Over 75,000
Now Giving
Trouble-Free
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1/3 Deposit With Order.

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RECONDITIONED—Guaranteed
By Our 48 Years of Experience
WRITE FOR PRICES

1 50c GOLD WAR EAGLES
3 5c GOLD WAR EAGLES
6 10c GOLD WAR EAGLES
2 25c GOLD WAR EAGLES
6 5c GOLD CHROMES
3 10c GOLD CHROMES
4 25c GOLD CHROMES
6 5c SILVER CHROMES
8 10c SILVER CHROMES
6 25c SILVER CHROMES
6 25c BROWN FRONTS
3 5c BLUE FRONTS
2 10c BLUE FRONTS
6 25c BLUE FRONTS
15 5c Q.T.'s Originally Blue
Made Gold Glitter... \$89.50
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Above 99.50
6 5c VEST POCKET,
Blue and Gold..... 54.50

All Machines have Kneec Action, Club Handles and are fully guaranteed.
We have all types of Coin Machines. Tell us what you want.

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(All Tickets Machine Banded & Counted)
2040—Singles \$2.40 Per Bag
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85c Per Bag Extra for Stapling in Fives.
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1000—On Stick \$1.25 Per Set
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Write for Info. on Items Not Mentioned.
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Good Console and Music Mechanic to work in Northwestern Pennsylvania. Give references and salary expected.

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Write us for your repair parts.

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Miniature Motor Service

We are in a position to completely repair, rewind and overhaul all miniature motors for Seeburg Guns, Bally Guns and all type of Phonograph Motors. Prompt service! \$10.00 Per Motor.

Send Railway Express, Freight Prepaid.

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New "Cupids Wheel" Love Teller . . . \$295.00	New "Selectorscope" Fortune Teller . . \$375.00
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MODERNIZED REPLACEMENT CABINETS. GLAMOROUS DESIGN, BEAUTIFULLY ILLUMINATED MODERNISTIC GLASS PANELING, CABINET NATURAL FINISHED WOOD, EXQUISITELY GRAINED. ADAPTABLE FOR ANY TWIN (12) 20 OR 24 RECORD MECHANISMS. SPECIAL PRICE, \$59.50. ONLY A LIMITED SUPPLY AVAILABLE.

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NEWLY REFURBISHED "SPORTSMAN," \$495.00

RECONDITIONED SLOTS AND CONSOLES

10 Mills Gold Chrome, 5¢	3 Jennings Silver Chief, 5¢	5 Mills Four Bells, 4-5¢
2 Mills Gold Chrome, 10¢	4 Jennings Chief, 5¢	4 Mills Three Bells
4 Mills Gold Chrome, 25¢	1 Jennings Chief, 10¢	2 Keoney Super 4-Ways
6 Mills Regular Chrome, 5¢	2 Jennings Chief, 25¢	8 Keoney Super 2-Ways, Cash
1 Mills Regular Chrome, 10¢	2 Jennings Chief, 50¢	2 Evans '41 Bangtalls, Late
3 Mills Regular Chrome, 25¢	1 Giltter Gold Q.T., 1¢	Jackpot Models
5 Mills Blue Fronts, 5¢	2 Blue Crackle Q.T., 5¢	1 Evans Dominoes, Late '41
8 Mills Blue Fronts, 10¢	1 Exhibit Silver Bell, P.O.	3 Evans Lucky Lucro, 5-5¢
6 Mills Blue Fronts, 25¢	18 Mills Jumbo, Late Model	4 Baker's Pacer, Daily Double
2 Mills Blue Fronts, 50¢	High Head, P.O.	(Late)
2 Mills Brown Fronts, 5¢	12 Mills Jumbo High Head,	1 Baker Pacer (Late)
1 Mills Brown Front, 10¢	P.O.	1 Pacer Racer, 25¢, Brown
4 Jennings Silver Moon, 5¢	14 Mills Jumbo (Comb.)	1 Pacer Saratoga Sr., 10¢
4 Jennings Victory Chief, 5¢	2 Bally Big Tops, P.O.	1 Pacer Saratoga '41 Sr.
2 Jenn. Victory Chief, 10¢	1 Bally Sun Ray, Free Play	(Comb.)
1 Jenn. Victory Chief, 25¢	5 Bally Club Bells	7 Pacer Saratoga '41, Rail
1 Mills Gold Reward, 5¢	1 Big Top, Free Play	Model Jr.
2 Mills Extraordinary, 5¢	6 Keoney Super (Comb.)	3 Jennings Liberty Bells
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SPECIAL MILLS JUMBO PARADES, P. O., LATE MODELS, HIGH HEADS, REFINISHED AND REBUILT LIKE NEW \$149.50

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Packard Pla-Mor . . \$32.50	Buckley Boxes, III. \$19.50	Seeb. Wall-o-Matics \$39.50
Wurlitzer Model 125 32.50	Rock-Ola Wall, A.C. 18.50	Seeb. Select-o-Matic 9.50
Wurlitzer Model 100 16.50	Rock-Ola Bar, D.C. 7.50	Keoney Boxes 4.95

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 Send List of Machines you have to sell and let us quote prices

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance C. O. D. All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

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Gun Lamps for Seeburg & Bally Ray Guns, Write ATTENTION! DIRECT OPERATORS

FOR SALE—Combination Hand-Operated Camera, solid walnut cabinet, 1 1/2" (sold 4 for 25c), 3 1/2" (post card size, sold at 50c each). Consists of 6 different backgrounds, Cooper Hewitt Lighting and Photo Flood Reflectors. Samples of photos taken by this camera will be submitted on request. Write for price.

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Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.

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The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.
"SHOOT THE JAP"
 RAY-O-LITE GUNS

\$179.50 1/3 Deposit, Balance C. O. D. \$179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet-makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges, or \$60.00 with your order—balance of \$119.50 C. O. D.

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We have many different radio tube numbers for the Coin Machine Industry. Write for our price list now. Sign Enclosed Consumer's Certificate.

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I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

NAME
 ADDRESS
 DATE

GUN LAMPS \$1.00
 for SEEBURG Ray Guns

GUN CABLES \$2.00 EACH
 Five-Wire Standard 8-Ft. Length, Rubber-Covered, Good Quality.

PHOTO ELECTRIC CELLS (#CE-23) \$2.50
 (Can be used on "CHICKEN SAMs," "JAPS," "CHUTES," "RAPID FIRES" and other Ray Guns)

TOGGLE SWITCHES \$2.50
 Complete Assembly for SEEBURG Ray Gun Cabinets

#928—R. C. A. PHOTO ELECTRIC CELLS \$3.50
 (Non-Directional) for Seeburg Ray Guns—Will Shoot All Around.

GUN STOCKS—Brand New EACH \$9.50

A very fine stock which can be used on practically all of Seeburg Guns. Change-overs from your old Gun Stocks can be made in about 20 minutes.

WANTED FOR CASH SEEBURG'S "CHICKEN SAMs" "JAIL-BIRDS" BEST PRICES

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. Write us description and quantity before shipping.

Our Expert Service Department RE-BUILDS • RE-CONDITIONS • RE-FINISHES

Your Old Run-Down "CHICKEN SAMs" and "JAIL BIRDS" and Converts Them Into "SHOOT THE JAP" Ray Guns.

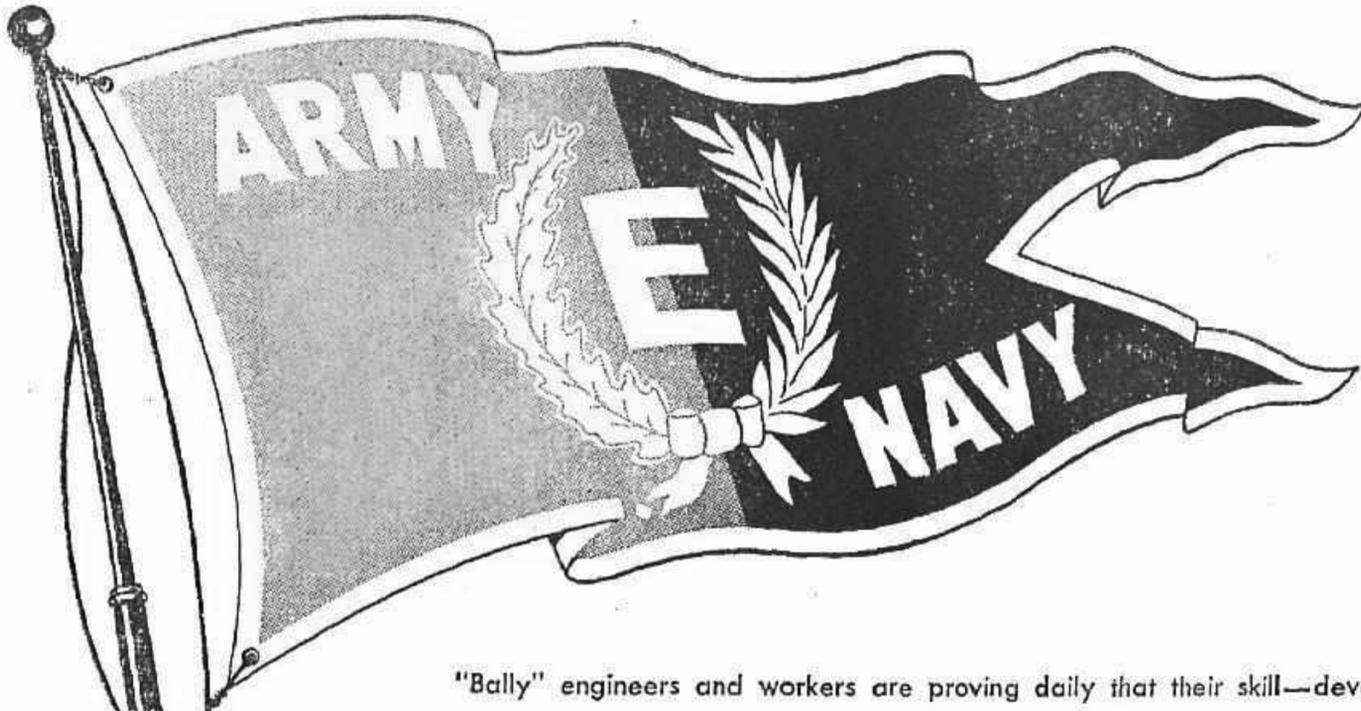
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We Repair Cabinets and Re-Condition Amplifiers.

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**REBUILDING AND REFINISHING
OF
MILLS SLOTS
(ALL TYPES)
\$95.00
SEND US YOUR MACHINES
10-DAY SERVICE**

SPECIALS—FOR SALE

Mills Single Machine Safes	\$ 52.50	Keeney Air Raider	\$230.00
Molink Double Machine Safe	62.50	Supreme Tokyo Gun	330.00
Rockola World's Series	97.50	Selector Scopo Fortune Teller	375.00
Gottlieb Three-Way Grippers	22.50	Cupid's Wheel	295.00
Chicken Sam—Hitler Conversion ..	158.50	New Supreme Skee-Roll	317.50
Chicken Sam	108.00		

7-Gun ABT Rifle Range Complete—Write for Price

CONSOLES

Jumbo Parade Combination	\$160.00	Paces Saratoga	\$175.00
Keeney Kentucky Club	90.00	Paces Races	290.00
Keeney Skill Time	90.00	Baker Pacer, 25c	350.00
New Paces Reels Sr.	260.00	Mills Four Bells	Write
New Paces F.P. Reels	260.00	Jennings Fast Time, F.P.	80.00
New Saratoga Jr.	250.00	Jennings Bob Tall, F.P.	108.00
New Saratoga Sr.	260.00	Caille Console	95.00
Paces Reels Jr.	175.00	Bally Roll-Em, 25c	175.00

WILL PAY CASH

FOR MILLS, JENNINGS, PACE, WATLING SLOT MACHINES.
WIRE OR MAIL LIST.

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Mills 1-2-3, F.P.	\$ 82.50	Victory	\$ 95.00
Mills 1-2-3, P.O.	97.50	Victorious Turf Champ	184.50
Keeney Contest	135.00	Challenger	195.00
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Buckley Boxes, Rebuilt	25.00	Keeney Boxes	5.50
Wurlitzer Model 100	25.00	Perforated Program Sheets, Per 1000 ..	4.50

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND	\$55.00	REBUILT DE LUXE	\$100.00
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Mills—Jennings—Watling—Caille. Tell us your requirements.

All Prices Subject to Prior Sale. Terms—Cash With Order.

BUCKLEY TRADING POST
4225 W. LAKE ST. CHICAGO 24, ILL. Ph: Van Buren 6636

That's Right!
It Ain't HAY



It Ain't HAY

A Bee Hive of Honey and Money! Real action here to keep 'em buzzing for that Juicy Jackpot. Takes in 440 Jumbo holes at 10c \$44⁰⁰
Average Payout \$23⁸⁰
Average Profit . \$20²⁰

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO



ROTOR TABLES

Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

ONLY A FEW LEFT—\$79.50

NATIONAL NOVELTY COMPANY
183 MERRICK ROAD, MERRICK, L. I., N. Y.

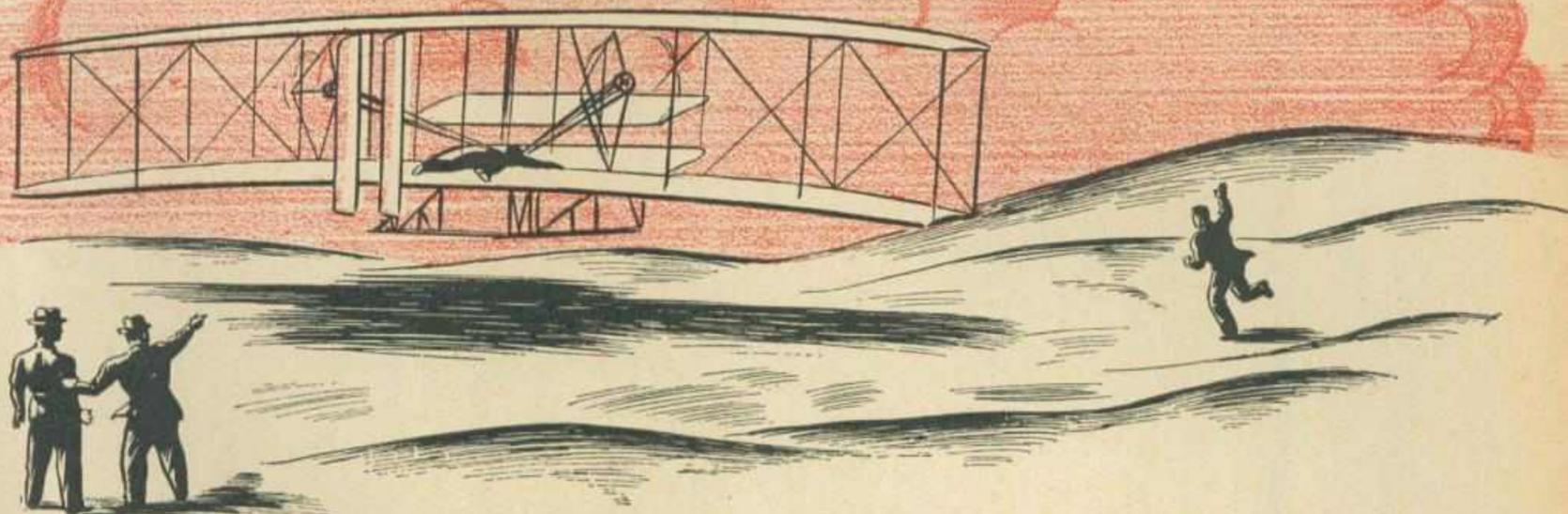
WANTED TO BUY—BALLY ONE BALL FREE PLAY

Sport Special...\$100.00	Blue Grass.....\$125.00	'41 Derby.....\$275.00
Sport Event...\$100.00	Record Time...\$ 80.00	Longacres\$400.00
Dark Horse ...\$125.00	Club Trophy...\$250.00	Pimlico\$275.00

ALL 5 BALL GAMES OR COMPLETE ROUTES

ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.

FIRST FLIGHT!



SEVENTY-SEVEN years ago this week, on April 16, 1867, to be exact, a boy was born in the little town of Millville, Indiana, and was duly christened Wilbur. Four years later, in Dayton, Ohio, a brother was born who became known as Orville. These two events had no especial significance to anyone, except possibly their family. However, in those two small heads lay the seeds of man's most spectacular triumph over nature. The boys' last name was Wright, and there came a day, December 17, 1903, and a place, Kitty Hawk, North Carolina, wherein Wilbur and Orville Wright demonstrated beyond the shadow of a doubt that men could build a machine that would fly. Man was air-borne!



ORVILLE WRIGHT

A great gift to the world—a great American achievement! But in wrong hands it had disastrous possibilities. It was the airplane more than anything else that made possible the horror of Hitler's blitzkrieg.

It is American planes, in large part, that will overcome this evil and reverse the blitzkrieg against the oppressors. American planes that right now are rolling out of American factories by thousands. Swift, efficient, deadly — and expensive. They must be paid for. Put your money in the fight. Buy every bond you can and remember

THERE IS NO BETTER INVESTMENT THAN WAR BONDS!



AWARDED TO THE J. P. SEEBURG CORPORATION
FOR OUTSTANDING PRODUCTION OF WAR
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FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS



CENTER OF ALL EYES WHEREVER INSTALLED

POLL the opinion of location owners and you'll get an earful of praise for the New Modernized Wurlitzer. Its beauty gains it instant attention. Its tone earns it constant use.

It's a money maker for location owners and Wurlitzer Music Merchants too. More than that, it's proved the salvation of undermanned Service Departments. The mechanical selectors on this war-time Wurlitzer require little or no attention!

If you, as a Wurlitzer Music Merchant, want to establish yourself in the cream of the locations NOW with an eye to your post-war future—just move in with a Modernized Wurlitzer and you'll be there to stay!

The New Modernized

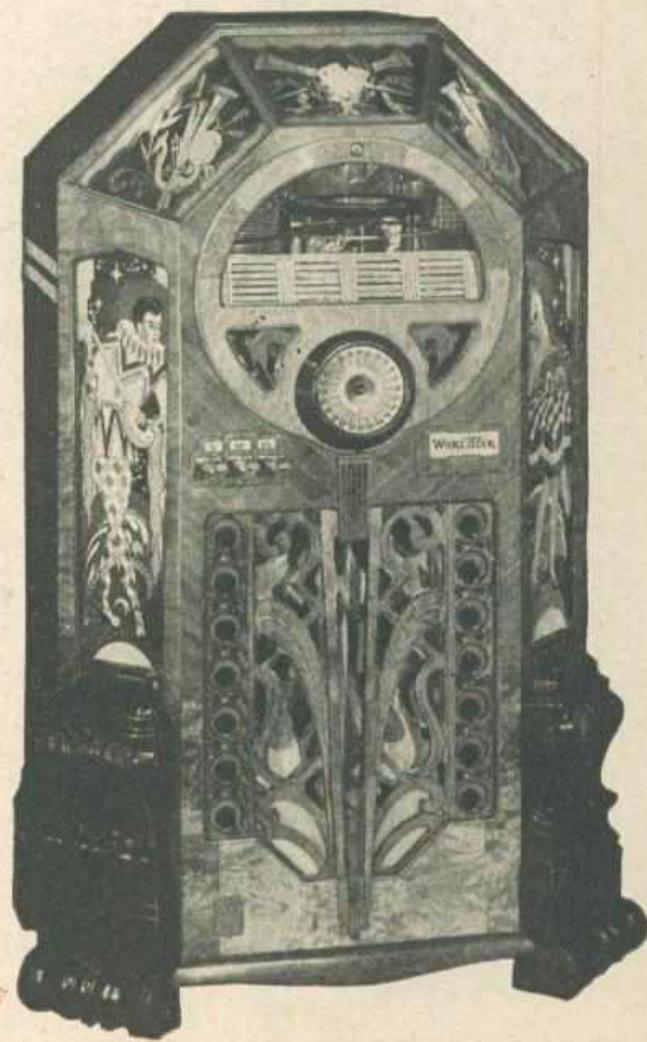
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